

ESTONIAN RELIEF COMMITTEE

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# SURVEY RESULTS

## HEADLINE SUMMARY

278 respondents

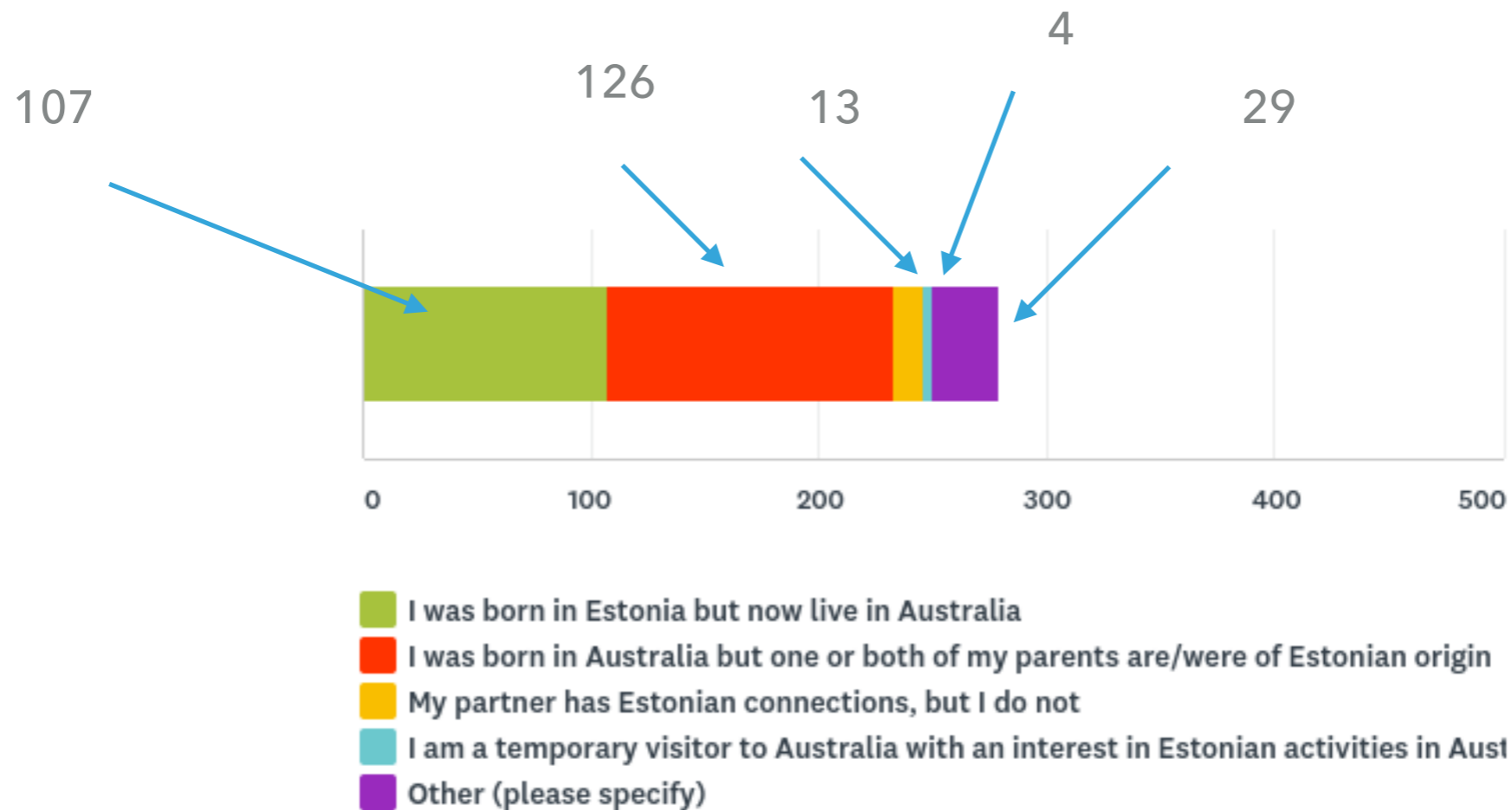
47 ERC members  
21 members in past  
205 not members

