



northern
beaches
council

Economic & Smart Communities
Strategic Reference Group

MINUTES

ECONOMIC & SMART COMMUNITIES STRATEGIC REFERENCE GROUP

held in the Council Chambers, Manly on

WEDNESDAY 12 DECEMBER 2018

Minutes of the Economic & Smart Communities

Strategic Reference Group

held on Wednesday 12 December 2018

in the Council Chambers, Manly

Commencing at 6:00pm

ATTENDANCE:

Committee Members

Mayor Michael Regan (Chair)	Left the meeting at 6:10pm
Cr David Walton	
Cr Sue Heins	
Saul Carroll	Small local business
Andy West	
Stuart White	Microsoft Australia
Drew Johnson	Manly Business Chamber
Peter Middleton	Newport Residents Association
Ngaire Young	Northern Beaches Campus, TAFE NSW
Geri Moorman	
Gordon Lang	
Alan McNamara	
Alexander Coxon	

Council Officer Contacts

Kath McKenzie	Executive Manager, Community Engagement & Communications
Nathan Rogers	Chief Information Officer
Tamara Lukic	Governance Officer (Minutes)
Suzy Lawrence	Principal Planner
Campbell Pfeifer	Executive Manager Property
Claire Chaikin-Bryan	Project Manager, Business Performance Team
Deb Kempe	Team Leader, Economic Development & Tourism
Felicity Shonk	Economic Development Officer

Presenters

Brandon Williams	Discovery Technology
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1.0 APOLOGIES

Cr Roslyn Harrison was an apology for the meeting.

2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

Gordon Lang declared a less than significant non-pecuniary interest as he owns and operates a printing company and does a very minor amount of work for the Council.

Alan McNamara declared a less than significant non-pecuniary interest as the University of Technology Sydney is one of his clients.

3.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

3.1 MINUTES OF ECONOMIC & SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING HELD 26 SEPTEMBER 2018

ACTION

D Johnson/P Middleton

That the Minutes of the Economic & Smart Communities Strategic Reference Group meeting held 26 September 2018, are hereby confirmed as a true and correct record of the proceedings of that meeting, subject to the following amendment of the Item 4.4 '*Outdoor Dining Policy and Implementation*' requested by Peter Middleton.

Emanating from the new Procurement policy, there was significant discussion on an area of even wider potential for Northern Beaches Council (NBC) input to local business success being the impact of dramatically increased access fees to outdoor areas for Food & Beverage retailers. This revealed concern throughout the NBC area with regard to both the level of the fees and the methods of arriving at those fees. Commitment was given to further investigate and research, with emphases on encouraging commercial viability and community facility. This is reflected in the inclusion of "4.4 Outdoor Dining Policy and Implementation" in the next meeting's Agenda.

4.0 AGENDA ITEMS

4.1 ECONOMIC AND SMART COMMUNITIES STRATEGIC REFERENCE GROUP MEETING SCHEDULE FOR 2019

DISCUSSION

Tamara Lukic provided the group with the 2019 Economic and Smart Communities Strategic Reference Group meeting schedule.

ACTION

S White/G Long

That:

- A. The Economic & Smart Strategic Reference group note the meeting schedule for 2019.
- B. The Economic & Smart Strategic Reference group revisit the dates in early 2019 for additional meetings if needed.

4.2 NORTHERN BEACHES LOCAL ENVIRONMENT PLAN

DISCUSSION

Suzy Lawrence presented on the Northern Beaches Local Environment Plan and Local Strategic Planning Statement. A copy of the presentation "*Northern Beaches Local Environment Plan*" was circulated to members in the Agenda.

The Northern Beaches Local Government Area currently has four Local Environment Plans and Council will be working over the next few years to combine them into a single Local Environment Plan. Council is also developing a Local Strategic Planning Statement which will guide strategic planning.

Following the presentation, the group discussed the importance of environmental safety as part of the project and agreed that all future targets and projects should take into consideration the availability of appropriate infrastructure whilst minimising impacts on the environment and local character.

ACTION

That the Economic & Smart Strategic Reference Group:

- A. Note Cr Heins' request to Council to investigate and conduct 'Air Quality' measurement to get the hard data on pollution, in particular in Dee Why following all the construction work in the CBD, Pittwater Road.
- B. Schedule an extraordinary meeting in addition to the proposed meeting date 06 Feb 2019 to provide input into the vision, priorities and actions for the draft Local Environment Plans.

4.3 DEMONSTRATION - SMART WIFI CAPEX PROJECT

DISCUSSION

Brandon Williams from Discovery Technology presented on the 'SMART WIFI CAPEX PROJECT'; Wi-Fi system for marketing opportunities. A copy of the presentation is at Attachment 1.

He presented on the following:

- The simplicity of the system and its easy usage.
- A feature that tracks and automatically picks up your/a location without having to log into the system.
- The ability to collect data without asking/requesting personal questions.
- That the Northern Beaches Council will be the first Council in Australian that will Certify the Wi-Fi system as safe for children.

