Welcome to the NSW Councils’ Night Time Economy Forum

12 October 2017 ParkRoyal Parramatta
30 Phillip Street Parramatta, 8.30am to 5.15pm

Welcome to the NSW Councils' Night Time Economy Forum
Introduction & Welcome from City of Parramatta

Lord Mayor City of Parramatta

• Housekeeping
• Social Media
Introduction by City of Sydney & City of Parramatta

Harumi & Libby

• Night Time Economy Forum
Morning Session – council speed presentations

Sofia Gibson – MC
Wollongong City Council
Parramatta Lanes
PARRAMATTA LANES FESTIVAL

WHAT Four night festival celebrating food, art and music. It aims to activate lanes and spaces in the Parramatta CBD with high quality food, music and art and to encourage city workers to stay after hours in the CBD and is also positioned to attract residents and visitors to Parramatta.

55 x STALLHOLDERS  5 x LICENCED SPACES  5 x COMISSIONED ARTWORKS
LIVE MUSIC AT EVERY SITE

WHEN Tuesday 10th- Friday 13th October 2017; 5-10pm

WHERE 12 x laneway/car park sites through the Parramatta CBD

WHO Parramatta City workers/ Younger Parramatta residents working in Sydney CBD
People outside the LGA, seeking a new event and food experience; Attendance: 95,000 (2016)

WHY Offer a high quality food and city cultural experience.
Support new and emerging food culture in the city.
Engage office workers in the cultural life of the city and a very unique and destinalional event on the Parramatta calendar.
Change perceptions of Parramatta through media campaign, event model and public image.
Objectives:

• Respond to the Urban Design unit’s policy and brief to improve the use, look and feel of the CBD’s Laneways

• Offer a high quality and sophisticated event experience

• Activate hidden spaces in the CBD and encourage growth of a “laneway” culture

• Support a new and emerging food culture in the City

• Engage office workers and visitors in the cultural life of the City

• Change perceptions of Parramatta

• Improve safety and perceptions of the CBD at night
Parramatta Lanes – Where?

LANES IDENTIFIED IN STRATEGY

2017 EVENT MAP

Parramatta Lanes 2017 will focus on 12 key locations
Parramatta Lanes – Who?

Primary Target Market:

• City of Parramatta workers, 20 – 40 years (they love socialising and relaxing after work in Parramatta, in a creative and stimulating environment)

• Younger Parramatta residents (may not work locally, but embrace cultural and artistic Parramatta. They take pride in their city and want to engage with it – Parramatta Lanes is a staple in their social calendar)

• Visitors from outside the Parramatta LGA
2016 Snapshot

**Who was there?**
- **95,000 visitors over four nights**
- 2/3 of attendees this year did not reside or work within 5km of the area.
- 2/3 of attendees were female and three quarters were Gen Z and Y (aged 18-39).

**What did they do?**
- Consistent with the previous years, the main reasons for attending were eating and drinking and soaking up the atmosphere. This was followed by listening to music.
- Average spend was $51* (up from $38 in 2015).
Place Making as a tool for Transformation
Cultural Change

Yes we can
Place making

Bringing Community and Council together

Our Place
- Place Making working with the community to influence and narrow this gap
- Aim is to reduce barriers to enable us to reach common ground
- Agreed partnered projects and programs, Council supported community driven projects
- Collaboration between Council and the community to deliver great outcomes for all

Place Making transforms thinking and approaches to shared places. Through Place Making Council will work to narrow the gap between Council and the expectations of the community.
Place Activation and Community
Initiatives

Thank you

Questions?
SPARK your city after DARK

Jeni Pollard
Who are we?

Penrith is transforming

We’re a Regional City in outer Western Sydney with significant growth ahead

By 2031 we’ll have 60,000 more people living here, an economic catchment of over one million people, 30,000 new homes and up to 55,000 extra jobs.

PENRITH CITY COUNCIL
Why is boosting the evening economy important?

- A bold future for our city
- Engaging residents, developers, other levels of government
- Transition – demographics and lifestyle
- Residential development requires services and activity to support people
Developing the Night Time Economy Strategy

Council worked with Urbis to:

1. Define a night time economy
2. Discover Penrith’s social and economic characteristics
3. Undertake night time surveys, or audits
4. Complete extensive community & stakeholder aspirations consultation
5. Develop an endorsed Night Time Economy Strategy
What are the next steps?

