

OUR CITY AFTER

DRAFT EVENING ECONOMY AND ACTIVATION PLAN
2021 - 2031

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01

The City of Canada Bay is a local government area in Sydney. We acknowledge the Aboriginal and Torres Strait Islander peoples, in particular the Wangal people of the Eora nation, as the first inhabitants of the nation and the traditional custodians of the lands where we live, learn and work.

The City of Canada Bay is a child safe community that recognises and advocates for the rights of children and young people. The City of Canada Bay is committed to being a child and family friendly City that provides high quality child and family services, facilities and programs that aim to compliment and reflect the diversity of the community.

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MAYOR'S FOREWORD

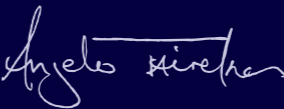
The time has come to set the plan to lead the development of the evening economy in the City of Canada Bay.

Our City is changing, and by enhancing our unique business offerings into the evening, we will continue to grow economic prosperity throughout the area.

This is a very important document to ignite our evening economy even more so given the hardship and challenges businesses have suffered during COVID-19.

I encourage you to join us in the journey toward creating a more prosperous evening economy.

Mayor Angelo Tsirekas



EXECUTIVE SUMMARY

In a year of rapid change and uncertainty, 2020 has sharpened the City of Canada Bay's focus to move forward on our plans to support local economic development and our vision for an attractive, connected, diverse, safe and enlivened evening economy.

Our local business landscape is changing and is improving what it offers to our community. The COVID-19 pandemic has accelerated these changes. Now more than ever there is opportunity for both business and community to enhance unique offerings beyond daytime business operation. This will enable us to adapt and respond to the evolution of our City. Demand for business innovation, collaboration, entrepreneurship and creative partnerships is emerging with our growing population and our changing

City. There is huge potential for greater economic prosperity within the evening economy yet to be capitalised on across the City. Change is upon us and the importance for us to strengthen our assets and look to approach business in different ways is key for our economic security and success.

Here at the City of Canada Bay, we are committed to supporting the development of the evening economy. Through creative partnerships and business collaborations we will be able to innovate and adapt for the times we are living in, now and into the future.

This plan outlines the opportunities and activities for Council and our local business community to deliver an improved evening economy that matches the vision and ideas of our community.

POLICY CONTEXT

STATE GOVERNMENT

The New South Wales Government has introduced a 24-hour Economy Strategy to restore, revive and regenerate Sydney's night-time economy. The strategy lays out the blueprint for making Sydney a 24-hour global city¹ as it recovers from the COVID-19 pandemic and the long-term impacts of the lockdown laws.

LOCAL GOVERNMENT

Local Government NSW set up a night-time economy taskforce² to support local councils evolving policies for their communities who desired a more vibrant night-time economy. Local Government has a lead role in local planning and development, it has the skills, experience and the knowledge of local communities. Council's work is embedded in the commitments identified in its Community Strategic Plan and Local Environmental Plan. The need for a more strategic approach to support evening activation and programming across local village centres is growing.

CITY OF CANADA BAY

The Rhodes Peninsula Place Plan³, Five Dock Town Centre Urban Design Study⁴, The Mortlake and Majors Bay Road Place Plans⁵, and most recently the Drummoyne Urban Design Study⁶ all reference the need for more evening and night-time activation being desirable.

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EMERGING TRENDS

A heightened trend through the COVID-19 pandemic has seen our communities needing to remain hyper-local for their work, play, recreation and shopping. Our community are turning to our centres for needs beyond what was previously found or offered. There is now opportunity for our village centres to diversify the current offer and experience beyond the top four employment industries in the local area — health, realty, financial and technical services.

SUMMARY OF DEMAND FORCES:

POLITICAL:

Global City – all globally significant cities have a vibrant Night Time Economy (NTE). Sydney is emerging as one and is strengthening its development.

State Government – blueprint for a night-time economy and COVID-19 economic crisis recovery pathway.

NSW Planning Guide⁷ for establishing and managing night time economy uses.

Local Government – LGNSW policy priority area.

Lockout laws depressed the market and a lobby emerged to address this deficit — this industry lobby is driving new opportunities.

CULTURAL:

Cultural activities and industries⁸ are key to activation. Live music and performance offer attractors which feed the wider evening and night-time economy.

Evening economy investment is widely acknowledged as vital to reinvigorate the hardest-hit cultural industries post COVID- crisis.

The new vision for the night-time economy is about **more than alcohol-based sales and venues**.

