

# MINUTES

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

held in the Council Chambers, Manly on

**WEDNESDAY 6 NOVEMBER 2019**

## **Minutes of the Economic and Smart Communities**

### **Strategic Reference Group**

**held on Wednesday 6 November 2019**

**in the Council Chambers, Manly**

**Commencing at 6:04pm**

#### **ATTENDANCE:**

##### **Committee Members**

Mayor Michael Regan (Chair)

Cr David Walton

Cr Sue Heins

Andy West

Stuart White

Drew Johnson

Peter Middleton

Ngaire Young

Geri Moorman

Gordon Lang

Alexander Coxon

Microsoft Australia

Manly Business Chamber

Newport Residents Association

Northern Beaches Campus, TAFE NSW

##### **Council Officer Contacts**

Karen Twitchett

Katie Kirwan

Deb Kempe

Kate Lewis

Campbell Pfeiffer

Neil Cocks

Kristie Debney

Nicole Silburn

Director, Workforce & Technology

Governance Officer

Team Leader, Economic Development & Tourism

Business Performance Executive

Executive Manager, Property

Manager, Strategic & Place Planning

Manager, Property, Commercial & Tourist Assets

Tourism Coordinator

##### **Visitors**

Carl Solomon

Destination Marketing Store

## **1.0 ACKNOWLEDGEMENT OF COUNTRY**

Mayor Regan acknowledged the traditional custodians of the land on which the meeting gathered, and paid respect to Elders past and present.

## **2.0 APOLOGIES**

Apologies were received from Councillor Sprott, Saul Carroll and Andy West.

## **3.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST**

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

## **4.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS**

### **4.1 MINUTES OF ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 29 MAY 2019**

#### ***Confirmed***

That the Minutes of the Economic and Smart Communities Strategic Reference Group meeting held 29 May 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.

### **4.2 MINUTES OF ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 28 AUGUST 2019**

#### ***Confirmed***

That the Minutes of the Economic and Smart Communities Strategic Reference Group meeting held 28 August 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, subject to deletion of the following:

#### **Item 5.1 – Update on Activation Plans (page 5)**

*‘...as the draft plan recommended a six storey development. He noted it was later revealed to be a tactical plan to invigorate the area, and not a strategic plan, and people were engaged again’.*

## 5.0 UPDATE ON ACTIONS FROM LAST MEETING

### 5.1 UPDATE ON ACTIONS FROM LAST MEETING - DEB KEMPE

#### DISCUSSION

Deb Kempe, Team Leader Economic Development & Tourism provided an update on the following actions:

#### Item 3.1 – Confirmation of Minutes

Action: Re-circulate Minutes from 29 May meeting to members for further comment.

Update: Minutes were re-circulated on 17 September 2019. No comments were received.

Action: Governance will circulate Minutes from now on as 'draft' for comment prior to publishing.

Update: Process implemented. Emailed members on 17 September 2019. No comments or changes were received and Minutes were later published on 26 September 2019.

#### Item 5.1 – Update on Activation Plans

Action: Kath McKenzie to provide Cr Heins with a copy of the Seaforth Activation Plan.

Update: Katie Kirwan emailed the plan to Cr Heins on 17 September 2019.

*Note: The order of business was changed to allow item 6.2 – 'Smart Beaches Update' to be the next Item for discussion.*

## 6.2 SMART BEACHES UPDATE – KAREN TWITCHETT AND KATE LEWIS

#### DISCUSSION

Karen Twitchett, Director Workforce & Technology and Kate Lewis, Business Performance Executives introduced themselves to members.

K Lewis gave a brief overview of the Smart Beaches project and noted the difference between this and the Smart Cities project (*Attachment 1*).

K Lewis discussed the objective of the projects and the 'smarts' to be implemented and the sensing equipment that will be used at Shelly and Manly Beaches and provided the following update: (Get presentation).

- The project formerly commenced in February 2019
- We are scheduled to install the Smart Beaches technology by the end of November
- Stakeholder engagement is being conducted during October and November
- The trial launch is set for December 2019
- Outcomes of the trial are due to be reported in June 2020

Members raised various questions in relation to the ownership of the technology once the trial has completed, funding following the trial, and what is deemed to be a 'successful outcome. K Lewis advised that all equipment will belong to Council, there is no further funding and success will be

measured on the impact on services revealed by the data and how Council can use this to improve services or amenities.

G Lang questioned who will own the intellectual property (IP) following conclusion of the trial.

## **ACTION**

1. K Lewis to confirm ownership of IP following conclusion of the project.

## **6.0 AGENDA ITEMS**

### **6.1 DESTINATION MANAGEMENT PLAN WORKSHOP – CARL SOLOMON**

#### **DISCUSSION**

D Kempe introduced Carl Solomon of Destination Marketing Store who presented members with an overview of the draft Destination Management Plan – ‘*Destination Northern Beaches: Creating a sustainable visitor economy*’ (‘the Plan’) (*Attachment 2*).

