

# MINUTES

## **ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP**

held in the Councillors Room, Manly on

**WEDNESDAY 29 MAY 2019**

**Minutes of the Economic and Smart Communities  
Strategic Reference Group  
held on Wednesday 29 May 2019  
in the Councillors Room, Manly  
Commencing at 6:02pm**

**ATTENDANCE:**

**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

Peter Middleton                                      Newport Residents Association

Ngaire Young                                      Northern Beaches Campus, TAFE NSW

Gordon Lang

Alan McNamara

Alexander Coxon

**Council Officers**

Kath McKenzie                                      Executive Manager, Community Engagement & Communications

Nathan Rogers                                      Chief Information Officer

Katie Kirwan                                      Governance Officer (Minutes)

Deb Kempe                                      Team Leader, Economic Development & Tourism

Nicole Silburn                                      Tourism Coordinator

Nikki Griffith                                      Manager Place & Economic Development

Campbell Pfeiffer                                      Executive Manager Property

Kristie Debney                                      Manager, Property, Commercial & Tourist Assets

Claire Chaikin-Bryan                                      Project Manager

## 1.0 APOLOGIES

Apologies were received from Geri Moorman, Drew Johnson and Saul Carroll.

## 2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

There were no declarations of pecuniary or non-pecuniary conflicts of interest.

## 3.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

### 3.1 MINUTES OF ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 7 MARCH 2019

#### DECISION

That the Minutes of the Economic and Smart Communities Strategic Reference Group meeting held 7 March 2019, copies of which were previously circulated to all Members , are hereby confirmed as a true and correct record of the proceedings of that meeting.

## 4.0 UPDATE ON ACTIONS FROM LAST MEETING

ITEM NO.	ACTION	RESPONSIBLE OFFICER	DUE DATE
4.1	Present the complete key findings from the survey at the next Economic & Smart SRG meeting on 29 May 2019. <b>Update:</b> Item on the Agenda.	D Kempe	29 May 2019
4.2	Send feedback to K McKenzie to be later on shared with others. <b>Update:</b> No feedback received.	SRG	May 2019
4.4	Provide the group with regular quick updates on the Smart Beaches Project. <b>Update:</b> Ongoing Agenda item.	C Chaikin-Bryan	Ongoing
5.0	Inform the group on the Property Management Policy workshop time. <b>Update:</b> Action complete.	K McKenzie	May 2019
5.0	Inform of the proposed time for the 2020 budget exhibition.	K McKenzie	May 2019

**Update:** Exhibition period extended to Sunday 2 June 2019.

5.0 Inform the group of when the Property Management Policy goes on exhibition. K McKenzie May 2019

**Update:** Action complete.

5.0 Send out a copy of the Property Management Policy to the Group. K McKenzie May 2019

**Update:** Action complete.

## 5.0 AGENDA ITEMS

Note: Cr Sprott left the meeting due to previously disclosed significant, non-pecuniary interest relation to Item 5.1 – 'Presentation on Outdoor Dining Fees Valuation'.

### 5.1 PRESENTATION ON OUTDOOR DINING FEES VALUATION – CAMPBELL PFEIFFER

#### DISCUSSION

C Pfeiffer provided a presentation on Outdoor Dining – Fees and Charges (*Attachment 1*) and gave members an overview on the framework and methodology of evaluation used to calculate outdoor dining fees.

C Pfeiffer noted that Council adopted the Northern Beaches Council Outdoor Dining and Merchandise Policy on 28 May 2019.

There was general discussion about the rationale for Council's fee's and the variations between suburbs.

Members discussed the potential for Council to subsidise local businesses as a means of incentive, and whether Council has ever examined what economic benefit this would have to the community. Members queried what influence and role the SRG should be playing in this.

C Pfeiffer noted that although the Outdoor Dining policy is now adopted, Council's fees and charges will be presented at the next meeting on 25 June 2019 to be endorsed for public exhibition. Members will be able to make a submission via Council's [Your Say](#) page.