1. Stakeholder Collaboration
2. Public Domain Lighting Improvements
3. Public Domain Safety and Amenity
4. Public Domain Infrastructure
5. Wayfinding Improvements
6. Marketing and Promotions
7. Events and Entertainment Program
8. Arcade Trade Project
You are welcome to connect

jeni.pollard@penrith.city
0418215066
jeni pollard
Manly Market Lane Saturdays
Distracting the drinking culture

Leanne Martin, Community Safety Co-ordinator
Manly's Market Lane

Saturdays

Food Music Art

Every Saturday Night
Sept 23rd - Dec 14th
6:30 - 10:30pm

Retro Surf Night & Swap Meet
Classic Car Show
Film Screenings
Vintage Motorcycle Show & Shine
Bicycle Workshops
Local Creative Markets
Outdoor Yoga
Live Bands
Barber Cuts & Styles
And More on Rotation
Why did we do it?

- To shift the drinking culture with an alternative
- To change Manly’s late night economy from an alcohol predominant environment
- To attract a mix of demographics in the night environment, in an attempt to influence better behaviour later in the night
- To help reduce alcohol related crime by using placemaking principles to activate and enliven a dead space (Market Lane) every Saturday night and creating interesting and exciting events that appeal to a diverse demographic;
  - By involving local businesses and individuals to bring a greater sense of engagement and culture and
  - with a strong cross section of community support
What did we do?

- Develop a twelve week program
- Different themed events each Saturday night in Spring 6.30pm to 10.30pm
- Food and market stalls, live music, street art and entertainment
- Priority to local business and creatives
- $32k budget
How did we go?

• Mainly 20 to 40 year olds mixed age groups of singles, couples, families with children of all ages

• Approx. 300+ people on each night at anyone time

• Retro surf night and the ‘show and shine’ night most popular with over 1000 attendees

• No recorded Police incidents related to Market Lane Saturdays

• Rates of alcohol related incidents in Manly on a Saturday night went down from 382 the previous year to 311 during same period as Market Lane Saturdays

• Average number of alcohol related incidents significantly lower on Market Lane Saturdays compared with normal Saturday night – Average19.4 compared with 9.125 on Market Lane Saturday nights

• Lots of positive feedback and NO Complaints!
What did we learn?

- Start earlier
- Live music
- Food stalls
- Wet weather plan
- Storage/parking
- Staffing/volunteers
- PR/Media and sponsors
- Alcohol Management
- Increased Budget
Market Lane comes alive!
Thank you

leanne.martin@northernbeaches.nsw.gov.au

02 9976 1567
Wollongong
a city transformed

Improved culture vs increased regulation
65 NEW SMALL BARS AND CAFES

Improved culture vs increased regulation
CITY CENTRE ACTIVATION - GENERIC DA's

Improved culture vs increased regulation
Forecast population growth of 110-150% over the next three years.
Comparison analysis –
Large urban centres in NSW comparison (rate per 100,000)

<table>
<thead>
<tr>
<th>LGA</th>
<th>8 year trend to Dec 2016</th>
<th>2015 rate</th>
<th>2014 rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>SYDNEY</td>
<td>down 7.1% per year</td>
<td>787.6</td>
<td>827.4</td>
</tr>
<tr>
<td>BYRONE</td>
<td>down 10.2% per year</td>
<td>417.2</td>
<td>576</td>
</tr>
<tr>
<td>NEWCASTLE</td>
<td>down 6.1% per year</td>
<td>259.3</td>
<td>301.8</td>
</tr>
<tr>
<td>WYONG</td>
<td>down 8.7% per year</td>
<td>156.6</td>
<td>206.3</td>
</tr>
<tr>
<td>WOLLONGONG</td>
<td>down 11.2% per year</td>
<td>142.2</td>
<td>169.3</td>
</tr>
</tbody>
</table>

Improved culture vs increased regulation
Morning Tea

Sofia Gibson

• Continue at 10:50am
Night Time Economy
Ramadan in Lakemba

Presented by Amanda Kearney
Manager Economic Development,
Community Engagement and Events
Where did it all begin?
Challenges
Solutions

INTRODUCTORY
FOOD HANDLING TRAINING COURSE

Thursday 18 May: 2pm - 4pm & 5pm - 7pm
Canterbury City Community Centre, 150 Railway Parade, Lakemba

Friday 19 May: 2pm - 4pm & 5pm - 7pm
Saturday 20 May: 9am - 11am & 1pm - 3pm
Canterbury-Bankstown Business Advisory Service
Ground Floor, Civic Tower, 66-72 Rickard Rd Bankstown

FREE Introductory Food Handler Training Course for local food handlers and food businesses proprietors.

