



# AGENDA

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

Notice is hereby given that a meeting of the Economic and Smart Communities Strategic Reference Group will be held in the Councillors Room, Manly Town Hall on

**WEDNESDAY 19 FEBRUARY 2020**

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

*Christopher Wilcocks*

Geri Moorman

*Matthew Adderton*

Gordon Lang

*Stephen Pirovic*                      International College of Management

Alexander Coxon

## Council Officer Contacts

Kath McKenzie                      Executive Manager, Community Engagement & Communications

Deb Kempe                      Team Leader, Economic Development & Tourism

Tamara Lukic                      Governance Officer

## Quorum

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

**Agenda for Economic and Smart Communities  
Strategic Reference Group Meeting  
to be held on Wednesday 19 February 2020  
in the  
Commencing at 6:00pm**

<b>1.0</b>	<b>ACKNOWLEDGEMENT OF COUNTRY.....</b>	<b>4</b>
<b>2.0</b>	<b>APOLOGIES .....</b>	<b>4</b>
<b>3.0</b>	<b>DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST .....</b>	<b>4</b>
<b>4.0</b>	<b>CONFIRMATION OF MINUTES OF PREVIOUS MEETING</b>	
4.1	Minutes of Economic and Smart Communities Strategic Reference Group meeting held 6 November 2019 .....	4
<b>5.0</b>	<b>UPDATE ON ACTIONS FROM LAST MEETING</b>	
	Nil	
<b>6.0</b>	<b>AGENDA ITEMS .....</b>	<b>5</b>
6.1	Street Performance (Busking) - Community Engagement Update.....	5
6.2	Northern Beaches Employment Study Draft.....	9
6.3	Smart Beaches - Next Steps .....	11
<b>7.0</b>	<b>GENERAL BUSINESS</b>	

**NEXT MEETING Wednesday 20 May 2020**

## 1.0 ACKNOWLEDGEMENT OF COUNTRY

---

As a sign of respect, Northern Beaches Council acknowledges the traditional custodians of these lands on which we gather and pays respect to Elders past and present.

---

## 2.0 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](mailto:councilmeetings@northernbeaches.nsw.gov.au).

---

## 3.0 DISCLOSURES OF INTEREST

---

Members should disclose any "**pecuniary**" or "**non-pecuniary**" interests in matters included in the agenda. The [Northern Beaches Council Code of Conduct](#) (the Code) provides guidance on managing conflicts of interests.

A **pecuniary interest** is defined in Section 4 of the Code as:

*A pecuniary interest is an interest that you have in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to you or a person referred to in clause 4.3.*

A **non-pecuniary conflict of interest** is defined in Section 5 of the Code as:

*A non-pecuniary conflict of interest exists where a reasonable and informed person would perceive that you could be influenced by a private interest when carrying out your official functions in relation to a matter.*

If you required further information or guidance about disclosing an interest please contact Governance at [councilmeetings@northernbeaches.nsw.gov.au](mailto:councilmeetings@northernbeaches.nsw.gov.au).

---

## 4.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

### 4.1 MINUTES OF ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 6 NOVEMBER 2019

---

#### RECOMMENDATION

That the Minutes of the Economic and Smart Communities Strategic Reference Group meeting held 6 November 2019, copies of which were previously circulated to all Members, be confirmed as a true and correct record of the proceedings of that meeting.

---

## 6.0 AGENDA ITEMS

ITEM 6.1	STREET PERFORMANCE (BUSKING) - COMMUNITY ENGAGEMENT UPDATE
REPORTING OFFICER	PLACE COORDINATOR
TRIM FILE REF	2020/065199
ATTACHMENTS	<ol style="list-style-type: none"><li>1 Background Paper - Street Performance - November 2019 (Included In Attachments Booklet)</li><li>2 Economic and Smart Communities SRG - 19 February 2020 - Street Performance - Busking (Included In Attachments Booklet)</li></ol>

---

### EXECUTIVE SUMMARY

---

#### PURPOSE

To provide the Economic and Smart Communities SRG an update on the development of a Street Performance Policy, particularly community engagement findings.