Note: C Pfeiffer and K Debney left the meeting at 6:36pm

Note: A West joined the meeting at 6:36pm

Note: Cr Sprott returned to the meeting at 6:36pm

### 5.2 DESTINATION MANAGEMENT PLAN UPDATE – DEB KEMPE

#### DISCUSSION

D Kemp provided members with an update on the Destination Management Plan and the recent tourism summit that took place on 20 May 2019 (*Attachment 2*).

D Kempe noted that the consultation and data collected would be presented in a discussion paper for community feedback at a later date.

Members participated in two workshops:

1. To what extent do the following experience pillars aspire to what we want the Northern Beaches to be known for as a premier visitor destination, and what are the opportunities and barriers to achieving this:
  - a. Extraordinary Urban Coast Culture
  - b. Extraordinary Nature
  - c. Extraordinary Creativity
  - d. Extraordinary Shared Heritage
  - e. Extraordinary Events

Members discussed and provided feedback and suggestions (*Attachment 3*).

2. Draft Position Statement: which of the words of the following position statement resonate with members?

*'The Northern Beaches is an extraordinary destination offering a unique blend of world-class bush and beach experiences interspersed with vibrant villages that reflect our contemporary coastal lifestyle'.*

Members discussed which of the words in the statement resonated with them. (*Attachment 3*).

Note: K McKenzie left the meeting at 7:16pm

### 5.3 PLACE ACTIVATION UPDATE – NIKKI GRIFFITH

#### DISCUSSION

N Griffith provided members with an update on current and planned activation plans at Seaforth, Newport and Spring Nights at Forestville. She noted that that consultation on Newport is due to begin shortly.

N Griffith discussed the success of Spring Nights at Forestville and noted that several businesses are now meeting monthly and some night-time activity has already started. N Griffith advised that a proposal for a Spring into Mona Vale is in the planning phase and Council are engaged with the chamber of commerce and local businesses.

N Griffith provided members with an overview of the Freshwater activation plan and the ongoing challenges with this. Members briefly discussed various potential suggestions for this precinct as a means to address the lack of fresh produce outlets.

### 5.4 SMART BEACHES PROJECT UPDATE – CLAIRE CHAIKIN-BRYAN

#### DISCUSSION

C Chaikin-Bryan presented a promotional video and provided members with a confidential update on the Smart Beaches project, discussing the projects' current focus.

C Chaikin-Bryan also noted that Council will be trialling two self-compacting bins at Shelly Beach before commencement of summer.

## 6.0 GENERAL BUSINESS

Nil.

*The meeting concluded at 7:56pm*

This is the final page of the Minutes comprising 6 pages numbered 1 to 6 of the Economic and Smart Communities Strategic Reference Group meeting held on Wednesday 29 May 2019 and confirmed on Wednesday 28 August 2019



## COUNCIL POLICY FRAMEWORK

- Northern Beaches Council Pricing Policy
  - Market Based Pricing - The price of the service is determined by examining alternative prices of surrounding service providers (this also may or may not recover the full cost of the service).
- Pittwater Property Management Policy
  - Commercial Organisations (Restaurants, Kiosks and any other fully commercial enterprise run for commercial gain on operational land ) will be permitted to lease or license facilities which are located on property held for Capital Appreciation or property held for Income Generation or in certain circumstances on Community Land. As such, income received from the lease or license should be maximised.
  - Subsidised rental should not be considered.
  - Rental will be based on a market rate, determined with the guidance from a licensed Valuer selected from Councils tendered panel or a market appraisal obtained from a local agent.
  - Rents will be reviewed every 12 months in line with the terms of the lease/licence agreement.
- Warringah Council Property Acquisition and Disposal – (Negotiation on Purchase Price)
  - From time to time Council undertakes the purchase or sale of property. In these circumstances, the General Manager is empowered to seek valuation of the property.



