North Byron Parklands

Technical Paper

I

Social Impact Assessment

SOCIAL IMPACT ASSESSMENT

North Byron Parklands

Tweed Valley Way and Jones Road, Yelgun.

Prepared for:
North Byron Parklands
A project of:
Billinudgel Property Pty Ltd
(Billinudgel Property Trust)

Prepared by:
Stephen Connelly FPIA
Certified Practising Planner
S J CONNELLY CPP PTY LTD
ABN 40 125 970 783

6 Byron Street
PO Box 538
Lennox Head NSW 2478
(02) 6687 7171

connelly.com.au

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Executive Summary

This Social Impact Assessment (SIA) report assesses the potential social impacts and opportunities of the proposed use of the North Byron Parklands site at Yelgun as a regional sustainable cultural events site for events involving music, arts, food, leisure and technology.

This SIA involves identifying potential social changes, determining the extent and magnitude of any social changes, evaluating their significance to individuals and the community, and identifying ways of avoiding or lessening potential impacts.

The report identifies the NSW North Coast region, and Byron Shire in particular, as a vibrant area of creative industries, cultural events and cultural tourism. The accompanying Economic Impact Assessment within **Technical Paper C** of the EA report identifies that this industry sector in the region is largely hobby/lifestyle focused and has the potential to become a stronger economic driver within the local and regional area. The report identifies that the Parklands proposal will generate approximately 210 equivalent full-time jobs and $192m of total economic multiplier effects, when fully operational.

This Social Impact Assessment accounts for social and community impacts likely to result from such significant economic opportunities and establishes whether the potential adverse impacts can be managed appropriately.

The report identifies the various components of the potentially impacted community, assesses consultation feedback and makes recommendations to the design and management of the project so as to mitigate adverse and enhance positive impacts on the local and broader community.

Key social impact areas of consideration explored for potentially impacted local communities in this assessment include: resident 'way of life' impacts, noise, traffic, security and local residential amenity impacts.

Positive social impacts and community contributions resulting from the project have also been identified. As a measure of the relevance of the positive social impacts of the project, these are tested against the Strategic Actions that are aimed to be achieved within the Byron Shire Cultural Plan 2008-2013. This assessment demonstrates that the project will enact and advance cultural goals envisaged by the Byron Shire Cultural Plan.

The project has the following characteristics:

- Building of the site will be staged over time so as to utilise the experience gained in early years of event operation;
- Use of the site, especially for larger events, will be gradual and staged;
- Site usage will be subject to the 'Environmental, Health and Safety Management Manual' (EHSMM), compliant with AS/NZS ISO 14001 - Environmental Management Systems, which will provide an ongoing management system and include management plans for managing and monitoring off-site impacts, including social impacts;
- Only experienced event managers who commit to the EHSMM will be permitted to use the site;

- Byron Shire is experienced with similar events and many of the impacts are already known. Council and event organisers have developed a range of best practice procedures to effectively manage events that work with NSW Police, Byron Shire Council (BSC) and other stakeholders; and
- Site usage and off-site impacts will be comprehensively monitored and evaluated with the operational plans continually fine tuned using the EHSMM.

While the site will only be used for larger events for a limited number of days per year, the Parklands project will need to continue responsive community consultation in order to minimise or offset any negative impacts from its operations. The establishment of a Community Liaison Committee is recommended to provide such continuing consultation.

One of the festivals to occur on the site, Splendour in the Grass (SITG) - a popular leading Australian music and arts festival, has an established nine-year track record at its previous site at Byron Bay. The operational expertise and responsive management of the organisers of the SITG festival is known to the regional and shire community, BSC, government agencies and other regulatory bodies. The Parklands proponents have committed to a wide range of measures at the Parklands site to actively contribute to its environment and local amenity.

Recommendations arising from this assessment include:
- Provide opportunity for ongoing consultation with the local community by means of a Community Liaison Committee to continually inform the EHSMM for operational refinements;
- Require the EHSMM to include risk assessment for the following identified potential social impacts and develop operational standards to address such risks including:
    - Traffic management
    - Environmental impacts
    - Noise impacts
    - Off-site impacts; and
- Continue the SITG initiative of a Community Grants Program - take up the opportunity provided by the proponents to utilise the proceeds of the ongoing 'community levy' for a range of community, social and welfare projects within the local communities.

The Community Grants Program initiative, which is likely to generate over $100,000 each year to be distributed to local community groups, is considered a meaningful contribution to the northern shire communities who normally do not receive a reasonable share of the benefits of economic activity within the shire.

On balance, it is concluded that the Parklands project has the potential to deliver social benefits locally and regionally. Portions of the community value cultural events as adding to their quality of life and generating intangible benefits such as improved social cohesion, lifestyle improvement, diversity and increased creativity. The primary potential adverse impacts are located within the locality of the site and relate to perceived environmental and amenity or lifestyle impacts during the limited and capped times per year of larger event usage.

The views of people concerned about adverse impacts on their amenity and 'way of life' have informed the Parklands proposal. The design of the proposal and its usage pattern reflects these concerns as addressed within the draft project commitments.

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Section 1 Introduction

1.1 Purpose and Structure of this Report

This report provides a social impact assessment (SIA) for the North Byron Parklands (Parklands) project.

The project is to establish a sustainable cultural events site within an enhanced ecological setting and has been designated as a Major Project pursuant to Section 75E of the Environmental Planning & Assessment (EP&A) Act and Clause 6 of the State Environmental Planning Policy (Major Projects) 2005.

The structure of this report is as follows:

Section 1 - Introduction - describes the report structure and provides a brief project background;

Section 2 - Assessment Methodology - provides the methodology used to assess social impacts and opportunities;

Section 3 - Community Profile - analyses the existing community profile through the identification of discrete community sectors;

Section 4 - Consultation - outlines the consultation mechanisms undertaken to date with government agencies, Byron Shire Council and various businesses, community groups and individuals;

Section 5 - Potential Impacts and Opportunities – identifies the range of perceived opportunities and impacts of the proposal from various community segments;

Section 6 - Management and Mitigation - outlines a range of measures to maximise identified opportunities and effectively mitigate potential impacts based on community and business responses;

Section 7 – Conclusion And Recommendations - measures the likely extent of social change resulting from the proposal and provides recommendations to maximise benefits and avoid or mitigate potential adverse impacts.

1.2 Project Background

The need for a purpose-built sustainable cultural multi-event site has been widely recognised in Byron Shire for well over a decade. While creative industries and cultural tourism, in the form of festivals and events, strongly contributes to employment and the local economy, no dedicated site to host multiple events is available in the Shire. The necessity for a purpose-built venue to host events within the shire has recently increased due to the traditional leased site in Byron Bay, now no longer available for use.

In September 2006, a collective, with significant event management experience, was formed to purchase the subject property. Stakeholders hold a substantial track record in music, the arts, cultural activities and the environment and purchased the 257 ha property with the intention of creating a sustainable cultural art and event site for Byron Shire and the wider region.

1.3 Project Objectives

The proponents' objectives are as follows:

Our Commitment:

- Parklands is responsible for protecting and conserving environmental values across the site and providing a safe and healthy work environment for its employees, contractors, event operators and their audience members.
- Parklands is committed to developing a world-class sustainable events site through careful planning and management of the activities that take place throughout the year. To meet this commitment we have developed an Environmental, Health and Safety Management Manual to identify, manage and monitor identified risks. As part of this system a number of key objectives have been developed for the site as follows.

Our Objectives:

- Protect and enhance biodiversity values of the site;
- Utilise nominated areas of the site for event uses for limited periods of the year;
- Improve wildlife corridor functions across currently degraded areas of the site;

- Provide a safe, secure and healthy venue for patrons, guests and workers;
- Avoid, reuse, reduce and recycle materials used on site;
- Manage water cycles sustainably (water supply and waste water treatment);
- Minimise impacts on neighbours and nearby residents;
- Provide temporary camping facilities to accommodate patrons and staff so as to minimise traffic generation and other impacts;
- Develop Parkland Standards to manage and monitor all identified significant EH&S aspects;
- Provide a range of opportunities and benefits that support local communities;
- Conserve and protect cultural heritage values across the site;
- Provide local and regional employment opportunities; and
- Engage with the community, patrons, neighbours, employees, government and other stakeholders regarding environmental, health and safety matters at Parklands.

The adopted project objectives are:

Overall Objective:

- Create a sustainable, world-class cultural events site within an ecologically enhanced site.

Objectives for the Property generally:

- Dedicate and swap the agreed land parcels to the NPWS reserve system as additions to the Billinudgel Nature Reserve to result in a net increase of some 28 ha to the Billinudgel Nature Reserve;
- Protect and enhance biodiversity values of the site and preserve areas of the site solely for habitat purposes by increasing the vegetation cover and hence habitat values;
- Utilise nominated areas of the site for event uses for limited periods of the year;
- Construct and operate the cultural centre and conference facility;
- Maintain the integrity of the events site and manage the site usage using contemporary environmental management and monitoring systems (compliant with AS/NZS ISO 14001 - Environmental Management Systems).

Objectives of the Event Space (used for a limited period each year):

- Provide a safe, secure and healthy venue site for patrons, guests and workers;
- Provide temporary camping facilities to accommodate patrons and staff, so as to minimise traffic generation and off-site impacts;
- Monitor key factors before, during and after events and adopt and implement various recommendations, strategies, monitoring and mitigation measures proposed in any specialist assessments;
- Integrate environmental initiatives such as off setting carbon emissions, waste avoidance and recycling and environmental education; and
- Plan event timetables to minimise traffic peaks and minimise any noise emissions.

Objectives for the Local Natural Environment:

- Ensure the adjoining DECC estate resources are protected;
- Maximize 'down time' between larger events such that non-event days substantially dominate the annual cycle, providing time for 'normal' ecosystem processes, post-disturbance recovery and local rehabilitation of habitats to occur;
- Increase the functioning and extent of wildlife corridor connectivity by a range of measures across the site; and
- Ensure the site meets or exceeds all relevant environmental standards.

Objectives for the Local Social Environment:

- Provide a range of community benefits supporting the local community, social, educational and environmental endeavours;
- Minimise potential adverse impacts on neighbours and nearby residents and communities; and
- Ensure all cultural heritage values (indigenous and non-indigenous) are identified and conserved.

Objectives for Local Economic Environment:

- Advance shire, regional and state planning objectives relating to the economy, social goals and especially creative industries and cultural tourism; and
- Manage the site in a manner that maximises local and regional employment opportunities.

1.4 Project Description

The North Byron Parklands (Parklands) project will provide a purpose-built venue hosting a range of events involving music, arts, food, leisure and technology.

The venue will be provided in the context of an overall site plan that provides important additions to the Billinudgel Nature Reserve, creation of habitat and wildlife preserves and protection of Aboriginal heritage sites.

Events involve the temporary gathering of people for cultural purposes. Envisaged events include festivals, music concerts, jamborees, gymkhanas, field days, art exhibitions and installations; open-air movies or performances for orchestras, opera and the like.

Event Size Categories

Events are defined in the following categories:

- Minor event – less than 300 patrons
- Small event – 300 patrons to 3000 patrons
- Moderate event – 3000 patrons to 10,000 patrons
- Major event – greater than 10,000 patrons.

Maximum Event Days

The Parklands proposal seeks approval for event usage of the site as follows:

- Major Events – no more than 12 event days[1] per annum;
- Moderate Events – no more than 4 event days per annum;
- Small Events – no more than 4 days per annum;
- Minor Events – no daily limits are proposed.

Temporary camping will occur in association with various events on the site. For some events, campers could be accommodated on-site in tents and movable dwellings such as camper vans.

Car parking areas will consist of grassed areas for parking with constructed event laneways servicing the car parking areas. This will allow the continued agricultural usage of the site for the majority of the year.

[1] Event days do not include the "bump in" and "bump out" period, which occurs some days before and after each event.

The overall project is intended to be carried out in 3 stages. The first two stages involve event usage as described above. The third stage of the project, subject to further applications, involves the construction of a Conference Centre and a Cultural Centre as described below.

Conference Centre

The Conference Centre is to be located within a precinct that includes an open-air amphitheatre. The facility will cater for up to 180 persons with a floor area of approximately 500 sqm.

The accommodation component of the Conference Centre will comprise cabin style accommodation units for up to 60 conference guests.

Cultural Centre

The Cultural Centre will service both local Aboriginal and European culture and history. The facility would comprise a public interactive area and offices comprising some 110 square metres with additional workshop areas for the training of youth in a range of potential employment fields, as well as a depot for the Madhima Gulgan team (the local indigenous rainforest restoration team). The facility would also serve as the home-base for eco/indigenous programs, activities and attractions, including ecological and cultural walks and tours.

