



northern  
beaches  
council

**Economic & Smart Communities**  
Strategic Reference Group

# MINUTES

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

held in the Flannel Flower Room on

**WEDNESDAY 1 JUNE 2022**

**Minutes of the Economic and Smart Communities  
Strategic Reference Group  
held on Wednesday 1 June 2022  
in the Flannel Flower Room  
Commencing at 6:05PM**

**ATTENDANCE:**

**Committee Members**

Cr Sue Heins (Chair)	Councillor
Cr Michael Gencher ( <i>Remote attendance</i> )	Councillor
Cr Sarah Grattan	Councillor
Cr Georgia Ryburn	Councillor
Saul Carroll	
Andy West	
Gordon Lang	
Alexander Coxon	

**Council Officer Contacts**

Nikki Griffith	Manager, Place & Economic Development
Claudia Brodtke	Senior Advisor – Governance
Deb Kempe	Team Leader, Economic Development & Tourism
Clinton Rose	Manager, Beach Safety
Michelle Carter	Strategic Transport Coordinator

**Visitors**

Tony Blunden	Lake Macquarie Council – Business Support Coordinator
<i>(Remote attendance)</i>	

## **1.0 ACKNOWLEDGEMENT OF COUNTRY**

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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.

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## **2.0 APOLOGIES**

Apologies were received from Kath McKenzie (Executive Manager Community Engagement & Communications), Ngaire Young, Matthew Adderton, Stuart White and Drew Johnson.

## **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 30 MARCH 2022**

#### ***CONFIRMED***

That the minutes of the Economic and Smart Communities Strategic Reference Group meeting held 30 March 2022, copies of which were previously circulated to all members, are hereby confirmed as a true and correct record of the proceedings of that meeting.

## 5.0 UPDATE ON ACTIONS FROM LAST MEETING

### 5.1 ACTION LOG UPDATE

#### DISCUSSION

Deb Kempe, Team Leader Economic Development & Tourism updated the group on completed actions.

MEETING DATE	ITEM NO.	ACTION	UPDATE
30/3/2022	6.2	That members provide written feedback on the working draft of the Economic Development Strategy to kath.mckenzie@northernbeaches.nsw.gov.au by 29 April 2022.	SRG members were invited to provide feedback on the draft Economic Development Strategy. To date no feedback was given by members.
30/3/2022	6.3	Provide an update on the Shared Spaces trial at Dee Why	An update on the Dee Why Streets as Shared Spaces trial will be given at the meeting on 1 June by the Strategic Transport team, as part of wider discussion on evaluating economic impact of events/public domain improvements.
30/3/2022	7.0	Update on the status of the Smart Beaches and Smart Parking initiatives next SRG meeting	An update on the Smart Beaches pilot will be given at the meeting on 1 June by Tony Blunden from Lake Macquarie Council. The tender for the Smart Parking initiative has not yet been awarded; the SRG has been previously briefed on this project.

## **6.0 AGENDA ITEMS**

### **6.1 SMART BEACHES PILOT TRIAL UPDATE**

#### **DISCUSSION**

Tony Blunden, Business Support Coordinator at Lake Macquarie Council presented on the current status of the SMART Beaches Pilot Trial.

Members discussed:

- The ability of the SMART Beaches project to support data driven decision making.
- How the technology of the SMART Beaches project could be used in the future.
- The potential for the general public to access the data provided by the SMART Beaches project.

#### **ACTION**

That Council:

- investigate partnership options in the next financial year
- identify avenues to advocate to Government for SMART Beaches
- define the investment required.

#### **ACTION**

Provide a breakdown of costs involved with the SMART Beaches project since the commencement of the project and confirm if staffing costs are included in these costings.

### **6.2 THE STRAND DEE WHY - STREETS AS SHARED SPACES TRIAL FEEDBACK**

#### **DISCUSSION**

Michelle Carter, Strategic Transport Coordinator provided an update on the Streets as Shared Spaces Trial – The Strand, Dee Why.

## **7.0 GENERAL BUSINESS**

### **7.1 UPDATE ON ECONOMIC DEVELOPMENT STRATEGY**

Deb Kempe, Team Leader Economic Development and Tourism provided an update on the Economic Development Strategy.

The group discussed the following key takeaways:

- Creating Civic Hubs on the Northern Beaches
- The importance of small scale/flexible office spaces.

## 7.2 OPEN DISCUSSION – IDEAS TO SUPPORT LOCAL BUSINESSES

This item was deferred until the next Economic and Strategic Reference Group Meeting.

Councillor Heins briefly discussed her Notice of Motion to simplify small business applications and requested expressions of interest to test the new process.

## SUMMARY OF ACTIONS

ITEM NO.	ACTION	RESPONSIBLE OFFICER	DUE DATE
	That Council:	Kath McKenzie	ASAP
6.1	<ul style="list-style-type: none"><li>investigate partnership options in the next financial year</li><li>identify avenues to advocate to Government for SMART Beaches</li><li>define the investment required.</li></ul>		
6.1	Provide a breakdown of costs involved with the SMART Beaches project since the commencement of project and confirm if staffing costs are included in these costings.	Deb Kempe	ASAP

*The meeting concluded at 8.10 PM*

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 1 June 2022 and confirmed on