Flexible public spaces emerging across Sydney to enable busking, street stalls, pop-ups and performer licenses to allow culture to happen where there is no infrastructure.

ECONOMIC:

Enabling business to increase their capacity, tackling inactive economic spaces.

Increase jobs, stimulate and drive the NTE.

Tourism attractor, need to boost the visitor economy to help business.

Night time economy is an essential pillar of the growing **experience economy**.

SOCIAL:

Place-based strategies, involve business, government and community stakeholders developing a shared vision for an area. These shared visions are driving demand for more activities.

Hyper-localism — people spend most of their time in the neighbourhood they live in and want to see and experience more in their local area.

As people work longer hours they need services to be open later to meet their social needs.

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RATIONALE

Our City after 5 has been developed in response to our local community aspirations and in recognition of the untapped potential that resides in the evening economy to help our City recover and get prepared to meet the growing social and economic needs of our community.

Many businesses are at risk of closure due to effects of the COVID-19 pandemic, especially within the hospitality sector. Other businesses will pivot into new offerings and some will survive albeit operating at a lower level. The business landscape will change dramatically with more resilient businesses becoming the norm, our village centres will lose local business to the economic crisis and more online operations will need to evolve.

Council can create opportunities⁹ for people to reconnect physically and bring people back to our retail centres. Retail is predicted to be one of the hardest hit sectors on a local level. Council can do its best to keep these places vibrant and interesting while providing economic levers to assist in supporting the business community to build capacity where possible.

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OUR EVENING

For the purpose of this plan the City of Canada Bay has defined the evening economy as social or business activities and experiences that contribute to the economy, every day of the week, for all ages and abilities between the hours of 5-9pm. The evening period is a key contributor to a part of the greater Night Time Economy (NTE).

The primary activities of the NTE is widely recognised to be entertainment, food and drink. However the scope of NTE activities can be found to be much more diverse, depending on and not limited to the place and a consumer's resources, age, cultural background, abilities, interests, habits and motivations.

5-9PM

In our City the activities that contribute to our local Night Time Economy (NTE) include sport and recreation, arts and cultural events, entertainment, social activities, work, volunteering, commuting, retail, education, dining, and even staying in.

To help identify the distinct ecology of needs, interests, services, opportunities and activities the NTE in New South Wales has been broken up into four time periods:

- 6-9pm
- 9-11pm
- 11pm - 2am
- 2am to 6am

It is important to note that the transition times between each trading period from day to night is key to the vitality and viability of an NTE.

The time period of 5-9pm has been prioritised for our City in this 10 year plan to support the building blocks for an evening economy, to extend and stimulate trade between daytime to evening and to balance the competing needs and interests of both residents and businesses.

"I OFTEN THINK THAT THE NIGHT IS MORE ALIVE AND RICHLY COLOURED THAN THE DAY."

VINCENT VAN GOUCH

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OUR CITY

The City of Canada Bay¹⁰ is a growing business region positioned within 6–12 kilometres of Sydney's central business district, hosting a diverse business mix from small neighbourhood village centres to significant 'A' grade corporate developments. It is bounded by the Parramatta River to the north, the Inner West Council to the east, Burwood and Strathfield Council areas to the south and City of Parramatta to the west. The 36 kilometres of Parramatta River foreshore defines our City and with much of it accessible, it is a place of increasing significance in the Sydney conurbation, also contributing to its wide appeal as a major recreation destination.

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Our businesses form an integral part of our communities, adding to the vibrancy and vitality of our places. We attract investors and entrepreneurs who contribute to our sustainable future, benefitting from our fast growing population and well placed business precincts.



OUR POPULATION
is estimated at just over

96,074

and is forecast to grow to

119,858

BY 2036

a growth rate of
>1%PER YEAR

40,472

total number of jobs

53,081

residents are employed

8,050

people live and
work in the area

35,197

people live in the area
but work outside

25,449

people work in the
area but live outside

37%

OF DWELLINGS
ARE HOUSES

63%

OF DWELLINGS ARE
MEDIUM/HIGH DENSITY

21

SPORTS
GROUNDS

142

RECREATION
SPACES

138 COMMUNITY
FACILITIES

348ha

OF OPEN SPACE

142

RECREATION
SPACES

Westmead

Parramatta

Sydney Metro West project

Rhodes

Sydney Olympic Park

North
Strathfield

Concord

Five Dock

Burwood North

Drummoyne

The Bays Precinct

Sydney CBD

The City of Canada Bay is positioned between and connected to Sydney's dedicated and developing 24-hour economies — the City of Sydney¹¹ and City of Parramatta¹²

Our City lies within the strategic transport corridor of the Sydney Metro West¹³ project and includes the priority planned precinct of a strategic centre in the Eastern City District Plan¹⁴.

