

North Sydney Combined Precincts Committee (CPC)
General Meeting
6.00pm start
Tuesday 20 August 2019
Ros Crichton Pavilion, North Sydney Council

GENERAL MEETING MINUTES

Co-convenor presiding: PM (CPC Co-Convenor/Bay)

Present: PM (Bay Co-Convenor); DW (Hayberry); MdS (Harrison); JM (Holtermann); BS (Lavender Bay); GB (Parks); MA (Registry); JB (Registry); JP (Stanton); KH (Union); IG (Waverton); LT (Willoughby Bay); PM (Willoughby Bay); CE (Wollstonecraft).

Also present: JG, Manager Integrated Planning & Special Projects (North Sydney Council); GN, Community Engagement Coordinator; SM, Manager Communications & Events (North Sydney Council)

Apologies: BC (Bennett); LT (Holtermann); JL (Harrison); IC (Co-Convenor/Lavender Bay); EC (Neutral); MdS (Registry), ID (Union); MC (Union); JH (Wollstonecraft).

1. Introductions and Apologies

PM (Co-convenor/Bay) opened the meeting at 6.02pm

2. Guest Speaker - SM, Council's Manager Communications and Events - *Draft Events Strategy 2019-2021 and Draft External Communications Strategy 2019-2021* (ATTACHMENT 1)

Draft Events Strategy

SM (NSC) provided an overview of the *Draft Events Strategy*:

- There are three key priority areas in line with the *North Sydney Community Strategic Plan 2018-2028* (CSP) and the *Delivery Program 2018/19-2020/21*:
 - improve the strategic approach to event management;
 - initiate and deliver new local and regional community events; and
 - support events organised by external organisations.
- The previous *Events Strategy* included a fourth priority area to 'balance the impact of events', which has been rolled into the first priority; as this is "business as usual for Council" and needs to be front of mind.
- Difficulty introducing new events when community grows attached to particular existing events.
- Council receives more than 60 requests from third parties to host events in North Sydney LGA per annum; approximately half are approved
- The core of event delivery at Coal Loader is sustainable events.
- Some difficulty obtaining event sponsors as most events are community based. Bradfield Bark and North Sydney Art Prize attract sponsors.
- This year social media influencers were trialled for Bradfield Bark to help promote the event.

- The Nth Syd program has partnered with Greenwood Plaza to deliver events and is partnering with CBD businesses for a quarterly Lunch Club.

Draft External Communication Strategy

SM (NSC) provided an overview of the Draft External Communication Strategy:

- The plan centres around four key priority areas:
 - engage and inform our community;
 - support economic development;
 - enhance digital communications; and
 - build Council's identity.
- Council attempts to talk to the community (respective audiences) in 'own language'; this can be challenging when navigating through Council terminology/jargon.
- There has been changes in the way we communicate, in the past the Mosman Daily was the primary method and had high readership, but the content has now reduced to syndicated material and is behind a paywall
- Those interested in following Council subscribe to the various E-newsletters and/or follow Council's social media accounts.
- Council needs to use multiple methods to engage people in the way that suits them. In essence, communication is getting more challenging for Council.
- To reach those who aren't connected with Council, we use flyers/posters and banners in parks.
- 20 videos were produced in-house in 2018/19, and they have resulted in increased social media followers. A video introducing planning (e.g. LEP and DCP) continues to get views five years after being published.¹
- Building Council's identity is important, and Council needs to revisit branding and key messages for consistency.

Feedback on both the *Draft Events Strategy 2019-2021* and *Draft External Communications Strategy 2019-2021* closes 30 August 2019. For more information or to make a submission online visit <https://yoursay.northsydney.nsw.gov.au>.

The presentation was followed by Q&A.

Q. BS (Lavender Bay) Is Sculpture at Sawmillers supported by Council? Is the event likely to be held again?

A. The event was organised by local resident Elsa Atkin, who approached Council for support. Council provided \$50,000 funding to support the event on the two occasions it has been held. On the second occasion, Council also assisted with bump in (set-up) and bump-out (pack down).

