Activating Byron Shire

LGNSW Conference

17 March 2020
Outline

• Visitor profile and forecast
• Why a SVS
• Engagement
• Activation
  – small and large scale
• Road blocks
• Hot tips!
Visitor profile – 2018 to 2019

BYRON SHIRE TOTAL* VISITORS
Year ending June 2008 - year ending June 2019

Visitors (millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors (millions)</th>
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<tbody>
<tr>
<td>2008</td>
<td>1.29m</td>
</tr>
<tr>
<td>2009</td>
<td>1.46m</td>
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<tr>
<td>2010</td>
<td>1.37m</td>
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<tr>
<td>2011</td>
<td>1.66m</td>
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<tr>
<td>2012</td>
<td>1.14m</td>
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<tr>
<td>2013</td>
<td>1.26m</td>
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<tr>
<td>2014</td>
<td>1.48m</td>
</tr>
<tr>
<td>2015</td>
<td>1.81m</td>
</tr>
<tr>
<td>2016</td>
<td>1.88m</td>
</tr>
<tr>
<td>2017</td>
<td>2.12m</td>
</tr>
<tr>
<td>2018</td>
<td>2.05m</td>
</tr>
<tr>
<td>2019</td>
<td>2.21m</td>
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Sustainable Visitation Strategy

• SVS:
  – GSTC Framework (over page)
  – Protect culture, economy, environment, community and heritage
  – Accreditation and activation
  – Aligns with community values
## GSTC Criteria

<table>
<thead>
<tr>
<th>A. Overall Sustainable Destination Management</th>
<th>B. Maximise Local Economic Benefits</th>
<th>C. Maintain and Develop a Sense of Culture</th>
<th>D. Maximise Benefits to the Environment</th>
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<tr>
<td>A10. Visitor Satisfaction</td>
<td></td>
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<td>D10. Solid Waste Reduction</td>
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<td>A11. Sustainability Standards</td>
<td></td>
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<td>D11. Light and Noise Pollution</td>
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<td>A13. Crisis &amp; Emergency Management</td>
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<td>A14. Accuracy in Promotion</td>
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**Byron Shire Council**

www.byron.nsw.gov.au
Importance of engagement

6 month engagement (community values)

• Kitchen table discussions
• Online community survey
• Visitor focus groups
• Community solutions panel
• Audits and gap analysis
Small scale activation - Repositioning

ALIGNS WITH COMMUNITY VALUES

AUTHENTIC

GUIDES PRODUCT DEVELOPMENT
Small scale activation - Repositioning

- Business events and conferencing
- Launched March 2017
- Partnerships and funding
- 5005 conferencing nights
- $13.92m impact
- 66 FTE
Large scale activation – Master Planning

• Think laterally – Masterplan!
• 18 months of engagement
• Cars out, people in!
• Guidance group – 22 members
• Priority projects (highest impact)
  o Railway Precinct
  o Main Beach upgrade
  o Sandhill's Estate
  o Bypass
  o Bay Lane Precinct
Deep dive – Railway Precinct

- Significant site – ‘heart’ of town
- 4 years of collaboration and lobbying (State Govt)
  - Tenure over rail corridor
  - Relocation and upgrade of bus interchange
  - Upgrade of car parks surrounding the precinct
- Transformed visitor arrival experience
- Community space
- 45m investment ($35m state funding)
Roadblocks

1. Lack of funding
2. Community push back
3. Politics
4. Regulations and compliance
Thank you!

- Be bold and brave
- Think laterally
- Challenge the norm
- Engage, collaborate and work with your community