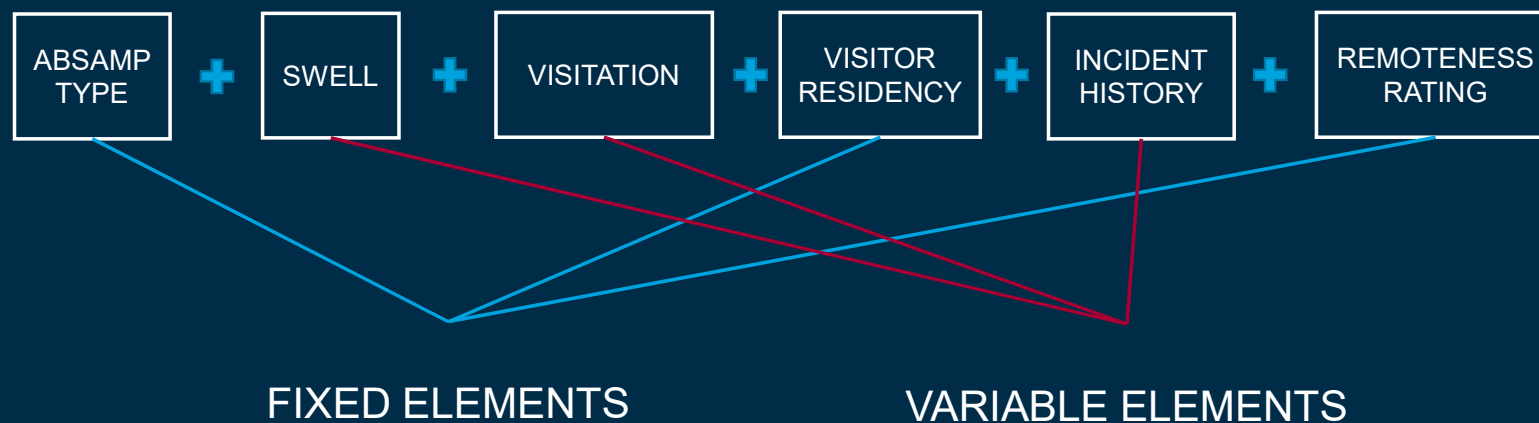
APOLA CONFERENCE

06 MAY 2022

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# MANAGING BEACH RISK

- LIFESAVING SERVICE LEVEL ANALYSIS\*



\*Australian Coastal Public Safety Guidelines GO1300



# BEACH RISK ASSESSMENT



Telstra #LetsVaxx 4G 1:43 pm 15%

CSG Beach Risk Tool

COASTAL SAFETY GROUP  
NSW LOCAL GOVERNMENT

Region

Lake Macquarie

Beach

Redhead Beach

Average Swell

1.5

Peak Visitation

5, 250 to 500 people in water and on the beach during peak period of day

Peak Visitation Frequency

DAILY RISK ASSESSMENT ANNUAL RISK ASSESSM.

Built with Open as App  
Create your own app for free!

Telstra #LetsVaxx 4G 1:45 pm 13%

CSG Beach Risk Tool

Location

A sign should appear at all entrances to the location

Lifeguard Service Level SCORE/31

20

Lifeguard Service Level RESULT

Lifesaving service = 2 x  
Lifeguard personnel during  
period assessed

Create PDF

App Information and disclaimer

DAILY RISK ASSESSMENT ANNUAL RISK ASSESSM.

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Create your own app for free!

Telstra #LetsVaxx 4G 1:44 pm 14%

Done CSG Beach Risk Tool.pdf

COASTAL SAFETY GROUP ANNUAL BEACH RISK ASSESSMENT	
Region	Lake Macquarie
Beach	Redhead Beach
Beach Type	Rhythmic Bar Beach
Modal Swell	1.5
Peak Visitation Rating	5, 250 to 500 people in water and on the beach during peak period of day
Peak Frequency Rating	4, Peak visitation levels occur every weekend (Saturday/Sunday)
Residency Rating	2, Intrastate Australian visitors residing more than 50km from location
Incident Rating PATROLLED	3, 1-3 major incidents/first aid treatments per month
Incident Rating UNPATROLLED	0, N/A
Remoteness Rating	3, Access to other rescue services/or assistance 5-10 minutes
SIGNAGE CALCULATIONS	
ABSAMP Rating	6
Dist. Score	3
Pop. Score	4
Frequency Score	3
Facility Visitation Rating/30	15
SIGNAGE RESULTS	
General Sign Description	Sign should contain: Name of the facility General Warning Message All Council regulations that apply to the location should appear on the sign as prohibition pictograms All potential hazards identified at a location that have a risk rating of HIGH should appear on the sign as warning symbols. If no HIGHs then top two hazards should appear. Any information symbols relevant to the location
Location	A sign should appear at all entrances to the location
LIFEGUARD SERVICE LEVEL CALCULATIONS	
ABSAMP Score	6
Visitation Score	3
Frequency Score	3
Residency Score	2
Incident Score	3
Remoteness Score	3
LIFEGUARD SERVICE LEVEL RESULT	
TOTAL SCORE/31	20
RESULT	Lifesaving service = 2 x Lifeguard personnel during period assessed

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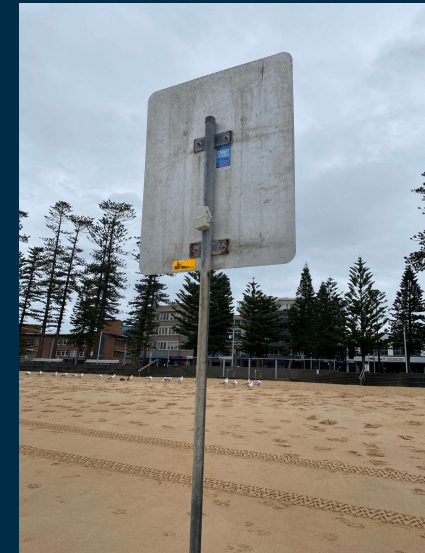
# FIXED ELEMENTS

- **ABSAMP BEACH TYPE** – Assigned as part of the Australian Beach Safety and Management Program.
- **REMOTENESS RATING** – Based on access to other rescue services or assistance
- **VISITOR RESIDENCY** – the background/level of experience that makes up a minimum 10% of the beach population.



# VARIABLE ELEMENTS

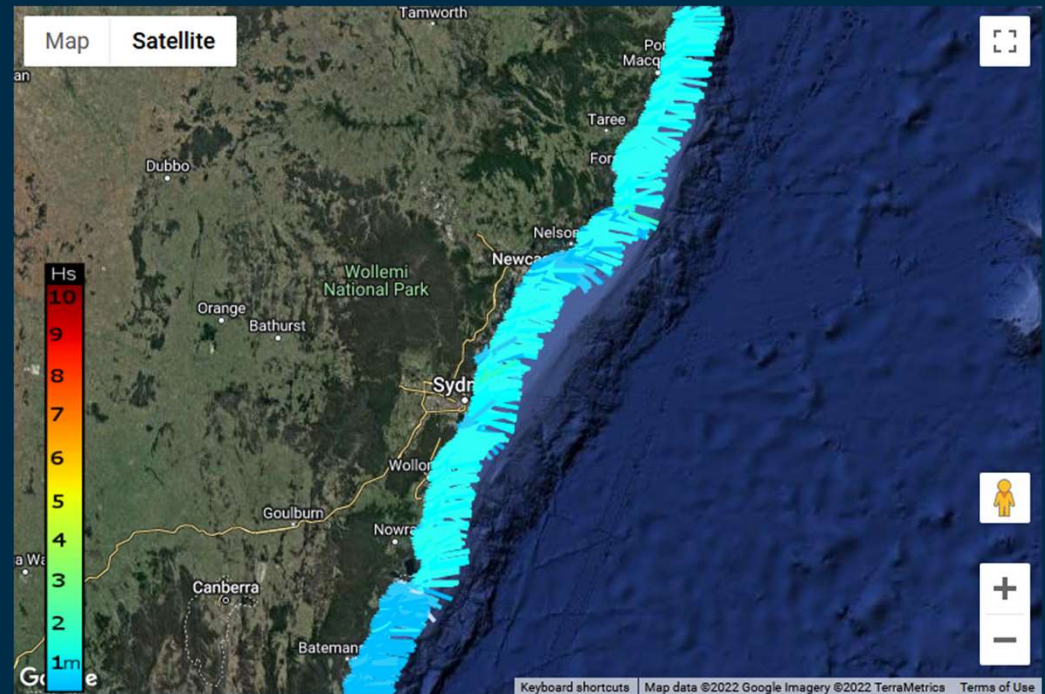
- Drives changes in beach risk level
- Can be measured by technology.