## COMMERCIAL/PRIVATE USE OF PUBLIC LAND

- Why charge for commercial or private use of public land?
- How do we value land?
- For what purposes do we consider commercial/private use of public land?



## VALUATION REPORTS

FPV  
Consultants

CURRENT MARKET VALUATION

EASEMENT TO DRAIN WATER OVER NANBARREE  
RESERVE  
ADJACENT TO 11 HOGAN STREET, BALGOWLAH  
HEIGHTS



DATE OF VALUATION: 12 DECEMBER 2018



International Property Consultants

### VALUATION REPORT



Property Type:	Outdoor Dining/Footpath Trading	Date of Valuation:	16 January 2018
Property Address:	Northern Local Area	PRP Online File Reference:	711081
Instructing Party:	Northern Council	Purpose of Valuation:	Licence Assessment

#### Preston Rowe Paterson Sydney Pty Limited

ABN 61 003 139 188  
PO Box 4100, Sydney, NSW, 2001  
Level 14, 547 Kent Street  
Sydney 2000, Australia  
T +61 2 9292 7400  
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Follow us [f](#) [t](#) [in](#)  
mailto:info@prpsydney.com.au  
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#### Directors

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We have capital city and regional offices  
throughout Australia & New Zealand  
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#### Associate Directors

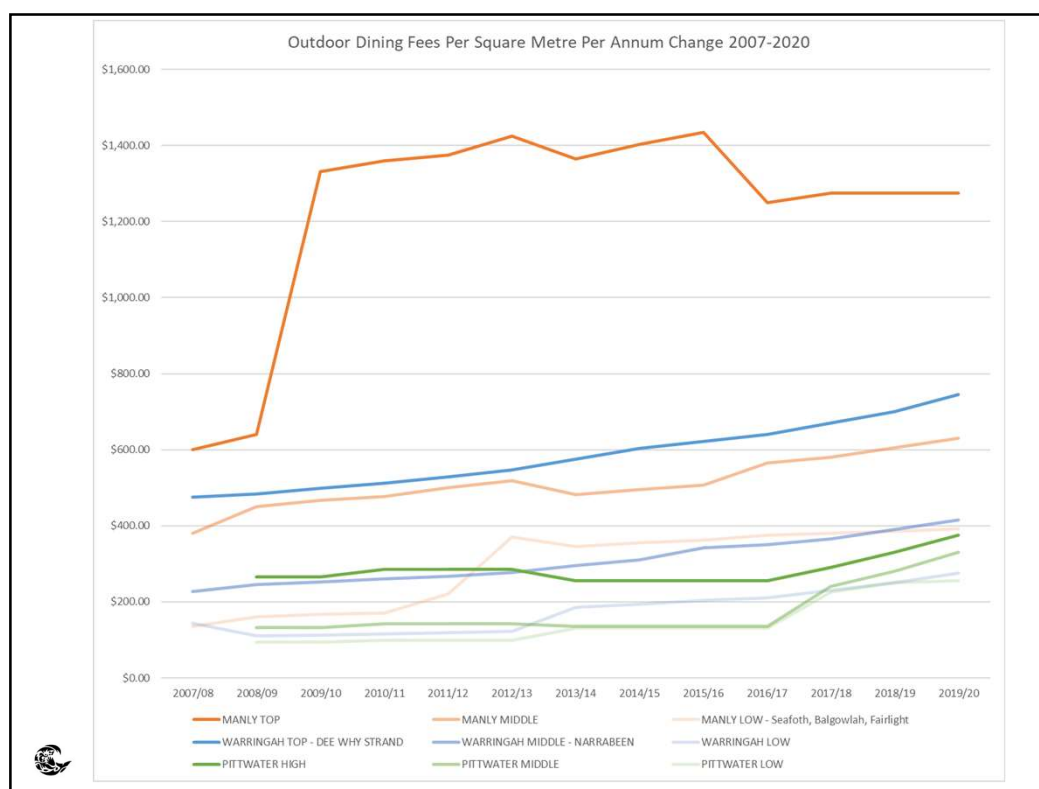
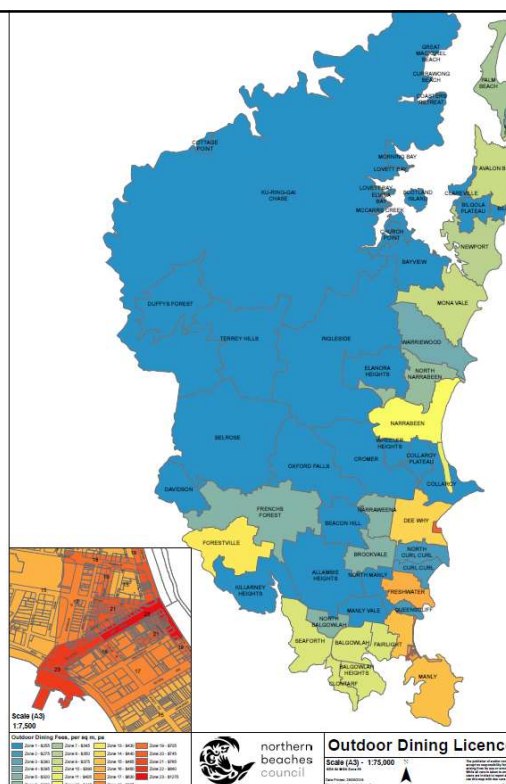
Russell Bewke B.Bus-Mgmt (Real Estate & Dev),  
M.Fortnight, AAP, CPV  
Rydon Blackwood B.Bus-Adm  
Patrick Cooper B.Bus (Property), MBA  
Michael Gosan FAPV, FREL, CPV  
Dagmar Lohr Dip Prop, Dip Val, AAP, CPV, RICS  
Peter McIndoe B.Bus (Prop Econ), B.Bus (Mktg),  
MBA, AAP, CPV  
Neal Smith AAP, CPV