Adopted in June 2018, Council endorsed the Community Strategic Plan (CSP)¹⁵, which sets out our community's visions for Our City as well as long-term goals and strategies to get there. The plan underpins Council's activities, resourcing strategy and reporting reflects the aspirations and priorities of our community. The priorities and themes set out in the CSP informs the directions for the development of the evening economy.

The five key themes include:

1. Inclusive, involved and prosperous
2. Environmentally responsible
3. Easy to get around
4. Engaged and future focussed
5. Visionary, smart and accountable

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OUR COMMUNITY

The City of Canada Bay¹⁶ is made up of a culturally rich and diverse community. Our people come from a wide variety of countries of origin including Italy, the United Kingdom, China, Korea, Greece, India and many more. Of our overall population, 40.5 per cent were born overseas and over 34.5 per cent are from non-English speaking backgrounds.

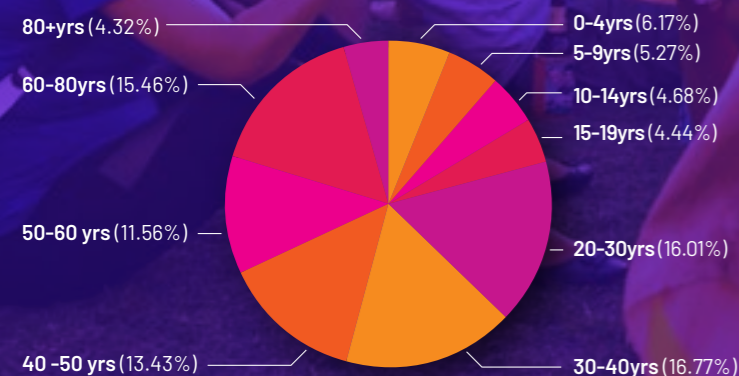
COMMUNITY PROFILE: HOUSEHOLDS

\$2,061	\$2,500	\$564
median weekly household income	median monthly mortgage	median weekly rent

PRIVATE DWELLING TENURE			4.2%
30.8%	29.4%	37.1%	Need assistance due to disability (3,675 people)
owned outright	mortgaged	rented	

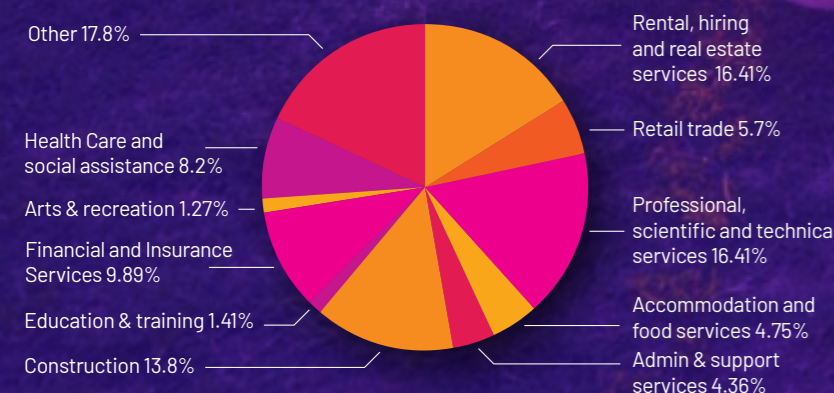
AGE

Total population 96,074



BUSINESSES

Total number of businesses 11,361



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To develop this plan Council conducted community consultation which saw 234 responses with 160 submissions to the survey. Sixty seven per cent of respondents were residents and 14.3 per cent of respondents were businesses. Minimal responses received from under 24 year olds. One hundred per cent of respondents believed that improving the evening economy is important or very important. A key insight gleaned from the community consultation was that a significant proportion of residents were not aware of what is currently offered locally, leading to a majority of respondents travelling out of area to seek their evening activities. Community safety and affordability were not key concerns for participating in evening activities in our City.

