Sandy Bay Ferry Terminal

Engagement Summary Report



City of Hobart

04.04.25

capire

Giving every person a voice.

Capire Consulting Group
The Commons
Wurundjeri Country
36-38 Gipps Street
Collingwood VIC 3066

Hub Anzac Square
Yuggera Country
Level 6, 200 Adelaide Street
Brisbane QLD 4000

(03) 9285 9000
info@capire.com.au
capire.com.au

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Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

Definition

Local residents

In this report, local residents refer to participants who self-identified as living in Sandy Bay during their participation in engagement activities. This includes individuals who selected "I live in Sandy Bay" in the survey or indicated their residency in close proximity during one-on-one conversations, focus groups, or submissions.

VERSION	AUTHOR	AUTHORISED	DATE
1.0	Charlotte Yu	Mel Hagedorn	07/04/20225
2.0	Charlotte Yu	Mel Hagedorn	14/05/2025
3.0	Mel Hagedorn	Mel Hagedorn	22/05/2025

Executive summary

Overview

On 9 December 2024, the City of Hobart (Council) endorsed a preferred site for the proposed Sandy Bay Ferry Terminal. To gather community feedback on the location and design of the terminal, Council launched an engagement program in partnership with Capire Consulting Group. The engagement was delivered over a three-week period, from 5 March to 30 March 2025, to hear from community members and stakeholders to help inform planning for the project.

About the engagement

Feedback was received from **467 participants** who were engaged across a range of activities. The engagement aimed to reach a broad and diverse cross-section of the community, with targeted outreach to local residents, students, businesses, and culturally diverse groups. Engagement activities included online and in-person surveys, written submission received, one-on-one conversations with local residents, pop-up activities, intercept surveys, and focus groups. Palawa engagement was conducted concurrently by an independent Tasmanian Aboriginal consultant.

Key messages

Key opportunities and concerns about the project expressed by participants are summarised below:

- **Survey participants expressed general support** for the proposed location at Lords Beach, with 64% of Sandy Bay residents and 71% of broader community respondents indicating support for the project. In contrast, only 22% and 19% of respondents did not support the project. Wrest Point was still mentioned as a popular alternative, despite not being an option within Council's control.

- **Pedestrian safety, transport integration and access** – Safe and convenient access was a top priority by most participants. Participants requested well established pedestrian infrastructure, protected cycling routes, school and university transport links, and improved integration with existing public transport services.

- **Environmental considerations** – Participants expressed mixed views on the environmental impact of the proposed ferry terminal. Many supported the ferry as a more sustainable transport option that could reduce car use and emissions. However, others raised concerns about potential impacts on the foreshore, marine life, and nearby ecosystems.

- **Design and amenities** – Participants supported simple, accessible, and weather-resilient infrastructure with clear signage, seating, real-time information, and secure bike parking. Some opposed kiosks or public toilets due to concerns about antisocial behaviour and the visual impact on the foreshore.

- **Project viability and cost** – Several participants questioned the long-term sustainability and demand for the ferry service, especially outside peak times. There were calls for Council to release the business case, demand modelling, and funding arrangements to ensure transparency and public confidence.

- **Project timeline and transparency** – Participants expressed high interest in the project with a desire for improved transparency in future planning, technical assessments, and how community feedback would influence final outcomes.

Next Steps

Findings from this engagement summary report will be reviewed and considered by the City of Hobart to finalise the design of the Sandy Bay Ferry Terminal. This feedback will help inform the detailed design to mitigate any existing or potential issues and concerns. The feedback will shape decision-making on the terminal's location, access, and amenity before proceeding to formal development processes, such as securing planning approvals and permits.

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1. Introduction

1.1. Background

1.1.1. The River Derwent Ferry Service Master Plan

The Mayors of the Greater Hobart Councils identified that the expansion of the Derwent Ferry service has the potential to generate significant economic and social outcomes for the Greater Hobart region, including strengthening the resilience of the public transport network, tackling traffic congestion, facilitating placemaking opportunities and enhancing liveability. On this basis the development of infrastructure to enable the expansion of the Derwent River Ferry Service is being progressed as a component of the Greater Hobart City Deal.

Having secured a funding commitment from the Australian Government (May 2022), the Councils commissioned a proof-of-concept report on the viability of the proposed ferry service expansion. This work confirmed the viability of an expanded passenger ferry service on the Derwent River and confirmed the need (as an initial priority) for new (or upgraded) terminals at Lindisfarne, Wilkinsons Point and Sandy Bay and resulted in the project funding being confirmed.

Having also identified the expansion of a ferry service as a priority, the Tasmanian Government created a draft River Derwent Ferry Service Master Plan to guide the expansion of ferry services on the River Derwent. The planning study for the Master Plan established eight priority locations for the new ferry terminals, including one in Sandy Bay.

The City of Hobart undertook a detailed analysis of each location to identify specific sites for the new passenger ferry terminal, this analysis included an assessment of all potential sites along the western shore of the River from Marieville Esplanade to Lower Sandy Bay.

1.1.2. Sandy Bay Ferry Terminal

In December 2024, Council identified Lords Beach as the preferred location for the new passenger ferry terminal in Sandy Bay due to its:

- feasibility based on technical assessments.
- proximity to key locations such as The Hutchins School, Fahan School, Mount Carmel College and the University of Tasmania. They are all within a one-kilometre walking distance of the ferry terminal site.
- high visibility for commuter access from Sandy Bay Road as well as linkages to a popular cycleway.
- proximity to a large commuter catchment area, with approximately 750 homes within one kilometre of the ferry terminal.

Since Council's endorsement of the proposed site (Figure 1), a new potential site was presented to Council to redevelop the existing Waimea Jetty (on the right, jetty structure in white colour, Figure 1) by the current owner of the site. Both sites are being considered by Council at this stage.



Figure 1. Proposed locations

Council also proposed preliminary designs and plans for the potential new Sandy Bay passenger ferry terminal, including:

- bike storage, including charging facilities for e-bikes and e-scooters.
- a walkway taking passengers out over the water to a boarding ramp.
- additional lighting on the ferry terminal and kerbside.
- kiosk and toilets.

1.1.3. About the engagement

To support Council's final decision-making on the location and design of the Sandy Bay ferry terminal, this engagement focused on seeking diverse community and stakeholder input regarding their considerations for the ferry terminal, covering topics about:

- site location(s)and detailed design
- amenities at the terminal
- transport connection and access
- potential project impacts
- maintenance and cleaning of the terminal
- ongoing methods of communication for project updates.

1.2. About this report

The purpose of this report is to summarise the key findings from the Sandy Bay Ferry Terminal engagement which sought feedback on the location and design of the proposed new Sandy Bay passenger ferry terminal. It is envisaged that this report and its findings will also assist the Councils elected members with its consideration on whether Lords Beach is the preferred site, and inform any further design development.

It has been prepared by Capire Consulting Group who was engaged by Council to design and deliver the engagement program.



Figure 2. Photo taken at a pop-up

2. Engagement overview

This section provides a comprehensive overview of the objectives, methodologies, participation in the engagement process, and limitations of the engagement activities. The engagement activities occurred for over three weeks, commencing on 5 March 2025 and ending on 30 March 2025.

2.1. Engagement objectives

The engagement objectives of the Derwent River Ferry Service Expansion engagement program are:

- To provide the community with clear and accessible information, including how the site was selected, terminal locations considered and their trade-offs, potential contribution of the new terminal to Hobart's long-term transport network.
- To explore and understand community values and priorities for Sandy Bay and what they consider important for the local area.
- To understand and address community concerns related to the project, including site selection, design, transport and environmental impacts.
- To understand community considerations to inform Council decision-making on final site selection for the ferry terminal and detailed project design.
- To foster trusting relationship with the community and encourage ongoing project engagement.

2.2. Methodology

Throughout the engagement period, the project team sought to inform as many people as possible. This was to ensure residents, visitors, schools, businesses, relevant stakeholders, and others interested in the Sandy Bay Ferry Terminal had a chance to share their ideas and feedback. Various tools and channels were used to provide information about the project and promote the engagement opportunities.

Could we ask Capire to include a paragraph here talking to what / how consideration was given to those that live in close proximity Vs more broader Sandy Bay residents.

2.2.1. Promotion

Table 1 outlines the tools to promote and inform community members and stakeholders about the project.

Table 1. Promotion tools

Tool	Description
Your Say Hobart	A webpage for the Sandy Bay Ferry Terminal was established on Your Say Hobart (https://yoursay.hobartcity.com.au/sandy-bay-ferry-terminal-derwent-river-service-expansion). This webpage serves as a comprehensive resource, providing project information, frequently asked questions, artistic impressions of the design, as well as its timeline and updates. Additionally, the webpage hosts a survey and provides details about the engagement activities. Overall, the Sandy Bay Ferry Terminal page received 1,796 views, 1,021 visits (clicked on at least one interactive tool), and 309 unique visitors (engaged in the survey or put in a submission).
Mail out	Before the engagement period began, a letter was sent to 11 Sandy Bay residences to introduce the project and as an invitation to in-person one-on-one conversations with the project team.

