



AGENDA

ECONOMIC & SMART COMMUNITIES STRATEGIC REFERENCE GROUP

Notice is hereby given that a meeting of the Economic & Smart Communities Strategic Reference Group will be held in the Council Chambers, Manly on

WEDNESDAY 7 MARCH 2019

Beginning at 6:00pm for the purpose of considering matters included in this agenda.

Committee Members

Mayor Michael Regan (Chair)

Cr David Walton

Cr Sue Heins

Cr Stuart Sprott

Saul Carroll Small local business

Andy West

Stuart White Microsoft Australia

Drew Johnson Manly Business Chamber

Peter Middleton Newport Residents Association

Ngaire Young Northern Beaches Campus, TAFE NSW

Lauren Hosking

Geri Moorman

Gordon Lang

Alan McNamara

Alexander Coxon

Council Officer Contacts

Kath McKenzie Executive Manager, Community Engagement & Communications

Nathan Rogers Chief Information Officer

Tamara Lukic Governance Officer

Quorum

A majority of members including the Chair or one of the elected Councillors.

**Agenda for Economic & Smart Communities
Strategic Reference Group Meeting
to be held on Thursday 7 March 2019
in the Council Chambers, Manly
Commencing at 6:00pm**

1.0	APOLOGIES	4
2.0	DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST	4
3.0	CONFIRMATION OF MINUTES OF PREVIOUS MEETING	
3.1	Minutes of Economic & Smart Communities Strategic Reference Group meeting held 12 December 2018	4
4.0	AGENDA ITEMS	5
4.1	Northern Beaches Visitor Survey 2019	5
4.2	Northern Beaches Destination Management Plan Workshop.....	7
4.3	Manly Jazz Festival 2018 Wi-Fi Report.....	9
4.4	Smart Beaches Project Update.....	25
5.0	GENERAL BUSINESS	

NEXT MEETING - Wednesday 29 May 2019

1.0 APOLOGIES

All members are expected to attend the meetings or otherwise tender their apologies to the Chair and Governance at councilmeetings@northernbeaches.nsw.gov.au.

2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

Members are advised of the following definitions of a "pecuniary" or "conflict" of interest for their assistance:

Section 442 of the Local Government Act, 1993 states that a "pecuniary" interest is as follows:

"(1) [Pecuniary interest] A Pecuniary interest is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

(2) [Remoteness] A person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to the matter."

Members should reference the Local Government Act, 1993 for detailed provisions relating to pecuniary interests.

Council's Code of Conduct states that a "conflict of interest" exists when you could be influenced, or a reasonable person would perceive that you could be influenced by a personal interest when carrying out your public duty.

3.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

3.1 MINUTES OF ECONOMIC & SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 12 DECEMBER 2018

RECOMMENDATION

That the Minutes of the Economic & Smart Communities Strategic Reference Group meeting held 12 December 2018, be confirmed as a true and correct record of the proceedings of that meeting.

4.0 AGENDA ITEMS

ITEM 4.1	NORTHERN BEACHES VISITOR SURVEY 2019
REPORTING OFFICER	TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM
TRIM FILE REF	2019/060651
ATTACHMENTS	NIL

EXECUTIVE SUMMARY

PURPOSE

To present to the Economic & Smart Communities SRG the key findings of the 2019 Northern Beaches Visitor Survey.

BACKGROUND

During January 2019, Northern Beaches Council engaged the services of market research company, Woolcott Research and Engagement, to undertake an intercept survey of visitors to the Northern Beaches. The survey was conducted at the visitor hotspots of Manly and Palm Beach during peak visitor season and builds upon the 2018 Northern Beaches Visitor Survey.

The purpose of the survey is to start to build a profile of the visitors coming to the Northern Beaches, what they contribute to the local economy and how they rated their experience as a visitor.

Through the survey, data has been collected on visitor origins (wider Sydney region, domestic or overseas traveler), their age, gender and whether visiting in a group, family or solo. The survey aimed to quantify the visitor's contribution to the local economy (how long they stayed, what they did and how much they spent). It also examined what attracted them to the place, how they heard about the area and what they experienced. The survey asked visitors to rate their overall satisfaction with their visit, if they would recommend the visit to others (Net Promoter Score), as well as rating specific issues such as atmosphere, cleanliness and the 'offering' (i.e. food and beverage and shopping).

The same questionnaire and intercept survey approach was applied to allow for comparison with the 2018 findings. An additional question was included for locals (non-visitors) on how they rate the overall impact tourism has on the Northern Beaches (Extremely positive, Positive, Neutral, Negative, Extremely negative).

In total, during the 2019 Northern Beaches Visitor Survey, 613 surveys were completed. This included 174 surveys at Palm Beach, 249 at Manly (The Corso and Beachfront) and 190 for Manly Wharf and West Esplanade. The detailed findings from the surveys are currently being reviewed and the key findings will be presented at the next meeting of the Economic & Smart Communities SRG.

Findings from both the 2018 and 2019 Northern Beaches Visitor Survey will inform development of the first Northern Beaches Destination Management Plan, currently underway. This research provides a critical evidence base on visitor profile, expenditure and satisfaction to inform Council's understanding of the changing needs of our visitors and what they contribute to the local economy.

CONSULTATION

The Economic & Smart Communities SRG was presented the findings of the 2018 Northern Beaches Visitor Survey at its first meeting in April 2018.

TIMING

The 2019 Visitor Survey was conducted during January 2019. The survey's results are being reviewed and their key findings will be presented at the next meeting of the Economic & Smart Communities SRG.

