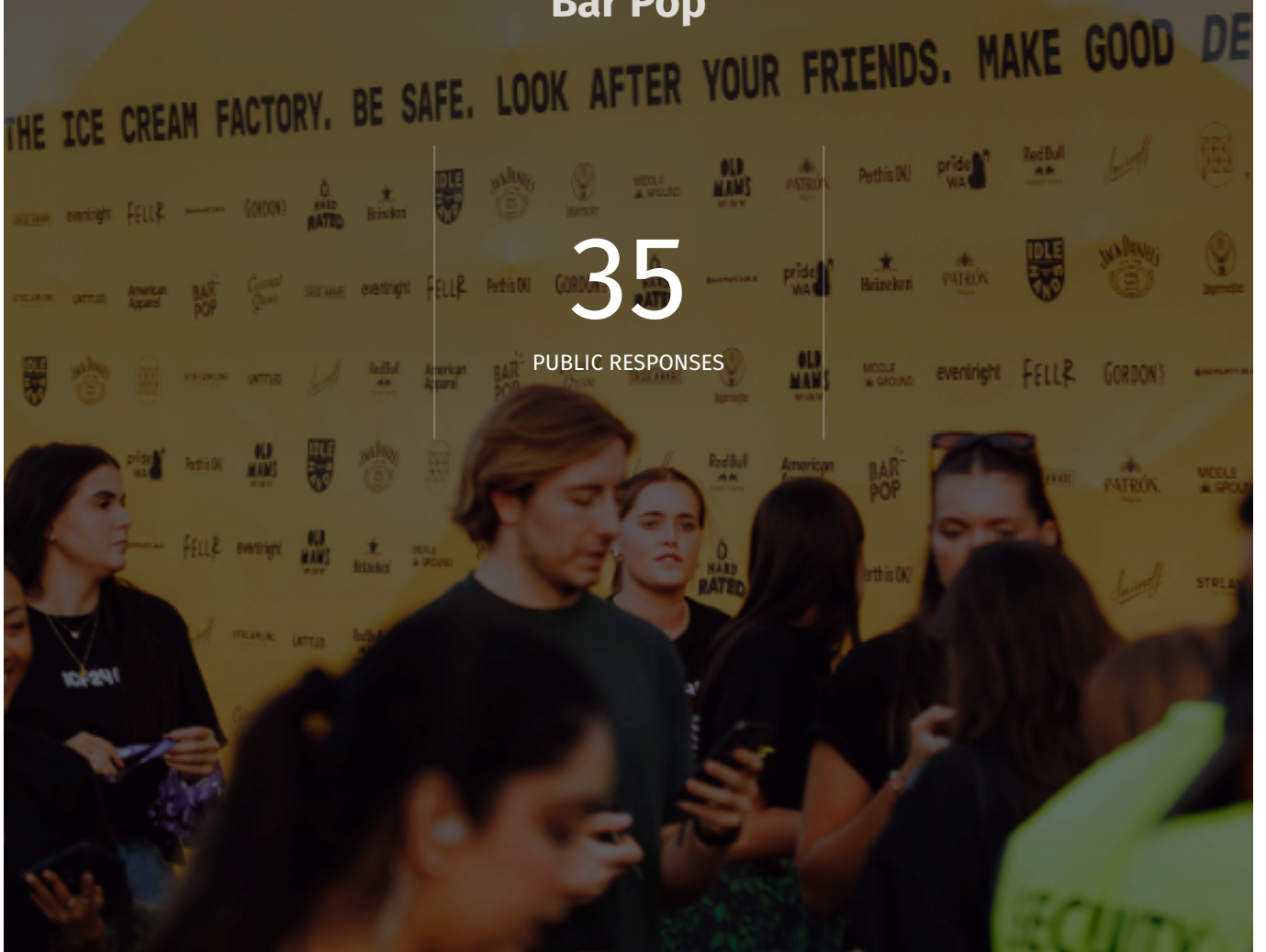


Ice Cream Factory Community Consultation 2025

Bar Pop

35

PUBLIC RESPONSES



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1. Background

Introduction

Northbridge, located just north of Perth's central business district, is known for its vibrant events scene, energetic nightlife and diverse entertainment options. At its heart is the Perth Cultural Centre, home to institutions such as the Art Gallery of Western Australia, the State Library of WA and the WA Museum Boola Bardip, making it a hub for arts and culture. Spaces such as the Northbridge Piazza, Russell Square Park and the Urban Orchard serve as popular locations for outdoor movies, live performances and community events. Providing pop-up entertainment options for visitors and locals, both during the day and at night.

Adding to Northbridge's dynamic atmosphere, each summer the vacant lot at the intersection of Lake and Roe Streets is transformed into the *Ice Cream Factory Summer Festival*— a multi-night celebration of music, art, and entertainment. Featuring acclaimed international and Australian acts, immersive art installations, themed bars, and unique attractions, the festival turns the precinct into a vibrant summer playground.

In 2025, the organisers of the *Ice Cream Factory Summer Festival*, Bar Pop, engaged Culture Counts as an independent consultant to develop a survey to assess community attitudes towards outdoor events and concerts held at the Ice Cream Factory (ICF) venue each year.

The *ICF Community Consultation Survey* engaged a representative sample of residents from the local area, focusing on their preferences regarding the frequency and permissible finishing times of events held at the venue. The survey report and findings will accompany Bar Pop's application for additional Regulation 19B noise exemptions in future, providing evidence of the community's willingness to embrace more concerts and events.

The findings outlined in this report highlight a strong appetite for events hosted at the venue, including both *Ice Cream Factory Summer Festival* events and lower impact events throughout the year. The report also highlights that respondents believe the venue contributes to and enhances the vibrancy of the local area.

Evaluation Methodology

In coordination with Bar Pop, a community survey was developed that asked residents about their perspectives and opinions regarding events and concerts held at the Ice Cream Factory venue. The survey also sought to understand the community's perceptions relating to their personal engagement with the venue, and

any concerns or aspects they enjoyed about Northbridge in general, to add further context to the results.

Bar Pop organised an unaddressed mail drop to approximately 4500 households in the surrounding areas that contained a QR code encouraging respondents to complete the survey online. The survey was distributed in April 2025 and remained open until May 9 2025, capturing a total of 35 public responses.

2. Executive Summary

In its commitment to enhancing the offerings at Ice Cream Factory, Bar Pop has taken steps to better understand how residents use the open spaces and their appetite for more events throughout the year. This approach reflects the organiser's dedication to ensuring the venue continues to evolve as a vibrant, multifunctional space that meets the diverse interests of its patrons. A selection of highlights and key themes from the *ICF Community Consultation Survey* evaluation are featured below;



87% Felt Positive
about live outdoor music
events and concerts being
held at Ice Cream Factory



**Single Evening
Events**
were deemed the least
disruptive aspect of the
area



71% of respondents
liked the improved
atmosphere and vibrancy
of Ice Cream Factory events



53% of respondents
said noise from the venue
had no impact on their
property

This report finds that:

- **Almost all local residents surveyed feel positively towards outdoor events and concerts at Ice Cream Factory in general.** The majority agreed that events 'Improved atmosphere and vibrancy' (71%) and 'Increase activity for local businesses' (57%).
- **The majority of respondents would like to see more live music concerts at Ice Cream Factory.** 61% of the sample believe there should be 'no limit' to the number of concerts per year. Furthermore, 57% are satisfied with Ice Cream Factory's proposal of 25 events per calendar year. 'Live music events (over a single evening)' were also deemed to be the least disruptive aspect of the area (72%).
- **The majority of respondents would like to see more lower impact events at the venue.** 71% of the sample believe there should be no limit to the lower impact events held at the venue per year. Additionally, 86% of the sample were satisfied with the proposal to host other events with lower noise limits throughout the year.