B Williams also highlighted the benefits of:

- Using the collected data for marketing opportunities and improving local economic growth.
- Building patronage data to be able to promote events.
- The availability of valuable Council data and services that can be shared "do you know that you can park for 2 hours".

After the presentation, the group discussed the system's potential for local businesses. They addressed the benefits of getting it out to retailers, branding it, and marketing it while also promoting the Northern Beaches Wi-Fi. The group supported the proposal/idea that the program be trialled by advertising Council events in local areas.

4.4 OUTDOOR DINING POLICY AND IMPLEMENTATION

DISCUSSION

Campbell Pfeiffer provided an update on the draft Northern Beaches '*Outdoor Dining and Footpath Merchandise Policy*'.

This topic provided for a robust conversation and the following points were discussed:

- The group raised concern that the policy and increase in Outdoor Dining prices challenges the aim of the Economic & Smart Communities Strategic Reference Group.
- The risk of potential impact on tourism and community resulting in losing businesses and employment opportunities.
- The importance of balancing; keeping in mind the global tourist location and also supporting small local businesses and community.
- A member provided an example of a local surf club kiosk with a footwalk licence. The kiosk owner is waiting for the Council fees proposal to decide if they can stay open or close. The group agree that the community should have the ability to say no to high fees, to change it for the benefit of the community.
- Potential methods to protect small businesses who are at the harsh receiving end of the policy and high prices. The group suggested idea of 'Subsidy' to small businesses aimed at encouraging them and giving them the necessary tools.

ACTION

D Johnson/G Long

That:

- A. A copy of the policy be distributed to the Economic & Smart Communities Strategic Reference Group when approved at the Council meeting.
- B. The policy be considered as a possible mechanism for achieving the Economic & Smart Communities objectives.

4.5 SMART CITIES AND SUBURBS GRANT

DISCUSSION

Claire Chaikin-Bryan provided an update on the Smart Beach Infrastructure. A copy of the presentation is at Attachment 2.

The Smart Beaches project combines smart infrastructure technologies with advanced data analytics and machine learning to generate new real-time and forecasted insights into beach visitation and conditions. Professional lifeguards and coastal experts will validate data through a co-design process. Targeted Council, community and business engagement will deliver smart tools and data discovery to improve beach safety, activate coastal precincts and catalyse local innovation.

She provided further information on the project:

- The project will look at using technology on the beach to count people including being able to differentiate between people on the beach, laying down, swimming etc.
- The project will also look at using technology on the beach to read surf conditions and provide accurate local weather information.
- The project will use newly collected data, data from third parties (e.g. Bureau of Meteorology) and historical data to generate new real-time and forecasted insights into beach visitation and conditions.
- Research as part of the project will examine emerging beach technologies.
- A plan for scaling smart beaches technologies to other beaches will be delivered as part of the project.
- Anonymised data collected as part of the project will be made available to the public.
- A web application will be developed as part of the project to provide information on beach safety, conditions and visitation to the public.

C Chaikin-Bryan concluded in noting that the public participation through education, online consultation and creative elements in the beachscape will bring the project to life and the importance of discussion on technology and human element coming together and working together.

ACTION

That the Economic & Smart Communities Strategic Reference Group note the Smart Beaches project to be undertaken as part of Round 2 of the Smart Cities and Suburbs Program.

5.0 GENERAL BUSINESS

UPDATE ON MANLY INNOVATION HUB FEE WAIVER

F Shonk provided an overview on **SEVENmile** – Manly Venture LAB. It is a not-for-profit social enterprise supporting local community in launching new enterprises. The LAB is offering great opportunity for starting up with an intensive program in Feb 2019.

For more information:

The website is: <https://www.sevenmile.org.au>

There is a contact form on the website, otherwise contact Greg Twemlow directly at: greg@sevenmile.org.au