Tool	Description
	In December of 2024, 8 households in the area directly proximal to the proposed site were sent a letter, offering a conversation with the City of Hobart CEO and project manager. 1 meeting was held with several of the local residents.
Email invitations	Email invitations were sent to 7 businesses, 6 schools and 29 community groups between 5 March and 31 March 2025. The letter introduced the project and encouraged participation in the engagement through specific focus groups or other engagement opportunities such as the online survey. Online meeting or phone call were also offered to stakeholders who were unavailable for the focus groups.
On-site promotion	Posters and flyers were distributed at various locations near the project site, including: • The Beach House café • Delhi 5 Indian Cuisine • Nose Bag Café • The Blue Strawberry Take Away • Mo the Barber • Hair O Dynamix • IGA Long Beach • Hairy Legs Art Café • Cheez Louise Cafe
Pamphlets (mail-out and in person)	Pamphlets detailed the core engagement messages and encouraged community members to participate in the community engagement process. This was communicated through providing website links, Council contact details, and a QR code that linked to the Sandy Bay Ferry Terminal on Your Say Hobart page. A total of 1500 graphically designed postcards were printed and distributed at engagement events or provided to businesses and organisations upon request. A total of 712 pamphlets were sent via mail to houses within 1km radius of the proposed location area.
Social media promotions	During the engagement period, the below promotional posts and engagement occurred: **Facebook post 1:** 10k reach, 149 engagements 2.1k clicks (noting this on the entirety of the post, not just the link) **Facebook post 2:** 4.6k reach, 68 engagements, 182 clicks (noting this on the entirety of the post, not just the link) **LinkedIn post:** 1.8k reach, 92 engagements, 102 clicks **Instagram post:** 3.2k reach, 262 engagements
Traditional media	During the engagement period, the Sandy Bay Ferry Project was mentioned 74 times across media sources (The Mercury Newspaper being the most prominent). The most popular day for mentions was the 5th of March, the day of the media launch. Overall, there was a potential audience reach* of 3,864,947 between 5th March to30th March inclusive. **Potential audience reach: cumulative potential audience reach by media type for the selected coverage period.*
Council newsletter	Prior to the end of the engagement period, a newsletter was sent out to 4,340 Your Say subscribers, notifying them of the ferry terminal survey. Of the 4,340 addresses, 53.3% (approximately 2,313 addresses) opened the email.

2.2.2. Engagement activities

Table 2 provides details about the engagement activities undertaken to seek feedback on the Sandy Bay Ferry Terminal project.

Table 2. Engagement activities

Tool	Description
Online survey	The online survey was the principal method of gathering community feedback, accessible via the Sandy Bay Ferry Terminal on Your Say Hobart page. The objective of the survey was to provide a wide-reaching opportunity for community members to share their feedback on the location selection and design of the proposed Sandy Bay Ferry Terminal. The survey asked ten questions and received 331 responses.
Intercept surveys	Five intercept surveys were held at different times and locations to reach community members who are not typically engaged with or who may not already know about the project. Project information was introduced to community members to help them complete the online survey. A total of 52 surveys were completed across the intercept survey activities. The project team also raised awareness and distributed pamphlets with information about the project. The details of the intercept survey activities are: • Brooke Street Pier, Tuesday 25 March • Elizabeth Street Mall, Wednesday 26 March • Brooke Street Pier, Wednesday 26 March • Hill Street Grocer Sandy Bay, Thursday 27 March • Woolworths Sandy Bay, Thursday 27 March
Submissions	A total of 34 written feedback was received via email or the submission box on the Your Say Hobart page. This included submissions by community members, stakeholder groups and organisations.
One-on-one conversations	Local residents who lived within 100m from the project site were invited to have 30-minute one-on-one conversations with the project team to learn more about the project and share their feedback. A total of 9 letters were distributed via letterbox drop. A total of seven conversations were held at various times between Tuesday 12 March to Wednesday 13 March.
Pop-up	Three in-person pop-up events were held at different locations approximate to the project site. The pop-ups were scheduled at different times and locations to capture a diverse audience. The pop-up events shared information about the project and supported participants to complete the online survey. A1 boards were displayed to show information about the project. Approximately 50 conversations were recorded across two pop-ups. The details of the pop-ups are: • Student Life Expo at the University of Tasmania Thursday 6 March, 11am – 2pm • Hobart Twilight Market Friday 14 March, 5pm – 7pm • Long Beach Foreshore Tuesday 25 March 11am – 1pm
Focus groups	Three focus groups were held to have in-depth conversations with community organisations, schools, and businesses and seek feedback on the Sandy Bay Ferry Terminal. Participants were asked for their input and feedback, considering the potential project impacts, issues, and opportunities of the Sandy Bay Ferry Terminal. The discussion questions aligned with survey questions but varied depending on the stakeholder group and their interests.

Tool	Description
	Organisations who were not available to attend the focus groups were offered opportunities to have an online meeting, or phone call with the project team, or make a submission. Details of the focus groups are: • **Education / Schools** Friday 14 March, 10am-11.30am Sandy Bay Bowling Club 5 participants • **Businesses** Friday 14 March, 2pm- 3.30pm Sandy Bay Bowling Club 2 participants • **Community groups** Saturday 15 March, 10am-11.30am Sandy Bay Bowling Club 9 participants Groups represented in the focus groups or follow up meetings included: • Bicycle Network Tasmania • Derwent Estuary Program • Fahan School • The Hutchins School • The Rivulet Hotel • UTAS Student Association • University of Tasmania • Wrest Point • Royal Hobart Yacht Club
Palawa engagement	Palawa engagement was conducted concurrently with the wider engagement program. This targeted engagement was conducted by an independent Tasmanian Aboriginal consultant (Cooee Tunapri). This includes one-on-one meetings with cultural knowledge holders and assessment of cultural history of the area. A separate engagement report was provided to Council.

2.3. Limitations

The engagement methodology while robust, had several limitations that should be acknowledged when reading this report. These are outlined below.

- Capire has reported on information documented by participants and interpreted the information to represent the views of participants as closely as possible.
- The engagement program included multiple opportunities for participants to contribute. Some people may have taken part in multiple engagement activities, for example completed the survey and participated in a focus group. Their views may have been captured more than once.
- In some instances, participants did not respond to all survey questions, this meant that some questions received fewer responses than others.
- People who participated in the engagement self-selected to take part. As such, whilst every effort has been made to gather the views of stakeholders and the community, the information in this report does not reflect the views of a representative sample.

- Demographic data was captured through the survey, but not other engagement activities.
- All feedback received through the engagement program and included in this report has been summarised to reflect key themes. Data was analysed and has been presented in this report under key themes reflecting issues that were frequently raised. It does not provide a quantitative analysis of all feedback provided by participants.
- Quantitative survey findings have been supplemented with qualitative insights from other engagement activities where relevant. However, no quantitative data was collected during focus groups or one-on-one conversations. As a result, the graphs in this report reflect only the views captured through surveys.

3. Summary of participants

Feedback was received from 467 participants across all engagement activities. Participant's demographic data was collected from online and intercept survey participants. The results of this data are reflected below.

3.1. Age

As shown in Figure 3, there was a spread of age groups represented in the survey. The largest proportion was represented by age 40–49 years (22%), followed by 19% aged 50–59 years, and smaller percentages in other age groups, including only 3% under 20 years and 2% aged 80+ years.

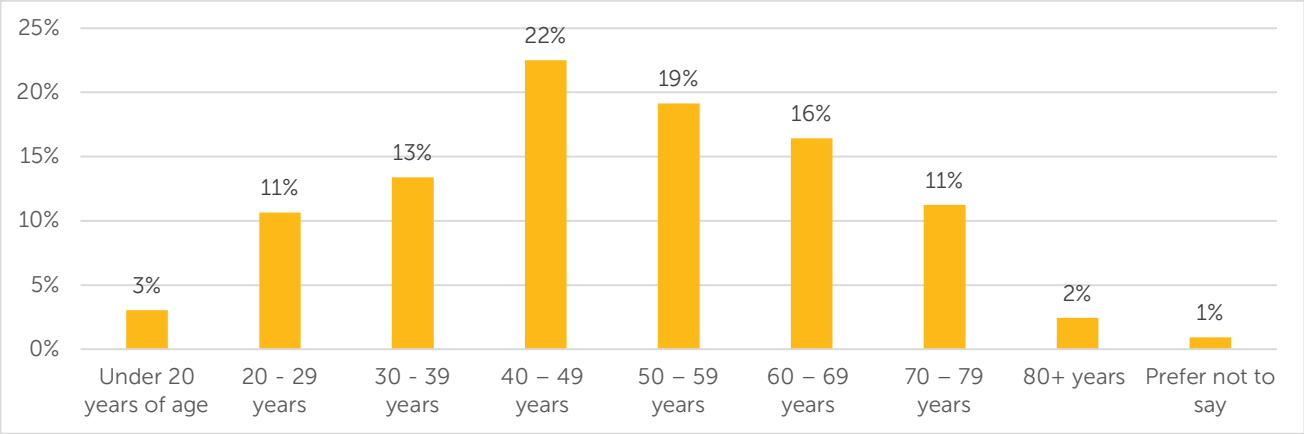


Figure 3. Age of survey respondents (n = 329)

3.2. Gender

Figure 4 illustrates the gender distribution of survey respondents. More than half of survey respondents identified as female (54%), followed by male at 41%. A smaller percentage of respondents identified as gender diverse (2%), while another 2% preferred not to disclose their gender, and an additional 2% self-described their gender.

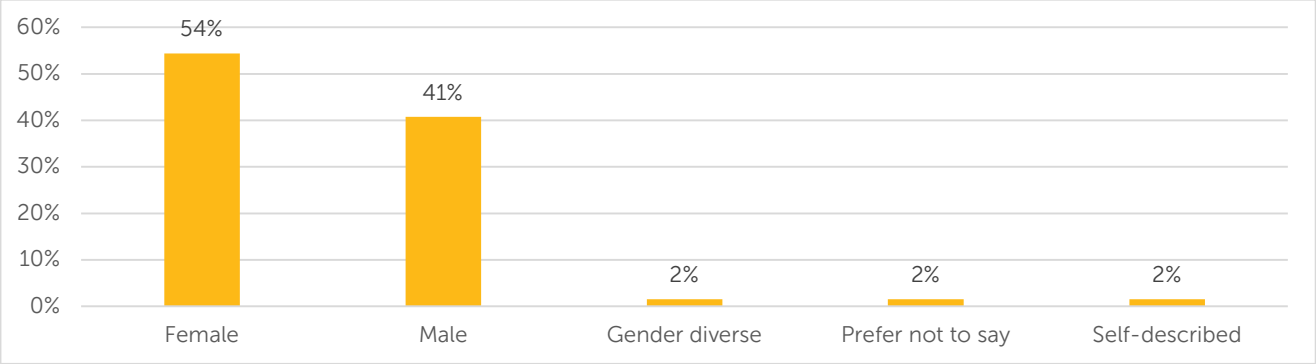


Figure 4. Gender distribution of respondents (n = 329)

3.3. Connection to Sandy Bay

Survey respondents were asked to indicate their connections to Sandy Bay. As shown in Figure 5, nearly half of respondents visit the area (41%), followed by those who live in Sandy Bay (36%), and live in a nearby neighbourhood (29%). Other connections include working (17%) or studying (16%) in Sandy Bay or being part of a group or organisation that meets there (13%). Only 4% of respondents own a business in Sandy Bay, 7% indicated no direct connection but expressed interest in the project. and a small proportion (4%) own a business in Sandy Bay.