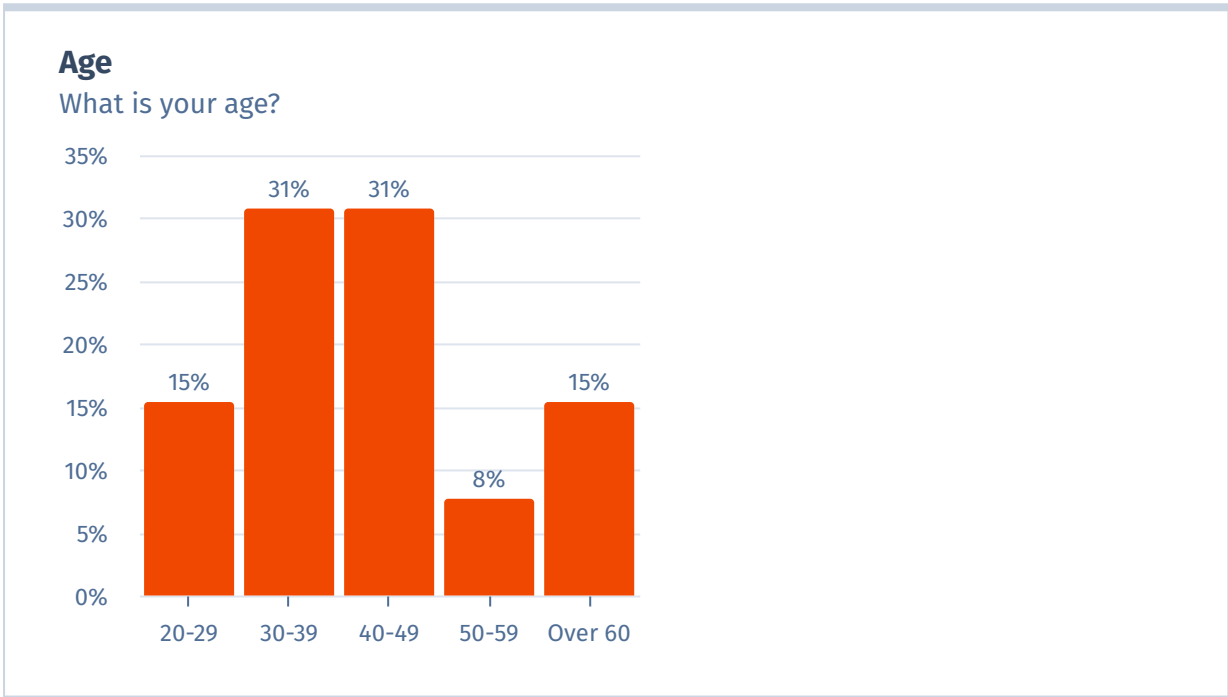
- **The top three aspects residents cited as the most disruptive related to general themes not associated with live music events.** These included 'Crime / Anti-social behaviour' (58%), 'Building construction noise and/or dust' (30%) and 'Traffic noise and/or congestion (27%)'. It is worth noting that 'Anti-social behaviour' was listed as a direct concern relating to the venue, to a lesser extent (39%).
- **Venues and entertainment options were valued by over half of the sample.** When considering what aspects of Northbridge residents valued the most, 'Range of entertainment options' (65%), 'Venues and cultural institutions' (50%) and 'Local nightlife' (50%) were common responses. 'Live music events' were considered valuable by 41% of the sample.

3. Resident Profile

Demographics

Survey respondents were asked to provide their age and gender. This data identifies the demographic sample of people who responded to the survey. It enables data to be matched to the wider population and responses to be filtered to understand differences in demographics.

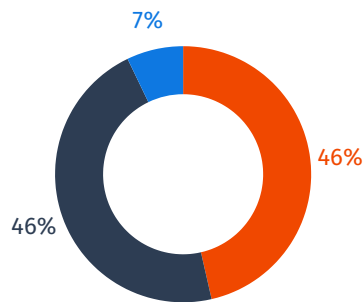
The following charts show the proportion of survey responses captured for the age and gender demographic questions.



Gender

How would you describe your gender?

- Male
- Female
- Prefer not to say
- In another way (may self-describe)
- Non-binary



Insights

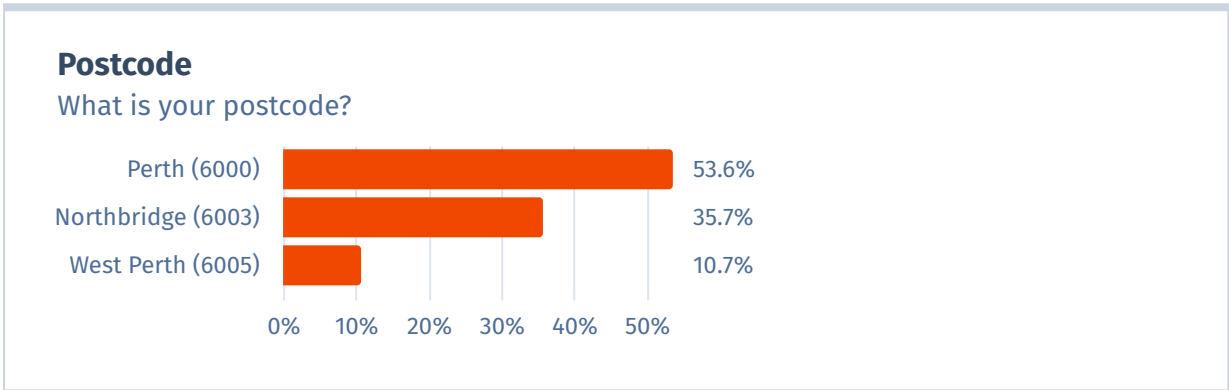
Equal proportions of respondents (31%) were aged 30-39 or 40-49, followed by those aged 20-29 or over 60 (15%). 8% of the sample were in the 50-59 cohort and no respondents were aged under 20.

Similarly, an equal proportion of respondents (46%) identified their gender as either male or female, with the remaining 7% preferring not to disclose.

Location

Survey respondents were asked to provide their current living location and postcode. This data identifies the demographic sample of residents who responded to the survey.

The following charts show the proportion of survey responses captured for respondents' identified living location and top postcode results, with an accompanying heatmap that demonstrates the locations of those residents who engaged with the survey.