C Solomon discussed the purpose of the Plan noting that it is a strategy for managing and growing Council’s visitor economy.

There was broad discussion amongst members about the various aspects of the Plan and the challenges Council face in this area. The following points were highlighted by members:

#### **Target Markets:**

The importance of Business ‘BLEisure’ secure was discussed at length and agreed by the group that it has great potential for Northern Beaches, especially off peak.

#### **Increase stay and spend:**

By stimulating the night time economy that will get people to stay longer/overnight and spend more

Agreed that Council assets at Currawong Cottages and Narrabeen Caravan park should be key attractions for the area. Both answering to Nature based tourism and lack of formal accommodation in the destination

Agreed that Events should first leverage community then visitors will come (“rights of locals first”)

#### **Challenges:**

Aboriginal heritage in the area and highlighting the complexities and issues on identifying and promoting these assets

Integration issues and naming Manly the Gateway was discussed at length because access to public transport to move further up the beaches is extremely difficult. Bus, ferry connections are few and far between and take a long time. Should Manly really be named as the Gateway to the Northern Beaches, unless transport connections are improved?

#### **Address supply and you will capture the demand:**

Agree the balance with Airbnb accommodation and experiences, is offering more supply especially at the northern end.

A dedicated Hop on hop off bus would elevate parking and traffic issues giving visitors a seamless

experience

**Working title: Destination Northern Beaches: Creating a Sustainable Visitor Economy**

Generally supportive of title and overall direction. The term *Destination Northern Beaches* was discussed as being potentially applied to other areas of economic development (inward investment)

**Visitor information website:**

Considered to be little information currently available on Council website for visitors and a need for a dedicated visitor website

D Kempe discussed the next steps and advised she would like to do a further review of some of the initiatives before seeking endorsement for public exhibition at the February Council meeting.

### **6.3 LEASES AND LICENCES REGISTER – CAMPBELL PFEIFFER & KRISTIE DEBNEY**

#### **DISCUSSION**

Campbell Pfeiffer, Executive Manager Property and Kristie Debney Manager, Property, Commercial & Tourist Assets gave members a brief overview of the development of the leases and licences register. They presented members with various examples of other council's registers and discussed the methods of presentation.

K Debney gave a brief overview of the Notice of Motion adopted by Council and a subsequent resolution to create a lease and licence register. She noted that there is no legislative requirement to have one but councillors have expressed a desire to create one in the interest of transparency.

Members discussed the various options and what the aim of the register is. There was discussion around equity concerns and whether appropriate to have financial details and value disclosed.

Based on the advised objectives of the Register proposal being 1) Transparency and 2) Showing Council's contribution to (various parts of) the community members considered that these resources could be more fruitfully expended on other business/community related matters, than on establishing such a register. Members also suggested a distinction between commercial and community/customer would be appropriate and what percentage of vacant property there is.

Note: Mayor Regan left the meeting at 7:43pm and Cr Heins assumed the Chair.

### **6.4 DRAFT LOCAL STRATEGIC PLANNING STATEMENT – NEIL COCKS**

#### **DISCUSSION**

Neil Cocks, Manager Strategic & Place Planning introduced himself to members and gave a brief overview of *Towards 2040, Draft Local Strategic Planning Statement* ('LSPS'), noting that this is Council's first strategic planning statement and it will be used to guide land-use planning for the next 20 years. He discussed the development of the LSPS, highlighting the following milestones:

- Engagement: who were consulted and how
- Key community insights that were identified
- How the LSPS related to Council's other strategic plans and frameworks

- Current demographics and estimated future growth
- Key planning challenges: protection of our natural assets, affordable housing, transport limitations, and the disparity between skills and jobs
- Council's structure plan and 20 year vision
- Implementation

At the 22 October 2019 Council Meeting, the LSPS was endorsed for public exhibition and will be open for submissions until 10 November 2019.

The LSPS and all supporting documentation can be viewed on Council's [Your Say](#) page.

N Cocks advised he will be meeting with the Greater Sydney Commission next week to get their feedback on the LSPS, with their endorsement expected early next year.

There was broad discussion around affordable housing, spot re-zoning and the similarities between the LSPS and the Destination Management Plan.

G Lang noted that whilst various strategies mention it, there does not seem to be a major strategy in place to support business on the Northern Beaches.

## **6.5 ECONOMIC AND SMART COMMUNITIES SRG MEETING SCHEDULE 2020 - REPORT FOR NOTING**

### **DISCUSSION**

SRG members noted the draft 2020 meeting schedule.

