

METHODOLOGY DISCLOSURE STATEMENT

Project name	Community Telephone Survey
Project reference	SNR 2508009

Research dates:	7 th – 18 th October 2025.
Target population:	The target population for the research was Australian residents aged 18+, who live in postcodes roughly within a 15 km radius of Carnarvon Golf Club, 65-95 Nottinghill Rd, Lidcombe NSW 2141.
Research methodology:	The research comprised of a 10-minute telephone survey with n=800 participants, sourced from an ISO accredited market research panel. Quotas were set on broad location to obtain a robust sample for analysis across suburbs located roughly less than 5 kms from the Golf Club (n=300), 5-<10 kms from the Golf Course (n=300) and 10-15 kms from the Golf Course (n=200).
Weighting approach:	The data was weighted using ABS Census population statistics on age, gender, location and whether or not a language other than English is spoken with friends or family to match the estimated population of all residents aged 18+ in the postcodes selected. The total effective sample size after weighting was approximately 51%, equating to a margin of error of approximately +-3.5% (at the 95% confidence interval).
Research questions:	A combination of single choice, multiple choice and open-ended (text response) questions were used in the research. All questions and response options were read out in full during interviews.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>

PUBLISHED QUESTIONS

INTRODUCTION: Please read out. My name is x and I am conducting this research on behalf of SEC Newgate, an independent research agency. I am interested in your views on a particular topic of local interest.

I have no in-depth knowledge about the topic and no vested interest in you answering in a particular way, I am only interested in capturing your views to make sure the voice of the community is represented.

Do you have a few minutes to answer some questions?

Q0. INTERVIEWER - Please grade respondent's English ability and proceed as directed:

- Good English skills - CONTINUE TO INTERVIEW
- Poor/no English skills but has translator on hand/ can take part in English - CONTINUE TO INTERVIEW
- Poor/no English skills and no translator on hand - WRITE IN THE LANGUAGE SPOKEN, RECORD RESPONDENT'S DETAILS FOR A CALL BACK WITH AN IN-LANGUAGE SURVEY. NOTIFY SEC NEWGATE

Q1. So that we know the types of people we are representing in this study, which suburb do you live in? **DO NOT READ OUT. SELECT ONE ANSWER ONLY.** QUOTAS APPLY. PROGRAMMER, PLEASE CREATE A VARIABLE IN THE DATASET THAT CODES PARTICIPANTS AS 'within 5kms' '5-<10kms' and '10kms-15kms'.

- I) Within 5 kms n=300
- II) 5-<10 kms n=300
- III) 10-15 kms n=200

Q2. How long have you lived in this area? **WRITE IN NUMBER OF YEARS**

Q3. RECORD PARTICIPANT GENDER AS OBSERVED. **DO NOT READ OUT. QUOTAS APPLY**

Q4. Please let me know which of the following broad age bands you fall into. **SELECT ONE.** QUOTAS APPLY

- Under 18 - **THANK AND CLOSE**
- 18-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Q5. And do you speak a language other than English with friends and family? **Y/N** - IF YES, ASK How would you describe your cultural background? **WRITE IN.** OVERALL QUOTA APPLIES.

Q6. Please rate you level of agreement with each of the following statements - we will be using a 5-point scale, where 5 is 'Strongly agree', 1 is 'Strongly disagree' and 3 is neutral. **SELECT ONE OPTION PER ROW.** RANDOMISE THE ORDER IN WHICH THE STATEMENTS ARE SHOWN

- We need more public open parkland space in the area where I live
- The fact that Sydney's cemeteries are becoming short of space is an important issue to resolve
- Traffic congestion is a major issue where I live
- There is too much housing development happening in my local area
- My beliefs and preferences mean that I would choose burial over cremation

Q7. On a scale of 1 to 5, where 5 is 'Extremely familiar' and 1 is 'Not at all familiar', how familiar are you with the term Modern Memorial Park? **SELECT ONE**

1. Not at all familiar
2. Not very familiar
3. Fairly familiar
4. Very familiar
5. Extremely familiar

READ OUT: A Modern Memorial Park is a green space which has a peaceful park-like feel and which provides a mix of open public parkland and separate areas for burying and honouring those who have passed away.

