



City Services Committee

6:30 pm Wednesday 7 February 2024

Venue:
Botany Town Hall,
Corner Edward Street & Botany Road,
Botany

Contract Us:

1300 581 299 or 9562 1666

council@bayside.nsw.gov.au

PO Box 21, Rockdale NSW 2216

ABN: 80 690 785 443

City Services Committee Meeting – Councillor Seating



MAYOR
Bill SARAVINOVSKI



Michael NAGI



Chairperson
DEPUTY MAYOR
Joe AWADA



Scott MORRISSEY



Jennifer MUSCAT



Paul SEDRAK



Deputy
Chairperson
Jo JANSYN

General Manager
Meredith
WALLACE

Director
Debra DAWSON

Statement of Ethical Obligations

Obligations

Oath [Affirmation] of Office by Councillors

Oath

I swear that I will undertake the duties of the office of councillor in the best interests of the people of Bayside Local Government Area and the Bayside Council and that I will faithfully and impartially carry out the functions, powers, authorities and discretions vested in me under the Local Government Act 1993 or any other Act to the best of my ability and judgment.

Affirmation

I solemnly and sincerely declare and affirm that I will undertake the duties of the office of councillor in the best interests of the people of Bayside Local Government Area and the Bayside Council and that I will faithfully and impartially carry out the functions, powers, authorities and discretions vested in me under the Local Government Act 1993 or any other Act to the best of my ability and judgment.

Code of Conduct conflict of interests

Pecuniary interests

A Councillor who has a **pecuniary interest** in any matter with which the council is concerned, and who is present at a meeting of the council at which the matter is being considered, must disclose the nature of the interest to the meeting.

The Councillor must not be present at, or in sight of, the meeting:

- a) at any time during which the matter is being considered or discussed, or
- b) at any time during which the council is voting on any question in relation to the matter.

Non-pecuniary conflicts of interests

A Councillor who has a **non-pecuniary conflict of interest** in a matter, must disclose the relevant private interest in relation to the matter fully and on each occasion on which the non-pecuniary conflict of interest arises in relation to the matter.

Significant non-pecuniary interests

A Councillor who has a **significant** non-pecuniary conflict of interest in relation to a matter under consideration at a council meeting, must manage the conflict of interest as if they had a pecuniary interest in the matter.

Non-significant non-pecuniary interests

A Councillor who determines that they have a non-pecuniary conflict of interest in a matter that is **not significant** and does not require further action, when disclosing the interest must also explain why conflict of interest is not significant and does not require further action in the circumstances.

MEETING NOTICE

A meeting of the
City Services Committee
will be held in the Committee Room, Botany Town Hall
Corner of Edward Street and Botany Road, Botany
on **Wednesday 7 February 2024 at 6:30 PM**

AGENDA

1	ACKNOWLEDGEMENT OF COUNTRY	
2	APOLOGIES	
3	DISCLOSURES OF INTEREST	
4	MINUTES OF PREVIOUS MEETINGS	6
	4.1 Minutes of the City Services Committee Meeting - 1 November 2023	6
5	ITEMS BY EXCEPTION	
6	PUBLIC FORUM	
7	REPORTS	11
	CS24.001 LGBTQ Inclusion Forum - post-event actions.....	11
	CS24.002 Bay Street Trial Closure - Final Report.....	15
	CS24.003 Wild Things and Gardens for Wildlife Programs	57
	CS24.004 Arts and Culture Strategy	61

The meeting will be video recorded and live streamed to the community via Council's YouTube page, in accordance with Council's Code of Meeting Practice.

Meredith Wallace
General Manager

1 ACKNOWLEDGEMENT OF COUNTRY

Bayside Council acknowledges the traditional custodians: the Gadigal and Bidjigal people of the Eora nation, and pays respects to Elders past, present and emerging. The people of the Eora nation, their spirits and ancestors will always remain with our waterways and the land, our Mother Earth.

2 APOLOGIES

3 DISCLOSURES OF INTEREST

In accordance with Council's Code of Meeting Practice, Councillors are reminded of their Oath or Affirmation of Office made under Section 233A of the Local Government Act and their obligations under the Council's Code of Conduct to disclose and appropriately manage conflicts of interest.

4 MINUTES OF PREVIOUS MEETINGS

City Services Committee

7/02/2024

Item No	4.1
Subject	Minutes of the City Services Committee Meeting - 1 November 2023
Report by	Fausto Sut, Manager Governance & Risk
File	SF23/8080

Officer Recommendation

That the Minutes of the City Services Committee meeting held on 1 November 2023 be noted

Present

Councillor Joe Awada, Chairperson
Councillor Jo Jansyn
Councillor Scott Morrissey
Councillor Jennifer Muscat
Councillor Michael Nagi
Councillor Bill Saravinovski, Mayor
Councillor Paul Sedrak

Also present

Councillor Christina Curry
Councillor Heidi Lee Douglas
Councillor Andrew Tsounis
Councillor Greta Werner
Meredith Wallace, General Manager
Debra Dawson, Director City Life
Richard Sheridan, Director City Performance
Phoebe Mikhiel, Manager Compliance & Community Safety
Maria Pavlides, Manager Customer Experience
Fausto Sut, Manager Governance & Risk
Anh Hoang, Governance Officer
Gina Nobrega, Governance Officer
Wolfgang Gill, IT Technical Support Officer
Shane Davey, Principal Manager, NSW Maritime
Andy Robertson, Manager Waterways, NSW Maritime

The Chairperson opened the meeting in the Committee Meeting Room, Botany Town Hall at 6:36 pm

1 Acknowledgement of Country

The Chairperson affirmed that Bayside Council acknowledges the traditional custodians the Gadigal and Bidjigal people of the Eora nation, and pays respects to Elders past, present and emerging. The people of the Eora nation, their spirits and ancestors will always remain with our waterways and the land, our Mother Earth.

2 Apologies and Attendance via Audio Visual link

Apologies

There were no apologies received.

Attendance Via Audio Visual Link

There were no Committee members in attendance via audio-visual link.

3 Disclosures of Interest

There were no disclosures of interest.

4 Minutes of Previous Meetings

4.1 Minutes of the City Services Committee Meeting - 4 October 2023

Committee Recommendation (Councillors Nagi and Jansyn)

That the Minutes of the City Services Committee meeting held on 4 October 2023 be noted.

4.2 Business Arising

The Committee notes that the Minutes of the City Services Committee of Wednesday 4 October 2023 were received and the recommendations therein were adopted by the Council at its meeting of 25 October 2023.

5 Items by Exception

There were no Items by Exception.

6 Public Forum

Details associated with the presentations to the Council in relation to items on this agenda can be found in the individual items.

CPE23.040 Response to Notice of Motion - Summer Foreshores Program - Jet Ski Inclusion

The following people spoke at the meeting:

- Ms Anna Irvine, Interested Resident, speaking for the Officer Recommendation.
- Ms Penny McMullin, Interested Resident, speaking for the Officer Recommendation.
- Mr Shane Davey, Principal Manager, NSW Maritime, speaking to the Committee (in Closed Session).
- Mr Andy Robertson, Manager Waterways Operations Botant Bay/Port Hacking, NSW Maritime, speaking to the Committee (in Closed Session).

7 Confidential Reports / Matters

In accordance with Council's Code of Meeting Practice, the Mayor invited members of the public to make representations as to whether this part of the meeting should be closed to the public.

Closed Committee Meeting

Committee Recommendation (Councillors Saravinovski and Nagi)

- 1 That, in accordance with section 10A (1) of the Local Government Act 1993, the Council considers the following item in closed Committee Meeting, from which the press and public are excluded, for the reasons indicated:

CPE23.040 CONFIDENTIAL - Response to Notice of Motion - Summer Foreshores Program - Jet Ski Inclusion

With reference to Section 10(A) (2) (e) of the Local Government Act 1993, the attachment relates to information that would, if disclosed, prejudice the maintenance of law. It is considered that if the matter were discussed in an open Committee Meeting it would, on balance, be contrary to the public interest due to the issue it deals with.

- 2 That, in accordance with section 11 (2) and (3) of the Local Government Act 1993, the reports, correspondence and other documentation relating to these items be withheld from the press and public.

CS23.040 Response to Notice of Motion - Summer Foreshores Program - Jet Ski Inclusion

The following people spoke at the meeting:

- Ms Anna Irvine, Interested Resident, speaking for the Officer Recommendation.
- Ms Penny McMullin, Interested Resident, speaking for the Officer Recommendation.
- Mr Shane Davey, Principal Manager, NSW Maritime, speaking to the Committee (in Closed Session).

- Mr Andy Robertson, Manager Waterways Operations Botant Bay/Port Hacking, NSW Maritime speaking to the Committee (in Closed Session).

Committee Recommendation (Councillors Saravinovski and Nagi)

- 1 That the attachment to this report be withheld from the press and public as it is confidential for the following reason:

With reference to Section 10(A) (2) (e) of the Local Government Act 1993, the attachment relates to information that would, if disclosed, prejudice the maintenance of law. It is considered that if the matter were discussed in an open Council Meeting it would, on balance, be contrary to the public interest due to the issue it deals with.

- 2 That Council receives and notes the report and presentation.

Resumption of Open Committee Meeting

Committee Recommendation (Councillors Morrissey and Jansyn)

That the closed part of the meeting, having concluded at 8:15 pm, the open Committee Meeting resume and it be open to the press and public.

The Chairperson made public the recommendations that were made during the closed part of the meeting.

The next meeting will be held in the Committee Room, Botany Town Hall, on Wednesday 7 February 2024.

The Chairperson closed the meeting at 8:15 pm.

Attachments

Nil

5 ITEMS BY EXCEPTION

These are items that have been identified to be confirmed in bulk in accordance with the Officer Recommendation and without debate. These items will not include items identified in the Public Forum, items in which councillors have declared a Significant Conflict of Interest and a Pecuniary Interest, items requiring a Division and any other item that a Councillor has identified as one they intend to speak on or vote against the recommendation

6 PUBLIC FORUM

Members of the public, who have applied to speak at the meeting, will be invited to address the meeting.

Any item the subject of the Public Forum will be brought forward and considered after the conclusion of the speakers for that item.

7 REPORTS

City Services Committee

7/02/2024

Item No	CS24.001
Subject	LGBTQ Inclusion Forum - post-event actions
Report by	Debra Dawson, Director City Life
File	SF19/9015

Summary

On 16 September 2023 Council hosted a forum to learn more about LGBTQ inclusion and how Council can support the LGBTQ community. The forum was attended by 55 people from across Bayside, and identified a number of desired actions, many of which are able to be implemented in the short to medium term.

A report of recommended post-event actions was tabled at the Executive Committee meeting on 2 November 2023 at which it was requested a report be brought to the first City Services Committee meeting for 2024 for consideration. This report discusses the forum outcomes and identifies actions Bayside Council can take to be more inclusive of the LGBTQ community.

Officer Recommendation

That Council endorses the recommended actions listed in this report.

Background

Council's first LGBTQ Inclusion Forum was held on 16 September as a sundowner at Rowers on Cooks River featuring a keynote presentation from ACON (formerly the Aids Council of NSW) and small group workshop. The forum resulted from a Council resolution at the March 2023 Council meeting requesting the forum be prioritised.

The forum had 73 RSVPs and 55 attendees on the night. ACON kicked off the forum with a presentation that set the scene with facts, correct terminology, the health and wellbeing of LGBTQ people in today's society, what good LGBTQ inclusion looks like, and dispelling misinformation about LGBTQ people.

Participants then broke into small groups to workshop two questions:

- What barriers can you identify that would impact LGBTQ people using your group's / club's / Council's services?
- Can you identify potential solutions to those barriers?

Community Life staff collected this feedback from workshop participants and is summarised below.

Workshop Discussion

Workshop comments and suggestions in response to above questions was varied. Barriers identified have been categorised into the following themes:

- prejudice, discrimination and assumptions about LGBTQ people
- religious and/or cultural barriers to LGBTQ inclusion
- up to date, accurate data about LGBTQ people in the community
- welcoming and inclusive places and spaces

The solutions identified by participants range from those easily able to be implemented, to actions that require a more comprehensive approach or solutions that involve the whole community, with Council as one of many stakeholders. Nevertheless there are some which readily fall within Council's remit and can be relatively easily implemented. These are outlined in the table below.

Identified barrier	Suggested solution (by participant)	Recommended action
Prejudice, discrimination and assumptions about LGBTQ people	Participate in Pride Fest and Pride Month activities that promote positive messages about LGBTQ people. Education of staff and community.	Partner with ACON and other services to offer activities during these periods that raise awareness of LGBTQ inclusion. Activities can be promotions or awareness raising, or leveraging our community stakeholders as partners in co-designing initiatives. <i>Pride Festival is 16 Feb – 3 Mar 2024</i> <i>Pride month is June</i>
Religious and/or cultural barriers to LGBTQ inclusion	Education to community. Training for social groups. Exposure and role modelling to community leaders.	Participate in Pride activities to promote awareness among the general community.
Welcoming and inclusive places and spaces	Physical indicators of inclusion displayed prominently, e.g. flags, lanyards, badges. Rainbow collateral used by Council staff. Visibility on Council website. Rainbow crossing (crosswalk) established in Bayside. Flying the progress pride flag. Safe Space (now Welcome Here) logo on Council's website.	Consider joining Council facilities as Welcome Here spaces: https://www.welcomehere.org.au/about Town Halls lit up in rainbow colours during the Pride activities. Pride flag displayed during the Pride Festival/Month activities. Create a webpage on Council's website that lists services for LGBTQ people in the same way as exists for other groups. Council can collaborate with clubs and community groups to build their knowledge and skills around LGBTQ inclusion. At least one club at the forum has expressed a willingness to partner with Council for this.

Identified barrier	Suggested solution (by participant)	Recommended action
	Inclusion of genders in community communications across Council. Marketing collateral with inclusive graphics.	Increase the diversity represented in Council's promotional materials and communications.
Current, accurate data about LGBTQ people in Bayside.	Improve data collection on Council forms. Conduct community surveys. Social media and e-Newsletter polls.	Standardise collection of identity data across <u>relevant</u> Council forms on case by case basis in conjunction with Managers Governance and Customer Experience (for consistency with Council's policies on data collection)

A common solution identified at the forum was for Council to adopt an action plan on LGBTQ inclusion. This needs to be carefully considered and at this time it is recommended that Council officers work to achieve steady progress on inclusion identified in the recommended actions to build community awareness and acceptance of LGBTQ communities.

A follow up forum 12 months after the last event will be held with community members to review of progress/achievements. The follow up forum might conclude that a formal plan of action is needed, in which case this can be presented to Council as a recommendation at that time.

Financial Implications

- Not applicable Recommended actions at this stage have no cost. Further actions may require additional funding which will be achieved through acquiring grant funding.
- Included in existing approved budget
- Additional funds required Actions that incur a cost will require acquisition of grant funding.

Community Strategic Plan

- Theme One – In 2032 Bayside will be a vibrant place
- Theme Two – In 2032 Our people will be connected in a creative City
- Theme Three – In 2032 Bayside will be green, resilient and sustainable
- Theme Four – In 2032 Bayside will be a prosperous community

Risk Management – Risk Level Rating

- No risk
- Low risk
- Medium risk

High risk	<input type="checkbox"/>
Very High risk	<input type="checkbox"/>
Extreme risk	<input type="checkbox"/>

Community Engagement

The LGBTQ Inclusion Forum was attended by 55 participants representing a range of organisations, groups, and backgrounds. Of these, 26 returned an evaluation feedback form provided to all attendees, and this data is summarised below.

Forum Evaluation Feedback

On a scale of 1 – 10 how useful was the forum? (1 = not useful, 10 = very useful). 20 respondents put 10, with an average rating of 9.5 out of 10 for this question.

Did the forum meet your expectations? 23 respondents said 'yes', and 3 'no', with one of the no stating they had no expectations for the forum. The other no responses said they thought the forum would be more about local events and the other wanted a longer discussion around bullying and cultural barriers.

80% of respondents were "very satisfied" with the presenter and workshop, and 20% were "satisfied".

Remaining questions pertained to the venue and catering. Feedback on these measures was considerably less favourable, with the conclusion of the event organiser that this venue may not be used in future.

This feedback indicates the value of holding the forum and giving people an opportunity to learn more about LGBTQ inclusion. Importantly however, the forum signalled Council's support for improving LGBTQ inclusion and being willing to listen to suggestions for achieving this, which is reflected in the event evaluation feedback. The forum represents a start, and can be built on as Council's activities and achievements progress.

Attachments

Nil

City Services Committee

7/02/2024

Item No	CS24.002
Subject	Bay Street Trial Closure - Final Report
Report by	Debra Dawson, Director City Life
File	F22/743

Summary

In 2023 Council undertook a trial closure of Bay Street Brighton Le Sands between the Grand Parade and Moate Avenue to gauge the impact on illegal driving behaviour.

This report of the findings was provided to the Hooning Taskforce administered by the Member for Rockdale's office and is tabled for Council's information.

It is worth noting that the closures were conducted prior to the installation of speed detection cameras on the Grand Parade and the announcement by the State Member that a noise camera would be installed on Bay St, Brighton. These recent and future changes will have an impact on the prevalence of hooning in the area and as such, need to be considered when planning any further changes to traffic patterns on Bay St.

Officer Recommendation

That Council receives and notes this report.

Background

The Botany Bay foreshore has long been a popular area for illegal and anti social driving behaviour. Council and NSW Police routinely receive complaints from nearby residents and businesses wanting action to address this behaviour. Complaints frequently cite quality of life, perceptions of safety, and noise and congestion on localised roads as impacts resulting from 'hooning'.

Hooning refers to anti social and dangerous behaviour committed with driving a motor vehicle. In NSW it is an offence to commit certain types of hooning, including:

- Speed racing or street racing;
- Driving in a manner which causes a loss of traction (eg causing the vehicle to do burnouts or drag racing);
- Being involved in a police pursuit, and;
- Driving at least 45 kilometres per hour over the speed limit (eg a high range speeding offence).

Hooning falls under the jurisdiction of NSW Police and Council has no authority to penalise offenders of the above acts. Hooning offences are serious and carry severe penalties such as impounding of vehicles and loss of licence. If the community witness any type of hoon

offence, a report should be lodged with Crime Stoppers via [an online portal](#), or reported directly to NSW Police on 131 444.

