

Submission
No 246,
Attachment 2

INQUIRY INTO THE MUSIC AND ARTS ECONOMY IN NEW SOUTH WALES

Organisation: City of Sydney
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Attachment B: Government response to the New South Wales Night-Time Economy Roundtable Action Plan

The following is an outline of the activities carried out by the City against each of the items in the Action Plan and comments in relation to some aspects of the plan.

1 Governance

- 1.1 Establish a new entity within Government which has ongoing responsibility to implement and monitor action plan progress and liaise with stakeholders to foster and promote Sydney's night time economy, with regular reporting to the Deputy Premier

Create NSW was allocated the responsibility for this action and established the Taskforce, made up of representatives from 15 government agencies and the City. The Strategic Policy, Research and Projects area has overseen the coordination and reporting on implementation of the action plan.

The first Taskforce meeting was held in February 2017 and three sub-groups established. Meetings were held at least bi-monthly throughout the year to support implementation of the Action Plan.

2 Planning, design and place making

- 2.1 Develop a night-time economy master plan for Sydney

Create NSW was allocated responsibility to implement this action.

The City contributed to the development of the Action Plan, as a member of the Roundtable and recommended that a master plan be developed for Sydney Metropolitan Area. The City has a range of plans and policies to achieve a vibrant, safe and sustainable night-time economy including the OPEN Sydney Strategy and Action Plan, Creative City Cultural Policy and Action Plan and Live Music and Performance Action Plan.

Effective functioning of the Sydney CBD and surrounding areas late at night is dependent on a range of factors that go beyond local government boundaries. A master plan that supports development and management of local night-time economies across Sydney Metropolitan Area is essential. It could provide the strategic framework necessary to support local community aspirations, create greater diversity of leisure and entertainment options, support development of cultural tourism and reduce pressure on the influx of people coming into the Sydney CBD.

The desire for a strategic night time economy framework and plan that is broader than just the Sydney CBD is reinforced by the outcomes from a workshop held at the NSW Councils Night Time Economy forum held in October 2017. Attended by 130 staff from 30 Councils across metropolitan Sydney (68%) and regional NSW (32%), the group agreed that local government needed a common vision, strategic direction and policy framework for the night time economy that could be translated into local contexts. Further information is detailed in part '5 Other related matters'.

- 2.2 Establish a central repository of information to inform business planning and decision making in relation to the Sydney night-time economy

The Data Analytics Centre was allocated responsibility to implement this action and has obtained extensive data and information from Taskforce members. There has been no outcome from this action to date.

- 2.3 Develop targeted measures to support the master plan to support safer places and spaces through place activation, lighting, “pedestrianising” areas, and other crime prevention through environmental design initiatives and activating streetscapes and building frontages

Create NSW was allocated responsibility to implement this action.

The City has completed upgrades of all street lighting to LED, is rolling out lighting upgrades to footpaths along primary pedestrian pathways and works closely with the NSW Police on other upgrades on a needs basis. The City’s planning controls require active building fronts and inclusion of Crime Prevention Through Environment Design principles into relevant developments. The City sponsors various major night-time events that 'light' the City through installations, projects and public art. Our hoardings project and creative spaces activities contribute to the activation of streetscapes.

- 2.4 Foster stronger management and governance of the night-time economy in areas of high activity – for instance through independent hosts supported by local government

Create NSW was allocated responsibility to implement this action.

The City was instrumental in establishment of the Safe Space Take Kare Ambassador program which provides safe spaces and teams of roving ambassadors in Kings Cross, Town Hall and Darling Harbour. The program provides support to vulnerable persons affected by drugs and alcohol to assist them in getting home safely, reducing their risk of becoming victims and offenders of crime. Teams work closely with venue security and NSW Police and are linked by two-way radio to the City and Property NSW CCTV control rooms who have the capacity to stream footage directly to local police stations. The City funds this program, together with State Government and private organisation.

- 2.5 Review planning controls relating to entertainment precincts, to avoid high concentrations of licensed venues and related cumulative impacts

Department of Planning and Environment was allocated responsibility to implement this action. They have been working with Liquor & Gaming NSW to determine policy options and develop a cumulative impact criteria to reduce the risk that an area will become saturated with high impact licensed premises.

- 2.6 Activate streetscapes and building frontages

Create NSW was allocated responsibility to implement this action

As per item 2.3 above.

- 2.7 Identify reforms to the planning regulations – through changes to Exempt and Complying Development (e.g. to encourage start-ups, creative and small business) and the Building Code of Australia (BCA)

Department of Planning and Environment was allocated responsibility to implement this action.

Consultation was undertaken by the City in 2017 on the Open and Creative City discussion paper that contained a number of proposed reforms including:

- Later trading retail and service business in commercial zones as exempt development;
- Exempt development pathway for low risk temporary cultural uses; and
- Agent of change principle for fairer management of noise associated with live music and performance venues.

This is further outlined in part 3 of this paper.

3 Access and transport

- 3.1 Establish an online app or portal to provide real time information about what's on and open and how to access

Create NSW was allocated responsibility to implement this action.

The action was closed off as agreed by members of the Taskforce that there were adequate information sources currently in existence, such as the City's *What's On* web portal.

