

That top five key industries, from the Hill PDA audit conducted for the Employment Land Use strategy, in Gross Floor Area (GFA) and Total Land Area are:

1. Retail Trade
2. Manufacturing
3. Other Services
4. Wholesale Trade
5. Rental, Hiring and Real Estate Services

With Arts and Recreation Services coming in as the 6<sup>th</sup> largest occupier. The table below provides a summary of the Byron Arts and Industrial Estate businesses, vacant land and residential land use.

<b>Byron Arts and Industrial Estate Audit of Land and Buildings</b>		
<b>Industry</b>	<b>Total land area</b>	<b>Total GFA</b>
Agriculture, Forestry and Fishing	0	0
Mining	0	0
Manufacturing	44,948	20,385
Electricity, Gas, Water and Waste Services	861	60
Construction	3,168	2,022
Wholesale Trade	26,007	18,096
Retail Trade	88,411	33,459
Accommodation and Food Services	10,741	2,326
Transport, Postal and Warehousing	16,122	12,630
Information Media and Telecommunications	1,036	449
Financial and Insurance Services	0	241
Rental, Hiring and Real Estate Services	21,500	11,715
Professional, Scientific and Technical Services	10,418	5,689
Administrative and Support Services	0	4,184
Public Administration and Safety	17,927	1,859
Education and Training	1,001	1,402
Health Care and Social Assistance	10,786	2,713
Arts and Recreation Services	17,276	11,417
Other Services	37,000	64,220
Inadequately described	0	0
Not stated	0	0
Residential	3,564	2,365
Vacant land	15,1954	0
Vacant GFA	12,197	6,990
Vacant land - being constructed	0	0
Other type	0	28
Unknown Business	0	418
<b>Total</b>	<b>474,918</b>	<b>202,668</b>

Source: Hill PDA Audit 2017.

A November 2017 Business Survey by BSC had over 1,000 business responses with 91 respondents originating from the Arts and Industrial Estate.

## Specific projects

Businesses were asked to outline any specific ideas, projects or needs. The two biggest projects listed across the Byron Shire were internet, parking and roads. Among business in the Industrial and Arts Centre the projects included internet access, improved parking, reduced road congestion (making Centennial Circuit a one way street to allow for better traffic flow was suggested several times) and the provision of public transport.

The complete list of potential projects includes:

1. Roads – traffic - particularly access into and out of the Industrial and Arts Centre but also the Byron
2. Road signs
3. Roads - maintenance
4. Byron Town Centre bypass
5. Parking for retail businesses (parking lots were suggested)
6. Internet
7. Affordability (both homes and industrial sites/rentals)
8. Public transport
9. Support for local business (including a marketing campaign to support local businesses and financial support for emerging businesses)
10. Waste management (including litter)

Other initiatives suggested were: Small business hubs with shared facilities; less red tape/more freedom for businesses; rezoning (including more industrial land and the incorporation of artists in residence); childcare and Liquor Licences in the industrial area for night trade.

## Opportunities

Businesses were asked what they see as the key opportunities for their business in the next 5 to 10 years. The two key opportunities were online growth (including internet sales) and regional growth and development.

## Risks and challenges

The main risk/challenge businesses in the Byron Industrial and Arts Estate see themselves as facing in the next 5 to 10 years is affordability. This is having an impact on businesses' ability to stay in the shire, as well as creating difficulties in recruiting staff. Other concerns are local services/amenities not being able to keep up, including internet connectivity, traffic and parking in the industrial estate, competition and the availability of industrial land. A complete set of verbatim responses is provided as Appendix C.

## Infrastructure and utilities

In terms of infrastructure or utilities, most businesses in the Byron Industrial and Arts Centre anticipate small scale or no major changes in the next year (57%), with medium scale requirements in the next 5 years (43%) and large scale additional requirements in the next 10 years (27%).

The internet is seen as both an opportunity (increased online sales, access to customers, building networks) and a challenge (slow speeds, delayed NBN).

The results for this sub-group vary from those of businesses in other areas of the Byron Shire in that they were more pro-development. When they did mention the need to maintain a sense of community it was in relation to accommodation for workers.