RECOMMENDATION OF TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM

That the Economic & Smart Communities SRG members:

- A. Note the key findings of the 2019 Northern Beaches Visitor Survey; and
 - B. Discuss insights from the 2018 and 2019 Visitor Surveys for development of the Northern Beaches Destination Management Plan.
-

ITEM 4.2	NORTHERN BEACHES DESTINATION MANAGEMENT PLAN WORKSHOP
REPORTING OFFICER	TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM
TRIM FILE REF	2019/066696
ATTACHMENTS	NIL

EXECUTIVE SUMMARY

PURPOSE

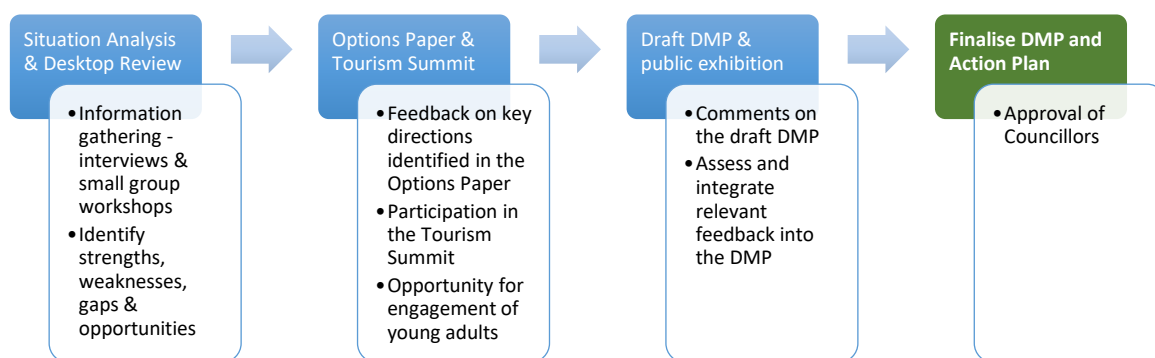
Economic & Smart Communities SRG members to participate in a workshop with consultants undertaking the Northern Beaches Destination Management Plan, to gather industry insights into the Northern Beaches visitor economy and key issues, challenges and opportunities for the future.

BACKGROUND

Northern Beaches Council has contracted TRC Tourism and Destination Marketing Store (DMS) to undertake the development of a Destination Management Plan (DMP) for the Northern Beaches area. The aim of the project is to better understand and plan for the needs of the tourism sector.

The DMP will identify opportunities, gaps and challenges and make recommendations that will assist Council and the industry to enable sustainable tourism growth across the whole area. It will include a pragmatic and realistic Action Plan.

High-level overview of the key stages in the development of DMP



As part of developing the DMP, it is vitally important to consult with key stakeholders, including the tourism industry as well as with the broader community and with the Council staff and Councillors.

The purpose is that the community and destination stakeholders contribute to a best-practice DMP, creating a community-based vision for the future of the destination.

The DMP is currently in the first stage of development (Situation Analysis and Desktop review – information gathering). As part of this process, the consultant team would like to update the Economic Development and Smart Communities SRG on the project, which will also involve an opportunity for the SRG to provide insights on:

- Vision for the Northern Beaches visitor economy,
- Current situation, including strengths and weaknesses, and
- Opportunities, gaps and/or challenges to address within the DMP.

The workshop will include four key elements:

1. Introduction to destination management planning and relevance to the Northern Beaches' visitor economy;
2. Relevant global and domestic tourism and travel trends, including the implications for building awareness and appeal of the Northern Beaches for both domestic and international markets. This will include insights into the Visiting Friends and Relatives (VFR) market;
3. Consultation insights gained through engagement with key stakeholders to date, including the tourism industry, NSW and Commonwealth Government agencies (including Destination NSW, NSW National Parks & Wildlife Service (NPWS) and Sydney Harbour Federation Trust), and Council staff; and
4. Facilitated discussion on the SRG's insights into the Northern Beaches visitor economy and key issues, challenges and opportunities for the future (as outlined above).

CONSULTATION

The Economic & Smart Communities SRG has been previously updated on the DMP project at meetings on 26 September 2018 and 12 December 2018.

TIMING

The Northern Beaches Destination Management Plan commenced in late 2018 with the appointment of tourism consultants TRC/DMS and is expected to be developed over the next 8 months.

RECOMMENDATION OF TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM

That members of the Economic Development & Smart Communities SRG participate in a workshop to gather industry insights into the Northern Beaches visitor economy and key issues, challenges and opportunities for the future.

ITEM 4.3	MANLY JAZZ FESTIVAL 2018 WI-FI REPORT
REPORTING OFFICER	CHIEF INFORMATION OFFICER
TRIM FILE REF	2019/068794
ATTACHMENTS	1 ↓ Manly Jazz Festival 2018 - Wi-Fi Report

EXECUTIVE SUMMARY

PURPOSE

To provide the Economic & Smart Communities SRG group with further update on SMART WIFI CAPEX PROJECT'; Wi-Fi system using data collected during the Manly Jazz Festival 2018.

REPORT

Further to his December 2018 presentation on SMART WIFI CAPEX PROJECT', Wi-Fi system Brandon Williams, from Discovery Technology has provided another report; a collection of data/gathered from Manly Jazz Festival to be shared with the group.

