

**Submission  
No 457**

## **SYDNEY'S NIGHT TIME ECONOMY**

**Organisation:** Waverley Council

**Date Received:** 2 July 2019

Our ref: D19/58080

3 July 2019

Hon Natalie Ward MLC  
Committee Chair  
Joint Selection Committee on Sydney's Night Time  
Economy  
Parliament House, Macquarie Street  
Sydney NSW 2000

**Re: Waverley Council to the Joint Selection Committee on Sydney's night-time economy**

Dear Mrs. Ward

Thank you for the opportunity to provide input to the Joint Selection Committee on Sydney's night time economy.

Waverley Council is a member of the Night Time Economy Councils' Committee (NTECC). NTECC has a range of objectives with the core aim of shaping vibrant, safe and sustainable night time economies across NSW councils. More information regarding NTECC, including the terms of reference, can be found [here](#).

In recent years there has been significant development that has occurred in both Bondi Junction and Bondi Beach. This has resulted in an increased residential population and, subsequently, an increased demand for food and retail offering during the day and night.

Waverley Council has recently endorsed the *Bondi Junction Evening, Culture and Entertainment Strategy* (BJECES). This strategy provides the strategic means to develop Bondi Junction over the next 10 years as an evening destination that is economically viable, culturally exciting and safe. The strategy identifies the Project Vision, Key Themes and Placemaking Objectives across Bondi Junction and the actions to implement the Objectives.

**a) Maintain and enhance community safety**

The perception of safety is linked to the sense of a vibrant and inviting environment. A safer evening and night time environment appeals to a broader section of the community and encourages people to engage with the evening and night time economy. This perception of activity and safety creates a positive feedback loop that generates further public engagement with the evening and night time economy. It is for this reason that creating a safe environment during the evening is vital to the success of the night time economy.

Waverley Council is committed to nurturing a safe, healthy and well-connected community by managing and regulating public places to ensure safety for residents and visitors during the day and night as per Goal 2.2 in the Community Strategic Plan.

The BJECES aims to improve the overall safety of Bondi Junction through increased activity and improved lighting. These factors contribute to a positive perception of safety for those visiting during the evening. The strategy encourages alfresco dining, acknowledging that increased alfresco dining brings activity onto the streets and increases perceptions of activity and safety within Bondi Junction. It also encourages a shift from the traditional alcohol based evening culture to one that caters to the elderly, families and young children. This diverse range of land uses and activities to create an inclusive evening precinct that appeals to a broad section of the community.

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**b) Maintain and enhance individual and community health outcomes**

In the same way that safety is important component of the night time economy, so too is the health of the individual and community. As mentioned previously, Waverley Council is committed to nurturing a safe, healthy and well-connected community. Further to this, Council is committed to improving the health and quality of life through a range of recreational opportunities and recreational facilities as per Goal 3.1 in the Community Strategic Plan.

The BJECS is characterised by three place themes. One of these place themes is directly concerned with Health and Wellbeing. The strategy aims to establish a strong sense of community built upon the personal fitness and health orientated businesses that characterise Bondi Junction in combination with a high quality public realm and a mix of sporting and knowledge based events that strengthens the existing community.

**c) Ensure existing regulatory arrangements in relation to individuals, businesses and other stakeholders, including Sydney's lockout laws, remain appropriately balanced**

*Note: Waverley LGA and Bondi Junction are currently not affected by the lockout laws.*

The existing regulatory arrangements present as unnecessary and complex, creating barriers for individuals, businesses and community groups. These barriers deter these stakeholders from actively engaging in the night time economy be it through acquiring a liquor license, operating at later hours or hosting small-scale community events.

The BJECS highlights the need to review existing policy and operations to assist both traders and Council in delivering the vision and objectives for the evening economy.

A greater collaboration with NSW Government agencies is required to improve policies and streamline processes impacting the night time economy including planning, liquor, noise and event regulations.

**d) Enhance Sydney's night time economy**

The three previous Terms of Reference are intrinsic to improving and enhancing the night time economy of Waverley and Sydney. A strong night time economy creates attractions for visitors, amenity for residents and increased trading for businesses.

Waverley Council is committed to ensure Bondi Junction and Waverley's villages continue to have a diverse range of businesses, local jobs and services as per Goal 4.2 in the Community Strategic Plan. The BJECS reinforces this notion with a key objective of the strategy to promote a diverse range of activities and businesses through the evening and into the night time. A greater diversity of retail offering permits a more rounded evening economy.

**Summary**

Waverley Council is in support of the Joint Select Committee on Sydney's night time economy. The identified outcomes cover a broad range of areas that impact the success of the night time economy across New South Wales. As it can be seen from the items outlined above, there are several measures, outlined in Waverley Council's key strategic documents, which we believe would address the outcomes sought in the terms of reference .

Waverley would like to nominate itself as a key stakeholder due to the prominence of Bondi Beach as a significant tourist attraction, both during the day and night, and the significance of Bondi Junction as a strategic centre, as defined in the Greater Sydney Commission's Eastern District Plan.

Best regards,

A handwritten signature in black ink that reads "Tim Sneesby". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Tim Sneesby  
Acting Executive Manager, Urban Planning, Policy and Strategy, Waverley Council