---

#### RECOMMENDATION

That the Economic and Smart Communities SRG note the project update and community engagement findings.

---

## REPORT

### BACKGROUND

Northern Beaches Council is developing a Street Performance Policy to unify our approach to managing and supporting street performance. Cascading from *SHAPE 2028* and the *Arts and Creativity Strategy*, the policy should set the framework for improving access, participation and town centre vitality. The Policy will set the vision for street performance and provide a platform to review guidelines and fees.

The project is in the community engagement phase. To inform the community engagement approach, a desktop review was undertaken into how street performance is managed locally and in other local government areas. Findings are summarised in *Background Paper – Street Performance November 2019* (Attachment 1).

### TERMINOLOGY

'Busking' and 'street performance' are both defined as performing in a public place for gratuities. The Live Music Office, an advisory and advocacy body established by the Federal Government, recommends the terminology 'street performance'.

Both terms are used by Council in current permits and guidelines.

### CONSULTATION

Engagement has been designed and targeted to better understand audience and performer sentiment, and opportunities and considerations for growing the busking scene. Key activities include:

Stakeholder group	Date	Engagement method
Northern Beaches Council staff	24 October 2019	Workshop
Community (audiences)	November 2019	Face-to-face surveys were undertaken with people in Manly and Dee Why. Over 260 responses.
Performers and prospective performers	December 2019	Council developed an online survey for current and prospective performers. This yielded 41 responses.
Key external stakeholders (performers, arts and business sector representatives)	21 January 2020	Council hosted a workshop with representatives from the music, creative and business sectors.
Partnership and Participation, Community and Belonging, Economic and Smart Communities SRGs	February – May 2020	SRG committee meeting
City of Sydney	May 2020	Targeted phone interview
Broad community engagement	2020	Public exhibition and Your Say

## KEY FINDINGS

### Face-to-face intercept surveys

Outcomes revealed:

- Manly street performers are well received, with high levels of exposure and a perception of high quality.
- Respondents consider talented artists (74%) and high quality performances (55%) to be the important factors of good street performance. Supporting young and emerging performers and local talent (both 46%) is also important.
- More than half of respondents think there should be more street performers, and there is an appetite to expand into other areas of Manly town centre, beachfronts and parks.
- When thinking about a diversity of performances, respondents wanted to see more music performers, young performers and Aboriginal or Torres Strait Islander performers.

### Performer survey

Respondents were largely local, young (under 26) and had street performance experience on the Northern Beaches and other Sydney suburbs. Outcomes revealed:

- There was strong support to expand permitted locations, particularly within Manly town centre and on beachfronts.
- The cost of Manly permits emerged as an issue, where 84% said the cost was too high.
- The application process is the single largest barrier to permit take-up (31%), followed by limitations on performance type/location (20%).
- Buskers are motivated to perform for a number of reasons, including earning money (17%), connecting with audiences (16%), promoting themselves (15%) and practising (14%)

### External workshop – 21 January 2020

Outcomes revealed:

- That the current street performance standard is uneven. Repeat performers, repetitious sets and excessive amplification are issues on The Corso.
- That the current process, guidelines and costs present barriers to performers and music schools.
- A desire to see The Corso badged as a premier site (with a different management approach to the rest of LGA).
- Demand for support and resourcing to transition the street performance scene (funding, human resources, rangers, education etc.)
- A desire to streamline and digitise application processes; guidelines loosened to encourage a variety of performance, guidelines should be flexible over time.
- Demand for places/pathways/development programs for emerging performers.

**NEXT STEPS**

Community engagement findings and research data will be analysed and summarised. This input will inform the draft Street Performance Policy, and draft guidelines and fee structure.

The Policy and related operational documents will be presented to the Council for public exhibition in the second half of 2020.