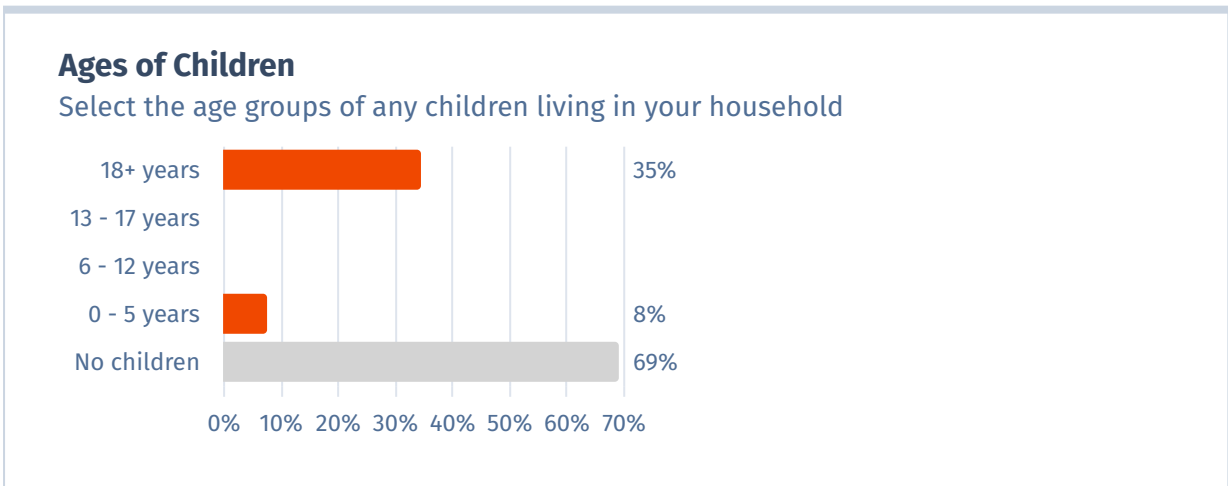
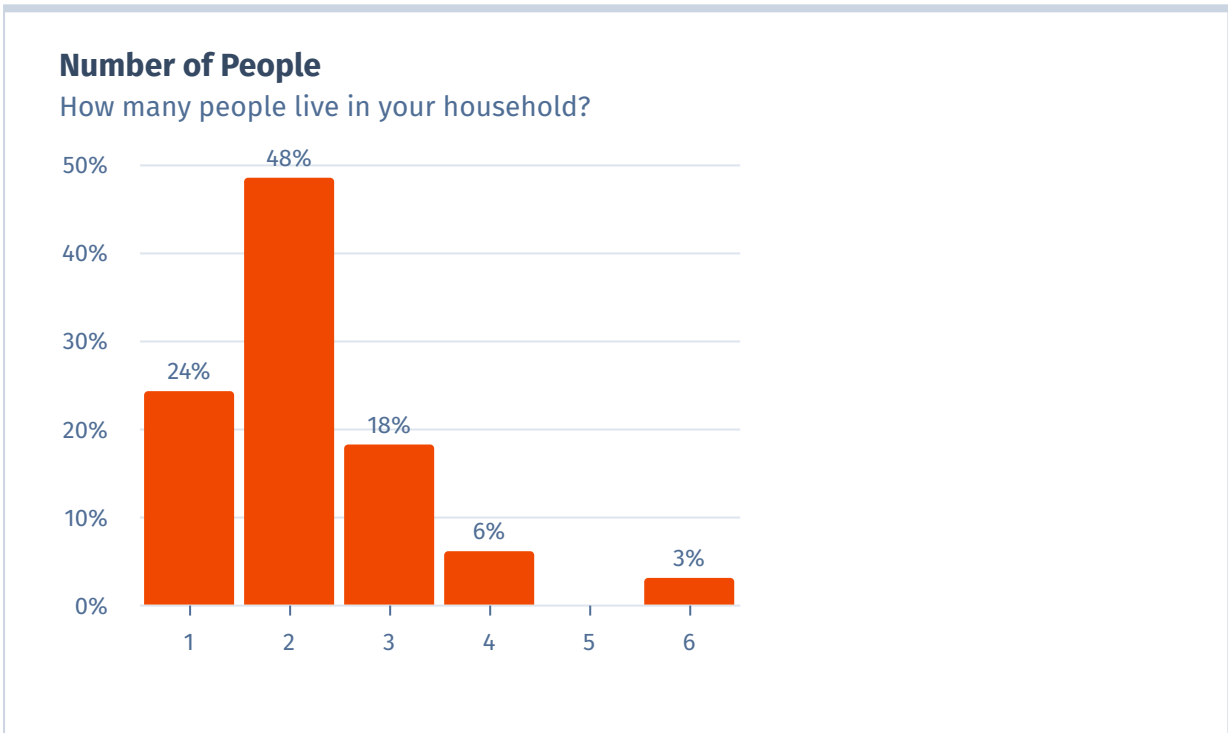
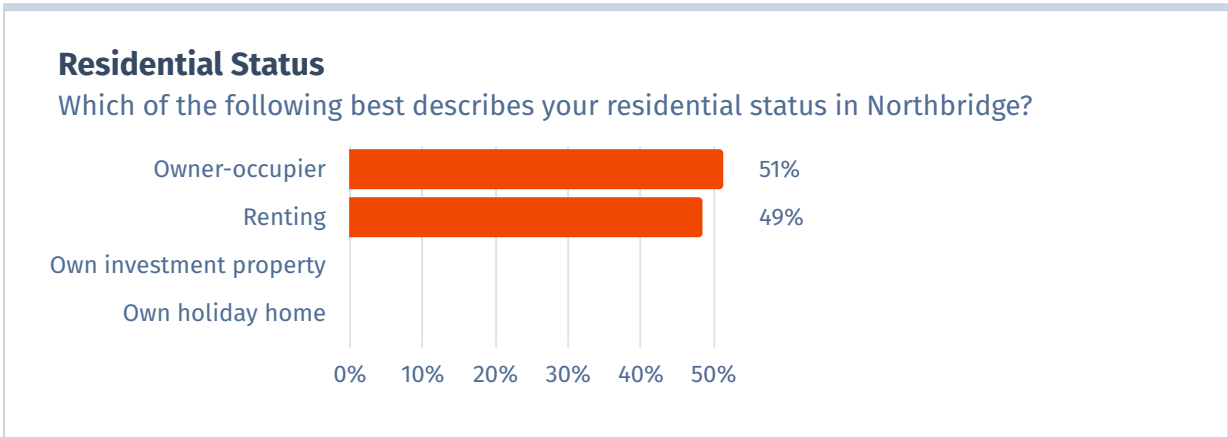


Insights

Residents who responded to the *ICF Community Consultation Survey* were most likely to live in Perth (53.6%) or Northbridge (35.7%). 10.7% of respondents reside in West Perth.

Residential Status and Household Composition

Survey respondents were requested to provide their residential status and household composition to help determine the profiles of the residents. The findings are showcased in the following charts.



Insights

Similar proportions of respondents were either owner-occupiers (51%) or renting (49%). There were no reports of respondents owning a holiday home or owning an investment property.

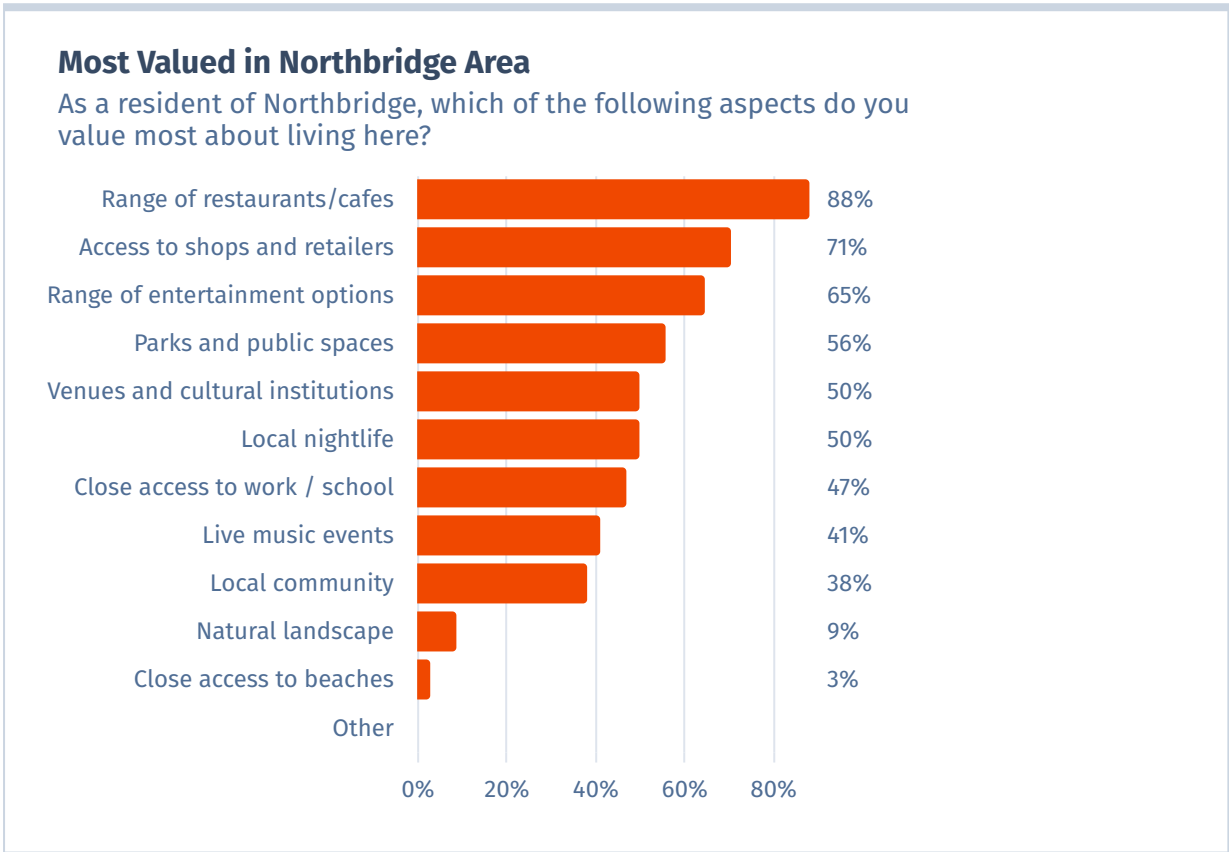
Almost half of the sample stated they lived in a household comprising two people (48%). This was followed by single residents (24%) and those living with three people (18%). 6% live in a household with four residents and 3% with six residents.