Under the Food Safety Standards, a food business must ensure people handling food, or supervising food operations, have the appropriate skills and knowledge in food safety and hygiene.

The Food Handler Training Course includes training manuals and demonstrations, and covers the following areas:

- Legislation;
- Food Safety Supervisor requirements;
- Food poisoning;
- Cleaning and sanitising;
- Personal hygiene;
- Temperature control; and
- Pest control.

Contact 9789 9589 or kay.pak@cblcity.nsw.gov.au
Green Square

Night Time Economy Forum
12 October 2017
Green Square.
Further Information: greensquaresydney.com cityofsydney.nsw.gov.au

Thank you.
ArtWalk

A NIGHT OF SENSORY DELIGHTS

Skye Frost – Creative Place Facilitator

October 2017
Why.....

Cultural Plan

Dead Thursday

Cultural What??

Newly completed roadworks
Who...  

Working Group  

Who is already there?  

How can we activate?
Measuring the night!

Surveys
Focus group - venues
Post event Surveys
App Downloads
How...

Relationships

Building capacity

Collaborate

Empower
So what happened?
Questions?

Contact
Skye Frost
Creative Place Facilitator
Port Macquarie-Hastings Council

Skye.Frost@pmhc.nsw.gov.au
Bondi Junction
PLACE VISION

With layers of activity to explore after dark, the Junction is an evening destination for well being, amusement and nourishment.
Creative Lighting Pilot Project
Dec 2017
Amigo and Amigo
Meet Jeanette and Annette. Jeanette turned 100 this past July!

Let’s Dine Out

City of Parramatta Community Care Team – Food Services

• Working in collaboration with Nepean Food Services
• Working in Partnership with local restaurants
• Working within Commonwealth Home Support Program funding & NDIS
• Volunteer match against interests
Jeanette recommends the Fish & Chips from Eden’s Café’ or the garlic prawns from Dragon 88

Partnerships

• Sicilian Restaurant Parramatta
• Eden’s Café’ Parramatta
• Dragon 88 Dundas Sports Club
• Ginger Indian Restaurant Harris Park
• Caleidescope Café’ Rydalmere
Jeanette says; “I don’t feel old. “Being able to pay for myself still feels good.”

**Research**

**Being and eating alone has a significant negative effect on health**

- Feeling alone raises older people’s blood pressure more than any other social factor
- Social isolation is the most powerful predictor of whether you’ll be alive in 10 years or not
- Eating alone reduces older people’s nutritional intake, weakens the immune systems, and increases the risk of falling and breaking bones

*“Being lonely in old age will kill you faster than smoking.” Online at: http://www.thisislondon.co.uk/news
“Nutritional problems in older people”. Online at: http://www.bbc.co.uk*
Jeannette says; “Sometimes you meet people and you just click. Now I know I’ve got a really good friend. It’s been a very good six months”

Social Outcomes

• Improved health & wellness
• New friendships created with peers and volunteers
• New skills obtained such as travel independence
• Confidence
• Shared life experiences and support
• Adds quality to everyday life experiences
Learnings & Challenges

• Organising groups improved take up
• Transport challenges
• Accessibility
• Night time usage low
Thank you
Renea Jones
illuminARTe Wollondilly
Annual Arts Based Festival

- 30,000 visitors
- 120 Market Stalls
- Musicians / Buskers
- Street Performers
- Art Exhibitions
- Artisan Markets
- Fireworks
- Generates $1.35 million
illuminARTe Wollondilly

Take-away food vendors have a strong focus on traditional street food freshly prepared on site, with an international influence; “sizzle, aroma and theatre”.