57% respondents  
support maintaining eesti  
maja in current location

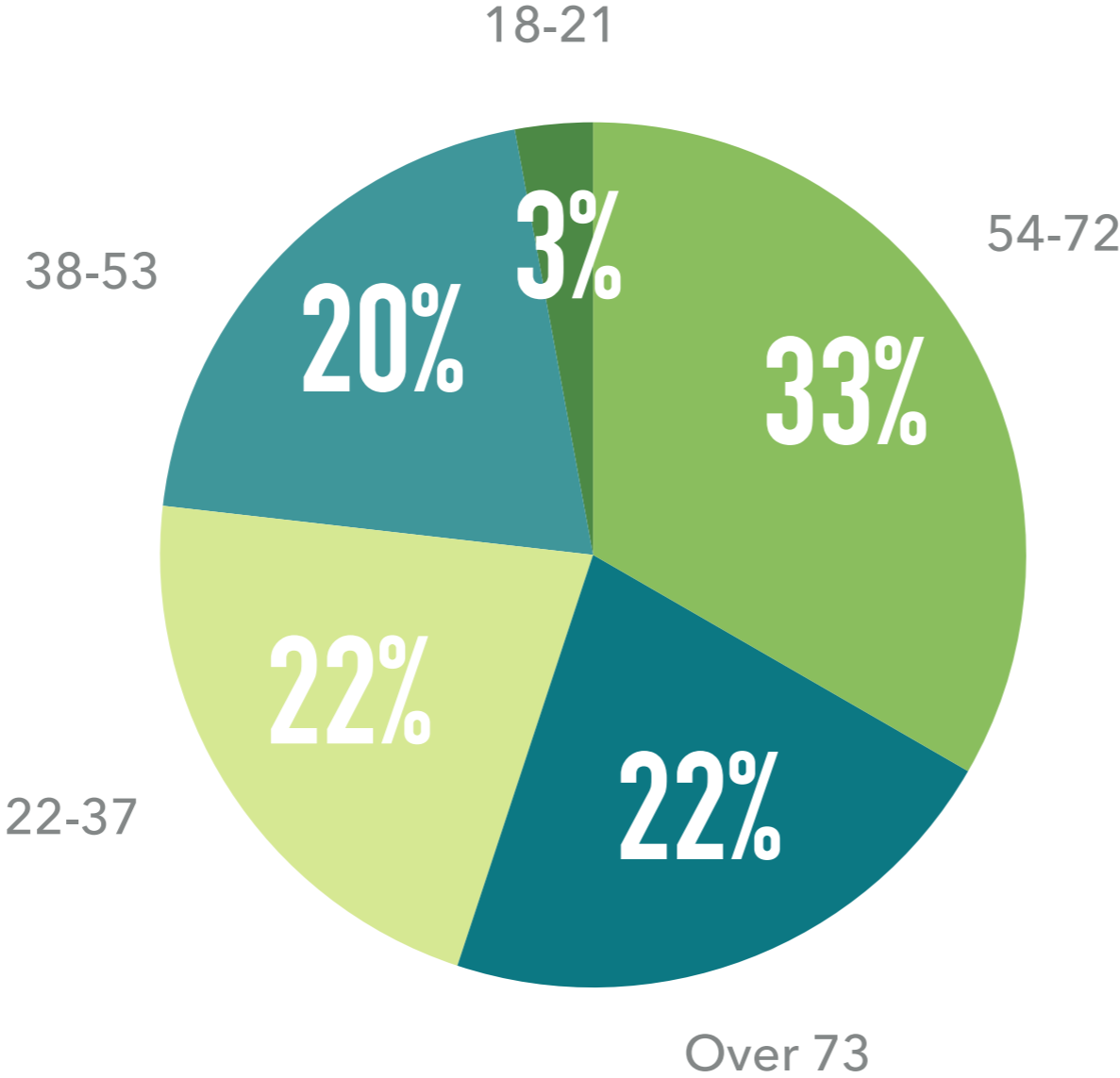
## HEADLINE SUMMARY

- ▶ majority of respondents support Eesti Maja in current location
- ▶ majority of respondents support the 'maintain and update' option
- ▶ there is little support for selling and moving the House
- ▶ there is strong and deep attachment to the House and its future
- ▶ a significant number believe that younger generations need to be part of decision-making process
- ▶ a majority of people aged 18 to 52 support House in current location