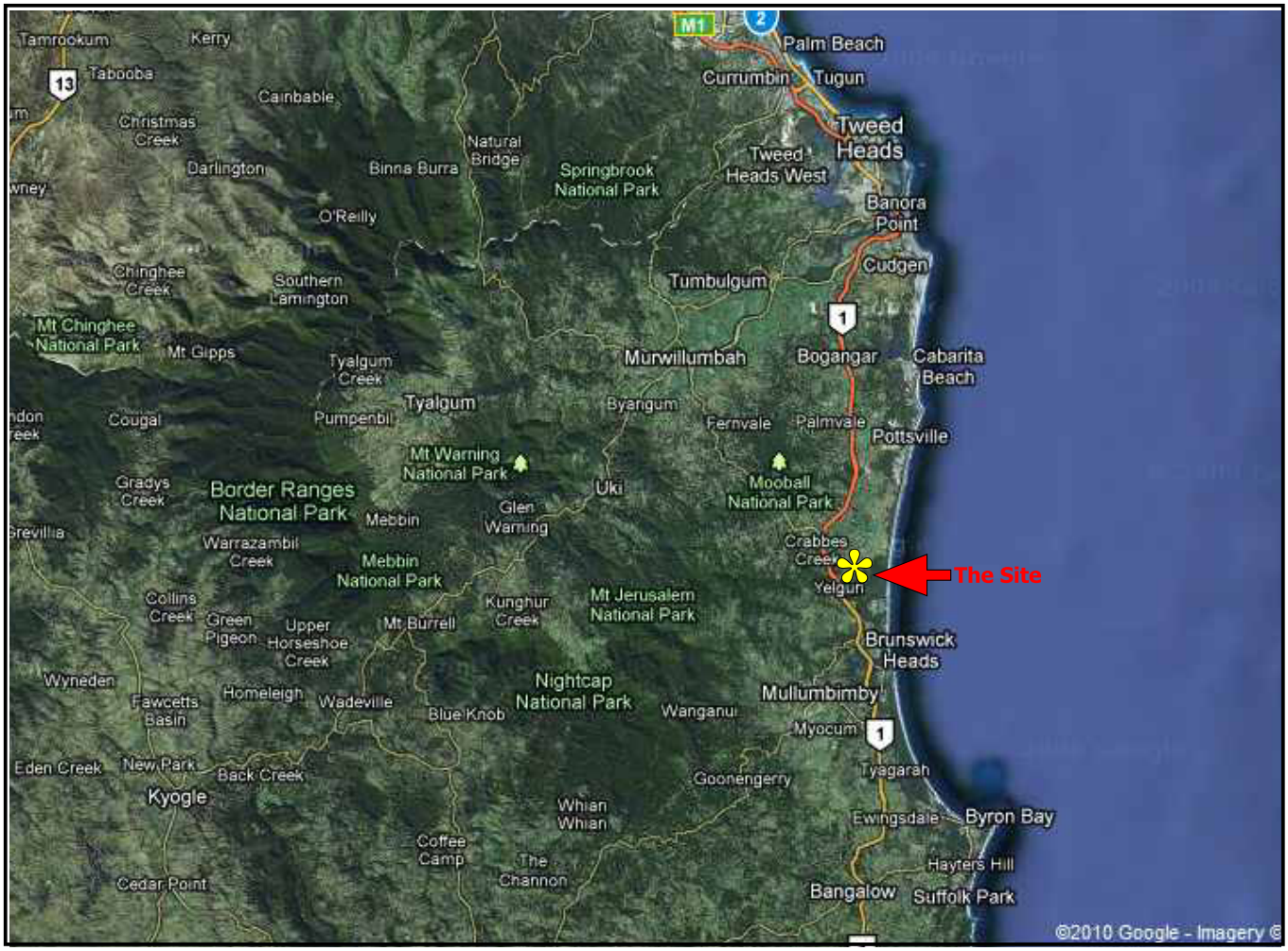
Associated with the Cultural Centre will be an endemic seed bank and nursery to propagate local rainforest and bush tucker (indigenous foods).

1.5 Site and Locality

The region

Plan 1.1 - Site Regional Context depicts the Parklands site in a regional context. The site is strategically located about 20 minutes drive north of Byron Bay and approximately 25 minutes drive south of Coolangatta. The site has excellent access to south-east Queensland via the upgraded Pacific Highway.

The current population of the Region is more than 228,000 and since 2001 has been increasing by an average of 2500 people each year. The community lives in the three regional centres of Tweed Heads, Lismore and Ballina; the five towns of Murwillumbah, Casino, Mullumbimby, Byron Bay and Kyogle; 36 rural and coastal villages; 110 small villages and numerous rural communities.



Imagery extracted from Google Maps 2010

North Byron Parklands

Date	22.07.10
Author	
Reference	DTI 09-120

0km Not to scale

IMPORTANT NOTE |
Cadastral information is subject to survey. The alignment of the aerial photography and vectoral overlays is approximate only.

Sources | Aerial Photography: Google (2010) |

Prepared by
design team Ink
landscape architecture | urban design

Plan | **1.1**
Site Regional Context

The Far North Coast Regional Strategy plans for an overall population of 289,000 people by 2031. This represents an additional 60,400 people or a 26% increase for the period 2006–2031.

The Far North Coast is the most biologically diverse region in NSW and the third most in Australia.

The Far North Coast and Byron Shire have changed in recent decades from a primarily agricultural economy based on dairying, logging and other industries such as sandmining and whaling, to an economy based on servicing, tourism and creative industries.

The Byron Shire Tourism management Plan 2008-2018 states that it is estimated that 1.1 million tourists visited Byron Shire in 2007 with an expenditure of $354 million.

Northern Rivers Tourism, in characterising the strengths of the region, describes the healthy arts and entertainment scene as the highest national per-capita employment in arts and creative industries outside of metropolitan areas.

'Between the 2001 and 2006 census, employment in the arts and creative industries in Northern Rivers grew 25% faster year on year than the rest of the regional economy. This is very unusual for an area outside a capital city or major conurbation, is a distinctive characteristic of the region, and represents an area of real opportunity, especially in view of the State Government's growing interest. Northern Rivers is recognised as the key 'hot-spot' for the State's creative industries beyond Sydney.'[2]

The following statistics have been extracted from Cathy Henkel's 2006 report "Imagining the Future 2 - Screen and Creative industries in the Northern Rivers Region"

Regional Statistics:

- A total of 7,280 people were identified as working in the creative industries, which is 6.1% of the region's labour force (compared to national estimate of 3% of workforce in creative industries).
- An additional 1,069 people are volunteers in creative industries and 1,525 people work part-time on major events in the region.

[2] Northern Rivers Arts and Creative Industries Strategy 2008-2012, prepared for Arts Northern Rivers by Positive Solutions 31 October 08.

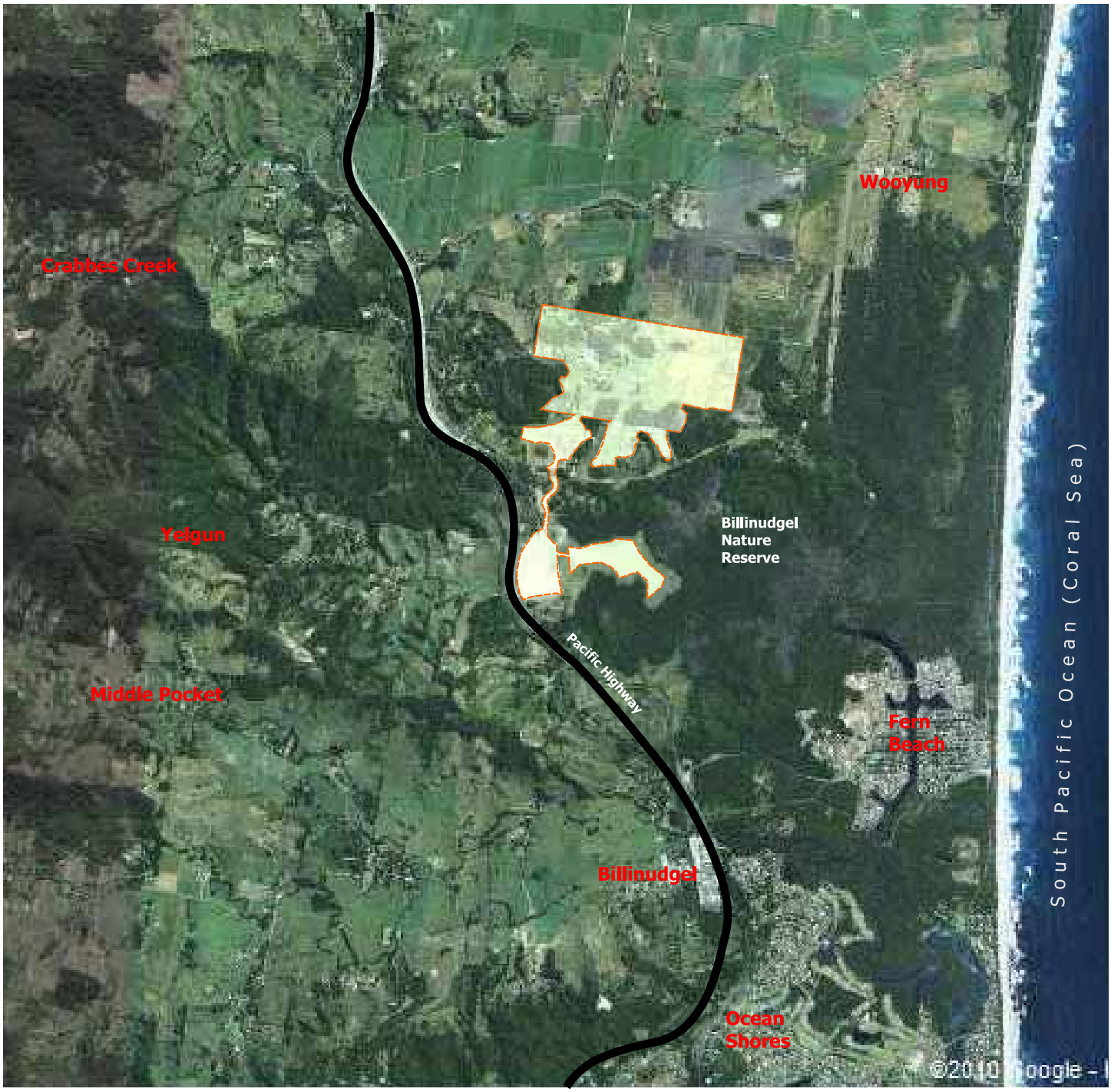
- There are an additional 6,225 arts and creative industry students in the region.
- The total of all people involved in the creative industries in 2005 was estimated to be over 16,000.

The locality

The land is located in the north-east corner of Byron Shire as depicted within **Plan 1.2 - Site Locality**. Local communities within the north-east of the shire comprise small towns and villages such as Ocean Shores, Brunswick Heads, Billinudgel, South Golden Beach and New Brighton. The rural portions of the north-east of the shire include rural communities such as Yelgun Valley, Crabbes Creek and The Pocket.

The land is located adjacent to the Pacific Highway and Tweed Valley Way, the regional level road connecting the north of Byron Shire to Murwillumbah within the Tweed Valley. The site entrance is located with convenient access to the Yelgun interchange of the Pacific Highway.

Parts of the land adjoin the Billinudgel Nature Reserve along Marshalls Ridge and within the portion of the site south of Jones Road. Portions of the site form part of the Marshalls Ridge Wildlife Corridor which connects large forest areas to the east and south-east, in Billinudgel Nature Reserve; and to the north-west, including Mt Jerusalem National Park and forested lands extending to Mt Warning and ultimately to the Border Ranges.



Legend:

Extents of Project Application Area

0km 1km 2km

IMPORTANT NOTE |
Cadastral information is subject to survey. The alignment of the aerial photography and vectoral overlays is approximate only.

Sources | Aerial Photography: Google (2010) |

North Byron Parklands

Date 22.07.10

Author

Reference DTI 09-120

Prepared by
design team Ink
landscape architecture | urban design

Plan | **1.2**
Site Locality

North Byron Parklands | Tweed Valley Way & Pacific Highway

Section 2

Assessment Methodology

This section of the report provides the methodology used to assess social impacts and opportunities.

2.1 Aims of the SIA

- Identity the potential adverse social impacts and opportunities of the Parklands project so as to inform the concept and project design and operational characteristics of the project;
- To maximise the positive social impacts and opportunities of the Parklands proposal, such as access to increased cultural activities, employment and local economic development;
- To avoid or minimise any adverse social impacts of the Parklands proposal such as impacts on community 'way of life', increased traffic congestion, restriction of access to facilities, perceived loss of amenity, or perceived public safety; and
- To identify potential social changes, determine the extent and magnitude of any social changes, evaluate their significance to individuals and society, and identify ways of lessening potential impacts.