Q. BS (Lavender Bay) So, if Elsa Atkin decides not to organise it again, then the event won't proceed?

A. Yes, that is correct. Sculpture at Sawmillers is not a Council event.

Q. BS (Lavender Bay) Regarding use of the Greenwood, do you see value for money in Council partnering in the rooftop events? I have attended events there in the past (not including the most recent event) and was not aware that Council was involved.

A. We started using Greenwood Plaza rooftop when Brett Whiteley Place was being upgraded and we lost other event spaces such as Berry Square and Drink Better Wine to the Metro development. In some events we get more value and recognition than in others. For example, the music sessions are associated with the Nth Syd brand. We didn't get a lot of recognition for snow week, but our contribution was modest. While we would like full credit for the events held there, we are not unhappy

¹ <https://youtu.be/Bu1jxDqV7XA>

with the current status because our aim is to create life in the CBD. The Nth Syd program was borne from the perception that North Sydney was 'dead'. We started a seven-part review of the CBD which covered a range of factors including late night trading and planning controls. One of the seven areas was marketing and a company called Frost was contracted to develop a marketing strategy. We were asked how we would measure its success and deemed it as when there was a change in conversation. Rather than go out and "push" the CBD to CEOs and property managers as we had previously done, we had a 'pull strategy' which involved making the CBD enjoyable for the people who worked there so that they would tell others it was a good place to work. The program has been successful. When an independent research company surveyed CBD workers, we found the words used to describe the CBD had shifted from dead, boring and grey to lively, busy, friendly. We are also seeing more premium quality commercial space being developed and this is attracting large businesses such as Channel 9 and Microsoft to the CBD.

Q. LT (Willoughby Bay) I've noticed banners stating 'Vibrant', 'Progressive' and 'Diverse' in the CBD, surely if North Sydney Council is this, it shouldn't need to proclaim such? It's visual clutter.

A. Feedback noted. Council's banner hire program is facilitated by the Engineering and Property Services Division. The words 'vibrant, progressive and diverse' summarise Council's vision statement. The banner program aims to raise revenue through hire by external parties displaying their own banners. We use Council branding as a filler when the space is unoccupied.

Q. IG (Waverton) Is the schedule of events for the Coal Loader Platform available on the website or is it possible to get a schedule of events?

A. The event calendar for the next 12 months is currently being finalised and will soon be made available from Council's website and alternatively via the Coal Loader's Facebook page.

ACTION: Council to distribute Coal Loader calendar of events to all Precinct Committees when available.

Q. IG (Waverton) The Coal Loader sees hundreds of people travelling to it by foot everyday which is positive, but there is the opportunity for Council to put up digital signage/noticeboard to promote the upcoming events and workshops there.

A. Suggestion taken on notice, to be referred to the Open Space and Environmental Services Division for consideration.

ACTION: Refer the suggestion of a digital signage/noticeboard at the Coal Loader promoting the upcoming events and workshops there, to the Open Space and Environmental Services Division for consideration.

Q. KH (Union) There's opportunity to leverage off the 20,000 school children coming into the LGA weekdays, and also opportunity to leverage off other councils e.g. Mosman/New England example. We should be sharing/celebrating more of North Sydney's indigenous story (ancient culture, aboriginal footprint, the living culture).

A. JG (NSC) advised that recognition of North Sydney history/heritage is a focus of the *Draft Visitor Economy Strategy*² which is intended to be publicly exhibited soon.

Q. DW (Haybery) Hayberry Precinct Committee is supportive of the success of North Sydney Oval especially with women's sporting events; is there anything you can tell us about the plans for the future of the Oval?

A. North Sydney Oval is operated as a separate business unit, although the Communications & Events Team works closely with the Oval team. There has been investment to improve it as a sporting facility

² Reported to Council 26 August 2019 -

https://www.northsydney.nsw.gov.au/files/sharedassets/public/webmeetings/2019/aug_26_2019_730pm/city_strategy_division_26_aug_2019/cis01_draft_north_sydney_visitor_economy_strategy_and_action_plan.pdf

for teams/players e.g. upgraded change rooms, drug testing facilities, CCTV, and we are aware that investment in the spectator facilities is required e.g. designated seating rather than the wooden benches. It holds a specific place in the market in that it's not quite niche and not big. It is perfect for a specific size audience. The growth of the Oval is timely due to the current lack of stadium facilities in Sydney and the future Sydney Metro station will be of benefit.