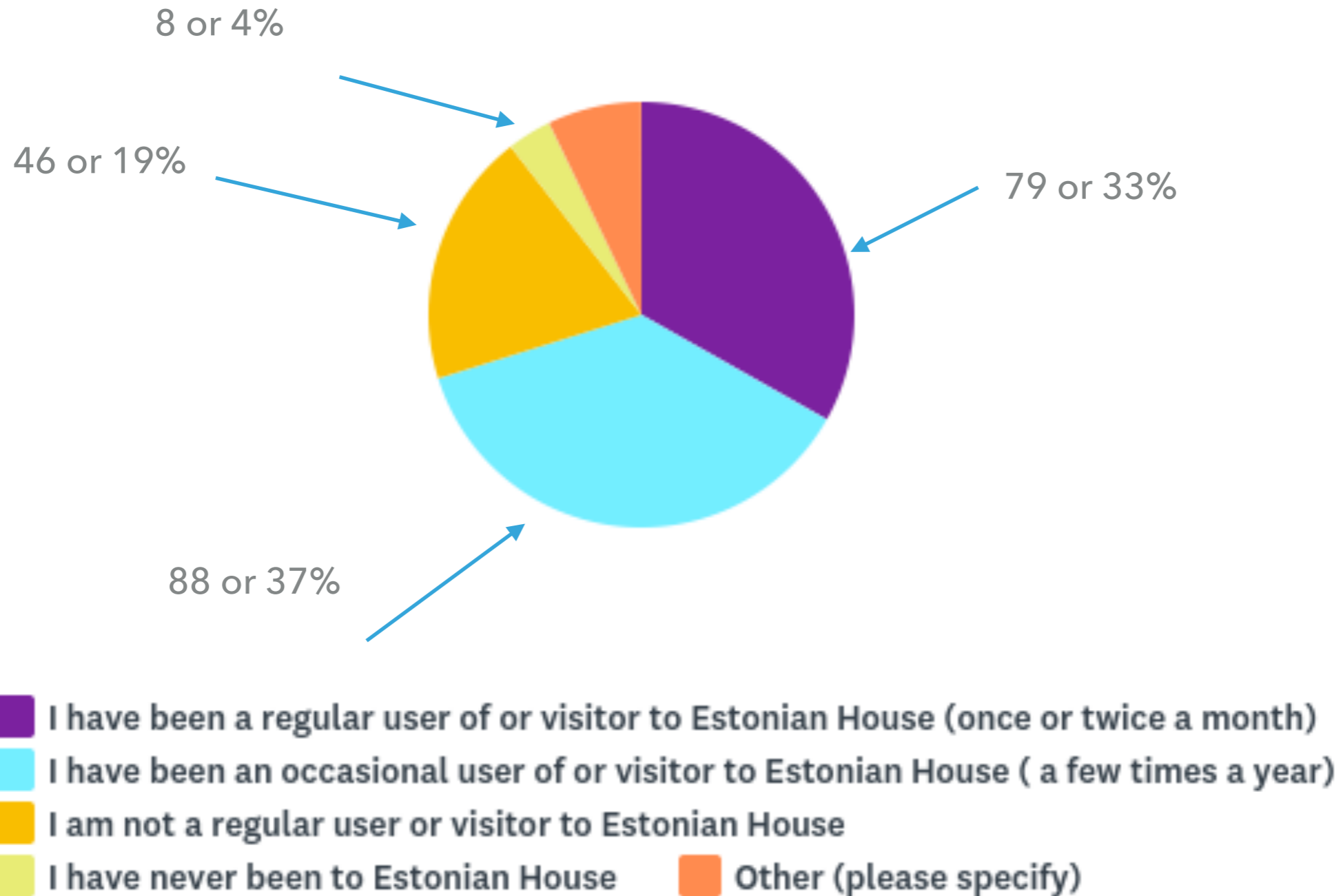
## HOW WOULD YOU DESCRIBE YOUR CONNECTION TO THE SYDNEY ESTONIAN COMMUNITY?