Survey respondents could choose more than one option that applied to them.

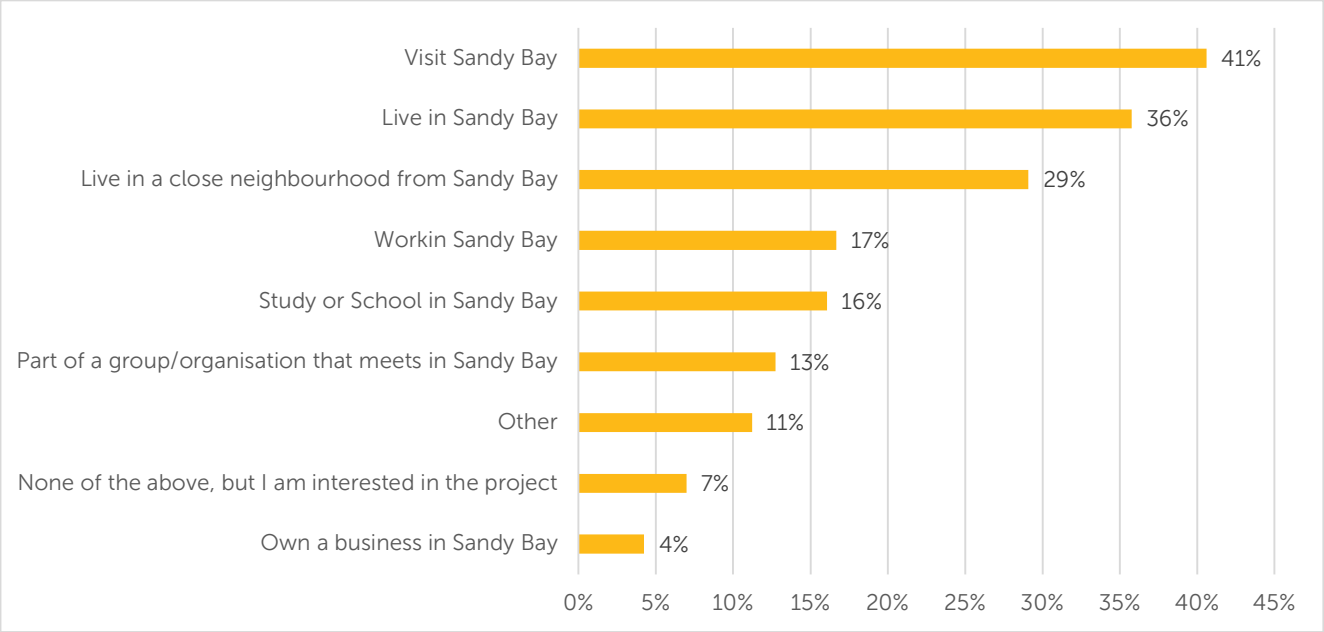


Figure 5. Respondents' connection to Sandy Bay (n = 331)

3.4. Suburbs

Figure 6 displays the suburbs where respondents reside. This question was only asked in online surveys.

More than a quarter of respondents (34%) reside in Sandy Bay, followed by those who live in Lower Sandy Bay (7%), South Hobart (5%), and Mount Nelson (5%). Other notable suburbs include Taroona, Battery Point, and Howrah (each at 4%), and New Town, Hobart, and Bellerive (each at 3%). Collectively, these top 10 suburbs account for approximately 73% of all respondents. The remaining 27% are distributed across a broad range of other suburbs in Tasmania and a few in New South Wales, including Acton Park, Glenorchy, Kingston, West Hobart, and more.

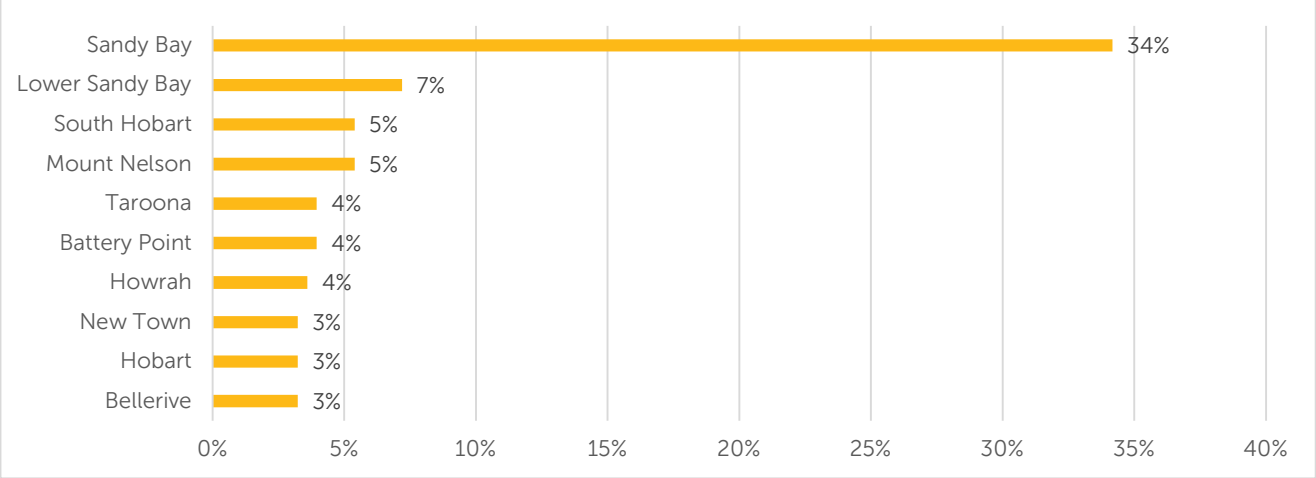


Figure 6. Respondents Suburbs (n = 278)

3.5. Mode of transport

As shown in Figure 7, the majority of respondents (80%) reported driving a private car as their main mode of transport. Other common modes included walking (27%), public transport such as bus and ferry (22%), and cycling (18%). Fewer respondents relied on being a passenger in a private car (8%), while only a small proportion used ride-share or taxis (2%) or motorcycles or scooters (1%).

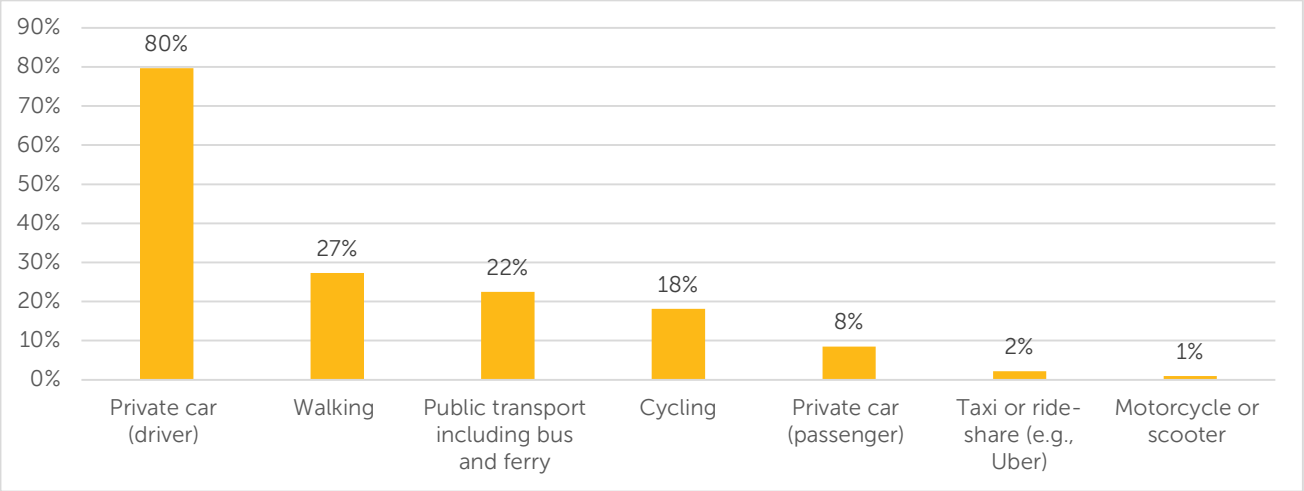


Figure 7. Respondents mode of transport (n = 331)

3.6. Representation

As shown in Figure 8, 8% of respondents identified as a part of the LGBTIQ+ community, 6% identified as a person with a disability, 4% as culturally and linguistically diverse, 3% as a carer, and 2% as Aboriginal or Torres Strait Islander.