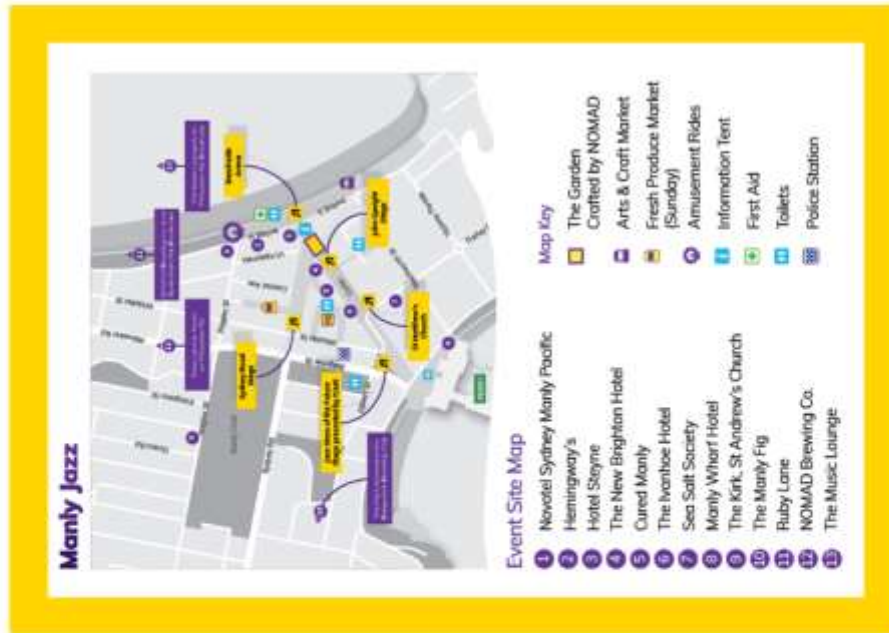
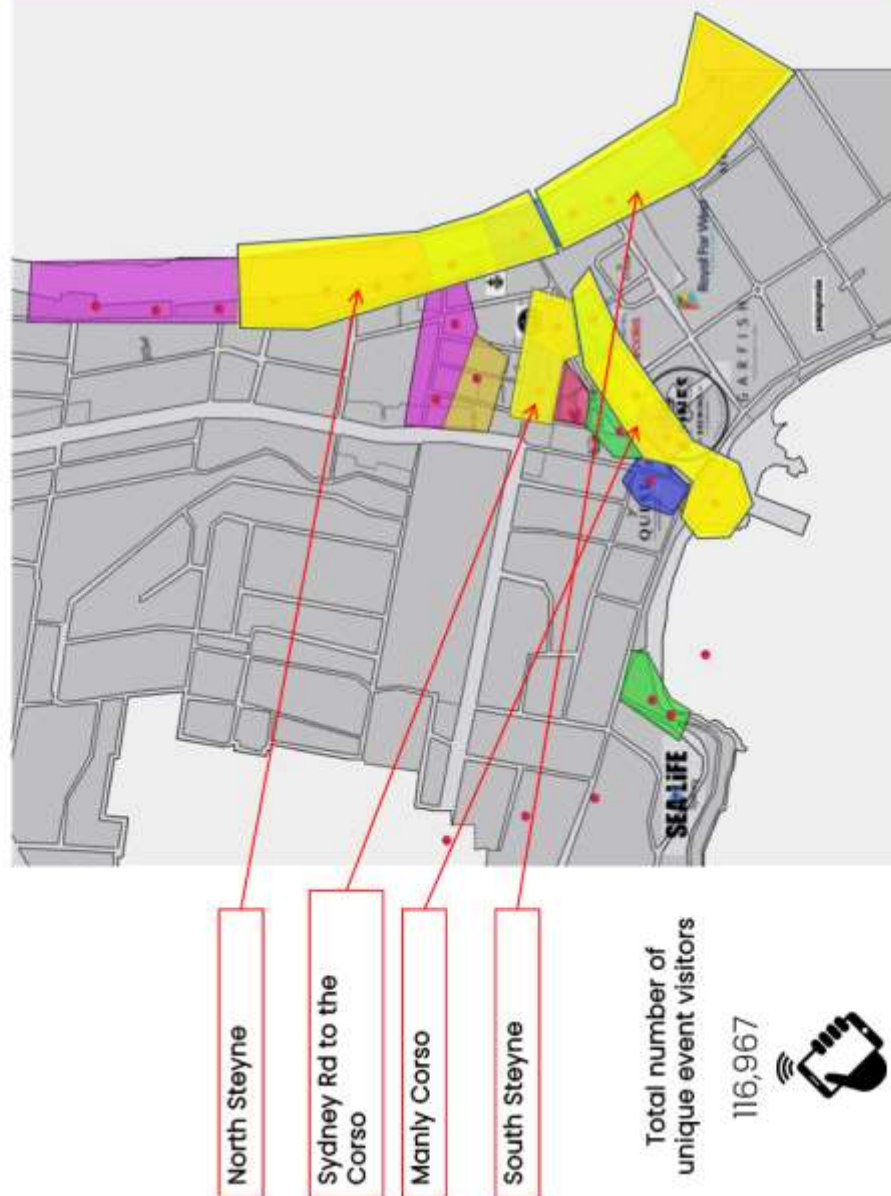
RECOMMENDATION OF CHIEF INFORMATION OFFICER

That:

- A. The SRG notes the presented report
 - B. The SRG recommends through the Chair that future reports be presented as a matter of course.
-



Manly Jazz Festival 2018 – Event Zones



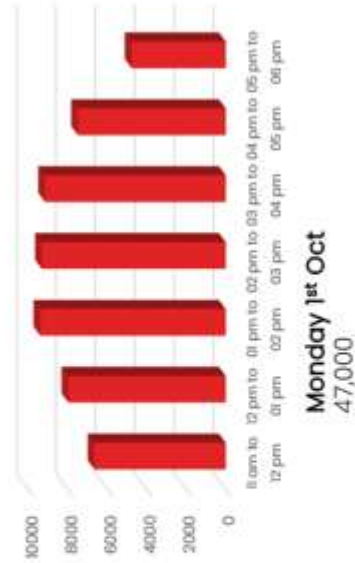
Manly Jazz Festival 2018

Unique visitors across Entire Event Area (all event zones combined)
Visitors detected between 11am and 6pm each day



Monday	Time Range	Unique Visitors
	11 am to 12 pm	6,656
	12 pm to 01 pm	7,981
	01 pm to 02 pm	9,403
	02 pm to 03 pm	9,328
	03 pm to 04 pm	9,160
	04 pm to 05 pm	7,494
	05 pm to 06 pm	4,768

Monday, 1st Oct



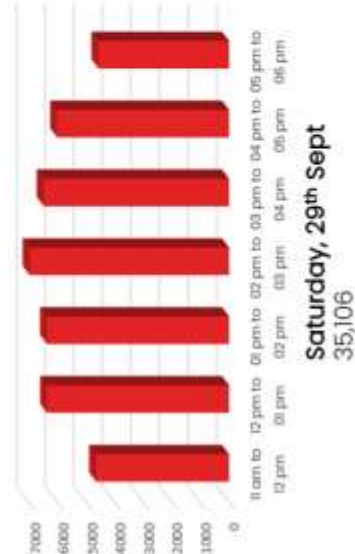
Sunday	Time Range	Unique Visitors
	11 am to 12 pm	5,999
	12 pm to 01 pm	9,363
	01 pm to 02 pm	10,286
	02 pm to 03 pm	9,641
	03 pm to 04 pm	9,699
	04 pm to 05 pm	8,684
	05 pm to 06 pm	6,633

