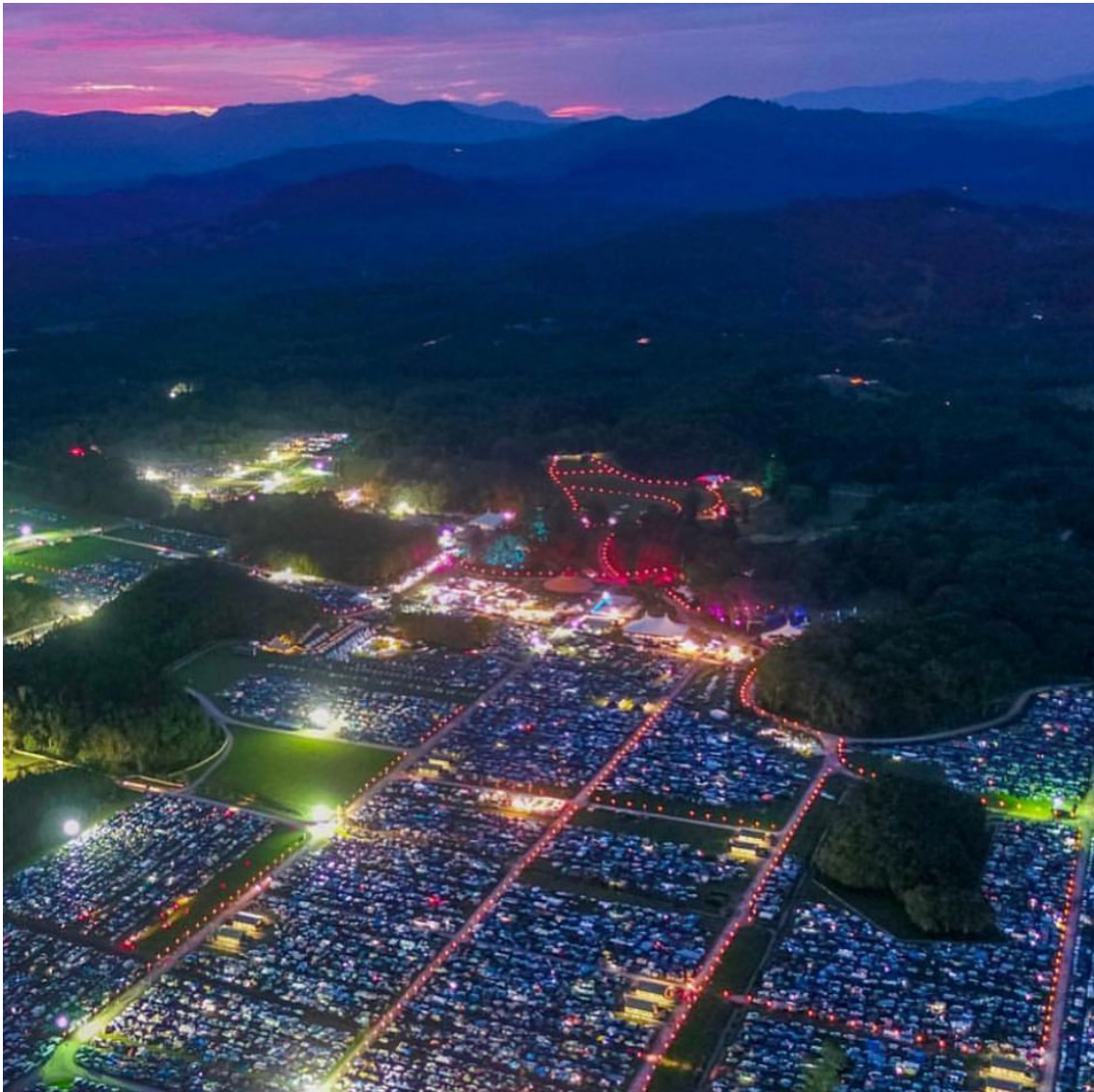


North Byron Parklands

Home of *Splendour in the Grass* and
Falls Festival Byron



November 2018

 **North Byron
Parklands**

PARKLANDS' JOURNEY



Press from the **Fields of Healing** indigenous festival recently held at North Byron Parklands



Falls Festival Byron patrons

Billinudgel Property Pty Ltd is the Applicant for a Development Application proposing the ongoing use of the North Byron Parklands (NBP) site for cultural events, and the construction and operation of additional infrastructure to support these events. The NBP site is located on the NSW Northern Rivers Region, approximately 22 kilometres (km) north of Byron Bay and 35 km south of Tweed Heads.

