



Yass Soldiers Memorial Hall Committee

Thursday 6 August 2020

1.30pm

Council Chambers

209 Comur Street, Yass

**ATTACHMENTS TO REPORTS
ITEMS UNDER SEPARATE COVER**

Yass Soldiers Memorial Hall Committee

Attachments to Reports
Items Under Separate Cover

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Consultation Outcomes Report

Yass Memorial Hall

Client: Yass Valley Council

Date: 05 June 2020

Contact:

Sonia Dalitz
sonia.dalitz@elton.com.au
(02) 6274 3300

CANBERRA
02 6274 3300

L1, 121 Marcus Clarke Street
Canberra, ACT, 2601

www.elton.com.au
consulting@elton.com.au
Sydney | Brisbane | Canberra | Darwin | Melbourne | Perth
ABN 56 003 853 101

Prepared by	Sonia Dalitz and Claire Adams
Reviewed by	Lisa Moore
Date	5 June 2020
Version	Final 1.1

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1 Executive summary

Yass Valley Council is preparing a project that aims to revitalise use of the Yass Soldiers' Memorial Hall (the Hall).

This report documents the feedback and ideas provided by user groups, members of the community and other key stakeholders about the project. This community input gathered will be used to inform a shared vision for the possible future uses of the Hall.

Purpose of this report

The purpose of this report is to detail the outcomes of community consultation activities undertaken for the project between February and April 2020. It describes the key themes and issues raised by both current and potential users of the Hall, including local residents, business and community stakeholders. It also makes recommendations to assist with any future consultation for the revitalisation of the Hall.

What we did

A range of consultation activities were designed to draw out a cross section of community views that could inform potential improvements of the Hall. The intention of all activities was to encourage 'out of the box' and creative thinking about opportunities for the Hall. The target audience for activities was to reach current hirers as well as people who may not currently visit or hire the Hall.

In total, consultation activities produced valuable feedback from more than 100 key stakeholders, collected using a wide variety of engagement methods, outlined in Figure 1:

Figure 1 Engagement activities summary



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Community interest in the project was monitored, with a reasonable level of engagement demonstrated by indicators such as:

- » Current hirer representation at the drop-in sessions.
- » Attendees of the drop-in session expressing a desire to be kept informed of the project progress and taking time to complete feedback forms.
- » Online survey respondents taking the time to answer optional 'open ended' questions.

What did we learn?

The intention of Yass Valley Council to take steps to revitalise the Hall (including this consultation process) was overwhelmingly supported by almost everyone who partook in engagement activities. There were very few people who viewed the current state of the Hall as acceptable and/or adequately meeting the needs of its existing uses. Instead, there was consistent agreement that significant improvements are needed to meet contemporary expectations and encourage new uses.

It was clear that participants in the consultation activities viewed Yass Valley Council as the appropriate organisation to lead the Hall's renewal, with limited support for any future uses that might involve revitalisation being led by the private sector. Other findings were:

- » Defining the 'historical' nature of the Hall is highly sensitive, with polarising views on how, or if, the values associated with the memorial shrine are to be best preserved, protected and/or acknowledged as part of the project.
- » The large size and central location of the facility in the main street is a significant asset, especially as compared with the location of some of the other local community facilities in Yass which were regarded as being more isolated from passing pedestrian and vehicle traffic.
- » Broad based agreement that the need for improved general maintenance and amenity levels is the primary reason for the Halls current low level of usage when compared to other factors such as hire costs, publicity or governance.

Key messages

Aspects of the project that attracted particular positive comment were:

- » Support for an outcome that addresses the specific requirements of the Yass Archives around accessibility, fire safety and adequate, appropriate storage room. This includes the option of both renovating the existing location, or potential relocation to a more suitable premises.
- » Validation and recognition of the importance of retaining things that are 'working well', particularly the existing facility layout that provides a uniquely large gathering space in the centre (the Hall and stage) with annexures for food service and storage. The majority of consultation respondents saw the scale of the facility as being relatively irreplaceable and if lost, other venue hire alternatives such as school Halls and the soldiers club facilities could not adequately provide these very large meeting spaces.
- » Qualified support for encouraging leasing of space for commercial or business purposes, providing they are compatible with the preferred ongoing use for community-based arts and performance related activities.
- » Enthusiasm for any options that result in higher levels of use by visitors to Yass/tourists.

Where support for the project was qualified, concerns related primarily to:

- » Worry about the protection of the cultural and historical values people attach not only to the foyer memorial, but memories of the whole building (i.e. its original construction) and prior uses such as balls.
- » Frustration that the Hall has been 'allowed' to fall into its current poor condition.
- » Scepticism that Yass Valley Council is fully committed to resourcing and proposing revitalisation actions for the Hall given the significant major works that are likely to be required to bring it up to contemporary

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building standards. This includes doubt that Yass Valley Council has the capacity and/or meets eligibility criteria to access relevant grant funding sources to assist with future potential works.

- » Potential for external economic factors to impact on success, such as decisions about privately owned existing facilities in Yass (the theatre) and competing priorities with needs to also improve other public community facilities (museum, library).

Recommended next steps

Based on the outcomes of consultation process described in this report, it is suggested that future project consultation involve:

1. Engagement techniques that target people under the age of 25 years. This is a key age group whose views are not adequately represented in the current consultation outcomes.
2. Provision of further information that promotes a shared understanding between relevant existing hirers and Yass Valley Council regarding:

- » Technical historical value of the facility from an (actual) heritage perspective
- » Cultural value of the facility from a (perceived) social perspective.

This will help ensure that throughout the Project there is clear communication between parties about Council's responsibilities in conserving heritage items, along with appropriate acknowledgement of some community members memories and stories associated with the hall (e.g. through oral history or legacy projects).

3. Provision of further information to enhance people's understanding of cost benefit analysis relating to hall improvements work. This may involve:
 - » a detailed audit of the physical condition of the facility to establish the potential financial costs of building improvements to meet contemporary specifications and relevant accessibility standards
 - » feasibility of staging improvement works (prioritisation exercise), including an assessment of essential versus desirable improvements
 - » estimates of potential (maximum) revenue that could be generated from increased hire under various scenarios of use by community and cultural groups and the private business and commercial sector
 - » review of potential sources of funding for improvement works (such as current government grant schemes, general revenue), including benefits and constraints of each (e.g. grant conditions, burden on ratepayers).

2 Introduction

This consultation outcomes report synthesises community feedback collected during engagement activities undertaken to inform people about the development of a shared vision for the revitalisation of the Yass Memorial Hall (the project).

The aim of the consultation process was to gather ideas on future options for use of the facility. Undertaking community engagement helps ensure the project is informed by a wide range of community views and inputs, and will reflect the values and aspirations of people who currently visit or hire the Hall, or who may want to visit or hire the Hall in the future.

The findings of this outcomes report will help Yass Valley Council to further involve stakeholders in their planning process, and give people a sense of shared ownership over decision making in relation to the project.

2.1 About the project

Yass Soldiers' Memorial Hall is a substantial two storey brick building with four stone pillars and stone facings, located in the main street of Yass. Governor General Lord Forster laid the foundation stone in 1922 and the building was officially opened by Brigadier General H. E. Elliott in March 1923. Designed by Vernon and Hill of Sydney as a war memorial and public Hall; it was built by Walter Macintosh and paid for by public inscription. Over the years, it has housed a cinema, ex-servicemen's club, literary institute and lecture room. Two upper storey rooms were added in 1928 and 1930. In the foyer of the building, are Honour Rolls for the Sudan, Boer War, World Wars 1 and 2, Korea, Vietnam and memorial plaques.

Today, the Hall is used by numerous groups in the community for performing arts, public meetings and information sessions, exhibitions, and both commercial and not-for-profit enterprise.

In line with broader societal trends, Yass Valley Council is aware that improving utilisation of the Hall facility will be crucial to both its future financial and social sustainability. At present, Council holds concerns about:

- » The age of the facility and implications of this on its current condition.
- » Limited current hiring revenue.
- » High current maintenance costs
- » Limited activation facing the main street.

