

Newcastle Regional Show Day 2026/27



City of
Newcastle

Overview

City of Newcastle sought feedback from people who live, work and run businesses in Newcastle on whether they support holding a local public holiday for the Newcastle Show on Friday, 27 February 2026 and Friday, 26 February 2027.

Every year, CN makes an application to the NSW Government for the Newcastle Regional Show Day to be declared a local public holiday or local event day, given its significance to the local community.

Over the past few years, Show Day has been declared a Local Event Day for the Newcastle local government area.



Our engagement



City of Newcastle sought feedback from the community via an online form on our Have Your Say website. Feedback could also be provided by mail, email or phone



The community were able to provide feedback from 22 July to 19 August 2025.

Number of responses



677
survey responses

61% of respondents live in the Newcastle LGA

68% of respondents work in the Newcastle LGA

25% of respondents own a business in the Newcastle LGA

8% of respondents study in the Newcastle LGA

Communication and promotion



1,682 Have Your Say webpage visits



49,589 people reached via CN's social media channels and paid advertising.



Direct email distributed to CN's economic development business database, banks, schools, and unions encouraging submissions.



A media release was issued on 22 July 2025, with 119 media contacts notified.



Paid advertising with Newy with Kids, Hunter Hunter and Newcastle Live.

What we heard

The online form asked respondents whether they supported a local public holiday or local event day.

A local public holiday is considered a public holiday for all employees whose place of work is within the Newcastle local government area.

A local event day is not a public holiday but can be considered as one, for those employees in the area who have agreed to observe the day in their relevant industrial agreement and any other employers who want to participate.

The majority of respondents supported a local public holiday, with 72% selecting yes for a local public holiday in 2026 and 2027.

27% were not supportive, and 1% were unsure.

Support for a Local Public Holiday in 2026 and 2027

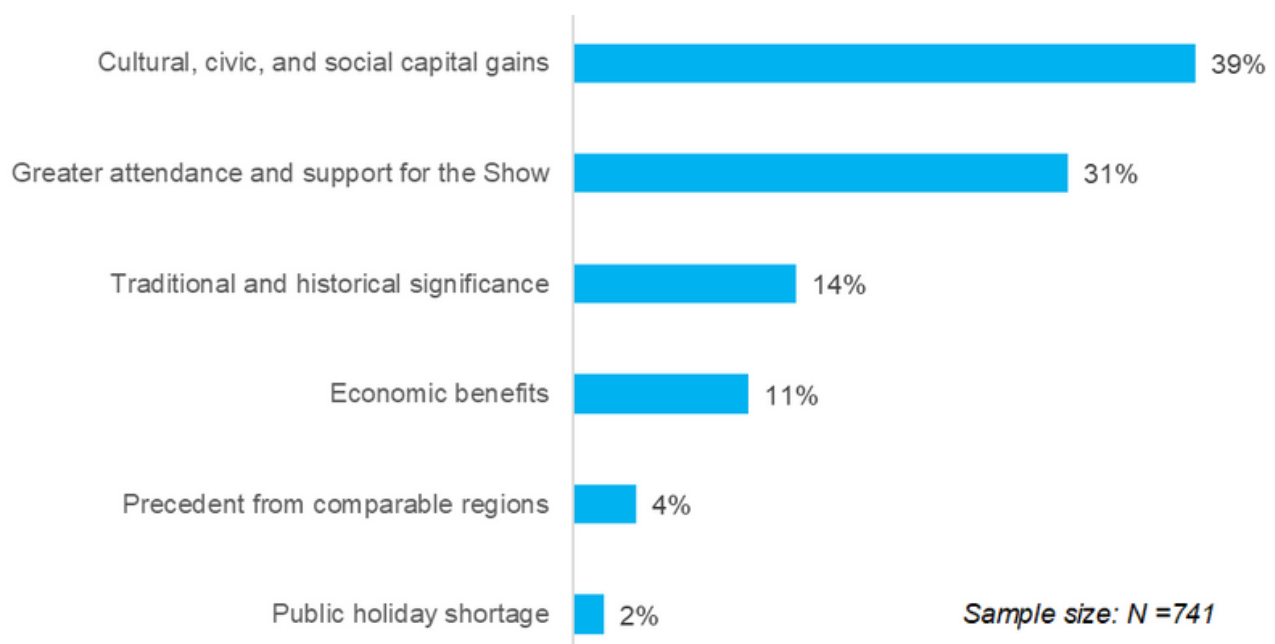
● Yes ● No ● Unsure



Key themes

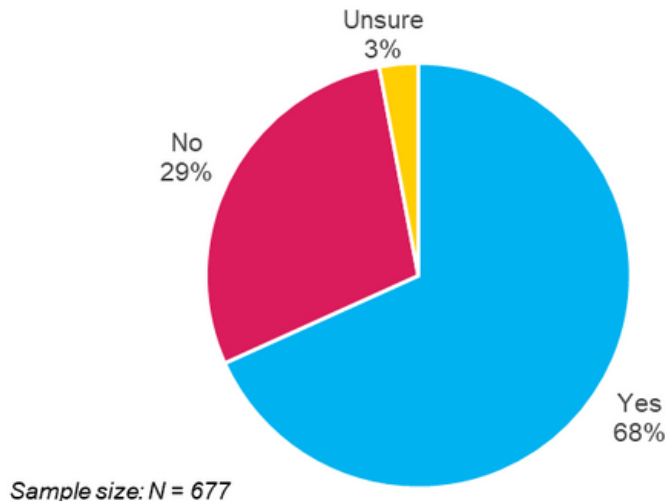
Respondents were asked what the benefits are to the community of having a local public holiday for the Newcastle Regional Show Day in 2026 and 2027.