Of those who have children living in their household, 35% were 18+ years old and 8% were 0-5 years old. 69% of the sample do not have any children residing in their household.

4. Community Perceptions

Living in the Northbridge Area

Survey respondents were provided with a multiple-choice list and asked to indicate what they value most about the Northbridge area. This information provides vital insight into understanding the value of the locality to residents, along with the broader community perceptions and the attitudes of residents.

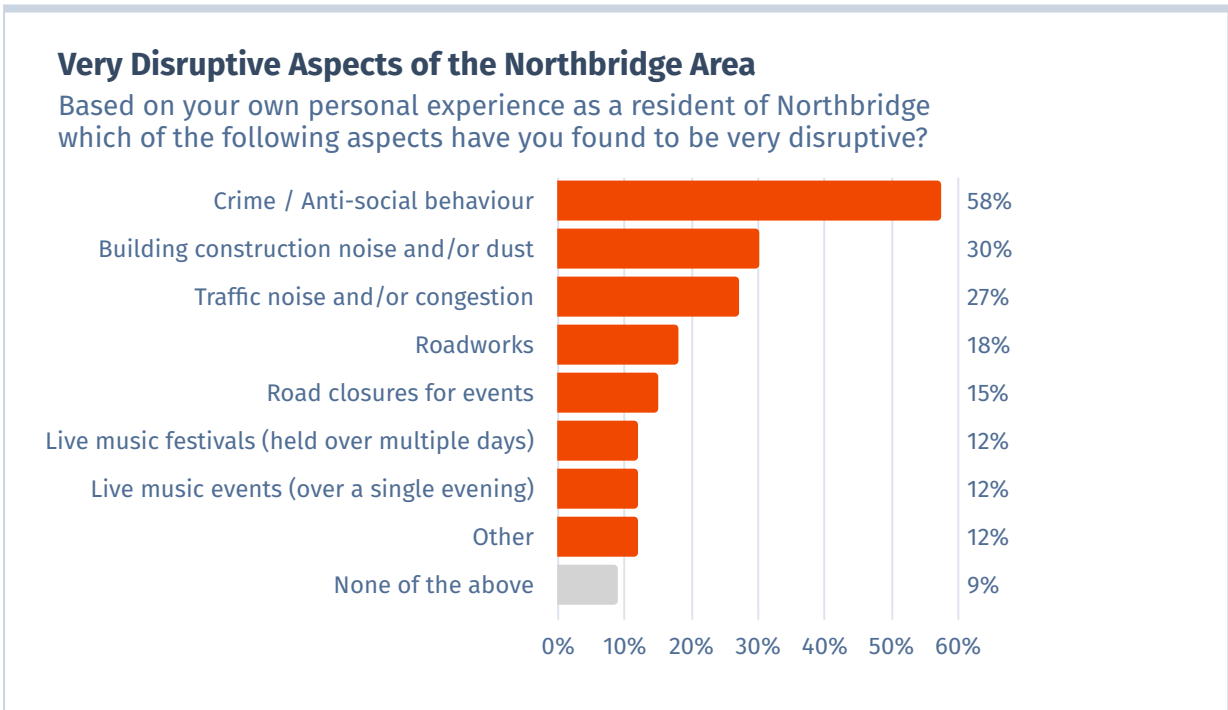
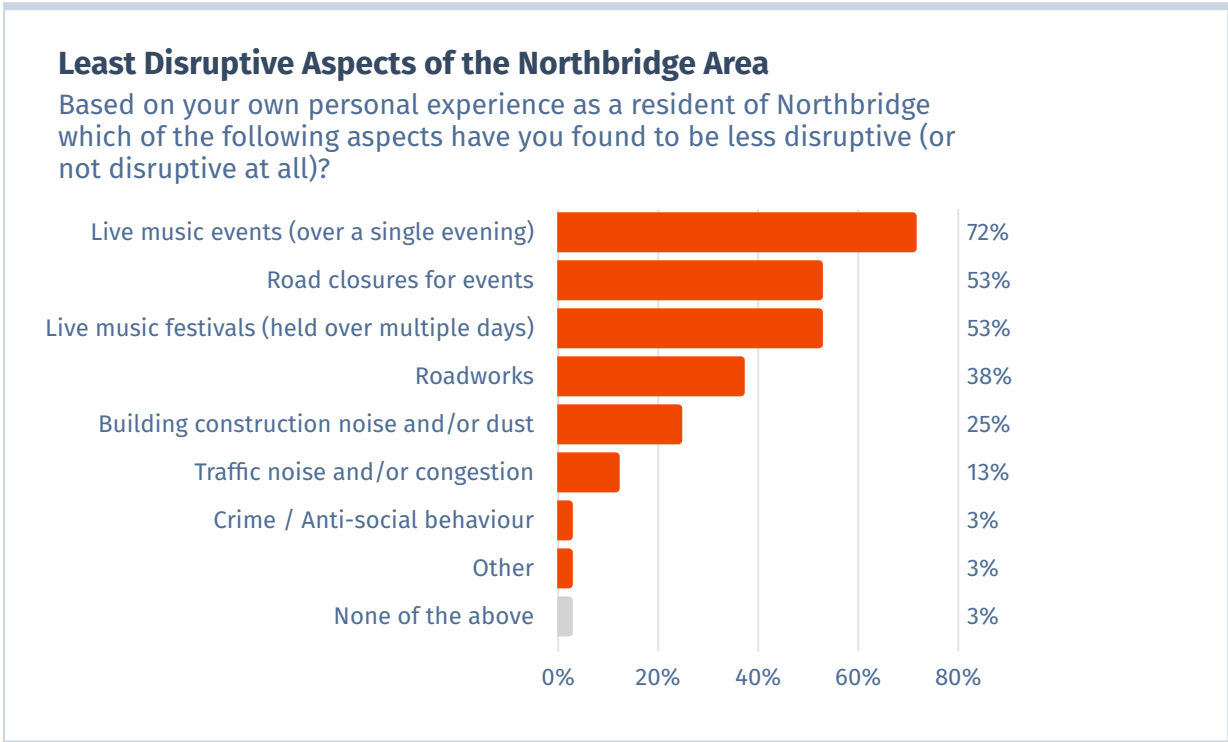


Insights

The majority of respondents (88%) stated 'Range of restaurants/cafes' as an aspect they value most, followed by 'Access to shops and retailers' (71%) and 'Range of entertainment options' (65%). Over half the sample (56%) selected 'Parks and public spaces' and 50% selected either 'Venues and cultural institutions' or 'Local nightlife' as valuable aspects. 'Live music events' were considered valuable by 41% of respondents.

Local Disruptions

Respondents were provided with a similar multiple-choice list over two questions and asked to indicate which factors they found to be very disruptive, or least disruptive as residents in the area. These results showcase the aggregated experience of residents from a range of backgrounds and locations who are familiar with the suburb.



Insights

Residents were most likely to cite 'Live music events (over a single evening)' as the least disruptive aspect of living in the Northbridge area (72%). This was followed by 'Road closures for events' (53%) and 'Live music festivals (held over multiple days)' (53%). 'Roadworks' were considered the least disruptive by 38% of the sample and 25% selected 'Building construction and/or dust'.

Over half of the sample (58%) cited 'Crime/anti-social behaviour' as the most disruptive aspect affecting residents in the area in general, while 30% chose 'Building construction noise and/or dust'. 27% of the sample chose 'Traffic noise and/or congestion' and a further 18% selected 'Roadworks'. Notably, only 12% of respondents stated that live music events, either over a single evening or multiple days, were disruptive.

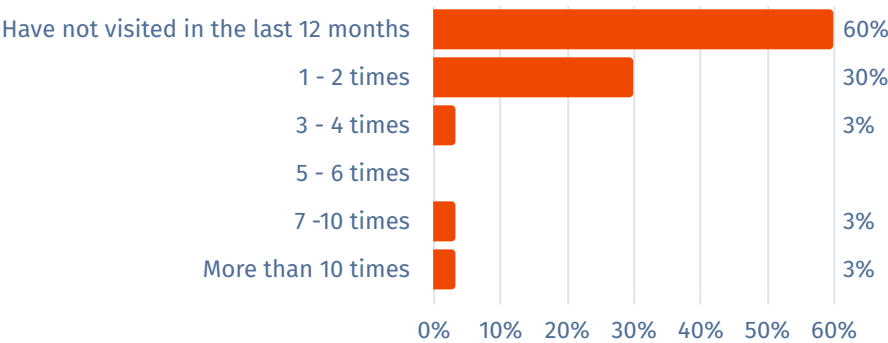
5. Ice Cream Factory

Visitation

Survey respondents were asked about their engagement with Ice Cream Factory and the frequency of their visits. Understanding the engagement of local residents with the venue helps to contextualise respondent opinions in relation to activities and events occurring there.