In line with its Community Strategic Plan, Council is required to balance meeting the costs of the project while also ensuring they meet community expectations of efficiency and effective governance.

Community consultation is viewed as a first, important step in Council's next steps in providing an evidence-based assessment of current and potential community need. The project's overarching goal is to ensure guidance provided on utilisation takes into account not only physical improvements, but also what kinds of programming should take place in Hall spaces, and how broader governance arrangements could operate. In commencing the project, Yass Valley Council indicated a willingness to encourage suggestions that present innovative options for proposed future usage in parallel to any suggestions that uphold the Hall's existing uses and character.

2.2 Approach to consultation

It was a crucial element for this project to acknowledge upfront the various meanings and social identities people associate with the Hall facility. The general approach to engagement for this project was to view it as an 'everything is on the table' or 'blue sky thinking' opportunity for feedback, while making clear that the historical foyer area would be 'off limits' for any changes that could potentially impact its commemorative function.

Consultation activities were based at a 'consult' level of the internationally recognised IAP2 spectrum, meaning the project aimed to actively seek stakeholder views and input to:

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- » Generate a diverse range of relevant possible ideas and suggestions to reinvigorate and/ or maximise usage of the Memorial Hall;
- » Ensure that representatives of key groups with vested interests can provide details of their views and thoughts that is responsive to perceived and/or actual opportunities and constraints
- » Produce options that will continue to meet the needs of current users
- » Produce options that are likely to achieve desired utilisation and activity levels.

The conduct of consultation for this project implies that people's ideas will be carried through the project. The 'promise' made to the public is that this phase of engagement would establish a range of options for Council to consider, rather than for them to make any final decisions. This will help build trust and confidence in Yass Valley Council's commitment to demonstrate a tangible outcome from the engagement process, and help build social capital for the overarching goal of revitalising the Hall.

As a result of this approach to consultation, the selection of activities aimed to be as broad based as possible to reduce the likelihood of feedback reinforcing existing uses.

2.3 Communications and engagement strategy

A communications and engagement plan was prepared in collaboration with Yass Valley Council to guide the consultation process the project team would use for seeking community input to the development of the project.

The strategy for engagement included Yass Valley Council being responsible for the promotion of engagement activities to identified stakeholders, while Elton Consulting staff led the facilitation of all engagement activities, which included:

- » One 'drop-in' day held at the Hall on Tuesday, 25th February from 10am to 7pm
- » Four 'ideas sessions' of one hour duration each held at the Hall on Tuesday 25th February at 11am, 2pm, 4pm and 6pm
- » One online survey open for five weeks from 17th March to 15th April 2020

Limitations

Promotion of all consultation activities was led by Yass Valley Council via:

- » Preparation of media releases and website content.
- » Letters and emails to key stakeholder groups and existing hirers.
- » Preparation of social media posts.

This report solely considers the responses people made during consultation activities. Other potential sources of information for decision making by Yass Valley Council did not form part of the conclusions and recommendation formed. Examples of other sources of information include asset data on the facility, hiring data, maintenance records, and revenue data.

The impact of Covid 19 related issues did not impact on the drop-in day activities, but did lead to extension of the online survey in an attempt to maximise the response rate. It is considered possible that responses to the online survey may be lower than what otherwise might have been the case as people's lives continue to be impacted in terms of their interest in and availability to participate in community consultation.

3 Engagement outcomes

This chapter summarises the outcomes of each engagement activity. Full descriptions of all responses are provided in the Appendix of this report.

3.1 Drop-in session

On Tuesday 25th February, the Yass Memorial Hall was opened from 10am to 7pm for anyone in the community to come into the facility and provide their views. This included:

- » Talking to a staff member of Yass Valley Council or Elton Consulting (report author).
- » Writing a post-it note on one of the five large 'boards' with question prompts.
- » Filling in a feedback form.

In total, 36 people provided their contact details confirming they attended the 'drop-in', with approximately five other people estimated to have attended but not provided their contact details.

Overall, the 'drop-in' findings indicated limited support for any major change to the Hall's current usage.

Outcomes revolved around general clean up or maintenance improvements and modest upgrades that would increase the frequency of usage as opposed to changing the types of existing uses.

For a large number of attendees, there was strong opposition to the idea of any major place planning interventions that might jeopardise people's identification of the physical structure of the building, with varying understandings of its memorialisation purpose. This presents a major potential risk to progressing future alternative usage options. Based on responses, there would be substantial community opposition to any changes perceived as a potential or actual threat to people's views on the significance of the Hall to local historical, social or cultural values. This is likely to be the case regardless of if these views are technically correct as defined by various heritage registers or government authority records.

Findings from the feedback provided at the 'drop-in' suggest a balance needs to be struck between modernising the Hall's built form while retaining its 'memorial' function.

The vast majority of attendees agree that the size of the Hall and its layout works well, but requires upgrades to meet higher expectations of cleanliness, safety and amenity.

3.2 Ideas workshops

On Tuesday 25th February, four focus group times were available for people to attend at the Yass Memorial Hall during the 'drop-in' event times (see Chapter 3).

These sessions were held at 11am, 2pm, 4pm and 6pm to provide flexibility for people who work and/or have caregiving responsibilities. All ideas sessions were facilitated and recorded by an Elton Consulting staff member, with no supervision or participation by Yass Valley Council staff.

In total, 18 people participated in the four workshops.

Overall, the ideas workshops findings strongly aligned with the drop-in comments, namely there being limited support for any major change to the Hall's current usage.

Outcomes revolved around the following themes:

- » A size and layout of the Hall facility that is little changed, maintain a large central area for important community gatherings. Minor modifications can be made to modernise the facility, such as a second foyer entrance, ability to divide other meeting spaces, improved storage areas.

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- » Substantially improved amenity to meet contemporary expectations of a quality, publicly hireable facility. Feedback revolved around upgraded sound, catering facilities, light, temperature, cleanliness, energy efficiency and general maintenance.
- » A focus on creativity and cultural uses such as dance, performance, art, music, markets, movies. A secondary focus was on meeting spaces, particularly to suit conferences, or provide activities for young people. There was strong support for hire of spaces to community groups, and the ability for hirers to access liquor licences to encourage hirers like weddings and other functions.
- » Bringing up the building to meet community expectations around accessibility. This extended not only to the physical access to the Hall such as providing a lift rather than stairs, but around better promotion, lower hire costs, administration support for hirers, and opening hours for the general public.
- » Related to accessibility, people wanted better connectivity between the Hall and the local park, library, alley's and street. Many specific suggestions around increasing community safety in the building were made.
- » The history and heritage of the building is highly valued and people desired this atmosphere of the facility to be retained.
- » There was acknowledgement that changes to the built structure of the Hall would not be successful unless Council also looks at 'soft' solutions, such as adequate staffing support, facilitated bookings processes and access to alternate funding sources.

3.3 Online survey

An online survey ("survey monkey" platform) was provided via a link from Yass Valley Council website. The online survey was designed to gain responses from a broader sample size of interested community members. The online survey opened on March 17th. It was initially due to close on April 7th however due to Covid 19 related concerns was extended till April 15th, being open a total of 5 weeks.

Most of the questions were close-ended, with open ended questions provided to allow the respondent to answer freely. Questions were designed to gather information about the following three areas.

- » Demographics of respondents.
- » Satisfaction with current use of the Memorial Hall facilities
- » Preference for future use.

There were a total of 83 responses to the survey. The majority of these were Yass Valley residents (85%) who have lived in the LGA for more than 5 years (84%). Most respondents were aged between 40 to 59 years (58%) with only 4% respondents under the age of 29 years. This is considered a relatively low survey response rate, and represents quite a narrow demographic. It is important to note then the viewpoints expressed in the survey are unlikely to be statistically representative of general community opinion of all Yass residents. In addition, only 9% of survey respondents had never used the Hall or were not aware of the facility, meaning responses to the survey are highly likely to be biased towards current uses and hire groups.