Since 2013, the site has hosted two annual international music and arts festivals under a trial Project Approval, namely Splendour in the Grass (SITG) and the Falls Festival Byron Bay (Falls Festival). In addition, the site has hosted a range of community events including school cross country running events at both local and regional levels, equestrian club activities, indigenous events and smaller community-focused activities.

SITG is held exclusively at NBP over four days in July, with a capacity of 35,000 patrons successfully hosted at its July 218 event

Falls Festival is held at the site over four days between 31 December and 2 January, with a capacity of 25,000 patrons scheduled for its December 2018 event.

The BNP site caters for overnight camping at these events with approved capacity for up to 25,000 campers.

The approach to event management adopted by NBP and the events is illustrated in diagrammatic form on the following page.

Sustainable cultural arts and music events play an influential role in Australian society providing an important platform for the positive expression of contemporary social values, and a unique environment for economic opportunity and growth.

In a regional context, sustainable arts and music events are integral to the NSW Northern Rivers Region, providing significant social, cultural, environmental and economic enrichment for a broad group of individuals, businesses, community groups and not-for-profit organisations.

SITG has been held every year since 2001, with the first nine festivals held at Belongil Fields, Byron Bay.



ENVIRONMENTAL HEALTH & SAFETY MANAGEMENT MANUAL (EHSMM)

MANAGEMENT PLANS (M.P)

- EVENT M.P
- TRANSPORT M.P
- TRAFFIC CONTROL PLAN
- NOISE M.P
- FLORA & FAUNA M.P
- KOALA P.O.M
- BUSHFIRE M.P
- BUSHFIRE EMERGENCY EVACUATION PLAN
- FLOOD RISK M.P
- SURFACE WATER M.P
- WASTEWATER M.P
- C.E.M.P

MONITORING PROGRAMS

- TRAFFIC MONITORING
- ACOUSTIC M.P
- FLORA & FAUNA M.P
- FLOOD M.P
- STORMWATER M.P



REPORTING

- ANNUAL PERFORMANCE REPORT
- NOISE IMPACT REPORT
- COMMUNITY HOTLINE REPORT
- EHSMM AUDIT REPORT
- TRAFFIC EVALUATION REPORT
- REGULATORY WORKING GROUP
 - OEH
 - NSW POLICE
 - SES
 - RFS
 - BSC
 - COMMUNITY REPRESENTATIVES
 - EVENT REPRESENTATIVES
 - NBP

EVENTS

EVENT MANAGEMENT MANUAL

- EVENT M.P
- SAFETY M.P
- TRANSPORT & TRAFFIC
- ENVIRONMENTAL MANAGEMENT
- WATER MANAGEMENT
- WASTEWATER MANAGEMENT
- FIRE MANAGEMENT
- OFFSITE MANAGEMENT
- NOISE MANAGEMENT
- EMERGENCY EVACUTION
- FIRST AID
- CAMPING MANAGEMENT
- FLOOD MANAGEMENT
- TEMPORARY STRUCTURES
- WASTE MANAGEMENT
- COMMUNITY MANAGEMENT NOTIFICATIONS
- BUMP IN/ BUMP OUT
- IMMEDIATE NEIGHBOUR COMMITMENTS