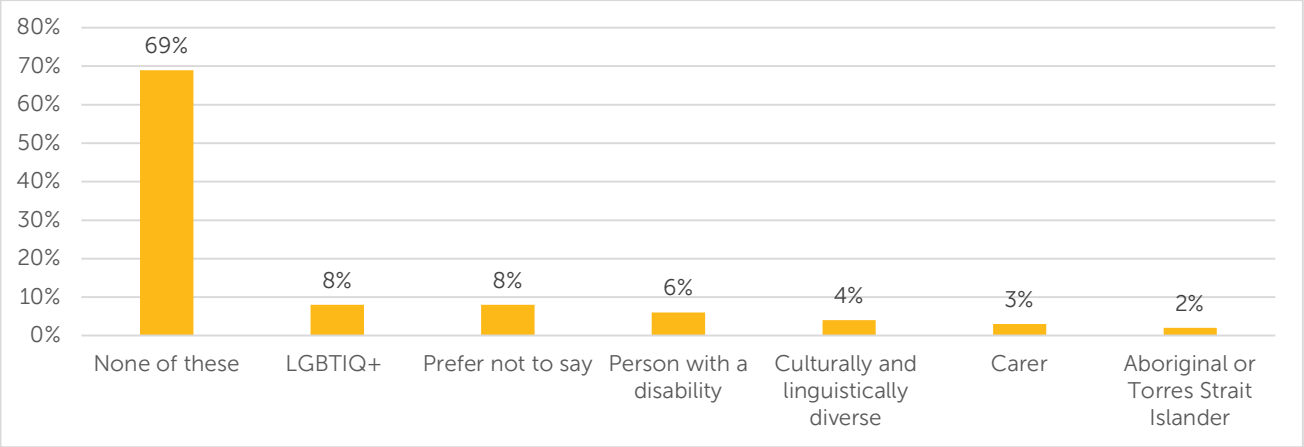


Figure 8. Representation of Respondents (n = 331)

4. Engagement findings

The following findings summarise the feedback and ideas collected through the engagement process.

4.1. Level of support

Survey respondents were asked to indicate their level of support for the proposed location and design of the Sandy Bay Ferry Terminal. As shown in Figure 9, respondents were generally supportive of the project, with 64% of local residents who live in Sandy Bay and 71% of the broader community expressing support. Opposition is slightly more prevalent among local residents (22%) compared to the broader community (19%). Local residents who self-identified in the survey also showed a higher level of uncertainty (14%) than the broader group (10%).

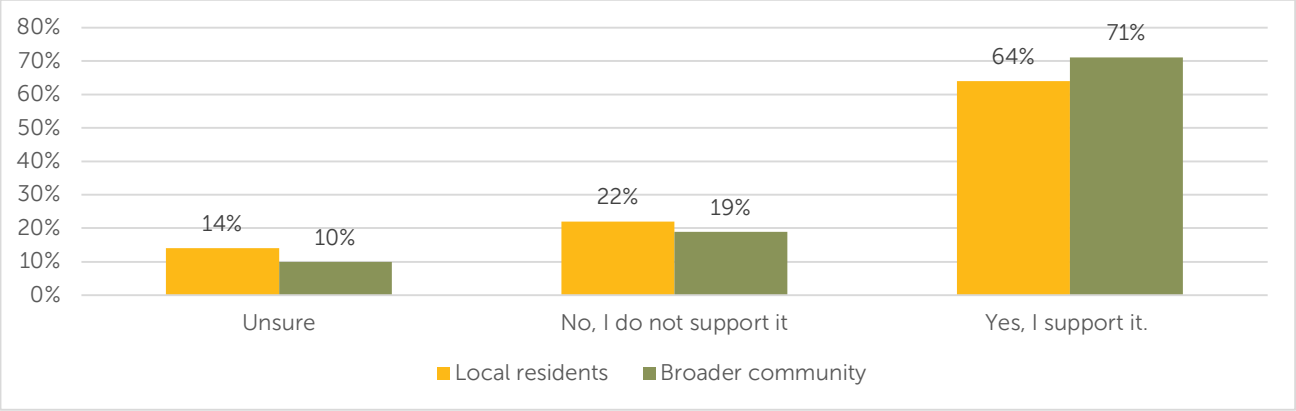


Figure 9. Level of support of residents compared to broader community, indicated by survey respondents (n = 331)

While this question was not exclusively discussed in other engagement activities, participants shared their views on the proposed location and design of the Sandy Bay Ferry Terminal, summarised below.

4.1.1. Reasons to support

Participants who expressed support for the project commonly expressed excitement for the Sandy Bay Ferry Terminal to introduce ferry services to the area, with the following reasons:

- **Ferry service as an alternative transport option in Sandy Bay** – Participants shared that the terminal will introduce ferry services in Sandy Bay and offer a more reliable and enjoyable way to travel, especially when compared to congested roads and unreliable bus services. The ferry was seen as a way to help mitigate existing congestion in Sandy Bay, particularly during peak hours. Many felt that introducing a ferry could encourage greater use of public and active transport. Improved connections, particularly to the Eastern Shore, were seen as essential for enhancing daily commutes and reducing travel times, ultimately improving quality of life for families, students, and workers.

- **Sustainability and environmental benefits** – The proposed Sandy Bay Ferry Terminal was seen as an opportunity to promote sustainability within Sandy Bay and greater Hobart. As a public transport option, ferry services could help reduce car dependency, lower emissions, and support broader climate goals. The terminal would also provide a more accessible transport option for people of all ages and abilities. Many participants viewed the project as part of a longer-term shift toward increased use of public and active transport in Hobart.

- **Economic and tourism opportunities** – Participants felt the terminal would attract more visitors to Sandy Bay, supporting local businesses. Some also saw potential benefits in expanding leisure and employment opportunities, with the ferry offering a pleasant way to connect to events and activities in Hobart. For some, the terminal does not only provide an alternative commuting option, but it will also provide opportunities to improve access to waterfront experiences and encourage tourism.

"Can't wait to see the Hobart ferry network come to life!" – Survey respondent

"I live nearby and will see from my home. It may affect parking access on my street. However, I think it will be another positive for our suburb, and the city, and the visual impact to the community and nearby homes seems minimal." – Survey respondent

"If done right and placed in the right location, it could offer another way to get around town." – Participant in one-on-one conversation

"Highly supportive of this initiative as a Sandy Bay resident and city worker. Parking in the city is a significant expense and public transport a preferred option. I would walk to the ferry location and take it daily to the office and at least once on weekends."- Submission by community member

4.1.2. Reasons to not support

Participants who did not support the proposed location and design of the Sandy Bay Ferry Terminal expressed several views. While some were supportive of the broader initiative to introduce a ferry terminal in Sandy Bay, they felt the proposed location was not ideal and that other considerations needed to be addressed. Others were opposed to the initiative altogether. Key concerns raised by participants included:

- Parking and traffic congestion – Participants expressed concerns about increased traffic congestion around the proposed ferry terminal, particularly due to its location on Sandy Bay Road and proximity to residential streets. Many felt there would be inadequate parking, limited drop-off zones, and poor integration with other public transport services. Some considered the location and design of the terminal impractical in addressing existing traffic challenges in Sandy Bay.

- Uncertain need for the terminal – Participants questioned whether there was sufficient demand for a ferry service in Sandy Bay. They were unsure about how many residents, workers, school students, or visitors would use the terminal without adequate supporting infrastructure to encourage uptake. Concerns were also raised about the terminal's distance from key destinations, such as the city centre and the Wrest Point Casino. Many referred to Wrest Point as the preferred location for its connectivity and space for parking. Several felt that the terminal would benefit only a small portion of the population.

- Character of Sandy Bay – Participants were concerned that the ferry terminal would negatively affect the quiet, residential character of Sandy Bay. They cited potential issues such as noise, light pollution, and changes to the visual landscape. There was particular concern about disruption to the views of Lords Beach and impacts on existing recreational activities like walking, and running. Some were worried that the terminal will negatively impact property values in the area.

- Safety and security risks – Participants felt that the area surrounding the proposed terminal is not safe or practical for walking or cycling, especially for school-aged children. The hilly terrain, lack of safe pedestrian crossings, and poor infrastructure for active transport were seen as barriers to safe access. Some also expressed concerns about potential vandalism and antisocial behaviour associated with increased foot traffic and new terminal amenities.

"We anticipate this to be a 'white elephant' as being so close to the city there will be limited demand for this transport option there already being a very efficient bus service along Sandy Bay Rd which takes you directly to the city centre unlike a ferry."– Survey respondent

"The only reason I oppose the proposed location is because I believe it would be better suited to upgrade the existing ferry terminal infrastructure at Wrest Point."– Survey respondent

"I do not believe there is a demonstrable need for a river ferry service to or from a Sandy Bay" – Survey respondent

"This isn't just a beach. It's our home and lifestyle. We don't want it turned into a transport hub." – Participant in one-on-one conversation

A range of views were captured from local residents, community members, and stakeholders regarding the proposed Sandy Bay Ferry Terminal. The following sections explore these perspectives in more detail, including perceived impacts of the project, as well as key considerations and priorities relating to the location and design of the terminal.



Figure 10. Photo taken at a pop-up

4.2. What community values about Sandy Bay

Survey respondents were asked to share what they value most about Sandy Bay, with key themes summarised below.

- Natural environment and waterfront access – Respondents frequently expressed their appreciation for Sandy Bay's natural features, especially its proximity to the Derwent River, beaches, and scenic views. These attributes were described as core to the suburb's identity, with many referencing the calming presence of water, walkability along the foreshore, and opportunities to swim or enjoy water-based activities. The river and beaches were frequently described as beautiful, peaceful, and central to daily life. Nutgrove Beach and Long Beach were commonly noted for their accessibility, and open spaces, coastal walking trails, and leafy, tree-lined streets added to the suburb's overall appeal. The beach and bushland areas were also valued as important spaces for community gathering, recreation, and exercise. For many, the connection to nature was described as both emotional and practical, contributing significantly to their sense of wellbeing and lifestyle.

- Location and accessibility – Sandy Bay's location was consistently praised for its convenience and connectivity. With close proximity to Hobart's central business area, the waterfront, the university, schools, and essential services, respondents described Sandy Bay as a highly desirable suburb. Respondents valued being within walking distance of everyday amenities such as supermarkets, pharmacies, cafés, schools, and post offices, making living in Sandy Bay convenient and appealing.

- Community feels and lifestyle – Many respondents valued Sandy Bay for its quiet, safe, and friendly neighbourhood atmosphere, describing it as a family-friendly suburb with a strong sense of community. Dog-friendly beaches, parks, and walkable streets were seen as supporting active, outdoor lifestyles and everyday wellbeing. The suburb's family-oriented character was frequently mentioned, with comments highlighting children attending local schools and the availability of playgrounds. Opportunities for swimming, walking, cycling, and other outdoor leisure activities were also key aspects of local life that residents appreciated and enjoyed.

