

Geoff Roberts AM
Chief Commissioner
Greater Cities Commission
PO Box 257
Parramatta NSW 2124

RE: Six Cities Discussion Paper

Dear Mr Roberts,

The Night Time Industries Association (NTIA) welcomes the opportunity to comment on the Greater Cities Commission's (GCC) Six Cities Discussion Paper (the paper).

The NTIA is a non-profit industry association, encompassing providers and supporters of hospitality, arts & culture, events and performance across Greater Sydney. The NTIA is broadly supportive of the Discussion Paper, including the GCC taking a leading role in shaping the economic growth of the Six Cities Region.

As an industry body, the NTIA acknowledges the importance of the discussion paper in setting the strategic landscape for the future Regional Plans of the Six City Region, which will shape economic growth and urban development for the next 20 years. Regional Plans play an important role in shaping the legislative planning framework of Local Government Areas (such as through Local Environmental Plans) and assist in guiding local planning to achieve local, metropolitan and state-wide objectives.

It is therefore critical that the GCC and future Regional Plans acknowledge the importance of the Night Time Economy ('NTE') in delivering the Vision and Objectives of the discussion Paper. As it currently stands, the discussion paper does not recognise the importance of the NTE in achieving its vision in "Delivering global competitiveness and local liveability for the Six Cities Region".

The NTIA has provided a number of key recommendations, which we believe are critical in ensuring the Six Cities Region is setup for success. These are outlined on the following pages.



The NTIA thanks the GCC for the opportunity to provide a submission and contribute to the broader conversation of shaping the Six Cities Region for the next 20 years. Should you have any questions about the recommendations of this submission, please do not hesitate to contact Mick Gibb, CEO at michael.gibb@ntia.org.au

Yours sincerely,

A handwritten signature in black ink, appearing to read "Mick Gibb", is positioned below the closing text.

Mick Gibb
Chief Executive Officer

Economic Benefits of the Night Time Economy

A robust night-time economy contributes to the local economy, creates a sense of place, strengthens community wellbeing, and will generate flow-on effects for other economies and aspects of the community. In a study of London¹, New York², and Sydney³, it was shown the Night Time Economy delivers between 10 to 20 times the economic benefits to cost, factoring all direct and in-direct costs.

A 2011 study commissioned by the City of Sydney identified \$15.1 billion was generated by the NTE industry per year, from the following sources:

- \$425 million was generated by beverage-led businesses (liquor retail, pubs),
- \$1.4 billion came from cafés, restaurants and takeaway food shops,
- \$868.6 million was generated by entertainment-led businesses.
- Shops and retail turned over \$3.9 billion, \$2.3 billion was generated by infrastructure services, and
- \$3.4 billion was attributed to other (libraries and archives, architectural etc.).

As outlined in the Night Time Industry Association's Recovery Roadmap⁴, Greater Sydney alone accounts for up to 22% of the national NTE revenue and employment. It is therefore critical that the Six Cities Region continues to consider how NTE can contribute to broader employment and regional attraction targets.

As addressed further in the Six Cities Discussion Paper, the NTIA acknowledges the significance of progressing the future regional plans in setting job targets for Local Government Areas, specifically in the population-service and industrial categories. The Youth Advisory Committee of the NTIA urge the Six Cities Commission to consider the benefits of revitalising a Night Time Economy that centres the voice of the youth in the development of these major economic hubs and entertainment precincts.

A 2004 Guide on the Charter to include Youth authentically in local region redesign proposals, recognises that centring the youth voice supports a whole-of-government approach in the development of the region and ensures better responses towards addressing the specific needs of young people in the various regions.⁵

¹ VisitEngland – The Night Time & Evening Economy – Realising the potential for Destination Organisations, 2012

² NYC's Nightlife Economy, Impact, Assets, and Opportunities – The Mayors Office of Media & Entertainment, 2019

³ Sydney Night Time Economy: A Cost Benefit Analysis, City of Sydney 2011

⁴ Recovery Roadmap 2022, Night Time Industry Association 2022

⁵ **Connecting Young People in Local Communities** <<https://www.mav.asn.au>> data > assets, 2004