Over the years Council has put in place numerous mitigation initiatives to assist Police in tackling the issue. These include installation of state-of-the-art smart CCTV cameras in the area and a Memorandum of Understanding with Police to grant access to our CCTV footage.

Council has also installed boom gates, chicanes, examined traffic flow and changed parking restrictions to stop drivers congregating. Council has an active online portal for the community to report hooning which enables the identification of problem areas. Council meets regularly with the St George Local Area Command, and Transport for NSW (TfNSW) to discuss various tactics to reduce hooning.

Trial Road Closures

It was agreed to trial the closure of Bay Street Brighton Le Sands between Moate Avenue and The Grand Parade to better understand the impact of hooning and associated flow-on effects to residents and businesses. As TfNSW is the authority of Bay Street, Council partnered with them in a combined effort to combat hooning, and TfNSW authorised the partial closing of Bay Street for six weekends.

The road was closed from 5.00pm Friday to 10.00pm Sunday (Monday on the King's Birthday public holiday weekend), between The Grand Parade intersection and Moate Ave on the following weekends:

Stage 1

10 February 2023 – 12 February 2023

17 February 2023 – 19 February 2023

24 February 2023 – 26 February 2023

Stage 2

26 May 2023 – 28 May 2023

2 June 2023 – 4 June 2023

9 June 2023 – 12 June 2023 (King's Birthday public holiday)

Two different times of the year were selected to account for seasonal variation in visitation to the precinct and provide a more accurate picture of what a road closure at different times of the year would look like.

It was also noted that some of the trial closures occurred on the same weekends as large scale events happening elsewhere in Sydney, including the International Mardi Gras Festival, and Vivid Sydney, which may have impacted visitation to Bay Street.

Activations

Stage 1 activations included initiatives that would leverage the increase in summer visitors to the precinct and keep them in the area longer, and included:

- Artisan markets
- Buskers
- Art activities
- Purchase an installation of infrastructure amenities such as parklets, fairy lights
- Business trade out approval

With fewer visitors to the precinct during winter, and with no daylight saving to encourage outdoor dining, Stage 2 activations were scheduled based on feedback from Stage 1 and focused on youth and children's activities. Local youth service 2Connect was engaged to deliver youth programming onsite, which was well supported by families.

Businesses were also given approval to trade out during Stage 2, however very few took this opportunity.

Scheduling of Stage 2 was timed to leverage the Greek Festival of Sydney's planned event on Bay Street on 27 May 2023 in what would have been a return to the precinct after a 20 year absence.

Unfortunately, the festival organising board announced at late notice their decision to postpone the event. Given the progress in obtaining road closure approvals and the public announcements Council had communicated to both businesses and the local community about the forthcoming closure weekends, Council decided to proceed with Stage 2.

Feedback on the Trial Closures

Council has been very encouraging of residents, businesses and the wider Bayside community to provide feedback about the road closures and provided a number of ways people can have their say. Namely, a general feedback page hosted on Council's Have Your Say site, through direct engagement with local businesses, use of the hooning hotspot map, and a letterboxed resident survey distributed to 2,600 householders within a 500m radius of the closure zone.

Feedback from the community, especially residents living near the precinct was supportive of the road closures. Respondents pointed to reduced incidents of hooning, an improvement in quality of life and increased perception of safety in the area as positive outcomes.

Negative outcomes identified by the community were increased traffic congestion, in particular on local roads, shifting of hooning and antisocial behaviour to other areas, notably Sandringham and Dolls Point, less parking for local residents and reduced access to the precinct for people with mobility impairment.

Likewise businesses reported a reduction in hooning in the area, but business feedback was less positive about the road closures, in particular Stage 2 closure weekends. Businesses reported a downward trend in trade which some attributed to the road closures, however this is not evident from available trade data. Similarly, businesses reported that customers were unable to get parking in the precinct during the road closure weekends, however Council Rangers rostered on for those weekends reported that Council carparks were not at capacity during the closure weekends.

Hooning Hotspot Map

Council promoted the Say No to Hooning hotspot map during the closure periods for community members to document incidents of hooning while Bay Street was closed. Across both stages there were 15 locations pinned on the map during and in the days following the road closure weekends. All these locations were in Sandringham and Dolls Point, suggesting that the disrupted route for illegal driving behaviour simply moved the behaviour to other locations.

Transport for NSW Feedback

TfNSW received four complaints across both stages. These were in relation to the Special Event Clearways, public transport re-routing and traffic diversions.

Unfortunately, TfNSW did not undertake any traffic monitoring during any of the closure weekends, citing a preference for community feedback to measure traffic impact. As a result there is no objective analysis of the impact of traffic movements.

Hooning Taskforce

This report was provided to the Hooning Taskforce administered by the Member for Rockdale. No feedback has been received from this taskforce.

Financial Implications

Not applicable	<input checked="" type="checkbox"/>	
Included in existing approved budget	<input type="checkbox"/>	<<Enter comment if required or delete>>
Additional funds required	<input type="checkbox"/>	<<Enter comment if required or delete>>

Community Strategic Plan

Theme One – In 2032 Bayside will be a vibrant place	<input checked="" type="checkbox"/>
Theme Two – In 2032 Our people will be connected in a creative City	<input type="checkbox"/>
Theme Three – In 2032 Bayside will be green, resilient and sustainable	<input type="checkbox"/>
Theme Four – In 2032 Bayside will be a prosperous community	<input type="checkbox"/>

Risk Management – Risk Level Rating

No risk	<input type="checkbox"/>
Low risk	<input checked="" type="checkbox"/>
Medium risk	<input type="checkbox"/>
High risk	<input type="checkbox"/>
Very High risk	<input type="checkbox"/>
Extreme risk	<input type="checkbox"/>

Community Engagement

A detailed Community Engagement Report is attached to this report which outlines the engagement methods and results from community engagement activities.

Attachments

Bay Street Trial Closure - Final Report [↓](#)



**BAY STREET BRIGHTON LE SANDS
PARTIAL ROAD CLOSURES
FINAL REPORT**

August 2023





Bay Street Brighton le Sands at dusk during the trial road closures

© Bayside Council

File: CM 23/232930

Enquiries: council@bayside.nsw.gov.au

Acknowledgement of Country

Bayside Council acknowledges the Traditional Custodians,
the Gadigal/Bidjigal people of the Eora Nation.

The people of the Eora Nation, their spirit and ancestors will always
remain with our waterways and the land - our Mother Earth.



Contents

1. Introduction
2. Closure Details
3. Governance
4. Hooning and Mitigation Brighton le Sands
5. Key Stakeholders
6. Traffic Management Plan
7. First Closure Weekends – February 2023
 - 7.1 Partnering with Business
 - 7.2 Business to Business Opportunities
8. Second Closure Weekends – May to June 2023
 - 8.1 The Greek Festival
 - 8.2 Partnering with Business
 - 8.3 Community Activation
9. Economic Analysis
10. Traffic Impact
11. Community Engagement
 - 11.1 Community Feedback
 - 11.2 Hooning Hotspot map
 - 11.3 Transport for NSW Feedback

Attachment A: Community Engagement Report

1.0 Introduction

Bayside Council partnered with Transport for NSW in a combined effort to combat hooning and activate our town centres. Through this plan, Bay St in Brighton-Le-Sands was temporarily closed for three weekends in February 2023 and for a further three weekends in May and June 2023.

The Bay Street closure aimed to make the precinct safer and pedestrian-friendly by creating a temporary pedestrian mall, whilst implementing a traffic calming device to address hooning concerns. Business and community-led activation activities occurred on the closed weekends.

These pop-up placemaking initiatives included:

- Alfresco dining
- Busking
- Artisan Markets
- Painting by the Bay
- Public art
- Creative lighting, and
- Youth-led activations.

The Bay Street businesses were provided the opportunity to trade-out during the six road closure weekends, and some businesses implemented activities and street performances to complement their trading during the February closures. The community were invited to interact with the Bay Street retailers and enjoy the car-free pedestrianised pop-up piazza and make the most of the street being returned to the people.

The closures were not intended to be a festival or event, but a car-free trial that will inform future action in the precinct.

This is a review of the effectiveness of the program to help fine tune delivery and recommend any additions / deletions to the program for the draft program.

2.0 Closure Details

Bay St, Brighton-Le-Sands, was closed from 5:00pm Friday to 10:00pm Sunday (Monday on the Kings Birthday public holiday weekend), between The Grand Parade intersection and Moate Ave, on the following weekends:

10 February 2023 - 12 February 2023
17 February 2023 - 19 February 2023
24 February 2023 - 26 February 2023
26 May 2023 – 28 May 2023
2 June 2023 – 4 June 2023
9 June 2023 – 12 June 2023 (Kings Birthday public holiday)

3.0 Governance

Council's priority when closing Bay Street was safety for the community and staff. The aim was to create a safe place that enabled community and business to enjoy the pedestrianised space. In addition, the safety of motorists including heavy vehicles as they navigate the

temporary road closures. To ensure the highest safety standards Council created plans and guidelines and applied for licences, including:

- Road Occupancy License
- Traffic Management Plan (TMP)
- Traffic Control Plan (TCP)
- Hostile Vehicle Mitigation Plan (HVM)
- Local Business participation guidelines
- Temporary Footway/Road Trading Approval Application
- Temporary Food Permit Approval
- Market Stall application process and Terms & Conditions
- Site Map
- Busking application process and Term and Conditions
- Bayside Traffic Committee Recommendation
- Traffic and Transport Services Agreement (Bayside Council and Transport for NSW)

In addition to the plans and policy that govern the day-to-day work of Council the following were also key documents in the temporary road closure:

- Risk Management Policy
- Work Health and Safety Policies
- Footway Trading Policy

4.0 Hooning and Mitigation In Brighton Le Sands

Hooning refers to anti-social and dangerous behaviour committed when driving a motor vehicle. In New South Wales, it is an offence to commit certain types of hooning, including:

- speed racing or street racing
- driving in a manner which causes a loss of traction (e.g., causing your car to do burnouts or drag racing)
- being involved in a police pursuit, and
- driving at least 45 kilometres per hour over the speed limit (i.e., a high range speeding offence).

These offences are contained in the Road Transport Act 2013, the Crimes Act 1900 and the Road Rules 2014. Under the Vehicle Sanctions Scheme introduced in 2012 by the New South Wales government, police have powers to impose roadside sanctions on people who are caught hooning.

Hooning falls under the jurisdiction of NSW Police and Council has no authority in this space. Hooning offences are serious and carry severe penalties, such as impounding vehicles and loss of licence. If the community witness any type of hoon offence, a report should be lodged with Crime Stoppers via online portal or by calling Police on 131 444.

Council is aware of the impact of hooning on the community, and significant amount of council resources are utilised to assist in advocating for the community on the issue. Council hears regularly from the community on noise, and dangerous driving reports with community advising the hooning compromises community safety and impacts resident quality of life.

Council has put in place numerous mitigation initiatives to assist Police in tackling the issue.

Council has installed state of the art smart CCTV cameras in the area and recently signed a Memorandum of Understanding with the Police giving them powers to access our CCTV cameras. Council has installed boom gates, chicanes, examined traffic flow and changed parking restrictions to stop the gathering of hoons. Council has an active online portal for the community to report hooning which enables the identification of problem areas. Council meets regularly with the St George Local Area Command and Transport for NSW (TfNSW) to discuss various tactics to reduce hooning.

TfNSW is the authority of Bay Street, Brighton Le-Sands. Bayside Council partnered with TfNSW in a combined effort to combat hooning with TfNSW authorising the partial closing of Bay Street for 6 weekends. This report looks at the results of the trial.

5.0 Key Stakeholders

The temporary road closure involved many key stakeholders. Several of these stakeholders worked in conjunction with Council to review and approve policy/plans such as the Hostile Vehicle Mitigation Plan (HVM), the Traffic Control Plan (TCP) and Traffic Management Plan (TMP).

Stakeholder	Role
Transport for NSW (TfNSW)	Approval TMP, TCP, HVM. Issue Road Occupancy license, Update Live Traffic.com, Onsite tow truck, Onsite signage, community notification
St George Local Area Command	Review TMP and HVM
Fire and Rescue	Review TMP and HVM, review site map, onsite inspection
Transit NSW	Reroute buses, onsite signage, community notification
NSW Ambulance	Review TMP and HVM
Bay Street Local Businesses	Temporary Footway/Road Trading Approval Application.
Residents	Notification of road closures and traffic flow changes

6.0 Traffic Management Plan

The TMP was developed by Council officers based on a similar plan prepared for the Streets Alive Festival held in May 2022. The TMP was reviewed by Bayside Traffic Committee and approved by TfNSW.

7.0 First Closure Weekends – February 2023

7.1 Partnering With Business

Business engagement was a key component in activating the closed road, to encourage an increase in alfresco dining and other activities that could bolster business trade and maximise the road closure opportunity.

The engagement strategy comprised of email notification, providing information about the road closure and extended trade-out opportunities, as well as a direct link to the Business@Bayside HYS landing page, inviting business to submit their interest in trading out and/or activating the road, while closed.



Engagement continued with face-to-face visits across 85 businesses, on January 12th, 19th & 25th.

A site map of 'full capacity' trading was created to show business the road area, adjacent to their store front, where they could extend their trade out, during the closure.

Business that chose to trade out understood that they were responsible for tables and seating, umbrellas, staff and general cleanliness and maintenance of their trade out area.

Trade out opportunities were available to non-food & beverage retailers also, from hairdressers to clothing stores and some businesses, added activities to their trade out area, such as a table tennis and/or vocalists.



7.2 Business to Business Opportunities

As part of the business engagement process, businesses were pro-active in exploring how they might pool resources and bring joint activations to the road closures. Several ideas between businesses were discussed, however, cost implications hindered some of these enthusiastic ideas.

However, two local businesses, The Novotel, and That Art Place (Bexley) did come together to deliver three weekends of “Painting by the Bay” – an outdoor art experience, for children and adults.

The activation went particularly well for weekend 1, although the activity did experience similar weather impacts of extreme heat and wind, at various times, across the 3 weekends of closure.



The Novotel Hotel were extremely supportive in assisting council with the road closure, in terms of providing access to storage and a location to store the jersey kerbs infrastructure, during the week.



The quantity of businesses that participated in extended trade out over the 3 weekends of February closures are listed below;

Date	Feb 10 evening	Feb 11	Feb 12	Feb 17 evening	Feb 18	Feb 19	Feb 24 evening	Feb 25	Feb 26
Business trade out	X 6	X 15	X 13	X 9	X 10	X 11	X 6	X 15	X 11
Weather	Balmy	Extreme heat	Extreme heat and high winds	Balmy	Extreme heat dangerous winds/storm	Moderate Heat	Balmy	Extreme Heat	Moderate Heat

Visitation to the road closure was noticeably quiet during the morning and daytime periods. Observations suggest this was a direct result of the extreme heat experienced across most weekends.

The absence of a Communication and Marketing campaign also contributed to low visitation.

From 5pm, as the temperature started to cool, evening visitation was much improved.

Observational visitation estimates are as follows:

Friday evenings, from 7pm: 1500

Saturday evenings, from 5pm: 7000 (with the exception of Feb 18, due to dangerous weather)

Sunday evenings, from 5pm: 5000

8.0 Second Closure Weekends – May to June 2023

8.1 The Greek Festival

The Greek Festival of Sydney Inc decided to return its Greek Festival to Bay Street after a 20-year absence from the precinct. The festival was scheduled for Saturday 27 May and was a significant determining factor in Council scheduling the second round of road closure weekends.

The Greek Festival of Sydney Inc subsequently announced at late notice a decision by the board to postpone their event. Given the progress in obtaining road closure approvals, and the public announcements Council had issued about the forthcoming closure weekends, Council made the decision to proceed with the second trial closures rather than to also postpone the scheduled closures.

8.2 Partnering with Business

Council's Business Development team engaged with Bay Street businesses to inform them of the road closures and encourage alfresco dining and business-led activities that could bolster business trade and maximise the road closure opportunity. The business engagement was undertaken before, during and post the trial road closures.

The most effective form of engagement with Bay Street businesses is face-to-face contact. Although this is resource heavy, it has proven in Stage 1 to be essential as a method to reach most of the business, rather than relying on digital or telephone communication. As businesses operate on different days and at different hours, multiple visits were required to ensure the best outreach possible.

In addition, the engagement strategy comprised of email notifications, providing information about the road closure and extended trade-out opportunities, information packs, site maps as well as a direct link to the [*Business@Bayside*](#) webpage, where business could submit their interest in trading out and/or activating the road during the closure.

Enclosed in the Information Pack were trading forms in which the business was asked to complete the Temporary Footway/Road Trading approval agreement and a Temporary Food Premise form. Fees for this application were waived by Council. The business was also provided with a Conditions of Trade document which advised responsibilities for tables, seating, umbrellas, staff and general cleanliness and maintenance of their trade-out area.

Despite 10 Temporary Footway/Road Trading Approval Agreement applications being received and approved by Council, none of the businesses traded out during the second trial closure period. This is likely due to the colder weather not being conducive to outdoor dining, and without daylight saving time it was darker earlier in the late afternoons. There were noticeably less visitors to the precinct during the second closure trial, most likely due to seasonal factors.

8.3 Community Activation

Observations from the first closure trial indicated a high volume of children and young people on Bay Street at various times of the day. As fewer patrons were expected for the second closure trial due to unfavourable weather conditions, and just fewer people more generally in the precinct during winter, it was determined that community activations focused on younger people would be appropriate.

Council partnered with local youth service 2Connect to deliver youth activities including a chalk mural artist to be onsite on the afternoons of 27 May, 28 May, 3 June, 4 June, and 10 to 12 June.



Buskers were also engaged to provide atmosphere and were on Bay Street the afternoons of 4 and 11 June, and the morning of 11 June.

9.0 Economic Analysis

Economic data is crucial when reviewing business engagement feedback as it provides essential context and understanding of the local population's financial well-being. Councils use Spendmapp to obtain this data. Integrating economic data with community feedback ensures a comprehensive approach, leading to a greater understanding of feedback in assessing initiative outcomes.