2.2 Methodology

The following tasks were undertaken in the preparation of this report:

- Review of literature on social impact assessment;
- Consult with Byron Shire Council;
- Analysis of relevant demographic information for the locality;
- Review of Parklands data and background reports and surveys;
- Identification of local communities;
- Identification of key stakeholders;
- Review of previous consultation with local communities and key stakeholders;

- Review of new community consultation report contained within **Technical Paper J** of the EA;
- Analysis of findings to identify likely opportunities and potentially adverse impacts;
- Develop recommendations to inform the concept and project design, the operational characteristics of the project and formulation of draft commitments;
- Provide recommendations to avoid or mitigate identified potentially adverse impacts (including strategies to monitor and manage such impacts over time); and
- Provide recommendations to maximise socially beneficial opportunities.

This SIA has taken into account the Byron Shire Council Social Impact Assessment Policy and Development Control Plan. Consultation occurred with Byron Shire Council in the scoping of this report.

Section 3

Community Profile

This section of the report analyses the existing community profile through the identification of discrete community sectors.

3.1 Community Profile

The 2006 Census data provides other relevant socio-economic data for the shire communities while the Byron shire Social plan 2004-2009 is based on 2001 census data. **Appendix A** provides a summary of relevant demographic statistical data for the shire, region and the state.

In the 2006 Census, there were 28,766 persons usually resident in Byron Shire. There were 7,212 families in Byron Shire: 39.1% were couple families with children, 36.0% were couple families without children, 23.7% were one parent families and 1.3% were other families.

The labour force in Byron Shire was recorded at 14,333 in September 2006 of which 11.1% or 1,594 people were unemployed, compared to NSW 5.4% and Australia 5% unemployed.

The unemployment rate for people (Richmond/Tweed region) aged between 15 – 24 years was 36.8% (ABS: 2006).

In Byron Shire, the median weekly individual income for residents aged 15 years and over was $383, compared with $466 in Australia. The median weekly household income was $738, compared with $1027 in Australia. The median weekly family income was $932, compared with $1171 in Australia. The median weekly household income was $738, compared with $1027 in Australia. The median weekly family income was $932, compared with $1171 in Australia.

The Byron Shire Cultural Plan profiles Byron Shire as a diverse and colourful mix of people, with each of the towns and rural villages and localities having their own distinctiveness and mix

of cultural values, that embrace both traditional and alternative lifestyles and philosophies. Thriving home-based businesses focus on alternative, cultural, health and knowledge industries, with a growing population of artists, writers and filmmakers. Sustainable agriculture is a prominent industry.

Amid this setting, visitors to the Shire have been moving in a band between 1.1 million and 1.4 million in the period since 2000 to 2007.

The following summary provides a Cultural snapshot of the Byron shire community provided from the Byron Cultural Plan 2008-2013.

- Byron Shire is a diverse mix of tradition and innovation. Historically know as a meeting place for Aboriginals, it is now a hub of creativity and artistic and cultural expression including; performing arts, literature, screen and media, visual arts and crafts, design, development, broadcasting and music composition.
- A wide range of events including; the East Coast Blues and Roots Festival, Splendour in the Grass, the Byron Bay Writers Festival, Kites and Bikes and Old and Gold Festivals in Brunswick Heads, Bangalow Billycart Derby, Flickerfest, Byron Bay Film Festival and Byron Yogafest.
- A diverse and colourful mix of people with each town and village having its distinctive identity.
- A community that embraces a wide range of traditional and alternative lifestyles, making it a tolerant, accepting, socially and culturally diverse community.
- Many cultural attractions that support cultural activity and tourism, including; the Cape Byron Lighthouse, beaches, Arakwal National Park, the hinterland, cafes, regional markets, art galleries and studios.
- A community that is passionate and committed to community action.
- A talented and diverse arts community including; visual artists, performers, musicians, writers, filmmakers, designers, craftspeople, healers, natural therapists and community artists.
- A very large tourist population. The number of annual visitors to Byron Shire is relatively stable, moving in a band between 1.1 million and 1.4 million in the period since 2000. This puts pressure on existing infrastructure and is influencing the cultural fabric of the area.
- Growing cultural infrastructure including; a planned new library, the Byron Community and Cultural Centre, Island Quarry, the Youth Activity Centre, halls, venues, cinema, cultural education and training services.

- Availability of support from a range of regional cultural organisations including; Arts Northern Rivers (the Regional Arts Board) Northern Rivers Screenworks, Northern Rivers Writers Centre and NORPA.

3.2 Identifying the Community

The wide ranging consultation, as described within **Technical Paper J** of the EA, which has occurred to date, has allowed for the various relevant sectors of the 'community' to be identified.

For the Parklands project, the potentially impacted community comprises:

- Immediate neighbours and residents within the immediate locality;
- Nearby communities, including the local rural communities and nearby rural and coastal communities;
- The Byron Shire and Tweed communities, including a range of cultural, educational, business, environmental and community groups;
- The NSW Northern Rivers region;
- Interstate including the nearby south-east Queensland region; and
- National and international communities, especially cultural, arts and music organisations, performers and patrons.

The potential users of the site and hence, potentially positively impacted communities include:

- Local school or community groups who may use the event site or the conference centre for gatherings such as school camps or performances;
- Individuals who may use the event site or the conference centre for gatherings such as weddings, family reunions or the like;
- Local, regional, state, interstate or international groups who may use the site or the conference centre for gatherings such as university camps, bird watcher's conference, or the like;
- Local, regional, state, interstate or international individuals who may use the site to attend festivals, concerts, film festivals, field days or the like; and
- Local, regional, state, interstate or international artists who may use the site to perform at festivals, concerts, film festivals, field days or the like.

3.3 Describing the potentially impacted communities

This section identifies the potentially impacted communities affected by the proposal:

- **Immediate neighbours and residents within the immediate locality**

This component of the community comprises the limited number of properties who adjoin the site or are located along Jones Road, a public no-through road severing the overall Parklands site, servicing the Parklands site, the Billinudgel Nature Reserve and five small rural lots.

This community sector can be specifically identified and continues to be consulted by a variety of means. The Community Consultation report within **Technical Paper J** of the EA for this proposal describes the consultation measures employed for providing information and receiving feedback from this community sector. This community sector has also been consulted as described within **Technical Paper D** – Noise Impact Assessment.

- **Nearby communities, including the local rural communities and nearby rural and coastal communities**

This component of the community comprises:

- Wooyung Road community to the north;
- Yelgun Road community to the west;
- Tunnel Road community to the south-west;
- Other nearby rural communities such as:
  - Crabbes Creek;
  - North Ocean Shores;
  - South Golden Beach;
  - New Brighton;
  - Billinudgel;
  - Ocean Shores; and
  - Brunswick Heads.

These nearby communities comprise urban and rural neighbourhoods/villages that can be consulted with via their representative community organisations, local media or other means such as letterbox drops and notices in public places.

- **The Byron Shire and southern Tweed Shire community, including a range of cultural, educational, business, environmental and community groups**

The wider Byron Shire and southern Tweed Shire comprise urban and rural communities that are less likely to be impacted directly by the physical use of the site but may experience indirect impacts as well as being positively impacted by means of utilising the site, being employed or achieving increased business turnover as a result of site usage.

These communities can be consulted with via their representative community organisations, web-based access or local media.

- **The NSW Northern Rivers region**

The regional community potentially impacted comprises urban and rural communities that are less likely to be impacted directly by the physical use of the site but may be positively impacted by means of utilising the site or being employed as a result of site usage.

These communities can be consulted with via their representative community organisations, web-based access or media.

- **Interstate including the nearby south-east Queensland**

The interstate and south-east Queensland community is most likely to be positively impacted by means of utilising the site or being employed as a result of site usage for events involving music, arts, food, leisure and technology.

These communities can be consulted with via their specialty organisations, web-based access or media.

- **National and international communities, especially cultural, arts and music organisations, performers and patrons**

This national and international community is most likely to be positively impacted by means of utilising the site and experiencing events for music, arts, food, leisure and technology.

These communities can be consulted with via their specialty organisations, web-based access or media.

Section 4

Consultation

This section of the report outlines the consultation undertaken to-date with government agencies, Byron Shire Council and various businesses, community groups and individuals.

Consultation is considered an ongoing aspect of the project that is to be continued following the approval process.

The Community Consultation listed in **Technical Paper J** of the EA report describes the community consultation undertaken to-date for the Parklands proposal. The report summarises the previous three years of consultation together with the further specific consultation undertaken for this current proposal.

4.1 Consultation undertaken prior to this application

Consultation processes commenced before the property was purchased in October 2006 to determine a range of stakeholders' views in response to the proposed development. In particular, prior to purchase of the site, the group met with immediate neighbours along Jones Road, Conservation of North Ocean Shores Environmental Group members, Byron Shire Council and individual councillors.

After the purchase of the property the group embarked on a wide-ranging and on-going consultation process as summarised below.

Summary of previous consultation to end 2009

- Consultation occurred with Byron Shire Council senior staff and Councillors prior to purchase of the site as an events site.
- Meeting with adjoining and nearby neighbours (including meetings prior to the purchase of the site).
- Meetings with relevant government agencies such as National Parks and Wildlife Service.

- Discussions with the National Parks and Wildlife Advisory Committee including attendance at their meeting in August 2007.
- Contacting over twenty-five regional environmental and community groups to discuss the proposed plans for North Byron Parklands including inviting members to attend a guided site tour.
- Attending the meetings of local community groups including; Ocean Shores Community Association, Conservation of North Ocean Shores (CONOS), Brunswick Valley Sports Association, Brunswick Heads Chamber of Commerce, Brunswick Heads Chamber Executive & Business Tourism Group and Brunswick Heads Progress Association to discuss specific questions, concerns and opportunities.
- Attending a meeting of twenty-five local residents at the Ocean Shores Country Club (26 September 2007).
- The provision of site tours (over 200 stakeholders including interested residents, environment and community group representatives have toured the site).
- Facilitating an on-site Environmental Forum on 22nd September 2007. Twenty-five environmental groups and a range of other key stakeholders were invited.
- Attending a public meeting hosted at Byron Council Chambers as an information exchange forum. North Byron Parklands outlined its proposal to develop a cultural arts and music events site. Over 120 community members attended this forum.
- Provision of a North Byron Parklands website to provide information to the community including a contact form to allow the community to contact directly with their queries and concerns. Over the period April 2007 to April 2010 the website received over 11,500 unique "hits".
- Providing advertisements and notices in the local newspapers inviting interested parties to various information sessions and workshops.
- Undertaking on-site Community Open Days and tree planting days (June and November 2007). The June 2007 event included; site tours, a barbecue, face painting, kids' performances and live local music. At this event Bill Hauritz, Founder of the Woodford Folk Festival and friend of North Byron Parklands, gave a presentation and endorsement of the vision for Parklands. Bill and Woodford General Manager Amanda Jackes planted the first tree.
- Providing information to print, TV and radio media. Responding to interview requests from: NBN News, ABC North Coast, Bay FM, The Byron Shire Echo, The Byron Shire News, The Tweed Sun, The Tweed Daily News and The Northern Star.

- Researching the indigenous significance of the property and engaging in discussions with local aboriginal people with regards to the ongoing protection of sacred sites and the possibility of a Cultural Centre. This process has included discussions with the local CDEP Indigenous re-generation team about collaborating on regeneration and bush tucker planting projects.
- Commissioning of a telephone survey of residents to gauge community attitudes to cultural and arts events in Byron Shire.
- In accordance with the Shire Council's recently adopted Social Impact policy, consultation has occurred regarding this Social Impact Assessment.
- From 2006, Parklands has met on numerous occasions with various councillors, Council staff (such as planners), ecologists, engineers and environmental health officers. In addition, a number of site visits have been attended by councillors and Council officers.

4.2 Consultation undertaken for this application

A new consultation process was undertaken for the preparation of the Environmental Assessment Report for the Parklands proposal and is described within this section.

The Community Consultation report within **Technical Paper J** adopted the following objectives for the consultation process:

- Update stakeholders regarding the proposal for Parklands;
- Consult with individuals and groups that had not been previously personally contacted;
- Broaden the geographic scope of consultation;
- Ensure that detailed information regarding the proposal was made available to individuals and groups;
- Encourage personal and small group (up to five people) tours of the site with key Parklands personnel;
- Re-contact those who had been previously contacted but who may not have given feedback or may have had unanswered questions; and
- In relation to all the above points, secure feedback from individuals and groups consulted.

The report addresses the methodology used and details the consultation methods employed which comprised:

- Personal contact by telephone and email;
- Letterbox drop;
- Extensive mail out of personal letters;
- Private and public site tours;

- Advertisements in local media;
- North Byron Parklands website;
- Media liaison; and
- Letters to the Editor in local media.