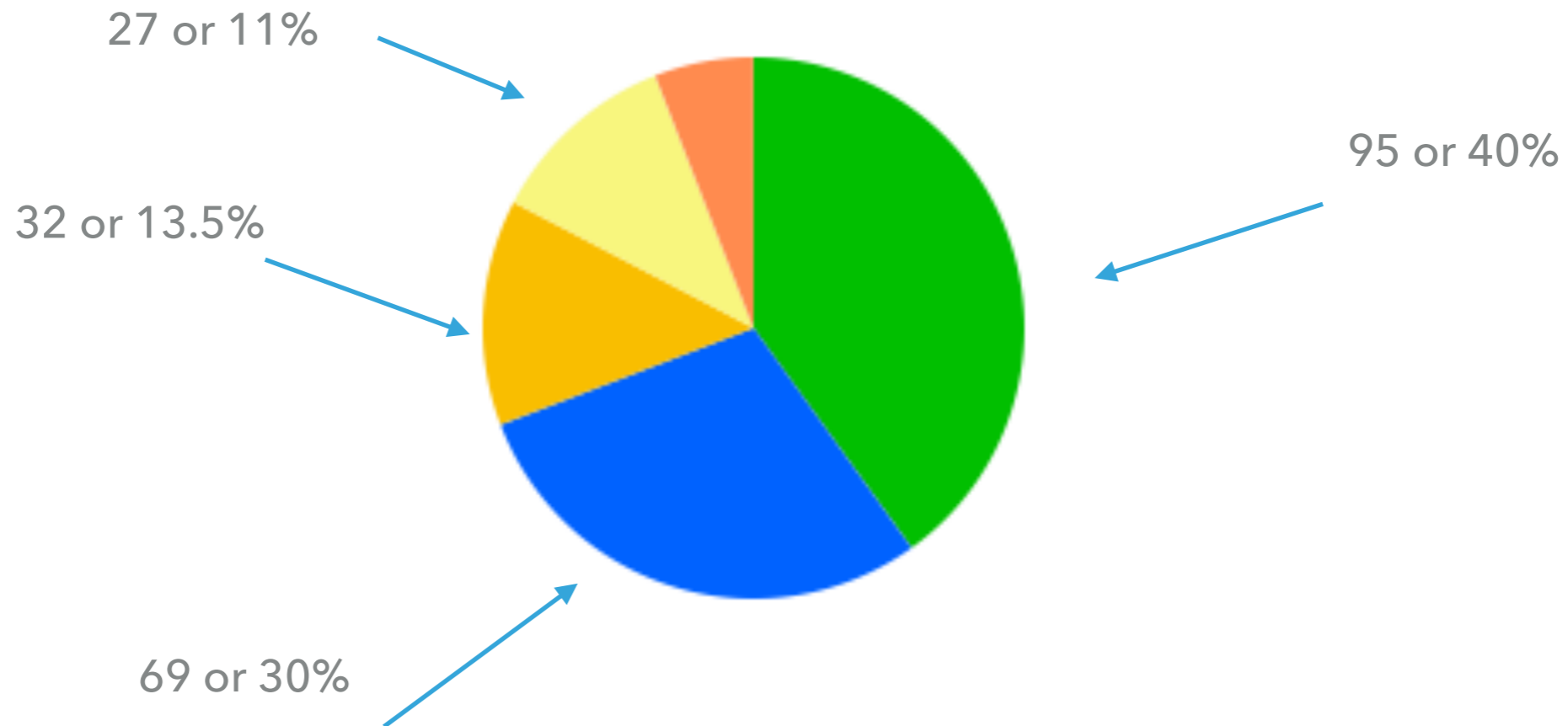
# AGE PROFILE



## HOW OFTEN HAVE YOU BEEN TO ESTONIAN HOUSE IN LAST 5 YEARS?

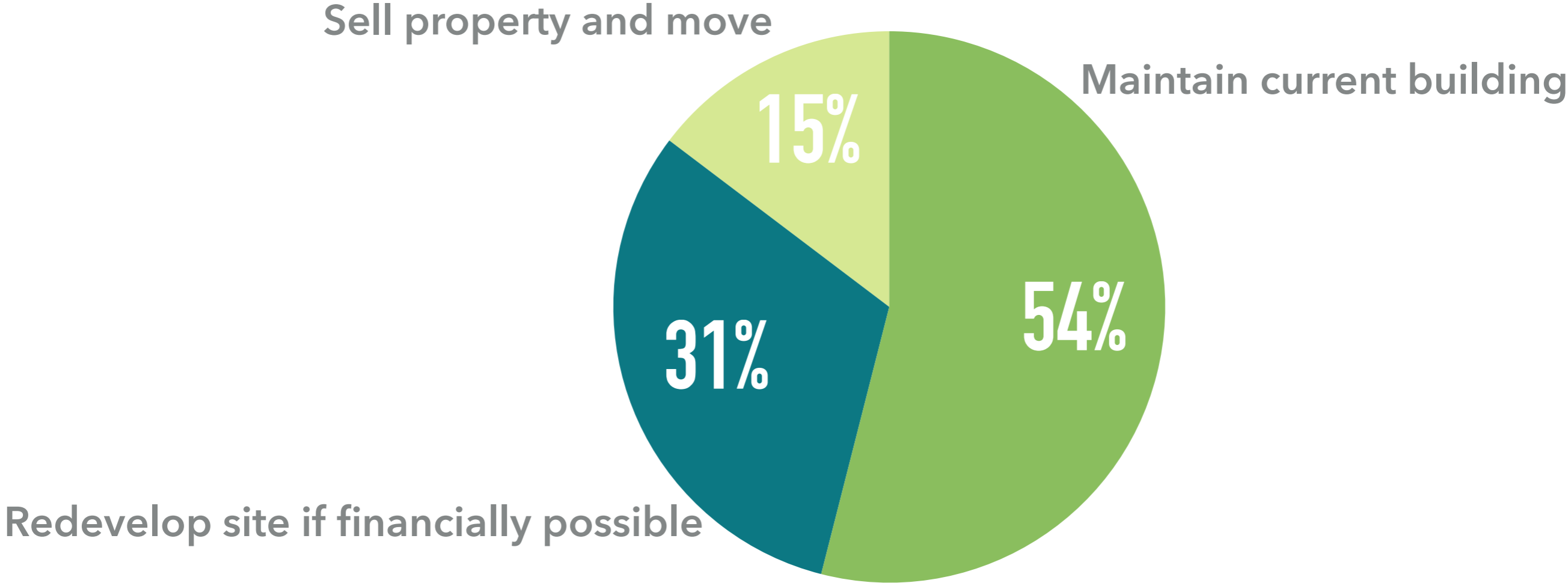


## AND PRIOR TO 2014?



- I used to be a regular user or visitor to Estonian House (once or twice a month)
- I used to be an occasional user of or visitor to Estonian House ( a few times a year)
- I was not a regular user or visitor to Estonian House
- I had never been to Estonian House prior to 2014
- Other (please specify)

# FUTURE OPTIONS – WHAT’S NEXT?





## CORRELATION X AGE: 18-37 = 60 RESPONDENTS

63% support  
'maintain/improve'  
option  
43% redevelop  
15% sell

92% not ERM members  
76% regular/occasional users  
31 people born in Estonia  
28 Estonian parents  
3 partner etc.