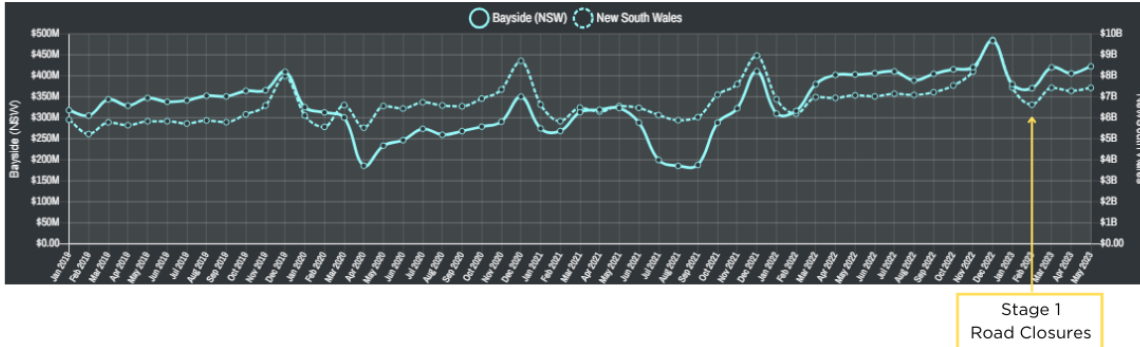
How does Spendmapp work?

Spendmapp calculates spend from all transactions within the Westpac Group, adjusted to account for all banks and then weighted (using a formula devised from ATO data) to account for cash and non-card transactions including BPay and cheque. The only transactions that are not considered are direct bank transfers.

Visitor and Resident data is sourced by the nominated address of the credit card holder. A cardholder is considered a resident if their registered address falls within the LGA boundaries, and conversely is considered a visitor if their registered address falls outside of the LGA boundaries.

To benchmark and give context to the data Spendmapp NSW high-level trend data.

NSW and Bayside All Retail expenditure tracking.



The spending data in the above chart is sourced from the Australian Bureau of Statistics. The results post-May 2023 of Spendmapp retail expenditure tracking have not yet been published (as of 26 July 2023) meaning Stage Two results are not available at this stage.

Based on the anecdotal feedback from businesses, there is a suggestion of a decline in trade. However, when analysing trade data using Spendmapp, it shows that Bayside aligns with the trends seen across New South Wales (NSW).

Stage 1:

2023 Q1 Consumer Expenditure in NSW trended down by -11.3%, and Bayside trended down by -11.3%. (Source: Q1 Economic Snapshot by Spendmapp).

This indicates that Bayside's consumer expenditure decline mirrored the overall trend observed in NSW during Stage One.

The overall decline (-11.3%) could be attributed to current inflation and the cost of living concerns, and a rise in interest rates may have impacted discretionary spending.

Stage 2:

2023 Q2 consumer expenditure in NSW trended flat at 2.6%. Bayside also trended flat at 6.6%.

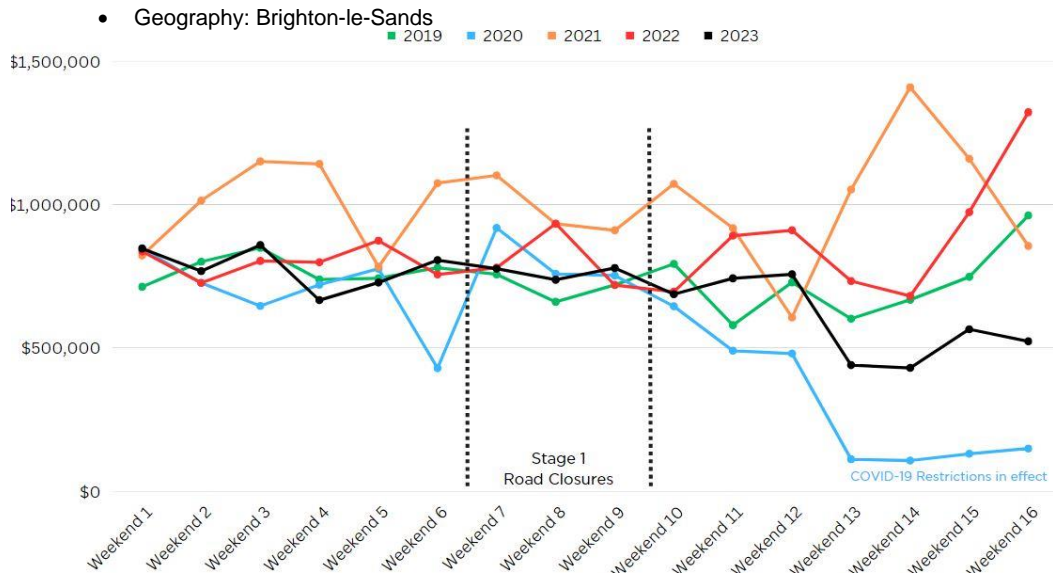
In this stage, consumer expenditure in NSW remained relatively stable, and Bayside's expenditure also remained stable, but at a slightly higher rate. Trending flat, as defined in this context, occurs when the change is less than 0.5 standard deviations from Bayside's total local spend mean.

Therefore, Bayside's expenditure during Stage 2 falls within this range, indicating a relatively steady trend in line with NSW.

Stage 1 – Economic Data Brighton le Sands Dining and Entertainment

Filters:

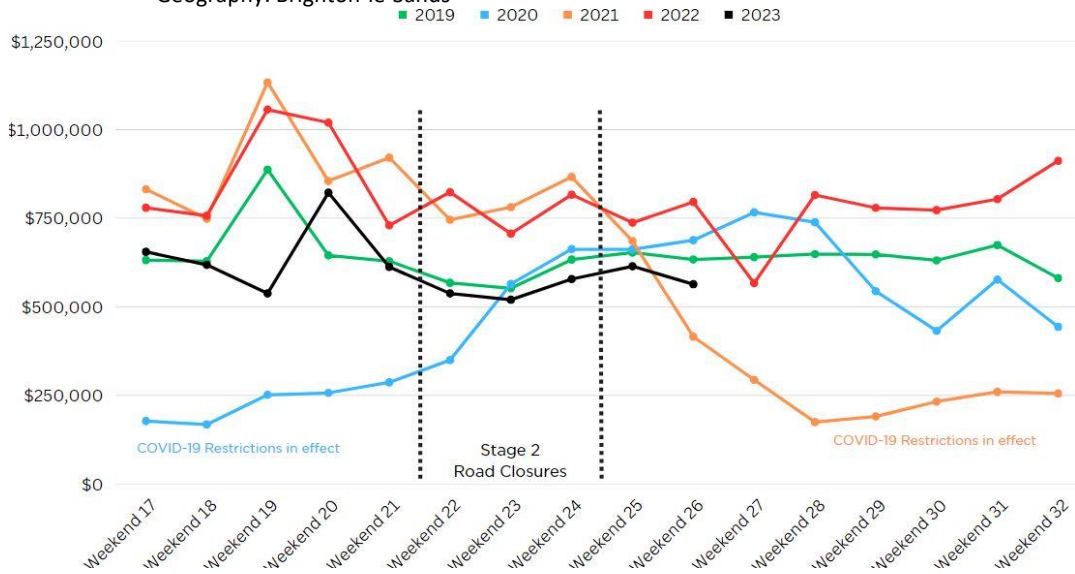
- Spend: Total Local Spend
- Category: Dining & Entertainment



Stage 2 – Economic Impact - Economic Data Brighton le Sands Dining and Entertainment

Filters:

- Spend: Total Local Spend
- Category: Dining & Entertainment
- Geography: Brighton-le-Sands



10.0 Traffic Impact

Unfortunately, TfNSW did not investigate traffic impact across any of the closure weekends, stating a preference for community feedback to measure traffic impact. Therefore, no objective analysis is available to substantiate observational or community feedback.

11.0 Community Engagement

11.1 Community Feedback

Throughout both trial rounds Council asked for feedback from both directly impacted businesses and residents through direct engagement, and from the wider community via a general Have Your Say feedback page. At the conclusion of the trial period, households within a 500-metre radius of the closed section of Bay Street were letterboxed with a resident survey to capture the impact on their household. Businesses along Bay Street were engaged separately by the Business Development Specialist.

In total 555 responses were received as follows:

- 340 responses to the general community feedback page
- 100 responses to the resident survey
- 16 email submissions
- 1 written correspondence
- 83 submissions from businesses
- 15 pins dropped at hotspot locations through the Hooning Hotspot Map

Details of all community engagement outcomes are provided in [Attachment A](#).

11.2 Hooning Hotspot Map

Council also promoted the Hooning Hotspot Map in the lead up to, during and after each of the closure weekends to encourage residents to identify any hooning incidents. These results are as follows:

Stage 1 closures: 9 pins dropped across the February closure weekends. All these were in Sandringham and Dolls Point.

Stage 2 closures: 6 pins dropped across the May and June closure weekends. All these were in Sandringham.

11.3 Transport for NSW Feedback

The department received four complaints relating to the following issues:

- Event clearways;
- Congestion on localised roads due to traffic diversions, and
- Relocated bus zone created parking issues for local residents.



Attachment A

Bay Street Closure Trial

Community Engagement Outcomes Report



Community engagement snapshot

555 total submissions

Of this, 372 were from the general community, 100 from local residents and 83 from businesses

Top positive response themes – community

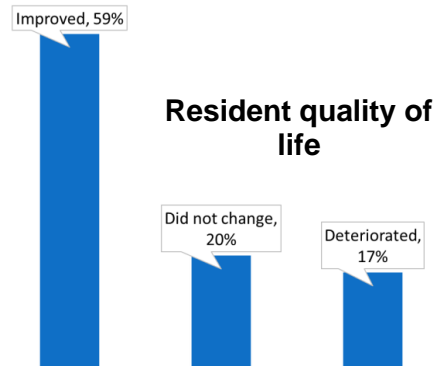
- Improved atmosphere
- Reduced hooning and antisocial behaviour
- Reduced noise pollution
- Improved perceptions of safety
- Improved quality of life for residents

Top negative response themes – community

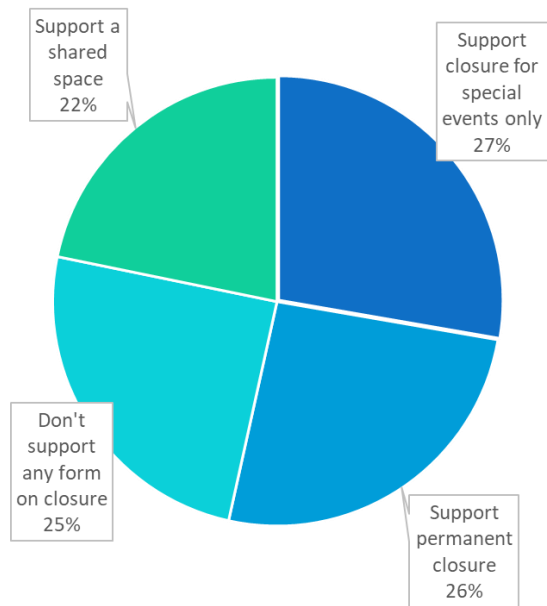
- Increased traffic congestion
- Insufficient parking
- Impact on community access
- More entertainment and activations
- Insufficient Police presence

Methods of capturing feedback

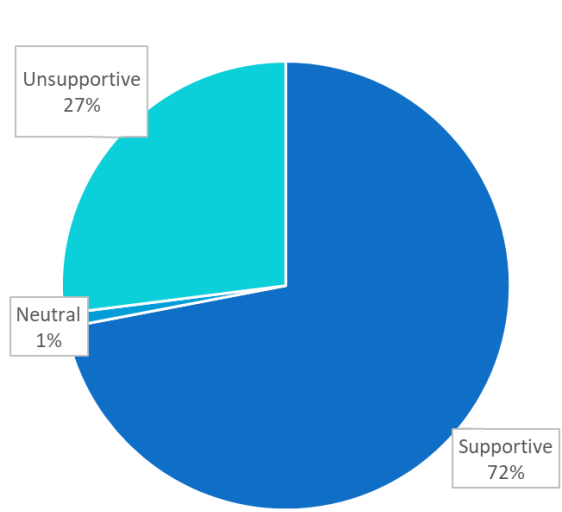
Survey Email Letter In-person



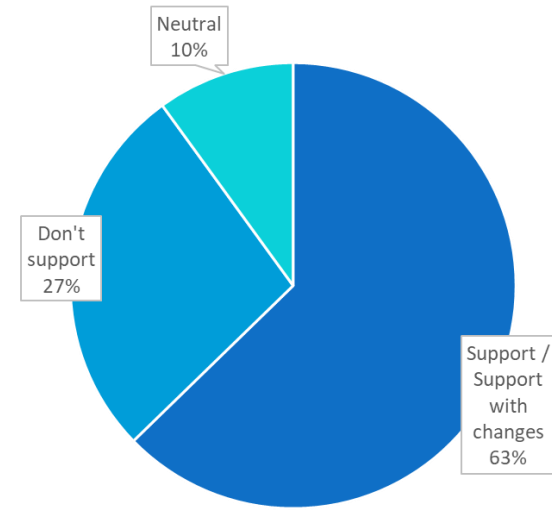
Businesses sentiment



Nearby resident sentiment



Community sentiment



Project background

In conjunction with Transport for NSW, Bayside Council trialled the temporary closure of Bay Street, Brighton Le Sands, between The Grande Parade and Moate Avenue to address broad community concern about the incidents of hooning and anti-social behaviour occurring in Brighton Le-Sands and to make our public places and roads safer.

The trial closures took place across three weekends in February, and again for three weekends across May and June 2023.

The closure dates were as follows:

Stage 1

Friday 10 – Sunday 12 February
Friday 17 – Sunday 19 February
Friday 24 – Sunday 26 February

Stage 2

Friday 26 – Sunday 28 May
Friday 2 – Sunday 4 June
Friday 9 – Monday 12 June

Community engagement

Council employed a range of methods to engage the community and key stakeholders on the impacts of the trial across both closure periods. Feedback from local businesses and residents has been considered and reported separately from the general community as they would be the most impacted by any future temporary or permanent closure of Bay Street.

Engagement methodology and submissions

The table below details the engagement methods and communication channels used to capture feedback from the community and key stakeholders and evaluate the trial closures.

STAKEHOLDER	METHOD	ENGAGEMENT
General community	Online feedback form	340 submissions (246 in stage 1 and 83 in stage 2)
General community	Email submissions	16 email submissions (10 in stage 1 and 6 in stage 2)
General community	Written submissions	1 written submission

Residents	Resident survey (online and hard copy)	100 surveys completed <i>(undertaken following the final trial closure)</i>
General community	Interactive online 'hooning hotspot map'	2,829 visits to the project page 15 pins dropped during closure weekends <i>(9 in stage 1 and 6 in stage 2)</i>
Businesses	Online survey, email and written submissions	83 submissions from businesses <i>(43 in stage 1 and 40 in stage 2)</i>
Total		555 submissions

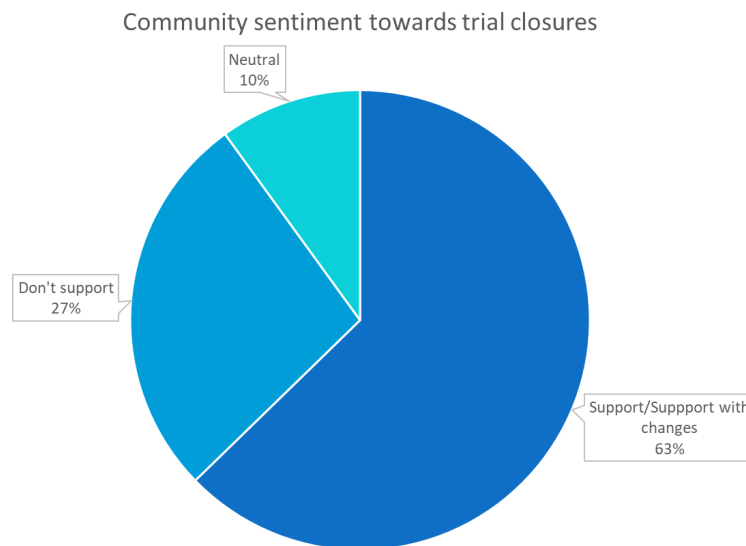
COMMUNICATION CHANNEL	REACH
Council's Have Your Say project page	Almost 2,500 visits
Council's website	Almost 2,000 visits
Have Your Say e-News	3,276 subscribers
Social Media	Facebook 16 posts across both trials 154,970 people reached 8,112 likes 3,147 engagements 1,157 link clicks Next door 4 posts/mentions with 6,100 followers
Council e-Newsletter	Almost 60,000 subscribers
Business e-Newsletter	27,000 contacts
Information pack to businesses	85 packs distributed
Direct emails to key stakeholders and community networks	Approx. 100
The Leader / local newspaper	Articles online and hard copy - reach unknown
Letter to residents within 500m radius of the closure precinct	2,600 letters to households across both Stages

Key themes arising from community engagement

General community feedback

A dedicated page on Council's Have Your Say Bayside website was set up to capture feedback from the general community. Across both trial periods, a total of 340 submissions were received. Hard copy information and surveys were available at Council's Customer Service Centres and by request. Community members were also invited to submit feedback via email, post and over the phone.

Community feedback received via the Have Your Say project page was similar across both trial periods, with community sentiment in support of the closures, or in support of the closures with changes, at around the 70% mark.



The community reported a relaxed, safe and family-friendly atmosphere in the closure precinct, as well as less hooning and antisocial behaviour and less noise pollution from noisy vehicles.

Changes suggested by the community included an increased police presence, more entertainment and activations, changes to the close and open times, adjustments to the traffic light signals and more consideration given to parking, traffic flow and signage in the traffic management plan.

Of those not in support of the closures, the main concerns were around the impact on parking and traffic congestion in surrounding roads and the lack of marketing, entertainment and activations. Concerns were also raised around the impact on

community access, particularly for residents using private vehicles and public transport, and the impact on people with disability or low mobility.