The report adopted the following community sectors and consulted these by the listed methods in the following table:

Stakeholder	Consultation methodology
Immediate neighbours (Jones Road, Wooyung Road and Tweed Valley Way)	▪ Personal telephone and email contact with all immediate neighbours. ▪ Advising, scheduling and undertaking of personal site tours. ▪ Provision of written information regarding the Parklands proposal via email and/or posted letter. ▪ Seeking of concerns and other feedback via phone and email. ▪ Letterbox drop. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.
Residents in surrounding areas	▪ Personal telephone and email contact and personal letter or email detailing the Parklands proposal and offering site tours with some local residents. ▪ Scheduling and undertaking of personal site tours upon request. ▪ Letterbox drop to homes and businesses plus flyers left in local shops. ▪ Generic consultation including media releases, letters to the editor, public site tours and the North Byron Parklands website.
Businesses	▪ Each of the known Chambers of Commerce in the region (x10) received a personal letter via post or email outlining the Parklands proposal. Most were followed up with a phone call or email again offering site tours and seeking feedback. ▪ All businesses in; Ocean Shores, New Brighton, South Golden Beach, Billinudgel, Wooyung, Crabbes Creek, Mooball, Sleepy Hollow and Burringbar received the letterbox drop flyer. ▪ Numerous individual businesses were contacted via phone, email and posted a letter regarding the Parklands proposal. Many attended site tours. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.
Residents associations, ratepayers associations and progress associations	▪ A personal letter outlining the Parklands proposal, seeking feedback and offering site tours was sent to residents, ratepayers and progress associations in the region (total of 11 groups). In addition, telephone and email liaison was undertaken with many of these groups. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.

Stakeholder	Consultation methodology
Community groups and community associations	▪ A personal letter outlining the Parklands proposal, seeking feedback and offering site tours was sent to; Tidy Towns Ocean Shores, Brunswick Community Centre, the Women's Resource Centre, Ocean Shores Community Association and Pottsville Community Association. In addition, telephone and email liaison was undertaken with these groups. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.
Action groups	▪ A personal letter outlining the Parklands proposal was sent to Coalition for Festival Sanity and Wooyung Action Group. ▪ Generic consultation including; media releases, letters to the editor, public site tours, the letterbox drop and the North Byron Parklands website.
Environmental organisations and individual stakeholders	▪ A personal letter outlining the Parklands proposal, seeking feedback and offering site tours was sent to; BEACON, the Byron Environment Centre, Conservation of North Ocean Shores (CONOS) and the Caldera Environment Centre. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.
Tourism representatives	▪ A personal letter outlining the Parklands proposal, seeking feedback and offering site tours was sent to; Northern Rivers Tourism, Tweed Tourism, Byron Bay Tourism, the Byron Visitor Centre and the Brunswick Heads Visitor Centre. ▪ Most of these groups have undertaken site tours. ▪ Information regarding the Parklands proposal has also been disseminated to numerous tourism service providers in the Byron and Tweed Shires. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.
Young people and those who represent them	▪ Telephone and email consultation including sending outline of the proposal to Byron Shire Council Youth Development Officer. ▪ Information regarding the proposal has been emailed to other youth organizations in the region including; Byron Youth Service, MindRight Institute (Nicqui Yazdi), Mullum Youth Crew, the Youth Drug and Alcohol worker for The Buttery, Michelle Grant from Brunswick CDAT and Ballina Byron Youth and Family Support. ▪ A personal letter outlining the Parklands proposal, seeking feedback and offering site tours was sent to all known P & C associations in the Yelgun region (x12). ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.

Stakeholder	Consultation methodology
Byron Shire Councillors	▪ North Byron Parklands' General Manager Mat Morris invited (via email) all Byron Shire Councillors on personal site tours on two occasions in 2010.
Local Members of Parliament	▪ Parklands have met with Thomas George MP, Don Page MP and Geoff Provest MP to outline the proposal for the site. A summary of the proposal, the same as that provided to other stakeholders, was provided to these MP's. Thomas George MP undertook a site tour in May 2010. Don Page MP has toured the site prior to 2010.
Regional peak bodies	▪ Northern Rivers Tourism, Tweed Tourism, Regional Development Australia Northern Rivers, Southern Cross University, Arts Northern Rivers, Northern Rivers Business Enterprise Centre and NORPA were sent letters regarding the North Byron Parklands proposal, which also sought feedback and offered site tours. Representatives from both tourism bodies and Arts Northern Rivers (8th June) have attended site tours. ▪ Generic consultation including; media releases, letters to the editor, public site tours and the North Byron Parklands website.

4.3 Government Agency Consultation

Consultation with the following government agencies has occurred for the overall project and for the 'trial event' DA determined by Byron Shire Council (10.2007.462.1):

- Industry and Investment NSW;
- Department of Planning;
- Department of Environment, Climate Change and Water;
- NSW Roads and Traffic Authority;
- NSW Department of Lands;
- NSW State Emergency Service;
- NSW Health;
- Ambulance Service of NSW;
- NSW Police; and
- Tweed Shire Council

In 2006, the NSW Department of State and Regional Development (DSRD) facilitated a round table meeting of key agencies (DSRD, DEC, DOP and BSC). The meeting recognised the conceptual merit of the proposal in seeking to establish a cultural facility of regional significance, whilst simultaneously achieving significant environmental outcomes.

A wide range of consultation has occurred with applicable government agencies in the formulation of the EA for the Parklands project. The various specialist Technical Papers

authors consulted with relevant government agencies in the research for their assessments.

4.4 Byron Shire Council Consultation

Consultation to-date with Byron Shire Council has occurred for the overall project and for the previous application for a single event.

Consultation occurred with Byron Shire Council senior staff and councillors prior to purchase of the site as an events site.

Council hosted an information forum at Council Chambers in June 2007 where North Byron Parklands (Parklands) outlined its proposal to develop a cultural arts and music events site. Over 120 community members attended this forum.

Parklands have met on numerous occasions over the past 24 months with various councillors, Council staff such as planners, ecologists, engineers and environmental health officers. In addition, a number of site visits have been attended by councillors and Council officers.

In accordance with Council's recently adopted Social Impact Policy, consultation has occurred regarding this report.

Further technical consultation occurred with Council officers in the preparation of the Environmental Assessment Report

4.5 Local Indigenous Stakeholders Consultation

Parklands have met with the Tweed Byron Aboriginal Land Council to discuss the project and to identify opportunities to develop a partnership that will serve to protect indigenous values across the site.

Formal consultation with indigenous stakeholders, in accordance with the DGR's, for this project has occurred as reported in the Aboriginal Heritage Assessment accompanying the Environmental Assessment Report.

4.6 Community Organisations, Regional Peak Bodies, Business Groups & Individuals Consultation

Consultation with community organisations, regional peak bodies, business groups and individual community members has been extensive and is on-going. Parklands has held information days and community tree planting days where members of the public were afforded the opportunity to discuss aspects of the proposal that they were interested in. Information by way of plans, maps and diagrams were made available at these community tree-planting days.

Parklands have also personally undertaken site visits for more than 350 interested individuals and community groups. A website was established at www.northbyronshireparklands.com. The site sets out comprehensive details about the project vision, news, the environment and media information. Over the period April 2007 to April 2010 the website has received over 11,500 unique "hits".

Additional community consultation with organisations, business groups and individuals has occurred as detailed within the consultation report within **Technical Paper J.**

4.7 Environmental Organisations Consultation

Consultation to date with environmental organisations has occurred for the overall project and for the single event application including an Environmental Forum held on-site. Organisations that have been consulted are reported within the Community Consultation report within **Technical Paper J.**

4.8 Neighbours Consultation

Consultation occurred with neighbours of the property and Jones Road residents prior to the purchase of the site to determine specific issues and/or concerns.

Consultation has continued with neighbours willing to consult regarding the project as reported within The Community Consultation report within **Technical Paper J** and the Noise Impact Assessment within **Technical Paper D**.

4.9 Festival users

Patrons of the Splendour in the Grass festival have been consulted by means of a comprehensive attitudinal survey to gather detailed information and intention relating to use of the Parklands site. Important information relating to attitudes towards use of shuttle buses, likely location of off-site accommodation and camping was canvassed in the survey.

These surveys, property updates and other site information have been periodically distributed to over 45,000 Splendour in the Grass newsletter subscribers.

4.10 Further consultation

The consultation must be ongoing with the community concerning the site.

Proposals for further community engagement include:

- The opportunity for regular site tours that are open to all members of the public.
- Regularly updating the North Byron Parklands website.

- Personally (by telephone or personal email) updating immediate neighbours regarding site or proposal changes prior to alerting the general public.
- A further letterbox drop to the local area detailing how potential negative impacts (such as noise, stray patrons in adjoining neighbourhoods, illegal camping, traffic issues) would be mitigated and that proposed measures be fine tuned, if required, following feedback from the community. This material should be personally provided (via letter or email) to immediate neighbours and should also be available in local general stores.
- Residents who have outlined concerns regarding environmental impacts of the proposal (excluding aggressive objectors) be kept informed of any environmental initiative updates and invited to be a part of the ongoing environmental management of the site.

Section 5

Potential Impacts and Opportunities

This section identifies the range of perceived opportunities and impacts of the proposal from various community segments.

Extensive community consultation has identified a wide range of perceived opportunities and potentially adverse impacts arising from the project.

This section of the assessment reports these findings in the context of both perceived opportunities and adverse impacts.

Appendix C of this assessment lists the range of positive and negative impacts contained within submissions reported by Byron Shire Council in the report for the single event DA (10.2007.462.1) on the site.

5.1 Potential Opportunities

The following summarises project opportunities from the various community components consulted:

- Significant employment and business opportunities within appropriate industry sectors i.e. creative industries, cultural tourism and service industries;
- Facilitates a project which focuses on the region's existing strengths and competitive advantages;
- Facilitates development of, and market access for, local creative industries;
- Ease traffic congestion to and within Byron Bay township;
- Provides opportunities for employment and training of locals in national and international productions, festivals and projects being staged or produced in the region;

- A purpose built cultural event site providing greater patron comfort and experience; and
- Appropriate end use for the site.

5.2 Potential Adverse Impacts

Potential adverse impacts from the Parklands proposal have been identified by the proponents, local residents and various groups and organisations.

The following table lists a summary of key perceived adverse amenity impacts from specific community segments. Perceived impacts relating to ecological issues are not included within this table, which addresses amenity impacts.

Community Component	Key known potential issues
Adjoining Neighbours	- Noise - Stray patrons - Peak traffic - Security
East end of Jones Road (three residences)	- Noise - Litter - Stray patrons/campers - Traffic - Security
Yelgun and nearby rural areas	- Noise - Litter - Stray patrons/campers - Traffic
Coastal and urban communities	- Amenity impacts from patrons in public places (litter, illegal camping, antisocial behaviour) and within tourism accommodation
Rental housing	- Potential for loss of long term rental housing

Concerns common to many community sectors include:

- The frequency of larger events;
- Managing potential on-site impacts;
- Managing potential off-site impacts in local residential and beachside communities;
- Future use of the property by subsequent new owners if the proposed event venue does not eventuate;
- Traffic impacts;
- Impacts on ecological values of the locality;
- Impacts on the Billinudgel Nature Reserve;

- Increased visitors to the northern part of the shire;
- Impacts on community services such as hospitals;
- Bushfire potential and risk management; and
- Seasonal flooding potential and risk management.

Section 6

Management and Mitigation Assessment

This section of the report outlines a range of measures to maximise identified opportunities and effectively mitigate potential adverse impacts based on community and business responses.

6.1 Issues

The key issues raised by community consultation reported in Section 5 are discussed in this section. These matters mainly relate to larger events that are temporary in nature as they are to occur for a limited period in each year.

Options for avoiding or satisfactorily managing potential adverse impacts are explored. These impact management measures can fall within the following categories:

- Mitigation measures aimed at minimising potential impacts and risks;
- Compensation measures aimed at offsetting impacts and hardships; and
- Contingency measures aimed at facilitating the detection of and timely response to potential problems.

Where possible, proven management measures from other similar activities elsewhere, where available, have been utilised.

6.2 Discussion of Issues

- **Whether to have large events at all**

Byron Shire and the Northern Rivers Region host a wide range of cultural events assisting the doubling of employment within creative industries in the past decade.

The types of events can be wide-ranging and appealing to various demographics. For example, an international bird

watchers conference contrasts substantially in terms of potential impacts to an amplified music event catering to the 18 to 35 year old demographic.

Some consultation feedback has been that large events providing amplified music to younger adults should not occur within the shire. Reasons for such a view largely centre around antisocial behaviour impinging on resident's amenity.

Antisocial behaviour from some young adults is not limited to occurring in conjunction with music festivals. It is known to occur locally and with other gatherings of younger adults such as 'schoolies', sporting events and at nightspots.

The fact is that antisocial behaviour, in whichever context it occurs, is promulgated by a small minority of young adults.

Events provide a controlled environment within managed venues. **Appendix B** provides an extract from Liquor+Gaming Magazine 2008 that identifies the successful outcomes achieved by licensing officers, local police and experienced event operators working in partnership. Various management measures are proposed to mitigate any antisocial behaviour by event attendees outside of the event area in local communities.