The majority of survey respondents indicated they visit the Hall once every three to six months (28%), and that their use of the Hall is mostly for community markets, to attend performances (such as dance), or for public ceremony (ANZAC day). Survey respondents were split between feeling like the Hall does (65%) and does not (35%) currently meet their needs.

The main reasons given for how the Hall could better meet people's needs were:

- » Improved thermal amenity (heating/cooling)
- » Improved condition of facilities (e.g. kitchen, stage)
- » Other than markets, an improved variety of activities available in the Hall.

There was a clear first preference that in future, the Hall retain its primary use as an arts facility for activities like acting, dance and music (53%). Use for food related activities (e.g. markets, café) and hire for both functions

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and social groups were broadly equally supported (ranging 12% to 28% support as second, third and fourth preference). Business uses was least preferred as a primary use (4%), indicating a market led revitalisation of the Hall (via private sector) is unlikely to be supported.

For specific suggestions of future uses, only 38% of survey respondents engaged with this question. Of these, a number advocated for Yass FM to relocate to the facility as a permanent use. No other clear preference emerged, with most responses referring to previously mentioned themes such as renovating the Hall, holding movie nights and increasing function hire. A variety of suggestions were made about other regional halls that have successfully been revitalised, but again the clear theme was continued use for general community hire and arts related use.

4 Conclusion

This consultation report outlines the feedback of over 100 people's responses on their views of how Yass Valley Council can best revitalise the Yass Memorial Hall.

The report finds that the majority of people who participated in engagement activities are regular and current hirers of the facility, which is likely to have biased responses to affirming existing uses rather than teasing out the possibilities. In particular, the views of people aged under 25 years are not considered to be adequately represented.

Overall, the report finds that people are content with the current design of the Hall facility, and would prefer it to remain dedicated to cultural and community-based use. Respondents typically felt that the condition of the Hall is the primary barrier to increased use, making suggestions for improvements and enhancements that revolved around maintenance and renovation matters.

There was clear support for Yass Valley Council to lead revitalisation with particular attention to social and historical significance of the facility, as opposed to private sector led investment ideas. The majority of people felt the facility is a major asset for the community, and that it is 'working well' despite physical constraints.

Based on community consultation outcomes in this report, any subsequent future scenarios for the Hall would not be based on any significant departure from the 'status quo'.

It is recommended that as the project progresses, Council's consultation with the community should:

- » Use engagement techniques that target people under the age of 25 years.
- » Provide information that promotes a shared understanding between relevant existing hirers and Yass Valley Council regarding historical and cultural values associated with the facility
- » Provide information that enhances cost benefit analysis relating to hall improvements work.

Appendices

- A Media release
- B Drop-in session
- C Ideas workshop
- D Online survey
- E Written submissions

A Media release

A-1 Council media release 11 February 2020

Tell us how you would like to use your Memorial Hall

Calling all users of Yass Soldiers' Memorial Hall – from local schools and clubs to non-for-profit organisations, government stakeholders and small business owners! We want to hear from you all about your shared vision for possible future use of this important community facility.

Yass Valley Council is embarking on an exciting project to revitalise the Yass Memorial Hall and the first step in that process is community consultation. To help deliver this, Council has engaged the assistance of Elton Consulting, a consultancy firm that works in partnership with clients to make a difference to cities and regions.

To this end, a drop-in session will be held at Yass Memorial Hall on Tuesday, 25 February from 10am to 7pm where members of the public, in particular regular users of the Hall, are widely encouraged to come along and provide their initial thoughts and feedback on how they would like to use their community Hall in the future.

"We want to be ambitious in understanding what you think the opportunities are to increase public access to the many spaces available to create a thriving building for the community for the coming decades," said Yass Valley Mayor Rowena Abbey.

"I would like to invite all residents to the public drop-in session where consultants and staff from Council will be on hand to answer any questions you may have. All your questions, ideas and suggestions will be included in a report to Council that outlines what the community views are on concepts for future uses of the main Hall, gallery, annexes, kitchen and front rooms."

Yass Soldiers' Memorial Hall is a substantial two storey brick building with four stone pillars and stone facings, located in the main street of Yass. The foundation stone was laid in 1922 and the building was officially opened in March 1923. Designed by Vernon and Hill of Sydney as a war memorial and public hall; it was built by Walter Macintosh and paid for by public subscription. Over the years, it has housed a cinema, ex-servicemen's club, literary institute and lecture room. Two upper storey rooms were added in 1928 and 1930. In the foyer of the building, are Honour Rolls for the Sudan, Boer War, World Wars 1 and 2, Korea, Vietnam and memorial plaques.

Today, the Hall is used by numerous groups in the community for performing arts, public meetings and information sessions, exhibitions, and both commercial and not-for-profit enterprise.

During the public drop-in day, all stakeholders are invited to get involved in 'small group ideas' workshops. Workshops will run for one hour and will be held at 11am, 2pm, 4pm and 6pm. These independently facilitated sessions will be an opportunity for user groups to provide more detailed feedback about any aspect or ideas for the future uses of the Hall.

"These ideas can be for community or social enterprise proposals as well as business or commercial suggestions. These conversations will be crucial to the success of this project and I encourage everyone to get involved," Mayor Abbey continued.

If you can't make it on the day there will be additional opportunities to have your say about the project, including an online survey due to be rolled out in March.

Yass Memorial Hall public drop-in day Date: Tuesday, 25 February 2020. Time: Drop-in session open any time from 10am to 7pm. One hour ideas workshops will start at 11am, 2pm, 4pm and 6pm. Location: Yass Soldiers' Memorial Hall, Comur Street Yass.

A-2 Yass Tribune Online Article 20 March 2020

Have your say on the use of Yass Memorial Hall

Yass Valley Council is inviting suggestions for the community regarding the use of Memorial Hall.

The community consultation process by the council is a part of their project that aims to revitalise the Yass Memorial Hall.

Council invites suggestions from local schools to clubs, not-for-profit organisations, government stakeholders and small business owners about possible future uses of the community facility.

To help deliver the project, council has engaged the assistance of Elton Consulting, a consultancy firm that works in partnership with clients to make a difference to cities and regions.

A drop-in session was held at Yass Memorial Hall on Tuesday, February 25 where members of the public, in particular regular users of the Hall, came along to provide their initial thoughts and feedback on how they would like to use their community Hall in the future.

Community members who did not get a chance to visit the initial drop-in session can now provide their thoughts and feedback by completing the online survey.

"We want to be ambitious in understanding what you think the opportunities are to increase public access to the many spaces available to create a thriving building for the community for the coming decades," Yass Valley Mayor Rowena Abbey said.

"All your questions, ideas and suggestions will be included in a report to the council that outlines what the community views are on concepts for future uses of the main Hall, gallery, annexes, kitchen and front rooms."

Yass Soldiers' Memorial Hall is a substantial two storey brick building with four stone pillars and stone facings, located in the main street of Yass.

The foundation stone was laid in 1922 and the building was officially opened in March 1923. Two upper storey rooms were added in 1928 and 1930.

In the foyer of the building, are Honour Rolls for the Sudan, Boer War, World Wars 1 and 2, Korea, Vietnam and memorial plaques.

Today, the Hall is used by numerous groups in the community for performing arts, public meetings and information sessions, exhibitions, and both commercial and not-for-profit enterprise.

The survey is now open and will close at midnight on Tuesday, April 7 2020.

You can take the survey by following this link <https://www.surveymonkey.com/r/K35N9CZ>.

6.1 Yass Memorial Hall Community Consultation Outcomes Report

Attachment A Yass Memorial Hall Consultation Outcomes Report

Have your say on the use of Yass Memorial Hall | Yass Tribune | Yass, NSW

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Yass Memorial Hall

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6689321:have-your-say-on-the-use-of-yass-memorial-hall [15/04/2020 11:43:01 AM]

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"We want to be ambitious in understanding what you think the opportunities are to increase public access to the many spaces available to create a thriving building for the community for the coming decades," Yass Valley Mayor Rowena Abbey said.