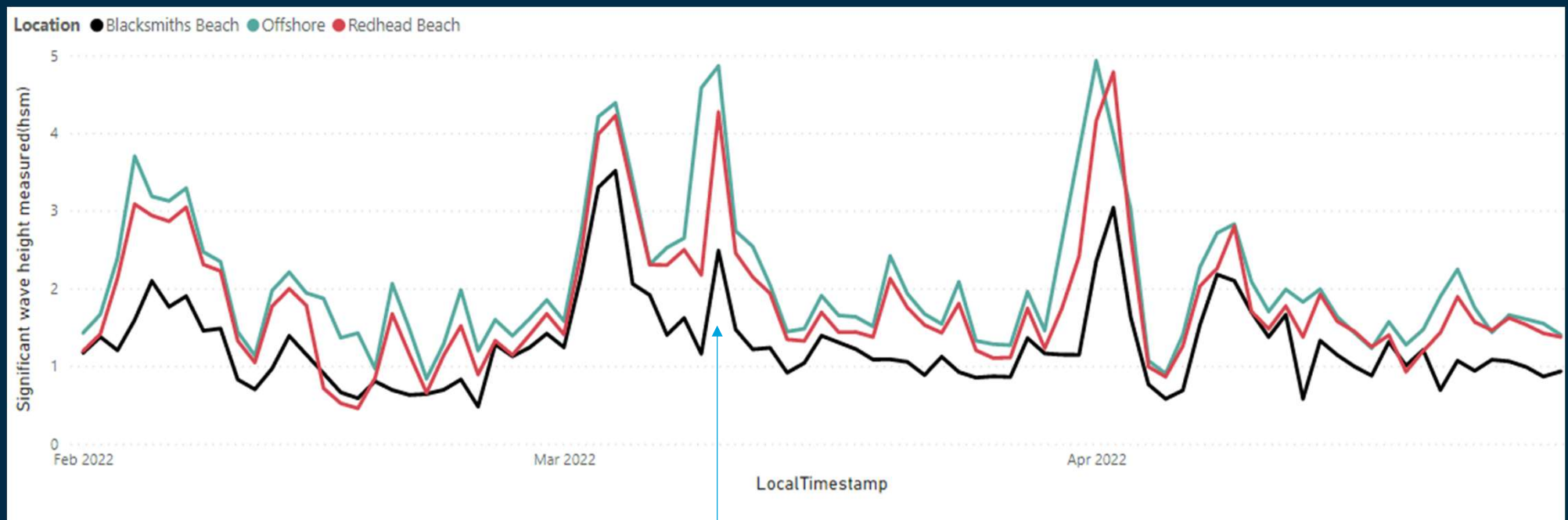




# VARIABLE - SWELL – MHL Nearshore Wave Tool

- Model based assessment using offshore data
- Forecast and measured height, period and direction
- 14,510 nearshore locations for the entire NSW coast, at 100 m spacing along the 10 m depth contour



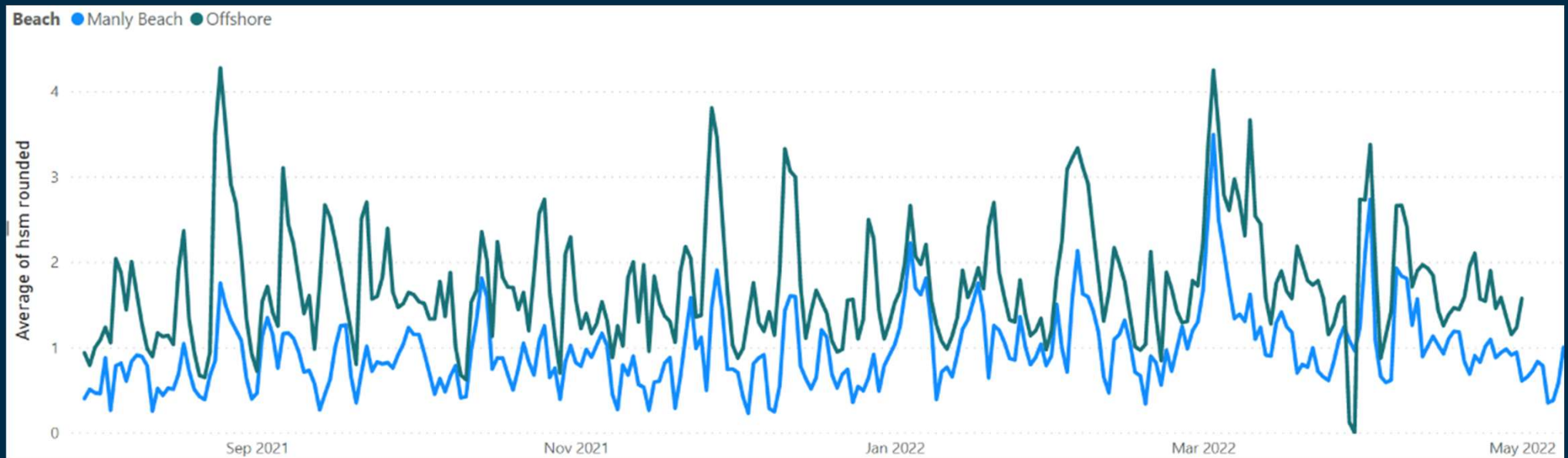


10 Mar 22



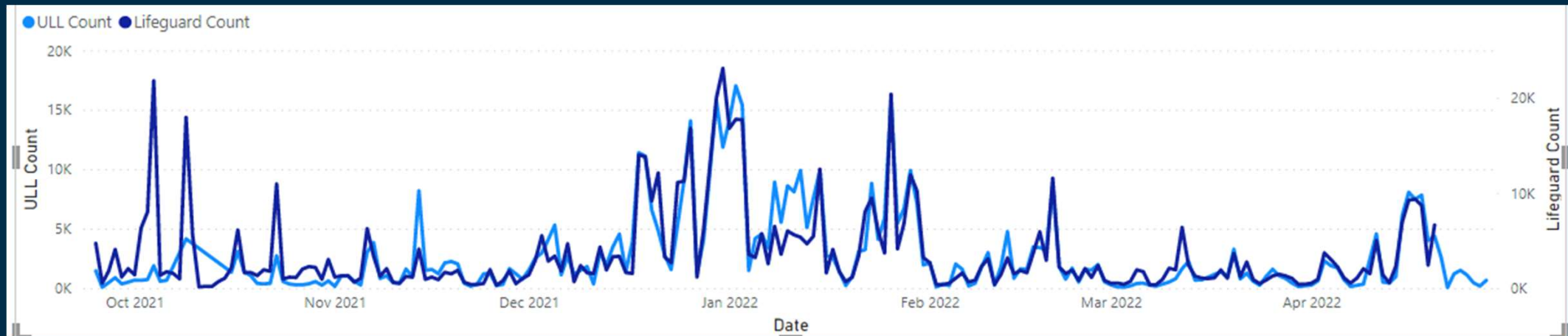
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# VARIABLE - SWELL – MANLY DATA