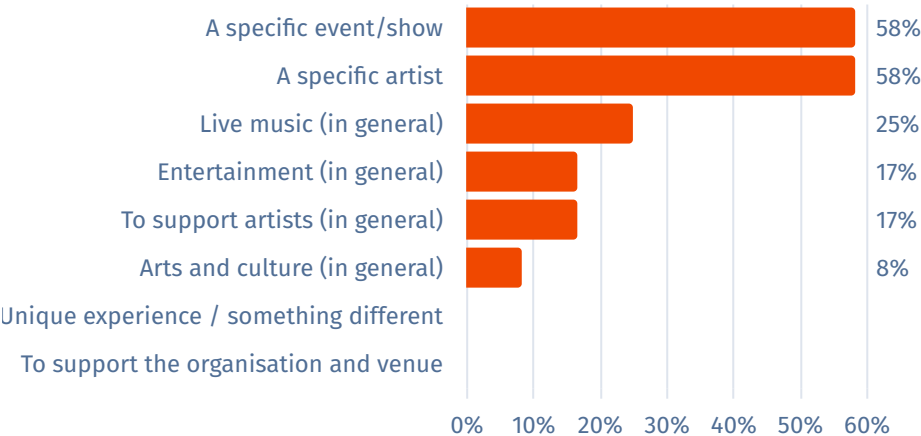
Visitation Frequency

Over the past 12 months, approximately how many times have you visited The Ice Cream Factory?



Reasons for Visitation

Which of the following best describes your typical reason(s) for visiting The Ice Cream Factory?

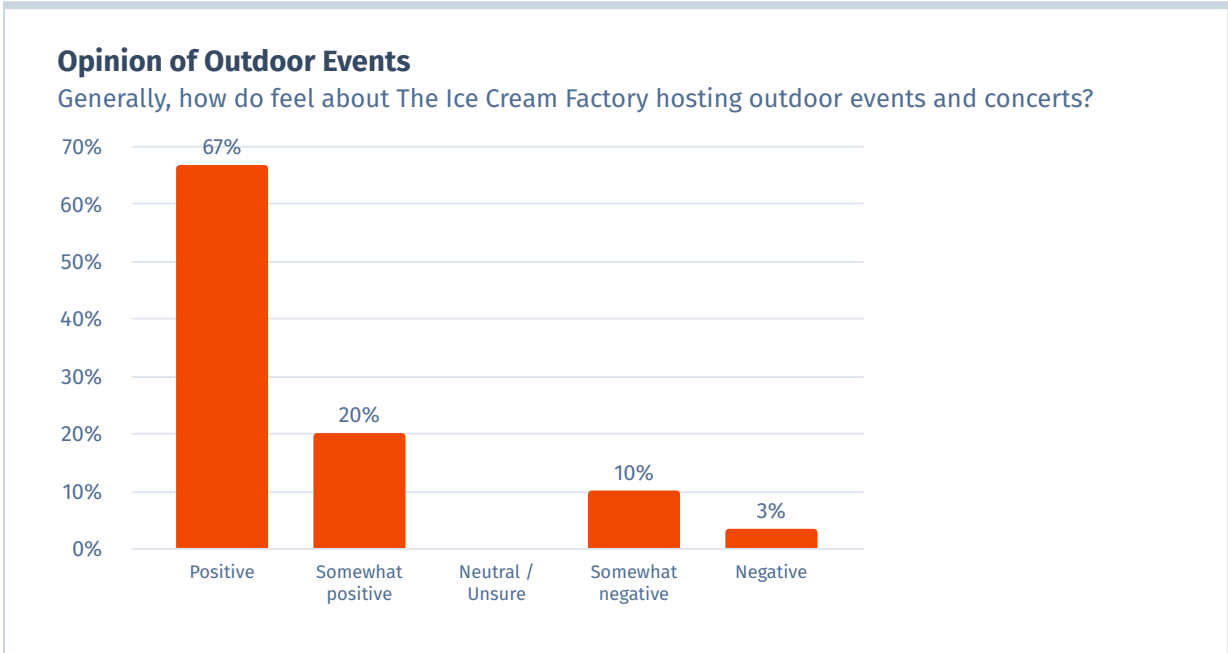


Insights

The majority of the sample had not visited the Ice Cream Factory (60%). This was followed by 30% having visited 1-2 times over the last 12 months. An equal proportion (3%) had visited 3-4 times, 7-10 times or more than 10 times in the last year. Of those who had visited the venue, 58% had attended to see 'A specific event/show' or 'A specific artist'. A quarter of the sample attended to experience 'Live music (in general)'. 17% stated their reason for visiting as 'Entertainment (in general)' or 'To support artists (in general)'.

Outdoor Events

Residents were asked to share their overall sentiment regarding Ice Cream Factory hosting outdoor events and concerts. Understanding broad perceptions around the events generally helps to contextualise specific responses regarding factors such as event finish times and frequency.



Somewhat Positive + Positive = **87%**

Insights

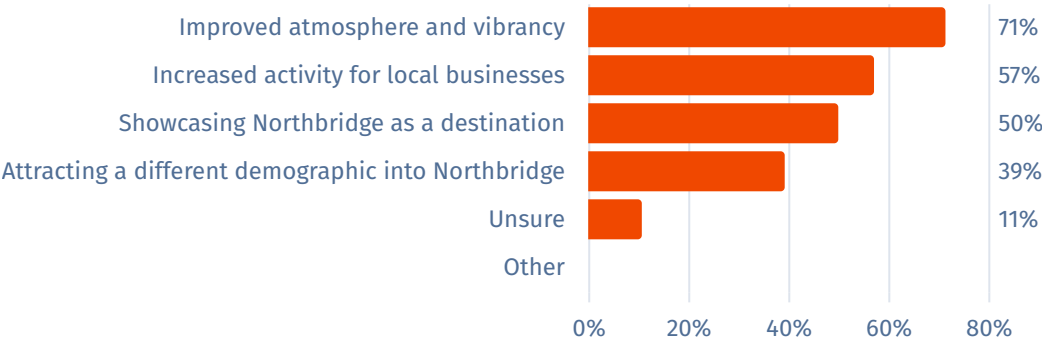
The overwhelming majority of residents surveyed felt positive about outdoor events and concerts being held at the Ice Cream Factory in general (87%), an outstanding result. Of this, the majority felt 'Positive' (67%) or 'Somewhat positive' (20%). 10% felt 'Somewhat negative' and 3% felt 'Negative'.

Concerns and Positive Perceptions

Respondents were provided with multiple-choice lists to allow for an understanding of the greatest concerns and perceived positive aspects of the outdoor concerts and events held at the Ice Cream Factory. The findings are showcased in the charts below.

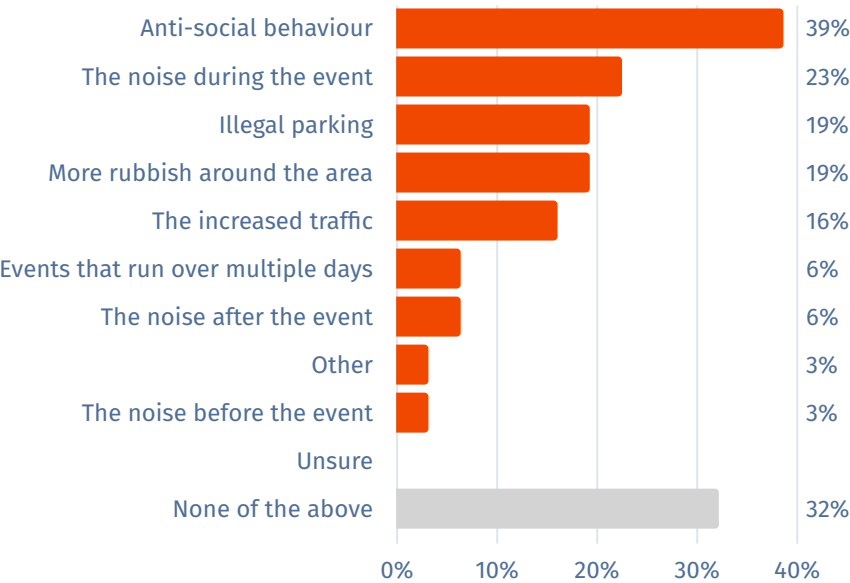
Favourite Aspects

Which of the following aspects do you like regarding outdoor concerts and events at The Ice Cream Factory?