- **Whether to continue to have large events within Byron shire**

One community view expressed is that Byron Shire should not continue to host large events and that they be relocated elsewhere in the region. This view was suggested so that the economic benefit can be shared with less 'fortunate' areas of the region. This view is balanced by other community views that the existing large events 'belong' within the shire, together with the recognised employment and local economic stimulus provided by larger events.

Establishing a viable events site requires the site to meet a range of location specific criteria including:

- Large area of cleared relatively flat land;
- Low number of nearby residences;
- Within close proximity to a highway or main road interchange of suitable capacity;
- Within convenient distance from an airport;
- Within convenient access to a variety of suitable accommodation and facilities; and
- The site meeting commercial viability criteria.

Clearly, the issue of whether large events continue to occur within Byron Shire should be based on a balanced merit assessment within a planning process rather than unilateral policies based on not wanting such events in the shire.

- **Whether 'greenfields' sites within Byron shire are appropriate**

The two larger festivals within Byron shire were encouraged to find purpose built sites with Byron Shire Council attaining funding from the state government to investigate suitable sites.

Until April 2010, the shire had no experience with a 'greenfields' festival site, i.e. an 'out of town' site. The East Coast Blues Festival operated at its new site in Tyagarah at Easter 2010, with generally positive responses reported from local community representatives, the local media and Byron Council.

Some previous predictions of issues and the experience of the event at this 'greenfield' site include:

- Local residents adversely impacted – the 'locals only' traffic management in Grays Lane area avoided patrons parking and camping in local streets. This management measure was seen to be effective;
- Local towns overrun by patrons – community representatives from Brunswick Heads and Mullumbimby reported increased levels of visitors at acceptable rates; and
- Intrusive noise emissions.

The experience gained by this one occurrence provides a direct local example of use of a 'greenfield' site.

- **Frequency of large events**

The Parklands proponents recognised when purchasing the property for the purpose of a cultural events site that the frequency of large events would be a primary issue of concern to the community.

All planning since the purchase of the site has been based on limiting the frequency of large events. The proposal limits event days (other than for events of less than 300 patrons) to a total of 20 days per year, when the site is fully operational. Large events would be limited to 12 of these 20 days. Usage of the site will be staged over time with the first 12 months operation proposed for a maximum usage of up to 8 days of large events.

- **Balanced calendar of events with maximum community gain and minimum community adverse impact**

A community view expressed in the consultation is the need for a balance of event usage in the shire that reflects the following factors:

- Attain a balance of event usage to build on the creative industry talent, skills and reputation within the region as an appropriate core industry;
- A limited number of large commercial events occurring within the shire where the potential adverse impacts are avoided or minimised by effective management;
- The limited number of large commercial events generate employment with local youth and young adults targeted for employment and training;
- The limited number of large commercial events generate local community gains to compensate for any adverse impacts to their 'way of life';
- The limited number of large commercial events assist smaller non-profit community events;
- Facilitate smaller non-profit community events by providing appropriate sites with ongoing approvals to minimise approval costs for small events; and
- Event sites utilise best practice management with community consultation to maximise environmental, social, cultural and local economic outcomes.

The design and concept formulation of the Parklands project has been informed by a wide range of assessments, which includes being responsive to community views. The Parklands proposal provides a range of community benefits, such as the Community Grant Fund, together with a responsive management system to minimise potential adverse impacts.

- **Certainty of effective event management**

The ability to provide certainty that events will be undertaken using best practice management and therefore effectively mitigate potential adverse impacts is a valid issue raised in community consultation.

An integral component of the application is the 'Environmental, Health and Safety Management Manual' (Management Manual) as it provides the operational management system parameters for event usage of the site. The EHSMM, compliant with AS/NZS ISO 14001 - Environmental Management Systems, establishes the principles of action for protecting the environment, human

health and safety. The EHSMM sets forth clearly articulated objectives and Standards to manage the significant environmental, health and safety aspects associated with North Byron Parkland's activities and services.

Importantly, the EHSMM provides a robust framework of monitoring, measurement, auditing and management review to accurately determine the effectiveness of the organisation's policies, procedures, work instructions, training, emergency response and non-conformance and corrective action processes. The EHSMM shall be the primary vehicle for maintaining North Byron Parklands on a path of continuous improvement.

The EHSMM is considered a suitable and proven mechanism to ensure effective and responsive event management.

- **Community services and facilities in nearby areas**

A common issue raised by local residents regarding the proposal is 'if the community is likely to be impacted at certain times per year by this proposal, what advantages will result for local residents, who do not receive business or employment advantages from the site usage or do not attend cultural events at the site?'

A primary user of the site, SITG for the past nine years, has donated over $231,000 to local charities, community groups, environmental groups and welfare services primarily via the SITG Community Grants Fund. SITG also donates tickets to community groups for the purpose of fundraising for the groups. In 2009 alone $8,944 was raised from ticket donations.

SITG has stated 'Each year Splendour In The Grass has increased its level of commitment to the community and as the event develops those opportunities will grow. Developing a permanent event site will create an excellent platform to realise the potential community benefits.'

The Parklands proposal is to further develop this initiative and establish a Parklands Community Grants Fund where a ticket levy on all large events will be donated to the Fund and distributed to local community organisations.

It is estimated that this Fund will generate more than $100,000 per year once the events facility is fully established. This is a significant ongoing benefit to the local community in the north of Byron Shire.

- **Demand for Accommodation for Event Patrons**

The likely demand for temporary accommodation by festival patrons impacting on local communities is largely known based on data from large events operating in Byron Bay over the past decade, and is further informed from attitudinal surveys from event patrons.

For past SITG events located in Byron Bay, available holiday accommodation in Brunswick Heads, Ocean Shores, New Brighton and South Golden Beach has been largely utilised by patrons. Feedback from accommodation providers recognised and appreciated the increased business resulting from SITG, which occurs in a traditionally quiet time of year.

Concern was raised that long-term rental accommodation for residents may be turned into short-term holiday accommodation for festival users. With the Parklands larger festival usage limited to less than 20 days per year and with increased camping provided on-site, it is most unlikely that rental housing used for long-term rental would be sacrificed for the limited times per year in which events occur.

- **Demand on beach and other neighbourhood facilities**

The issue was raised that large festival events will place unwanted demand on nearby community facilities such as beach facilities in nearby villages such as New Brighton and South Golden Beach.

The SITG event, occurring in winter, is unlikely to create a significant demand on beach facilities. For events in warmer periods of the year, this concern can be largely mitigated by ensuring all event-related literature does not identify or promote areas such as New Brighton and South Golden Beach. The majority of event patrons, who are from outside the region, will camp at the site or be accommodated in Byron Bay or the Tweed coast. These visitors, if they decide to visit a beach, are more likely to visit beaches at Byron Bay or the Tweed coast rather than frequent lesser destination areas such as New Brighton and South Golden Beach.

- **Increased crowds in nearby areas**

The issue of large festivals creating crowding in nearby areas was raised. Consultation has occurred and will continue to occur with local communities regarding their preferences toward

avoiding visitors to their area or attracting increased patronage to their businesses.

Again, for largely residential areas such as New Brighton and South Golden Beach, these areas are not significant destinations for visitors. Again, this concern can be largely mitigated by ensuring all event-related literature does not identify or promote such areas.

Earlier consultation with Brunswick Heads organisations led to developing strategies on how a community could benefit from festival patrons while avoiding aspects not wanted by the community. For example, Brunswick Heads businesses may want to attract patrons for lunch but not for evenings.

Such a strategy can be developed in partnership with festival organisers by promoting the luncheon option; with shuttle buses and the like, and ensuring event literature and promotions do not mention Brunswick Heads as providing nighttime attractions.

- **Illegal camping and/or litter in nearby areas**

Issues have been raised regarding potential impacts such as illegal camping and littering in nearby areas as a result of large events on the Parklands site.

The Off-site Response Strategy, coordinated with other relevant agencies including NSW Police, Council rangers, NPWS officers etc, will provide for the appropriate agency to respond to issues such as illegal camping, littering or noise in urban areas.

An effective and proven management response initiated and trialled over past years by SITG in Byron Bay will be employed to manage the potential issue of littering in nearby areas such as at bus stops.

Detection of any issues to be responded to will be by the use of a telephone hotline and web-based message system combined with mobile response teams.

This effective response strategy will mean the level of surveillance and response during the limited periods of the year when a large event is occurring will be greater than in non-festival times.

- **Demand on emergency and local community services**

Large events have the potential to create increased demand on local emergency and community services such as on hospital and police services.

SITG initiated the use of on-site private medical services for their 2009 event, which resulted in a significant decrease on the demand of medical services such as the local hospital. This approach is to be adopted for large events at Parklands. The provision of on-site private medical services was reported as successfully avoiding heavy demands on the local hospital services.

The provision of medical services for the Parklands site is detailed in the application and for larger events includes an on-site private medical service together with an on-site ambulance.

Larger festivals in Byron Shire have had a long established practice of working closely with NSW Police and participate in a system whereby the event organisers pay for the provision of police. This approach is to be continued with large events at Parklands.

6.3 Mitigation Responses and Draft Commitments

The following table provides a project design and management response to key issues raised by community consultation with a further column listing the recommended Draft Commitment to be carried into the Environmental Assessment Report.

Table 6.1 Social Impact Matrix

Issue	Project design and management response	Draft commitment
Frequency of large events	Limit number of event days.	Large event days limited to 12 per year with total event days limited to 20 days per year.
Balanced calendar of events with maximum community gain and minimum community adverse impact	Limit number of event days. Implement responsive management strategies as detailed within the application. Implement the Community Grant Fund and other positive community measures.	Event usage capped, responsive management measures implemented together with Community Grant Fund.
Certainty of effective event management	Ensure best practice event management occurs.	Events can only occur on the site if in accordance with the EHSMM, compliant with AS/NZS ISO 14001 - Environmental

		Management Systems.
Community services and facilities in nearby areas	Ticket levy applied for large events to fund a Community Grant Fund to be distributed to local community organisations/projects/services/facilities.	Implement the Community Grant Fund.
Demand for accommodation for event patrons	Accommodation demands will be proactively located towards on-site camping and for off-site needs, focused towards stock in holiday accommodation precincts Byron Shire and Tweed Coast.	Parklands works in partnership with holiday accommodation organisations.
Demand on beach and other neighbourhood facilities Increased crowds in nearby areas	In consultation with local communities, event literature will either be silent about a local community or specifically target the community as desired by that community.	Parklands to liaise with local communities to either promote their community or distract any attention from that community.
Illegal camping and/or litter in nearby areas	Off-site Response Strategy in place in conjunction with relevant authorities.	Enact the Off-site Response Strategy for large events including telephone and web-based hotline combined with response team.
Demand on emergency and local services	For larger events, provide on-site medical services and utilise promoter paid police services.	Police and medical services provided by the proponent on a user pays basis.
Minimise impact of 'way of life' of nearby residents	The site design, response strategies and event management measures all reflect earnest measures to minimise impacts for 'way of life' of nearby residents.	Enact site usage and management as proposed and implement responsive monitoring.

6.4 Achieving the BSC Cultural Plan

Section 4 of The Byron Shire Cultural Plan 2008-2013 provides the Cultural action plan adopted by Byron Shire Council. The table provides Guiding Principles, Themes, Strategic Actions and Priorities to achieve the goals of the plan. The following provides a brief overview of how use of the Parklands cultural events site would assist to achieve such goals at no public cost.

This analysis is considered a relevant measure of the positive social impact of the Parklands proposal.

Table 6.2 Identity and Sense of Place
Cultural identity is a mixture of unique natural environment and social diversity. Places have cultural meanings that are created and enhanced by the Shire's distinctiveness and liveability.

Themes	Strategic Actions	Parklands Outcome
1.1 Values	Continue to celebrate cultural heritage eg. Aboriginal Heritage, European Heritage and Ecology.	The provision of the Cultural Centre for Aboriginal Heritage and European Heritage will provide a purpose built facility to achieve this strategic action for local residents and indigenous stakeholders.
	Support artistic and cultural processes and outcomes that contribute to and reflect a sense of place and local identity.	The provision of a dedicated events site will provide a suitable venue to contribute to and reflect a sense of place and local identity.
1.3 Cultural Assets	Preserve and protect items/places of heritage.	The proposal protects all Aboriginal heritage sites on the Parklands site.

Table 6.3 Access and Opportunities
Engagement in cultural and community activities relies on inclusiveness and access.

Themes	Strategic Actions	Parklands Outcome
2.1 Transport	Ensure a Shire-wide integrated transport strategy within a regional context addresses access to cultural facilities and places.	Large events provide a comprehensive public transport network between the site and the shires towns.
2.3 Population Groups	Enhance youth facilities and activities in the Shire; support training and mentorship for young people	The Parklands site will provide a venue suitable for youth events and the opportunity for programs of youth training and mentorship.
	Support lifestyle cultural festivals that: - Retain family friendly environment eg. New Years Eve - Represent all population groups - Are inclusive and open to people from culturally and linguistically diverse backgrounds - Are eco-friendly and promote environmental values - Reflect health, well-being, agriculture, cuisine or other key regional drivers. - Ensure access to cultural venues and activities for older people and people with disabilities.	The Parklands site provides a purpose built venue for events for all population groups. The Parklands site will promote sustainable and eco-friendly approaches to site management and event usage. The Parklands site will ensure suitable access for people with disabilities.