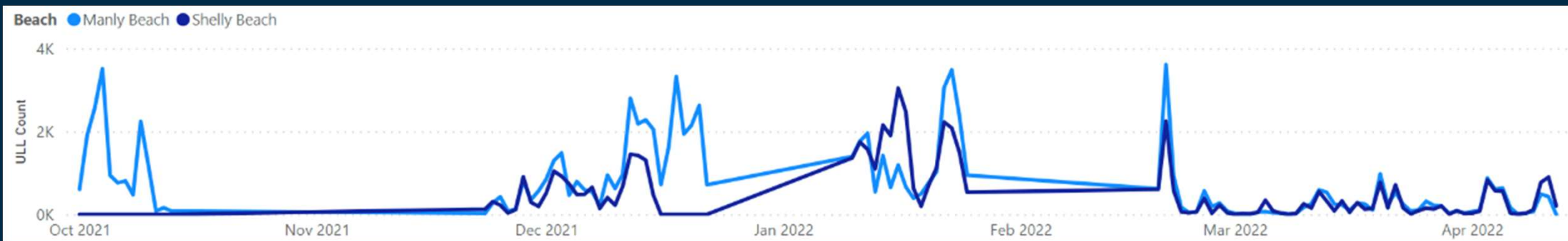


# VARIABLE - VISITATION



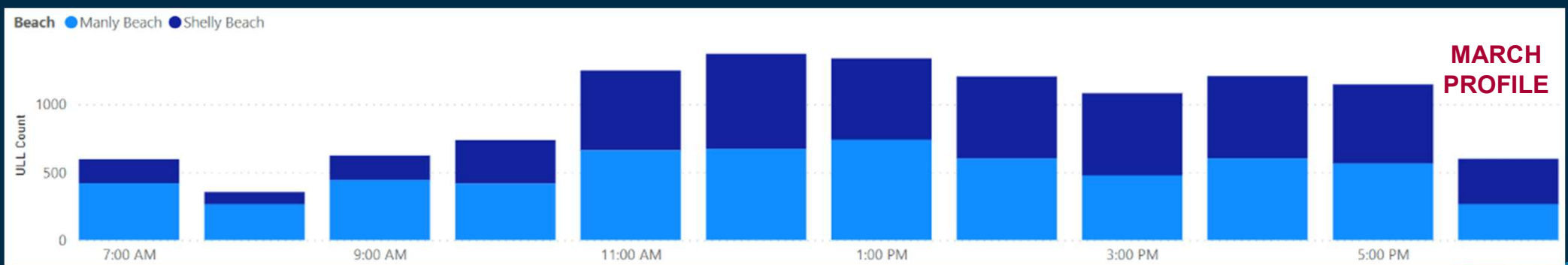
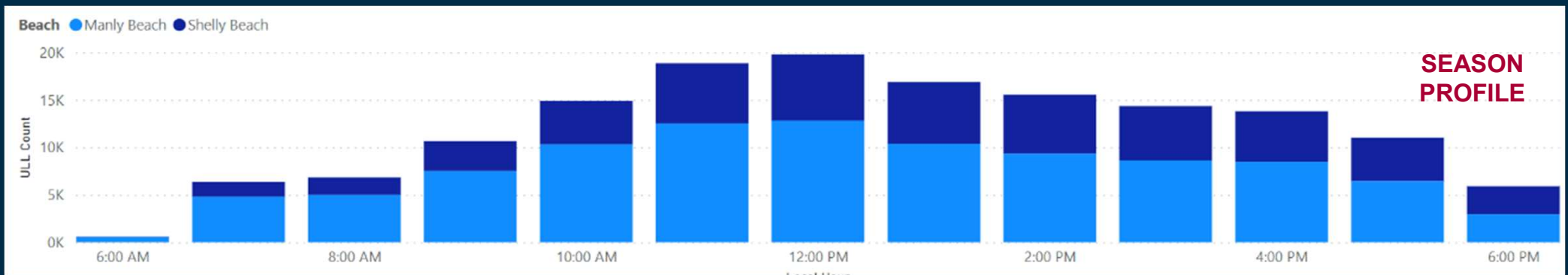
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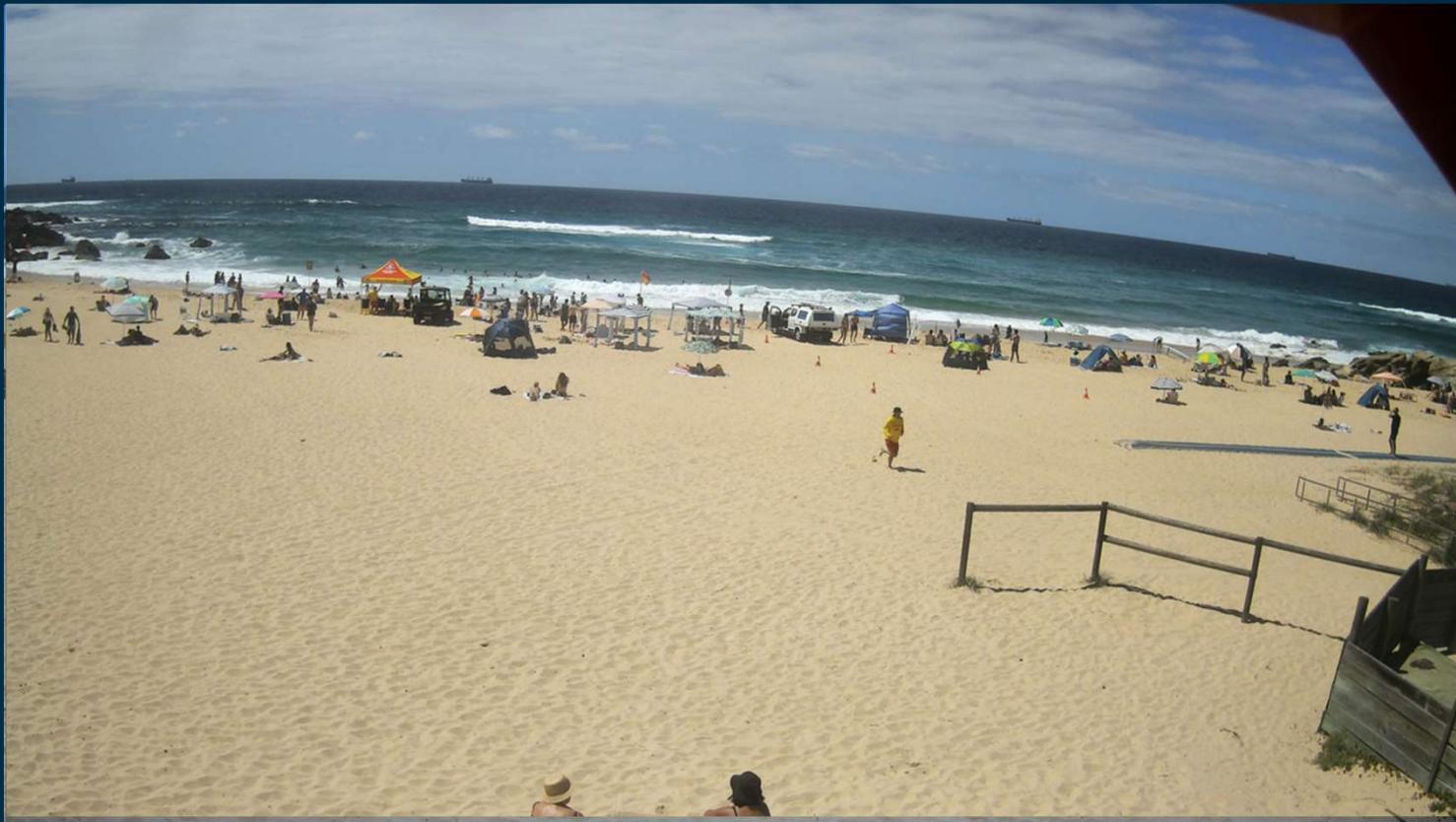
# VARIABLE – VISITATION NBC