SUMMARY OF ACTIONS

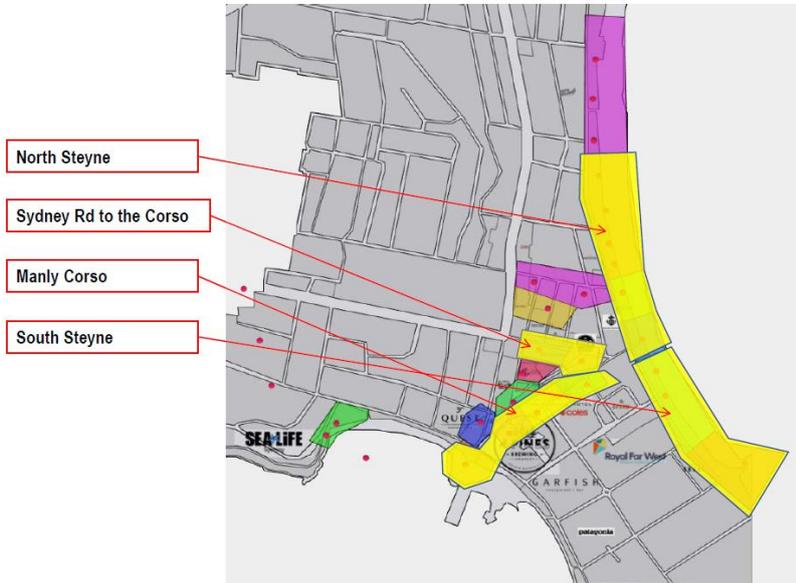
ITEM NO.	ACTION	RESPONSIBLE OFFICER	DUE DATE
4.1	Revisit meeting dates for additional if needed	Governance	Ongoing
4.2	Conduct an 'Air Quality' measurement to get the hard data on pollution, in particular in Dee Why following the construction work in CBD, Pittwater Road.	Unknown	Unknown
4.2	An extraordinary meeting be scheduled in addition to the proposed meeting date 06 Feb 2019 to provide input into the vision, priorities and actions for the draft Local Strategic Planning Statement.	S Lawrence / T Lukic	27/2/19
4.3	That the 'SMART WIFI CAPEX PROJECT'; Wi-Fi system be trialled by advertising Council events in local areas.	N Rogers	Ongoing
4.4	A copy of the Outdoor Dining and Footpath Merchandise Policy be distributed to the group once approved at the Council Meeting.	C Pfeiffer / T Lukic	Ongoing
4.4	The pricing policy be considered as a as possible mechanism achieving some of the goals of the Economic and committee objectives.	The group	Ongoing

The meeting concluded at 8:15pm

This is the final page of the Minutes comprising 8 pages numbered 1 to 8 of the Economic & Smart Communities Strategic Reference Group meeting held on Wednesday 12 December 2018 and confirmed on 27 February 2019.

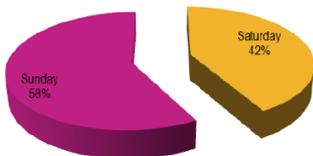


Taste of Manly 2018 Event Zones



Taste of Manly 2018 – Saturday, 26th May and Sunday 27th May
 Unique visitors across Entire Event Area (all event zones combined)
 Visitors detected between 11am and 6pm each day

Unique visitor count



Saturday, 26th May
35,321

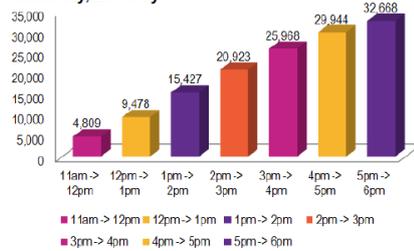
Sunday 27th May
48,880



Saturday unique visitors by hour

Time Range	Unique Visitors
11am -> 12pm	4,809
12pm -> 1pm	9,478
1pm -> 2pm	15,427
2pm -> 3pm	20,923
3pm -> 4pm	25,968
4pm -> 5pm	29,944
5pm -> 6pm	32,668

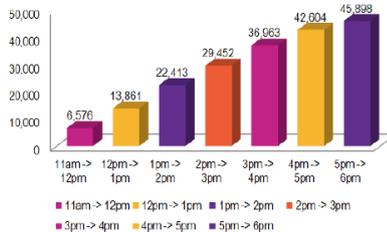
Saturday, 26th May



Sunday 27th May

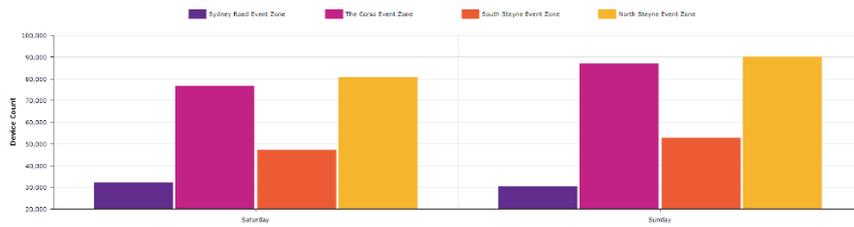
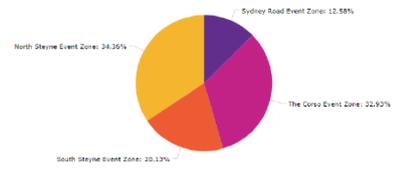
Sunday unique by hour

Time Range	Unique Visitors
11am -> 12pm	6,576
12pm -> 1pm	13,861
1pm -> 2pm	22,413
2pm -> 3pm	29,452
3pm -> 4pm	36,963
4pm -> 5pm	42,604
5pm -> 6pm	45,898