Stall allocations are limited to ensure local retailers benefit from visitor numbers.
illuminARTe Wollondilly

Media Partners include:

- live radio on site for 6 days
- print media in 4 newspapers
- Markets & Fairs media listing
- Social Media, Facebook and Web Pages
illuminARTe Wollondilly

- Local Artists create new works through EOI
- Each building has 5 artists with 5 rotations of artworks
- Can be static or animated
- Aboriginal Art Component
illuminARTe Wollondilly

Night Time Economy

- Increased Socialisation
- Late night trading
- Kerb side dining
- Increased retail spend
- Greater local exposure
- Live entertainment in licensed venues
- Overnight accommodation
Night Time Economy Forum

Double Bay Commercial Centre – Lighting Strategy

Peter Kauter

Double Bay, Australia
Public Domain Lighting Strategy
Adopted 27 June 2016
‘Sydney’s stylish bayside suburb’

Generations of Sydney’s people identify with Double Bay. It is an inviting and sophisticated community that draws on its European heritage to create business and service vitality blended with high-end shopping and signature culinary and cultural experiences in a naturally beautiful environment.

• Create a distinctive and elegant after dark ambience
• Commission an expert lighting consultant to prepare a comprehensive and distinctive lighting scheme for Double Bay.
• Implement the lighting scheme as funds permit.
• Develop an active and vibrant night time economy in Double Bay.
Night Seeing Workshop

- Champion

- Working with the local business chamber

- Involving & consulting the community

- Distilling what we want from a lighting strategy

- Informing the brief

- Appointment of a lighting consultant
Our lighting strategy
Our night time strategy

Take Outs

- Community & financial support
- Having clear objectives
- The value of having a champion
- Have a roadmap, a strategy & plan
- Close working & ongoing relationships
- Dealing with unexpected implementation obstacles
- Monitoring outcomes
Night Time Economy Forum

Double Bay Commercial Centre – Lighting Strategy

Presented by: Peter Kauter, Manager – Placemaking
peterk@woollahra.nsw.gov.au
(02) 9391 7156
0409 310 578
Hugh Nichols

Strategy Advisor - Live Music & Performance City of Sydney
Live Music & Performance
Policy Development
Action Plan
Live Music & Performance
Implementation Planning
Action Plan

Free
rehearsal
space
music
to your
ears?
Live Music & Performance Implementation
Action Plan

Liaison
Advice
Problem solving
Facilitation

Delivery
Research
Regulation / policy
reform
Advocacy
Development projects
Infrastructure
Comms / marketing
Grants / funding
Live Music & Performance
Monitoring
Action Plan
Live Music & Performance
Evaluation
Action Plan
Darby Street Headphones Project
(designed by Studio 11, video by Stephen Roberts)
Community Driven Idea
Quick Achievements
Linked Spaces
Thank you

Lisa Davis
Community Safety
Newcastle City Council

ldavis@ncc.nsw.gov.au
Lunch

- 45 minute break
- Please move upstairs
- Session resumes at 1.10pm
Workshop

Establishing the agenda for the NSW Councils NTE Practitioner’s Network

Facilitator: Kevin Nuttall
Panel Discussion: Planning & Regulation

Moderator:
• Sue Weatherly – Director Strategic Outcomes, City of Parramatta

Panellists:
• Ben Pechey – City of Sydney
• Hugh Nichols – City of Sydney
• Azmeena Kelly – City of Sydney
• Greg Woodhams – Greater Sydney Commission
Afternoon Tea

Libby Harris

• 15 minute break
• Continue at 3:15pm
Panel Discussion:
Value of Late Night Premises
Reference Group

Moderator:
• Libby Harris, Night Time City Manager, City of Sydney

Panellists:
• S/Cst Damon Jones (Newtown LAC)
• Sarah Green (Liquor & Gaming)
• Judy Clark (Inner West Council)
• Alistair Smith (City of Sydney)
Panel Discussion:
Strategy Development & Best Practice

Moderator:
• Lisa Davis – Newcastle Council

Panellists:
• Harumi Arrascue (City of Parramatta)
• Julia Hardiman (Waverly Council)
• Mark Grimson (Wollongong Council)
• Fran O’Brien – City of Sydney
Panel Discussion: Culture, Creativity and the Night Time Economy

Moderator: • Clr Jess Scully – City of Sydney

Panellists: • Rob Moran (Wollondilly Council) • Alicia Talbot (City of Parramatta) • Jacqui Hemsley (Lake Macquarie)
Donna Rygate  
Chief Executive of LGNSW

- Thank you to everyone
- LGNSW involvement in the working group and the forum
- Moving forward with Kevin’s workshop outcomes
- Presentations will be made available online
- Post event survey
- Thanks again
- Please visit the Parramatta Lanes Festival