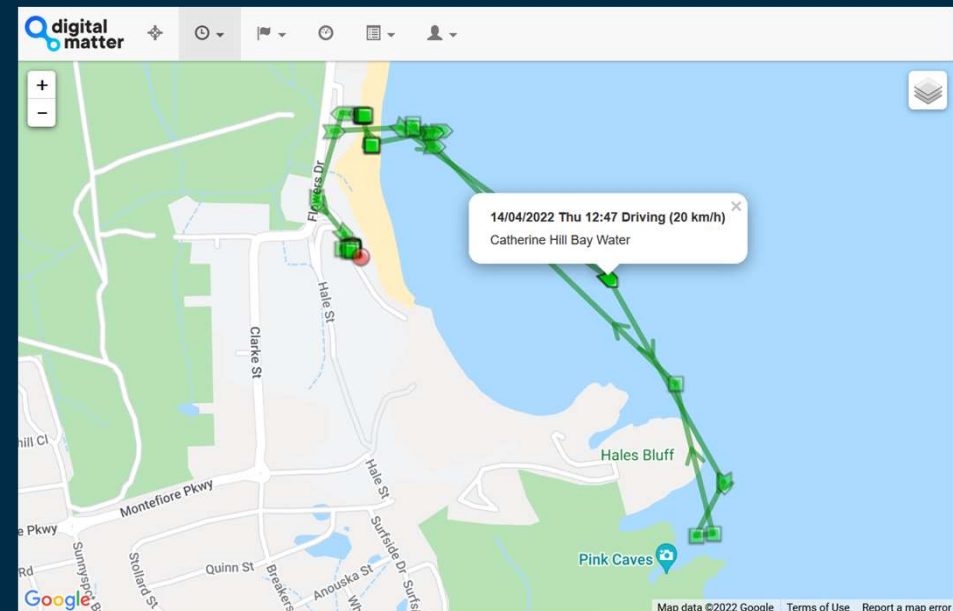
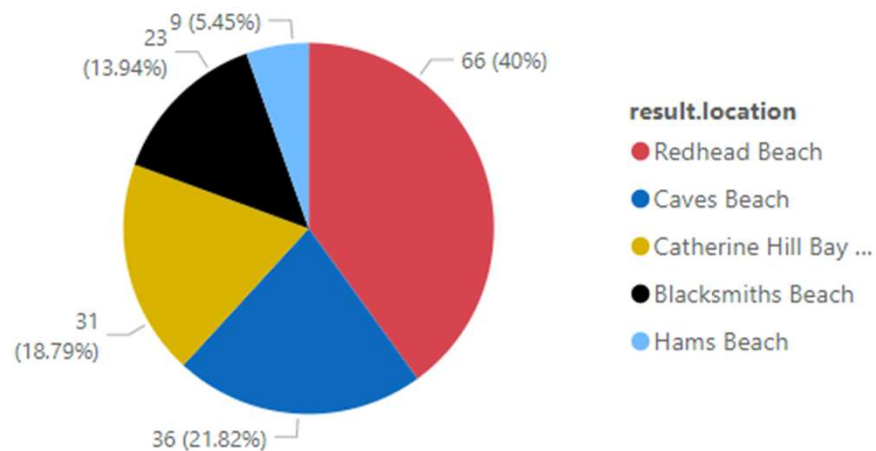
# HOURLY VISITATION