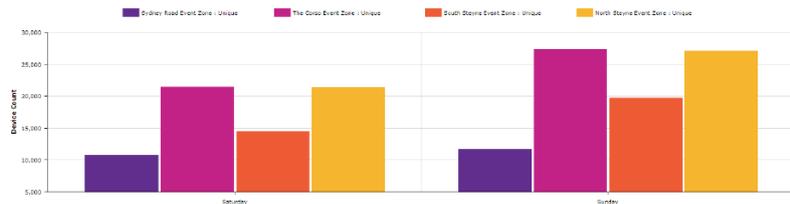
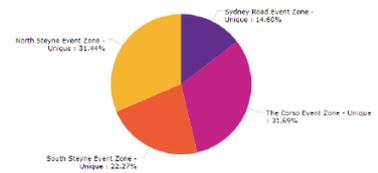
Taste of Manly 2018 – Saturday, 26th May
All Zone Visitors by day (event zones)

*Note that visitors may be counted multiple times in this report



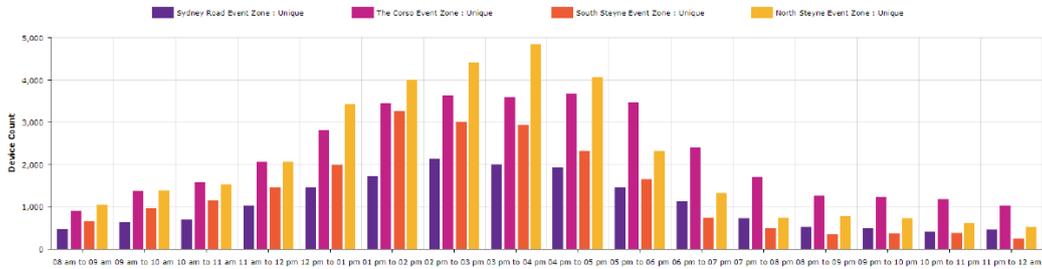
Location	Type	Period	Value
Sydney Road Event Zone	Zone Visits	Saturday	32,175
Sydney Road Event Zone	Zone Visits	Sunday	30,238
The Corso Event Zone	Zone Visits	Saturday	76,883
The Corso Event Zone	Zone Visits	Sunday	86,011
South Steyne Event Zone	Zone Visits	Saturday	47,262
South Steyne Event Zone	Zone Visits	Sunday	52,630
North Steyne Event Zone	Zone Visits	Saturday	89,960
North Steyne Event Zone	Zone Visits	Sunday	89,960

Taste of Manly 2018 – Saturday, 26th May
Unique Zone Visitors by day (event zones)



Location	Type	Period	Group	Value
Sydney Road Event Zone	Zone Visits	Saturday	Unique	10,748
Sydney Road Event Zone	Zone Visits	Sunday	Unique	11,714
The Corso Event Zone	Zone Visits	Saturday	Unique	21,448
The Corso Event Zone	Zone Visits	Sunday	Unique	27,329
South Steyne Event Zone	Zone Visits	Saturday	Unique	14,534
South Steyne Event Zone	Zone Visits	Sunday	Unique	19,720
North Steyne Event Zone	Zone Visits	Saturday	Unique	27,360
North Steyne Event Zone	Zone Visits	Sunday	Unique	27,360

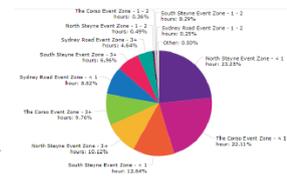
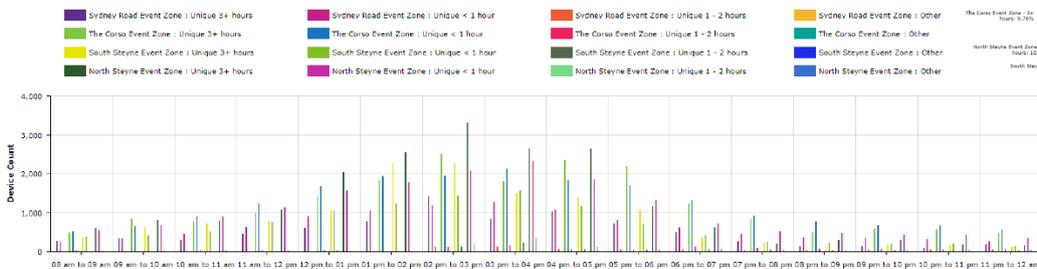
Taste of Manly 2018 – Saturday, 26th May
Unique Zone Visitors by hour (event zones)