The trial during the warmer months attracted higher levels of visitation to Bay Street than the cooler months. It was also noted that some closures occurred on the same weekends as large-scale events occurring elsewhere in Sydney, including Vivid and the Mardi Gras, which may have impacted visitation to Bay Street.

The below tables list the top community response themes across the closure trial:

POSITIVE FEEDBACK TOP COMMUNITY RESPONSE THEMES	
Atmosphere	Improved, family-friendly atmosphere.
Hooning and antisocial behaviour	Reduced incidents of hooning and antisocial behaviour.
Sound pollution	Peaceful and quiet with less noise pollution from loud vehicles.
Safety	Improved how safe people felt in the area.
Quality of life	Residents reported an improvement in their overall quality of life.

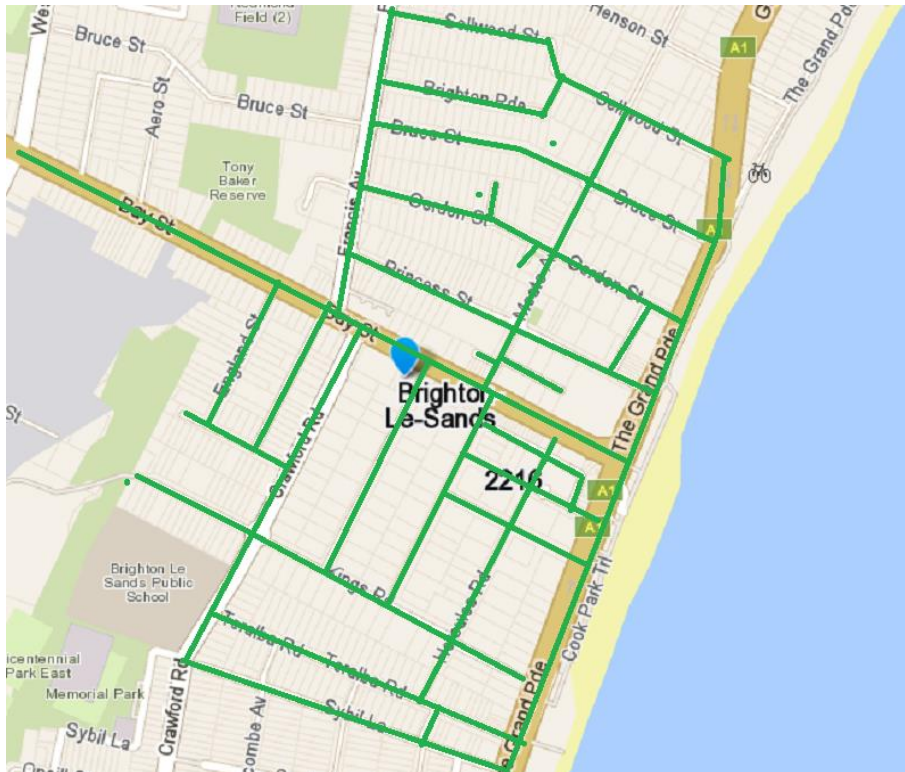
NEGATIVE FEEDBACK TOP COMMUNITY RESPONSE THEMES	
Traffic	<p>Increased traffic and congestion in the area, particularly in the surrounding streets.</p> <p>Moate Avenue was reported as the most significantly impacted.</p> <p>Consider a more robust/modified traffic management plan or don't close Bay Street at all.</p> <p>No impact to incidents of hooning. Moved to surrounding streets and locations.</p> <p>Preference for traffic calming measures and speed/noise detecting cameras along Bay Street instead of a permanent closure.</p>

Parking	Residents reported less street parking available and/or people parking across driveways. Suggest increasing parking allocation and/or using more signage to direct visitors to large parking stations.
Community access	Negatively impacted community access, especially for older people and people with disability and residents being able to get in and out due to traffic congestion.
Entertainment	Bay Street was a ghost town/empty/quiet.

NEUTRAL FEEDBACK AND SUGGESTED CHANGES TOP COMMUNITY RESPONSE THEMES	
Approach	Trials were not the best way to test permanent closure.
Entertainment and activations	Support closures with more entertainment and activations to encourage higher visitation and improve the enjoyment and atmosphere of Bay Street. Comments centred around wanting more activities for visitors especially children, including: <ul style="list-style-type: none"> • Kid's activities • Market stalls • Outdoor cinema • Visual art • School participation i.e., singing concerts etc. • Football 6 aside
Alternate solutions to hooning	Calls to consider traffic calming infrastructure, including speed humps, speed cameras and/or noise-detecting cameras in conjunction with or instead of closures.
Police presence	Need increased Police presence to support the closures and/or instead of closures.
Improve the presentation of Bay Street	Invest in improving the presentation of Bay Street to improve the look and feel.

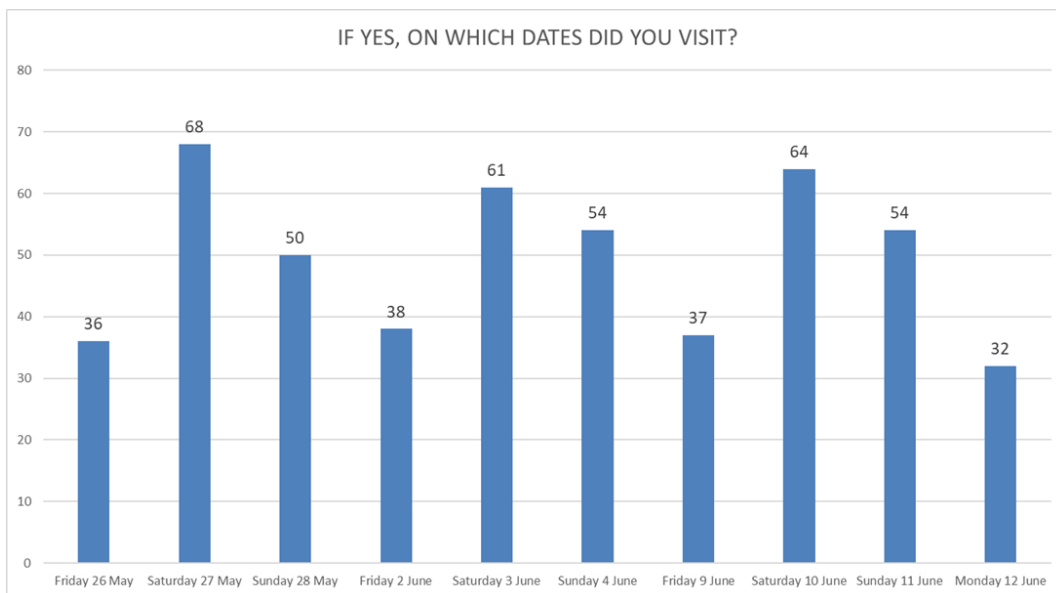
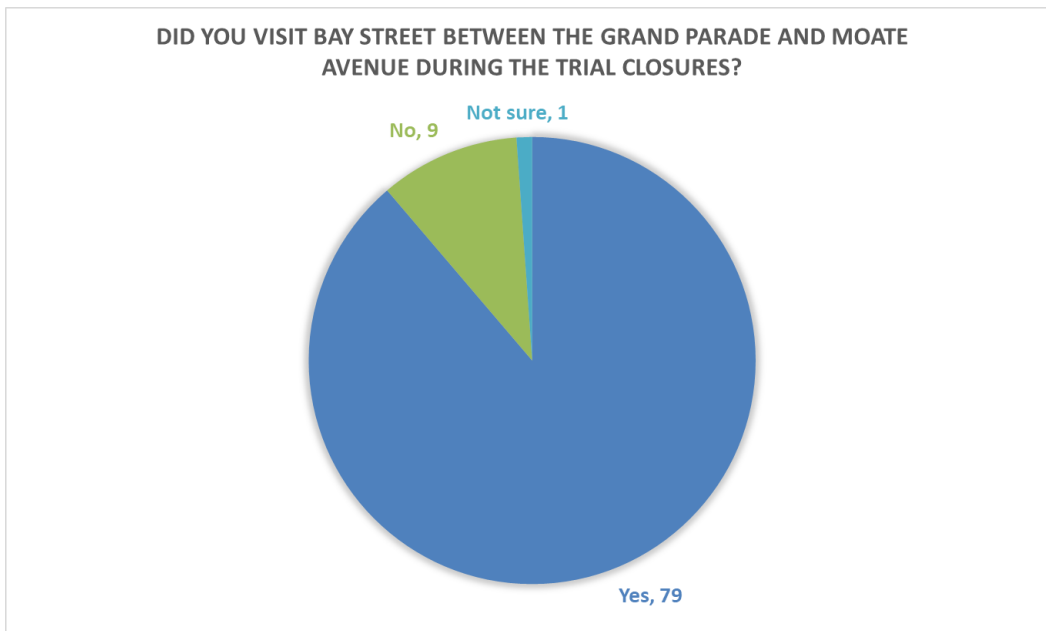
Resident survey

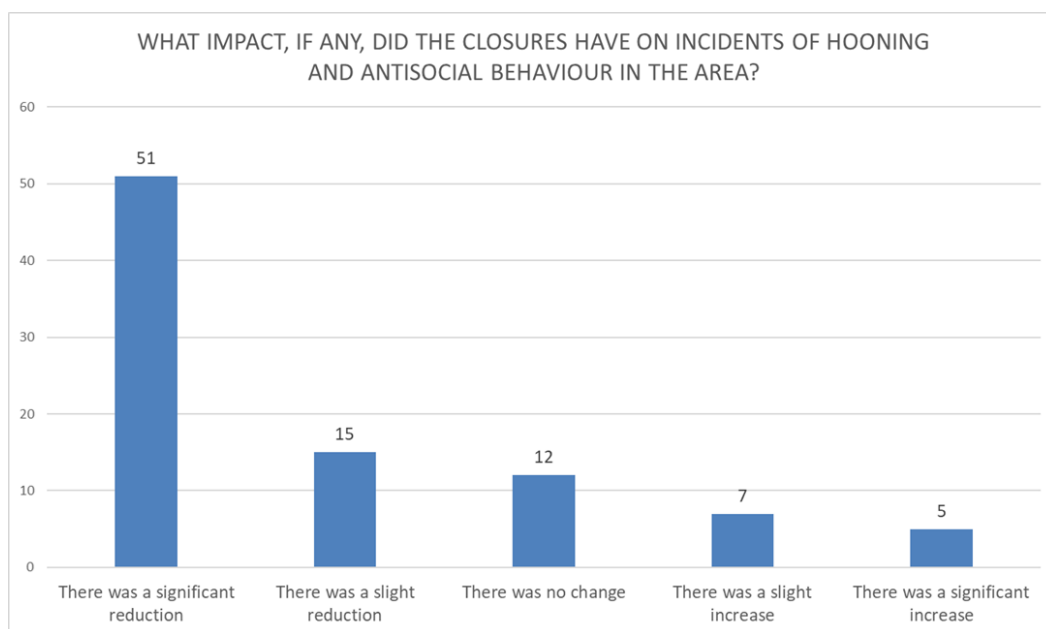
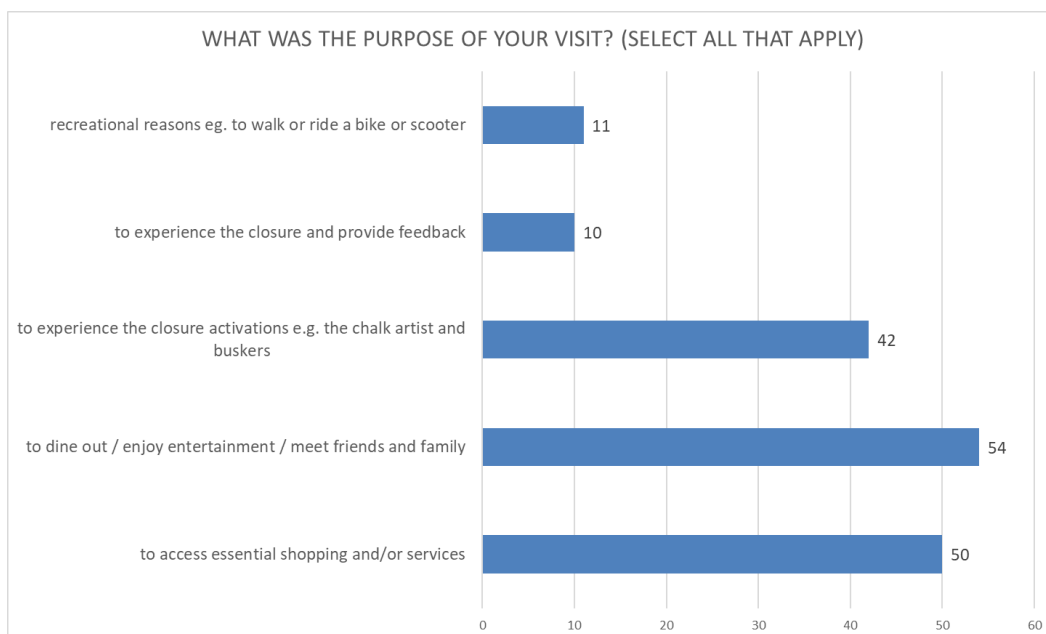
A resident survey was letterboxed to 2,600 households within a 500m radius of the closure zone in the week following the final weekend closure. The purpose of the survey was to obtain feedback from residential householders who were more likely to be directly affected by road closures.