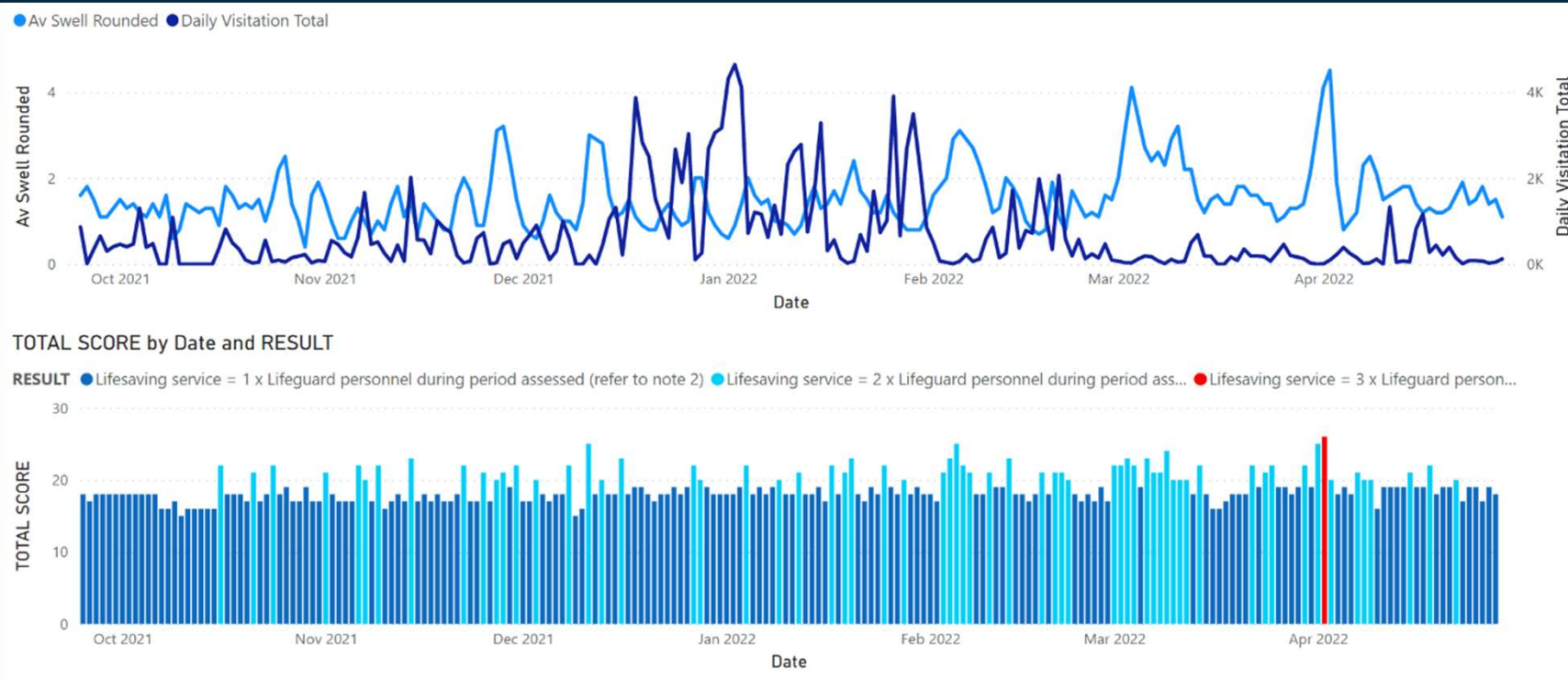


# VARIABLE - INCIDENT HISTORY

Rescues by location



# RISK ASSESSMENT



# RISK ASSESSMENT

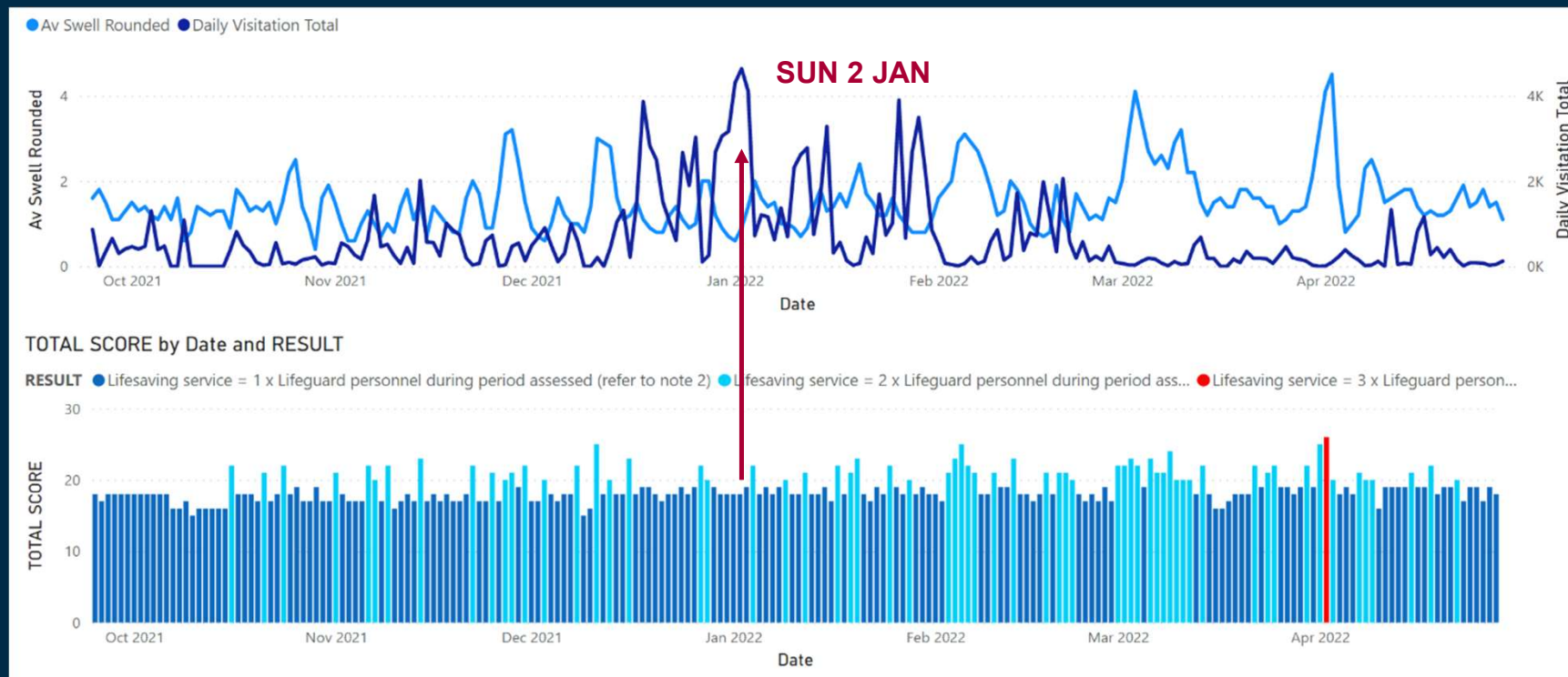


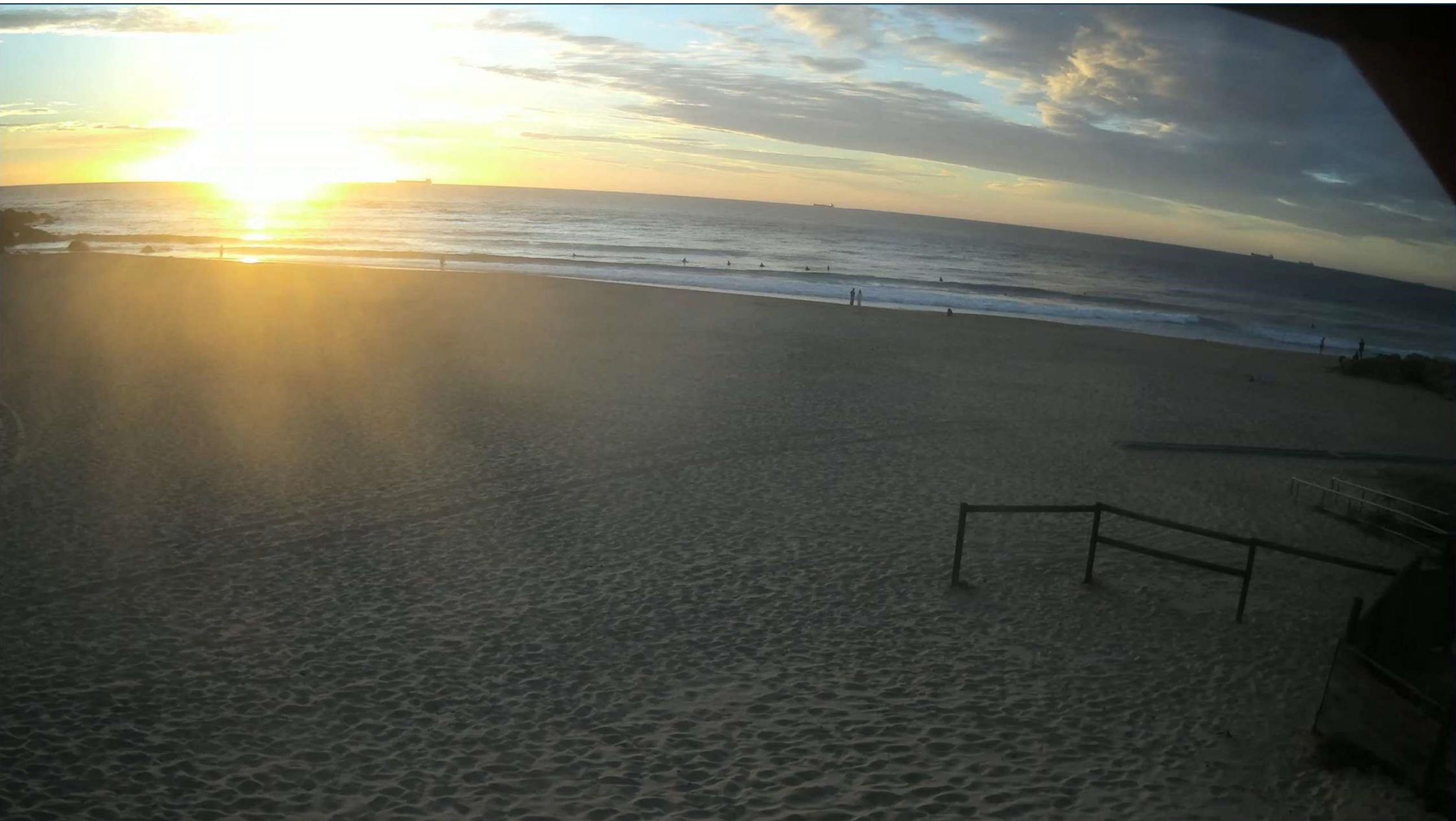


# RISK ASSESSMENT



# RISK ASSESSMENT







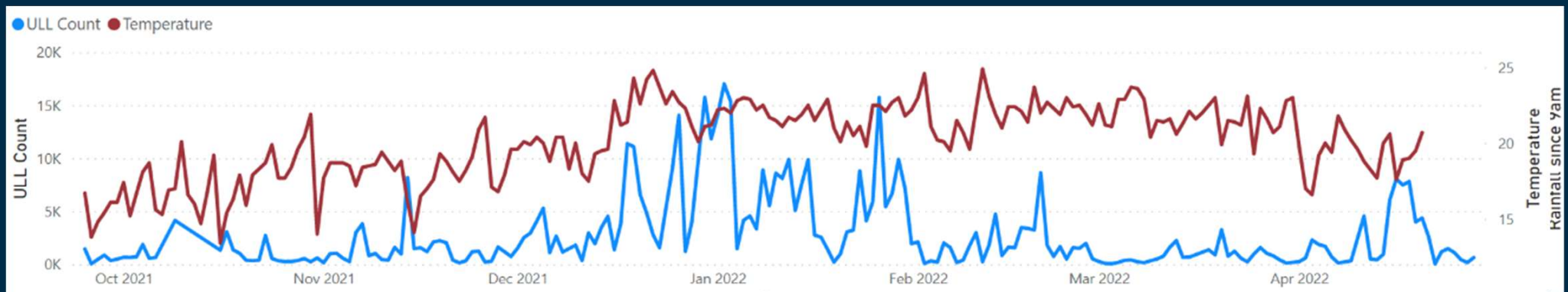
# OPERATIONAL INSIGHT

## BEACH CLOSURES ON HIGH RISK DAYS



# OPERATIONAL INSIGHT

## VISITATION AND WEATHER



# OPERATIONAL INSIGHT

## ASSET UTILISATION



### Custom Asset Geofence Activity

Custom Asset Geofence Activity (18/04/2022 to 24/04/2022)


Department	Name	Geofence	Date Entered	Date Exited	Duration	Distance Travelled (km)
Redhead Beach	Redhead Paddle Board 2	Redhead Water	18/04/2022 14:13	18/04/2022 14:20	00:06:45	0.31
Redhead Beach	Redhead Paddle Board 2	Redhead Water	20/04/2022 13:30	20/04/2022 13:38	00:07:45	0.32
Redhead Beach	Redhead Paddle Board 2	Redhead Water	20/04/2022 13:39	20/04/2022 13:50	00:10:31	0.35
Redhead Beach	Redhead Paddle Board 2	Redhead Water	20/04/2022 14:10	20/04/2022 14:21	00:10:31	0.40
Redhead Beach	Redhead Jetski	Redhead Water	24/04/2022 17:15	24/04/2022 17:17	00:02:13	0.75

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# PUBLIC NOTIFICATION

https://www.lakemac.com.au/Venues/Redhead-Beach

il Safety Group - ... Home - Local Govern... Squarespace UNSW Beach Safety R... Telematics Guru SPECTUR Swim Portal Beach Portal EnviroCOMS Unleash Dashboard:



