

LOCAL TRAFFIC COMMITTEE

Byron Bay Triathlon

Saturday 9 May 2020



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Document Summary

The Event:	Byron Bay Triathlon
Event Manager and Document Owner:	NX Sports Community Foundation Limited ABN: 99 145 432 006 Race Director: Michael Crawley, 0402 226 333, mike@nxsports.org Event Manager: Kevin Pready, 0411 757 577, growth@nxsports.org
Document User:	Strategic Advisory Group, Sub-Committees and other approved Key Stakeholders.
Authority:	This authority of this document is in accordance with the Quality System under which all planning for the event is to proceed. Changes and deviations to this plan require the consent of the Event Manager.
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Quality System:	<div data-bbox="406 963 1284 1355" data-label="Diagram"> </div> <p>Using our intellectual property and methodology we produce management plans which are part of the internal quality system, and include documents for Strategy, Sales and Marketing, Community and Transit, Operations, and Post Event Research.</p> <p>The <u>Strategy Map</u> draws together high-level strategy such as Purpose, Vision, Mission, and Values and outlines the key performance indicators for the event.</p> <p>The <u>Community & Transit Management Plan</u> outlines community and transit impacts for the event and includes all applications, permits, and infrastructure detail.</p> <p>The <u>Sales & Marketing Management Plan</u> provides detail on key communications milestones, content planning and campaigns, and the brand guideline.</p> <p>The <u>Operations Management Plan</u> functions as a time driven run sheet that facilitates all aspects of event delivery.</p> <p>The <u>Post Event Research</u> provides an executive summary of event delivery and includes a statistical overview.</p>

Executive Summary

Dear members,

NXsports Community Foundation is pleased to make application to the Local Traffic Committee for approval to conduct the 24th Byron Bay Triathlon on Saturday the 9th of May 2020. The event continues the fine tradition of being one of the most highly sought-after sports tourism destination triathlons in the nation.

Consultation with the community and local businesses is essential in the planning of the Bryon Bay Triathlon; together we will work to deliver a valuable economic and socially responsible project with perennial returns for stakeholders and our charitable partners.

We have formalised a Stakeholder Design 5-stage process into the NXsports Quality System that incorporates the pre-event engagement phase and the post-event feedback phase in order to better capture the impact on individual residents and businesses in community. The Stakeholder Design will incorporate the feedback from the community into the early stages of planning in order to mitigate problems on the day.

The triathlon includes stakeholders such as the Byron Bay Surf Life Saving Club, Brunswick Valley Rescue, Byron Bay Scouts, Byron Running Club, Byron Cycling Club, Lennox Head Cricket Club, and the Byron Youth Activity Centre, who will each contribute expertise, labour and will raise funds as a result of their contributions to the event.

The Saturday Triathlon is expected to attract approximately 1,300 competitors, plus an estimated 1,500 supporters. Most competitors come from Queensland, the Tweed, Bryon, Sydney, and regional areas. The Byron Bay Triathlon brings day visitors and week visitors to the area, with the average length of stay being 2.37 nights. Each athlete brings an average of 2.99 visitors, and almost 79% surveyed said they would return to Byron Bay in the next 18 months (based off 2019 data).

NXsports Community Foundation looks forward to continuing the journey with the Byron Bay community and the Byron region.

Thank you.

Yours sincerely,



Mike Crawley

Road Closure Detail

Road	Specification	Time of Road Impact
VENUE		
Denning Park	Transition	Set up of bike transition from 8am Friday 8 May.
Denning Park	Outside surf club	Delivery of crowd control fences Friday 8 May and set up of event site from 8am.
SATURDAY ROAD CLOSURES		
Bay Street (from Surf Club Fletcher St south)	North & southbound	5.00am to 5.00pm
Middleton Street (from Bay St to Marvel St)	North & southbound	5.00am to 3.00pm
Lawson Street (from Fletcher St to Massinger St)	North & southbound	5.00am to 5.00pm
Marvell Street (from Middleton St to Tennyson St)	North & southbound	10.30am to 3.00pm
Tennyson Street (Marvel St to Browning St)	North & southbound	10.30am to 3.00pm
Bangalow Road (from Browning St to Old Bangalow Rd)	North & southbound	11.30am to 3.00pm
Broken Head Road (from Old Bangalow Rd to BP Fuel Station Beech Dr)	North & southbound to Suffolk BP	11.30pm to 3.00pm

Diversion Planning

Location	Approaching	Diversion
Ross Lane - advisement	Lennox Heads	Ross Lane to Pacific Hwy
Midgen Flat Rd – advisement	Midgen Flat Rd & from Lennox	Midgen Flat Rd to Pacific Hwy
Old Bangalow Rd, Bangalow Rd	From Bangalow or Coopers Shoot	Bangalow Rd to Pacific Hwy
Browning St (near Mitre 10)	Jonson St	Back via Jonson St to Ewingsdale Rd
Ewingsdale Rd	From Pacific Hwy	Return to Pacific Hwy