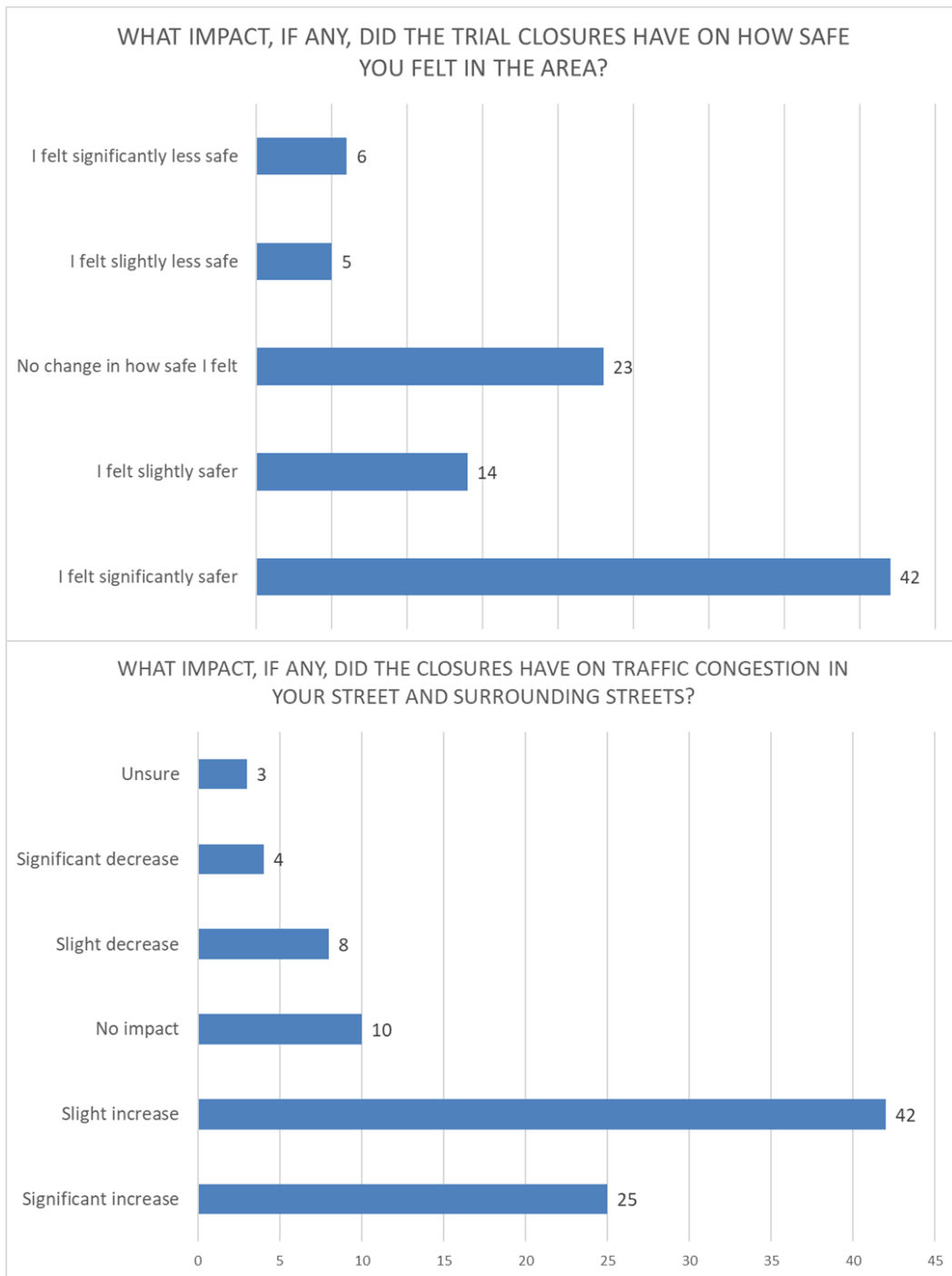


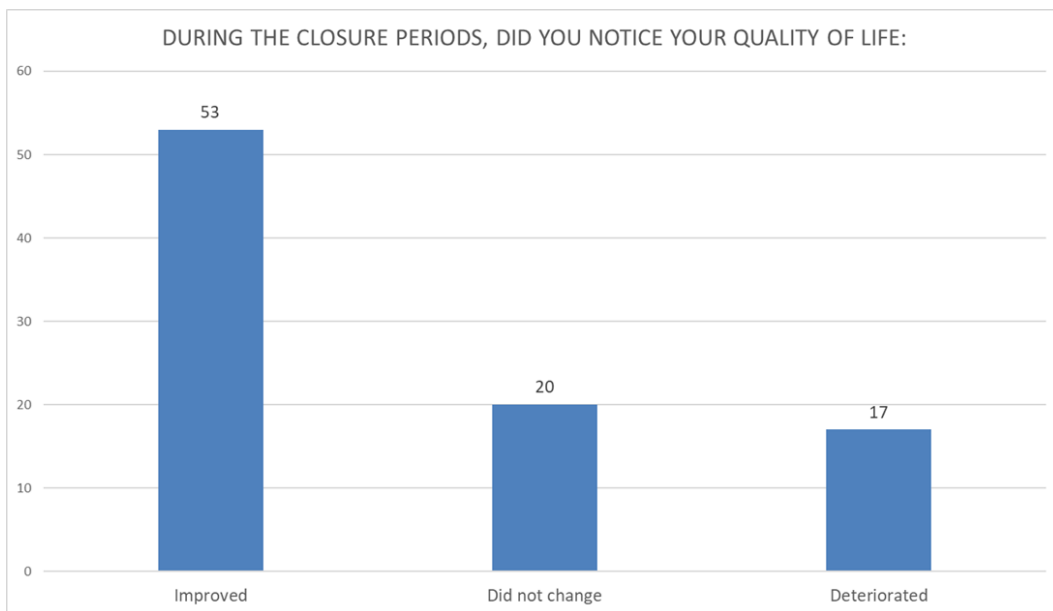
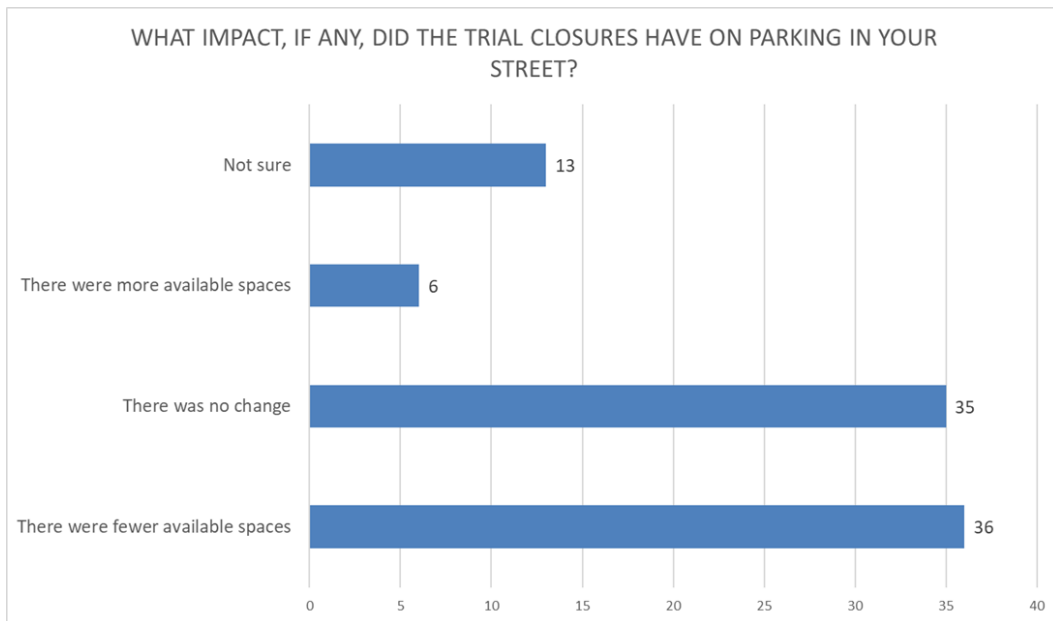
Council received 100 responses to this survey, including seven written submissions. The clear majority of respondents supported the road closure, citing the closure led them to feel significantly safer during the closure weekends, and that their quality of life improved. Respondents also stated that incidents of hooning in the precinct were reduced, but that the closures led to increased congestion on local roads, a reduction in parking availability and a negative impact on community access. Moate Avenue was reported to have been the most heavily impacted by traffic congestion.

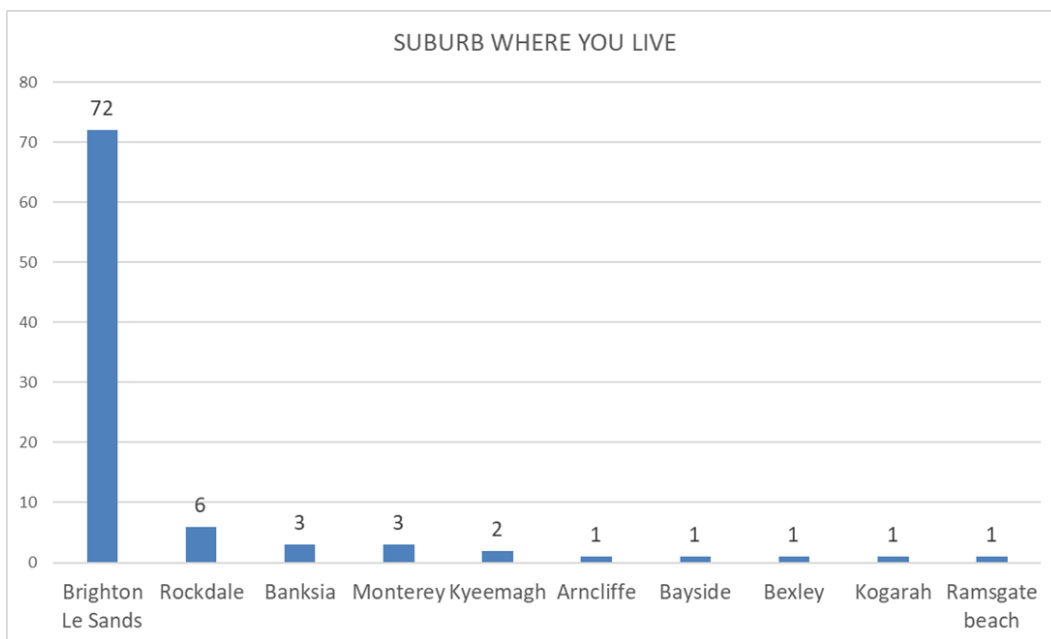
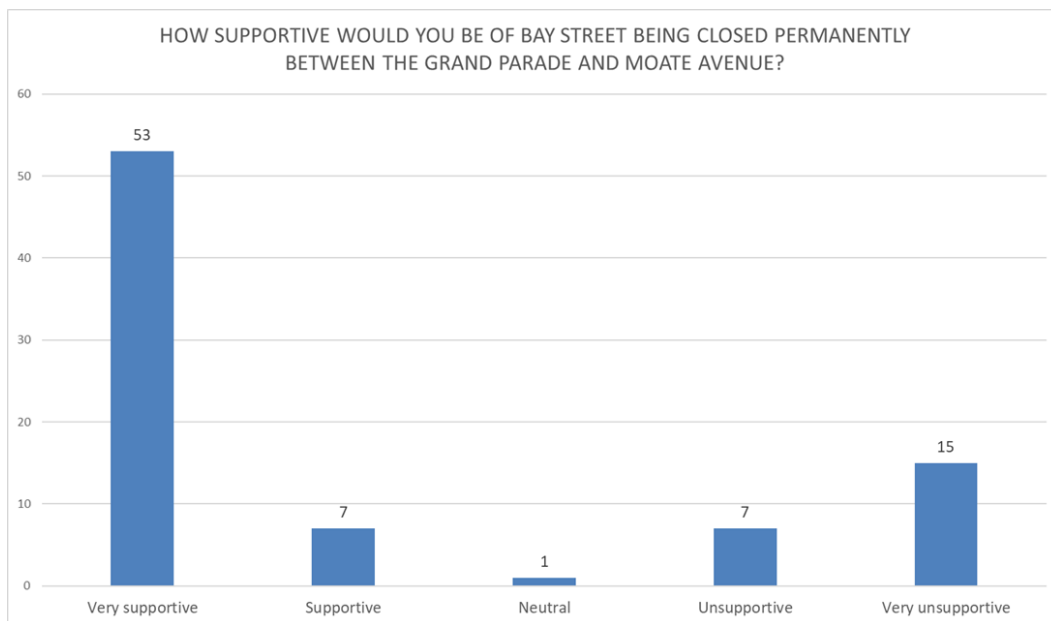
The below tables show the responses to the resident survey:

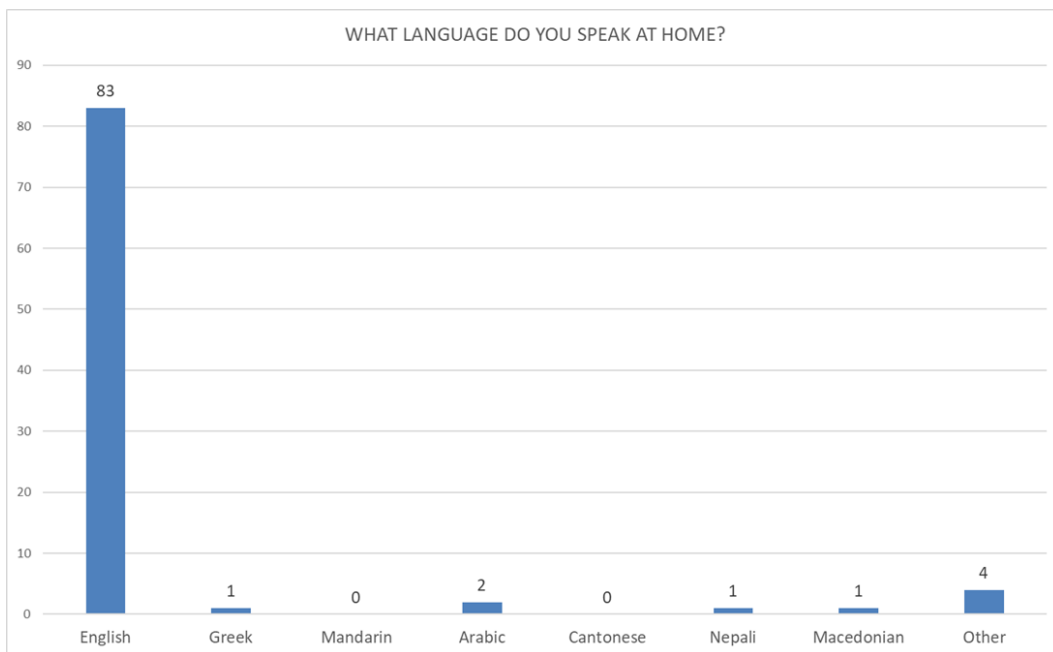
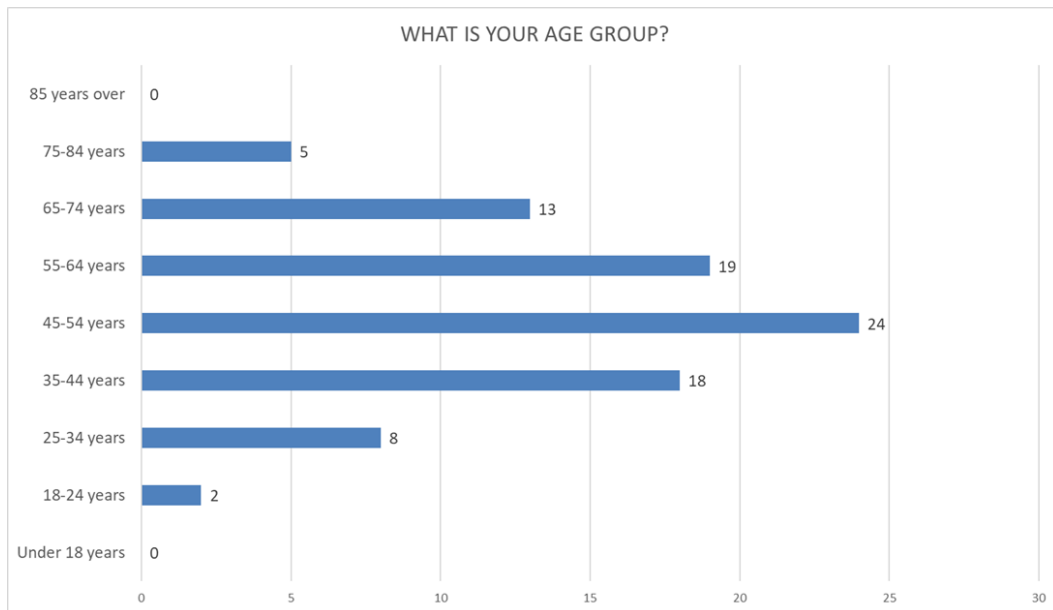


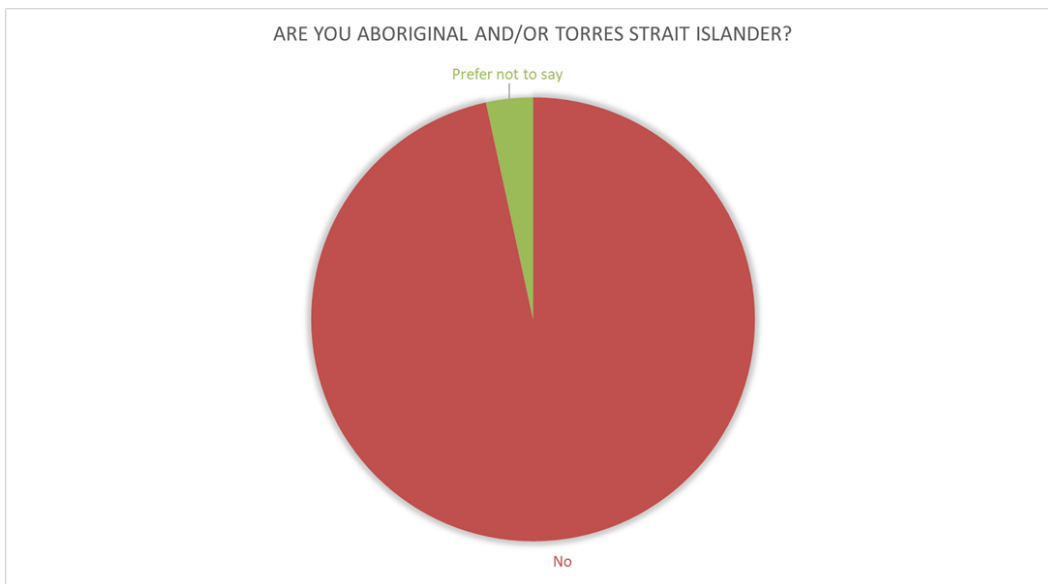
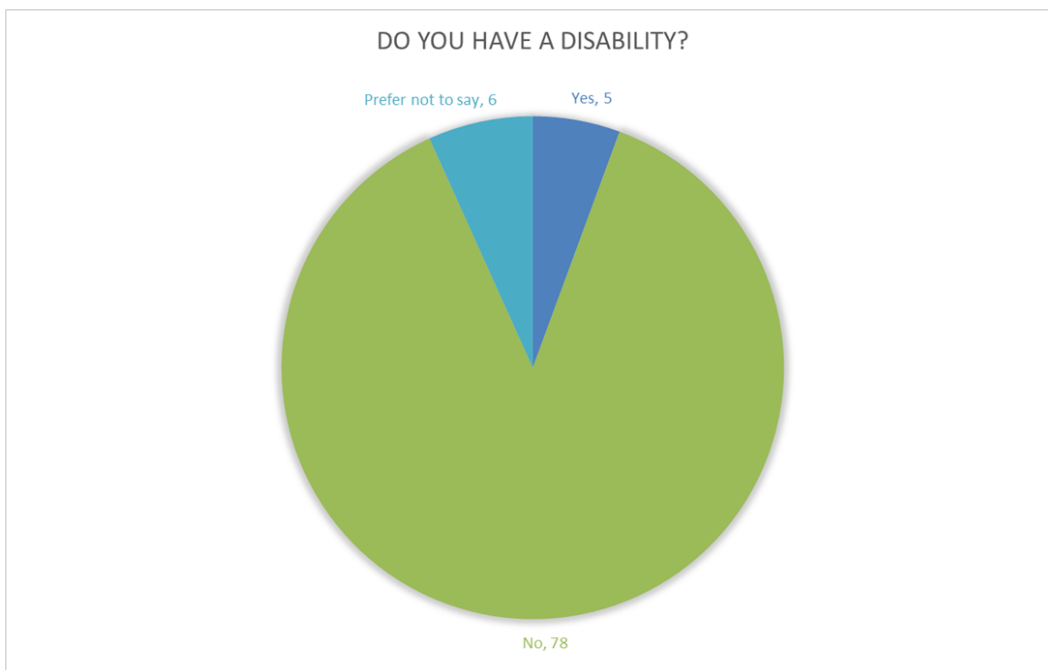








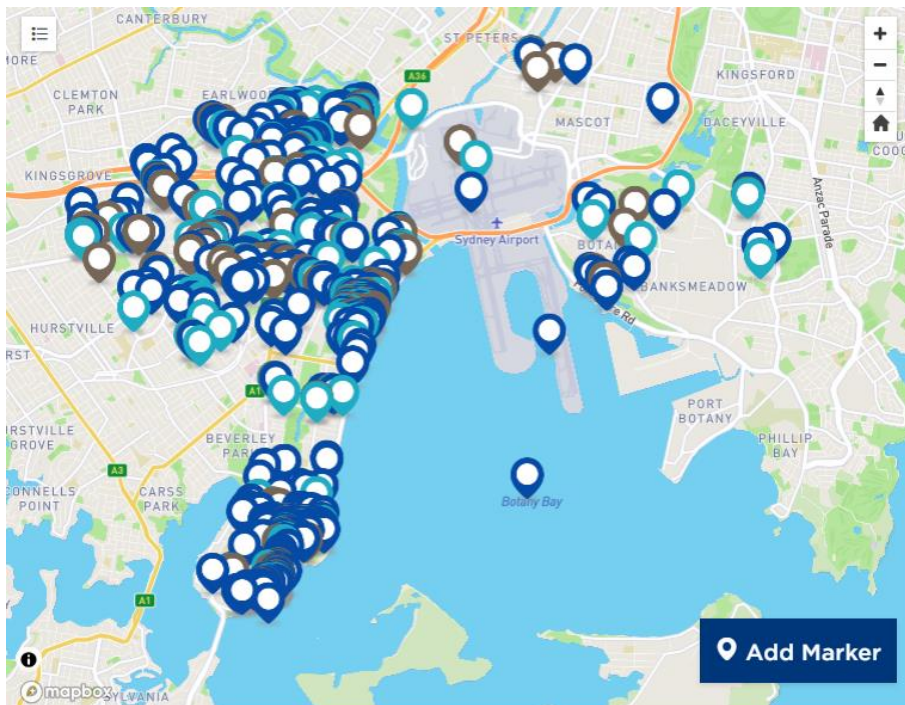




'Say no to Hooning' Hotspot Map

In April 2022, Council launched an interactive 'Hooning Hotspot Map' to encourage community members to share the locations where incidents of hooning and antisocial behaviour are occurring. Since its inception, 897 pins have been dropped on the map, of this, only 9 were dropped during the first stage of trial closures and 6 during the second stage; all of which were locations outside of Brighton Le Sands, primarily Sandringham and Dolls Point.