PARKLANDS/ EVENTS

COMMUNITY

- 3,500 RESIDENT LETTERBOX DROP
- FULL PAGE ADD IN 3 LOCAL PAPERS
- COMMUNITY MANAGER
 - 4 WEEKS PRIOR
 - DURING EVENT
 - 2 WEEKS AFTER
- COMMUNITY HOTLINE
- LITTER RESPONSE TEAM
- CLEANERS @BRUNSWICK HEADS
- PATRON HOTLINE/ SMS
- 400 TICKETS TO 100 SURROUNDING RESIDENTS
- PERMANENT AGREEMENTS ALL ADJOINING NEIGHBOURS (BAR ONE)
 - SLASHING
 - FIRE WATER TANKS
 - SEALING OF ROADS
 - RELOCATION
 - TICKETS
 - B.O.H TOURS
 - FENCING
 - SECURITY
 - SIGNAGE

REGULATORY

- DP&E COMPLIANCE
- BSC COMPLIANCE (Food, Wastewater)
- DEPT OF HEALTH (water/ ambulance)
- NSW POLICE (drugs, counter terrorism)
- RFS (bushfire preparedness)
- SES (flood management)
- OEH/ NPWS (billinudgel nature reserve)

In 2009, NBP lodged a Concept and Project applications which sought permanent approval to host outdoor events for up to 50,000 patrons per event. On 24 April 2012, the then Planning Assessment Commission (the PAC) gave Concept and Project Approval for the cultural events site for up to 35,000 patrons for SITG and 25,000 patrons for Falls Festival. Based on the concerns of the public authorities and community at the time, the PAC concluded that a 5-year trial period for outdoor events up to the end of 2017 would be appropriate to confirm the BNP operational and environmental management plans are effective.

The approval also restricted an annual increase in the event crowd size of 2,500 increments. Before increasing the event size, the Project Approval required NBP to prepare an annual Performance Report to demonstrate the success of the trial events, against criteria established for noise, traffic, flora and fauna and community issues.

In September 2017, the Project Approval was extended by 20 months to allow additional trial events until 31 August 2019.

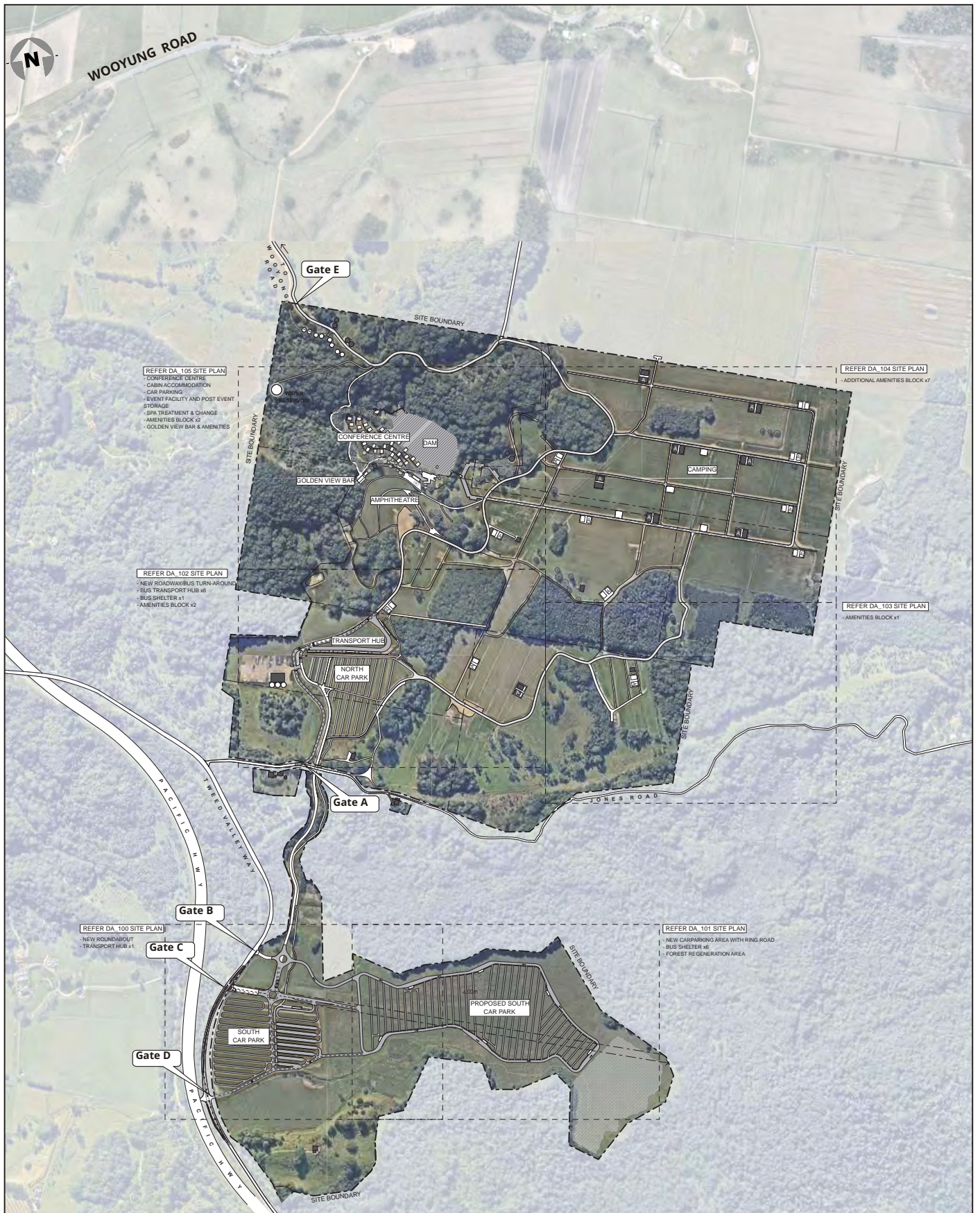
While BNP originally applied for permanency, the decision was made to invest \$25m into the project, with a view to securing permanent approval after the trial period.