Social and Cultural Benefits of the Night Time Economy

The NTE contributes to a wide range of positive social and cultural outcomes across the Six Cities Region. There is a deep symbiotic relationship between the night-time and music and arts economy. Cultural activities such as theatre, film, art, live music, and festivals play a significant part in contributing to a city's social capital and economic prosperity. With 98% of Australians engaging with the arts sector⁶, the social and cultural opportunities within the Six Cities cannot be ignored. As outlined in the Sydney 24 Hour Strategy by InvestmentNSW⁷:

“A thriving creative sector drives increased cultural activation, which helps to create identity and drives a city's distinctiveness and reputation. This is critical to maintain interstate and international visitation, attracting and retaining talent across the State's workforce and, ultimately, preserving Sydney's position as one of the world's truly global cities.”

On a broader policy level, NSW Treasury's 2040 Economic Blueprint aspires to have NSW recognized as a standout destination for cultural tourism, major events and creative industries, and as a showcase of global content ranging from screen production to major cultural events. Regional NSW's 20 Year Economic Vision outlines the priorities for the economic development of the regions, singling out the Night Time industries as a means to activate town centres. Destination NSW's Visitor Economy Strategy 2030 has numerous actions to support the Night Time industries with the aim of increasing the visitor economy across the state. We therefore strongly believe the Greater Cities Commission should be giving the Night Time Economy a larger representation within its future Regional Plans.

Night Time Industry Recovery Roadmap

In September 2022, the NTIA released its 'Night Time Industries Recovery Roadmap', a document that brought together the collective voice of local and national businesses located within Greater Sydney to find the unique opportunities for our city's Night Time recovery. The strategy has been informed by workshops with industry leaders across the arts and performance, hospitality, supply chain, property and policy sectors.

We believe the priorities contained within this document should be considered by the GCC in the development of the future Regional Plans. The three key priorities have been outlined below:

Priority One: Restoring consumer and industry confidence. This priority incorporates strategies

⁶ National Arts Participation Survey, Australian Council for the Arts, 2020

⁷ Sydney 24 Hour Strategy, Investment NSW 2020

for direct collaboration between government and industry to implement initiatives to improve confidence among consumers and businesses to explore Night Time offerings. The strategic areas for priority one are:

- Investment and actions to boost consumer and industry confidence in the night
- Better and more creative infrastructure as well as better facilitation of culture in venues
- A Night Time economy that allows NSW to be seen as the place to host world premieres
- A coordinated approach from government and industry to realise the potential of the Night Time economy

Through the future Regional Plans, the Night Time Industry Association strongly feels the Greater Cities Commission can assist in restoring consumer and industry confidence through implementing the following recommendations:

Recommendation 1.1 – Facilitating reliable, safe and late-running transportation across the Six Cities Region to encourage patrons of Night Time operators to stay out later and contribute to their local economy.

Recommendation 1.2 – Night Time industries must be embedded in large scale Greater Cities Commission-led precinct planning. The GCC should explore how flexibility can be provided by appropriate zoning to enable land uses that accommodate multifunctional spaces for culture, hospitality and entertainment.

Recommendation 1.3 – Encourage and facilitate a simplified approval process for small scale live music and performance land uses.

The Youth Advisory Committee at the NTIA recognises the significance of ensuring the authentic voice of the diverse communities of young people in the six regions are given a platform to engage in building connections beyond formal processes. The revitalisation of the NTE plays a critical role in further addressing the welfare, social security and community needs of young people to feel involved in their local regions.⁸

Priority Two: Empowering industry to pursue new ways of doing business. Industry is now at a critical point and operating in a rapidly changing environment. Not only have consumer expectations and behaviour patterns changed, many businesses cannot find suitable staff, have much higher operating costs and problems with supply chains. To survive and grow, Night Time industries are innovating and adapting their business models. However, more work can be done

⁸ A. Blyth, Ph.D. and Eugene C. Roehlkepartain (From September 1993, Source Newsletter) Measuring Community Strengths, Keys to Community Strengths, Strategies for Change and Broadening our Focus.