During both stages, businesses reported a decrease in hooning, with 47.5% noticing less hooning. This aligns with feedback reported by residents via the resident survey, with 73.3% of residents reporting a slight or significant decrease in hooning during the trial closures.



'Say no to Hooning' Hotspot Map

Business engagement

Council engaged in a comprehensive engagement strategy with the business community over the two stages of trial closures. The engagement strategy comprised face-to-face engagement, tailored hand-delivered information packs, and a dedicated webpage, inviting businesses to submit their interest in trading out and/or activating the road, while closing.

Throughout both stages, Council prioritised face-to-face engagement, with council officers visiting businesses throughout all stages of the closures, including post-closures, to gather feedback. To enable comparison between each stage, the survey questions remained relatively the same for each stage.



Map of surveyed area - businesses

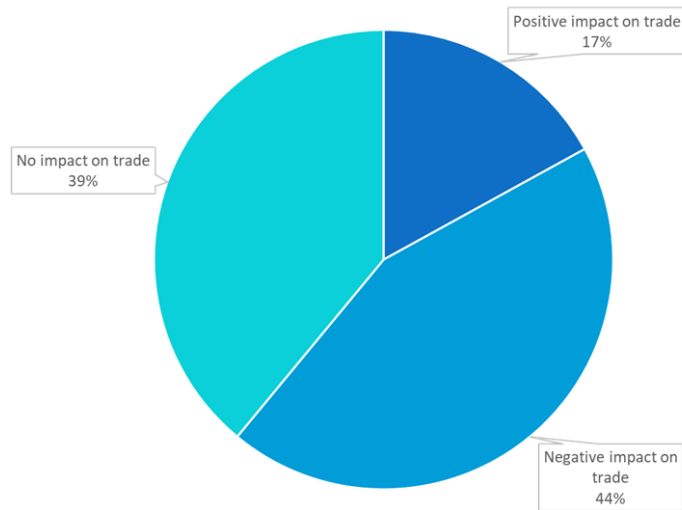
Who we heard from

There are approximately 85 businesses in the closure surveyed area. Stage 1 saw 43 businesses contribute to the survey, stage 2 saw 40 businesses respond to the survey. It is noted that three businesses that provided input in stage one have now ceased operation, and at least two businesses opened between stage one and stage two.

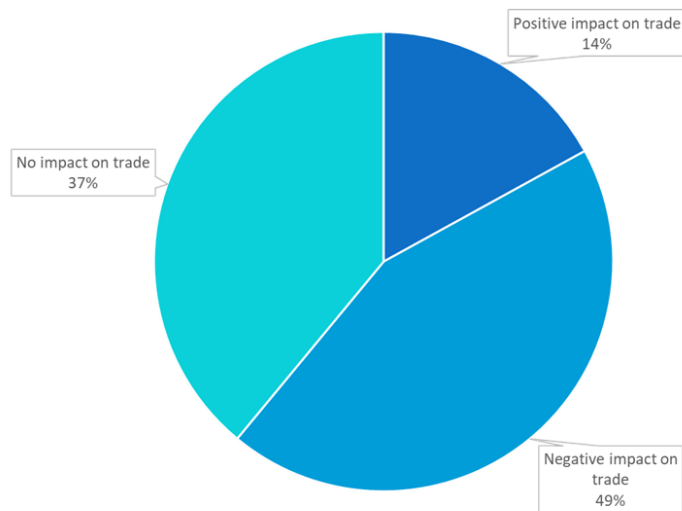
Impact on trade

Businesses reported a decline in trade during the closures. The following charts show responses after round of closures:

Stage one



Stage two

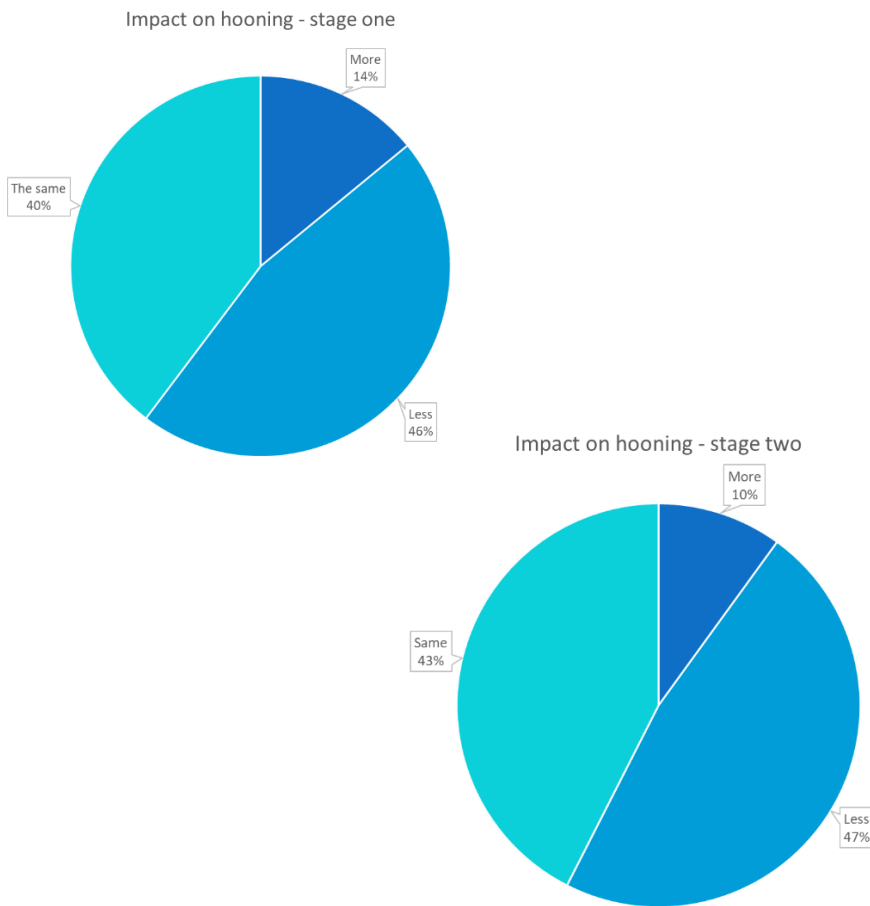


Economic analysis

Economic data is crucial when reviewing business engagement feedback as it provides essential context and understanding of the local population's financial well-being. Councils use Spendmapp to obtain this data. Integrating economic data with community feedback ensures a comprehensive approach, leading to a greater understanding of feedback in assessing initiative outcomes. Based on feedback from businesses, there is a suggestion of a decline in trade. However, when analysing trade data using Spendmapp, it shows that Bayside retail expenditure tracking aligns with the trends seen across New South Wales (NSW) and indicates no significant impact to trade on the weekends the closures took place. For more detail on the economic analysis, see Appendix A.

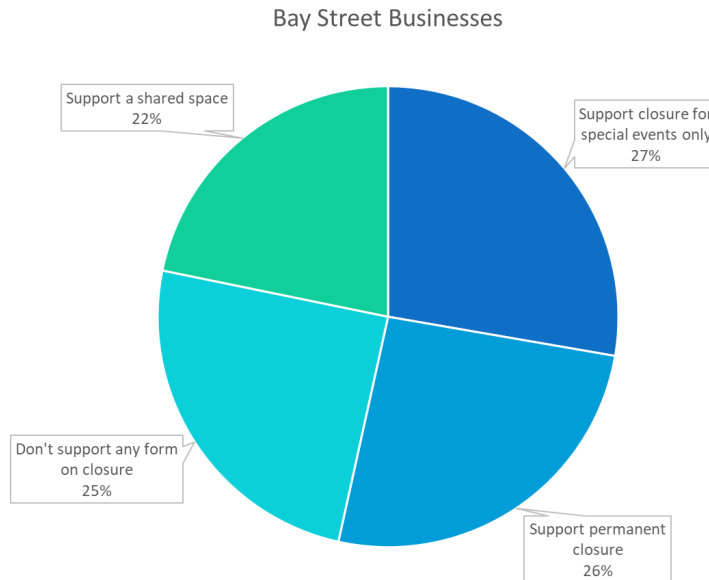
Hooning

Most businesses reported a reduction in hooning in the area across both closure periods:



Permanent closure

When businesses were asked what they would prefer happens to Bay Street, the average results over the two closure periods were as follows:



Considerations

Weather and major events are crucial considerations when evaluating the feedback and success of a small local event. External factors like adverse weather conditions can significantly impact attendance and overall satisfaction, affecting feedback outcomes. Likewise, concurrent major events may divert potential participants and resources, influencing perceived success. Acknowledging these influences helps provide a more nuanced interpretation of feedback, to look at intrinsic event aspects and external factors.

Stage 1

Weather - Brighton-le-Sands experienced bad weather (high winds) on the first two weekends of the Stage 1 Road Closure Trial. (Weekend 8 and 9 of 2023), and extreme heat of 32°C during the third weekend (Weekend 10 of 2023)

General - Novotel Sydney Brighton Beach closed its ground floor in 2019 for renovations, scheduled to finish and reopen as The Brighton in 2024. The closed area of the hotel is located on Bay St and The Grand Parade.

Events - Impact of events across Sydney stage one:

- Greek Festival hosted in Darling Harbour and Carrs Park
- Mardi Gras Parade
- World Pride

Stage 2

Weather – weather was cold throughout stage 2 closures not conducive to outdoor dining.

Events - the impact of events across Sydney stage 2:

- Vivid Light Festival, with a record attendance of 3.28 million attendees. (Source: nsw.gov.au)
- Greek Festival cancellation

The late cancellation of an event by the Greek Festival which was scheduled for the first weekend of closures disrupted the prospect of alternate activations.

Business sentiment

The insights provided in this report are based on submissions via Have Your Say survey and anecdotal evidence gathered from onsite visits and engagement with businesses.

Communication and marketing campaign

An extensive communication and marketing campaign is necessary to promote visitation and effectively communicate key messages related to traffic, hooning, and activation. The campaign should include various marketing assets and collateral that can be shared with local businesses to create awareness and generate interest among potential visitors.

Encourage business partnerships

Businesses wanted Council to assist in facilitating partnerships between other businesses to further enhance activation efforts.

Greek Festival

The cancellation of the Greek Festival, which was planned to be held on the closed road during stage 2, had significant impacts on business and the Council who had little notification of the cancellation to facilitate alternate activation.

Hooning

During stage 2 businesses reported a decrease in hooning, with 47.5% noticing less hooning. This suggests that road closures disrupted the route of drivers, leading to a decline in hooning activities.

Collaboration with Police

Businesses identified a greater Police presence might mitigate against hooning.

Speed limiting infrastructure

Businesses believed that speed-limiting infrastructure, such as speed bumps, and increased police presence were effective tools to combat hooning in the area.

Parking

Parking plays a crucial role in supporting local businesses and ensuring a positive experience for residents and visitors alike. Fourteen parking bays on Bay St were removed during the closure; businesses commented that they hold short-term parking in high importance, and rely on Stop, Buy and Go customers. Rangers onsite

during the closures reported that Council owned parking facilities were not at capacity during the closures.

General feedback

Managing seasonal considerations

Weather conditions and seasonal variations impact business trade and this is particularly prevalent in a beachside location. Stage 1, scheduled in February, was able to leverage seasonal crowds who are visiting the beach and actively searching for outdoor dining options. However, February 2023 experienced extreme weather conditions during the three-weekend closures with intense heat and wind and weather conditions including a lightning storm, which ultimately impacted trade.

Stage 2 scheduled in winter was also impacted by inclement weather conditions, primarily cold conditions which is not conducive to outdoor dining and subsequently saw a large seasonal drop in visitation. It should be noted that CCTV footage from the weekends before the second closure also showed no outdoor activity.

Event planning and coordination

In future planning consider major events taking place within the community and coordinate closures accordingly. By avoiding scheduling closures during significant events like Vivid or Mardi Gras etc.

Return on investment for business

Stage 1, scheduled during the peak seasonal visitation period, was facilitated by existing infrastructure and favourable outdoor dining conditions. However, stage 2, set during the winter months, posed significant challenges that necessitate infrastructure investment such as heating and weather protection.

Many businesses reported hesitancy in investing in such infrastructure for limited weekend closures, citing costs, staffing issues, and storage constraints.

City Services Committee

7/02/2024

Item No	CS24.003
Subject	Wild Things and Gardens for Wildlife Programs
Report by	Debra Dawson, Director City Life
File	F13/177

Summary

At City Services Committee's meeting on 5 July 2023, a response to Notice of Motion, which was submitted by Councillor Douglas at the Council's meeting of 22 March 2023 by Councillor Douglas. The Committee recommended that:

- 1 *That Council pursues grants to support the Wild Things program and reviews funding options at the 1st Quarterly Review 2023/24.*
- 2 *Both the Wild Things and Gardens for Wildlife programs to be revisited by the City Service Committee at the October meeting.*

The report aims to compare the two programs with recommendation to renew and expand the *Wild Things* program.

Officer Recommendation

- 1 That Council decides on the name of the program, either 'Wild Things' or rebrand to 'Gardens for Wildlife'.
 - 2 That Council renews the content on the 'Wild Things' webpage to align with Council's current capacity to deliver a backyard habitat program.
-

Background

In 2015 the then Rockdale Council received an NSW Environmental Education grant to promote a similar backyard habitat creation program that was called '*Wild Things*'. The *Wild Things* program consisted of a web page where residents could find out about the program, a series of 'how to' talks and workshops that ran throughout the three-year grant period and provided residents with some free habitat elements, such as native plants through several plant giveaways, nest boxes and native beehives (<https://www.bayside.nsw.gov.au/area/environment/wild-things>). There are over 150 locations within Bayside registered as backyard habitat through the *Wild Things* program (**Figure 1**).

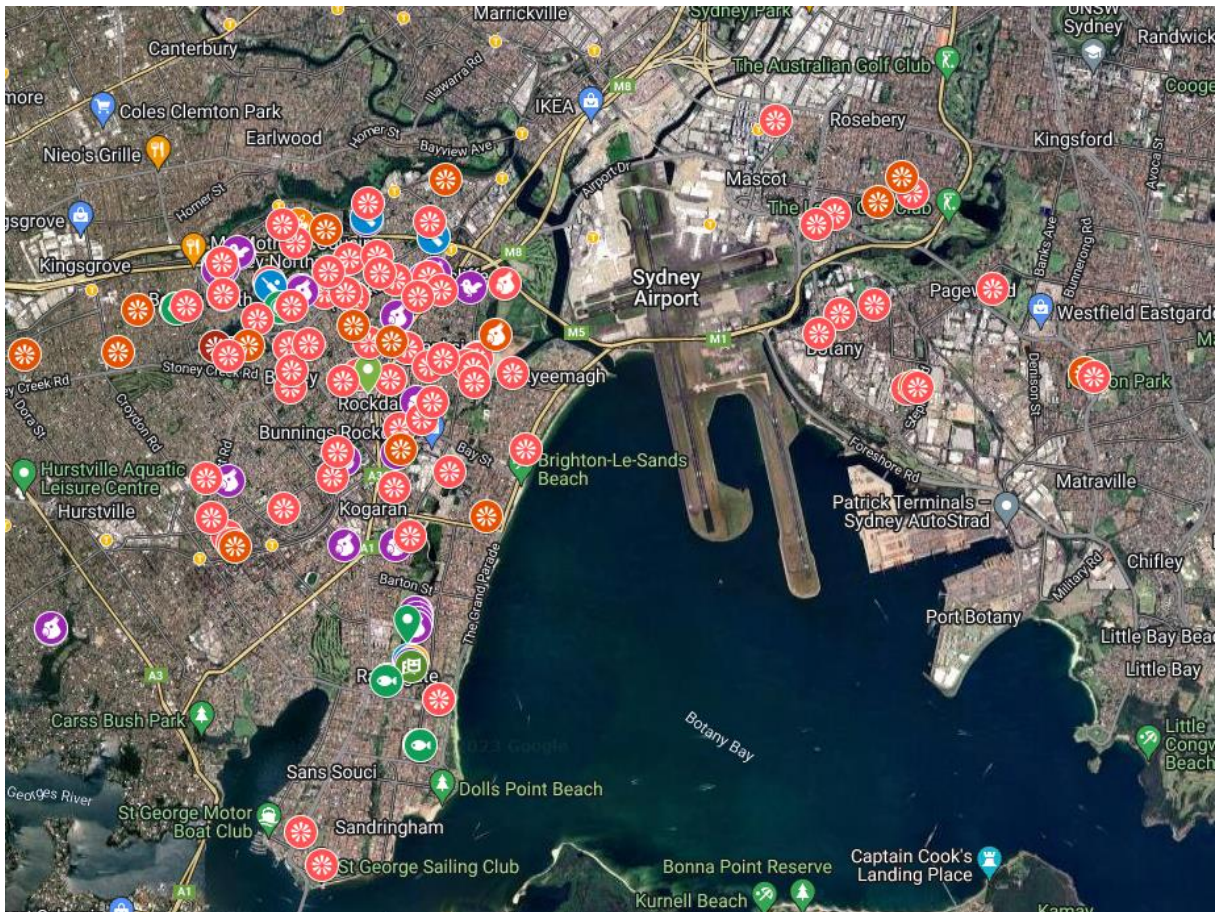


Figure 1: Location of backyard habitat created by residents of Bayside Council through Council's Wild Things program.

Gardens for Wildlife is a general term that has been adopted by several Australian councils, government departments and non-government organisations to promote the creation of habitat for native species in urban backyards. The program offered by different organisations are broadly similar in that they all offer general how to tips on how to create backyard habitat for a variety of species, and some are programs complemented by videos and other elements.