Liability limited by a scheme approved under  
Professional Standards Legislation.



## FEES AND CHARGES FOR OUTDOOR DINING

- 23 Zones
- Prices range from \$255 - \$1275 per sqm per annum
- Not yet reached Market Valuation figures due to phased increase



## VALUATION METHODOLOGY

Each location was benchmarked against other areas and valuations take into account relevant features.

*These value driving features include;*

- *A loading for the Manly locality*
- *beach/harbour/prominent feature location/views,*
- *on/adjacent to a pedestrian mall i.e. busy or quiet*
- *location, proximity to public transport,*
- *proximity to car parking,*
- *economies of agglomeration/destination food and beverage and*
- *proximity to high density residential and or hotel, area and nature of tenancy (noting the last two are not known, however we are of the opinion they play a detrimental factor towards driving value).*



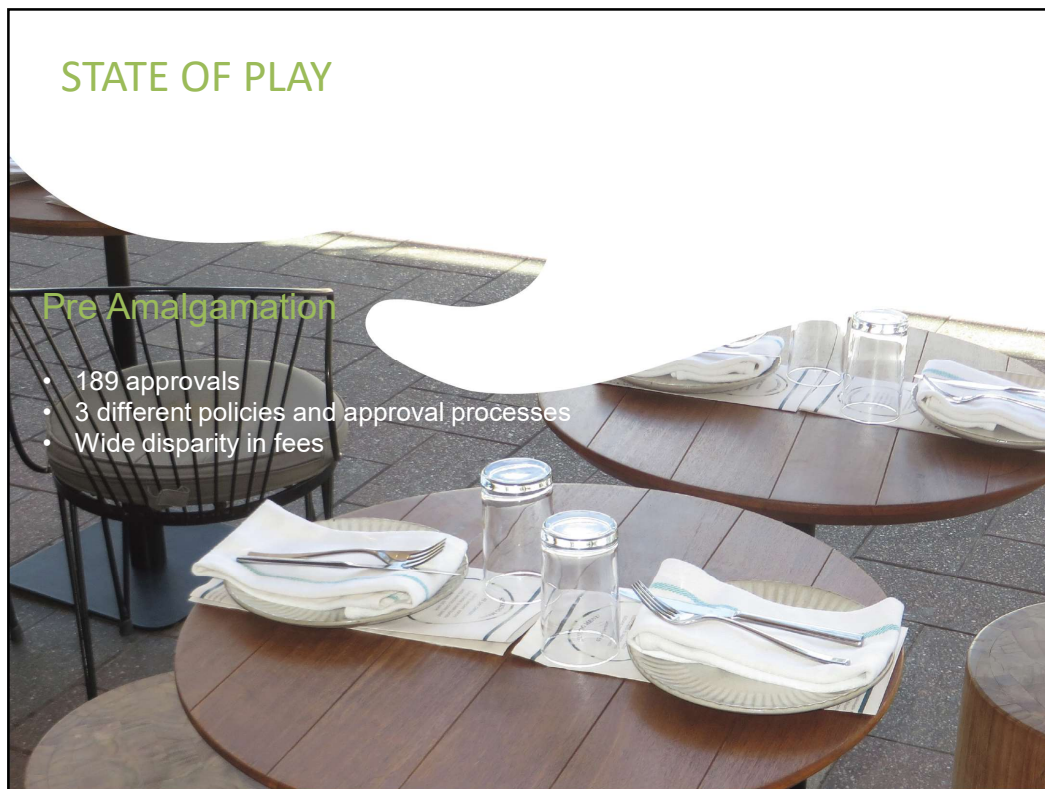
## WHY CHARGE OUTDOOR DINING FEES FOR USE OF PUBLIC LAND



\*The cost involved in providing an environment conducive to outdoor dining can be substantial. Recognising that businesses with outdoor dining derive financial benefit from their use of well-regulated and maintained public land, businesses are charged usage fees, which partially cover the cost, borne.



Outdoor dining fees are levied not only in recognition of the fact that public land is being used for commercial purposes, but that the fees are also a reasonable contribution to the significant infrastructure, maintenance and regulatory costs borne by Council and which benefit restaurants and cafes.



## DEMAND FOR OUTDOOR DINING

	Before Amalgamation		Forecast		Forecast	
	FY2015/16		FY2018/19		FY2019/20	
	Number of Approval	Total income per annum	Number of Approval	Total income per annum	Number of Approval	Total income per annum
Former Manly	59	\$471,130.63	81	\$693,777.40	81	\$718,100.23
Former Warringah	71	\$240,058.47	75	\$341,626.46	75	\$389,654.47
Former Pittwater	50	\$107,787.00	55	\$179,636.75	55	\$200,060.73
<b>Total</b>	<b>189</b>	<b>\$818,976.10</b>	<b>211</b>	<b>\$1,215,040.61</b>	<b>211</b>	<b>\$1,301,437.93</b>

\* Does not include outdoor dining licence/lease on non-road reserve land



KD1

## WHERE DO FEES FOR PRIVATE USE OF PUBLIC LAND GO

Prevention of:



Construction of Community Projects:



Service Delivery:



## SETTING OUTDOOR DINING FEES

### Option 1 – Market Rate

External Valuer Review every 3-5 years

### Option 2 – Subsidised Rate

Subsidised rate at Councillor discretion

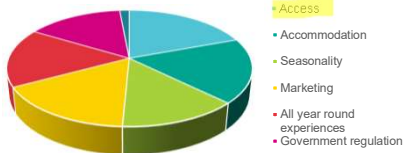
### Option 3 – Some other approach?