further research - 58  
people  
enough done - 58 people  
don't mind - 55 people

## FUTURE OPTIONS – AGREE OR DISAGREE

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Further research into each of the future options is needed	13.88% 29	16.75% 35	24.88% 52	25.84% 54	18.66% 39	209	3.19
Enough has been done, let's decide and move on	7.80% 16	15.61% 32	21.95% 45	29.27% 60	25.37% 52	205	3.49
I don't mind what happens	55.56% 105	27.51% 52	11.64% 22	4.23% 8	1.06% 2	189	1.68

**THINK WIDER THAN ESTONIANS  
AND ESTONIA HOUSE INCLUDING  
AUSTRALIANS AND ALL OTHER  
NATIONS TO KEEP THE VENUE  
OPERATING.**

# NARRATIVE COMMENTS X AGE 18-37

- ▶ More public events in Estonian House to finance Estonian house for Estonians
- ▶ Eesti Maja in its current form acts as a central location within Sydney and runs independently with only the best intentions for the Sydney Estonian community as a whole. If this were to change it would be detrimental to the Estonian community. It must continue to serve the various groups that use it, and revenue for upgrades should be generated in a way that does not compromise any person or groups using Eesti Maja.
- ▶ Estonian house has potential, and it's location is absolutely crucial to its survival and dare I say it, the survival of Sydney Estonian Society.
- ▶ Moving out of Sydney is a really bad idea, it is a central location for most people to go to and it's iconic in its location

## CORRELATION X AGE: 38-53 = 56 RESPONDENTS

52% support  
'maintain/improve'  
option  
40% redevelop  
20% sell

83% not ERM members  
76% regular/occasional users  
24 people born in Estonia  
24 Estonian parents  
4 partner etc.

further research - 47  
people  
enough done - 46 people  
don't mind - 45 people

**LOVE THE LOCATION.**

**A PLACE OF HERITAGE IS  
PARAMOUNT FOR ESTONIAN  
DESCENDANTS.**

# NARRATIVE COMMENTS X AGE 38-53

- ▶ I strongly hope we can keep Estonian house where it is at the moment and not to sell in order to move somewhere out of the city that makes it even harder for people to gather and keep our culture and language alive.
- ▶ I hope Eesti Maja is kept and used better. The location is superb in Surry Hills and i do not think any other location in Sydney would work as well. However, EM is not being used to its full potential. It has been breath taking to see how active EM has become again. Those who wish to hastily sell it, should come and visit and see it to themselves when four groups are using it simultaneously during some days of the week.
- ▶ Nowadays there are so many younger people visiting Sydney Estonian House, it is central to many and close to the city for the younger generation to hang out if required for their activities. Please let's resolve the issues and move on - keep Sydney Estonian House where it is but have some upgrades down. Moving out of Sydney is a really bad idea, it is a central location for most people to go to and it's iconic in its location

## CORRELATION X AGE: 54-72 = 92 RESPONDENTS

51% support  
'maintain/improve'  
option  
21% redevelop  
14% sell

67% not ERM members  
61% regular/occasional users  
2 people born in Estonia  
72 Estonian parents  
6 partner etc.

further research - 65  
people  
enough done - 65 people  
don't mind - 58 people



**SYDNEY ESTONIAN HOUSE IS THE  
LIFE LINE OF OUR COMMUNITY.**

**THE ESTONIAN COMMUNITY  
NEEDS TO ACT NOW.**

# NARRATIVE COMMENTS X AGE 54-72

- ▶ Estonian House is a fantastic asset to the Estonian community. But a new generation needs to step up and guide its future.
- ▶ New site, community center, for archives, free storage, exhibitions, cafe, a meeting place to drop in and meet, cultural activities that involve all Australians, to educate. Easy parking, preserve culture, sing!, dance. Functions.
- ▶ Great spot. Central and easy to get to. Needs maintenance. Commercial opportunities should be explored.
- ▶ Keep the site. It is irreplaceable.
- ▶ A new building in an accessible location with car parking may have more appeal to the younger Estonian community.