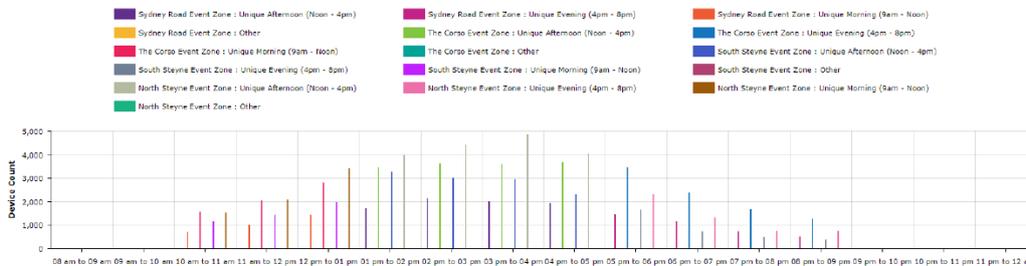
Location	Period	Value	Location	Period	Value	Location	Period	Value	Location	Period	Value
Sydney Road Event Zone	08 am to 09 am	470	The Corso Event Zone	08 am to 09 am	893	South Steyne Event Zone	08 am to 09 am	657	North Steyne Event Zone	08 am to 09 am	1044
Sydney Road Event Zone	09 am to 10 am	633	The Corso Event Zone	09 am to 10 am	1371	South Steyne Event Zone	09 am to 10 am	962	North Steyne Event Zone	09 am to 10 am	1378
Sydney Road Event Zone	10 am to 11 am	690	The Corso Event Zone	10 am to 11 am	1571	South Steyne Event Zone	10 am to 11 am	1146	North Steyne Event Zone	10 am to 11 am	1530
Sydney Road Event Zone	11 am to 12 pm	1022	The Corso Event Zone	11 am to 12 pm	2055	South Steyne Event Zone	11 am to 12 pm	1440	North Steyne Event Zone	11 am to 12 pm	2065
Sydney Road Event Zone	12 pm to 01 pm	1444	The Corso Event Zone	12 pm to 01 pm	2817	South Steyne Event Zone	12 pm to 01 pm	1975	North Steyne Event Zone	12 pm to 01 pm	3422
Sydney Road Event Zone	01 pm to 02 pm	1718	The Corso Event Zone	01 pm to 02 pm	3448	South Steyne Event Zone	01 pm to 02 pm	3248	North Steyne Event Zone	01 pm to 02 pm	3998
Sydney Road Event Zone	02 pm to 03 pm	2145	The Corso Event Zone	02 pm to 03 pm	3631	South Steyne Event Zone	02 pm to 03 pm	3006	North Steyne Event Zone	02 pm to 03 pm	4423
Sydney Road Event Zone	03 pm to 04 pm	2003	The Corso Event Zone	03 pm to 04 pm	3592	South Steyne Event Zone	03 pm to 04 pm	2940	North Steyne Event Zone	03 pm to 04 pm	4846
Sydney Road Event Zone	04 pm to 05 pm	1701	The Corso Event Zone	04 pm to 05 pm	3443	South Steyne Event Zone	04 pm to 05 pm	2043	North Steyne Event Zone	04 pm to 05 pm	3596
Sydney Road Event Zone	05 pm to 06 pm	1199	The Corso Event Zone	05 pm to 06 pm	3133	South Steyne Event Zone	05 pm to 06 pm	1416	North Steyne Event Zone	05 pm to 06 pm	1934
Sydney Road Event Zone	06 pm to 07 pm	1084	The Corso Event Zone	06 pm to 07 pm	2289	South Steyne Event Zone	06 pm to 07 pm	679	North Steyne Event Zone	06 pm to 07 pm	1233
Sydney Road Event Zone	07 pm to 08 pm	510	The Corso Event Zone	07 pm to 08 pm	1189	South Steyne Event Zone	07 pm to 08 pm	302	North Steyne Event Zone	07 pm to 08 pm	522

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Taste of Manly 2018 – Saturday, 26th May
Hourly Unique Zone Visitors by Dwell Time (event zones)

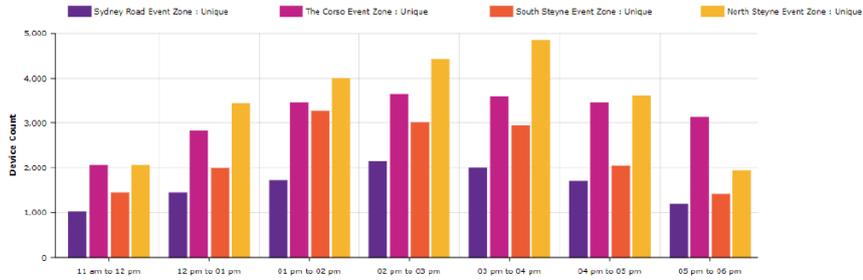


Hourly Unique Zone Visitors by Entry Time (event zones)