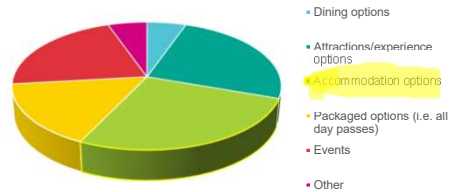


## Tourism Summit – industry survey

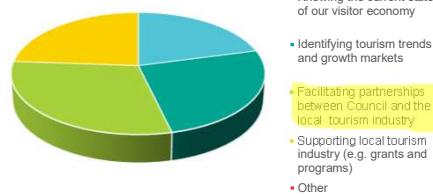
Challenge to Growing the Visitor Economy



Get visitors stay longer/spend more

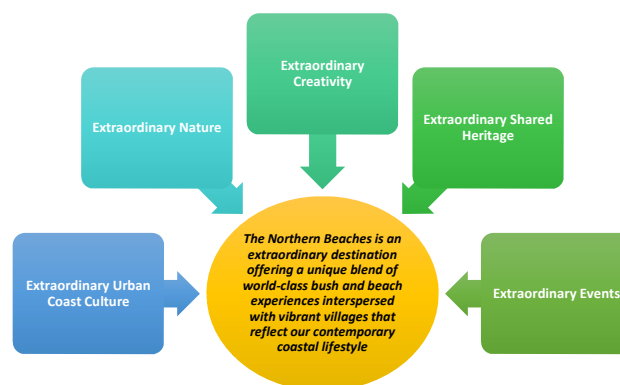


Benefits of a DMP for tourism industry



northern  
beaches  
council

## Experience Pillars & Position Statement



northern  
beaches  
council

## Workshop – Experience Pillars (part 1)

- Do these Experience Pillars, reflect our comparative advantage?
- What current or future experiences could deliver these pillars?



## Workshop – Draft Position Statement (P2)

***“The Northern Beaches is an extraordinary destination offering a unique blend of world-class bush and beach experiences interspersed with vibrant villages that reflect our contemporary coastal lifestyle”***

- What words/values resonate
- What words/values do not resonate
- What words/values are missing



## Experiences that deliver on the pillars

### Urban Coast Culture

- Coast Walk with public art offering
- Creating extraordinary Northern & Southern Gateways
- Leveraging surfing culture and outdoor sporting pursuits

### Nature Based Tourism

- Maximising the region's spectacular waterways and bushland
- Walking trails (Ku-ring-gai Chase NP), Mountain biking, Glamping, Content creation for nature based experiences

### Creativity

- Very strong local artistic community
- Opportunity for the Northern Beaches Coast Walk

### History and heritage

- Including **Aboriginal tourism** and **surf culture** of the region

### Events

- From larger 'destination' to local, small-scale events to create vibrant local communities



## Consultation Insights - Opportunities/Strengths

- **Surfing & sailing culture; outdoor recreation & sporting pursuits**
  - Industry innovation + events to promote our active and healthy lifestyle
- **Art and creative industries**
  - Very strong local artistic community
  - Opportunity for the Northern Beaches Coast Walk
- **History and heritage**
  - Including **Aboriginal tourism** and **surf culture** of the region
- **Nature-based tourism**
  - Maximising the region's spectacular waterways and bushland
- **Events**
  - From larger 'destination' to local, small-scale events to create vibrant local communities



## Growth Market Opportunities

- Visiting Friends & Relatives
- More active families
- Active 55+
- Contemporary women travellers
- High-end/luxury market
- Millennials
- Special-interest travel for:
  - Events
  - Nature & Adventure
  - Food & Drink
  - Art & Culture
  - Sport & Recreation



