

Sydney Night-Time Economy Roundtable

August 2016

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The Night-Time Economy

A vibrant, safe and growing night-time economy for Sydney's residents and visitors is important for social and economic reasons. The night-time economy encompasses a wide range of services that meet the leisure interests and the wellbeing of individuals, family groups and friends seeking to use its attractions¹.

This involves social and business activities that take place from 6pm-6am, including retail, theatre, film, culture, education, service industries, restaurants, hotels, clubs, cafes, small bars, markets, sport, live music, concerts, festivals and other events.

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The NSW Government announced on 11 February 2016 the statutory review of certain elements of the NSW liquor laws, with the appointment of the Hon Ian Callinan AC QC to lead the review. This review is examining the effectiveness of the 1.30am lock out and 3am last drinks measures that apply in the Sydney CBD and Kings Cross precincts, as well as the 10pm takeaway liquor restriction and the periodic licence fee scheme that apply across NSW. The review will report in August 2016.

To help inform the Callinan review the Government established a Roundtable to consider ways to improve the safety and vibrancy of the Sydney night-time economy.

The Roundtable considered the impact of a number of elements of the liquor laws, but noted that the liquor policy settings were outside the scope of its deliberations.

Drawing participants with a strong interest in Sydney's night-time economy, the Roundtable provided the opportunity for participants to work together to identify barriers, opportunities and solutions for consideration by the Government and the Callinan Review. Representatives of a number of business and community organisations and Government agencies attended the three Roundtable meetings held between March – May 2016.

Seven key themes of *governance; planning, design and place making; access and transport; policing, enforcement and regulation; cultural and behavioural change; diversity, including the arts; and communications*, were explored by the Roundtable.

Across these seven themes, 25 actions have been developed for consideration by the Government and the Callinan Review. The Government is considering each of these actions and will provide its response later in 2016.

Sydney Night-Time Economy Roundtable Actions

Theme	Action
Governance	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
	Develop a night-time economy master plan for Sydney
Planning, design and place making	Establish a central repository, that includes economic and visitor data, regulatory, crime and health data to inform business planning and decision making in relation to the Sydney night-time economy
	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
	Foster stronger management and governance of the night-time economy in areas of high activity – for instance through independent hosts supported by local government (as in Amsterdam / similar to Take Kare ambassadors)
	Review planning controls relating to entertainment precincts, to avoid high concentrations of licensed venues and related cumulative impacts
	Activate streetscapes and building frontages
	Identify reforms to planning regulations – through changes to Exempt and Complying Development (e.g. to encourage start-ups, creative and small business) and Building Code of Australia
	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
Access and Transport	Establish an online app or portal to provide real-time information about what's on and open and how to access
	Establish a world class 'wayfinding' system for visitors to access public transport hubs and major facilities
	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
Policing, enforcement and regulation	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
	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

Cultural and behavioural change	Work with stakeholders to encourage and facilitate the use of vacant commercial spaces and public places for establishing pop-up performance and art offerings
	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
	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
Diversity, including arts and culture	Trial an increased late night retail and non-licensed premises trading program
	Facilitate the promotion and greater public awareness of the late night opening of Sydney's cultural institutions
	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
	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
	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
	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
Communications	Establish an integrated media / marketing campaign and program that promotes: <ul style="list-style-type: none"> • 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
	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

ⁱ The Australian Night Time Economy and the NTE Economic Performance of Key LGAs 2009 to 2013 – Commissioned by the National Local Government Drug and Alcohol Committee