- 3.2 Establish a world class wayfinding system for visitors to access public transport hubs and major facilities

Transport for NSW was allocated responsibility to implement this action.

The City has completed roll out of new tactile street name signage and wayfinding signage, including flag, finger and pylon signs in the CBD. Rollout to other areas across the local government area, including Green Square, is ongoing with completion expected by 2021.

- 3.3 Conduct and promote a trial of public transport (such as train services, night buses, ferries, light rail,) to 4am on Friday and Saturday nights; informed by further data analysis, review of current late night transport options, desktop and consumer research

Transport for NSW was allocated responsibility to implement this action and it has been noted, with no further action.

- 3.4 Identify ways to improve walkability and accessibility in the public domain; improve the connections between entertainment offerings to ensure lively streets connecting a range of night time activities

Transport for NSW was allocated responsibility to implement this action

4 Policing, enforcement and regulation

- 4.1 Continue support for the ongoing NSW Police approach to community engagement and policing within the precincts; work with NSW Police and relevant bodies to support a safe and vibrant night-time economy

Department of Justice was allocated responsibility to implement this action

The City hosts the Night Time Operations Group to enhance communication and coordination at night between NSW Police, Property NSW and City CCTV Control Rooms and Rangers, late night transport staff, venue security, Take Kare Ambassadors and City cleansing crews.

- 4.2 Promote responsible behaviour by developing messages and standards of behaviour that apply to venues and patrons; develop and promote tools and educational materials for industry

Liquor & Gaming NSW was allocated responsibility to implement this action.

5 Cultural and behavioural change

- 5.1 Work with stakeholders to encourage and facilitate the use of vacant commercial spaces and public places for establishing pop-up performance and art offerings

Create NSW was allocated responsibility to implement this action.

The City has a creative spaces program operating for City owned property. Resources are also made available for property owners/real estate agents on the City's website and industry forums have been held to encourage this type of activity. City also invested to establish a market for creativespaces.net in Sydney (City of Melbourne initiative) to match creatives with vacant spaces. The City has an established Outdoor Dining Policy and the events team have undertaken significant work to streamline processes for events in the public domain. Refer also 2.7

- 5.2 Work with stakeholders to encourage and facilitate the use of publically owned land as well as privately owned spaces to enable the establishment of pop-up retail and food offerings

Create NSW was allocated responsibility to implement this action.

Refer to item 5.1.

- 5.3 Actively promote the availability of a range of food options at night in the precincts, for example food pop-ups / food trucks, including affordable food options

Create NSW was allocated responsibility to implement this action

The City introduced the Sydney Food Trucks program in 2012, with 27 Food Trucks now on the road and the Sydney Food Truck App well established. Refer also to item 7.1.

6 Diversity including arts and culture

- 6.1 Trial an increased late night retail and non-licensed premises trading program

Department of Planning and Environment and the Office of Small Business were allocated responsibility to implement this action

The City established the Night time diversification grant to increase the variety of night time business offerings and programmed activities, including coordinated precinct initiatives. The grant provides matched funding up to \$30,000 and encourages retailers and professional service businesses to trade later and program experiential activities that promote their products and services to attract customers in the evenings. Exemption for retailers to trade to 10pm in commercial areas, if approved through the planning system, will further support this program.

- 6.2 Facilitate the promotion and greater public awareness of the late night opening of Sydney's cultural institutions

Create NSW was allocated responsibility to implement this action.

- 6.3 Identify how vacant / unused spaces in the city centre and Kings Cross could be utilised for events and activities – for example, markets, live music, light/art installations

Create NSW was allocated responsibility to implement this action.

Refer to item 5.1.

- 6.4 Work with stakeholders to promote the activation of street frontages and look at improving processes to make it easier for places to be activated through outdoor dining and/or public art

Create NSW was allocated responsibility to implement this action

Refer to item 5.1.

- 6.5 Identify reforms necessary to the planning laws to enable the promotion and encouragement of multi-purpose venues – i.e. book store by day, small bar by night

Department of Planning and Environment was allocated responsibility to implement this action

Refer to item 2.7 and 5.1.

- 6.6 Work with stakeholders to support the night-time economy and the diverse offerings of Sydney after dark for all audiences – i.e. arts and culture, sport, entertainment, retail, hospitality

Create NSW was allocated responsibility to implement this action

Refer to item 7.1.

7 Communications

- 7.1 Establish an integrated media / marketing campaign and program that promotes:

- The Sydney night-time economy as a safe and diverse place to visit for residents and visitors
- The benefits of what has been achieved in the precincts, to encourage more diverse audiences to return to the city and Kings Cross; focus on the diverse offerings of the night-time economy in the precincts, not just alcohol
- The safety of the city and Kings Cross with the reduction in violence, and encourage the community (individuals, family groups and friends) to visit and use the leisure attractions

Create NSW was allocated responsibility to implement this action

The City has established a new 365 days of local economies promotion through a range of media partnerships which will promote the city's nightlife all year round. The program includes a range of destination marketing activities that promote the city's unique areas, and supports and aligns with State Government activities to ensure consistency of message and broad reach.

- 7.2 Develop and implement a social marketing campaign to achieve cultural change / education to support responsible alcohol consumption and appropriate behaviour in the precinct after dark

Liquor & Gaming NSW was allocated responsibility to implement this action.