Redhead is famous for its headland cliff and freshwater creeks and is home to the [Redhead Surf Life Saving Club](#).

## Facilities

- toilets
- indoor and outdoor showers
- kiosk
- function room for hire

## Location

Beach Road, Redhead 2290 [View in Google Maps](#)

### Beach Condition

Last updated:  
04/05/2022 10:10 AM

Beach is not currently  
patrolled. Please use caution.

22.5°C water temperature

1m swell

Light Onshore Breeze, 6.5  
km/h NE, 11.5 km/h gusts



# DATA DRIVEN DECISIONS

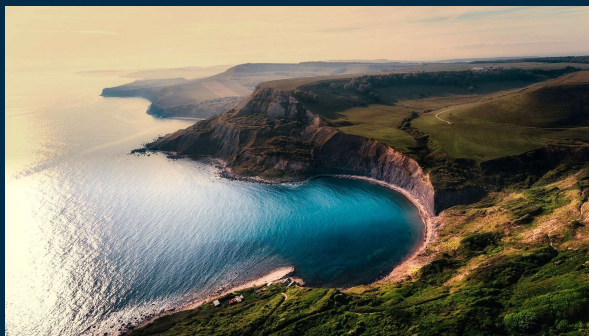


SHIFT EXTENSIONS



PATROL SEASON

UNPATROLLED LOCATIONS



FUNDING APPLICATIONS





THANK YOU

# The Strand, Dee Why, Streets as shared places.

Councillor Briefing 12 April 2022



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# The Strand Background

- \$890,000 - Manly and The Strand
- Late project scope change to include The Strand
- Community engagement 22 March and 26 April 2021
- Endorsed by Council to proceed May 2021
- Two-week bump in August 2021



# Matters for Consideration

- For Council staff to commence work on detailed assessment of measures to enhance the broader area
- Initial Modelling shows that there is benefit in a paired one-way system east-west and north-south
- This would allow an increase in on-street parking for residents and visitors of up to 30%
- Work with TfNSW to enhance through traffic on Pittwater Road to reduce the rat-run further