WHAT OUR COMMUNITY HAVE TOLD US:

- Residents want to **stay local** and walk to their local centres
- There is a feeling of **lacklustre offerings** and **atmosphere** in our city centres
- Dining, bars** and **entertainment** are top of mind for residents when they hear "evening economy"
- Exercise** and **outdoor recreation** are also highly valued, with activation of our open spaces of interest
- Businesses seek more **lighting, cheaper footpath dining rent, more parking** and **marketing** for their areas to draw in customers

THE TOP 6 BARRIERS TO GOING OUT OF AN EVENING IN OUR CITY IDENTIFIED BY OUR COMMUNITY, IN ORDER OF PRIORITY:

1. Lack of entertainment options
2. Lack of dining and hospitality choices
3. Retail shops are closed
4. Lack of cultural performance venues
5. Lack of community events
6. Poor Lighting

WHAT RESIDENTS DO IN THE EVENING WITHIN OUR CITY:

Dining, grocery shopping, exercise, at home activities, pubs, movies.

"Not much as there are few options - I might go up to Five Dock for dinner"

"Stroll along the foreshore. Going for a movie. Have a nice dinner"

"During the week we may go out with the kids for a quick dinner at somewhere on Lyons Road. Or we will have some dinner at home and go for a crepe or ice cream."

WHAT RESIDENTS SEEK TO DO IN THE EVENING OUTSIDE OF OUR CITY:

Small bars, night food markets, community and cultural events, night classes, live music, theatre, art galleries.

"Go to Theatre performances in city and other suburban venues"

"Evening markets, food trucks, community gatherings such as meetup dinners, cultural talks and tours, author reviews etc.. movies, museums, opening nights for artists etc"

A KEY QUESTION COMMONLY ASKED DURING CONSULTATION

"Where are the options to go out for coffee after 3pm or after dinner?"

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OUR VISION

FIVE KEY DIRECTIONS

These set out the directions for Council and business to help achieve this vision for Our City after 5:

1. GUIDE FUTURE PLANNING AND ACTIVITIES THAT HELP BUILD COMMUNITY, INVESTMENT, BUSINESS, CONNECTIVITY, AND CULTURE

- Review local planning controls and development processes to improve greater evening activation
- Balance and manage competing land use needs for both residents and businesses ensuring sustainability principles are considered
- Promote opportunities for investment in evening economy and activation
- Strengthen and promote transport connections



Council's vision for Our City after 5 is to support and promote the development of a welcome, attractive, connected, diverse, safe, memorable and enlivened evening for all ages and abilities.

The evening economy focus for our City is to build on our unique offer and to leverage the NTE strategic opportunities extending from the Sydney Metro West project and the 24hr Sydney Global City activation of Greater Sydney to help strengthen the prosperity of our local economy.

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2. IMPROVE PUBLIC AMENITY FOR EVENING ACTIVATION

- Create a safe, welcome and well-designed City that promotes community safety, accessibility and inclusion whilst ensuring sustainability principles
- Inspire and attract residents and visitors to stay, play and spend locally
- Adapt our places and activities to support community health and wellbeing



3. SUPPORT THE DEVELOPMENT OF A DIVERSE EVENING OFFERING

- Incentivise businesses to extend trading hours, diversify offerings, collaborate and partner
- Stimulate creative entrepreneurship
- Reduce barriers for evening activation and business market testing
- Make space for children and young people
- Build business capacity and expertise for adaptive response to change
- Include evening recreation and social activities



4. STRENGTHEN THE UNIQUE CHARACTERISTICS OF OUR LOCAL PLACES

- Promote and celebrate our village centres, local businesses and evening offerings
- Make space for the development of local arts and culture



5. OPTIMISE USE OF UNDERUTILISED COMMUNITY FACILITIES AND RECREATION SPACES IN THE EVENING

- Promote existing assets to develop our evening offerings including community and recreation facilities, parks and village centres



OUR COMMUNITY WISH LIST

Ideas for evening economy activation:

- Pop-up events (market stalls, special events)
- Live music
- Night markets
- Food trucks
- Family fun
- Cultural talks and tours
- Pop-up bars
- Evening classes
- Night runs
- Open air cinema
- Alternative bars (ie coffee, dessert, shisha)
- Entertainment
- Theatre and performance
- Sunset yoga in the park
- Fire pit and story circles
- Art opening nights

YOUR RESOURCES HUB — CANADA BAY CONNECTS BUSINESS HUB

Access these available resources through collaborate.nsw.gov.au

- Business Hub sign-up
- Business Recovery Taskforce
- Chambers of Commerce
- COVID Safety for business
- Government support programs
- Love Local
- Moving into online
- SME business support
- Training opportunities and ideas

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OUR APPROACH

DIRECTION ACTIVITIES

1. EVENING AUDITS

A holistic assessment with key stakeholders completed across the centres will be established. The aim is to understand issues, needs and opportunities specific to the place for evening economy activation and improvements.