While the *Wild Things* program was slightly different in structure and presentation to current *Gardens for Wildlife* program, the aims and outcomes were broadly the same (**Figure 2** and **Table 1**).



Figure 2: Example of Stepping Stone Habitat Plaque (on the left) and Garden for Wildlife plaque (on the right).

Table 1. Comparison of *Wild Things* and *Gardens for Wildlife* programs

	Wild Things	Gardens for Wildlife
Objective	- Encourage the creation of habitat on private land i.e. backyards in an urban environment.	- Encourage the creation of habitat on private land i.e. backyards in an urban environment.
Activities	- Talks, walks, workshops, plant give aways, native beehive program, free nest box making and installation, website home page.	- Web based information, videos, downloadable pamphlets, how to guides.
Benefits	- Receiving a colourful plaque for front fence (Figure 2). - Accessing to free workshops and events organised by Council (Bayside). - Accessing to an online community and e-newsletter.	- Receiving an attractive gate sign. - A welcome pack. - 2 free native plants. - Accessing free or discounted workshops and events. - Accessing to an online community.
Participation	- Residents	- Private landholders, residents.
Recognition	- Registration online through Macquarie University 'Habitat Stepping Stones' program and provision of plaque.	- Various, web registration, provision of a plaque by some jurisdictions.
Organisation	- Bayside Council. - Macquarie University. - Australian Research Institute for Environment and Sustainability.	- Councils and State Government Departments.

It is recommended that the content on the *Wild Things* web page be updated to provide 'how to tips' for creating backyard habitat, that Council decides on a name for the program, e.g. *Wild Things* or *Gardens for Wildlife*.

Financial Implications

- Not applicable
- Included in existing approved budget

Additional funds required This program could be funded via an Environmental Levy or grant, if implemented.

Community Strategic Plan

- Theme One – In 2032 Bayside will be a vibrant place
 - Theme Two – In 2032 Our people will be connected in a creative City
 - Theme Three – In 2032 Bayside will be green, resilient and sustainable
 - Theme Four – In 2032 Bayside will be a prosperous community
-

Risk Management – Risk Level Rating

- No risk
 - Low risk
 - Medium risk
 - High risk
 - Very High risk
 - Extreme risk
-

Community Engagement

Not applicable

Attachments

Nil

City Services Committee

7/02/2024

Item No	CS24.004
Subject	Arts and Culture Strategy
Report by	Meredith Wallace, General Manager
File	SF23/1534

Summary

Bayside’s first Arts and Culture Strategy 2024-2029 has been developed through extensive research, analysis and benchmarking against industry standards and best practice models. This was developed internally by Council’s Arts and Culture Specialist. After the draft was initially endorsed to go out for public comment at the 6 September City Services Committee, the strategy has now been exhibited for feedback over the period 29 September to 26 October 2023. The updated Arts and Culture Strategy is now presented to Council for adoption.

Officer Recommendation

- 1 That Council notes the Engagement Report outlining community feedback during the consultation and public exhibition period.
 - 2 That Council adopts the amended Arts and Culture Strategy 2024-2029.
-

Background

Bayside’s first Arts and Culture Strategy 2024-2029 has been developed through extensive research, analysis and benchmarking against industry standards and best practice models. This was developed internally by council’s Arts and Culture Specialist.

The draft arts and culture strategy is an informing strategy within the Integrated Planning and Reporting Framework and aligns with Theme 2 of Bayside’s Community Strategic Plan “our people will be connected in a Creative City”.

It sets out a long-term vision and strategic direction alongside strategic actions for Bayside to ensure our vision for arts and culture sets up our next generations to experience a healthy arts economy and a vibrant creative ecosystem.

The draft Arts and Culture Strategy has been updated to incorporate community feedback, specifically; an extension of the timeline to 2029 with clear timelines of actions, more accessible language has been used throughout the document and actions have been adjusted to address key shortfalls highlighted from community feedback.

The draft arts and culture strategy is presented to Council for adoption. Once adopted, it will be shared with the community, distributed through our facilities and accessible online. The action plan will feed into the annual operational plan and staff workplans with progress on actions reported to Council and community twice per annum.

Key Findings

The most important aspects of arts and culture identified through community engagement, analysis and extensive research are;

- That future arts and culture programs be accessible and occur throughout Bayside.
- Council to utilise existing, and new, infrastructure to showcase and promote its local Arts and Culture community.
- Residents want to see places in Bayside where anyone can be creative.
- Our community want to celebrate local creativity and culture while being at the forefront of new and innovative ideas.
- Our residents would like more of a focus on arts and culture.
- Bayside must learn and seek guidance from surrounding local government organisations experienced in promoting their local arts and culture communities.
- **Priority needs for Bayside Arts and Culture**
 - Positioning Arts and Culture as an important consideration when revitalising or constructing infrastructure within the Bayside Council LGA
 - Highlight the value of arts and culture across future strategies.
 - Investigate using council owned properties for creative purposes when appropriate.
 - Provide more resources to expand the existing program to be more inclusive of all arts and culture.
 - Seek opportunities to partner with key creative institutions and business.

Strategic Framework

The draft strategy attached to this report sets out a vision for the future of Bayside arts and culture that has been developed based on consultation, industry bench-marking and environmental scanning:

Bayside is Sydney's gateway, a place steeped in history where new ideas connect with traditional customs.

Our city's unique stories are told through its artistic and cultural output.

Through a proactive arts and culture strategy, Bayside will become a thriving creative cultural exchange.

Bayside aims to strengthen its growing arts community, supporting the regions thriving cultural ecosystem while encouraging a healthy creative economy.

To achieve this vision, two outcomes and strategic actions have been developed that will guide our future planning and decision-making:

- **Outcome 1: Structure-** Bayside will be a creative hub, celebrating and supporting our unique arts and culture.
- **Focus area 2: Program-** Bayside will be a creative destination, a place where everyone can be creative in their own neighbourhood and visitors enjoy cultural experiences.

Strategic Actions

The proposed actions are grouped to align with the outcomes above.

Financial Implications

Not applicable	<input type="checkbox"/>	
Included in existing approved budget	<input type="checkbox"/>	<<Enter comment if required or delete>>
Additional funds required	<input checked="" type="checkbox"/>	Additional funds may be required to implement some of the actions outlined in the strategy. Funding will be source through Councils budget bid process and/or grants.

Community Strategic Plan

Theme One – In 2032 Bayside will be a vibrant place	<input checked="" type="checkbox"/>
Theme Two – In 2032 Our people will be connected in a creative City	<input checked="" type="checkbox"/>
Theme Three – In 2032 Bayside will be green, resilient and sustainable	<input type="checkbox"/>
Theme Four – In 2032 Bayside will be a prosperous community	<input checked="" type="checkbox"/>

Risk Management – Risk Level Rating

No risk	<input type="checkbox"/>
Low risk	<input checked="" type="checkbox"/>
Medium risk	<input type="checkbox"/>
High risk	<input type="checkbox"/>
Very High risk	<input type="checkbox"/>
Extreme risk	<input type="checkbox"/>

Community Engagement

Please see attached detailed Engagement Report for this exhibition. There was a high level of engagement with the Arts and Culture Strategy as outlined in the graphic below, with a reasonable percentage of those downloading documents from the Have Your Say page. However, this hasn't translated into feedback submissions, which could be because those who engaged with the project are satisfied with the draft document, or because people ultimately perceive the plan isn't relevant to them.

Links to the draft Arts and Culture Strategy were distributed to arts organisations, local creatives, larger arts institutions, and made public via Bayside Council's public communication channels (social media, website, e-newsletter) as well as included in print media in Council's regular newsletter. Changes to the document because of the feedback

are minor. The draft Arts and Culture Strategy has been circulated widely within the Bayside Council management with ongoing opportunity to comment on its progress and direction.

Community Engagement website content can be found via the link below

<https://haveyoursay.bayside.nsw.gov.au/draft-arts-and-culture-strategy>



Attachments

- 1 2024-2029 Arts and Culture Strategy_ updated version [↓](#)
- 2 Bayside Arts and Culture Strategy - Engagement Outcomes Report [↓](#)



Arts and Culture Strategy 2024-2029



It

Acknowledgment of Country

Bayside Council acknowledges the Traditional Custodians, the Gadigal/Bidjigal people of the Eora Nation.

The people of the Eora Nation, their spirit and ancestors will always remain with our waterways and the land, our Mother Earth.

Amelia Bates, The hand saving the lost generation



Contents



Introduction	4
Vision	6
Purpose	7
Creative Spaces	8
Arts and Culture Strategy: At a Glance	10
Feedback	19
References	21



Telephone Interpreter Services - 131 450

خدمة الترجمة الهاتفية 電話傳譯服務處

Τηλεφωνικές Υπηρεσίες Διερμηνέων

Служба за преведување по телефон

Introduction

Bayside is the cultural exchange of Sydney, where ideas enter via its many gateways, nurtured by a community that's diverse, welcoming, and innovative. An emerging creative city, where its residents celebrate their heritage, respect age-old stories, and come up with new ideas together.

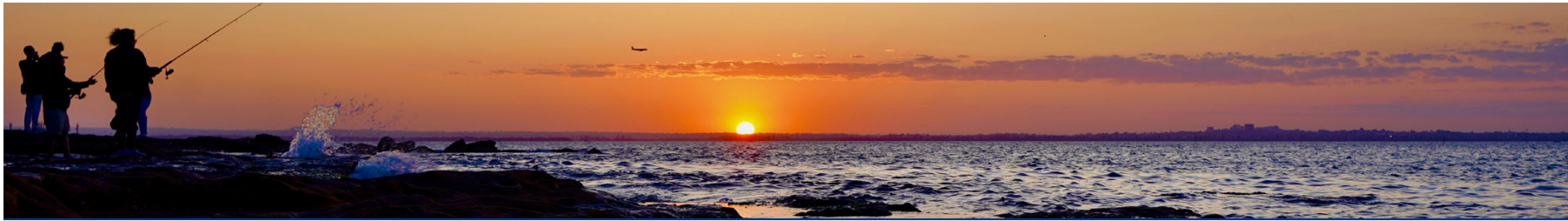
Our city is on the lands and waterways of the Bidjigal and Gadigal People of the Eora Nation, who have lived on Country for thousands of years. Kamay / Botany Bay and its surrounds is the site of first contact between Australia's First Nations People and the early settlers of this country, an event that changed the course of this country's story. Today, our suburbs are made up of a diverse population from across the globe, living and working together.

This important location of arrival and incubation presents a vibrant place where arts and culture are influenced by both a local and global community, creating a unique cultural exchange in Southern Sydney.

To highlight our creative and culturally rich city, Bayside Council has drafted this Arts and Culture Strategy to position us within a wider arts landscape, setting our suburbs up for the years ahead. Through researching trends, referencing key internal and external documents and benchmarking against industry standards, this strategy forms an overarching vision with a proactive and realistic strategic approach.

The following pages outline key principles and objectives that will structure Bayside to be innovative in our arts and culture focus, leading to the delivery of a citywide public programs calendar and expand how we use existing infrastructure to develop and promote the Arts.





Finding opportunities to create new cultural spaces is key to expanding Bayside's artistic and cultural output and will help creativity to flourish in our community. Cultural facilities are spaces that can be used as art galleries, museums, artist-in-residence studios, theatres, youth centres, creative maker spaces, performance venues and rehearsal spaces.

A proactive calendar of public programs will highlight arts and culture in our neighbourhoods, while bringing new ideas from further afield. To be an innovative leader, Bayside will continue to look for ways to provide arts and culture programs and to better understand the ways to build capacity in our creative community.

Creatives and cultural organisations can tell Bayside's stories through a range of disciplines, these include: theatre, dance, design, local history, the visual arts, community art initiatives, cultural events, film-making, writing, music, fashion and photography. Fostering culture is vital for an LGA to flourish.

To be a proactive leader in the arts, Bayside will create meaningful relationships with its local cultural communities, provide creative opportunities for its residents and seek out key partnerships. This includes encouraging creative industries to work in the local area for filming, major events and tourism purposes.

Economically, the cultural sector generates significant social benefits to NSW, generating revenue, and creating jobs. Expanding investment to cultural organisations, artists and creative industries provides a proven return on investment of \$1.88 to every dollar spent.*

Bayside Council has a unique opportunity to establish itself as a forward-thinking council where art and culture are celebrated further.

This strategy looks to bolster the cultural ecosystem that exists today and provides strategic actions that will guide Bayside to become an innovative and creative city of the future.

* KPMG – The economic Value of Arts, Screen and Culture to NSW 2018.

Vision

Bayside is Sydney's gateway, a place steeped in history where new ideas connect with traditional customs.

Our city's unique stories are told through its artistic and cultural output.

Through a proactive arts and culture strategy, Bayside will become a thriving creative cultural exchange.

Bayside aims to strengthen its growing arts community, supporting the regions thriving cultural ecosystem while encouraging a healthy creative economy.



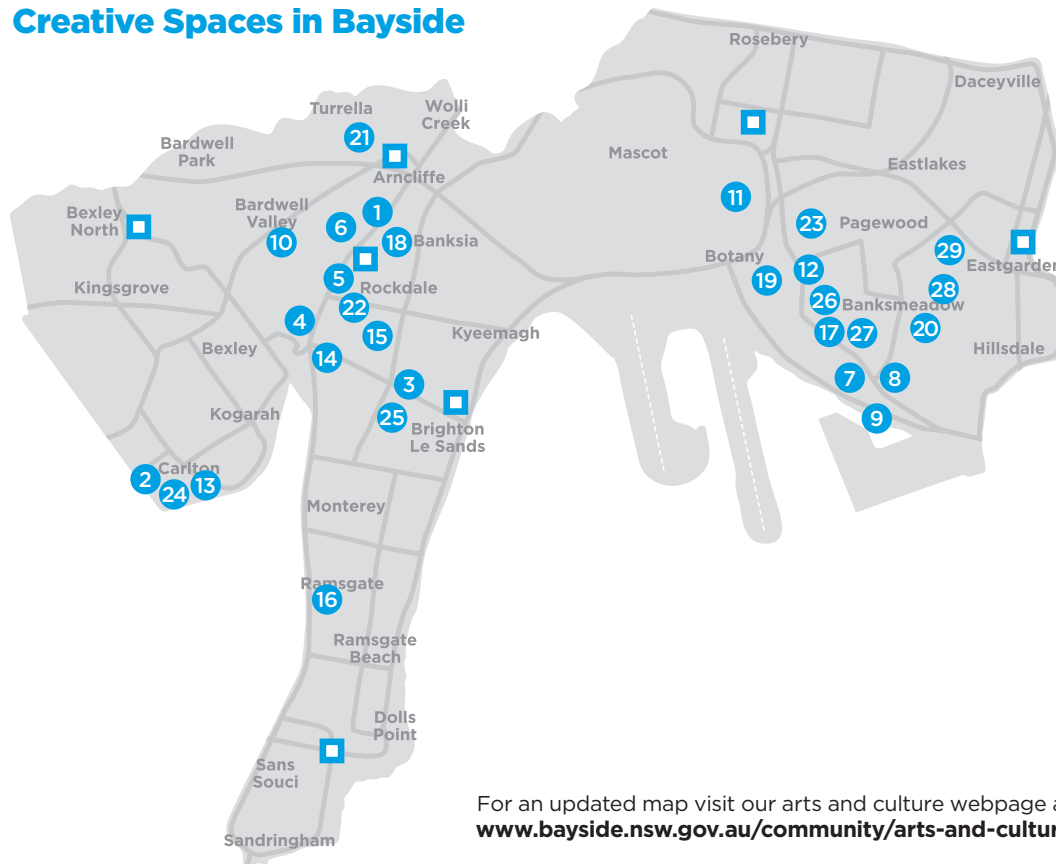
Purpose



To develop arts and culture at a local level with a meaningful and long term strategy, strengthening creativity across our neighbourhoods and increasing Bayside's arts and culture profile.

Creative Spaces

Creative Spaces in Bayside



- 1 Arncliffe Youth Centre
- 2 Shopfront Arts
- 3 Palms
- 4 Guild Theatre
- 5 Rockdale Town Hall
- 6 Banksia Art Gallery
- 7 Claypool
- 8 Studio Enti
- 9 Block of J
- 10 Lydham Hall
- 11 Mascot Museum
- 12 Botany Town Hall
- 13 Carlton School of Arts
- 14 Aisle Ten Studios
- 15 Turtle Lane Studios
- 16 San Souci Literary Institute
- 17 Sydney Art Store
- 18 Work-shop Arncliffe
- 19 Gillie and Marc Art
- 20 Windgap Foundation
- 21 Rockdale Cultural Centre (2025)
- 22 Art Atrium
- 23 Bus Stop Films
- 24 Pink Cactus
- 25 Lumen Arty Film Studios
- 26 La Botanique
- 27 The Front
- 28 Baker Street Studios
- 29 Bayside Libraries

For an updated map visit our arts and culture webpage at www.bayside.nsw.gov.au/community/arts-and-culture

Bayside's Principles in Action

Leadership	Be forward thinking and innovative leaders in the arts and culture sector.
People Centred	Highlight the diverse voices in our community and include a wide demographic in our planning. Creativity has a positive impact on community wellbeing, it contributes to social prosperity through community connection and pride of place.
Collaboration	Create meaningful partnerships and programs with community, industry partners, and government on a local, state and national level to enrich Bayside's arts and culture ecosystem.
Inclusion	Work with our thriving creative community to highlight the importance of art in society and the benefits it brings to a local community.

Strategic Focus

Commitment to Arts and Culture	We will support at policy and political level, increasing resources for arts and culture, driving forth a strong creative ecosystem.
Supporting Artists	We will support local arts and cultural organisations, where possible to develop new ideas and opportunities that benefit the local community.
Creative Spaces	We will work with the community to identify public spaces that may be transformed into creative spaces and precincts.
Public Art	Murals and public sculpture add to the visual amenity, attract visitors and highlight the historical, social and cultural fabric of a city.

Arts and Culture Strategy

At a Glance

Outcome 1 Structure

Bayside will be a creative hub, celebrating and supporting our unique arts and culture

Key Objectives

- 1.1 Investigate opportunities to increase cultural infrastructure across the whole LGA.
- 1.2 Highlight the significance of our First Nations community through public art, public programs and placemaking initiatives.
- 1.3 Investigate ways to increase current resources dedicated to promoting arts and culture within the local community. As our arts program grows, further resources and staffing can be allocated.