Q. MdS (Harrison) Council's community noticeboards in bus stops are hard to read (as they are filled with tiny size flyers) especially at night and for people with poor eyesight. Question if the small notices are being read? Instead could Council provide digital noticeboards, similar to the digital boards in some of the bus stops.

A. The JC Decaux contract (sits with the Engineering and Property Services Division) who lease the ad space and are responsible for maintenance. Within Council's limited budget, we have been able to install digital screens (display Council notices) in the Customer Service Centre and North Sydney Olympic Pool.

Q. JP (Stanton) How was Loader Lights event advertised? [Wasn't aware of the event]

A. It was advertised by Facebook and other social media and was also featured in our Community newsletter [North Sydney News].

Q. JP (Stanton) Is there a way to weather proof the cinema at North Sydney Oval with a marquee, so they don't have to cancel when people have already bought ticket?

A. In the case of rain, the cinema will often proceed, and people can sit undercover in the grandstand. The main problem is wind and safety of the inflatable screen. Organisers make efforts not to cancel the events. Installing a marquee could damage the grass - there may be cricket matches on in the day and the cinema then at night.

Q. JP (Stanton) With Channel 9 coming into the area, it is suggested that there could be opportunity to partner with them e.g. print, television, radio, so that they become part of the community.

A. Suggestion noted.

Q. PM (Willoughby Bay) Do you have any data on the flow on effect of events and how many international visitors attend them?

A. We haven't undertaken research in this area. The City of Sydney conducted research on NYE and found 50% of people in Bradfield Park were from overseas. The implementation of the Bondi to Manly Walk will bring more international visitors. We also know that Wendy Whiteley's garden attracts many international visitors.

Q. LT (Willoughby Bay) Cycling events such as Ride to Work Day seem to be promoted to specific groups, is it possible to promote them more widely?

A. The annual Ride to Work Day event tends to be focus on commuters however we can discuss ways to promote more widely with Council's Sustainable Transport Project Co-ordinator e.g. provide via Precinct E-news and or cycling specific mailing lists/groups.

Q. IG (Waverton) noted that there is free Wi-Fi at The Rocks with the ability to have a self-guided tour of aboriginal heritage sites. Similar technology available in Federation Square, Melbourne and Mosman offers free Wi-Fi. Have Council considered offering free Wi-Fi in public areas including parks?

A. JG (NSC) advised that early in November 2018, Council resolved not to proceed (at this time) with investigation of the provision of free Wi-Fi in public places. Therefore such an initiative does not feature as highly in the draft Smart City Strategy. Feedback on the draft Smart City Strategy closes 21 August 2019. For more information visit <https://yoursay.northsydney.nsw.gov.au/north-sydney-smart-city-strategy>.

3. Minutes of Previous Meeting

ATTACHMENT 2

MOTION: That the Minutes of the meeting held 18 June 2019 were confirmed as read and correct. MOVED BY: JH (Wollstonecraft), SECONDED BY: JM (Holtermann) CARRIED UNANIMOUSLY

4. Actions Arising from Previous Meeting - Council's response to Actions Arising

Summary of Actions noted. GN (NSC) noted that SOA had been updated since original circulation (as part of the agenda distribution) regarding item 6iii) from the June 2019 meeting.

ATTACHMENT B

5. Council update: GN, Community Engagement Coordinator

6. General Business

a) Pre-submitted items by Precinct Committees:

i) **Proposal for a strategic plan to increase pedestrian safety with North Sydney's unique education precinct (Hayberry)**

PROPOSED MOTION 1: That the CPC note:

- *a vehicle that hits a pedestrian at 50km/h is twice as likely to cause a fatality as the same vehicle travelling at 40km/h;³*
- *more than 20,000⁴ young people, most from outside this LGA, travel by public and private transport to North Sydney to attend educational institutions throughout the academic year, and many children attend pre-schools in the area;*
- *as local educational grounds are nowadays given over almost entirely to buildings to accommodate more students, students leave those grounds regularly during the day and cross busy roads to avail of open spaces and Council sporting facilities such as St Leonards Park;*
- *there is a need to balance the promotion of active transport with the overriding responsibility to provide a safe environment for school children and other pedestrians;*
- *there has been a 46% fall in pedestrians suffering serious injuries from crashes since the introduction of a 40km/h zone in parts of the Sydney CBD in 2014 and from August 11, 2019 the area within the Sydney CBD covered by a 40km/h limit was increased by a further 75%⁵*