- Heritage and aesthetic appeal – A significant number of respondents praised Sandy Bay's colonial heritage homes, historic architecture, and well-maintained gardens, all of which contribute to the suburb's unique and charming character. Many valued the visual appeal and sense of identity created by these elements. Some also

noted an appreciation for the blend of traditional and modern architecture, highlighting how contemporary design has been thoughtfully embraced in certain areas without detracting from the suburb's overall aesthetic.

"The close proximity to the river and beaches. Also the range of shopping in Sandy Bay all within walking distance."– Survey respondent

"As a resident of the suburb, I find it an idyllic location being proximate to the city, having a couple of nice, accessible, and pleasant beaches to walk on, significant parklands, and good amenities."– Survey respondent

"A beautiful and safe suburb close to the City."– Survey respondent

4.3. Priorities for the future of Sandy Bay

Survey respondents were asked to select their top three priorities for the future of Sandy Bay. As shown in Figure 11, respondents expressed a strong focus on accessibility, sustainability, and environmental quality. The most commonly chosen priority was improving public transport connections (64%), followed by enhancing waterfront access and public spaces (42%). Protecting and enhancing the natural environment (37%) and reducing traffic congestion and parking issues (37%) received an equal number of selections.

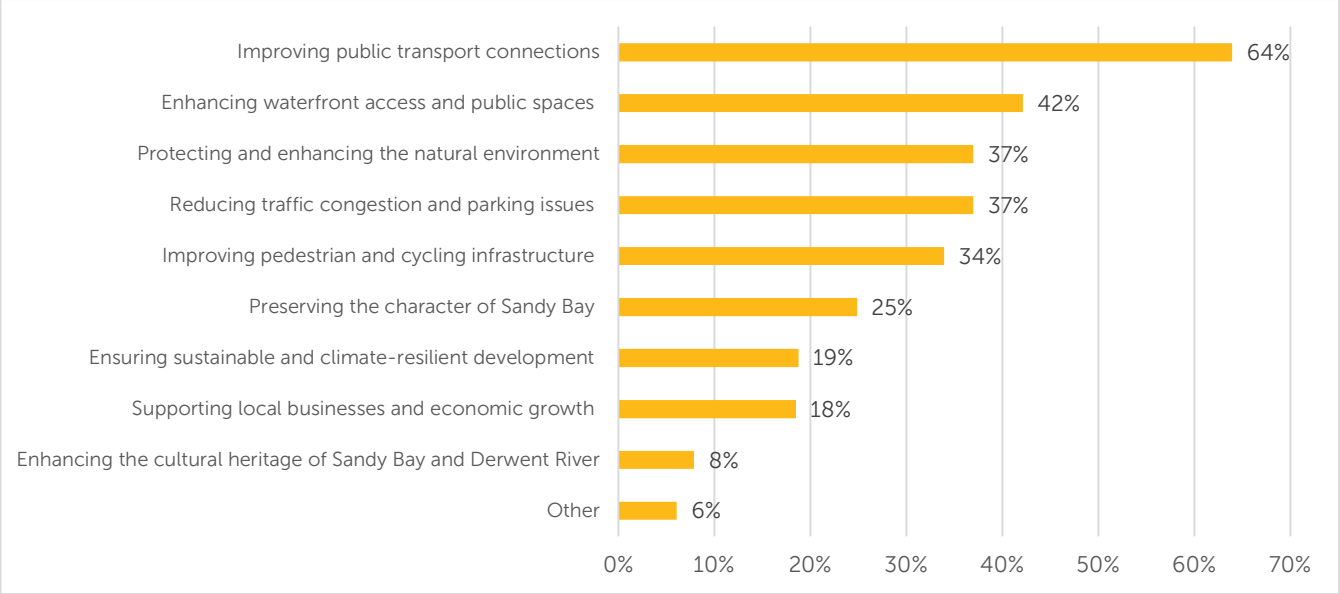


Figure 11. Survey respodents' priorities for future Sandy Bay (n = 331)

4.4. Perceived project impact

Survey respondents were asked to indicate how they anticipate the proposed Sandy Bay Ferry Terminal will affect them and the broader community. As shown in Figure 12, respondents generally expect that the proposed Sandy Bay Ferry Terminal will impact them and the broader community positively. This sentiment is shared across respondents who live in Sandy Bay and the broader community. The majority of respondents (81%) indicated the project will have a slightly positive or strongly positive impact, compared to 76% of local residents who shared this sentiment. Less than a quarter of respondents (19%) indicated the project will have a slightly negative or strongly negative impact, compared to 23% of local residents who shared this sentiment.

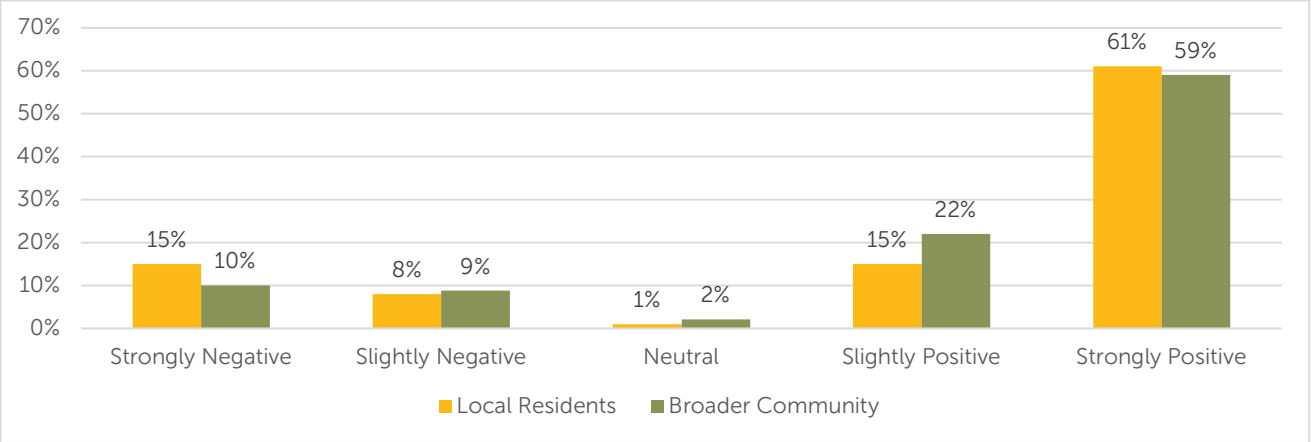


Figure 12. Sentiment comparison between respondents who live in Sandy Bay (n = 118) and broader community (n = 330)

The perceived impacts of the project, as shared by participants across all engagement activities, are summarised by key themes below. These themes are presented in order of how frequently they were mentioned, based on qualitative coding of open-ended responses from the survey.

4.4.1. Transport access and connection

Overall, while many respondents expressed enthusiasm for the ferry terminal and the transport benefits it could bring, concerns around parking and traffic management highlight the need for careful planning to ensure the project meets the needs of all users.

PERCEIVED POSITIVE IMPACTS

Many respondents viewed additional ferry infrastructure as a welcome step forward, particularly given Hobart's current reliance on car travel. The ferry was seen as a viable alternative transport option that could help ease traffic congestion, reduce pollution, and improve overall connectivity. Several respondents highlighted the health and wellbeing benefits of walking and cycling as part of an integrated transport system, along with the reduced stress associated with avoiding peak-hour traffic. A common theme was the potential for ferries to improve daily commuting, particularly for those who currently rely on driving. Ferry transport was also considered more reliable than road-based options, which are often impacted by congestion. Some respondents welcomed the initiative as a timely response to Hobart's growing population, particularly in relation to young people and school-aged children.

Local residents echoed many of the above sentiments, recognising the ferry as a potential alternative mode of transport that could alleviate road congestion and provide a more pleasant option for commuting or leisure activities—such as visiting cafés or connecting with other suburbs like Bellerive. Some residents also noted that if the service were well integrated with existing infrastructure, it could support improved access for school students and public transport users.

Stakeholders, including local schools, highlighted the time-saving benefits the ferry terminal could offer for students commuting from the Eastern Shore, as well as the opportunity to reduce car reliance for school drop-offs and pick-ups. Community stakeholders also expressed support for the vision of a well-integrated, sustainable transport network. They emphasised the importance of seamless connections between the ferry with public transport services and cycling infrastructure. One stakeholder also noted the ferry as a desirable transport option to promote cycling between the Eastern and Western shores, particularly given the current inadequacy of cycling infrastructure on the existing bridge.

Some local school representatives shared further information about the transport modes of their students and staff to and from Sandy Bay, summarised in Appendix A.

> *'More civic infrastructure is beneficial to the wider community. It provides further public transport linkage to the CBD, removes vehicle congestion from Sandy Bay Road and the CBD, and changes transit culture away from motor vehicles and promotes the pedestrian as a valued user group.' – Survey respondent*

> *'I live on the Eastern Shore, but work and have childcare on the city-side. Being able to take a ferry to Sandy Bay would absolutely change how we commute. It would allow us to leave our car at home,*

meaning less congestion on the road, and we'd save on parking. It would also be just a lovely way to get around the city!'– Survey respondent

'One of the key benefits is its potential to ease congestion on Sandy Bay Road…Unlike cars and buses, ferries do not get held up in traffic, making them a more dependable and efficient form of commuting. A ferry service would provide a reliable transport option with consistent travel times, improving accessibility for residents and visitors alike.'– Survey respondent

'…It's such a good sign of the council adapting to serve the needs of a growing population along with providing more accessibility for university students who may not have private vehicles.'– Survey respondent

"The ferry could be a pleasant way to get across the river, especially for going to cafes in Bellerive." — Participant in one-on-one conversation

"If managed well, it could help ease some of the traffic on Sandy Bay Road." — Participant in one-on-one conversations

PERCEIVED NEGATIVE IMPACTS

Many respondents raised concerns about the lack of dedicated parking near the proposed terminal, suggesting this could be a significant deterrent for users—particularly those needing to drive to access the service. In addition, some felt that limited integration with existing bus networks would reduce the practicality of the ferry terminal, especially for those who do not live within walking or cycling distance. Concerns were also raised about increased traffic in Sandy Bay, particularly around drop-off and pick-up times, which could further impact road safety and convenience.