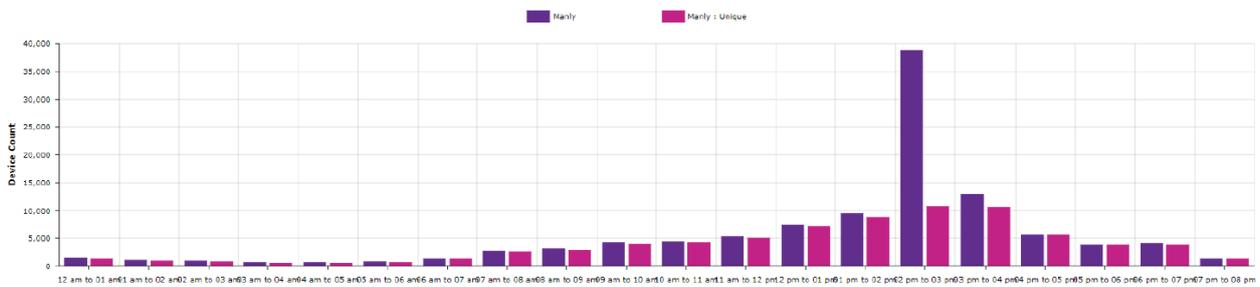
7

Taste of Manly 2018 – Saturday, 26th May
Unique Zone Visitors by hour between 11:00am and 6:00pm (event zones)

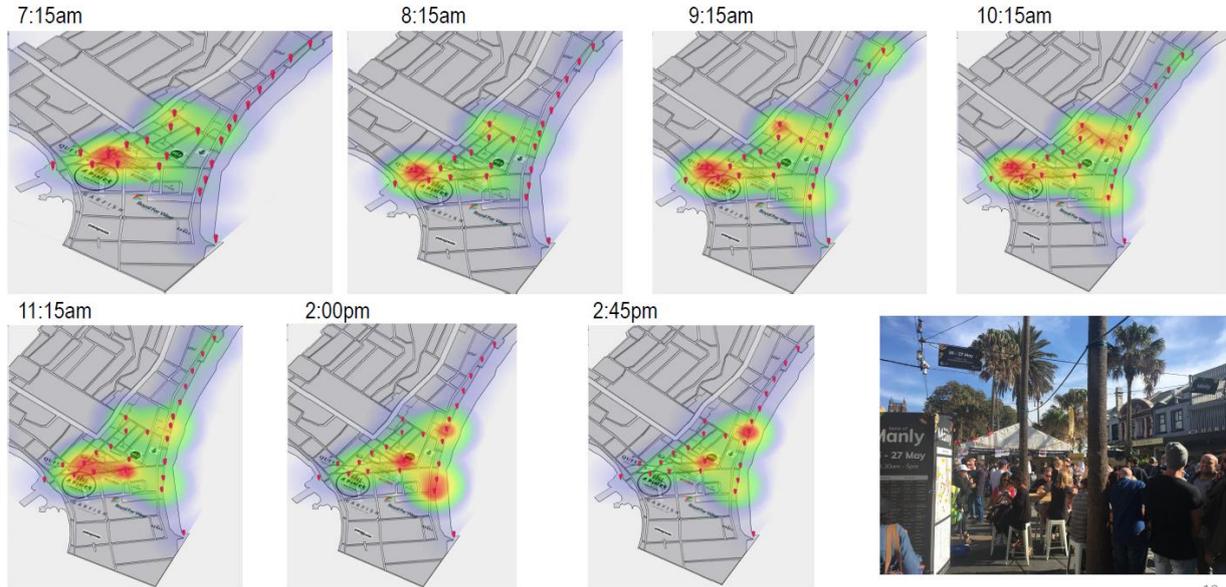


Location	Period	Value	Location	Period	Value	Location	Period	Value	Location	Period	Value
Sydney Road Event Zone	11 am to 12 pm	1,022	The Corso Event Zone	11 am to 12 pm	2,055	South Steyne Event Zone	11 am to 12 pm	1,440	North Steyne Event Zone	11 am to 12 pm	2,065
Sydney Road Event Zone	12 pm to 01 pm	1,444	The Corso Event Zone	12 pm to 01 pm	2,817	South Steyne Event Zone	12 pm to 01 pm	1,975	North Steyne Event Zone	12 pm to 01 pm	3,422
Sydney Road Event Zone	01 pm to 02 pm	1,718	The Corso Event Zone	01 pm to 02 pm	3,448	South Steyne Event Zone	01 pm to 02 pm	3,248	North Steyne Event Zone	01 pm to 02 pm	3,998
Sydney Road Event Zone	02 pm to 03 pm	2,145	The Corso Event Zone	02 pm to 03 pm	3,631	South Steyne Event Zone	02 pm to 03 pm	3,006	North Steyne Event Zone	02 pm to 03 pm	4,423
Sydney Road Event Zone	03 pm to 04 pm	2,003	The Corso Event Zone	03 pm to 04 pm	3,592	South Steyne Event Zone	03 pm to 04 pm	2,940	North Steyne Event Zone	03 pm to 04 pm	4,846
Sydney Road Event Zone	04 pm to 05 pm	1,701	The Corso Event Zone	04 pm to 05 pm	3,443	South Steyne Event Zone	04 pm to 05 pm	2,043	North Steyne Event Zone	04 pm to 05 pm	3,596
Sydney Road Event Zone	05 pm to 06 pm	1,199	The Corso Event Zone	05 pm to 06 pm	2,119	South Steyne Event Zone	05 pm to 06 pm	1,416	North Steyne Event Zone	05 pm to 06 pm	1,934
								16,068			24,284