Q8. On a scale of 1 to 5, where 5 is 'Very positive', 1 is 'Very negative' and 3 is 'Neutral', how would you feel about living in an area that had a modern memorial park nearby? **SELECT ONE**

1. Very negative
2. Somewhat negative
3. Neutral
4. Somewhat positive
5. Very positive

READ OUT: Metropolitan Memorial Parks is planning for the future of burial and cultural practice space in Greater Sydney. As existing cemeteries become full, they are exploring options to create a new memorial park for future generations. One proposal involves repurposing Crown land in the same vicinity as Rookwood Cemetery. This Crown land is currently being leased to Carnarvon Golf Club. This change would allow for new burial, cultural practise areas and also provide more open parkland for the community. This proposal does not include Coleman Park, located at the northern end of the site, which is home to local sports fields.

Q9. With this in mind, in principle, how acceptable would this proposal be to you? Please use a scale of 1 to 5 where 5 is 'Very acceptable', 1 is 'Very unacceptable' and 3 is neutral. **SELECT ONE.**

(If need be, reinforce impartiality - I am only here to ensure the views of the community are represented, I am an independent researcher, I do not know the details of this project).

1. Very unacceptable
2. Somewhat unacceptable
3. Neither acceptable nor unacceptable
4. Somewhat acceptable
5. Very acceptable

Q10. Please let me know the main reasons for the rating of acceptability that you provided at the previous question. **WRITE IN**

Q11. Have you recently participated in a discussion or completed a survey on this same topic? **Y/N**

IF YES: Which of the following activities did you take part in? **SELECT ALL THAT APPLY.**
RANDOMISE THE ORDER OF OPTIONS 1-4

1. Filled in an online survey
2. Called the call centre

3. Attended a drop-in meeting
4. Participated in an online webinar
5. Some other activity (please specify)

Q12. IF YES AT Q11: Has your opinion changed since you first became aware of this proposal? **Y/N**

IF YES: When you were first aware of the proposal, how did you rate the level of acceptability?
Please use a scale of 1 to 5 where 5 is 'Very acceptable', 1 is 'very unacceptable' and 3 is neutral.
SELECT ONE.

1. Very unacceptable
2. Somewhat unacceptable
3. Neither acceptable nor unacceptable
4. Somewhat acceptable
5. Very acceptable

Q13. IF YES AT Q12: What specifically made you change your mind? **WRITE IN**

I just have a few final questions so that we can understand the types of people whose voices we are representing.

Q14. When it comes to deaths, marriages and other significant life events, do you consider yourself to be part of a particular religious faith? - SELECT ONE. DO NOT READ

- Anglicism
- Buddhism
- Catholicism
- Greek Orthodox (CODE IN ANALYSIS AS BURIAL FOCUSED)
- Hinduism
- Islam (CODE IN ANALYSIS AS BURIAL FOCUSED)
- Judaism (CODE IN ANALYSIS AS BURIAL FOCUSED)
- Russian Orthodox ((CODE IN ANALYSIS AS BURIAL FOCUSED)
- Sikhism
- Taoism
- Another faith WRITE IN
- No faith

Q15. I am going to read you a short list of statements, please say yes or no to each. RANDOMISE ORDER **READ OUT, Y/N:**

- I own or am paying a mortgage on my home
- I am a golfer
- I identify as Aboriginal or Torres Strait Islander
- I have children

Q16. Which of the following best describes the home you live in? **SELECT ONE**

- An apartment
- A town house or terrace
- A semi-detached house
- A freestanding house

Q17. What, if anything you would like to add in relation to this topic? **WRITE IN**

Thank you so much for your time today. This is certainly a topic around which there are many points of view and thank you for adding yours to the mix, which will help with decision-making.

CLOSE THE INTERVIEW

If the participant wants further information please refer them to

[<https://www.metropolitanmemorialparks.com.au/haveyoursay/questions-and-answers>]