PROPOSED MOTION 2: That the CPC request that North Sydney Council, consistent with its Transport Vision, work closely with State Government authorities, with the NSW Police, with the many schools in the area and with local residents and businesses to:

³ <https://roadsafety.transport.nsw.gov.au/speeding/speedlimits/index.html>

⁴ Urban Forest Strategy Presentation, June 2019 CPC meeting

⁵ <https://www.smh.com.au/national/nsw/40km-h-speed-limit-expanded-in-sydney-s-cbd-again-20190801-p52cx5.html> and <https://roadsafety.transport.nsw.gov.au/staying-safe/pedestrians/sydney-cbd-40kmh/index.html>

- *develop and implement a strategic plan to increase pedestrian safety within North Sydney's unique education precinct;*
- *adopt the most successful elements of the Sydney CBD designation of "high pedestrian zones";*
- *work with school principals and parents to reduce the number of children arriving and leaving the area by car in recognition of the excellent public transport links to the area and the construction of the new Metro line; and*
- *work with the NSW Police to achieve greater compliance with the road rules, especially in relation to failure to stop at pedestrian crossings and to come to a complete stop at "Stop" signs."*

DW (Hayberry) a unique number of students (close to 20,000) converge on North Sydney, they use parks for sport during the day, therefore timing and location of school zones should be expanded.

Ahead of the August CPC meeting, Wollstonecraft Precinct Committee provided feedback on the proposed motion. This included evidence that slowing traffic to 30km p/h can deliver the same journey time, traffic slows but still flows instead of stopping and starting.

Discussion of the motion included; is it appropriate for CPC to discuss when RMS has traffic experts?; it took a year for RMS to install school zone for Anzac Park School; whether pedestrian movement should be lateral (i.e. Metro station exits and crossing could be underground); there are school children all over the LGA; recent fatalities have been older people not school children; there is an increase in density and intensity of traffic, more through traffic.

Based on discussion the meeting made changes to the motion, noted in red:

PROPOSED MOTION 2: That the CPC request that North Sydney Council, consistent with its Transport Vision, work closely with State Government authorities, with the NSW Police, with the many schools in the area and with local residents and businesses to:

- *develop and implement a strategic plan to increase pedestrian safety within North Sydney's unique education precinct and other high pedestrian areas in the LGA;*
- *adopt the most successful elements of the Sydney CBD designation of "high pedestrian zones";*
- *work with school principals and parents to reduce the number of children arriving and leaving the area by car in recognition of the excellent public transport links to the area and the construction of the new Metro line; and*
- *work with the NSW Police to achieve greater compliance with the road rules, especially in relation to failure to stop at pedestrian crossings and to come to a complete stop at "Stop" signs."*
- *Designate the entire North Sydney education precinct as a "high pedestrian zone" and imposing at 30km speed limit between 7.30am - 4.30pm 5 days per week (school days)*

The Chair noted that Council's Traffic and Transport Operations Department has confirmed that are preparing a *Draft North Sydney Council 40km/h and 10km/h Shared Zone Masterplan and Action Plan*. It is expected to be reported to the Council on 26 August 2019 with recommendation that the draft plan be publicly exhibited for 60 days. The plan will include proposed 40km/h and 10km/h Shared Zone areas suitable under the RMS Guidelines, including the related actions identified in Council's LATM plans and other areas of high pedestrian activity. Further information will be provided to all Precinct Committees in due course.