with the following strategic areas identified as key to success:

- Increase levels of Government support to industry to innovate on existing business models
- Increase and diversify creative content in venues
- Recognising the importance of young people to Night Time industries and a city's vibrancy

Through the future Regional Plans, the Night Time Industry Association strongly feels the Greater Cities Commission can assist in empowering industry to pursue new ways of doing business through implementing the following recommendations:

Recommendation 2.1 – Encourage further investment in precinct-based and city/town wide activations to give new life to the Night Time economy. This includes more high-profile campaigning to drive consumer engagement and participation.

Recommendation 2.2 – Facilitating improvements to local regulations for Night Time venues, through subsidies for street closures, traffic management and security, better transport options and improved local safety strategies.

Local Council's have found and disclosed in several discussion papers that addressing the needs of young people (aged 12 – 25) in the region plays a significant role in re-engaging with the local communities through facilitation of jobs and development of the local region area through development of creative activities and other engaging opportunities to be involved in their communities.⁹

Further studies have demonstrated that involving youth as an integral voice in revitalising the economy and addressing their specific needs by activation of the Night Time Economies plays a significant role in responding to the futuristic needs of these regions by developing sustainable and reliable models in the present.¹⁰

Priority Three: Changing the narrative about the night. A new narrative about the night is needed to enable Night Time industries to flourish. There is still a perception that it is unsafe to go out after dark. There is also a lack of coordination and communication to promote the Night Time offerings, leading to a misconception that Sydney's nightlife is dead. To address these challenges the following strategies should be employed:

- The night must be proven to be safe, vibrant and appealing
- Night Time industry stakeholders must be on the same page

⁹ <https://www.maitland.nsw.gov.au/strengthening-relationships-with-young-people>, 2017.

¹⁰ <http://www.regional.org.au/articles/youth/youth.html>, 2000.

- Promotion of greater Sydney's nightlife must be locally relevant and targeted

Through the future Regional Plans, the Night Time Industry Association strongly feels the Greater Cities Commission can assist in changing the narrative about the night through implementing the following recommendations:

Recommendation 3.1 – Government must provide public transportation that runs later. Late-running and readily available public transport is an important element in the narrative about a safe city. People must feel that they can safely get home at any point of the night.

Young people across the six regions have expressed through various forms an urgent need for reformation of the regional areas and a need to revitalise the safety of the local regions. Implementation of the abovementioned recommendations will permit young people to take an active step, feel empowered and take a hands-on approach in assisting with the implementation of the vision for the Six Cities Region. Recommendations and Partnerships initiated by the WA Government with young people demonstrates the benefit of partnerships in this area and the exponential benefit reaped by local regions. ¹¹

Summary of Recommendations

In summary, the NTIA suggests the Greater Cities Commission consider the following recommendations for the future Regional Plans:

Recommendation 1.1 – Facilitating reliable, safe and late-running transportation across the Six Cities Region to encourage patrons of Night Time operators to stay out later and contribute to their local economy.

Recommendation 1.2 – Night Time industries must be embedded in large scale Greater Cities Commission-led precinct planning. The GCC should explore how flexibility can be provided by appropriate zoning to enable land uses that accommodate multifunctional spaces for culture, hospitality and entertainment.

Recommendation 1.3 – Encourage and facilitate a simplified approval process for small scale live music and performance land uses.

Recommendation 2.1 – Encourage further investment in precinct-based and city/town wide activations to give new life to the Night Time economy. This includes more high-profile campaigning to drive consumer engagement and participation.

Recommendation 2.2 – Facilitating improvements to local regulations for Night Time venues,

¹¹ <https://www.wa.gov.au/organisation/departments-of-communities/young-people>, 2022.



through subsidies for street closures, traffic management and security, better transport options and improved local safety strategies.

Recommendation 3.1 – Government must provide public transportation that runs later. Late-running and readily available public transport is an important element in the narrative about a safe city. People must feel that they can safely get home at any point of the night.