NBP is now seeking development consent for the ongoing use of the site for cultural, educational and outdoor events for up to 20 event days per year (consistent with the original Project Approval), which includes:

- two large events per year (i.e. SITG and Falls Festival) over a maximum of five event days each, for up to:
 - 35,000 patrons per event day at SITG, increasing to 42,500 patrons and then 50,000 patrons, subject to meeting key performance indicators (KPI)
 - 35,000 patrons per event day at Falls Festival
 - 30,000 camping patrons at these events, arriving the day before and departing the day after the event



View from the south west of the amphitheatre looking towards the main stage.



0 250m
1:12 500 @ A4



Date November 2017
Author Reference Planners North
1287.1694

Prepared by
Planners North

Source | Master Plan: Dominic Finlay Jones, Architect Ref. DFJ148 DA 010 Rev. 07 |

Legend

- | | | | | | |
|--|--------------------------|--|--------------------------|--|-------------------------|
| | Main access road | | Existing amenities block | | Structure to be removed |
| | Upgrade to existing road | | New amenities block | | Existing rainwater tank |
| | New road | | Existing structure | | Dense vegetation |
| | Forest regeneration area | | Refurbished structure | | Grass area |
| | | | New structure | | |

Figure | 3.2

Proposed Master Plan

North Byron Parklands | Tweed Valley Way & Jones Road

- three medium event days per year, which would run either on separate event days (i.e. a one-off music concert) or over three consecutive event days (i.e. multi-day music festival) with up to 25,000 patrons per event day
- five small (5,000 patrons) and two minor (1,500 patrons) one-day community events
- the construction and operation of additional site infrastructure to support outdoor events held at the site, including an event administration building, conference centre, event amenities, and on-site road and transport infrastructure.



View of the car parking area in the south western part of the site looking south.



Splendour In the Grass Teepee village precinct.

A concurrent Section 75W Modification request has also been lodged to amend the terms of the existing Concept Approval to reflect the types of permanent cultural events that would be held at the site.

