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To whom it may concern,

The Night Time Industries Association appreciates the opportunity to provide a submission to the public consultation for the Bays West Stage 1 Rezoning Proposal.

The redevelopment of the Bays West precinct is a terrific opportunity to incorporate night time industries, varied sizes of cultural spaces and creative infrastructure into the planning foundations of the precinct.

Night time industries are a vital component of the vibrancy, culture and overall appeal of a precinct. Considering how night time industries can foster a resilient night time economy must be done at the initial planning stages.

Thank you for considering the NTIA's submission.

Yours sincerely,



Mick Gibb  
Chief Executive Officer



## **Night Time Industries Association | Bays West Stage One Rezoning Proposal**

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## **1. Background on the Night Time Industries Association (NTIA)**

### **1.1 About the Night Time Industries Association**

The Night Time Industries Association's (NTIA) mission is to rebuild, protect and grow night time experiences and industries - encompassing providers and supporters of hospitality, arts and culture, events, and performance. We represent these industries collectively - we advocate, we educate, and we collaborate to support growth and innovation in the night time economy. We embrace the voice of our younger audiences. We cover the entire night out.

The NTIA membership comprises stakeholders in the night time economy from multiple sectors, including hospitality, entertainment venues, festivals, arts, music, culture, precincts, comedy and the visitor economy. Our membership grew rapidly following the pandemic as a new generation of business owners entrusted us to represent their interests.

In mid-2022 the NTIA formed a Youth Advisory Council to provide people between 18 to 30 years of age with a voice to industry and decision makers. This group has shared its insights and views on Sydney's nightlife and the opportunities that exist to strengthen the night even more.

### **1.2 The value of night time economies**

The night time industries make a huge contribution to the economy. According to research undertaken by Deloitte<sup>1</sup>, the value of the night time economy in greater Sydney alone in 2017 was \$27.2 billion, supporting 234,000 jobs, and with an estimated \$16 billion in potential economic uplift and associated jobs creation. However, after more than two years of shut downs, restrictions, major adverse weather events and an increasingly unstable economic environment, the night time industries face great challenges.

A vibrant NTE is an ecosystem that relies on effective planning and collaboration. It is not solely about hospitality and entertainment – as important as they are – but creating attractive and safe public spaces, providing public transport and parking, offering a diversity of activities and state and local government working in partnership with the private sector.

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<sup>1</sup> Imagine Sydney (Play)- Deloitte, 2019

## 2. Creative infrastructure for Bays West

### 2.1 Cultural infrastructure reflecting the local community

The Bays West redevelopment is a unique opportunity to develop a new precinct with creativity, culture and the night time economy in the planning and zoning processes. As a precinct, Bays West must reflect the Inner West community and the area's strong ties to creativity and the arts. According to the Inner West Cultural Strategy 2022-2025:

*“creative and cultural industries contribute \$1.4 billion each year to the local economy and employ 6,500 people. One in ten local residents work in the creative and cultural sector, and over half of these are cultural producers, making the Inner West Australia’s cultural production capital<sup>2</sup>.”*

As a defining feature of the local community and the local economy it is important that creative and cultural matters are taken into consideration when zoning the Bays West redevelopment.

The NTIA welcomes plans to incorporate social infrastructure to the development of the Bays Precinct through the inclusion of district cultural spaces<sup>3</sup>. The inclusion of a local cultural and theatre space is a positive addition but should not be the sole performance space in the precinct. Creative and performing arts require a multitude of different spaces of different sizes to cater to an artist’s career progression. This progression typically sees an artist perform in a venue for 50 to 100 people before progressing further to perform in front of more people in larger and larger venues. There is an absence of smaller to mid-sized venues that can bridge the gap for emerged artists from a 50 person venue to a 300 person venue and upwards. Introducing performance spaces that cater to a mid-sized (300 - 500 pax) audience is an effective way to alleviate the pressures on Sydney’s creative nightlife caused by this missing infrastructure.

The NTIA also notes the expected population brackets of 16.1 per cent of residents aged 18 to 24 years of age and 27.2 per cent aged 25 to 34 years of age<sup>4</sup>. This age bracket coincides with the NTIA’s Youth Advisory Council membership whose input has featured in the *Night Time Industries Recovery Roadmap*. Youth stakeholders have articulated that Sydney’s night time economy requires more cultural and performance spaces, more diversity of night time offerings and more affordable options for night time entertainment<sup>5</sup>. This sentiment has been echoed in findings which show nine in ten young people are attending cultural events and many are eager to support the arts<sup>6</sup>. As the precinct undergoes further

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<sup>2</sup> Creative Inner West Cultural Strategy 2022-2025, Inner West Council, 2022.

<sup>3</sup> Bays West Stage 1 - Infrastructure Delivery Plan - DRAFT, GLN Consulting, August 2022.

<sup>4</sup> As above.

<sup>5</sup> Night Time Industries Recovery Roadmap, Night Time Industries Association, 2022.

<sup>6</sup> Audience Outlook Monitor | The time is now: Young audiences National Fact Sheet 2022 Australia Council and Patternmakers

planning the NTIA recommends that simple creative infrastructure be implemented into public spaces to allow for mixed use performance spaces. This style of creative infrastructure can include simple amphitheatre styled outdoor amenities with three phase power that allows for more creative events to be held more frequently and at a lower cost.