<b>ITEM 6.2</b>	<b>NORTHERN BEACHES EMPLOYMENT STUDY DRAFT</b>
<b>REPORTING OFFICER</b>	<b>TEAM LEADER, ECONOMIC DEVELOPMENT AND TOURISM</b>
<b>TRIM FILE REF</b>	<b>2020/063299</b>
<b>ATTACHMENTS</b>	<b>NIL</b>

---

## EXECUTIVE SUMMARY

---

### PURPOSE

To present the key findings of the draft Northern Beaches Employment Study.

### SUMMARY

Northern Beaches Council has commissioned SGS Economics and Planning to undertake an Employment Study for the Northern Beaches Local Government Area. This technical study has been undertaken to inform a range of Council projects and strategies including the Local Strategic Planning Statement, Economic Development Plan, Local Environment Plan (LEP), Place Plans, Precinct Plans and Place Activation Plans, including Brookvale Structure Plan and Mona Vale Place Plan.

This Study analyses socio-economic data about our community and economy, reviews trends and drivers shaping and changing our employment lands, and takes an in-depth look at our major employment precincts. The study uses zoning suitability analysis, a review of market sales data for industrial, commercial and retail stock across the LGA, demand modelling and gap analysis to provide a range of insights and suggestions to guide the preparation of Council's LEP.

The Study provides a high-level strategy and vision for employment lands across the Northern Beaches, including precinct-specific directions and planning principles.

This presentation by SGS consultants will outline the key findings of the Study.

Strategic Plan objectives and actions include:

- Leveraging the investment into the health and education precinct at Frenchs Forest and growing business opportunities and activity in the centre.
- Growing investment, business opportunities and jobs in strategic centres, including Brookvale-Dee Why, Manly and Mona Vale.
- Ensuring that industrial and urban services land is planned, retained and managed, in recognition of the role and function that industrial lands play in the Greater Sydney context.
- Planning for a city that is supported by infrastructure to enhance local employment opportunities and access to services.
- Facilitating innovative environments where start-up businesses are supported and connected and assisting home-based businesses.
- Activating urban centres to increase economic activity.
- Ensuring the community is stimulated through a range of creative activities, including night-time opportunities.

---

**RECOMMENDATION**

That the Economic & Smart Communities SRG members note the presentation on the draft Northern Beaches Employment Study.

---

<b>ITEM 6.3</b>	<b>SMART BEACHES - NEXT STEPS</b>
<b>REPORTING OFFICER</b>	<b>BUSINESS PERFORMANCE EXECUTIVE CUSTOMER AND CORPORATE</b>
<b>TRIM FILE REF</b>	<b>2020/070436</b>
<b>ATTACHMENTS</b>	<b>NIL</b>

## **PURPOSE**

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

## **BACKGROUND**

### **Partnership and Federal Grant Funding**

The Federal Government's Smart Cities and Suburbs Program encourages local government agencies and bodies to deliver collaborative smart city projects that improve the liveability, productivity and sustainability of Australian cities, suburbs and towns.

This Smart Beaches Project, a partnership between Northern Beaches Council, Lake Macquarie Council and UTS was awarded \$910,185 in grant finding.

### **Project Overview**

The trial aims to use the latest technology to give lifeguards real time information on numbers of people on the beach and in the water, to track weather and surf conditions, to provide interactive warning signs for visitors and monitor amenities usage to assist cleaning schedules.

The project team has been working towards a summer deadline at four trial beaches: Manly (South Steyne) and Shelly in Manly and Redhead and Blacksmiths in Lake Macquarie.

## **DISCUSSION ITEMS AND WORKSHOP**

- Project Status
- Next Steps
- Data Uses

---

## **RECOMMENDATION**

That the SRG:

1. Note the project status and next steps.
  2. Continue to provide feedback and ideas over the coming months.
  3. Promote the project and opportunities via networks.
-