The proposed development has a capital investment value of \$42 million. This amount is in addition to the cost of acquiring the site and the \$25m invested at the property with respect to site infrastructure already. It is expected to generate 150 construction jobs and 561 full time equivalent operational jobs when fully constructed.

The Department exhibited the DA, Modification request and accompanying EIS for the development between Friday 15 December 2017 and Friday 16 February 2018. That exhibition received a total of 7,204 submissions during the exhibition period, including eight from public authorities, 24 from community organisations and 7,172 from the public.

A breakdown of the submissions from the public in relation to their distance from the site is shown in the table below.

TABLE: BREAKDOWN OF SUBMISSIONS BY DISTANCE FROM THE SITE

Distance from the site	Objection	Support	Comment	Total
0-2 km	11	17	3	31
2-5 km	37	83	2	122
5+ km	61	6,910	12	6,983

The key issues raised in the submissions included:

- the scale of outdoor events,
- noise,
- biodiversity impacts,

- traffic congestion,
- social impacts,
- wastewater,
- lack of infrastructure,
- the development assessment process and permissibility,
- patron and community safety,
- economic impacts, and
- historical compliance with the concept and project approval.

Supporting submissions noted:

- the increased employment opportunities and benefits to the local economy offered by the events.
- support of the live music and arts economy,
- benefits to the local community,
- the strategic location of the proposed development, and
- environmental management during the trial period.

ECONOMIC SUMMARY



Example of site signage used during an event and removed after each event.

ECONOMIC INDICATORS

- Total direct expenditure by festival organisers and attendees was **\$56.8m**. This is a 3.2% increase from 2016, a 21.2% increase from 2015 and 531% from the 2009 event. Byron Shire accounted for 27.5% of the total (\$16.1m).
- The total economic output is measured at **\$130.6m**; Byron Shire accounted for \$34.0m of this total (26.0%). The economic output in Byron Shire has increased by 192% since 2009.
- The festivals held at the NBP in 2017 were responsible for a Gross Value Added (GVA) of **\$62.7m**. Of this, \$16.7m is attributed to Byron Shire; the Byron Shire share is an increase of 276% from 2009 and a minor decrease from 2016.
- This GVA for Byron Shire in 2017 accounts for **1.41%** of the Gross Regional Product (GRP) for that LGA.

- The creation of **186 Equivalent Full Time (EFT)** jobs in Byron Shire in 2017 is significant as it represents 1.64% of the Byron Shire workforce. This is sizable given the BNP hosted two events. This is a 220% increase from the 58 EFT generated in 2009. The total number of jobs created in 2017 was **815 EFT**.
- To date, over **\$254,000** in contributions have been donated to the local community.

IMPLICATIONS FOR PERMANENT APPROVAL

A permanent planning approval will assist in maximising the economic benefits. These benefits include

- A larger calendar of festivals will encourage local people to start businesses that can cater to the events. The impact of this becomes greater as the number of events is increased. In short, the number of local businesses and employees will increase as the utilisation of the BNP increases. A permanent approval is required if the local economic benefits are to be maximised
- A permanent approval will encourage an ongoing program of investment and improvement in the venue. Any increase in on-site infrastructure will make the site more appealing for smaller events while allowing service contracts to be more easily undertaken by local businesses.
- A well-utilised sizable event facility can generate economies of scale that will return benefits to the organisers, attendees and local business. The regular use of the site will reduce costs on a per attendee basis, this will enable the NBP to respond to new opportunities as well as enhancing local employment opportunities.

SOCIAL BENEFITS



Night time view of the festival event area looking west.

As a permanent site for arts and culture, social benefits for the community generated by the project include:

- Increased access for regional Australians to world class contemporary arts and culture;
- Increased sense of wellbeing and civic pride;
- Increased opportunity for community development and learning through quality education programs and events;



Permanent site signage.