Sunday, 30th Sept



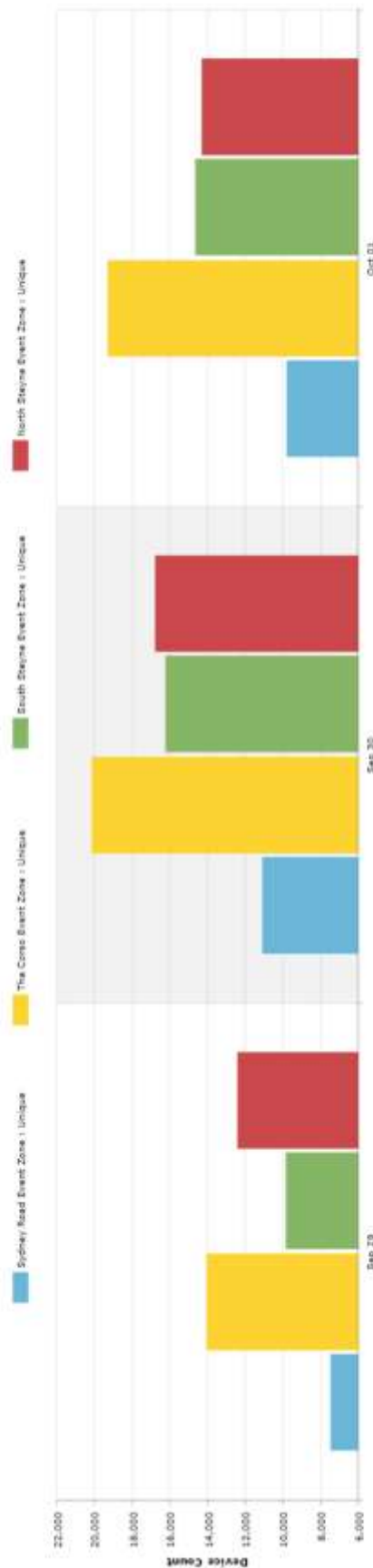
Saturday	Time Range	Unique Visitors
	11 am to 12 pm	4,648
	12 pm to 01 pm	6,364
	01 pm to 02 pm	6,368
	02 pm to 03 pm	6,970
	03 pm to 04 pm	6,478
	04 pm to 05 pm	6,011
	05 pm to 06 pm	4,567

Saturday, 29th Sept



Manly Jazz Festival 2018

Unique Visitors per zone, by day (11am – 6pm, event zones)



29 Sep 2018 30 Sep 2018 01 Oct 2018

Location

Sydney Road Event Zone

The Corso Event Zone

South Steyne Event Zone

North Steyne Event Zone

7,417

11,067

9,784

14,026

20,101

19,261

9,837

16,186

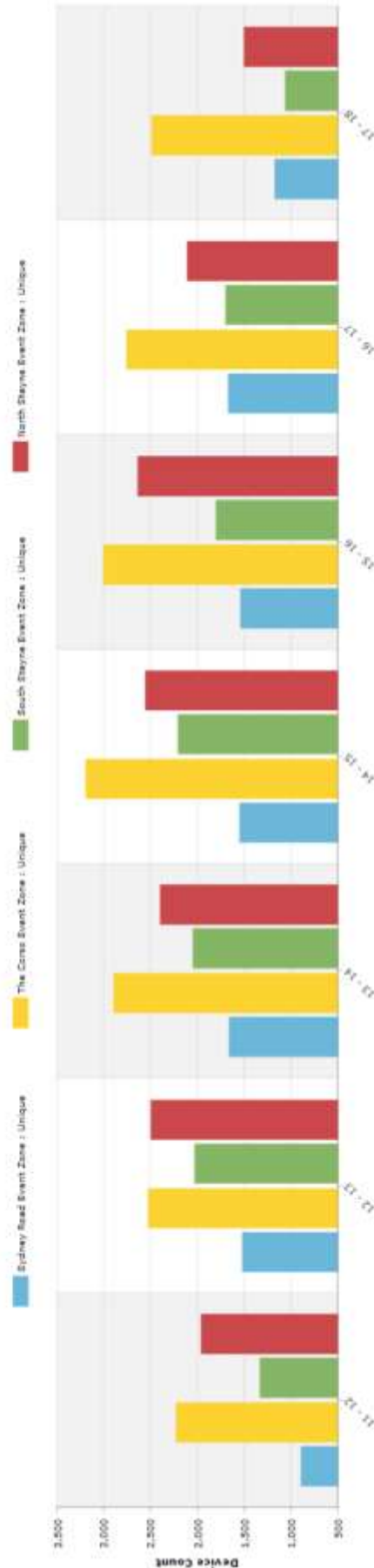
14,606

12,401

16,759

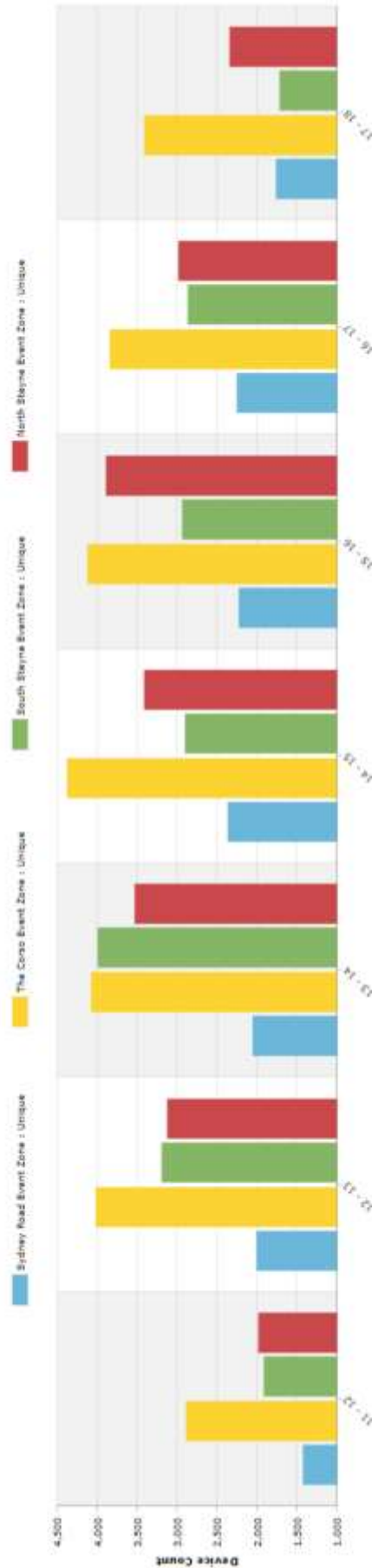
14,295

Manly Jazz Festival 2018 – Saturday, 29th Sept
Unique Zone Visitors by Hour (event zones)
Visitors detected between 11am and 6pm each day