MOTION: That the CPC note:

- *a vehicle that hits a pedestrian at 50km/h is twice as likely to cause a fatality as the same vehicle travelling at 40km/h;*
- *more than 10,000 young people, most from outside this Local Government Area, travel by public and private transport to North Sydney to attend educational institutions throughout the academic year, and many children attend pre-schools in the area;*
- *as local educational grounds are nowadays given over almost entirely to buildings to accommodate more students, students leave those grounds regularly during the day and cross busy roads to avail of open spaces and Council sporting facilities such as St Leonards Park;*
- *there is a need to balance the promotion of active transport with the overriding responsibility to provide a safe environment for school children and other pedestrians;*
- *there has been a 46% fall in pedestrians suffering serious injuries from crashes since the introduction of a 40km/h zone in parts of the Sydney CBD in 2014 and from August 11, 2019 the area within the Sydney CBD covered by a 40km/h limit was increased by a further 75%*

MOVED BY: DW (Hayberry), SECONDED BY: IG (Waverton) CARRIED

In favour	Opposed	Abstained
Hayberry x 1 Harrison x 1 Lavender Bay x 1 Parks x 1 Union x 1 Waverton x 1 Willoughby Bay x 2 Wollstonecraft x 1	Holtermann x 1 Registry x 1 Stanton x 1	Registry x 1
Total: 9	Total: 3	Total: 1

MOTION: That the revised MOTION 2 deferred to the 21 October 2019 CPC Meeting (based on Draft North Sydney Council 40km/h and 10km/h Shared Zone Masterplan and Action Plan being considered at 26 August 2019 Council meeting)

MOVED BY: PM (Willoughby Bay), SECONDED BY: LT (Willoughby Bay) CARRIED

In favour	Opposed	Abstained
Holtermann x 1 Lavender Bay x 1 Registry x 1 Stanton x 1 Willoughby Bay x 2	Hayberry x 1 Union x 1 Waverton x 1 Wollstonecraft x 1	Registry x 1 Harrison x 1 Parks x 1
Total: 6	Total: 4	Total: 3

ii) DA 307/2018, 183-185 Military Road (Bennett & Harrison)

PROPOSED MOTION: That Council be approached, on behalf of the CPC, to request as in our previous motion from November 2018 (item 4iv) in relation to DA 307/2018, that the amended DA be required to retain features of the existing upper level crenelated facade as a design feature in order to provide a continuity between the new development and the existing historic adjoining shop buildings dating back to the turn of the century, as well as contributing and helping strengthen the local character of Neutral Bay shopping village.

GN (NSC) discussed this item with Council’s Executive Planner prior to the meeting and conveyed that this item is likely to go to the North Sydney Local Planning Panel (NSLPP). Those that are interested in this matter should register for updates via Council’s website⁶. The CPC motion can be treated as a submission.

MOTION: That the CPC request as in our previous motion from November 2018 (item 4iv) in relation to DA 307/2018, that the amended DA be required to retain features of the existing upper level crenelated facade as a design feature in order to provide a continuity between the new development and the existing historic adjoining shop buildings dating back to the turn of the century, as well as contributing and helping strengthen the local character of Neutral Bay shopping village.

MOVED BY: Mds (Harrison), SECONDED BY: JB (Registry) CARRIED

In favour	Opposed	Abstained
Hayberry x 1 Harrison x 1 Lavender Bay x 1 Union x 1 Parks x 1 Registry x 2 Stanton x 1 Waverton x 1 Willoughby Bay x 2 Wollstonecraft x 1		Holtermann x 1
Total: 12	Total: 0	Total: 1

i) Formation of CPC Sub Committees (Stanton)

PROPOSED MOTION 1: That the CPC establish an Education sub-committee to focus on informing precinct members on democratic forms/institutions and how they should operate in North Sydney Council.

PROPOSED MOTION 2: That the CPC establish a Financial sub-committee to recruit local experts to monitor North Sydney Council finances.

Discussion included Precinct Committee representations made on SRV consultation and Council’s Code of Meeting Practice. Some Precinct Committees have members/access to field experts and there is opportunity to share this expertise between Precinct Committees.

PM (Willoughby Bay) referred to CPC Terms of Reference Clause 11a: “The CPC may form sub-committees, from membership of the committee, to address specific issues or development specific projects”. Therefore, Proposed Motion 2 would not be able to recruit experts from outside the CPC.

MOTION 1: That the CPC establish an Education sub-committee to focus on informing Precinct members on democratic forms/institutions and how they should operate in North Sydney Council.