G Lang noted that he felt the SRG feedback was important and that often members did not have either sufficient time or strategic focus to give meaningful involvement to some of the agenda items. He advised that it was mentioned at the first meeting that there may be the opportunity of extra or specific meetings to consider items. He requested the structure and/or frequency of meetings to be reassessed.

Cr Heins noted that she would like to see some form of reporting back to the elected body.

### **SUMMARY OF ACTIONS**

<b>ITEM NO.</b>	<b>ACTION</b>	<b>RESPONSIBLE OFFICER</b>	<b>DUE DATE</b>
6.2	K Lewis to confirm ownership of IP following conclusion of the project.	Kate Lewis	ASAP

*The meeting concluded at 8:22pm*

This is the final page of the Minutes comprising 7 pages numbered 1 to 7 of the Economic and Smart Communities Strategic Reference Group meeting held on Wednesday 6 November 2019 and confirmed on



## OBJECTIVE: *Safer – Smarter - Better*

Council has partnered with Lake Macquarie City Council and UTS on the [Smart Beaches Project](#).

Federal Grant funded (\$910k)

- Equip lifeguards and the public with world-leading new safety tools
- Inform long-term strategy for beach safety management
  - contribute to a reduction in coastal drownings
  - rise in safety awareness amongst beach visitors
- Inform visitor planning & management
  - data about how people use the beach
  - assist operations to provide clean, pleasant, well maintained facilities
- Enhance community digital literacy and participation
- Provide an integrated smart beach analysis and sharing platform

### SMART BEACHES

A SMART CITIES AND SUBURBS ROUND TWO PROJECT

#### INFORMATION COLLECTED

##### People Counting

- On the sand
- In the water
- Inside the flags
- Outside the flags

##### Water & waves

- Wave height
- Wave Frequency
- Wave direction
- Water temperature

##### Rescues

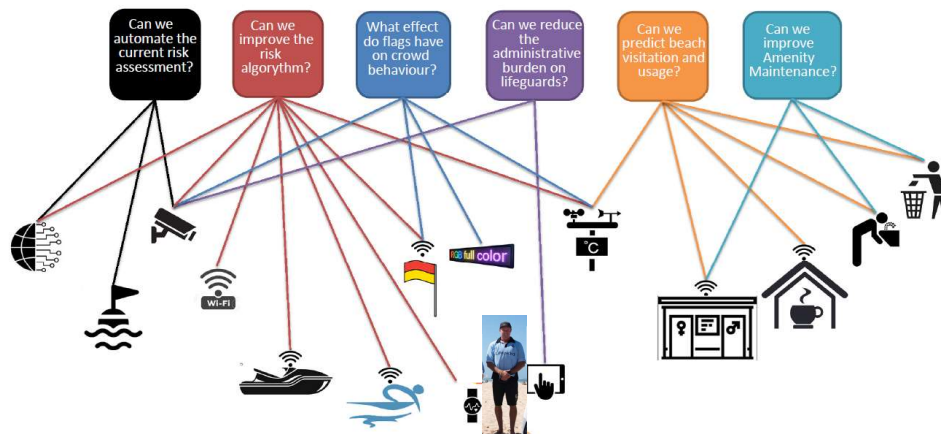
- Inside the flags
- Outside the flags

##### Facilities

- Amenity usage
- Water refills
- Rubbish bins
- Smart bins



## What can the 'Smarts' do?



## Sensing Equipment at Manly / Shelly

Device	Where	Why	When
Yabby LoRaWAN GPS Tracker	50 x Flags, beach signs, paddle boards, buggies & jetskis	Location & movement	Nov
Garmin devices/ iPads	2 x Manly Lifeguards	Activity level data	Nov
ERS Eye Sensors	12 x 4 amenity blocks	Movement sensors	Nov
Orion Cameras	1 x Shelly Beach 1 x Manly Surf Club	People counting data	Nov/ Dec
Weather Stations	1 x Shelly Beach 1 x Manly Surf Club	Wind and weather	Dec/ Jan
Antennas	1 x Shelly Beach 1 x Amenity block near Pantry	Free Wi-Fi and data transmission	Nov
Bin sensors	7 x bins along Marine Parade & Shelly Beach	Bin usage and fill-level	Nov
Self-compacting Smart Bins	2 x Shelly Beach	Bin usage and fill-level	Installed
	Data from Manly Hydraulic Laboratory	Wave / Surf conditions	Nov

## Project Status

- Project commenced Feb 2019
- Co-design & collaboration workshops:
  - Beach Operations
  - Analytics development
  - Hardware selection
  - Technology Review
- Installation and set up (Sept – Nov 2019)
- Stakeholder engagement (Oct - Nov 2019)
- Trial Launch (Dec 19)
- Community & Operations Engagement & Education (Dec 19 – March 2020)
- Report on Outcomes and Scalability Jun 2020

} We are here!