Taste of Manly 2018 – Saturday, 26th May
All Site Visits vs. Unique Visits (entire Manly area)

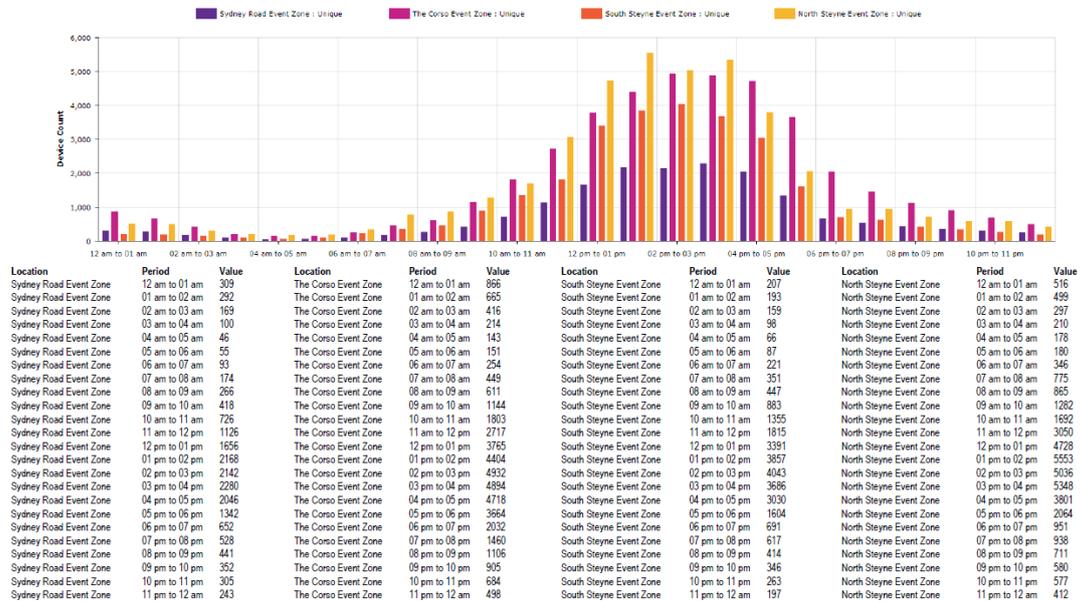


Taste of Manly 2018 – Saturday, 26th May
Location Heatmaps



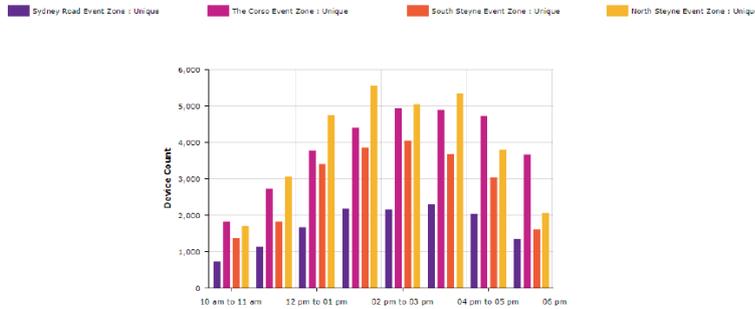
10

Taste of Manly 2018 – Sunday, 27th May
Unique Zone Visitors by hour (event zones)



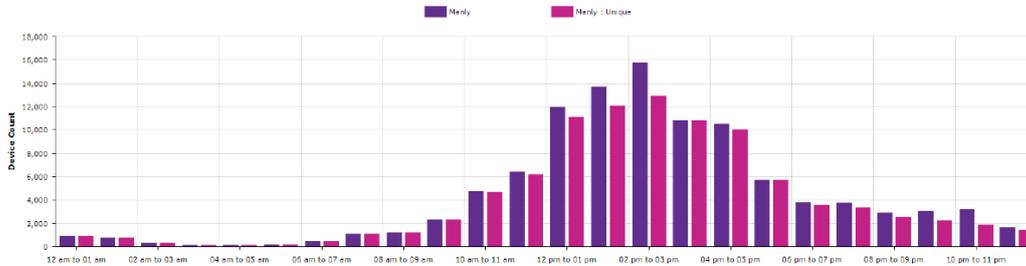
11

Taste of Manly 2018 – Sunday, 27th May
Unique Zone Visitors by hour between 11:00am and 6:00pm (event zones)