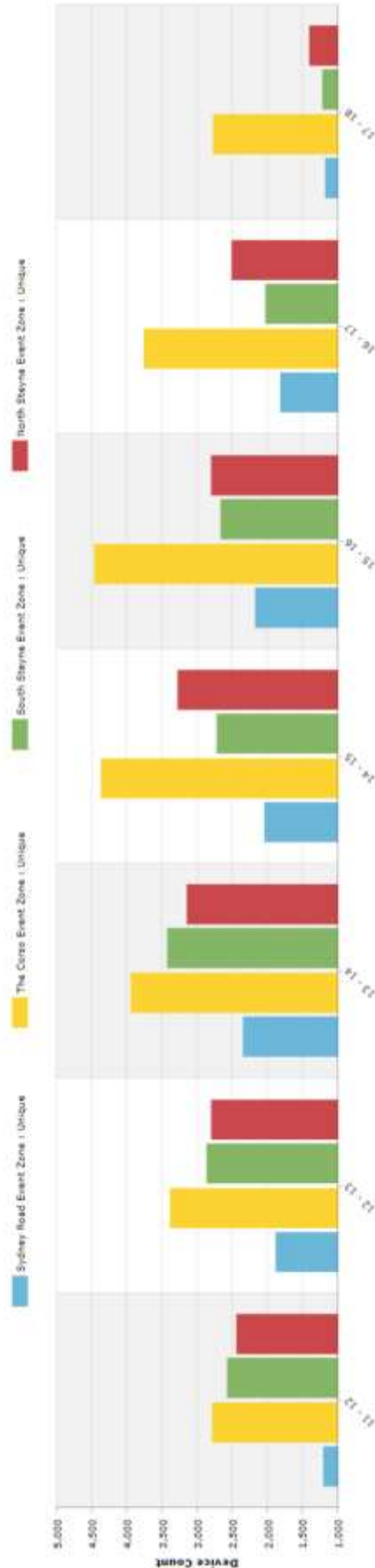
Sydney Road Event Zone		The Corso Event Zone		South Steyne Event Zone		North Steyne Event Zone	
Period	Value	Period	Value	Period	Value	Period	Value
11 - 12	889	11 - 12	2,223	11 - 12	1,327	11 - 12	1,955
12 - 13	1,515	12 - 13	2,526	12 - 13	2,026	12 - 13	2,496
13 - 14	1,653	13 - 14	2,888	13 - 14	2,044	13 - 14	2,398
14 - 15	1,545	14 - 15	3,193	14 - 15	2,202	14 - 15	2,557
15 - 16	1,532	15 - 16	3,001	15 - 16	1,798	15 - 16	2,632
16 - 17	1,670	16 - 17	2,748	16 - 17	1,699	16 - 17	2,109
17 - 18	1,170	17 - 18	2,485	17 - 18	1,056	17 - 18	1,500

Manly Jazz Festival 2018 – Sunday, 30th Sept
Unique Zone Visitors by Hour (event zones)
Visitors detected between 11am and 6pm each day



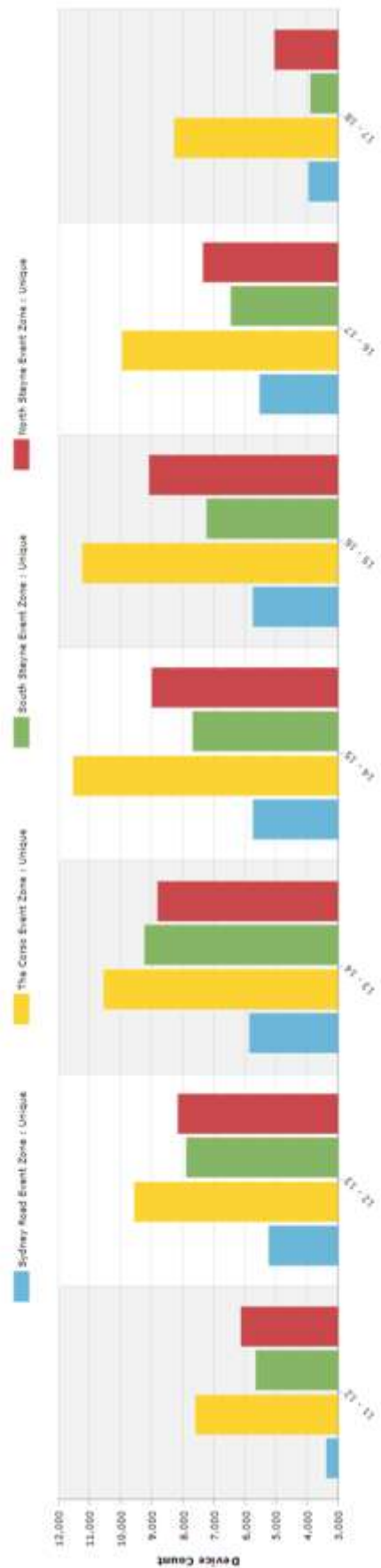
Sydney Road Event Zone		The Corso Event Zone		South Steyne Event Zone		North Steyne Event Zone	
Period	Value	Period	Value	Period	Value	Period	Value
11 - 12	1,418	11 - 12	2,879	11 - 12	1,907	11 - 12	1,975
12 - 13	2,001	12 - 13	4,013	12 - 13	3,188	12 - 13	3,112
13 - 14	2,051	13 - 14	4,074	13 - 14	3,983	13 - 14	3,524
14 - 15	2,358	14 - 15	4,368	14 - 15	2,894	14 - 15	3,402
15 - 16	2,217	15 - 16	4,120	15 - 16	2,927	15 - 16	3,882
16 - 17	2,247	16 - 17	3,832	16 - 17	2,860	16 - 17	2,980
17 - 18	1,759	17 - 18	3,411	17 - 18	1,713	17 - 18	2,337

Manly Jazz Festival 2018 – Monday, 1st Oct
Unique Zone Visitors by Hour (event zones)
Visitors detected between 11am and 6pm each day