"All your questions, ideas and suggestions will be included in a report to the council that outlines what the community views are on concepts for future uses of the main hall, gallery, annexes, kitchen and front rooms."

Yass Soliders' Memorial Hall is a substantial two-storey brick building with four stone pillars and stone facings, located in the main street of Yass.

READ ALSO: Stay up-to-date with our daily COVID-19 Informed newsletter

The foundation stone was laid in 1922 and the building was officially opened in March 1923. Two upper-storey rooms were added in 1928 and 1930.

In the foyer of the building, are Honour Rolls for the Sudan, Boer War, World Wars 1 and 2, Korea, Vietnam and memorial plaques.

Today, the hall is used by numerous groups in the community for performing arts, public meetings and information sessions, exhibitions, and both commercial and not-for-profit enterprise.

READ ALSO: Truck carrying toilet paper goes up in flames

The survey is now open and will close at midnight on Tuesday, April 7 2020.

- You can take the survey by following this link
<https://www.surveymonkey.com/r/K35N9CZ>.

Source: <https://www.yasstribune.com.au/story/6689321/have-your-say-on-the-use-of-yass-memorial-hall/>

B Drop-in session

This section includes information gathered both from hard copy feedback forms as well as 'post it notes' stuck to ideas boards.

Figure 2 Drop-in session



Source: Elton Consulting

B-1 What should the key characteristics of the future Hall be?

Responses to this question were consistent with desired community characteristics of other community facility projects, being that halls are welcoming, inclusive, interesting and busy places.

This question attracted the least number of responses, which is likely to reflect that people who attended the drop-in were in broad agreement with the answers that other people had already provided. These were:

- » Proud (civic pride)
- » Comfortable
- » Flexible
- » Community focused/remain a community space/ vitality/ vibrant
- » Symbolic of Yass heritage/ conservation not modernisation/ keep the current historical character
- » Inviting/ friendly/ welcoming
- » Reflective of the community and its growth
- » Modern/ repurposed for the 21st century
- » Variety of uses/ open to as many uses as possible

B-2 What programs, services or activities should be offered at the Hall?

Responses to this question were generally consistent with past and existing uses of the Hall, which is likely to reflect the high proportion of drop-in attendees being members of groups that currently use the Hall.

- » Community events/ meeting areas
- » Wedding receptions/ private functions
- » Fashion parades
- » Kitchen/ Community kitchen to serve the needy/ Café area
- » Wine tasting
- » Visiting theatre and music productions/ Busking competition
- » Movie nights/ screenings
- » School holiday programs/ Kids activities- 'mini music'/ virtual reality training for school students/ workshops
- » Library/ Expansion of the library/ integration with library services
- » Co-working spaces/ work hub/ lease areas for office space/ business hub
- » Community markets / Rotary markets (bi-monthly)
- » Art / history exhibitions/ Archives should stay
- » Dance classes/ ballroom dancing/ balls
- » ANZAC Day activities (venue during inclement weather)

B-3 What spaces or features should be included in the Hall in future?

Responses to this question were very focused on amenity such as presentation and comfort of the central Hall and other rooms, with limited suggestions for any major change to the general layout. As with the previous question, this is likely to reflect the low number of 'drop-in' attendees who had not ever visited the Hall before.

The highest number of responses revolved around the need to improve the kitchen area, which received multiple mentions on many of the responses.

- » Continuous maintenance as required/ fresh paint
- » Restoration (of whole building)/ keep the art deco theme/ roof, ceiling
- » Renovated/ updated/ upgraded kitchen/ Chef designed industrial kitchen/ commercial kitchen/ new fridges/ modern facilities
- » Crèche area or children's play area for very young children aged 0 to 5 years
- » Open access to the memorial foyer, for at least business hours and on weekends. The Hall was built by the community, it is all historically significant/ should be a heritage centre
- » Café/ licensed bar/ coffee shop
- » Library/ community hub/ hire spaces for community meetings/ conference centre
- » Improved acoustics/ sound system/ stage lighting/ state of the art technology for conferences, concerts, broadcasts/ high quality Audio Visual/ upgraded electrical-rewiring
- » Sanded/ polished wooden floors
- » Air conditioning, silent heating
- » Blinds over the windows
- » Upgraded dressing/ change rooms/ toilets
- » Upstairs chairs refurbished/ repair front windows
- » Wheelchair accessible

B-4 Anything else you would like to add?

Responses to this question were concentrated around views on the historical essence of the building, and how this might influence future decisions about uses of the Hall. There were a high number of attendees at the 'drop-in' event who had lived in Yass for many years, and were very knowledgeable about the history of the Hall. This led to expression of strongly held and polarising views about the local cultural values of the facility.

- » It's really important to leave the front of the Hall as it is/ original, as it is a poignant reminder of the sacrifice of previous residents of Yass Valley. This includes the memorial 'rock' outside as well as the internal shrine. We need to up keep the heritage of the building/ keep the Hall as original as possible. Preserve the memorial. Keep the front as a memorial/ all needs to be kept intact as a memorial. Preserve our history. The whole building is a memorial building.
- » Is the foyer really legally under historical protection, or can that area actually change/ be changed. The 'rock' out the front is not part of the original building, and could be moved as it blocks the footpath. Keep the front as a memorial area but other than the façade the area behind could be a new functional area that is more usable
- » Council aren't doing anything with the Hall, it could be sold.
- » Library could be moved somewhere else and that space part of this project too
- » Before any decision is made by Council, there should be an open tender process regarding alternate uses or designs for the building.
- » Hall is a war memorial and a significant public building erected by public subscriptions.
- » The Hall is erected by the Yass community to perpetuate the memory of those who served and gave their lives for Australia. This characteristic of the Hall should never be lost. The entrance and the front foyer should be retained to meet the original intent of the construction of the Hall.
- » Council money spent on consultants (for the project consultation) would be better spent on maintenance like a re-paint.

B-4-1 Management

- » Easy liaison with Council representatives for emergencies
- » Better management of the venue, too much red tape to hire one-off (puts people off: need a package that includes everything)
- » Guidelines for hiring the premises
- » Public liability included for hirers, especially for community groups who have the best ideas
- » Shouldn't have to pay for rubbish removal when you hire - cleaning could be included as option in fee
- » A management coordinator (booking agent) possibly based at the tourist information centre. A Hall coordinator role could help with set up and pack down with hirers, ensure cleanliness, and be a helpful friendly face for hirers.

C Ideas workshop

This section includes information gathered from small group ‘ideas sessions’ based on facilitated conversations with participants.

Figure 3 Ideas workshop



Source: Elton Consulting

C-1 Workshop structure

Time	Item	Discussion Point
5 minutes	1.	Introduction and welcome
10 minutes	2.	Facility Characteristics What should be the key characteristics, or “personality”, of the Hall facility? Discuss these as a table including what they mean and why they are important.
10 minutes	3.	Your vision for the future of the Hall facility- part 1 What would you/the community like to be able to <u>do</u> at the Hall? (What activities, programs and services should be offered?)
10 minutes	4.	Your vision for the future of the Hall facility- part 2 What spaces and features do you think should be included in the Hall in the future? What are the priorities?
10 minutes	5.	Relationships between spaces (internal) » How should the different spaces relate to each other? » What capacity is there for shared use?
10 minutes	6.	Relationships between spaces (external) How can the Hall better relate to other nearby activities and uses? (e.g. library/shops out on the street)
5 minutes	7.	Next Steps

C-2 Session feedback

- » 11am session with four attendees
- » 2pm session with five attendees
- » 4pm session with three attendees
- » 6pm session with six attendees