Table 6.4 Cooperation and Integration
Cultural development will take place in a collaborative environment where Council, the community and the private sector share aspirations

Themes	Strategic Actions	Parklands Outcome
3.1 Partnerships	Foster community partnerships with a view to encourage the development of cultural projects with public outcomes.	Parklands is committed to fostering a range of community partnerships and outcomes.
	Foster private sector and philanthropic support for the arts and cultural sector.	The Splendid art program is one example of Parklands proponents support for the arts and cultural sector.

Table 6.5 Creativity, Innovation and Education
Creativity, innovation and education are the foundation of the Shire's social, economic, natural and cultural capital

Themes	Strategic Actions	Parklands Outcome
4.2 Public Art and Design	Promote public art.	The Splendid art program is one example of Parklands proponents promotion of public art.
4.3 Tourism	Support community based cultural tourism.	The Parklands proposal provides a purpose-built venue to allow for cultural tourism to further assist the listed cultural tourism types.
	Encourage and support cultural events that showcase local talent.	Parklands will provide opportunities to showcase local talent.

Table 6.6 Conservation and Sustainability
A sustainable future requires balance between ecological preservation and the need to develop according to current economic and social trends. Today's decisions should not impact adversely on future generations.

Themes	Strategic Actions	Parklands Outcome
5.1 Environment	Protect and enhance the natural environment and biodiversity including: - Corridor and riparian protection - Tree planting - Integrate public art with environmental conservation.	Parklands has a commitment to comprehensively protect and enhance the natural environment and biodiversity as detailed within accompanying reports. The parklands site provides a very suitable location for integrating public art with environmental conservation.
	Promote sustainable living eg. energy efficiency, renewable technology, community education.	Parklands provides a purpose built venue to cater for sustainable living expos and will provide community education and demonstration about sustainable technology.
	Support community groups involved in conservation enhancement.	The Community Grant Fund provides a suitable means to support community groups involved in conservation enhancement.

Table 6.7 Acceptance and Diversity
Cultural diversity includes Aboriginal, racial, religious, spiritual, traditional and alternative interests and pursuits.

Themes	Strategic Actions	Parklands Outcome
6.1 Respect Aboriginal Culture	Support the Aboriginal community in: - Planning for and developing a Cultural Centre - Developing and implementing community cultural projects for Aboriginal people - Marketing the work of Aboriginal artists - Developing and promoting local Aboriginal resources with tourism potential.	Parklands have and intend to continue to work with indigenous stakeholders to protect cultural heritage values and to create opportunities for the wider community to learn more about the indigenous culture. Parklands are dedicating culturally significant Aboriginal land to DECC and protecting all Aboriginal sites on the property, and restoring native vegetation at these sites. Parklands are employing the Madhima Gulgan team, the indigenous rainforest restoration team. Parklands are planning for a Cultural Centre, which will also be a centre for the local indigenous stakeholders and a depot and training centre for the Madhima Gulgan team.
6.2 Education and Empowerment	Recognise and support events with diverse cultural significance.	Parklands will provide a suitable venue for events with diverse cultural significance to occur.

Table 6.8 Recreation Health and Wellbeing
The climate and natural environment is conducive to community wellbeing through a healthy and active lifestyle.

Themes	Strategic Actions	Parklands Outcome
7.2 Health, Wellbeing and Spirituality	Support and promote healing, wellbeing and sustainable lifestyle industries.	Parklands will provide a suitable venue for healing, wellbeing and sustainable lifestyle industries to be showcased.

Section 7

Conclusion and Recommendations

This section of the report measures the likely extent of social change resulting from the proposal and provides recommendations to maximise benefits and avoid or mitigate potential adverse impacts.

7.1 Assessment of Impacts

Social impact assessment involves identifying:

1. Potential social changes (positive and negative);
2. Determining the extent and magnitude of those changes;
3. Evaluating their significance to individuals and society; and
4. Identifying ways of avoiding or mitigating potential impacts.

Section 5 of this report has listed the wide range of perceived potential social impacts while Section 6 has provided an analysis of the key commonly raised issues.

This section of the report seeks to evaluate the likely extent and magnitude of changes and the significance of issues to individuals and the wider community.

7.2 Comparisons

To assist the following section of the report, Section 7.3, which evaluates the extent and significance of potential impacts, examples of the actual experience of existing event sites have been reviewed.

Three relevant examples of event sites are:

- Belongil Fields event site in Byron Bay which has hosted Byron Shires two large music festivals in recent years;

- Woodfordia, the purpose-built cultural events site in the rural hinterland of the Queensland Sunshine Coast; and
- Tyagarah Teatree Farm – the new 'home' of the East Coast Blues Festival in Byron Shire where the 2010 festival was hosted.

Belongil Fields

Belongil Fields, a leased event site located in Byron Bay in Byron shire, has been the 'home' of Splendour in the Grass festival for the past nine years. The other large event within the shire, Blues Festival, has occurred on the site for the past two years. The site is also used for a large number of campers over the peak Christmas to New Year period. The 2009 Writers Festival was also hosted at Belongil Fields.

In effect, the site is the closest comparison of an event site located in Byron shire with the equivalent of small, moderate and major events occurring, as the new Blues Festival site is only to be used for a single large event annually.

The site is located on the main entrance road to Byron Bay and has a suburb of many residences within one kilometre of the site.

Splendour in the Grass festival, while operating at the site for nine years, has initiated and developed a range of effective best management practices in managing event impacts.

A neighbourhood response team patrol the local community within the Sunrise Beach community to encourage patrons to act appropriately in terms of respecting local communities and refraining from littering.

SITG initiated and have undertaken a Community Grant Fund in previous years whereby funds are allocated to various community groups each year.

The impacts of the event's use of the site are well known and have been monitored and reported by key stakeholders annually. The event organisers and Byron Shire Council, in conjunction with stakeholders such as NSW Police and other service providers, have developed competent risk management and mitigation procedures to respond to impacts.

Following each large event at the site Council has required a 'debriefing session' attended by key stakeholders.

The Byron Shire community has local, actual and measured

knowledge of the impacts of cultural events including larger music festivals.

Communities in the north of the shire have experienced some of the off-site impacts of the use of this site in Byron Bay. These impacts are largely associated with visitor accommodation in the north of the shire being utilised for large events in Byron Bay.

Woodfordia

Woodfordia, a purpose-built cultural events site in the hinterland of the Queensland Sunshine Coast, provides a further example of an actual events site, as well as impacts and effective mitigation measures.

The Woodfordia site experienced community opposition to its establishment as an events site based on the normal fear of change expressed by many local communities upon the proposal of change in their area.

16 years on and the Woodfordia site is largely embraced by its local community and its wider regional community.

Tyagarah Teatree Farm

Until April 2010 the Byron shire had no experience with a 'greenfields' festival site, ie an 'out of town' site. The East Coast Blues Festival operated at its new site in Tyagarah at Easter 2010, with generally positive responses reported from local community representatives, the local media and Byron Council.

Use of the site incorporated a range of best practice event management mechanisms to demonstrate advantages of a 'greenfields site' within Byron shire.

Relevant comparisons

Key comparisons relevant to discussion of likely social changes include:

- While the Belongil Fields site is 20 hectares in area, it is located on the main road entrance to Byron Bay and has a suburb of many residences within one kilometre. The Parklands site has an overall area of 257 hectares, has the large Yelgun highway interchange for use and has far fewer residences located within the locality.

- The Parklands site has topographical barriers (ridges) shielding noise emissions from the closest urban centres located some 2km away.
- Access to the Woodfordia site from the motorway requires 33km usage of local road systems, while the Parklands site involves one kilometre of local road usage from the motorway to the site
- Nearby accommodation availability for patrons that are not camping at the Woodfordia site is located 54 kms away at Caloundra, although there are some campgrounds at Lake Somerset (37km away), and around the Glasshouse Mountains area (30-35km away) as well as some smaller motels located 30km away at Caboolture. The Parklands site has 20,000 visitor beds that are available at Byron Bay some 25km away and along the Tweed coast some 14-28km away.

7.3 Evaluation of extent and significance of likely social change

This section of the report evaluates the extent and significance of likely social changes resulting from the proposal for the Parklands event site.

The evaluation assesses the more likely impacts in the context of measuring against:

- People's 'way of life' (how they live, work and interact with each other);
- People's culture (their norms and traditions); and
- Communities (institutions and structures).

Social elements considered in this assessment include (where applicable):

- Transport
- Safety
- Population Change
- Amenity
- Employment
- Culture.

The proposed use of the Parklands site is limited to a known level of use as events will be limited to a maximum of 20 events days per year with a maximum of 12 of those days being for large events.

Closest impacted residents

In comparison to the Belongil Fields site, which has a residential suburb in close proximity, the limited event usage of the Parkland site is likely to impact on the following nearby residences:

- Four residences along Jones Road;
- Neighbours and residences to the north and west of the site;
- Yelgun Road residences.

Reported issues of concern by the above listed categories of the community include; amenity issues such as noise, security, traffic, litter, stray patrons and illegal camping.

For moderate and major events, traffic control by licensed traffic controllers, with low speed limits will occur along Tweed Valley Way in the vicinity of the Parkland site. Traffic forecasting identifies peak traffic periods will occur for some 3 hours in the day of the events and some 2 to 3 hours following the closure of each day of the event.

Local residents using the local road system are likely to experience a lower level of service during these peak times. Mitigation strategies for local residences include a 'locals' car sticker and a priority traffic lane whereby traffic controllers give preference to local traffic wherever possible.

Jones Road would also be subject to traffic control during large and medium events. Parklands would consult with residents regarding only allowing residents and their guests along Jones Road, thus addressing resident concerns regarding the potential for stray patrons, illegal campers, litter, security and the like along Jones Road. This would also assist to restrict access opportunities into the Billinudgel Nature Reserve.

A similar strategy could be employed for Yelgun Road if Yelgun Road residents supported such an approach. In the absence of such approach being adopted, a telephone hotline and a response team would service the locality. Rangers and Police will patrol the locality to address any such issues as litter, illegal parking and/or camping.

In terms of potential noise impacts, the specialist assessment with **Technical Paper D** describes the approach to management of noise. The recommended approach involves ongoing liaison with neighbours and monitoring of noise levels as described in the noise assessment.

Parklands is highly aware of local residents concerns regarding impacts of ecological matters. This issue is addressed in detail in the Ecological Assessment and the Environmental Assessment accompanying this report.

For the above, residents in closest proximity to the event site, the social impact of 'people's way of life' is the most relevant social change indicator, with amenity and safety being the relevant social elements. For a limited number of times per year, these residents are likely to experience short-term impacts such as those listed.

On the other hand, the proposed limited site usage ensures their 'way of life' is preserved for the majority of each year.

The nearby urban centres and rural communities

For the residents in the nearby urban centres and rural communities, the social impact of 'people's way of life' is the most relevant social change indicator with amenity and safety being the relevant social elements.

Consultation with local communities has identified measures that can be implemented to measure, monitor and manage these impacts.

For a limited number of times per year, these residents are likely to experience higher levels of traffic especially along Tweed Valley Way (see next section) as well as a greater number of people in their communities.

Concerns have been raised about antisocial behaviour occurring in holiday accommodation located in residential areas. Holiday accommodation within the north of the shire has been utilised, for example, by SITG patrons for the past nine years. The impact of this matter is known. Parklands patrons may use holiday accommodation for the limited occurrences of events during the year.

Users of Tweed Valley Way

The relevant social element for this matter is transport. For the users of Tweed Valley Way, the social impact of 'people's way of life' is the most relevant social change indicator with amenity and safety being relevant social elements. For a limited number of times per year, these road users are likely to experience short term traffic impacts for those times of event days when traffic peaks are occurring.

Such peak times are unlikely to interrupt most local traffic for work and school purposes.

Employees, service providers and local economic stimulus

The relevant social element is employment for this category of the impacted community. The Economic Assessment within **Technical Paper** B for the project has identified that the Parklands project will deliver substantial economic benefits to the local economy through direct job creation and the resultant multiplier effects generated throughout the local economy. The project will create 210 jobs (EFT's*) and generate some $192m of total economic multiplier effects when fully operational.

Event patrons

Different cultural events cater for various segments of the community. Parklands events will involve music, arts, food, leisure and technology. Cultural events provide an important social and cultural experience for people.

The use of the site as a cultural events site strongly assists the relevant social indicator of culture. A wide spectrum of the overall community will experience positive social change by the wide range of cultural experiences that will be available locally at Parklands.