Outcome 2 Program

Bayside will be a creative destination, a place where everyone can be creative in their own neighbourhood and visitors enjoy cultural experiences

Key Objectives

- 2.1 Implement an ongoing public Arts and Culture programs schedule across the LGA.
- 2.2 Highlight Bayside as a creative destination.
- 2.3 Partner with government, local industry and community organisations to celebrate local creativity and bring new artistic ideas to Bayside.

Timeline



Outcome 1 – Structure

Strategic Actions

1.1 Investigate opportunities to increase cultural infrastructure across the whole LGA

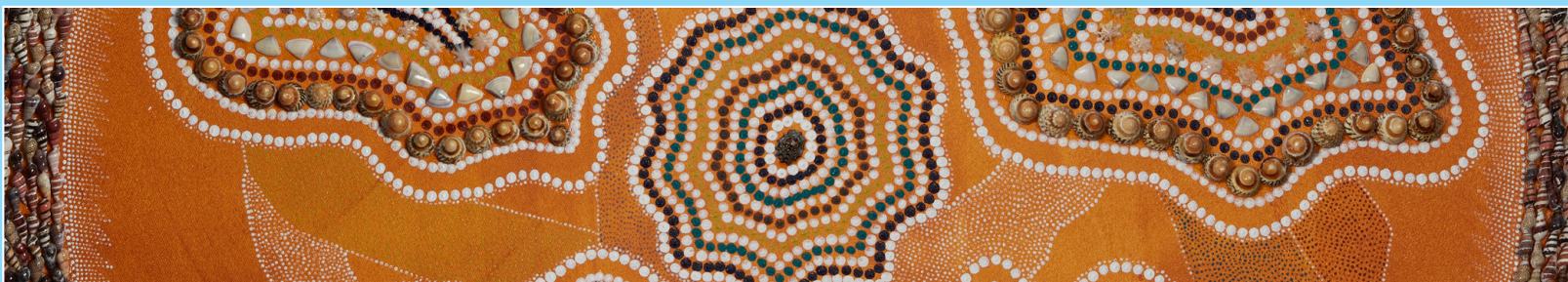
ACTION	WHO IS RESPONSIBLE
1.1.1 Conduct an audit of all council owned properties to ensure they are being used to their full potential and providing maximum benefit to the community. Identify opportunities where, buildings or spaces, maybe shared or activated to promote arts and cultural programs including possible artist-in-residence studios. Short & Medium Term	Arts and Culture City Infrastructure City Projects
1.1.2 Investigate the potential of updating Bayside Council's Development Control Plan and Voluntary Planning Agreements to include opportunities for public art installations, or contributions, from future development proposals when appropriate. Medium & Long Term	All business units
1.1.3 Work with Bayside City Future Staff on all public art projects to ensure proper procedures are followed and that all acquisitions or installations have the necessary approvals as well as an ongoing management and maintenance plan. Medium Term	Strategic Planning Events
1.1.4 Establish an ongoing partnership with the Bayside City Future's teams to share knowledge and information to support the inclusion of successful and inspiring art and culture proposals when planning for Bayside's future. Short Term	Arts and Culture Community Life City Projects
1.1.5 City Life Historian to produce guidelines for the acceptance and preservation of historical documents or artefacts - Deliver the annual historical markers program. Medium Term	Libraries and Lifestyle
1.1.6 Investigate future uses of the San Souci Literary Institute by 2024 to continue its original purpose of being a community meeting place. Medium Term	Arts and Culture City Projects Strategic Planning
1.1.7 Work with local property owners, local industry and government to activate vacant shopfronts for temporary/meanwhile purposes across the LGA. Medium Term	Arts and Culture Business Development

Outcome 1 – Structure

Strategic Actions

1.2 Highlight the significance of First Nations history through public art, public programs and placemaking initiatives

ACTION	WHO IS RESPONSIBLE
1.2.1 Work in partnership with the local Aboriginal community to identify an appropriate form and site for a statement public art piece that acknowledges the enduring connection to country by the local Bidjigal or Gadigal peoples – Align with Council’s RAP framework and deliverables (2025/26). Medium & Long Term	Strategic Planning Arts and Culture Community Life
1.2.2 Increase First Nations participation in Council’s arts and culture initiatives, factoring in the 2023 Revive Federal Arts Policy Pillar ‘First Nations First’ – Align with Council’s RAP framework and deliverables. Short Term	Arts and Culture Community Life
1.2.3 Highlight the significance of First Nations history through public placemaking initiatives such as walking trails, historic markers and public art – Align with Council’s RAP framework and deliverables. Medium Term	All business units
1.2.4 Incorporate First Nations voices in the planning and delivery of all First Nations Public Art and infrastructure – R.A.P Working Group – Align with Council’s RAP framework and deliverables. Short & Medium Term	Arts and Culture Community Life City Projects



Outcome 1 – Structure

Strategic Actions

1.3 Investigate ways to increase current resources dedicated to promoting arts and culture within the local community. As our arts program grows, further resources and staffing can be allocated

ACTION	WHO IS RESPONSIBLE
1.3.1 Establish an Arts and Culture Advisory Group with local stakeholders and creative industry members. Short Term	Arts and Culture
1.3.2 Investigate and plan for future staffing requirements for the Rockdale Community Cultural Centre administration and an expanded yearly public arts programs calendar. Medium & Long Term	GM Unit
1.3.3 Review Public Art Policy and establish a Public Art Strategy by 2024 along with an implementation plan for the creation of site-specific public artworks in Bayside through an expression of interest process. Medium Term	Arts and Culture Community Life



Outcome 2 – Program

Strategic Actions

2.1 Implement an ongoing public programs schedule across the LGA

ACTION	WHO IS RESPONSIBLE
2.1.1 Plan, organise and deliver an arts and culture program which engages and interacts with the local community, across the LGA (exhibitions, community art initiatives, artist commissions, performances). Medium Term	Arts and Culture Community Life Events
2.1.2 Recognise, value and celebrate our First Nations communities through public programs, exhibitions and events run with community – Align with Council’s RAP framework and deliverables. Medium Term	Arts and Culture Community Life
2.1.3 Investigate the demand for and feasibility of contracting local artists to teach regular classes or hold workshops within council facilities (libraries, community centres, arts spaces). Short & Medium Term	Arts and Culture City Life
2.1.4 Celebrate and share our diversity to support greater understanding and connection between our residents. Including people of all ages. Short Term	Arts and Culture Business Improvement Community Life
2.1.5 Develop a laneway activation plan that looks at how Council can better utilise its lanes as creative activation sites. Medium Term	Strategic Planning City Life
2.1.6 Organise an annual handmade creative market with a strong focus of local artisans in Bayside. Short & Medium Term	Arts and Culture
2.1.7 Continue and foster Bayside Photography Prize. Short Term	Arts and Culture
2.1.8 Identify steps and work with appropriate organisations to make all future arts and culture programs more accessible to those with disability. Short & Medium Term	Comms and Events City Life



Outcome 2 – Program

Strategic Actions

ACTION	WHO IS RESPONSIBLE
2.1.9 Develop and encourage opportunities for artists to be involved in council-run events and functions. Medium Term	All business units
2.1.10 Increase small business literacy within the creative community and identify opportunities to host workshops and seminars addressing shortfalls in business acumen. Medium Term	Arts and Culture Business Development
2.1.11 Encourage business development within our creative community and foster networking between individuals, small business and arts organisations – Target/measure. Medium Term	Arts and Culture Business Development



Outcome 2 – Program

Strategic Actions

2.2 Highlight Bayside as a creative destination

ACTION	WHO IS RESPONSIBLE
2.2.1 Establish a night-time economy plan by 2024 that is inclusive of activation, night safety, increased night-time business. Medium Term	Business Development Strategic Planning
2.2.2 Investigate a Bayside LGA wide festival that draws attention to Southern Sydney, backed up by a marketing and tourism campaign highlighting the unique identity of our LGA. Medium & Long Term	City Life Comms and Events
2.2.3 Working with the Economic Development Team, investigate opportunities to promote Bayside as a destination for local and national tourists. Short Term	Comms and Events City Life
2.2.4 Support arts and culture through Bayside Council's grants program, investigating arts specific grants for community. Short Term	City Life Arts and Culture
2.2.5 Highlight Botany as a creative suburb and strengthen this growing creative precinct by developing a plan to activate the area. Medium Term	Arts and Culture
2.2.6 Highlight Carlton as a creative suburb and strengthen its growing creative precinct by developing a plan to activate the area. Medium Term	Arts and Culture
2.2.7 Develop and resource a public mural program that connects local business with street artists to increase artistic visibility in our high streets. Medium Term	Arts and Culture



Outcome 2 – Program

Strategic Actions

ACTION	WHO IS RESPONSIBLE
2.2.8 Highlight local creative businesses with an online directory and map that is automated on website. Short & Medium term	Arts and Culture
2.2.9 Working with the Economic Development Team investigate opportunities to encourage external Arts and Cultural events to be held within the Bayside LGA to bring tourists and visitors and boost the local economy. Medium Term	Comms and Events Sports and Recreation
2.2.10 Create a street entertainment and busking policy and guidelines. Short Term	Arts and Culture Business Development Compliance



Outcome 2 – Program

Strategic Actions

2.3 Partner with government, local industry and community organisations to celebrate local creativity and bring new artistic ideas to Bayside

ACTION	WHO IS RESPONSIBLE
2.3.1 Establish key partnerships with local industry to collaborate on major arts activations and artist commissions. Short Term	Arts and Culture
2.3.2 Investigate external funding opportunities for Bayside Arts and Culture program through grants and sponsorship. Short & Medium Term	Arts and Culture
2.3.3 Evaluate and make future recommendations regarding arts and culture for Council’s major partnerships, sponsorships, and philanthropic arrangements. Medium Term	Arts and Culture



Feedback

What our community has told us over the years

Our residents have said that the majority of their arts and cultural activities they participate in are outside of our LGA.

They also want to be creative in their own neighbourhood, where they can engage in new ideas walking distance from their home.

A selection of community quotes from past consultation

“Open an art gallery”

“Consult with professional artists and makers to raise the standard of activities”

“Run more activities on the weekends”

“Provide exhibition opportunities to local artists”

“Create more temporary public artworks as part of events in local neighbourhoods”

“Support new and existing creative groups”

“Create accessible studios spaces for artists to create new work in”

“Establish a cultural centre where arts, crafts and cultural activities are held regularly”

“Provide a substantial gallery facility like Hazelhurst at Gynea”

“Put more money in marketing arts crafts and cultural activities”

“Build a multi-disciplinary cultural and community centre that supports both artists and arts participants”

“Bigger budget = bigger shows and advertisement”

“Incentivise smaller private galleries coming to the area. Those bring good crowd of people and that leads to good food, coffee and general feel of the place”

“Council could be providing any unused building stock to artists for ongoing artist-in-residence program for contemporary artists who could then offer regular workshops for local residents”

“Facilitate more live music venues. Emphasis live music at Council events”

“Have a local art and cultural centre as a focal point for various art and cultural exhibitions, performances, events, displays, activities, lessons and information”

“Inviting significant artists or arts practitioners, with credentials to participate in collaborative works with the local community would make me more likely to attend or be part of an arts activity”

“Support more local/community groups in performing arts , opera company/society, theatre group”

“I would like more funding or art opportunities for artists, a residency program would be beneficial to the community and local artists as studios in Sydney are expensive”

“Provide periodic hanging/display of the works of indigenous artists. Include indigenous arts in displays of art generally”

“Grants for grass roots level art and music and making venues available, open air cinema, small bars, more festivals, area more lively late at night, make it more attractive for people to visit”

“Have heritage tours of our local area”

“Provide more facilities, studios and occupying abandoned buildings with art related activities. Liaising with developers to negotiate on-site residencies and artist contributions and exchanges”

“Provide more children’s art workshops that are affordable for all”

“Bayside need to acknowledge the Indigenous community more and raise cultural awareness within the community”

When consulted about the upcoming Rockdale Community Cultural Centre, our community said

“It would be great for Bayside to have a vibrant arts centre including an art gallery and a café”

“Studios for artists in residence, print workshop, rehearsal room for musicians, room with a number of computers for workshops with the community”

References

Reference Documents

INTERNAL

Bayside Delivery Program and Action Plan 2022-26

Bayside 2032 Community Strategic Plan

Reflect Reconciliation Action Plan

Disability Inclusion Action Plan

Bayside Library Strategy

Aboriginal Heritage Study

Bayside Arts Survey 2018

Rockdale Community Cultural Centre – HYS Survey Result 2023

Arts and Culture Survey Results 2018

EXTERNAL

REVIVE – National Cultural Policy 2023

NSW Cultural Infrastructure Plan 2025+

Greater Cities Commission – Eastern District Plan

NSW 2021 – A Plan to Make NSW Number One

KPMG – The Economic Value of Arts Screen and Culture to NSW 2018

National Standards for Australian Museums and Galleries 2023

Creative Communities – NSW Arts, Culture and Creative Industries Policy 2024-2033

Specific Guiding Actions

DPOP: 1.2.4. Support and deliver cultural and arts facilities, programs, events and opportunities (deliver, partner, advocate)

Bayside Reflect Reconciliation Action Plan: 11.3 - Encourage First Nations participation in Council's arts initiatives

Bayside Disability Inclusion Action Plan: Investigate the potential benefits of an Arts & Events Policy that embeds accessibility. Improve participation of people with disability in Council's events and arts programs



Bayside Customer Service Centres
Rockdale Library, 444-446 Princes Highway, Rockdale
Westfield Eastgardens, 152 Bunnerong Road, Eastgardens
Monday to Friday 8:30am - 4:30pm

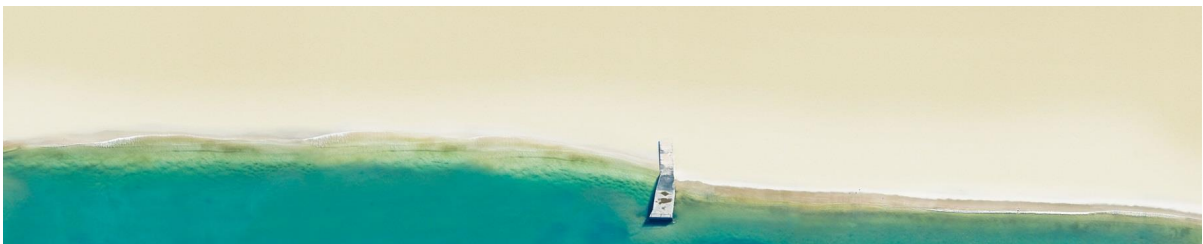
Phone **1300 581 299 | 9562 1666**
Email **council@bayside.nsw.gov.au**
Web **www.bayside.nsw.gov.au**



Draft Bayside Arts and Culture Strategy 2024-2029

Community Engagement Outcomes Report

February 2024



ACKNOWLEDGMENT OF COUNTRY

Bayside Council acknowledges the traditional custodians: the Gadigal/Bidjigal people of the Eora Nation. The people of the Eora nation, their spirits and ancestors will always remain with our waterways and the land our Mother Earth.

TABLE OF CONTENTS

Project background	3
Community engagement	3
Snapshot of feedback	3
Key themes arising from community engagement	4
Conclusion and recommendations	5

Project background

In September 2023, Council endorsed the draft Arts and Culture Strategy to address the growing creative workforce in our LGA while supporting the creative communities that make Bayside a vibrant cultural ecosystem in Southern Sydney. The Arts and Culture Strategy is the overarching Strategy that directs Council’s creative focus for the years ahead.

Community engagement

The draft Arts and culture Strategy was drafted in consultation with key stakeholders, including local artists, resident arts workers and the wider creative community.

The draft Strategy was then endorsed by Council to be publicly exhibited for a period of 30 days, from 29 September to 26 October 2023.

Snapshot of feedback



Engagement methodology

METHODS

- Have Your Say project page and survey
- Phone and in-person interviews with key stakeholders
- Email submissions

COMMUNICATIONS CHANNELS

- Council website
- Have Your Say website and e-News
- Social Media
- Council e-News
- Direct Emails to key stakeholders and community networks

Key themes arising from community engagement

This is what the community told us:

COMMUNITY RESPONSE THEMES	COUNCIL RESPONSE
<ul style="list-style-type: none"> ◆ Define short, medium and long term within the projected timelines. 	<ul style="list-style-type: none"> ◆ The overall timeline will be extended to 2029 to factor in longer term projects. Short term 1-2 years Medium term 2-3 years Long term 4-5 years
<ul style="list-style-type: none"> ◆ Support for the activation of laneways for creative programs and placemaking 	<ul style="list-style-type: none"> ◆ Noted
<ul style="list-style-type: none"> ◆ Support for more public art across the LGA 	<ul style="list-style-type: none"> ◆ Noted
<ul style="list-style-type: none"> ◆ Promote Bayside LGA as a location for film and television production. 	<ul style="list-style-type: none"> ◆ This will be included in the intro of the document.
<ul style="list-style-type: none"> ◆ Support for increased arts infrastructure particularly places where artists can be creative such as studios and workshops spaces 	<ul style="list-style-type: none"> ◆ Noted

◆ Encompass all aspects of arts and culture with more attention needed for makers, music and film industries	◆ Actions will be adjusted to encompass a wider net of arts industries.
◆ Scope of the draft plan is detailed and ambitious in scope	◆ The draft strategy is focused on creating an ecosystem of creativity whilst supporting local creative organisations and individuals and as such has a whole-community focus, utilising universal methods and approaches
◆ Support for a council run dedicated arts facility that can display high-quality arts exhibitions staffed and open to the public	◆ noted
◆ Incorporate more accessible wording in the document that is not arts-specific	◆ The final Strategy will include more accessible wording for all community

Conclusion and recommendations

The draft Action Plan was well received and supported by the community and key stakeholders. It is recommended that:

- Council amends the timeframe to 2024-2029 to be more realistic and align with the actions scope.
- Adopt the Bayside Arts and Culture Strategy 2024-2029.