C-2-1 Size and layout

- » There are few alternatives when it comes to local venues suitable for larger gatherings. The Hall is very good for this purpose, with a main street location, a large kitchen, side rooms (annexes). People come from places such as Canberra to attend events at the Hall.
- » Smaller rooms might suit use as music practice rooms
- » Better storage area for tables and chairs are needed
- » Foldable walls could be installed to divide spaces into different sized rooms
- » Bigger change rooms off the stage are needed
- » A secondary foyer or entrance could be made facing the library or park so that the main entrance is not through the memorial
- » The stage is a well-used feature and should stay
- » New central toilets you don't have to walk through hired space to get to (rather than toilets in many locations)
- » The look doesn't need to be modernised: the way the Hall is gives it a presence- just add modern conveniences, fresh paint
- » A broad plan is needed that incorporates all community facilities in the nearby area: pool, gym, childcare, library, Centrelink: make the Hall a social hub
- » Area for lockable storage for people who hire the Hall
- » A proper 'technology' room
- » The existing height of the mezzanine seating area is not 'to code' and is a constraint for changing layout

C-2-2 Quality

- » Acoustics would benefit from décor that acts as a 'baffle', such as carpet in the annex
- » The kitchen is dysfunctional, if it met higher standards, more people would use it
- » Council is understood to have already received grant money to spend on the Hall, but nothing appears to have been spent of it yet
- » Blackout blinds needed for the windows
- » Lighting improvements needed
- » Natural ventilation is quite good with doors open and fans, but alternate suggestion was that air conditioning is needed, as the current heating is extremely noisy
- » Many of the rooms are dirty, cluttered, and have rubbish in them
- » Toilets are dirty
- » Overall attractiveness and ambience of Hall is poor

- » Maintenance is needed to ensure that hirers aren't walking into issues such as broken fridge, stove not working, rubbish left.
- » Better stage technology, a working PA system
- » Last paint of Hall was 1993, Council have let down in their responsibility for maintenance - the lack of attention to running the Hall has led to the physical deterioration of the space
- » Solar panels on the roof to reduce running costs
- » Carpet the supper room
- » Get rid of the (existing) kitchen. What gets people 'in' is food, kitchen needs a revamp
- » There is a need for significant maintenance
- » Fix up the window frames
- » The existing acoustics are actually good for musicians. When seats are set up and decorations around, it makes a difference to the quality of sound.
- » Sun can be very bright; blinds are needed on the windows.
- » The latest technology: sound, lights
- » Fix up the chairs on the mezzanine level, they could collapse
- » The kitchen is an embarrassment
- » Proper reverse cycle air conditioner
- » Solar panels on the roof
- » Sprung floors so dance companies can use it as practice/ for hire, bring it up to exhibition standards (may need to ensure other uses like markets wouldn't damage it)
- » Better power/electrics to support high quality performances

C-2-3 Uses

- » People like heritage buildings for holding weddings, with the Hall re-vamped it could be a lovely venue for functions
- » Dance, hip hop, concerts
- » Archives would prefer a downstairs location
- » Commemorative events, a space to focus the community on paying their respects. A secular place for people to hold memorials
- » 'Mini Music' which is currently held in the library could move into the supper area
- » After school activities, holiday programs
- » Upstairs could be made into residences; this would create a rental income stream to go towards Hall upkeep
- » You could show movies instead of people having to go to Canberra. The library currently shows monthly movies of recent films which is popular, and shows it works - so they would already have a license to show recent films couldn't that be extended to the Hall?
- » Let business lease out some of the side areas (where youth council were)
- » Make the Hall a conference centre - the park could become a breakout space for activities
- » Yass needs a community 'heart'
- » It's difficult to imagine how to get viability within the constraints of the existing building.

- » Festivals that attract young people, get them enthusiastic about the place, a 'small Halls' festival, with performers
- » Art gallery, such as the one at Cowra. Council doesn't seem to be interested in something purpose built for art, as an ongoing use, not just a one-off exhibition.
- » Indoor, all weather markets
- » Community theatre: The liberty theatre is a smaller venue, its appeal is more intimate (40-50 people), its occasionally used for small shows - this Hall is better size
- » Library could go into the Hall, or whole library be extended with a full internal redesign. Then it would be activated with friendly staff who can help organise activities. A whole section could be dedicated to children then, and a whole section for quiet reading and study.
- » Goondiwindi theatre is a good example of a repurposed Hall funded by a grant

Figure 4 Goondiwindi theatre and Cowra art gallery



Source: <https://www.grc.qld.gov.au/visitors/tours-activities/goondiwindi-cinema> and <https://mqnsw.org.au/organisations/cowra-regional-art-gallery/>

- » Movie nights
- » Ability to have flags hanging from the balcony/ hang signage
- » Archives would be better located with other history items in a museum. There is no particular reason the archives are in their current location other than the space was available and made suitable. Archives cannot move unless another alternative location is found that has at least the same amount of storage. The archives do not currently pay for use of the space. The archives are a major current activation that uses the Hall every Tuesday and first Saturday of the month.
- » Lease the front room to Yass FM, they could assist by opening and closing the Hall to the public, and also help with running the Hall since they have technical experience. They could live broadcast concerts, assist with video conferencing, help hirers via sponsorship on the radio. The Station is staffed all day. In the future, they could tie in with TV broadcasting, and have educational space available to teach others broadcasting skills. Yass FM cannot afford commercial rent however, but they can act as an 'anchor' tenant. Some sort of cross subsidy could be arranged with Council in return for Yass FM management assistance.
- » Liquor license to allow for alcohol at events
- » Conferences - a decent venue would attract high interest
- » Training venue for things like learner driver road ready classes, first aid courses
- » Existing archives use needs fireproofing to protect records
- » Weddings, concerts, balls, dances

- » Indoor markets, e.g. day program people with a disability make things to sell
- » Performance should be the main focus
- » Movies
- » Elections affect the availability of the venue
- » Venue for SES crisis management (communications), the Hall can be an emergency facility for the community
- » Public meetings: Council holds things in the soldiers club, why not the Hall?
- » Incentive scheme to encourage tenancies (leasable spaces)
- » Albert Hall in Canberra is a good example of how heritage can be preserved with good usage that is functional/practical.

Figure 5 Albert Hall



Source: <https://apps.treasury.act.gov.au/venues/albert-hall>

C-2-4 Accessibility

- » Better advertising of the Hall, if there were some photographs showing it being used for different activities, demonstrating how nice it can look done up
- » Get rid of stairs: replace with lift?
- » Costs to hire the facility are prohibitive
- » Having to empty the bins yourself is a barrier- all the 'extras' you have to pay for when you hire stop people from being willing to 'have a go' with trying out a new event
- » Provide help with public liability and insurance costs that are a big barrier to community groups
- » Hire spaces as a whole package or just individual parts of the Hall- this can be difficult if multiple user groups are running activities that aren't compatible
- » Accommodate the 'extremes' of weather, heat of summer and cold of winter, to encourage all year-round use
- » Wide doors are good for bringing in large equipment
- » The Hall is always locked up, there are not enough opportunities for people to come in and look at the honour roll.
- » Access is difficult upstairs, handrails are needed, maybe a lift
- » Remote controlled lights
- » Different hire rates for community versus commercial uses

- » Non-compliance with disability standards. There should be a lift to enable performers of all abilities to use the stage area
- » Reliance on stairs (steep) to access existing use of historical archives, limits public access and is difficult for volunteers, especially people who are elderly or who have a disability.
- » The side entrances (off laneway/ carpark) are good for bringing in equipment and instruments etc. for events
- » The cost of hire is very high, it should be free for non profit organisations.
- » Having to pay additional garbage collection fees is a barrier for use
- » Library staff could help with visual surveillance and supervision
- » Need for a parenting room (with breastfeeding space)
- » Online booking features and website navigation could be improved. It directs you to PayPal and it is difficult to find alternative ways to pay.
- » Having to pick up the key from Council can be difficult during business hours, and if there are issues on weekends there are no Council staff available to help

C-2-5 Connectivity

- » Foyer is always closed off, people can't come in and browse the plaques, most war memorials people can just come in and see these, such as in a park. How can this aspect of the Hall be more exposed but still protected, such as with glass?
- » Better access from the park behind the building is needed
- » Public toilets at the park could be provided elsewhere on the site
- » There have been problems with the laneway access around public versus private access, enabling good pick up and drop off access.
- » Access could be more directly connected with the library (through the Hall)
- » The adjacent laneway can feel unsafe especially at night. External windows need cleaning, perhaps a mural could be painted on the wall, and better lighting installed
- » Better signage is needed
- » People can just 'wander in' to the library, but to get into the Hall you have to fill in forms.
- » Public Wi-Fi

C-2-6 Heritage

- » Not everything can be achieved with (heritage) grants/ government funding sources
- » Respect the façade. You can get people in who specialise in revitalising historical buildings as venues, and this is compatible with still making it better
- » The whole Hall is historic, not just the foyer
- » The memorial 'rock' (out the front) could be moved into the park instead of its current footpath location
- » Records on the Hall are in the archives, all available to the public, this tells the story of the Hall, including the streetscape which could also be heritage protected.