- Increased access to a superior venue for small community groups and events;
- Increased investment in the community through ticket levy fees, including Community Grants Fund;
- Increased economic benefits for accommodation, hospitality, retailers and transport providers;
- Increased employment and training opportunities in an area of high unemployment;
- Increased environmental benefits: Billinudgel Nature Reserve land swap, commitment to habitat regeneration and monitoring, and environmental education programs.
- Significant improvements to the public infrastructure and amenities in the northern part of the Shire as a consequence of the proposed Planning Agreement with Byron Shire Council.

CONSENT CONDITIONS SOUGHT



Splendour In The Grass "mix up tent" in the course of erection.

The proponent is generally supportive of the draft conditions of development consent crafted by the Department of Planning & Environment. We like the format of the conditions as proposed and generally believe that the conditions are fair and reasonable. However, there are two conditions we will make submissions to the IPC seeking amendment. Those conditions are:

- D9- relating to the steps for increase of the large events; and
- A6 and A7- relating to the commencement of large events.

RECOMMENDED CONDITION D9

ANY PROPOSED INCREASE OF LARGE EVENTS

D9. Any proposed increase of the large events must occur in sequential order as set out in Table 4 and as shown in Appendix 4, with an increase at each stage subject to the approval of the Planning Secretary.

Table 4 Progressive Staging for Large Events

Event	Maximum Number of Patrons			
	Stage 1	Stage 2	Stage 3	Stage 4
Large Winter Event	35,000 patrons	40,000 patrons	45,000 patrons	50,000 patrons
Large Summer Event	25,000 patrons	30,000 patrons	35,000 patrons	N/A

NBP SUGGESTED CONDITION D9

ANY PROPOSED INCREASE OF LARGE EVENTS

D9. Any proposed increase of the large events must occur in sequential order as set out in Table 4 and as shown in Appendix 4, with an increase at each stage subject to the approval of the Planning Secretary.

Table 4 Progressive Staging for Large Events

Event	Maximum Number of Patrons			
	Stage 1	Stage 2	Stage 3	Stage 4
Large Winter Event	35,000 patrons	42,000 patrons	50,000 patrons	50,000 patrons
Large Summer Event	25,000 patrons	35,000 patrons	35,000 patrons	N/A

RECOMMENDED CONDITIONS A6 AND A7

Commencement of Large Events

A6. This consent limits the Applicant to commence large events at the following capacities:

- (a) large winter event at 35,000 patrons; and
- (b) large summer event at 25,000 patrons,

except in accordance with a staged approval by the Planning Secretary to progressively expand the large events in accordance with Condition D9, and subject to conditions D10 to D15.

A7. Notwithstanding Condition A6, the Applicant may commence the large winter event at a capacity of 40,000 patrons, subject to meeting the following requirements:

- (a) the Applicant has previously held an event at the site with a capacity of 35,000 patrons;
- (b) the Applicant has met the requirements in conditions D16 and D17; and
- (c) the Planning Secretary has approved the Applicant's request to progress to the next stage as required by Condition D14.

NBP SUGGESTED CONDITIONS A6 AND A7

Commencement of Large Events

A6. This consent limits the Applicant to commence large events at the following capacities:

- (a) large winter event at 35,000 patrons; and
- (b) large summer event at 25,000 patrons, except in accordance with a staged approval by the Planning Secretary to progressively expand the large events in accordance with Condition D9, and subject to conditions D10 to D15.

A7. Notwithstanding Condition A6, the Applicant may:

(i) commence the large winter event at a capacity of 40,000 patrons, subject to meeting the following requirements:

- (a) the Applicant has previously held an event at the site with a capacity of 35,000 patrons;
- (b) the Applicant has met the requirements in conditions D16 and D17; and
- (c) the Planning Secretary has approved the Applicant's request to progress to the next stage as required by Condition D14; and

(ii) commence the large summer event at a capacity of 35,000 patrons, subject to meeting the following requirements:

- (a) the Applicant has previously held an event at the site with a capacity of 35,000 patrons;
- (b) the Applicant has met the requirements in conditions D16 and D17; and
- (c) the Planning Secretary has approved the Applicant's request to progress to the next stage as required by Condition D14.