### **Recommendation 1**

Include scope for multiple performance spaces of varying capacity sizes to address missing pieces in Sydney’s creative infrastructure. These spaces should bridge the gap from small sized venues (50 to 100 pax) to mid-sized venues (350+ pax).

### **Recommendation 2**

Incorporate mixed use creative infrastructure to enable affordable and community organised events to occur in public spaces. This can include indoor and outdoor performance spaces of varying sizes including ‘plug and play’ styled infrastructure that enables events to be held with minimal approvals and capital investment.

## **2.2 Noise considerations in planning**

The NTIA notes initial provisions for, “Noise Management Plans to be required for all noise-generating developments adjacent to residential uses to ensure compatibility of late night premises uses and residential uses<sup>7</sup>.” The mixed-use nature of the Bays West precinct presents great opportunities for nightlife but also the possibility of misunderstandings between residents and sources of sound if a balance between the parties isn’t struck during the zoning process.

Much work has been done to ameliorate sound related issues in NSW including the introduction of a Special Entertainment Precinct (SEP) designation. SEPs amend the management of sound and noise complaints through channels managed by local councils. The purpose is to enable entertainment precincts to be developed and managed by council to foster robust and diverse night time economies. While ultimately a decision for council, the NTIA recommends that zoning and planning recognises the welcome possibility of an SEP being introduced for the Bays West precinct and plans accordingly to mitigate tensions between venues, residents and local council. This can be achieved by:

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<sup>7</sup> Bays West Stage 1 - White Bay Power Station (and Metro) Draft Design Guide, Department of Planning and Environment, August 2022.



1. ensuring that noise attenuation measures are required for residential developments adjacent to commercial and creative infrastructure, and
2. notifying new residents about the prospect of noise in the precinct as part of the planning certificates for the land.

### **Recommendation 3**

Recognise and plan for the prospect of parts of the Bays West precinct being designated as Special Entertainment Precinct by local council. Planning could include direct engagement with residents to notify of the prospect of the area being designated an SEP and by requiring residential properties to adopt sound attenuation strategies.

### 3. Commercial infrastructure for Bays West

#### 3.1 Hospitality and performance

Hospitality venues are prone to changes in their operations as they consistently evolve to the changing needs of patrons. Venue operators are constantly innovating on their business models to introduce more performance, live music or other elements to their standard operations. This is an important consideration in planning the Bays West precinct and allocation of commercial use areas.

Although an area may be designated as commercial or retail use, to remain competitive with consumer demands tenants may need to introduce more sound generating activities. This is particularly poignant given the growing demand for performance centric entertainment among 18 to 30 year olds<sup>8</sup>. This age cohort also comprises the greatest proportion of the anticipated population of the precinct. The NTIA recommends that zoning considerations take in the changing nature of nightlife and the challenges facing operators to remain locally competitive.

While creative infrastructure is being developed for performance and community engagement there is an opportunity to consider the middle ground between hospitality and cultural space. A prime example of this type of space is nightclubs and late night licensed venues. By their nature, these venues create sound while drawing the majority of their revenue from traditional food and beverage sources, akin to other hospitality venues. The expectation of large office spaces as part of the Bays West precinct has a correlating need for after-hours and late-night entertainment for office workers. To balance the needs of the residents, office workers and commercial tenants the NTIA recommends that any underground developments - such as car parks - include spaces for high volume sound generating hospitality. Below ground spaces are an untapped opportunity to create more nightclub spaces. Further, in the event these spaces are housed underground alongside car parks it means the facility can provide an avenue for taxis or rideshare services to collect patrons at the end of the night. Similarly, underground pathways can be used to connect patrons to nearby Metro stations.

#### **Recommendation 4**

Ensure the zoning process recognises the changing nature of night life and the need for commercial and retail tenants to amend their operations to include performance, live music or other noise

<sup>8</sup> Night Time Industries Recovery Roadmap, Night Time Industries Association, 2022.



generating activities to remain viable and appealing to their patrons.

**Recommendation 5**

Consider how below ground works could be an avenue to incorporate high volume sound generating hospitality spaces such as night clubs to enable more entertainment and vibrancy to the precinct while mitigating the prospect of sound related issues arising between tenants and residents.



## **4. Recommendations**

### **4.1 Recommendation 1**

Include scope for multiple performance spaces of varying capacity sizes to address missing pieces in Sydney's creative infrastructure. These spaces should bridge the gap from small sized venues (50 to 100 pax) to mid-sized venues (350+ pax).

### **4.2 Recommendation 2**

Incorporate mixed use creative infrastructure to enable affordable and community organised events to occur in public spaces. This can include performance spaces of varying sizes including 'plug and play' styled infrastructure that enables events to be held with minimal approvals and capital investment.

### **4.3 Recommendation 3**

Recognise and plan for the prospect of parts of the Bays West precinct being designated as Special Entertainment Precinct by local council. Planning could include direct engagement with residents to notify of the prospect of the area being designated an SEP and by requiring residential properties to adopt sound attenuation strategies.

### **4.4 Recommendation 4**

Ensure the zoning process recognises the changing nature of nightlife and the need for commercial and retail tenants to amend their operations to include performance, live music or other noise generating activities to remain viable and appealing to their patrons.

### **4.5 Recommendation 5**

Consider how below ground works could be an avenue to incorporate high volume sound generating hospitality spaces such as night clubs to enable more entertainment and vibrancy to the precinct while mitigating the prospect of sound related issues arising between tenants and residents.