C-2-7 Safety

- » Concern about compliance with fire protection and safety exits

- » Exits are often blocked by clutter/ furniture
- » Mezzanine level there is a dispute about whether the height meets building standards, it would be great for it to be used more often but is this legally ok for liability if someone fell? Could a Perspex screen or rail solve this problem?
- » Automatic window openers (electronic/ remote control)
- » Council is not currently responsive to maintenance requests
- » Aids that help moving chairs and tables about
- » CCTV to monitor foyer area, with recording that's backed up to Council
- » A Perspex screen on the mezzanine seating balcony could make it safer
- » Ensure all equipment meets safety standards
- » Ambience in alley needs to be addressed - new, modern lighting.

C-2-8 Other

- » Council needs to be solutions focused and helpful, not just treat the Hall as a 'problem'.
- » The library is successful because it is staffed. If there was a Hall manager they could look after the promotion of the venue, help hirers with audio visual. Their help could be an option on top of the hire fee. If there was a specific job description, there would be interest in the role.
- » There could be an EOI process, so merit based decisions could be made on uses, and make it fair who gets to use the Hall. Council might get responses they aren't expecting, community who can bring great ideas.
- » Any money spent on Hall improvements could be better spent on other local priorities
- » There are lots of state and federal grants available to help if Council applied, not all of them require matched funding
- » Supper room hire should be cheaper than main Hall hire
- » Vertical gardens in the alleyway next to the Hall, other creative ideas (there was a Chamber of Commerce workshop about 5 years ago for the whole town that explored concepts like this).
- » Having a Hall manager would ensure supervision of issues to check everything that's needed is working before a hirer comes in. The Hall used to be run by a committee (volunteers). There used to be a caretaker. Having a person physically present makes a big difference for someone to take bookings 5 days a week and make sure things are 'event ready', and keep track of where everything is like chairs. There should be a bond that can cover costs.
- » The soldiers club has a liquor license and auditorium, that's why people tend to prefer using it for things like wakes, similarly the golf club, space at St Clements Church.
- » Council needs to be committed to community use of the Hall, understand that Canberra doesn't have anything like it, it's a point of difference for Yass.

D Online survey

The online survey was hosted by Survey Monkey with a link provided via Yass City Council's website. The survey consisted of 13 questions in total, including 4 optional open ended questions designed to gather detailed ideas and feedback about how the community Hall is used and how it could be used in future.

D-1 Q1 - About how often do you currently use (visit or hire) the Yass Memorial Hall?

- a. Weekly
- b. Monthly
- c. Once every 3 to 6 months
- d. Once a year
- e. Never
- f. I was not aware of the Hall facility

All 83 respondents answered this question. The most common response was 'once every 3 to 6 months', selected by 28 people. Monthly (19 people) and Never (16 people) were the next highest responses, followed by 'once a year' (12 people). Only 3 respondents use the Hall weekly, and 5 were 'not aware of the Hall facility'.

This indicates that the survey predominately reached current users of the facility, and that the remainder of responses are likely to be biased towards these current uses.

D-2 Q2 - Overall, how well does the Yass Memorial Hall currently meet your needs?

- a. Very Well
- b. Quite Well
- c. Not Well

52 respondents answered question 2 and 31 respondents skipped. Of the 52 who answered, 9.6% (5 people) selected 'Very Well', 55.8% (29 people) selected 'Quite Well', and 34.6% (18 people) selected 'Not Well'.

Q3 - Please tell us a little bit about why you answered this way:

In response to question 3, 39 people answered and 44 skipped this question. This is relatively high engagement for an open ended question and reflects respondents strongly held views about their experiences of the Memorial Hall.

Overall, the majority of responses were themed around:

- » Thermal amenity (heating and cooling)
- » General Condition of facilities (i.e. run down kitchen, old stage)
- » Other than markets, there is a lack of variety in activities taking place in the Hall.

A full list of Valid responses are provided below:

- » The age of the facilities makes it not as safe as it could be. As a performer, stage safety is paramount.
- » As a gathering place it is OK except too hot in summer and too cold in winter. Whilst the kitchen is OK for small gatherings it is inadequate for large functions.

- » The Yass Music Club stages five concerts a year drawing in 1,000 patrons. The Hall is inadequate for our audiences because of the poor heating in winter and the absence of air-conditioning in the summer months. It should be possible to place blinds on the west facing windows and there should be a much better sound system. The kitchen facilities are very inadequate and our caterers work with great difficulty with them. I think that the Council should appoint an officer to regularly the Hall on matters of maintenance. The Hall was built in the mid-1920s and indicate a great vision from those times that might now be lacking.
- » It is an amazing Hall but could do with some Reno's to make it more user friendly for events being put on.
- » We use it for Streetbeat dance concert each year. The current layout of rooms (either side of main Hall) suits us well as change rooms. The only thing I would say it needs is air conditioning and being able to use a smoke machine.
- » Streetbeat dance studio performances and the markets
- » Very few things on in the Hall
- » It's so hot in summer the fans do nothing and you sweat so bad
- » It's a beautiful building but looking a bit tired. The frontage could be a spectacular street attraction
- » Very rarely used aside from markets and Anzac Day
- » My only use would be the library, but that is no longer needed with everything online now. As a long time local In my youth i used to enjoy the 3/4 Basketball court out the back and the Movie nights in the main Hall.
- » Great location for the Community Markets, but would be better with more lighting and better air flow in the summer.
- » I only visit the Hall because the markets are held there
- » Used for farmers markets every fortnight and very little else on a regular basis for the community
- » It needs heating and cooling. It's too hot in there in summer and freezing in winter.
- » Air conditioning/ heating & insulation needs to be upgraded so it's comfortable to be in. Kitchen condition is terrible. Whole building feels unloved- spiderwebs not even kept under control.
- » I am an occasional stallholder at the market
- » Different rooms can make it a bit hard to navigate all stalls at markets
- » Upstairs rooms need to be renovated and rooms made available for meetings but Hall space excellent for gatherings and community events.
- » I visit the Hall rarely - usually for the markets - and it seems fine for that purpose
- » I only go when the Yass markets are on
- » It's run down and not pleasant to walk into
- » It was funded by the community as a memorial to WWI, to be used for community. It continues to serve a great purpose for community events.
- » Outdated
- » I love the history and excellent heritage condition of it. It's great for all kinds of community events and is very accessible (flat) with few stairs in the main areas.
- » Great market location
- » The building is well suited to the functions and events I have attended there.
- » I think that kitchen facilities are very basic, and other facilities are minimal. Heating/cooling is not very effective in very cold or hot months
- » Big, cold, old

- » It is a beautiful building I go to the markets and in normal times music club and the library attached which is a great and vibrant space. The memorial Hall used to be a lovely venue for balls. It had a wonderful makeover when the painters who were relatively new arrivals in town at the time whose relatives started Galutzies did a fantastic job painting the interior this paint job had lasted very well over the years
- » There seems to be limited users and uses. it seems to have much more potential and needs some greater care and restoration
- » It is not heated or cooled well. There needs to be better lighting
- » Go for the markets. Nice indoor space
- » Now that the market is there it has become more of a community resource.
- » The building is run down and needs investment.