## SMART BEACHES Questions?





# Destination Northern Beaches

draft Destination  
Management Plan (DMP)

Economic & Smart  
Communities SRG  
6 November

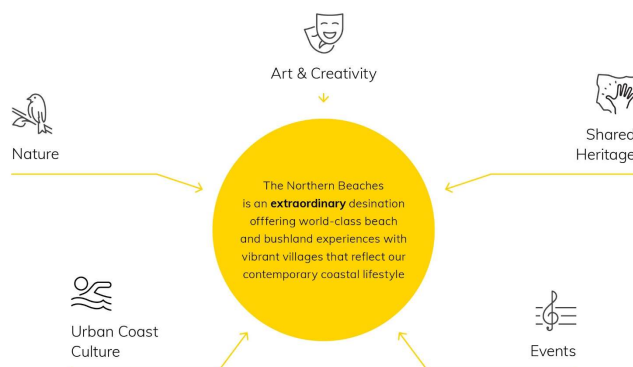


northern  
beaches  
council



## Outcomes of the Key Directions consultation

*The Northern Beaches is an **extraordinary** destination offering world-class beach and bushland experiences, with vibrant villages that reflect our contemporary coastal lifestyle.*



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# Destination Northern Beaches

Creating a sustainable visitor economy

Draft Destination Management Plan (DMP) – working title

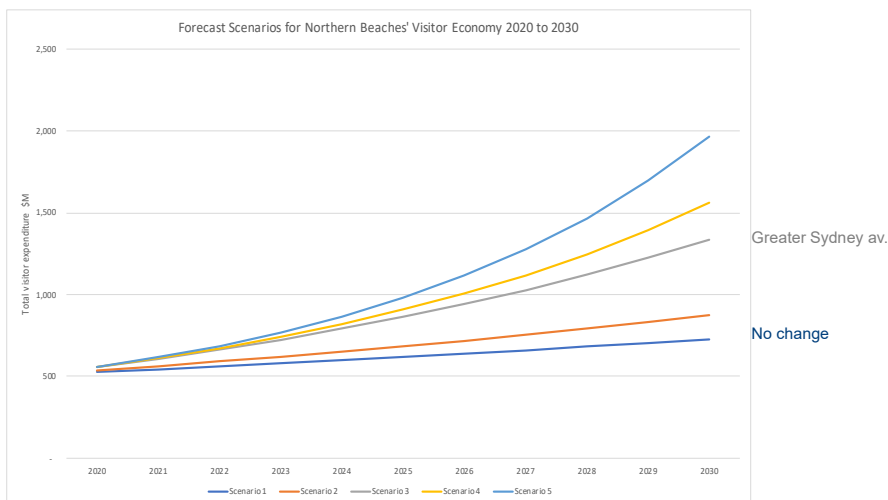


## Goal

Achieve balance between growing the visitor economy and protecting the environment and social values.



## Visitor Expenditure



## Objectives

- Focus on **higher-yield visitors** increase contribution to the region's economy
- Encourage **greater dispersal** during peak periods to reduce impact and overcrowding
- Strengthen appeal of the **destination year-round** to support viability of local businesses and vibrant community
- Leverage existing visitor markets to encourage **increased length of stay** and/or yield.





## Target visitor markets

- Active 55+
- Contemporary women travellers
- Visiting Friends & Relatives
- Business travel
- Special-interest markets:
  - Nature and adventure-based tourism
  - Sports and adventure-based tourism
  - Accessible tourism



## Links to Other Council Strategies & Plans

- **CSP** – Goal 15d Enhance and extend opportunities for sustainable tourism economy
- **Delivery Program** – Goal 15: Develop a Northern Beaches DMP
- **LSPS Towards 2040** – P29 “A Thriving sustainable tourism economy” and P26 “Manly as Sydney’s premier coastal destination
- **Arts & Creative Strategy** – Connected Through Creativity 2028
- **Environment and Climate Change Strategy** (draft)
- **Coast Walk Public Art Strategy**
- **Pittwater Waterway Strategy 2038**



## Key initiatives and concepts



### Key initiatives/concept

1. Enhancing the Northern Beaches **Coast Walk**
2. Get the best out of **Manly as a global destination**
3. Creating the extraordinary Northern and Southern **Gateways** to the Northern Beaches
4. **Waterways access** and support for large on water activations
5. Best of nature **accommodation** (eco-tourism, glamping)
6. NPWS - cooperative cross-tenure vision and strategy **North Head**
7. Supporting **Events** that align with the 4 experience themes





# DESTINATION Northern Beaches ACTIONS

Open for discussion