MOVED BY: JP (Stanton), No SECONDER - FAILED MOTION

⁶ Go to the application tracker, enter the DA number, view the DA, choose the ‘Notify Me’ tab and enter your email address <https://apptracking.northsydney.nsw.gov.au/Common/Common/terms.aspx>

PROPOSED MOTION 2: That the CPC establish a Financial sub-committee to recruit local experts to monitor North Sydney Council finances.

MOVED BY: JP (Stanton), No SECONDER - FAILED MOTION

b) Other items - to be tabled at the meeting

- i) PM (Willoughby Bay) requested update on the Precinct System Review. JG (NSC) advised that as per the Council resolution, the 2012 Discussion Paper⁷ is being updated by staff. The updated paper is likely to be reported to Council September 2019 (TBC). The draft officer's recommendation is that Council resolves to exhibit the revised Discussion Paper consistent with the 2012/13 review.
- ii) MA (Registry) asked if NSC is inspecting recently constructed buildings structurally [considering recent Opal tower defects]. City of Sydney have inspected newer buildings and issued compliance letters. KH (Union) noted that that Union Precinct Committee submitted a proposed motion to Council for the 2019 LGNSW Conference on this topic⁸.

ACTION: Council to advise if building inspections are being undertaken.

ACTION: Council to advise if LGNSW have accepted motions proposed by NSC.

- iii) CE (Wollstonecraft) advised that there was no interim advice on the results of Area 15 parking survey i.e. no update, just advised of installation

ACTION: Council to advise on consultation process for parking changes and advise Precinct Committee on outcomes in the future.

7. Next Meeting

GN (NSC) reminded CPC that next meeting is Monday 21 October 2019. The general meeting will be followed by the annual Precinct/Councillors Supper. RSVPs are essential and there is a limit of two (2) representatives per Precinct Committee.

Meeting closed at 7.46pm.

⁷ The 2012/13 discussion paper is available on Council's website

https://www.northsydney.nsw.gov.au/Council_Meetings/Community_Engagement/Precincts/Guidelines_Overview

⁸ Union Precinct proposed LGNSW Conference Motion: *That the NSW Government undertakes a review of the building certification process and undertakes necessary and urgent reforms to a system that is clearly not working.* Note: All motions proposed by Precinct Committees were endorsed by Council at its meeting 22 July 2019 (Min No. 207) - *THAT the proposed 2019 Conference motions received from Councillors and Precinct Committees be endorsed and submitted to LGNSW.*

Draft Events & External Communications Strategies



progressive *vibrant* diverse



Draft Events Strategy

1. Improve the strategic approach to events management
2. Initiate and deliver new local and regional community events
3. Support events organised by external organisations



WHAT'S NEW

A focus on tourism

- Visitor Economy Strategy
- Advocacy for the Sydney Harbour High Line project
- Benefit to economy vs impact



WHAT'S NEW

Events at the Coal Loader

- Sustainability workshops
- Loader Lights
- Sustainable fashion parade
- Art Prize
- Annual calendar



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An emphasis on partnerships

- Sponsors
Bradfield Bark, Art Prize, social media influencers
- Partnerships - Council events
Greenwood Plaza snow week, Lunch Club offers
- Partnerships - third party events
Crows Nest Festival, Winterland

WHAT'S
NEW

progressive *vibrant* diverse





Draft External Communications Strategy

1. Engage and inform the community
2. Support economic development
3. Enhanced digital communications
4. Build Council's identity

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Engage and inform the community

- Tailored messages
- Plain English (or community language)
- Multiple channels

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Support economic development

- Promote events/activities that support economic development
- Showcase CBD and village centres



progressive *vibrant* diverse



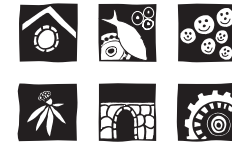
Enhanced digital communications

- 20 videos in last financial year
- Loader Lights: 26,450
Art Prize: 25,540
- Increase in followers on all social media platforms (targeted but resource intensive)

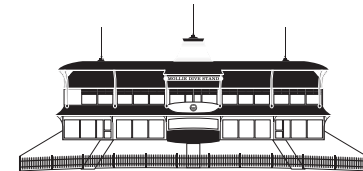


Build Council's identity

- Decentralised approach
- Review corporate standards



the Coal Loader
CENTRE FOR SUSTAINABILITY



progressive *vibrant* diverse