Concerning Aspects

Are you concerned about any of the below aspects regarding outdoor events and concerts at The Ice Cream Factory?



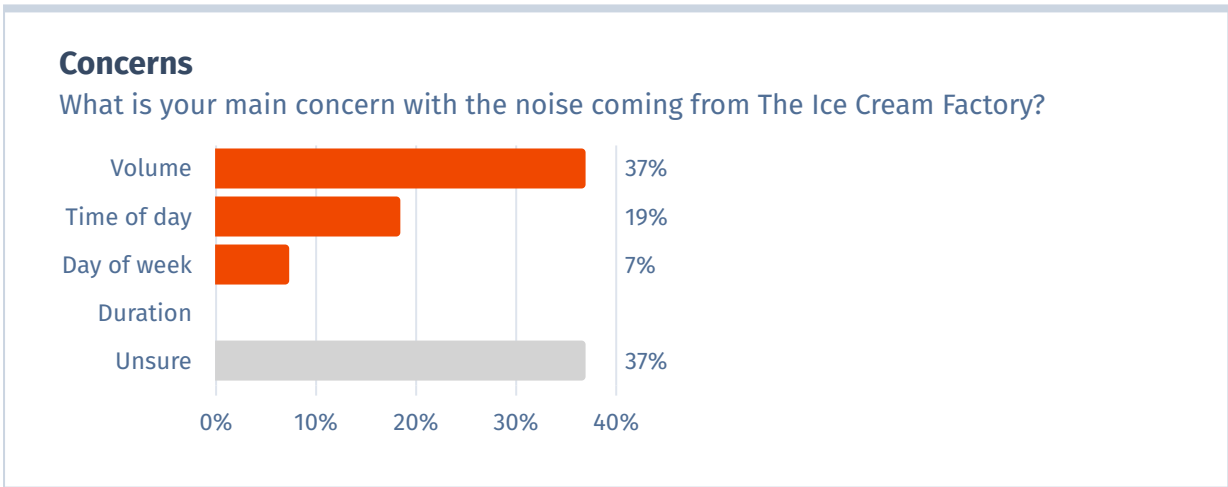
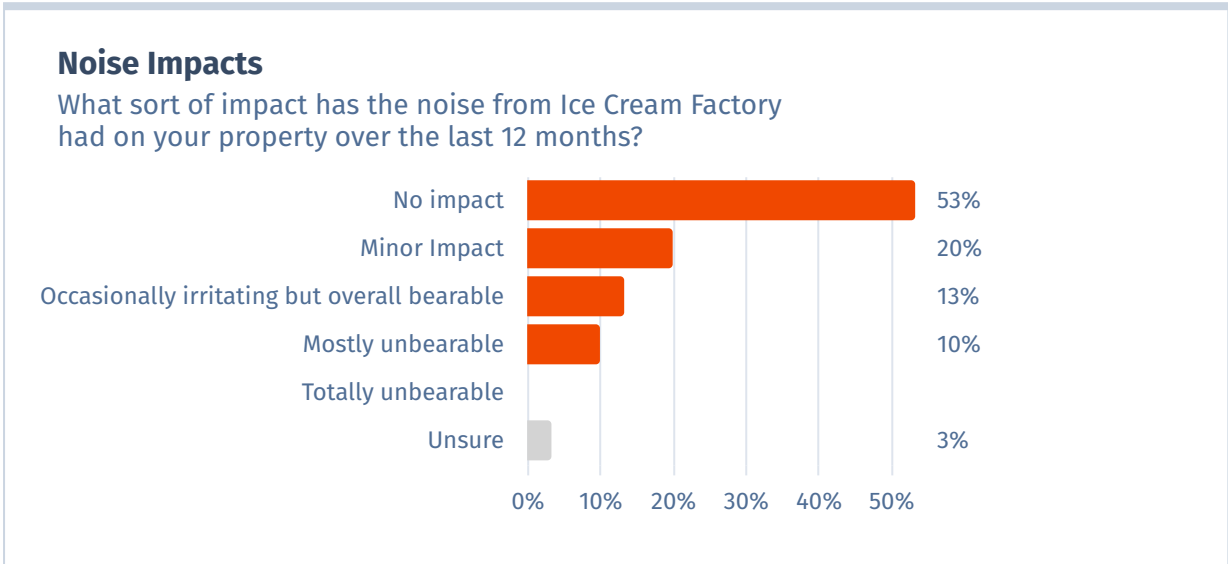
Insights

When asked about their favourite aspects regarding concerts and outdoor events at the venue, 71% stated 'Improved atmosphere and vibrancy'. This was followed by 'Increased activity for local businesses' (57%). Both results show a strong perceived impact of the Ice Cream Factory and its events on the local area, particularly from the perspective of Northbridge residents. Furthermore, 50% selected 'Showcasing Northbridge as a destination' as a positive aspect and 'Attracting a different demographic into Northbridge' (39%).

Of the event aspects that residents were most concerned about, 39% selected 'Anti-social behaviour'. 23% of the sample cited 'The noise during the event' and 19% identified 'Illegal parking' or 'More rubbish around the area' as a concern. Notably, 'Events that run over multiple days' and 'The noise after the event' (each 6%), and 'The noise before the event' (3%) were chosen by a small proportion of the sample. 32% did not consider any of the listed options a concerning aspect.

Event Noise

Respondents were asked whether they felt the noise coming from the venue had impacted their property, and whether they had any concerns regarding this noise. These results, when taken into account alongside proposed finishing times, allow for organisers to program events and concerts in a way that reduces the impact on local residents.



Insights

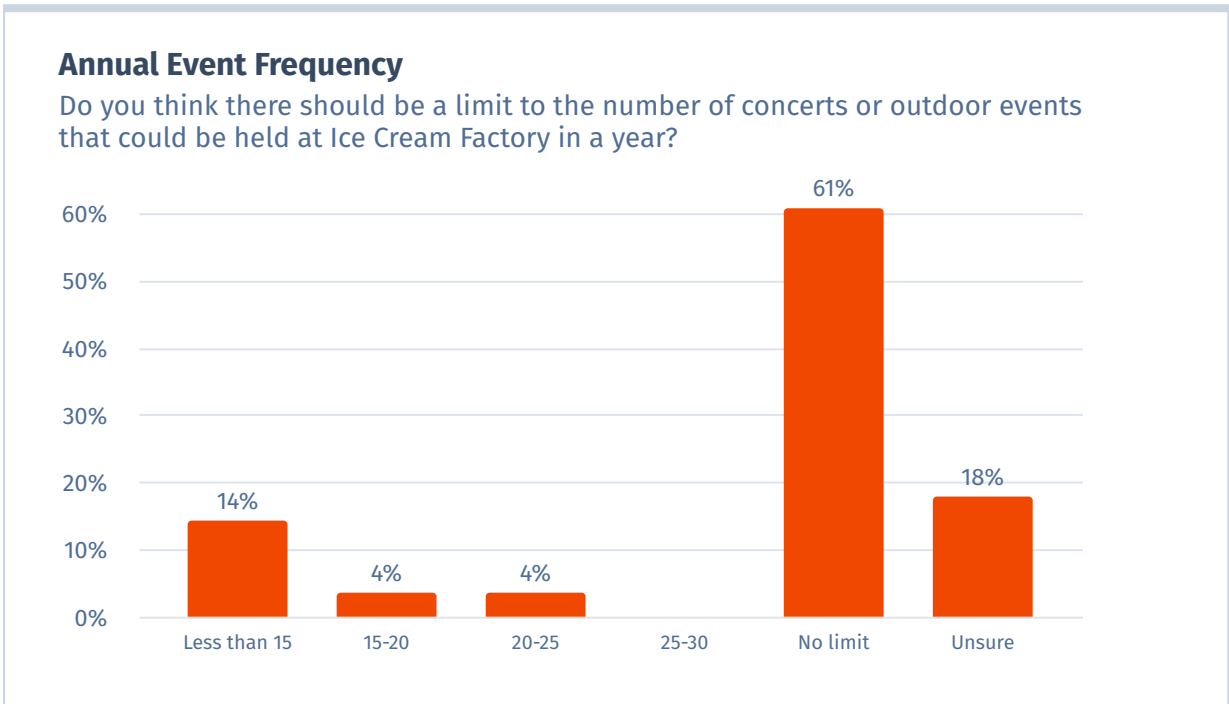
When considering the impact of noise from the Ice Cream Factory venue, over half the sample (53%) stated that there was no impact, an encouraging result. 20% indicated that the impact was minor and a further 13% cited 'Occasionally irritating but overall bearable'. 10% of the sample selected 'Mostly unbearable'. There were no reports of respondents finding the noise 'Totally unbearable'.