# The Strand before

40km/h HPAA

Cycle way

Two-way traffic

10,704 vehicles

North bound 58%

South bound 42%

85<sup>th</sup> Percentile 37km/h

# Traffic Counts Pre and Post

Location	February 2021		September 2021 (post implementation)		February 2022	
Clyde Road Between Oaks Avenue & Howard Avenue	NB* 397 AADT*	SB 580 AADT	NB 378 AADT	SB 1630 AADT	NB 364 AADT	SB 1631 AADT
	85 <sup>th</sup> Percentile speed 41km/h		85 <sup>th</sup> Percentile speed 43km/h		85 <sup>th</sup> Percentile speed 42km/h	
Oaks Avenue Between Clyde Road & The Strand	EB 2242 AADT	WB 1882 AADT	EB 3451 AADT	WB 1620 AADT	EB 3593 AADT	WB 1670 AADT
	85 <sup>th</sup> Percentile speed 47km/h		85 <sup>th</sup> Percentile speed 45km/h		85 <sup>th</sup> Percentile speed 46km/h	
The Strand between Oaks Avenue and Howard Avenue	NB 6155 AADT	SB 4549 AADT	NB 4017 AADT	SB 0	NB 4308 AADT	SB 0
	85 <sup>th</sup> Percentile speed 31km/h		85 <sup>th</sup> Percentile speed 28km/h		85 <sup>th</sup> Percentile speed 28km/h	
Pacific Parade between Griffin Road and Cassia Street	EB 3877 AADT	WB 4010 AADT	EB 4803 AADT	WB 3611 AADT	EB 5128 AADT	WB 3582 AADT
	85 <sup>th</sup> Percentile speed 46km/h		85 <sup>th</sup> Percentile speed 45km/h		85 <sup>th</sup> Percentile speed 45km/h	

## Traffic Count Summary

\*AADT is Annual Average Daily Traffic – NB, SB, EB, WB – direction of traffic i.e. North bound

- Traffic counts were undertaken across the area during the trial at key locations
- Human Movement Data also assessed to provide an insight into how the area is used
- Connected vehicle data reviewed to determine if there were any underlying safety issues that needed to be addressed

# Separated Cycle Way Users

Week closing date	South	North	Combined
Mon, 13 Dec 2021, 00:00	613	357	970
Mon, 20 Dec 2021, 00:00	976	608	1584
Mon, 27 Dec 2021, 00:00	1188	771	1959
Mon, 3 Jan 2022, 00:00	499	330	829
Mon, 10 Jan 2022, 00:00	1165	700	1865
Mon, 17 Jan 2022, 00:00	1021	679	1700
Mon, 24 Jan 2022, 00:00	683	426	1109
Mon, 31 Jan 2022, 00:00	282	229	511
Mon, 7 Feb 2022, 00:00	1077	645	1722
Mon, 14 Feb 2022, 00:00	1269	755	2024
Mon, 21 Feb 2022, 00:00	353	259	612
Mon, 28 Feb 2022, 00:00	358	273	631
Mon, 7 Mar 2022, 00:00	775	483	1258

Community perception was that the cycleway was not used and the data shows that it is being used and staff will be using this technology across the new network being installed across the Northern Beaches.



# Parking



## The Strand - shop side

### Before

- 22 car spaces (unmarked)
- 10 motorcycle parking
- 0 bike hoops

### After – shop side

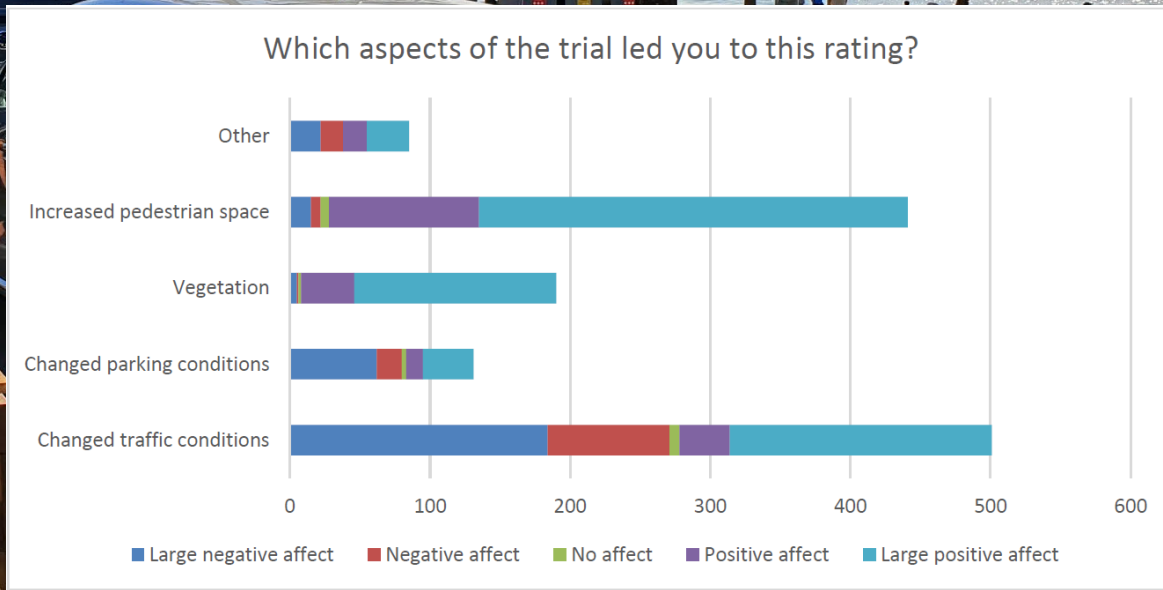
- 15 car spaces (marked)
- 18 motorcycle parking (marked)
- 6 bike hoops

# Resident concerns

- South bound bus route changes and local street impacts – over 100 services per day
- Increase in south bound traffic and local street impacts
- 4,549 vehicles The Strand, south bound Feb 2021 (pre)
- Assumed increase in speed in local streets by frustrated drivers
- Pedestrian safety due to higher traffic and speed in local streets



# Community Survey Snapshot








Extended footpath using astro turf



# Business Survey Snap Shot

Section 3: Overall, how supportive are you of the idea of the changes becoming permanent?

Answer	Count	Percent	20%	40%	60%
 No Way! Very Unsupportive	1	5.88%	<div></div>		
 Unsupportive	1	5.88%	<div></div>		
 Neutral - i'm fine either way	2	11.76%	<div></div>		
 Supportive	6	35.29%	<div></div>		
 Yes Please Very Supportive	7	41.18%	<div></div>		
Total	17	100%			

NB: the business that scored "1": then went on to say Council needed to do more and remove cars completely from the Strand and so were not negative about the changes – but did not want the current arrangement.



# The Strand

- Hatching to prevent queuing in intersection
- Extra planter boxes and plants
- Direction signs in local streets
- Changed road environment resulting in 29km/h 85th percentile



# Questions?