## OUR MARKETING FOCUS

THERE'S NOTHING  
LIKE AUSTRALIA



LEAD



AQUATIC AND COASTAL



FOOD AND WINE



NATURE AND WILDLIFE

SUPPORT



BUSINESS EVENTS



INDIGENOUS



LUXURY / PREMIUM



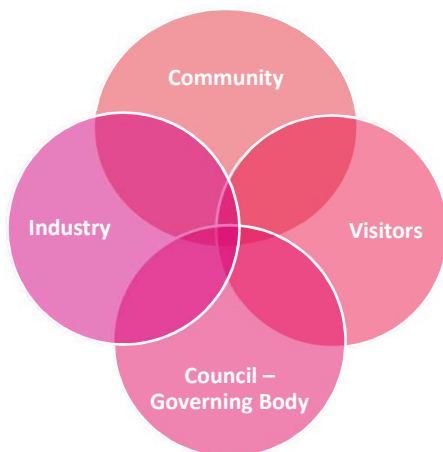
YOUTH / WHM



SPECIAL INTEREST



## Consultation



To date, consultation has been undertaken with:

- **Strategic Reference Group** – Economic Development & Smart Communities
- **Visitor Survey** – 613 (Manly, Palm Beach)
- **Tourism & hospitality industry** – Tourism Summit and 1:1 interviews/workshops
- **Key stakeholders**, including Aboriginal Heritage Office, Destination NSW, NPWS, Sydney Harbour Federation Trust, NSW TAFE & ICMS
- **Council staff** across various teams

## Northern Beaches Council

### SRG Economic & Smart Communities Workshop – 29 May 2019

#### URBAN COAST CULTURE PILLAR

Current	Potential
Destination App - Bike Trail, Walks, Accessibility, Points of Interest, Restaurants, Accommodation	Optimise Outdoor Events (eg Long Reef light & sculpture walk (former Warringah))
	Packed events need accommodation
	Wide variety of types of activities – needs centralised promotion
	Glamping destination
	Golf Club Tours
	Guided Walking Tours
	Overnight hiking with huts “Tramping”
	Adventure race destination – run, ride, kayak races etc
	More wider range of accommodation
	Need more affordable cafes/restaurants in Palm Beach
	Better regional branding
	Cafés and restaurants in key areas need to stay open longer (Palm Beach eg the Boat House Café closes at 2pm)
	Highlight Surf Culture activities

#### NATURE BASED TOURISM PILLAR

Current	Potential
Mountain Bike Tours	Ocean pool challenge
	Greater coordinated promotion of indigenous art culture and overall influence
	Improved access to rental water craft
	Multi-day hiking with overnight huts
	Natural Health and wellbeing
	Narrabeen Lakes – activity and dining packages
	Mountain Biking destination - access to National Parks
	Guided botanical walks
	National Park access and glamping

	Encourage water based tours (eg kayak, sup paddle, canoe, snorkel)
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## SHARED HERITAGE PILLAR

Current	Potential
	Indigenous history and location tours
	Aboriginal community engagement authentic experiences
	Industrial Heritage (Military)
	Thematic Heritage mapping
	Tell the “Eves Cove” story much more widely
	Register people and assets
	Indigenous heritage guided walks
	Surfing and beach culture
	Unknown – needs better packing and promotion

## EVENTS PILLAR

Current	Potential
Clone successful smaller area activities and encourage other areas eg Pittwater Artists Trail	Promote events beyond NBC – drawn outsiders in
Events beyond Manly	Utilise sports grounds for marquee events in Summer (January) competition break eg 1964 Newport Folk Festival on Newport Oval
	Inter-beach volley ball comp eg Manly vs ???
	Adventure race venue
	Create or support more bigger events over a wider range of localities
	Beach X-Games (+ culture)
	Rugby 7's
	Women Sport
	Mountain Bike annual “World Cup Venue”
	Live Music – event, culture, arts

## ARTS AND CREATIVITY PILLAR

Current	Potential
Highlight Manly to Palm Beach Public Art Trail & Sculptures	Outdoor Music Festivals “Mature audience”

Regional Manly Art Gallery – marketing of	Farmers markets “paddock to plate”
Glen Street Theatre - marketing of	More live music
	John Corlett Shakespeare Festival
	School Theatre