Respondents were also asked about their main concern about the noise coming from the venue. 37% selected 'Volume' and a further 19% selected 'Time of day'. 'Day of week' seemed to be less of a concern, with only 7% of the sample selecting this option.

6. Event Frequency and Finish Times

Event Frequency

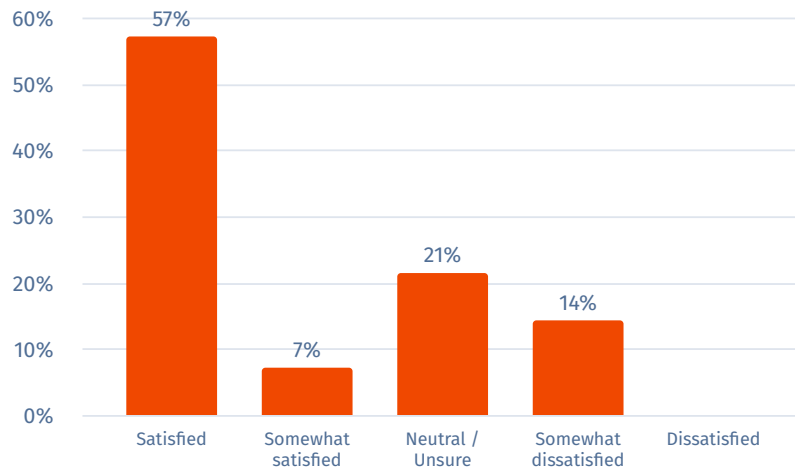
Local residents were asked to select the number of concerts they felt should occur at the Ice Cream Factory each year. Survey respondents chose from a dropdown outlining different annual events number options and the findings have been aggregated below. A follow up question was asked regarding plans to program 25 events per year and their sentiment towards this amount.



The majority of residents believed there should be no limit on the events held per year

Number of Outdoor Events

The Ice Cream Factory proposes to have 25 outdoor concerts throughout the calendar year. How do you feel about this?



Insights

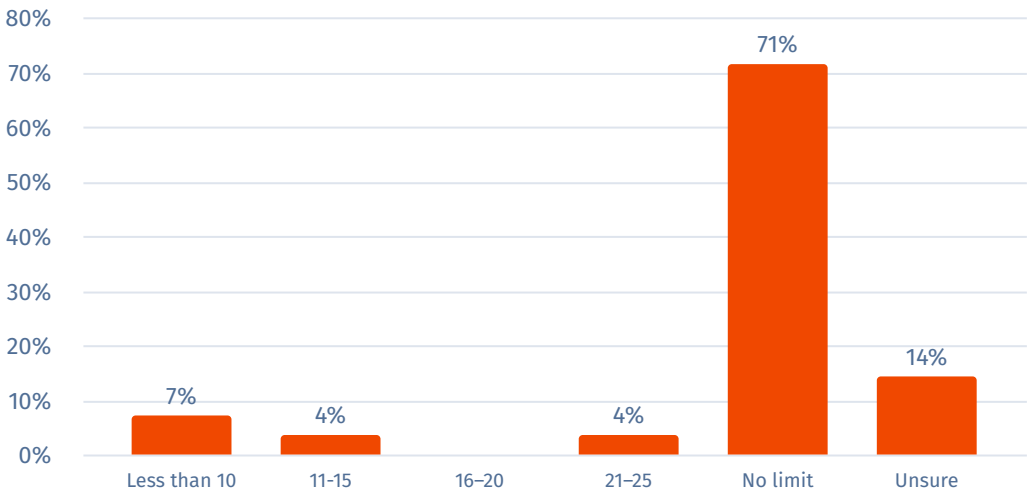
The majority (61%) of respondents believed that there should be no limit on the number of concerts held each year. 14% stated that 'Less than 15' would be ideal, however when prompted by a suggestion of 25 concerts per calendar year 64% of the sample were 'Satisfied' or 'Somewhat satisfied' with the proposal. 14% of respondents were 'Somewhat dissatisfied' with this proposed number of events, while no survey participants cited that they were dissatisfied.

Perception - Lower Impact Events

Bar Pop also proposed the hosting of lower impact events at the Ice Cream Factory. Perceptions towards how many of these events should occur annually as well as perceptions towards these events in general, are demonstrated in the charts below.

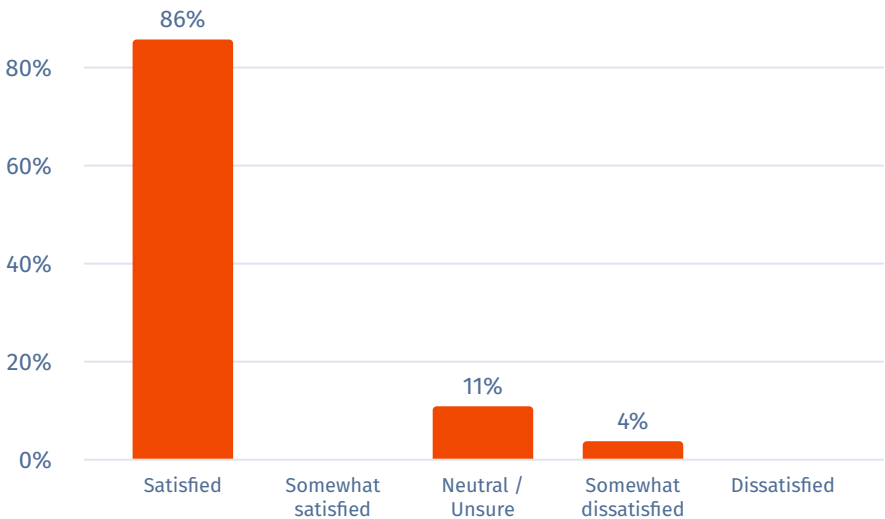
Annual Event Frequency - Lower Impact

What do you think should be the annual limit to how many lower impact events there should be at Ice Cream Factory throughout the calendar year?



Other Events - Lower Impact

The Ice Cream Factory proposes to host other events with lower noise limits throughout the calendar year (such as Fringe Festival). How do you feel about this?



Insights

71% of respondents agreed that there should be no limit on the number of lower impact events hosted at the Ice Cream Factory each year.

Considerably smaller proportions of the sample suggested 16-20 and 21-25 (4% each), or less than 10 (7%).

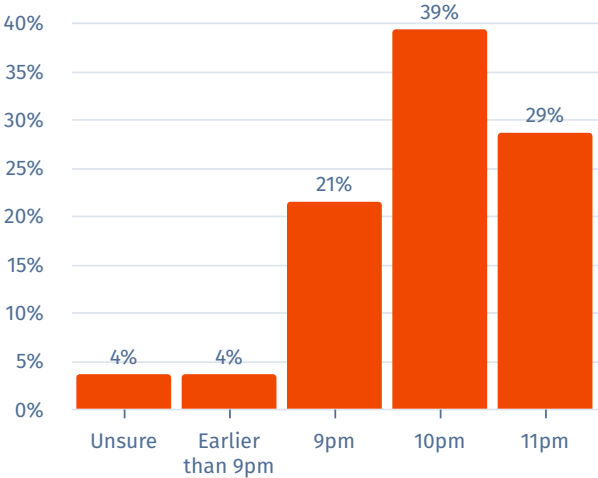
Respondents were also asked about their level of satisfaction towards the proposal of hosting lower impact events throughout the year, with 86% indicating they were satisfied with this suggestion.