7.4 Recommendations and Conclusion

The following recommendations result from this Social Impact Assessment:

- Provide opportunity for ongoing consultation with the local community by means of a Community Liaison Committee to continually inform the EHSMM for operational refinements;
- Require the EHSMM to include risk assessment for the following identified potential social impacts and develop operational standards to address such risks including:
    - Traffic management
    - Environmental impacts
    - Noise impacts
    - Off-site impacts;
- Continue the SITG initiative of a Community Grants Program - take up the opportunity provided by the proponents to utilise the proceeds of the ongoing 'community levy' for a range of community, social and welfare projects within the local communities.

On balance, it is concluded the Parklands project has the potential to deliver social benefits locally and regionally. The primary potential adverse impacts are located within the locality of the site and relate to perceived environmental and amenity or lifestyle impacts during the limited and capped times per year of larger event usage.

Stephen Connelly **FPIA**
Certified Practising Planner
S J CONNELLY CPP PTY LTD

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Appendix

A

Demographic Profile

Appendix A

Demographic Profile

Demographic Profile	Byron Shire		Northern Rivers		New South Wales	
Total Persons	28,766		267,474		6,549,178	
Age						
0 to 4	1,596	5.5%	14,885	5.6%	420,431	6.4%
5 to 14	3,993	13.9%	37,335	14.0%	878,483	13.4%
15 to 19	1,973	6.9%	18,338	6.9%	439,863	6.7%
20 to 24	1,350	4.7%	12,236	4.6%	431,854	6.6%
25 to 34	3,013	10.5%	24,992	9.3%	891,040	13.6%
35 to 44	4,357	15.1%	35,454	13.3%	957,842	14.6%
45 to 54	5,488	19.1%	41,536	15.5%	904,337	13.8%
55 to 64	3,518	12.2%	33,822	12.6%	719,551	11.0%
65 to 74	1,706	5.9%	24,572	9.2%	465,327	7.1%
75 to 84	1,328	4.6%	18,343	6.9%	328,795	5.0%
85 years and over	445	1.5%	5,961	2.2%	111,656	1.7%
Marital Status - Persons						
Married	9,068	39.1%	103,512	48.1%	2,628,074	50.1%
Separated	965	4.2%	7,931	3.7%	162,358	3.1%
Divorced	3,162	13.6%	22,711	10.6%	417,319	7.9%
Widowed	1,284	5.5%	16,206	7.5%	323,233	6.2%
Never Married	8,701	37.5%	64,902	30.2%	1,719,273	32.7%
Total	23,180	100.0%	215,262	100.0%	5,250,257	100.0%
Language Spoken at Home						
English Only	25,029	94.3%	247,276	97.0%	4,846,670	78.7%
Other	1,500	5.7%	7,730	3.0%	1,314,556	21.3%
Total	26,529	100.0%	255,006	100.0%	6,161,226	100.0%
Relationship in Household						
Husband or wife in registered marriage	7,945	30.9%	94,553	38.0%	2,394,428	39.7%
Partner in de facto marriage	2,571	10.0%	18,973	7.6%	364,903	6.1%
Lone parent	1,704	6.6%	13,541	5.4%	275,800	4.6%
Child under 15	4,967	19.3%	49,083	19.7%	1,215,947	20.2%
Dependent student (15-24)	1,166	4.5%	10,593	4.3%	303,887	5.0%
Non-dependent child	1,232	4.8%	12,878	5.2%	414,436	6.9%
Other related individual	393	1.5%	4,197	1.7%	136,365	2.3%
Unrelated individ living in family h/hold	376	1.5%	2,333	0.9%	50,002	0.8%
Group household member	1,589	6.2%	7,949	3.2%	180,733	3.0%
Lone person	2,936	11.4%	28,029	11.3%	571,653	9.5%
Visitor (from within Australia)	796	3.1%	6,451	2.6%	119,515	2.0%
Total	25,675	100.0%	248,580	100.0%	6,027,669	100.0%
Household Structure						
Couple with no children	2,593	36.0%	30,847	42.6%	618,583	36.0%
Couple family with children	2,819	39.1%	27,149	37.5%	792,686	46.2%
One parent family	1,707	23.7%	13,545	18.7%	275,798	16.1%
Other family	93	1.3%	903	1.2%	29,152	1.7%
Total	7,212	100.0%	72,444	100.0%	1,716,219	100.0%
Internet Connection						
None	3,178	29.7%	42,929	41.7%	817,252	35.1%
Broadband or Dial up	7,118	66.5%	56,235	54.7%	1,430,876	61.5%
Not Stated	415	3.9%	3,677	3.6%	80,088	3.4%
Total	10,711	100.0%	102,841	100.0%	2,328,216	100.0%

Demographic Profile	Byron Shire		Northern Rivers		New South Wales	
Dwelling Type						
Separate house	8,706	81.3%	78,934	76.8%	1,662,621	71.4%
Semi-detached and townhouse	781	7.3%	10,375	10.1%	226,552	9.7%
Flat, unit, apartment	746	7.0%	9,444	9.2%	411,793	17.7%
Other dwelling	473	4.4%	4,048	3.9%	25,703	1.1%
Not stated	5	0.0%	40	0.0%	1,548	0.1%
Total	10,711	100.0%	102,841	100.0%	2,328,217	100.0%
Persons per Household						
Separate house	2.56		2.62		2.84	
Semi-detached and townhouse	2.13		-		2.26	
Flat, unit, apartment	1.68		-		1.88	
Other dwelling: Total	1.55		1.65		1.80	
Not stated	-		-		-	
Total	2.42		2.43		2.60	
Dwelling Ownership						
Fully owned	3,854	36.0%	42,316	41.1%	810,706	34.8%
Being purchased directly	3,001	28.0%	28,242	27.5%	742,157	31.9%
Rented	3,353	31.3%	28,025	27.3%	687,430	29.5%
Other Tenure	78	0.7%	937	0.9%	19,259	0.8%
Not Stated	425	4.0%	3,319	3.2%	68,666	2.9%
Total	10,711	100.0%	102,839	100.0%	2,328,218	100.0%
Monthly Housing Loan Repayments						
Averge Repayment - Sept 2006 $	$1,415		$1,272		$1,730	
Averge Repayment - Current $	$1,581		$1,422		$1,889	
Weekly Rent						
Average Rent - Sept 2006 $	$249		$194		$233	
Average Rent - Current $	$278		$216		$254	
Employment						
Employed - Full-time	5,730	44.1%	57,828	51.3%	1,879,628	60.8%
Employed - Part-time	5,318	41.0%	38,556	34.2%	842,715	27.2%
Employed - Away From Work	797	6.1%	6,871	6.1%	187,104	6.1%
Employed - Total	11,846	91.2%	103,256	91.6%	2,909,448	94.1%
Unemployed	1,140	8.8%	9,461	8.4%	183,157	5.9%
Total labour force	12,985	100.0%	112,716	100.0%	3,092,604	100.0%
Not in the labour force	8,169		90,020		1,801,010	
Occupation						
Upper White	4,316	36.4%	30,852	29.9%	1,012,736	34.8%
Lower White	3,706	31.3%	35,162	34.0%	979,819	33.7%
Upper Blue	1,718	14.5%	15,242	14.8%	396,721	13.6%
Lower Blue	1,894	16.0%	20,365	19.7%	464,684	16.0%
Other	214	1.8%	1,653	1.6%	55,480	1.9%
Total	11,848	100.0%	103,274	100.0%	2,909,440	100.0%
Average Number of Cars	1.60		1.55		1.54	
Household Income						
Average Weekly - Sept 2006 $	$956		$909		$1,257	
Average Weekly - Current $	$1,068		$1,016		$1,373	
Household Income - Sep 2006 $	$49,824		$47,409		$65,541	
Household Income - Current $	$55,676		$52,978		$71,587	

Source: ABS, RPS
Current Dollars - March 2010

Appendix

B

Extract from liquor+gaming magazine

Liquor chief praises safety measures at music festival, Byron Bay

Photo courtesy of Marc Grimwade

"Splendour in the Grass should serve as a model for other outdoor events. I strongly encourage other festival organisers to follow its example," Albert Gardner

The Splendour in the Grass festival was held in Byron Bay from 1-3 August and attracted 17,500 music fans. NSW Director of Liquor and Gaming Albert Gardner said measures instituted by the licensee had resulted in a massive reduction in underage drinking at this year's event.

"The Office of Liquor, Gaming and Racing had undercover compliance officers patrolling the site during the course of the three-day event to ensure underage patrons were not being served alcohol.

"The event was very well run. In a crowd of 17,500 only one under 18 person was detected consuming alcohol – this is a remarkable result for an event of this scale.

"And that one minor had managed to sneak that alcohol into the event herself. The licensee was in no way to blame," Gardner said.

The festival was run by licensee Warrick Edwards from the Bangalow Hotel under an extension of his hotelier's licence. It featured a total of six bars and employed 300 bar staff and 200 security staff to cater to 17,500 festival goers.

Gardner said the event's success was in large part due to safety measures instituted by Mr Edwards, following consultations with OLGR and local police.

"I commend the pro-active approach taken by the licensee. Warrick was present for the entire event to ensure it ran smoothly."

Along with high visibility policing and security patrols, other responsible service of alcohol (RSA) measures included:

- Strict ID checking and use of wrist bands to prevent alcohol being served to under 18s.
- An experienced manager present at each bar and each manager in radio contact with the licensee at all times.
- All staff members were clearly identifiable.
- No re-entry for evicted festival-goers.
- Each bar featured water stations and patron management barriers to ensure orderly queuing.

In past years, Splendour in the Grass had been rated a high-risk event.

But this year there were no liquor licensing breaches against the licensee and during the course of the weekend there were only three hospitalisations. In contrast, at last year's event more than 30 festival-goers required hospital treatment.

A spokesman for the Tweed/Byron Bay Local Area Command said a field hospital on site, with doctors and paramedics to handle minor ailments, was a particularly positive development.

In addition 11 RSA marshals and four drug dogs were managed by the licensee after consultation with OLGR and licensing police.

"These strategies successfully reduced intoxication levels and helped prevent and treat alcohol-related problems", Gardner said.

"It shows what can be achieved when event organisers, licensing officers and local police work together to provide the public with safe and enjoyable entertainment events.

"Splendour in the Grass should serve as a model for other outdoor events. I strongly encourage other festival organisers to follow its example," comments Gardner.

Fast facts

- Rated a high risk event as last year there were numerous people hospitalised
- Two compliance officers attended and concluded the 2008 event was very well run
- Operated by a local hotelier (Bangalow Hotel) with licensee present for the entire event
- Six bars operating. 300 bar staff. 200 security staff. Deployment of 11 RSA marshals and four drug dogs
- High visibility policing under user pay
- Water stations on bars
- Queuing barriers at bars
- Incident register at all bars
- Experienced manager at each bar with radio contact with licensee
- Every staff member in uniform
- Strict ID checking
- No re-entry for evicted patrons

Appendix

C

Submission Issues from previous DA – 10.2007.462.1

Submissions received were not limited to residents of the Byron Shire, but included residents from adjoining Shires, interstate and overseas. It is apparent that the festival organisers / supporters provided email notification to previous festival attendees and established petitions to rally support for the proposal. In addition, it is apparent that various parties in opposition to the proposal generated and distributed standard letters of objection that have been lodged with Council with individuals' signatures.

A general breakdown of the submissions/petitions received in relation to the original Development Application is as follows:

Nature of submission		Number	Total
SUPPORT	Standard letter of support	270	**1016**
	Other letters of support	134	
	Signature via petition A	9	
	Signature via petition B	603	
OBJECTION	Standard letter of objection A	81	**540**
	Standard letter of objection B	63	
	Standard letter of objection C	48	
	Standard letter of objection D	16	
	Standard letter of objection E	10	
	Standard letter of objection F	9	
	Other letters of objection	313	
TOTAL			**1556**

Given the large amount of submissions received, the issues raised within them have been summarised into general categories, as listed in the tables below. While the issues raised have been considered as part of the assessment of the Development Application, a Planning comment has been provided in relation to each:

Issue:
The event puts back into the community via donations.
The event has enormous cultural importance.
The event injects much needed tourist dollars to the locally economy.
The festival brings national and international acts to a rural area where people would normally need to travel to a major city.
The festival provides quality entertainment for local people and visitors alike.
Splendour in the Grass is one of only a few festivals that go to great lengths to protect and enhance the environment.
The proposed trial event will result only in short-term impacts.
The festival contributes to the positive image of Byron Bay, which is the reason the area is so appealing and the land values are so high.
While there will be some negative environmental impacts on a small area caused by developing the site for a large event, the environmental benefits of the proponent working to restore and revegetate significant areas far outweigh any negative effects.
The proposed use is far better than other potential land uses.
The proposed environmental restoration is of major benefit to the environment.
The many titles making up the property could be individually sold making future environmental restoration near impossible.
If the DA is not supported by Council with conditions imposed by Council, an approval could be obtained from the State Government for the proposed use or any number of alternate uses.
The lack of large-scale permanent infrastructure within the proposal provides that further environmental restoration will not be sterilised by the proposal.
The proposal will provide increased employment opportunities.
The event organisers have proven themselves as responsible operators and established a positive reputation.
The proposal will result in positive social impacts.
The event promotes work experience in the music industry through schemes such as 'Promoter School'.
A trial event is the most appropriate way to determine if the event will meet its stated obligations in terms of social, environmental and economic benefits.
The event has positive youth engagement and training opportunities.
The proposal would rid Byron Bay of the congestion it experiences during festivals.
The event provides an emerging artist grant covering the Northern Rivers Region.
The proposal will bring economic prosperity to the neighbouring towns of Ocean Shores, Brunswick Heads and Billinudgel.
The site is well positioned, adjacent to a freeway interchange.
The impacts of the Pacific Highway are greater than that of the proposed short-term festival.