Almost all local residents expressed strong safety concerns, particularly regarding students and elderly people navigating busy roads like Sandy Bay Road. They cited issues such as poor visibility, lack of pedestrian crossings, narrow streets, and illegal U-turns, alongside worries that additional ferry-related traffic would worsen existing congestion. Many specifically identified the area around Waimea Avenue as already problematic and feared the terminal would exacerbate these conditions without corresponding upgrades.

All stakeholder groups, including schools, community organisations, and local businesses, raised concerns about transport connectivity. Schools questioned how students would travel safely and efficiently between the terminal and school campuses, particularly given the lack of active transport infrastructure. Community groups noted ongoing challenges with limited bus service coverage and poor road infrastructure in the area. Local businesses expressed concerns about increased congestion during peak hours and events—particularly at nearby Wrest Point—which they feared could impact customer access, deliveries, and overall business operations.

'The parking areas on the Eastern Shore need to be a top consideration as well. There is no point in having parking a kilometre away from the ferry terminal if it is to be a success.' – Survey respondent

'It will turn the already busy Sandy Bay Road into a mess with people in cars clogging up the road while dropping off and picking up ferry passengers, which will contribute to chronic worsening of traffic congestion for locals.'– Survey respondent

'There being no dedicated parking for a transport hub (surely this is a prerogative!) cars will be scrambling to park in local already congested streets, lines of school buses down a scenic stretch of an already busy road… [It's] the only place between the city and Long Beach where you can pull over by the sea and admire the Derwent River.'– Survey respondent

"We already have parking issues in Waimea Ave. We watch people arrive in the morning and catch the bus to work. Thus leave us as residents with little or no parking outside our homes." – Submission by community member

"We already have chaos during school hours—this will only make it worse." – Participant in one-on-one conversation

4.4.2. Location

Respondents expressed both positive and negative views regarding the location of the ferry terminal.

PERCEIVED POSITIVE IMPACTS

Some respondents expressed positive views about the proposed location of the terminal, highlighting its proximity to schools and accessibility from central Sandy Bay. The location was seen as potentially beneficial for tourism and for improving travel convenience, particularly for school students. Residents from the Eastern Shore also commented on the potential to shorten commute times and provide a more pleasant and efficient journey.

Some stakeholders, including schools and local businesses, acknowledged that the Sandy Bay location could effectively serve students and commuters, particularly during peak hours. There was also mention of potential benefits of the proposed location being close to Wrest Point Casino during major events or concerts, although this was noted as speculative.

> *"The proposed location is in reasonable walking distance for me." – Survey respondent*

> *"Ferry infrastructure adds so much to the community…This is low-cost, high-value infrastructure… I own property very close by, and am in no way concerned. I would love for this infrastructure to be in my local community." – Survey respondent*

PERCEIVED NEGATIVE IMPACTS

Some respondents raised concerns that the proposed location could negatively impact local amenities, traffic flow, and the visual character of the area. Others felt that the proposed location could be underutilised by people who do not live nearby, citing the lack of surrounding shopping precincts and poor public transport connections as limiting factors. Parking availability, increased traffic congestion, and pedestrian safety were also frequently mentioned concerns. Additionally, some questioned the rationale behind the location, with a perception that it would primarily benefit nearby private schools.

Some local residents who lived close to the proposed location, expressed during one-on-one conversations that they thought the location was unsuitable due to its residential setting, limited space, and proximity to already congested roads. Some also noted concerns about flood risk in the area. Wrest Point was frequently cited as a more appropriate alternative, with residents pointing to its better access, existing infrastructure, and greater separation from private homes and schools.

> *"'I know the HCC would love everyone to be walking, biking, or catching the bus to the ferry and in a perfect world I would too, but that is not the reality. Tasmanians love their cars and, even for those who do not, there are very many for whom the alternatives are not accessible, practical, time efficient or, in the case of Metro, reliable… Car parking is needed which means that this may not be the best site…" – Survey respondent*

> *"…Private schools in the local area already provide bus services. This is critical to understand because not only will the ferry terminal duplicate this service, but it will also duplicate services provided by Metro, thereby duplicating costs to Metro as they will be the ones operating the ferry, and also drawing customers from bus services, thereby making it a competitor. Since Metro is publicly owned, the cost burden is passed onto taxpayers." – Survey respondent*

> *"Wrest Point makes more sense. It already has infrastructure and it's not in a residential area." – Participant in one-on-one conversation*

4.4.3. Impact to local business and tourism

Respondents expressed mixed views on the ferry's potential impact on local businesses. Some felt that the ferry would improve access for students and workers in a more direct and sustainable way, stimulating local business and providing opportunities for further development. Others, however, believed that the ferry terminal's location was not well-suited to delivering economic benefits.

PERCEIVED POSITIVE IMPACTS

Some respondents highlighted potential benefits for local businesses, particularly on the Eastern Shore. They suggested that the ferry service could stimulate commercial growth and create new employment and leisure opportunities, without requiring people to travel into central Hobart. By improving access and connectivity, the terminal was seen as a way to encourage local spending and attract more visitors to the area.

For stakeholders, the terminal was also seen as a potential convenience for tourists or event-goers travelling from other parts of Hobart, making Sandy Bay more accessible as a destination.

> *"Easier access may encourage development of new businesses and facilities on the Eastern Shore, benefitting local residents and allowing access to more leisure and employment options without needing to come into Hobart." – Survey respondent*

> *"By making Sandy Bay more accessible, local business will benefit. It also reduces the barrier to attend prestigious schools and the university." – Survey respondent*

> *"This project is critically important for improving access to Sandy Bay, including supporting the local economy, schools and university whilst reducing congestion and parking issues that impact on our current choice to avoid Sandy Bay at certain times." – Survey respondent*

PERCEIVED NEGATIVE IMPACTS

Some respondents felt that the project would not necessarily translate into direct support for local businesses or educational institutions. They questioned whether the terminal would generate enough foot traffic or customer engagement to create a meaningful economic benefit for the area.

Business stakeholders indicated that the ferry would likely have minimal impact on their customer base, while raising concerns about increased competition for limited parking and traffic congestion near their venues. There were worries about how overflow parking from the terminal might affect customer experience and accessibility during events or peak periods.

> *"The people living near there will hate [it]. Our businesses don't benefit because it's too far south... imagine the extra business if it went straight into Wrest Point." – Survey respondent*

4.4.4. Environmental impacts

Respondents expressed a range of views on the environmental impact of the ferry terminal.

PERCEIVED POSITIVE IMPACTS

Many respondents felt that the new ferry terminal would reduce traffic congestion and provide a more sustainable and environmentally friendly transport option.

> *"We really need a ferry there. A ferry is one of the most exciting things to happen there. It will be a much more climate-resilient way to move around without having to use petrol." – Survey respondent*

> *"...More people off the roads is a win for the city, for pedestrians and cyclists, for reduced emissions. And I often noticed people smiling and enjoying themselves [on ferries]. When getting to or from work/school is good for your well-being that can't be understated." – Survey respondent*

PERCEIVED NEGATIVE IMPACTS

Others expressed concern about potential damage to the foreshore during jetty construction, including the risk of erosion and environmental degradation, as well as questions around how sewage from ferry toilets would be managed. Some respondents specifically mentioned the potential impact on seagrass beds and the risk of damage to Peacock Jetty. This sentiment was echoed by several local residents, who also raised concerns about rising sea levels as a potential threat to the long-term viability of the terminal.

> *"Effect on wildlife; adjacent endangered penguin colony, herons, cormorants, endangered spotted handfish route to Battery Point." – Survey respondent*

4.4.5. Other perceived impacts

Other perceived impacts mentioned by participants are summarised below.

- **Community safety** – Community safety was a shared concern across all participants. Participants raised issues about increased traffic and pedestrian risks, particularly in the absence of a pedestrian overpass and roads without sufficient lighting during nighttime. Local residents also worried potential increase of antisocial behaviour, especially if alcohol was sold at kiosks of the terminal. Parents worried about unsupervised teenagers, and elderly residents expressed concerns about feeling unsafe. Schools highlighted the need for safe crossings and supervised waiting areas for students, while others referenced past pedestrian fatalities, graffiti, and the potential for youth-related crime.
- **Noise and visual impact** – Some respondents felt that the proposed location would negatively impact the visual appeal of the current promenade. Others expressed concerns about increased noise from both traffic and ferries, as well as light pollution, particularly at night.
- **Cultural landscape and heritage** – Several comments were received regarding cultural landscape and heritage. One respondent raised concerns about potential impacts on the landscape and heritage, emphasising the need for the project to be informed by an understanding of cultural values. Some participants felt that the ferry terminal would ultimately benefit residents and contribute to preserving the historic and cultural heritage of Sandy Bay. Others worried that the terminal would negatively impact the current landscape, which isa key part of the culture and heritage of Sandy Bay.

"We need lighting, security, and patrols. Otherwise this becomes like other unsafe public transport hubs in Hobart." – Participant in one-on-one conversation

"You are proposing a 4 m tall by 3 m wide roofed pathway from the footpath 160 m out to the waiting room all right in the middle of one of Hobart's most highly enjoyed views." – Submission by community member

"The visual beauty of the stretch of Sandy Bay will be severely impacted. It is the only stretch of waterfront that people can enjoy. Don't ruin it by putting an ugly structure right there." – Submission by community member

4.5. Transport connection

Survey respondents were asked to select up to three measures that they think would support safe and efficient transport connections to and from the terminal.

As shown in Figure 11, the top priority was improved pedestrian access, such as safer crossings and footpaths, selected by 58% of respondents. This was followed by secure and convenient parking options (47%), more frequent bus services (45%), and better cycling infrastructure, including bike lanes and parking (44%). Safer road crossings and traffic management were also highlighted by 41%. Less commonly selected measures included clear signage and wayfinding (17%) and other suggestions (10%).