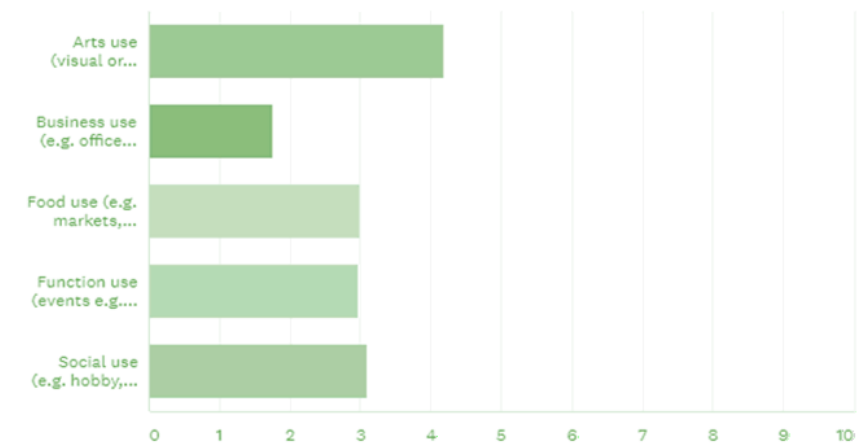
D-3 Q4 - Please rank the following potential uses for the Yass Memorial Hall from your most preferred (1) to least preferred (5)

- » Arts use (visual or performance e.g. acting, music, dance)
- » Business use (e.g. office, conference, meetings)
- » Food use (e.g. markets, kitchen, café, restaurant)
- » Function use (events e.g. weddings, parties, celebrations)
- » Social use (e.g. hobby, interest or community groups)

70 respondents answered Q4, and 13 skipped. 37 respondents ranked Arts use as number 1 compared to 3 respondents who ranked Business use as number 1. 12 respondents ranked Social use as number 1, 10 respondents ranked Food use as number 1 and 8 respondents ranked Function use as number 1.

The overall ranking results show that Arts is a clear preference for the majority of people, and that Social, Food and Function use of the Memorial Hall are all well supported with similar levels of preference. Business uses were least preferred, indicating a market led revitalisation of the Hall (via private sector) is unlikely to be supported.

Figure 6 Q4 Ranking scores



Survey Monkey results

D-4 Q5 - Do you have any ideas for a future use you think would be great for the Yass Memorial Hall?

- a. Yes
- b. No

70 respondents answered, 13 skipped. Just over half (38) of the respondents did not have ideas for future use. Of these 38 people, 16 provided responses to subsequent open-ended survey questions. 32 respondents answered yes, all of whom provided a response to Q6.

Q6 - Please tell us what you think would be a great future use for the Yass Memorial Hall, and why you think it will work well?

32 respondents answered question 6, and 51 respondents skipped. Valid comments have been grouped with similar responses below.

General suggestions in response to this question included:

- » Spend some money to upgrade the existing facilities. Council has left this building to decay and wonders why no one uses it. Do it up properly. / It needs to be updated with better facilities i.e. kitchen, heating, modernising.
- » I have a problem with having to give preferences for importance of the activities mentioned. I think that they are all equally important. I think that community should take precedence, but recognise that money is required, so don't discount the value of business input. I think that the space is not incredibly user friendly for all purposes either. As it is not really used for performance, perhaps some permanent changes to the space would be suitable. also, perhaps encouragement to community groups would be prudent. Advertise it for use! Movable walls, so as to divide the space into smaller and variable spaces would be advantageous
- » I forgot to mention it houses archives upstairs and is very important for the band of volunteers who record the history of Yass and make it accessible for future generations
- » Not sure it is best location for Archives, hidden away & not accessible.
- » Advertise what it can offer.

Ideas for great future uses were:

- » Relief and triage centre for the covid 19 outbreak/ A covid 19 relief centre
- » Use it as a cinema / Movies. / Movie theatre like lilac Cinemas in Goulburn the town has nothing / Movie Screening, community events
- » I think that with some imagination the Hall could become the centre of many community activities.
- » YASS FM should relocate their studio to the small room at the front of the Hall. It would revive the station and renew interest in community radio
- » A real memorial, ww1, ww2, Korea Etc war Memorials.
- » A properly run central events venue ran by the community via a trust like committee with a Council rep. Incorporating a locally leased Cafe' / Bistro opened only for event dates and maybe a limited use liqueur licence for 18+ events / Functions. Weddings, formals, birthdays.
- » Set it up so productions and dance troupes can use it safely and properly.
- » Live music / A place for visiting performers (not big ones that go to clubs). There would be more custom because it's a walk in place and advertising for these events would be more widespread
- » Table tennis for juniors and adults. A great activity for all ages / Use for community classes e.g. sporting classes

- » Upstairs should be commercial office space which is lacking in town. / Upstairs kitchen updated, upstairs rooms cleaned up and made available as meeting rooms or offices or commuter hub with access to internet for telework. / Small businesses looking for a pop up location
- » Opening up & letting light in to connect main street to BP Park down lane way. Is it possible to create a new door to laneway beside med co-op & have outdoor eating space in lane?
- » Now youth centre gone, get a use in there accessible to larger part of community - repair cafe? Restaurant?
- » Community use, as a for a hub for NDIS for coordinating and delivery of services 2 a community education space e.g. training space for permaculture/ sustainable practises including composting, worm farm, self-sufficiency upcycling etc
- » Art Gallery / Art exhibitions
- » The library space behind the Hall could be used for Streetbeat and other dance/performing arts community groups. The Library should move into a purpose built new Council Chambers/meeting rooms down where the bus depot is. Do a land swap with Transborder and give them land out near the council workshops. Have an open stage area and toilets facing the river so that whole area is a community meeting and event space.
- » The Hall could be a great asset to the region, hosting concerts, plays, etc. but would require upgraded lighting and audio services, along with other amenities.
- » A major performance, films or entertainment such as trivia nights or gaming for kids
- » Local groups using the space for craft classes.
- » Youth drop-in centre
- » Invest in its revamp so Council can use it to generate income in the form of renting out spaces including upstairs for functions/ meeting rooms/ events
- » The use of the Hall for school celebrations... for example year 12 celebration assembly. School musicals. Conferences (medical / educational)

Why respondents think it would work well included:

- » Easily accessible from front and rear for ambulance services
- » I think that having community radio station in the premises brings it closer to community and supporting aims of what is radio
- » So close to AWM, am sure we could arrange local Yass display.
- » Keep the Hall as it is, it was funded by community, for community use.
- » As it has a stage it could be used by repertory or any other organisation for performing arts. / It is the ONLY space in town where the community can access a semi decent stage for performing arts.

D-5 Q7 - Please tell us if you know of any other facilities you think work well and would be a good example for Council to consider in planning for the future use of the Yass Memorial Hall? This can be a facility that is located outside of the Yass Valley LGA.

31 respondents answered while 52 skipped Q7. A small number of responses were 'no', 'N/A', 'Unaware of such facilities; and 'I am not aware of other facilities that could be an example'.

Facilities suggested were:

- » Roxy theatre Leeton redevelopment as is currently underway / Roxy theatre at Leeton - <https://roxyleeton.com.au/>
- » A good example of excellent use of facilities can be found in the Llewellyn Hall and the School of Music at ANU. / <https://www.llewellynhall.com.au>
- » Erindale Theatre
- » Braidwood
- » Cootamundra Arts Building / Cootamundra art space (not sure of name)
- » Armidale Town Hall
- » Henty have a memorial Hall with gym and sporting services
- » Benalla Art Gallery
- » Albert Hall Canberra was used for almost 100 years and is now the centre of social/environmental events etc
- » Picture house Theatre and creative gunning in Gunning.
- » Belconnen Art Centre
- » Film society - Gundaroo Hall
- » Business hub in Goulburn

Other suggestions were:

- » For even more performing arts, meeting and event space - Council should buy the Liberty Theatre much like Leeton and Ballarat Councils did. They appreciate their towns history - unlike YVC seem to.
- » Radio stations across other areas are central
- » Repair cafe.org
- » Library
- » I would like it retained as a general secular community facility
- » Community information consulting point
- » All I can think of is that the Hall would be a good place for special events, provided it got upgraded
- » Streetbeat dancing could use this space?
- » Local art group
- » Meetings
- » Maybe a theatre set up for community movies
- » Either update it or turn it into a leisure centre, Full functioning gym plus a creche for mothers. A small cafe and maybe even consider a hydro pool for rehab saving people traveling to Canberra and boosting jobs here in Yass.