Issue:
The proposal will result in economic benefits for Brunswick Heads, even though the number of accommodation beds is limited by the towns 3 holiday parks, 3 motels, 1 hotel, 1 set of services apartments and approximately 50 holiday houses/apartments and friends/relatives homes.
The shuttle bus service from Brunswick Heads to the Belongil site has worked well in the past and is likely to work well to the Yelgun site.
The proposal will result in significant benefits, being socially, environmentally and economically, that will flow to the Shire.
It is evident that the Byron Shire community is supportive of this proposal as documented in a recent community attitudes telephone survey which revealed that: • A total of 76.2% said they supported Music Festivals; • A total of 76.5% of the Byron Shire community believe arts and cultural festivals and events benefit Byron Shire; • A total of 86.8% of the Byron Shire community believe arts and cultural festivals and events are important to the Byron Shire local economy; and • A total of 75.2% of the Byron Shire community said it was desirable to have permanent arts and cultural festival and events sites located within Byron Shire.
The event is to be undertaken as a trial to comprehensively monitor the activities on the site and the effectiveness of proposed control measures.
The benefits will include: • Full-time, part-time and casual employment opportunities; • Significant economic income flowing into the Shire by way of visitors attracted to the event and the region; • Donations and financial support to various Byron Shire community and environmental groups including those in close proximity to the proposed event site; • The provision of an emerging artists grant covering the Northern Rivers Region; and • A youth work experience program providing an opportunity for the Shire's youth to be trained and skilled in the music industry including on-site work placement.
While our extensive ecological research and assessments have identified some significant fauna and flora present on parts of the site, the reality is that the majority of the property has been significantly degraded from past agricultural activities.
The granting of the temporary DA will allow continuation of current environmental initiatives such as re-vegetation of the site with locally sourced flora species.
Providing this experienced applicant with the chance to demonstrate their ability to manage all aspects of putting on an event at the proposed site will provide Council with a unique opportunity to monitor and measure the benefits to the Shire and allow an informed decision making process for future applications at this site.

A trial event is an appropriate way to gauge the impacts/benefits of the proposal.
Cultural and artistic events should be encouraged as they can enrich the community.
The organisers have demonstrated a strong commitment to a range of social and environmental issues associated with their proposal.
While the option to create an overpass intersecting with Jones Road is technically feasible, the underpass would be a more favourable option as it has less of an environmental footprint and allows Jones Road residents unimpeded access. It also requires less excavation.

Rural amenity impacts.
Agricultural and rural character impacts.
Permissibility within zoning.
Consistency with objectives of zoning.
Noise impacts.
Bush fire / peat fire impacts (including risks from smokers, bonfires and arsons).
Flooding / flash flooding impacts.
Inadequate infrastructure to accommodate crowds.
Impacts on amenity of surrounding towns, villages and beaches.
Social problems arising from holiday letting within surrounding towns and villages.
Inconsistency with Far North Coast Regional Strategy.
Conflict with the results of NSW Government Commission of Inquiry on the site.
Conflicting land use with adjoining nature reserve.
Ongoing impacts beyond the trial event.
Impacts on local health and emergency services that are relied upon by local residents.
Drug and alcohol related impacts including vandalism, loutish behaviour, violence, sexual assault, intoxication, drink driving and demands on medical services.
Traffic impacts on local roads, freeway and access to private properties.
Impacts on property security.
Illegal camping/parking.
Impacts on property values, rental prices and illegal renting (backpacker style and holiday renting).
Inappropriate style of tourism and tourists for the locality.
Impacts on threatened flora and fauna species.
Environmental damage.
Impacts on significant wildlife corridors.
Justification of permanent infrastructure for trial event.
Long-term impacts of permanent infrastructure within a trial event.
Suggestion of substantial festival expansion, frequency and permanency. The public is being misled that the proposal is a one-off event.

Cumulative impacts of the above.
Ratepayers having to bear the cost of local services.
Impacts on significant Aboriginal/archaeological sites.
Sustainable water and sewer supply / disposal.
Crowd control over a large site.
Overloading of Council sewage treatment plants.
Impacts relating to the movement of patrons from the site late at night.
Impacts on Council Rangers.
Impacts of environmental pollution, litter and cigarette buts.
Support from indigenous communities.
Lack of funding reinvested into community infrastructure.
Levying of Section 94 Contributions.
Lack of community funding to restore and recover from large-scale event damage.
Safety of local residents.
Illegal camping within beaches, reserves and National Parks due to the proximity of the event to accommodation or facilities.
The proposal ignores World Heritage Values.
Inadequate entertainment outlets outside the site for patrons seeking an alternative to the festival.
Patrons are likely to create paths through the National Park to an unpatrolled beach.
Police resources would be strained by the proposal.
Litter and pollution impacts.
Conflicts between Balanced Systems Planning Consultants who submitted the DA being part owners of the property.
The 3am event finish time will result in excessive noise impacts.
The set up and pull down times result in a greater impact on the community.
Lack of economic benefit for anyone other than the festival organisers.
The proposed underpass crosses an archaeologically sensitive ridge.
Impacts on stock (horses and cattle) and pets within surrounding properties.
Antisocial behaviour, increase in violent crimes, sexual offences, drug and alcohol related offences.
Potential acid sulfate soils impacts.
Impacts of runoff on Cape Byron Marine Park.
The proposed use is more suited to a site in close proximity to a large urban area, not Yelgun.
The agricultural zoning of the site should be preserved, not rezoned.
The proposed patron numbers are far too excessive for this rural site.
Council is obliged to apply the Precautionary Principle by not granting consent to the Development Application when the environmental impacts of such are not fully known.
Council must consider all principles of ESD.
The proposal presents moral considerations.

The event will not be managed appropriately.
Lack of facilities within nearby urban areas for the tourists proposed.
The RTA rest area will be used and abused by persons associated with the festival.
A decision in support of the DA is inconsistent with Council's decision on the Shara Boulevard sports fields site.
Economic benefits of the proposal are skewed.
Sewage impacts on the Brunswick River from port-a-loos being emptied at Ocean Shores STP.
Flood evacuation times for the proposed number of people on the site cannot be achieved.
Council's Planning structure is questioned in that multiple event sites are permitted within the Shire.
Two festival sites within the Shire, one at Tyagarah and one at Yelgun, will have adverse impacts on Brunswick Heads village atmosphere.

Issue
The proposal includes excessive earthworks.
The scale of works proposed are excessive for a one-off trial event. They are not temporary and will significantly alter the landscape and environs.
The application gives no indication that the works would be removed and the site reinstated on completion of the trial.
Jones Road and the adjoining lands are within the 7(k) cross-hatched zone. The works proposed are inconsistent with the objectives of the zone.
The landing area for the emergency helicopter service has been relocated close to prime koala habitat.
The proposed lighting is excessive and is likely to have adverse impacts on fauna and residents.
The number of evacuation areas have been reduced.
The music festival has been held at Belongil for many years. This is a sufficient trial to determine the impacts of the proposal.
The preparation of the site and the dismantling and clean up after the event are likely to impact on local residents.
Local residents will suffer from loss of amenity as a direct result of the festival.
Trespassing from the site into adjoining private lands and nature reserve is likely to occur.
The proposal is likely to generate alcohol related problems.
Patrons will pose a bush fire risk.
The event will place a large demand on emergency services.
The proposal will be of little economic benefit to local businesses as the site is removed from urban areas and is to provide food and beverages itself.
The concert is within the Nature Reserve.

Issue
The proposed underpass/overpass works are permanent infrastructure, not temporary as the proposal suggests.
Once the helicopter pad becomes used for so many hours it can be registered as a flight path with Aircraft Traffic Authority and will become regularly used by aircraft.
Patrons are at risk of potential aggressive encounters with wildlife such as snakes, insects (mosquitoes, ticks, sand flies), leeches, bush rats, possums, koalas etc.
Lighting will be intrusive.
The Cleland Commission of Enquiry acknowledged the ecological significance of the area as a wildlife corridor. This needs to be acknowledged and protected.
The machinery that is required to construct the underpass/overpass/festival road network will impact on local residents. Jones Road is not capable of accommodating such machinery.
The site is not suitable for the proposed development.
Thorough and comprehensive assessments have not been submitted as part of the Development Application.
The proximity of the site to the beach is an invitation for patrons to move through the nature reserve to access the beach. This will degrade the nature reserve; result in littering and impact on wildlife.
Infrastructure is inadequate for the proposal.
Impacts of drug and alcohol abuse.
The proposal will devastate a state registered wildlife corridor.
Patrons increase bush fire risk.
Flood impacts.
The proposed land use is inconsistent with the zoning of the site and Clause 38A of Byron LEP 1988.
Marshall's ridge is of high archaeological sensitivity. The proposal is likely to adversely impact on archaeological heritage.
Increased traffic congestion.
The proposed hours of operation (3am close) are far excessive for the locality.
Peat fire risks.
Use of dwellings within Greater Ocean Shores by festival-goers as party houses.
Lack of social impact assessment.
The locality is an important State Registered wildlife corridor, which includes 64 threatened species and 28 migratory species.
Increased litter.
The ecological assessment that has been submitted is inadequate.
The use of the helipad is not outlined within the proposal.
While roads are permissible with development consent under the 7(k) zoning table, the proposed roads involve extensive works for

Issue
the only purpose of access for a mega festival site is contrary to the objectives of the zone.
The proposal will impact on the regionally significant archaeological site located along a spur and foot slopes in the north-western corner of Yelgun Flats that is contained on the register of the Department of Environment and Climate Change.
Hours of operation.
Impacts from acid sulphate soils and intractable heavy clay soils.
Carbon emissions from the festival (including bump in and bump out) have not been adequately addressed.
There is lack of accommodation in the vicinity of the site for the number of patrons proposed. This will result in illegal holiday letting within established communities.
A telephone that demonstrates that 97% of Byron residents wanted family tourism has been ignored.
No future use of the site has been nominated if the trial is permitted.
The proposed overpass will have a barrier effect on fauna for far longer than 3 days as stated in the proposal.
Contrary to the ecological assessment, the proposal will result in koala habitat becoming fragmented.
The proposed overpass is not consistent with the Threat Abatement Plan or the Draft Recovery Plan for the koala.
The proposed underpass has a greater impact than the underpass.
Approximately 40 light towers have been introduced without impact assessment.
The proposal increases clearing of native vegetation.
Roads and access are not adequate for the proposal.
The amended application contains a number of errors.
It is more appropriate to consider a rezoning application before considering a Development Application for this site given the land use zones currently in existence.
The proposal is too close to a residential area.
Loss of security, increased crime such as sexual assault, break and enter, vandalism etc.
Proposed fencing will destroy wildlife corridors.
The proposal reduces evacuation points, which are essential for the 22,500 plus persons on the site.
The proposal will increase activity from uninitiated persons in close proximity of sites of aboriginal heritage significance; this may result in dangerous consequences.
Climate change consequences (flooding etc).
Allowing this trial event will lead to another proposal, then another, with a gradual increase in patron numbers on each application, as has been the case at Belongil.

Issue
Illegal camping.
Conflicts with Far North Coast Regional Development Strategy as it states that no development should occur east of the Pacific Highway.
Edge effect on Billinudgel Nature Reserve.
Much of the property is low lying and comprises heavy clay alluvium soils that become near impassable to vehicles and pedestrians. Substantial works would be required to make the proposed roads trafficable.
Filling will have detrimental impacts on flooding.
Access to properties on Jones Road will be disrupted both during construction works and during the festival.
The proposal is a stepping-stone for a permanent event site.
Surveys carried out by Brunswick Heads Progress Association indicate that 50% of respondents disapproved of the development of the "Splendour in the Grass" music festival at the Byron North Parklands site. 31% of members are in favour but 19% are in favour of a trial only.
There are now two proposed event sites within the Shire, the Blues Fest at Tyagarah and SITG at Yelgun.
The event will have overflow effects on urban areas including Brunswick Heads and Ocean Shores.