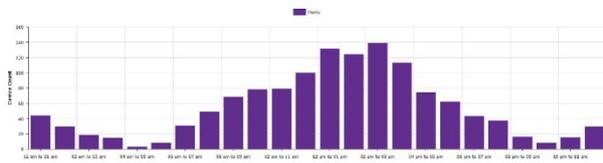
Location	Period	Value	Location	Period	Value	Location	Period	Value	Location	Period	Value
Sydney Road Event Zone	11 am to 12 pm	1126	The Corso Event Zone	11 am to 12 pm	2717	South Steyne Event Zone	11 am to 12 pm	1815	North Steyne Event Zone	11 am to 12 pm	3060
Sydney Road Event Zone	12 pm to 01 pm	1656	The Corso Event Zone	12 pm to 01 pm	3765	South Steyne Event Zone	12 pm to 01 pm	3391	North Steyne Event Zone	12 pm to 01 pm	4728
Sydney Road Event Zone	01 pm to 02 pm	2168	The Corso Event Zone	01 pm to 02 pm	4404	South Steyne Event Zone	01 pm to 02 pm	3857	North Steyne Event Zone	01 pm to 02 pm	5553
Sydney Road Event Zone	02 pm to 03 pm	2142	The Corso Event Zone	02 pm to 03 pm	4932	South Steyne Event Zone	02 pm to 03 pm	4043	North Steyne Event Zone	02 pm to 03 pm	5036
Sydney Road Event Zone	03 pm to 04 pm	2280	The Corso Event Zone	03 pm to 04 pm	4894	South Steyne Event Zone	03 pm to 04 pm	3686	North Steyne Event Zone	03 pm to 04 pm	5348
Sydney Road Event Zone	04 pm to 05 pm	2046	The Corso Event Zone	04 pm to 05 pm	4718	South Steyne Event Zone	04 pm to 05 pm	3030	North Steyne Event Zone	04 pm to 05 pm	3801
Sydney Road Event Zone	05 pm to 06 pm	1342	The Corso Event Zone	05 pm to 06 pm	3664	South Steyne Event Zone	05 pm to 06 pm	1604	North Steyne Event Zone	05 pm to 06 pm	2064

Taste of Manly 2018 – Sunday, 27th May
All Site Visits vs. Unique Visits (entire Manly area)

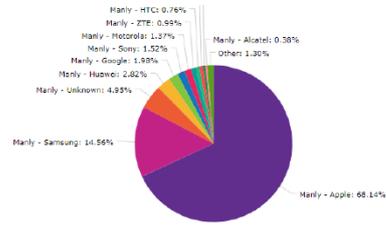


Location	Period	All	Unique	Location	Period	All	Unique
Manly	12 am to 01 am	895	895	Manly	12 pm to 01 pm	11934	11068
Manly	01 am to 02 am	720	720	Manly	01 pm to 02 pm	13706	12045
Manly	02 am to 03 am	285	285	Manly	02 pm to 03 pm	15724	12887
Manly	03 am to 04 am	138	138	Manly	03 pm to 04 pm	10831	10812
Manly	04 am to 05 am	114	114	Manly	04 pm to 05 pm	10534	10001
Manly	05 am to 06 am	167	167	Manly	05 pm to 06 pm	5739	5726
Manly	06 am to 07 am	460	460	Manly	06 pm to 07 pm	3813	3556
Manly	07 am to 08 am	1051	1051	Manly	07 pm to 08 pm	3719	3344
Manly	08 am to 09 am	1217	1217	Manly	08 pm to 09 pm	2872	2471
Manly	09 am to 10 am	2334	2334	Manly	09 pm to 10 pm	3078	2182
Manly	10 am to 11 am	4781	4616	Manly	10 pm to 11 pm	3158	1868
Manly	11 am to 12 pm	6416	6180	Manly	11 pm to 12 am	1651	1399

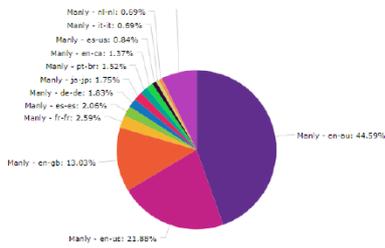
Taste of Manly 2018 – Saturday and Sunday
Wi-Fi Logins



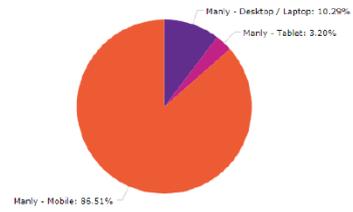
Wi-Fi Logins by Model



Wi-Fi Logins by Language



Wi-Fi Logins by Device Type





Project Outcomes

- Safer and cleaner beaches
- Better beach facilities
- Improved provision of beach safety services
- Community digital literacy and participation
- Integrated smart beach analysis and sharing platform

Challenges Being Addressed By The Project

- Lack of accurate timely information for local beach conditions and rapid dissemination
- Lack of real-time and forecasted usage of beach assets and public spaces for efficient and responsive provision of beach services
- Public engagement in improving and understanding beach safety
- Building Council operational staff capacity to use smart technologies



Partner Meet and Greet Manly 4th Dec