The main reason for supporting a local public holiday was its cultural and civic value, and social capitals benefits (civic pride, celebrating local culture, building a stronger sense of community).



What we heard continued...

The online form asked respondents if they would be more likely to attend the Newcastle Show if a local public holiday was granted.

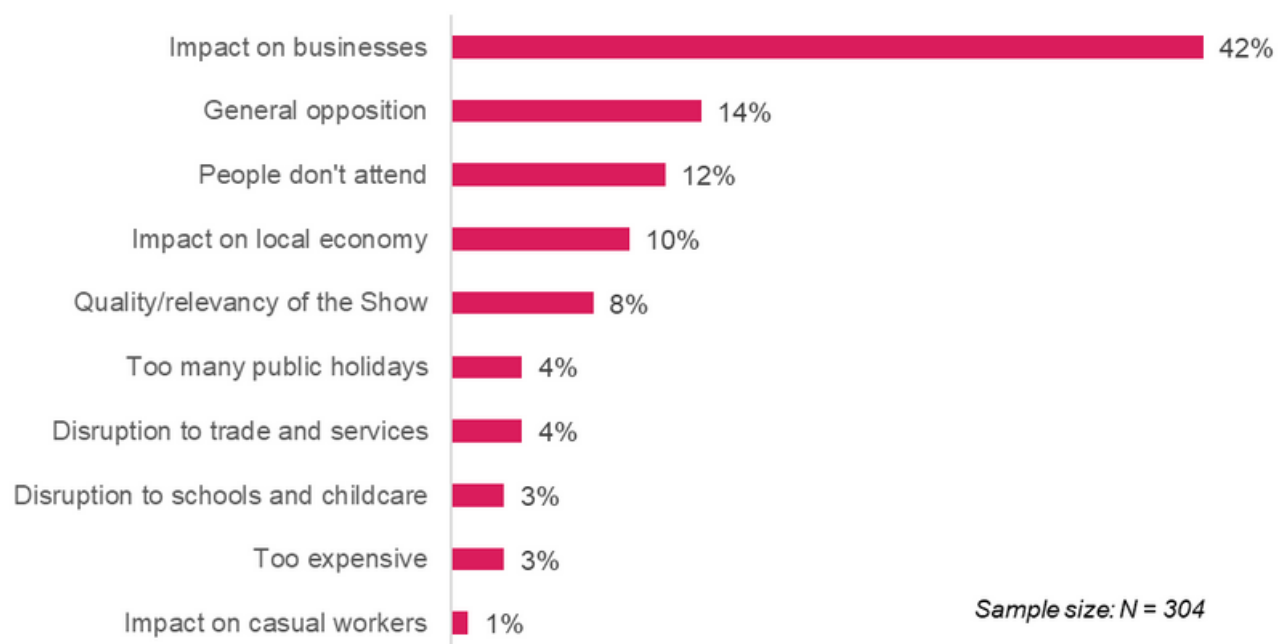


The majority of respondents said they would attend the Newcastle Show if a local public holiday was granted, with 68% selecting yes.

Key themes continued...

Respondents were asked about the negative impacts of a local public holiday being granted.

The main reason for not supporting a local public holiday was due to the impact on businesses, including increased wage expenses due to public holiday rates, higher trading costs, and potential loss of trade if businesses chose to close for the day.



What you said

Will allow more people to attend, participate in and support the show

It is an iconic event for the Newcastle community and will encourage working families and school children to enjoy the show on a dedicated regional public holiday.

I have lived in Newcastle for 5 years now and I have not had the opportunity to go to the show due to work commitments. This would allow me to go

Cultural, civic, and social capital gains

Regional shows are a tool for community building, but the key target market, which includes families – many with both parents working, and school-age children – would benefit from additional/prioritised times to attend.

Declaring Show Day as a public holiday promotes community connection and regional pride, giving families and local residents the opportunity to attend the event together, support local agriculture and businesses, and celebrate Newcastle's heritage.

Impact on businesses

As a small business, the impact of the public holiday rate for employees would be detrimental for us. We would either have to close for the day with a loss of revenue, or have significant increase in our wages.

The cost to our business in both wages and lost productivity (particularly after most of our staff already have taken leave in December/January) is too high.

People don't attend

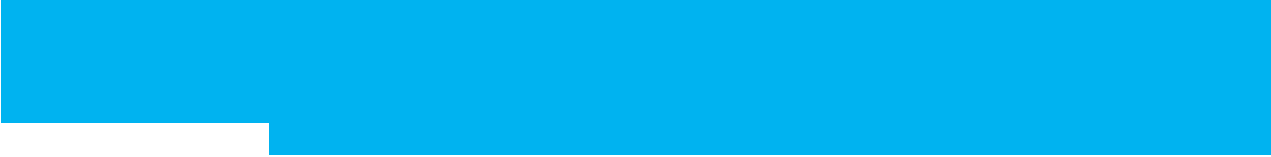
No one will use it to go to the show, they will head for holiday spots like Port Stephens. The show is outdated and expensive, making it poor value for money.

The show is not of interest to most people, and there is plenty of opportunity to attend on the weekend if one wants to.

Unsure

Tradition of the show and show holiday should be preserved however getting the day off should be on presentation of an endorsed attendance ticket to the show.

In one way it would be great for businesses at the show to make more money with the amount of people around. On the other hand, I own a cafe and to have another public holiday for staff is hard for any business owner these days.



Next steps

City of Newcastle will undertake further analysis of the feedback received.

This feedback will be made available in a detailed Consultation Report. We will use your feedback to inform Council before an application is made to the NSW Government.

We will keep the community updated as the application progresses.