2. SUPPORTING OUR PLACES

Council employs a place-based approach to supporting our community, recognising that people feel connected to their local hubs and that each place has unique local identities and needs. This involves an interdisciplinary approach, working closely with key stakeholders to ensure best outcomes.

3. ADAPTING OUR REGULATORY FRAMEWORK

Council has two roles in the community as a regulator to manage local conflicting needs and to support efficient governance. To broker opportunities for greater evening uses, Council will review local planning controls and development processes to balance the competing needs of residents and businesses.

4. STIMULATING EVENING ACTIVATION

Support the development of a diverse evening economy, seeding new initiatives, creative entrepreneurship and activation trials is key through Council programs and events, grant initiatives, sponsorship and partnerships. Build and strengthen economic levers to help stimulate business activation in the evening.

5. RESOURCE EFFICIENT AND ENVIRONMENTAL SENSITIVE DESIGN

Informed by Council's Environmental Strategy¹⁸ and Emissions Reduction Plan¹⁹ to consider resources and design to reduce impact on environment and support the development of a resilient City.

6. NIGHT LIGHTING

Balancing lighting needs is critical to the success of an attractive, safe, memorable and vibrant evening experience. Competing issues between security, safety, function, biodiversity protection and welcoming atmosphere needs to be assessed with a holistic understanding of night time uses through the process of night time audits — both for temporary and permanent applications. Creating safe spaces with good design will be maintained and developed.

7. COLLABORATIONS AND PARTNERSHIPS

This is key to the success of building a stronger evening economy. Provide opportunities to share skills, ideas, resources and expertise. Work with local chambers, Council, business, investors and community to stimulate new initiatives, develop a diverse evening offering and support local business activations.

8. SUPPORTING BUSINESS AND LEARNING

Council's library programs and facilities are bringing people and knowledge together, and in these challenging times they offer expertise in accessing accurate and timely information, training and support for businesses looking to work in the evening economy. They are providing support for both individuals and businesses to help strengthen skills and knowledge to rise up and thrive in this challenging economy. Evening library programs will be explored to create local evening destinations which can support this program.

9. LOCAL BUSINESS MARKETING

Lack of visibility and awareness of local evening economy offerings is a key issue to be strengthened through business marketing activities such as cross-promotional opportunities through local chambers, events and programs, promotional support

Our City after 5: Evening Economy and Activation Plan is informed by the work of the Local Strategic Planning Statement¹⁷ and associated strategies and plans.

Our approach is guided by the five key directions as outlined in pages 11–12.

Outlined below are the key direction activities which build on these guiding principles to support the development of Our City after 5 which Council teams will pursue over the coming 10 years.

through marketing campaigns such as Love Local, and building local business marketing expertise through training.

10. LOCAL PURCHASING AND PROCUREMENT

Council will lead and encourage local purchasing and procurement through suppliers for evening activations to help stimulate the local economy by creating local jobs and supporting local businesses.

11. DIGITAL TRANSFORMATION

The COVID-19 pandemic is speeding up the pace and scale of our life in the virtual or digital realm. Council will continue to work to support this digital transformation, business adaptation and innovation that is happening across our City as businesses are forced to do more with less. Digital tools to support evening activations will be developed. Innovations including smart lighting, augmented reality and app based evening entertainment will be explored.

12. RESOURCING

Council resourcing strategy as outlined in the Community Strategic Plan informs the annual operational and delivery plans. Council will also seek out night time economy grant initiatives emerging through other government agencies.

OUR TIMELINE

10 years with 5 year review

2020

Draft Evening Economy and Activation Plan

Public Exhibition
19 November to
Wednesday 16
December, 2020

2021

Adoption of plan
Council begins
implementation of
the plan

2026

Plan review

2031

Plan review

NEXT STEPS

Draft Public Exhibition

We are seeking your feedback to strengthen Our City after 5 plan priorities:

- Tell us what you think about our proposed Evening Economy and Activation Plan
- Are there any missing elements you would like addressed?
- Are there any things that you would like removed?
- What other ideas and opportunities can you offer for consideration?

To submit:

Visit Collaborate Canada Bay
collaborate.canadabay.nsw.gov.au/ourcityafter5

Post

Locked Bag 1470 Drummoyne NSW 1470

For enquires or for more information contact:

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