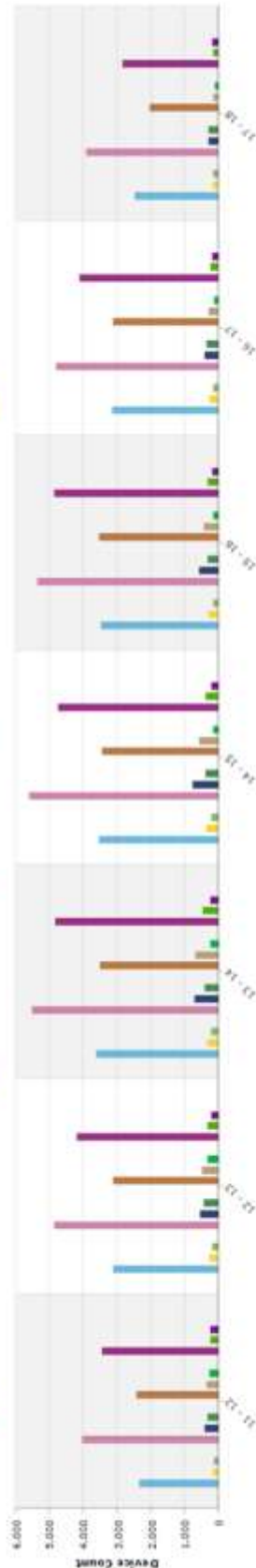
Sydney Road Event Zone			The Corso Event Zone			South Steyne Event Zone			North Steyne Event Zone		
Period	Value		Period	Value		Period	Value		Period	Value	
11 - 12	1,198		11 - 12	2,779		11 - 12	2,571		11 - 12	2,440	
12 - 13	1,872		12 - 13	3,374		12 - 13	2,859		12 - 13	2,790	
13 - 14	2,345		13 - 14	3,935		13 - 14	3,422		13 - 14	3,141	
14 - 15	2,032		14 - 15	4,367		14 - 15	2,710		14 - 15	3,269	
15 - 16	2,171		15 - 16	4,459		15 - 16	2,655		15 - 16	2,796	
16 - 17	1,808		16 - 17	3,748		16 - 17	2,028		16 - 17	2,499	
17 - 18	1,169		17 - 18	2,774		17 - 18	1,216		17 - 18	1,397	

Manly Jazz Festival 2018 – All three days combined
Unique Zone Visitors by Hour (event zones)
Visitors detected between 11am and 6pm each day

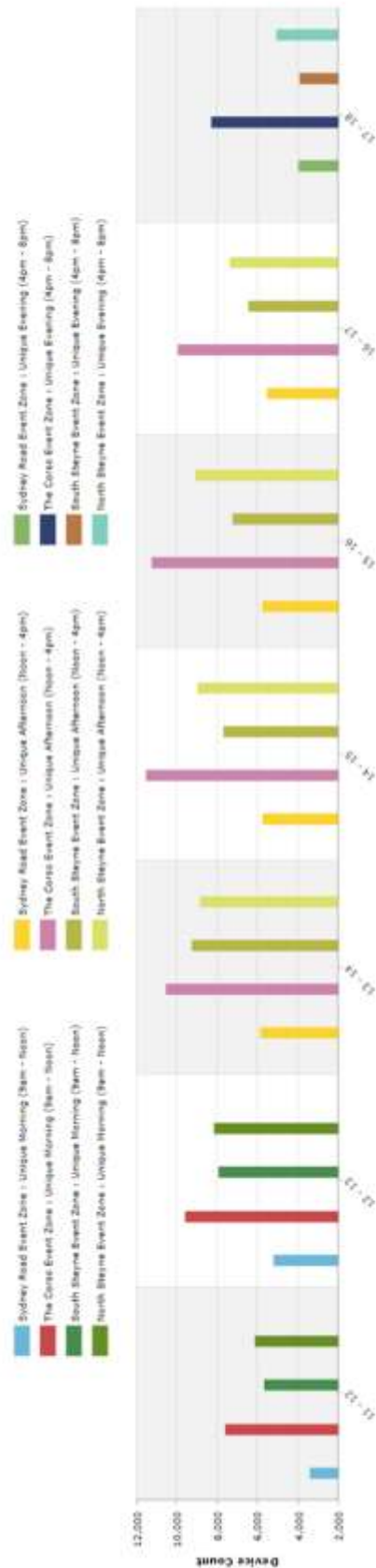


Manly Jazz Festival 2018 – All three days combined

Hourly Unique Zone Visitors by Dwell Time (event zones)



Hourly Unique Zone Visitors by Entry Time (event zones)



Manly Jazz Festival 2018

Average Dwell Time by zone per day (event zones)

North Steyne Event Zone				South Steyne Event Zone				Sydney Road Event Zone				The Corso Event Zone			
Day	Total Seconds	Time (mm:ss)	Total	Day	Total Seconds	Time (mm:ss)	Total	Day	Total Seconds	Time (mm:ss)	Total	Day	Total Seconds	Time (mm:ss)	Total
Saturday	745	12:25		Saturday	1033	17:13		Saturday	1447	24:07		Saturday	1172	19:32	
Sunday	733	12:13		Sunday	1299	21:39		Sunday	1312	21:52		Sunday	1236	20:36	
Monday	1575	26:15		Monday	2815	46:55		Monday	2518	41:58		Monday	2845	47:25	

Dwell Time distribution

Unique < 1 hour	31,311
Unique 1 – 2 hours	9,179
Unique 2 – 3 hours	3,553
Unique 3+ hours	8,295



Unique < 1 hour Unique 1 – 2 hours Unique 2 – 3 hours Unique 3+ hours

Dwell Time distribution by day

Saturday				Sunday				Monday			
Unique < 1 hour	9,794			Unique < 1 hour	13,551			Unique < 1 hour	12,160		
Unique 1 – 2 hours	2,285			Unique 1 – 2 hours	3,785			Unique 1 – 2 hours	3,681		
Unique 2 – 3 hours	804			Unique 2 – 3 hours	1,417			Unique 2 – 3 hours	1,476		
Unique 3+ hours	1,554			Unique 3+ hours	2,187			Unique 3+ hours	3,506		

Manly Jazz Festival 2018

Dwell Time Distribution by zone per day (event zones)