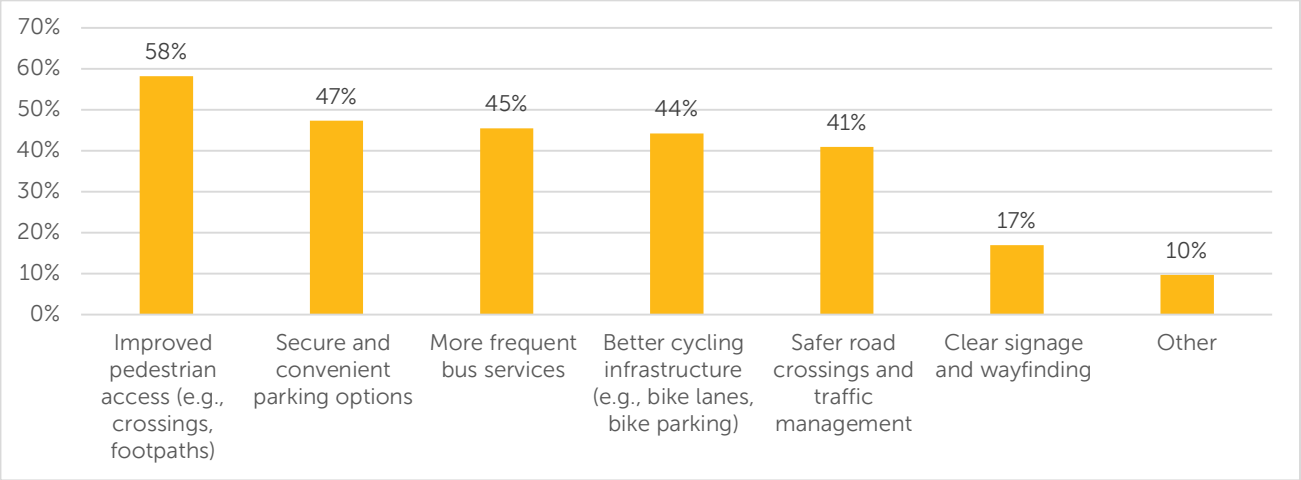


Figure 13. Respondents choice of What would support safe and efficient transport connections to and from the terminal (n = 331)

This result is consistent with sentiments shared by participants in other engagement activities.

Local residents who participated in one-on-one conversations or made a submission provided a range of suggestions to improve access to and from the ferry terminal:

- Ensure integration with school buses, bus services.
- Ensure clearly marked drop-off and pick-up zones.
- Install safe pedestrian infrastructure such as crossings, traffic lights, or underpasses.
- Improve signage and enforce parking restrictions, especially on narrow residential streets like Ethelmont Road.
- Conduct detailed transport assessment and include necessary transport infrastructure to support safe and efficient connections.

Stakeholders including schools and community groups also offered further suggestions to enhance transport connections, particularly through active and public transport:

- Prioritise safe access by walking and cycling, with suggestions such as protected bike lanes along Sandy Bay Road to connect the terminal with the city centre and Lower Sandy Bay.
- School stakeholders expressed interests in organising school bus pickups for students to and from the terminal, but supporting infrastructure would be required, such as the inclusion of a roundabout and safe pick-up and drop-off zones for bus turnarounds. The University of Tasmania also proposed to link the terminal with campus-hopping shuttles to support students.
- Community groups also emphasised the importance of a fully integrated transport plan, including improved bus services, active transport infrastructure, and seamless ferry connections.

"Reliable and frequent bus connections timed with ferry schedules are essential. Without them, families and commuters won't use it." – Submission by community member

"As schools, we would likely include a pick-up and drop-off service by our school buses, which currently service the eastern shore. This would require some ability for buses and cars to safely pull off the road to collect and drop off students." – Submission by local school

4.6. Amenities

Survey respondents were asked to select up to three amenities they would most like to see included to support future uses of the terminal. As shown in Figure 12, more than half of survey respondents selected real-time ferry and transport information displays. This was closely followed by 46% who selected good lighting and security measures, 44% for public toilets, and 42% for secure bike parking and end-of-trip facilities. Fewer respondents selected designated pick-up zones (29%) and clear signage and wayfinding (12%).

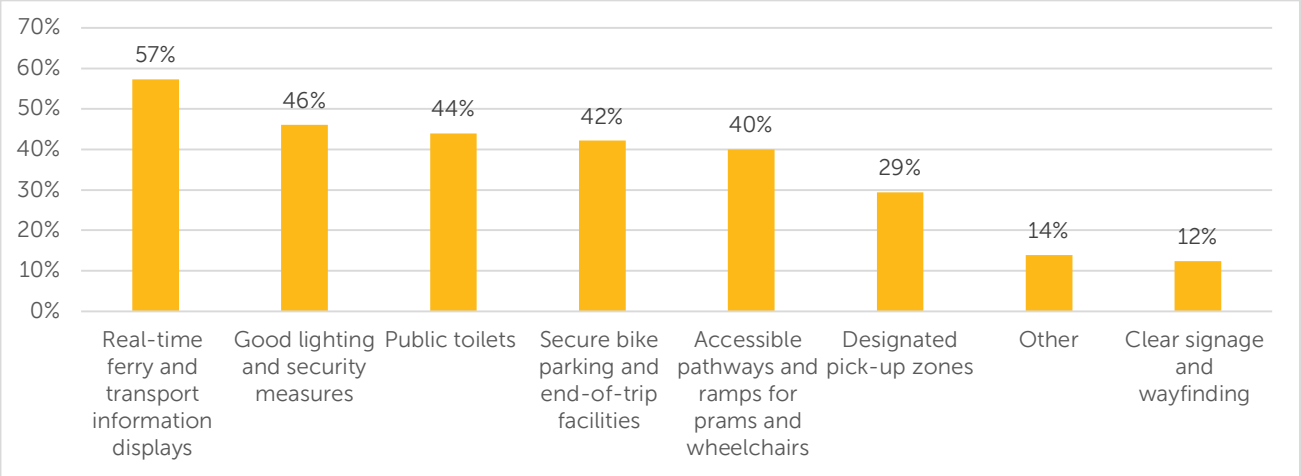


Figure 14. Respondents' choice of amenities for the terminal (n = 331)

Further suggestions made by participants regarding amenities at the terminal are summarised below.

Many local residents opposed the inclusion of amenities such as kiosks and public toilets, viewing them as unnecessary and potential sources of litter, vandalism, and antisocial behaviour. If amenities were to be included, residents emphasised that they should be minimal, well-maintained, and carefully considered to ensure they do not detract from the safety, character, or cleanliness of the area. Specific suggestions included:

- Weather protection, adequate lighting, and seating for passenger comfort.
- Railings and safety barriers to prevent falls or risky behaviour near the water's edge.
- Secure bike storage to encourage cycling to the terminal.

Similar sentiments were shared amongst stakeholders, with suggestion for a functional and safety-focused approach to amenities at the terminal. Additional suggestions included:

- Accessible design to support users with a disability, including those with invisible disabilities.

"Totally disagree with ideas for a toilet block or kiosk (attracting vandals). Both surely available on ferries anyway. Potential use as a ferry stop for booze cruisers detract from the calm ambience of present day."' – Survey respondent

"Facilities should be designed to ensure that the needs of students and vulnerable persons are considered, with appropriate access, lighting, and open public spaces. Commercial activities, such as a kiosk or coffee place, could also contribute to creating a safe community environment." – Submission by local school

"Keep it simple. Give people shelter from the wind and rain" – Participant in one-on-one conversation

4.7. Site selection and design

Survey respondents were asked to rank their considerations for the site selection and design of the Sandy Bay Ferry Terminal. A score is allocated to each ranking from most important (score 6) to least important (score 1). Figure 13 displays the average score of each priority. Transport connections was ranked most important by survey respondents, with a score of 4.7. This was followed by minimising environmental effect (3.9), safe and accessible design (3.7), integration with the surroundings (3.4). Considerations that received the lowest score was minimal disruptions to local residents and businesses (2.7), and cost and feasibility of construction (2.6).

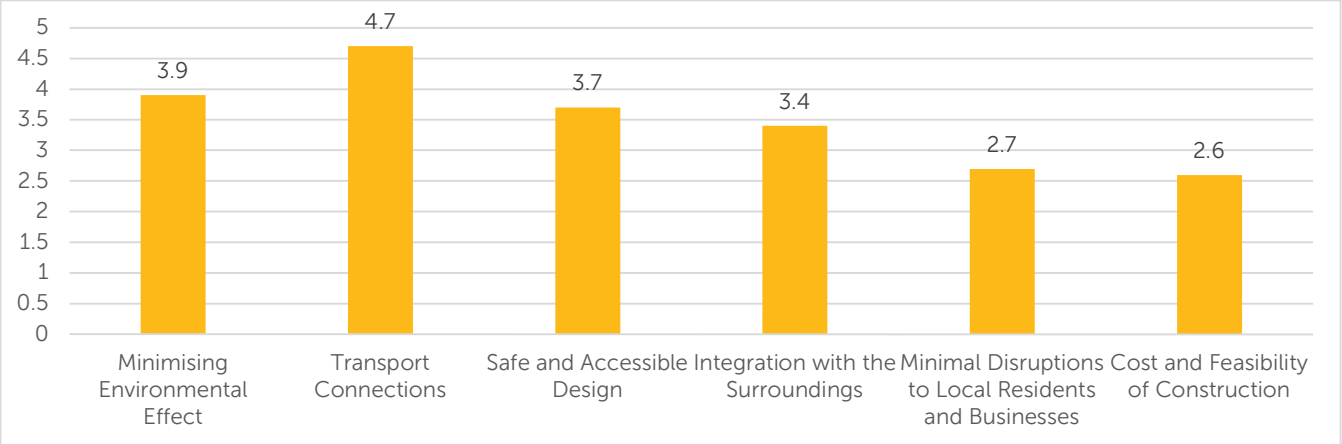


Figure 15. Respondents' considerations for site selection and design of the Sandy Bay Ferry Terminal (n=331)

The findings presented in Figure 12 affirm the feedback and sentiments shared through the engagement:

- **Transport connections** – Participants consistently emphasised transport connections as the most important consideration for the terminal's location and design. Easy access was seen as essential to the project's success, with strong sentiment that without reliable links to bus services, safe cycling infrastructure, and adequate parking, the terminal would be underused—particularly by families and commuters. Many supported a park-and-ride approach, while others viewed the terminal as an opportunity to shift towards more sustainable and active transport, but only if it is convenient and well-integrated. Respondents also emphasised the need for frequent bus services aligned with ferry schedules and infrastructure to support users, particularly students travelling safely to the terminal.