Finishing Times

Survey respondents were asked to nominate their preferred finish time for concerts and outdoor events at the Ice Cream Factory on weeknights (Sunday - Thursday) and weekends (Friday and Saturday). The charts below reflect local residents' position on appropriate finish times, allowing organisers to identify useful trends to assist with planning and briefing event organisers hosting events at the venue. Additionally, respondents were asked about their satisfaction towards proposed finishing times chosen by organisers.

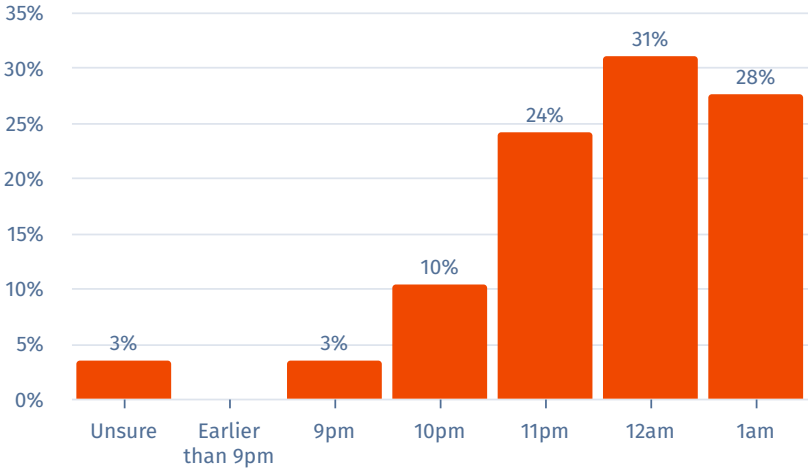
Finishing Time - Weeknights

What do you think is an appropriate time for concerts and outdoor events at Ice Cream Factory to finish on weeknights (Sunday to Thursday)?



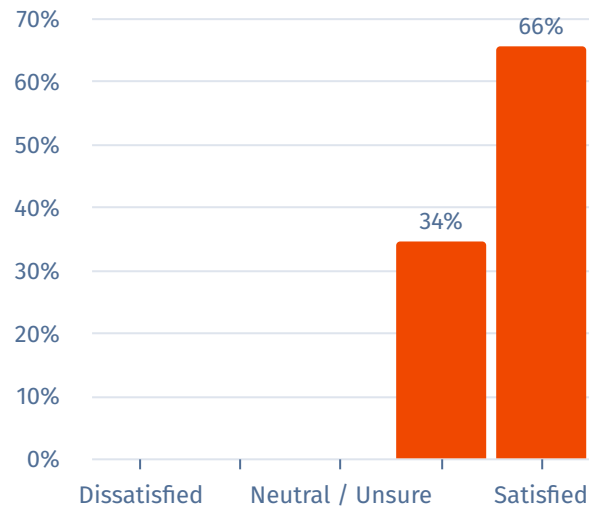
Finishing Time - Weekends

What do you think is an appropriate time for concerts and outdoor events at Ice Cream Factory to finish on weekends (Friday and Saturday)?



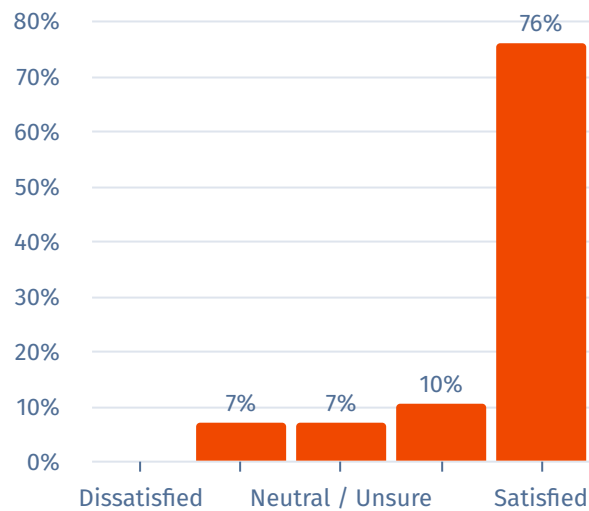
Opinion of Outdoor Events

Ice Cream Factory proposes to have outdoor concerts and events end by or before 10pm on weeknights (Sunday to Thursday).
How do you feel about this?



Opinion of Outdoor Events

Ice Cream Factory proposes to have outdoor concerts and events end by or before 11pm on weekends (Friday and Saturday).
How do you feel about this?



Insights

Respondents to the *ICF Community Consultation Survey* were most likely to indicate that '10pm' would be the most appropriate event finish time on weeknights (39%). This was followed by '11pm' (29%) and '9pm' (21%).

Local residents were more open to later event finishing times on weekends, with the majority citing '12am' (31%), '1am' (28%) or '11pm' (24%). A small proportion chose '10pm' (10%) or '9pm' (3%).

When considering proposed finishing times offered by Ice Cream Factory, the entire sample was satisfied with weeknight events finishing on or by 10pm. Additionally, the suggestion for weekend events to end by or before 11pm garnered an 86% overall satisfaction result from residents.

7. Comments and Feedback

Additional Feedback

Respondents were given the opportunity to provide any additional feedback about living close to the Ice Cream Factory as an open-text response. A selection of comments representing key findings taken from the *ICF Community Consultation Survey* have been featured below.

Do you have any other comments about living within close proximity to Ice Cream Factory?



I think it's a great venue and should be all year round it brings in people to Northbridge making it a great place to live.

I chose to live in the inner city because the area is vibrant. I have zero interest in complaining about the things that make it vibrant. I hope the community support your proposals, haters can go live in the boring 'burbs!

It's a great activation and I would love to be a part more! I loved Solomun and Hot Chip, and would love to have djs/artists that reach my generation (40yo millennial) a little more often. Thanks guys great work!

Would love to see this space, and any space in the Northbridge area, used as much as possible, while maintaining reasonable noise limits, etc. as have been proposed. The more vibrant and busy the area is, the better.



When there is a big event on, it is pretty unnerving to walk past the venue. The last time I did, I saw two guys urinating against the hoarding (they were standing on the footpath - basically out in the open) just south of Roe St, right on Lake St. I could see there were police and security around the gates, but they obviously only were surveilling the immediate area around the venue. There were loads of people standing around on the streets and

there was a definite negative vibe that was a bit unsettling. I walk past the site often and in general, after all the scaffolding is taken down, the whole corner is pretty gross and covered in rubbish and dirty astro turf for ages. It is a big space with a rich history. I know daytimes aren't exactly your focus, but there is a lot of foot traffic on weekdays, which will only increase when the uni is completed. Maybe your group could bring in some trees, plants in planters and benches and make it friendly to birds and insects while it isn't being set up for events - as a gift to the locals (human and wildlife)? Or just a coffee cart and some umbrellas for shade or art, or anything that creates community and uses that giant piece of land for good.

I never go because the music offerings are not to my taste. I only went during Fringe to see shows. Some live band options in different genres than are currently offered would be great.

It's fine. Every now and then they get the volume wrong or maybe it's the wind or whatever but it's very loud but it's done by 10ish and mostly I'm just jealous, it's not disruptive.



I'm pretty close and it's the high level of noise and the late finishes that really annoys me.

Rather than limiting the amount of events and times, why don't you simply reduce the noise level? I love concerts and live gigs but I stopped going since it is unbearably loud in Oz. My ears ring days after. I live more than 1km away, slightly elevated and I hear the noise from the factory almost every event. It is so unnecessary. In fairness, it applies to the rooftop movies as well and almost any event. Louder seems better. It is not.

Data and Insights by

CultureCounts

Report prepared for



This report has been prepared by Shelley Timms, Jamie McCullough and Riley Chappell of Culture Counts. The authors would like to thank all stakeholders and staff for their participation in this research.

Approved by: Claire Hodgson
Date of Approval: 21 May, 2025

We respectfully acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past and present.