D-6 Q8 - Is there anything else you would like Council to consider in planning for future uses of the Hall?

31 respondents answered Q8, and 48 skipped. Responses were:

- » Allowing maybe boogie bounce to use the space as well
- » Long term displays of heritage (Photos etc) and artwork especially local Aboriginal art - could be used as a tourist attraction in its own right, e.g. guided tours.

- » Be proactive rather than reactive.
- » It would be great if radio was examined and also training in communication
- » Not taking the use away from community members, even though they may only hire it once a year for concerts/events
- » Keep it for performing arts but put some effort into promoting what the Hall can offer. After you put some of the money you should have been using on it for years into fixing it up. Actually, get someone who knows what they are doing to be in charge of the renovation
- » Please keep the cost for hire for events affordable
- » Veteran support
- » Curb side lighting to show off the facade (same as the court house)
- » Please keep it available for the community market as it's a perfect all year-round location.
- » Accessibility for all
- » More frequent access to honour boards in foyer- usually inaccessible during the week.
- » Improve lighting and heating. Total refurbishment.
- » The library is fine in its current location. The community needs the Memorial Hall to be exactly what the name says a Memorial.
- » Community
- » I would like Council to consider leaving the Hall as is, it is of a high importance to the town both historically & as a place for community functions - the only venue in our area to accommodate large functions. It is a community Hall for community purpose & I would like to see it remain this way.
- » Holding the Anzac Day ceremony inside. would provide seating and a chance to hear and see the official part.
- » I would like the Hall to be focused more towards public use and supporting smaller community groups than for private or business ventures
- » Allow free hire for community groups. The best thing I've been to there was a Melbourne Comedy Festival show. It was awesome. More stuff like that
- » I'm still not clear why the Hall was chosen for a project wish list. There are many other worthy ideas that should be worked up before anything needs to be done to the Hall. The closer we keep it to the original, the better. It's totally fit for purpose already as it is now.
- » What impact it might have on the community farmers markets for the community
- » Not really. I think the community is well served by the Hall. It just needs regular maintenance and upkeep.
- » I understand the historic value of the soldiers' memorial Hall but this type of Hall has reached its use by date and to meet current standards need to have a lot of money spent to make compliant to standards for possibly not much use by public.
- » Arts and community use, should be encouraged. by creating events, we create community and tourism opportunities. This feeds our economy, and increases visitation and people who move to the area
- » The Hall could become the town centre if the NRMA building next door was demolished and the Banjo Patterson park was brought through to the main street. The area would become pedestrian friendly, setting off the historic Hall architecture and allowing a more friendly side access without disturbing the war memorial entrance. Better entry to the library and upstairs rooms. A fountain seen from the main street would be spectacular and create a true town centre focus and make the park more visible for visitors. The Hall would be more user friendly. Other features inside like a lower slide out stage protruding in to the Hall would be more useful, versatile and intimate. An 'art' colour scheme could be interesting rather than a 'heritage' one.

- » Consider moving the library into a purpose-built facility with the historic archives and gallery space, enabling the Hall to be extended and facilities improved.
- » Perhaps the lane way can be revamped and made to look a bit more inviting
- » Priority use for not for profits.
- » Be ready to invest money in the building so it can start generating an income and pay for itself
- » Just to use it more often for community events

D-7 Demographics

These questions were designed to gather basic demographic information to determine the range of respondents reached by the survey.

D-7-1 Q9 - Where do you live?

65 respondents answered Q9, with the majority residing in Yass Valley LGA. Of these respondents, 3 live in another LGA and 7 would rather not say.

D-7-2 Q10 - How long have you lived in the Yass Valley LGA?

Of the 58 respondents to this question, the majority (38 people) have lived in the Yass Valley LGA longer than 10 years. 25 respondents skipped this question and 1 respondent selected 'I would rather not say'.

D-7-3 Q11 - What age group best describes you?

65 respondents answered this question while 18 skipped it. Of the 65 who responded, none were under 25 years. 2 respondents selected 'I would rather not say'. The majority (22 people) are aged between 40-49 years.

D-7-4 Q12 - What best describes your family household?

64 respondents answered this question and the majority of these (39 people) describe their family household as 'single parent or couple with children'. 3 people responded 'I would rather not say' and 19 skipped this question.

D-7-5 Q13 - If you would like to be kept up to date with the Yass Memorial Hall project, please provide us with your contact details.

These contact details will be passed onto Council for the purpose of letting you know about any future consultation activities and will not be linked to your survey responses.

18 survey respondents chose to provide contact details in response to this question indicating a strong interest in the future of the Yass Memorial Hall. Of the respondents who provided contact details, 2 use the Hall 'once a year', one 'never' uses the Hall and one was 'unaware of the Hall facility' according to their responses to Q1. The majority (65 people) skipped this question.

E Written submissions

While a formal submission process was not part of the engagement activities, a number of individuals felt passionately about providing further input. There were several typed or emailed submissions made directly to Elton Consulting staff and Yass Valley Council staff outlining their views.

E-1 Yass Community Radio Station

E-1-1

The Yass Community Radio Station is currently situated out of the township in the old waterworks building. The rooms to the left of the entrance of the Memorial Hall would be an ideal place to increase the bond between the Station and the community if the Station was to relocate to this area. The Radio Station could then be open for walk in visitors thus enhancing community involvement.

E-1-2

We do outside broadcasts for ANZAC Day, Remembrance Day and would like to involve the community more in our programming, the rooms on the ground floor at the front are in the perfect position to do this.

E-2 Anonymous

E-2-1

The Council should see the Music Club's activities as a very positive contribution to the life of Yass with many members from Canberra and elsewhere outside of Yass to attend the concerts thus boosting the profile of Yass with accommodation, shops and restaurants being patronised. All of this is to the benefit of the town and the vision which created the Memorial Hall almost 95 years ago seems to have been lost and Council should realise that improvements to the Hall will only create an increase usage of it.

E-2-2

Venue hire has been very frustrating and is a clunky system.

We hire it annually for a large scale choral event with up to 5 choirs drawn from Yass, Goulburn and Canberra. We fill the Hall between participants and audience.

As some choirs have elderly people, there are challenges re accessibility.

Climate control is awful as is quality of acoustics.

There is no capacity currently to minimise sound impacts if there were multiple uses going on at the same time.

My impression is that it gets weddings/functions but not much else.

We tried back when I first started, to get Council then community services staff to let us use the supper room on a weekly basis for our creative aging choir which we have supported and managed now going into its 6th year.

We were refused with the comment that it wasn't a suitable activity for the supper room!

At the time, there was virtually no daytime hire of the facility week days and I doubt if there is much now.

We were forced to use a venue at the Senior Citizens centre for the choir which limited its potential and growth as you had to really want to join to find it!

If we'd been able to use the supper room, people walking through to the Library could have heard the choir and could have attracted participants.

The choir often grows by steps, after a community performance.

All the equipment like tables and chairs are old, some broken, Council has not invested in the Hall for heavens knows how long...

There is also limited electrical services

E-2-3

Improvements are needed to ensure the safekeeping of the Yass District Historical Society maintained community archival collection and the safety of volunteers and visitors. The collection is of vital importance to the town and seen to be one of the most significant and best of the local collections state-wide.