- **Environmental impacts** – Environmental considerations were ranked as a high priority by many participants, who stressed the need to protect the marine ecosystem, native wildlife, and the overall health of the Derwent Estuary. Species such as penguins, seals, and seabirds were mentioned as vulnerable to both construction and operational impacts. Participants expressed concern that the river is already fragile, and any further disturbance could cause irreversible damage. In response, several suggested using existing infrastructure or adopting low-impact construction methods. Suggestions were made to integrate environmental restoration into the design, such as living seawalls to support marine rehabilitation.

- **Safe and accessible design** – Participants emphasised that the terminal must be safe, welcoming, and inclusive for all users. Key features such as ramps, wide paths, safe pedestrian crossings, and good lighting were considered essential to ensure accessibility, particularly for elderlies, people with disabilities, and young children. Safety at night was also considered critical to encourage consistent use of the terminal across different times of day. Participants directly linked the accessibility of the terminal to their willingness to use it, highlighting that inclusive design is a necessity for ensuring equitable access.

- **Integration with the surroundings** – The terminal's ability to visually and physically fit within the existing landscape of Sandy Bay was an important consideration for many respondents. There were concerns that a large or poorly designed structure could disrupt the suburb's coastal aesthetic, obstruct views, and detract the waterfront experience. Participants called for high quality design that blends with both the natural environment and the built character of the area. Preserving the look and feel of existing jetties and public spaces was also considered important to maintain Sandy Bay's distinctive identity.

- **Disruptions to local residents and businesses** – While there was general support for a ferry service in principle, many participants expressed concern about the proposed terminal location and its potential to disrupt daily life. Key issues included increased traffic, loss of street parking, overcrowding, and visual intrusion. Residents were especially worried about congestion along Sandy Bay Road. Others made it clear that while they supported the ferry concept, they opposed this specific site. There was a strong view that any benefits of the project should not come at the expense of local amenity and liveability.

- **Cost and feasibility** – Although raised less frequently, some participants questioned whether the proposed terminal would provide sufficient value to justify its cost. There were calls for greater transparency around

construction and operational expenses, along with requests for more detailed technical evidence to support the terminal's location and broader viability. Several participants cautioned that if the terminal was underutilised, it could become a long-term financial burden. A few participants noted that the ferry project should only proceed if it demonstrates clear, tangible benefits for the wider Hobart community.

"Wish the architects would please integrate more local design aspects, like local neighbourhood federation housing designs." – Survey respondent

"I would really like to see some restoration of nearby beach and coast line for habitat." – Survey respondent



Figure 16. Focus group set up

4.8. Additional comments

Participants were asked to provide additional comments on the Sandy Bay Ferry Terminal project, summarised below.

- Location of the terminal - Many participants emphasised a strong preference for Wrest Point as the terminal location. They believed this site would minimise disruption to the existing promenade, offer better connectivity to schools and services, and preserve the character of Sandy Bay. Participants thought that Council should continue conversations and advocacy to secure Wrest Point as the preferred location. While there was general support for the ferry terminal, it was conditional, participants noted they would only support the project if the terminal is appropriately located. Some suggested other locations such as Long Beach or Drysdale Place, citing better integration with public transport, schools, and recreational areas.

- Alternative site considered by Council (Waimea Jetty) – A few participants preferred redevelopment of the existing Waimea to utilise the existing structure, and minimise potential impact to the heritage-listed jetty to the north. However, residents living near the Jetty expressed disagreement with the alternative location, citing concerns about water inundation during heavy rain and existing traffic congestion

- Ferry services and timetables - Participants recommended introducing dedicated ferry services for school, timed around start and end hours. There were concerns about the lack of information regarding proposed routes and schedules, and doubts about whether services would be regular enough to meet local needs. School stakeholders also expressed concerns that ferry services would disrupt rowing programs, posing safety risks for students and other rowers. Some expressed frustration with current ferry designs, particularly regarding access for cyclists and scooter users. Several comments requested that no extra fees be charged for bringing bikes or scooters onboard.

- Viability of the terminal and demand for ferry services - Although many supported the ferry as a scenic and alternative public transport option, others questioned whether it would improve commuting times or attract enough regular passengers to be viable. Some described the ferry as being more suited to tourists than daily commuters. Participants expressed concern that the service may be underused or too expensive, especially for students. Seasonal or event-based demand patterns were also seen as potential risks to its financial sustainability.

- Project funding – Some participants questioned whether Sandy Bay ratepayers would be unfairly burdened with maintenance costs. Several requested access to the business case and economic modelling before the project progresses. Further clarification was requested by participants regarding how the project will be funded.

- Project timeline and transparency - Many participants asked for clarity on development approvals, project phases, and delivery timelines. There were concerns that decisions were being made too quickly, without adequate assessments or communication with the public. Some participants called for the release of technical studies such as traffic modelling and demand assessments. They wanted to understand the evidence behind the project and ensure that evidence-based decisions were made. A few participants would like to see this project implemented as soon as possible.

- Community engagement and trust in Council – Some local residents expressed criticism on the engagement process. Some felt left out or insufficiently informed, with a perception that key decisions had already been made. Multiple participants preferred direct, personal communication for ongoing project updates and communications. Some participants stated no trust in Council and elected members, with concerns about transparency.

- Further considerations - Participants would like to see more technical studies and public release of relevant documents, including transport and demand modelling. There were also requests for cultural and heritage considerations to be included in the planning process.

"It seems that the best location for managing logistics of the water would be a site like Wrest Point where existing public and private infrastructure already exist…We would support state and local government efforts to continue seeking commercial-public partnership that is mutually beneficial to allow development in that area as being a preferred location." – Submission by local school

"I think it is much too close to the heritage listed jetty with the green roofs. This structure is iconic and its character and image relies on having uncrowded space to itself. My suggestion would be to move the ferry terminal to the location of the other existing (dilapidated) jetty further to the south." – Survey respondent

"Have you conducted all day surveys at the inbound bus stops of Red Chapel ,Manning ,Waimea and UTAS lower campus of who are waiting to catch the frequent City bound Metro Buses?" – Submission by community member

"The site is not the best location as it has limited catchment, and very limited options to increase densities within a 400–800m radius. A better location would be Long Beach or Little Sandy Bay where there is opportunity to increase development." – Survey respondent

"More respect and acknowledgement of the significant cultural landscape that is the Timtumili Minanya. Also a greater focus and more information must be provided on ferry impacts to the waterway, including ferry wake erosion potential." – Survey respondent

"This has been far too long in the making, but it's so great to see it becoming a reality." – Survey respondent



Figure 17. Photo taken at a pop-up

5. Consultant observations

While many of the limitations are covered in an earlier section of the report (Section 2.3), Capire Consulting Group has provided some reflections on the engagement results and considerations for future engagement with this community.

- **Project understanding and information needs** – The engagement reflects a high-level of community interest, many participants expressed a strong desire to better understand the rationale for the project and required more background information to support their participation in the engagement.
- **Trust in Council decision-making** – The engagement revealed low levels of trust towards Council among some community members, particularly those living near the proposed site. Some expressed frustration with past engagement experiences and indicated they felt unheard to overlooked. A few participants raised concerns about transparency of the project. More proactive communication, especially with those who may be most affected by the project, would help address these concerns.
- **Future project updates and communication** – Some participants preferred face-to-face conversations or written communication to receive project information. A combination of online tools with local, in-person outreach is recommended for ongoing communications to ensure project information are inclusive and accessible.
- **Ongoing relationship with community members and stakeholders** – This engagement process connected with a wide range of stakeholders, including local residents, schools, businesses, and community groups with a strong interest in the ferry terminal and the future of Sandy Bay. Many of these stakeholders contributed detailed feedback and demonstrated a willingness to partner or collaborate in shaping project outcomes. There is an opportunity for Council to build on these connections by maintaining ongoing communication and engagement to foster trust and local ownership of the project.

6. Next steps

Findings from this engagement summary report will be reviewed and considered by the City of Hobart's elected members, to assist them with their consideration on whether or not Lords Beach is the preferred site, and to inform any further development for that site. This feedback will also help shape decision-making on the terminal's location, access, and amenity before proceeding to formal development processes, such as securing planning approvals and permits

Appendix A: Mode of transport by students and staff in local schools

Some local school representatives shared mode of transport by staff and students after the engagement, summarised below.

SCHOOL	# STUDENTS	EARLY LEARNING CENTRE	JUNIOR SCHOOL	MIDDLE SCHOOL	SENIOR SCHOOL	# STAFF	% FROM EASTERN SUBURBS
The Hutchins School	1066	138	201	279	448	255	15% (or 161) students.
Taroona High School	1100	-	-	-	1100	200	Some certainly from eastern shore but the State holds address information
Fahan	547				251	112	17% (or 74) students and 18 staff. Half of those students (about 30 to 40) would come on two buses that service the ES (presumably the rest are driven by family); about 50% of students come from central Hobart suburbs
Mount Carmel	585						25% of students; 30-35% of staff live on the Eastern Shore (Source: Mercury on 5 March 2025)
Anonymous school in Sandy Bay	86	86				15	10% (10 students; 2 staff)

Capire Consulting Group
The Commons
Wurundjeri Country
36-38 Gipps Street
Collingwood VIC 3066

Hub Anzac Square
Yuggera Country
Level 6, 200 Adelaide Street
Brisbane QLD 4000

(03) 9285 9000
info@capire.com.au
capire.com.au

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