North Steyne Event Zone		South Steyne Event Zone		Sydney Road Event Zone		The Corso Event Zone					
Unique < 1 hour	Saturday	5,512	Unique < 1 hour	Saturday	3,908	Unique < 1 hour	Saturday	4,405	Unique < 1 hour	Saturday	6,497
Unique 1 - 2 hours	Saturday	435	Unique 1 - 2 hours	Saturday	521	Unique 1 - 2 hours	Saturday	413	Unique 1 - 2 hours	Saturday	848
Unique 2 - 3 hours	Saturday	133	Unique 2 - 3 hours	Saturday	131	Unique 2 - 3 hours	Saturday	155	Unique 2 - 3 hours	Saturday	290
Unique 3+ hours	Saturday	343	Unique 3+ hours	Saturday	238	Unique 3+ hours	Saturday	315	Unique 3+ hours	Saturday	598
Unique < 1 hour	Sunday	7,818	Unique < 1 hour	Sunday	5,822	Unique < 1 hour	Sunday	5,854	Unique < 1 hour	Sunday	9,133
Unique 1 - 2 hours	Sunday	761	Unique 1 - 2 hours	Sunday	1,219	Unique 1 - 2 hours	Sunday	652	Unique 1 - 2 hours	Sunday	1,300
Unique 2 - 3 hours	Sunday	266	Unique 2 - 3 hours	Sunday	420	Unique 2 - 3 hours	Sunday	199	Unique 2 - 3 hours	Sunday	469
Unique 3+ hours	Sunday	432	Unique 3+ hours	Sunday	407	Unique 3+ hours	Sunday	326	Unique 3+ hours	Sunday	735
Unique < 1 hour	Monday	6,792	Unique < 1 hour	Monday	5,316	Unique < 1 hour	Monday	5,446	Unique < 1 hour	Monday	8,111
Unique 1 - 2 hours	Monday	726	Unique 1 - 2 hours	Monday	1,036	Unique 1 - 2 hours	Monday	608	Unique 1 - 2 hours	Monday	1,302
Unique 2 - 3 hours	Monday	218	Unique 2 - 3 hours	Monday	377	Unique 2 - 3 hours	Monday	189	Unique 2 - 3 hours	Monday	494
Unique 3+ hours	Monday	553	Unique 3+ hours	Monday	606	Unique 3+ hours	Monday	441	Unique 3+ hours	Monday	1,031

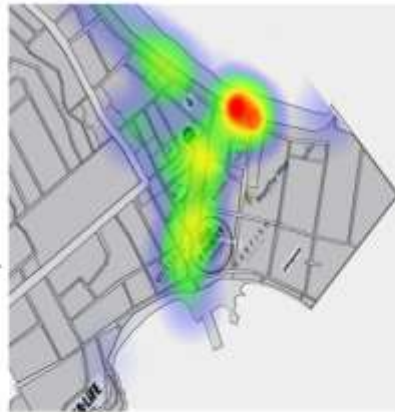
Manly Jazz Festival 2018

Saturday, 29th Sept Location Heatmaps

11:00am



12:00pm



1:00pm



2:00pm



3:00pm



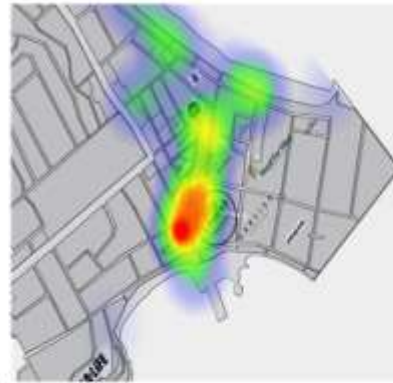
4:00pm



5:00pm



6:00pm



Manly Jazz Festival 2018
Sunday, 30th Sept Location Heatmaps

11:00am



12:00pm



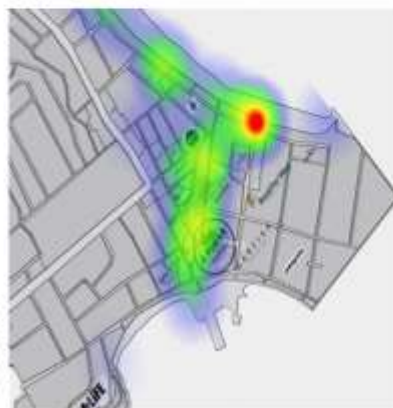
1:00pm



2:00pm



3:00pm



4:00pm



5:00pm



6:00pm



Manly Jazz Festival 2018

Monday, 1st Oct Location Heatmaps

11:00am



12:00pm



1:00pm



2:00pm



3:00pm



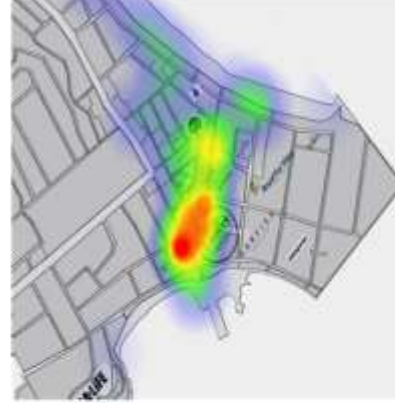
4:00pm



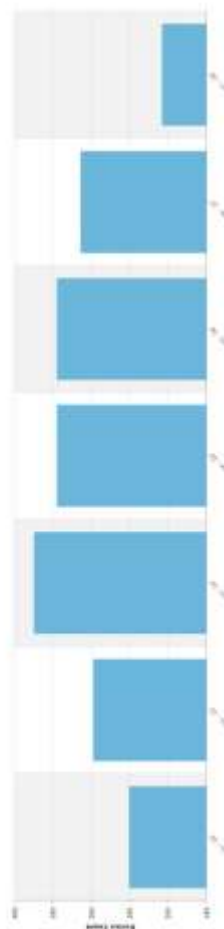
5:00pm



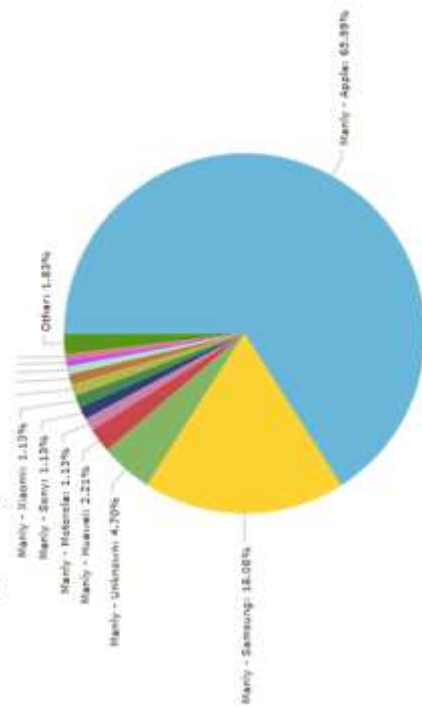
6:00pm



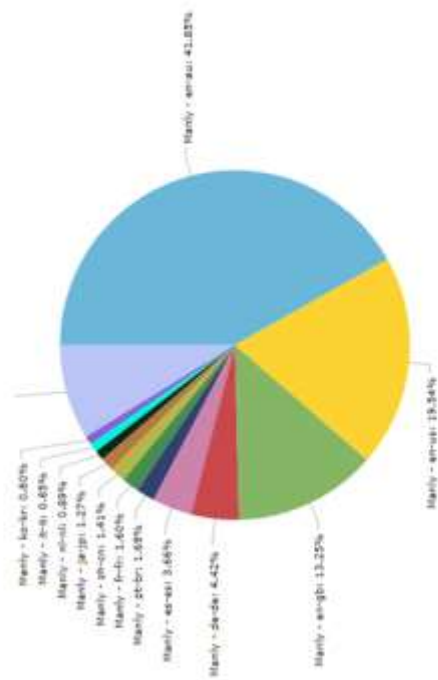
Manly Jazz Festival 2018 – All three days combined Wi-Fi Logins



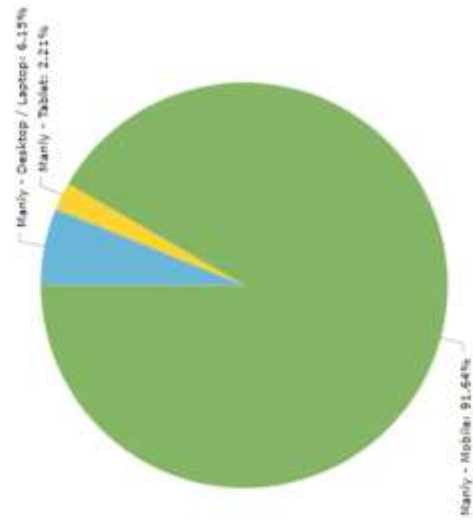
Wi-Fi Logins by Model



Wi-Fi Logins by Language



Wi-Fi Logins by Device Type



ITEM 4.4	SMART BEACHES PROJECT UPDATE
REPORTING OFFICER	PROJECT MANAGER
TRIM FILE REF	2019/071123
ATTACHMENTS	NIL

EXECUTIVE SUMMARY

PURPOSE

To provide the Economic and Smart Communities Strategic Reference Group with an update on the Smart Beaches Project.

REPORT

1. Project Overview

1.1 Project Description

The following is the agreed project description under the grant agreement.

Last year beach drownings increased by 3% (291 fatalities) and each year more people visit the nation's coast, impacting access and amenity. The Smart Beaches project combines smart infrastructure technologies with advanced data analytics and machine learning to generate new real-time and forecasted insights into beach visitation and conditions.

Professional lifeguards and coastal experts will validate data through a co-design process. Targeted Council, community and business engagement will deliver smart tools and data discovery to improve beach safety, activate coastal precincts and catalyse local innovation. Public participation through education, online consultation and creative elements in the beachscape will bring the project to life.

1.2 Project Outcomes

The following are the agreed project outcomes under the grant agreement.

The project will deliver safer and cleaner beaches, better beach facilities and improved provision of beach services. The project will enhance community digital literacy and participation and provide an integrated smart beach analysis and sharing platform.

2. Project Milestones

The following are the agreed milestones for the project under the grant agreement.

No.	Description	Start Date	End Date
1	Project start date	19 Nov 2018	19 Nov 2018
2	Project inception and preliminary co-design	19 Nov 2018	31 Mar 2019
3	Smart Beaches Data Model Complete and Integrated	01 Apr 2019	30 Nov 2019
4	Smart Beaches Data Sources Installed and Integrated	02 Jan 2019	30 Nov 2019
5	Data Analytics and Forecasting Development	01 Apr 2019	30 Nov 2019
6	Council Web App Operational and Public App and Portal Complete	02 Jan 2019	31 May 2020
7	All Community and Internal Engagement Complete	02 Jan 2019	31 May 2020
8	Research and Planning for Scalability Complete	02 Jan 2019	31 May 2020

No.	Description	Start Date	End Date
9	Reporting	01 Apr 2020	31 May 2020
10	Project end date	31 May 2020	31 May 2020

3. Project Update

3.1 Project Launch

The official launch for the project was held on 8 February 2019 at Redhead Beach, Lake Macquarie. Speeches were made by Senator for New South Wales, The Hon Arthur Sinodinos AO, Mayor of Lake Macquarie City Council, Cr Kay Fraser, Mayor of Northern Beaches Council, Cr Michael Regan and UTS Associate Dean External Engagement, Myriam Amielh.

3.2 Project Co-Design

The first major co-design workshop for all partners on the project was held on 22 January 2019 in Manly. This workshop identified initial technical and end user requirements for the project. Preliminary co-design is planned to be completed by the end of March 2019.

3.3 Manly LoRaWAN Gateway

The first deliverable of the project for Northern Beaches Council is the installation of a LoRaWAN gateway in Manly. The gateway is being installed mid-February and will be on the Things Network.

The Things Network is an open Internet of Things infrastructure supported by its members. Members contribute by placing gateways or running network servers. Council and community members will be able to connect devices to the Things Network via the new gateway. For more information on the Things Network see <https://www.thethingsnetwork.org/>.

3.4 Self Compacting Bin Trial

A component of the project unique to Northern Beaches Council will be the trial of solar powered self compacting bins. A proposal is being put together by the selected supplier to be presented to Council's Waste Services Team.

RECOMMENDATION OF PROJECT MANAGER

That the Economic and Smart Communities Strategic Reference Group note this update on the Smart Beaches Project.

5.0 GENERAL BUSINESS

ITEM 5.1	GENERAL BUSINESS
REPORTING OFFICER	MANAGER, PLACE & ECONOMIC DEVELOPMENT
TRIM FILE REF	2018/734425
ATTACHMENTS	NIL