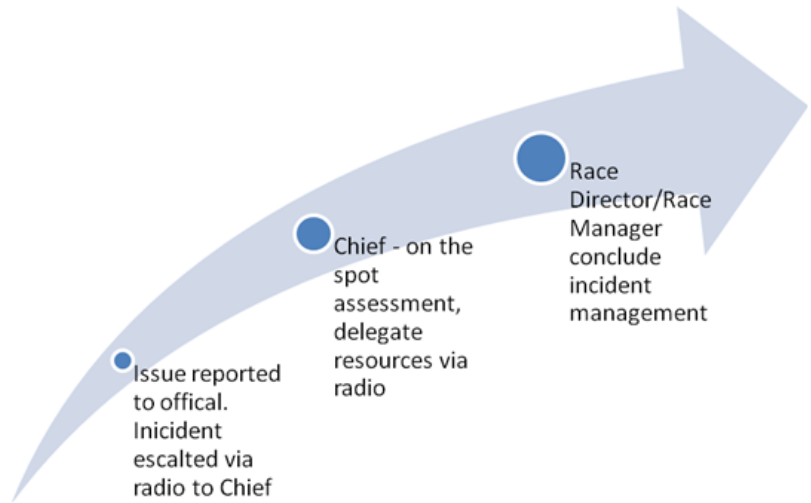
Road Closure Detail

<https://www.google.com/maps/d/viewer?mid=1rd14glsxDXUiP8pBzyrSYqJThzPk3Kzy&ll=-28.646712597716032%2C153.61863269560536&z=16>

Community & Transit Plan In Brief

Sanctions	Events and Races sanctioned through Triathlon New South Wales & Triathlon Australia
Permits	Permits and approvals required from: <ul style="list-style-type: none"> • New South Wales Police • Local Council • Local Traffic Committee • New South Wales RMS • Surf Life Saving Australia
Special Event Signage	Special Event signage will be installed in affected suburbs two weeks in advance of the event. VMS electronic boards will be deployed 4 days in advance. Signage on streets closed for the race installed 10 days prior.
Residents Notification	NXsports to provide: <ul style="list-style-type: none"> • Regular news releases to local papers starting 3 months out • Special Event Notices go into the Local Newspaper 1- 2 weeks from the event • Doorknock to all affected businesses 3 weeks prior to the event • Letterbox drop to residents and businesses affected two weeks prior to event. • Residents will have access to the motorbike escort service for urgent entry/exit on routes. • All resident notification includes event contact mobile number.
Business Consultation	<ul style="list-style-type: none"> • Consultation will be made with shop owners and accommodation houses in the precinct. • NXsports will ask for design input from community and businesses through the local newspapers advertisements and a personalised email 3 months prior to the event. • NXsports will complete three waves of communications with shops/businesses via email. • NXsports will engage the Chamber of Commerce. • A door to door personalised approach will be made to businesses on affected roads before the event. • Local fishermen and fishing clubs will be notified of the event in writing and followed up.
Road Signage	<ul style="list-style-type: none"> • Road detour signage and appropriate traffic signage will be used in advance of key changed road conditions & activity areas as per Traffic Control Plan. • A major effort will be undertaken to improve detour signage for persons arriving to the area during road closures • An extensive campaign to participants will be undertaken to communicate detours, access roads before the weekend to minimise confusion • Special Event Signage will be placed on all connected roads into the event.
Bus Access	The buses normally accessing the course will need to be diverted as per NSW Police recommendations; and a communication to residents affected needs to be jointly undertaken with Bus Company/Council/NXsports.
Taxis	Taxi companies will be contacted and regularly followed up.
Fencing & Delineators	Crowd control fences will be used to keep people off roads or away from high risk areas. Plastic delineators maybe used to deflect cyclists in high speed zones namely: <ul style="list-style-type: none"> • Street crossings • Street corners on cycle course.
Road Marshalls & Officials	There will be volunteers assisting along all course positions within the town. All volunteers will be in the NXsports hi-vis vest where necessary. Triathlon New South Wales will provide 4-8 qualified Officials subject to entry numbers.
Traffic Control	Located as per the Traffic Control Plan
Escort	Three race experienced motorbike escorts with radio and high visibility vest will provide immediate interaction/control during races at the discretion of the Chief Official.
Police	There will be police officers on site to manage traffic flows and local movement. Police will be on the repeater-based radio network to link all aspects of the events operations which will be installed by John Nolan.
Risk Escalation	During racing, all matters of safety, risk management are controlled by the Race Director, who with the Event Manager will take appropriate action. Officials & Traffic Controllers – report injuries; resident issues; behaviour incidents immediately to race radio Chief Official – assess risks and delegate to officials; first aider; Race Director

Race Director/Race Manager coordinate response with emergency services; Council and Erection Crews



Major Incident Protocol	In the case of a major community incident, the event will be put on hold until the Race Director and Police determine when the event is safe to proceed. Race Director ensures that emergency services maintain right of way access to all closed roads.
First Aid	St John's Ambulance is on site in two locations. At the finish line with a team of 3; and the mobile unit with a team of 2. The Local Surf Club will manage first aid along the swim course and in the water.
Rubbish	The Erections crew will install twenty rubbish bins and undertake a full site clean at the end of the event in conjunction with Solo Waste and Local Council
PA	A PA system will be used during the event. Speakers will be faced away from residents to reduce impact.
Toilets	Portable toilets will be hired to supplement permanent Council facilities
Technical Regulations	Racing and event management will be conducted in accordance with technical regulations of Triathlon Australia. Penalties and fines will be afforded to individuals breaching clear code of conduct or race rules.
Police Permit	Applications have been submitted.

Traffic Control Roster

ROLE	SITE	NAME	EQUIP	DETAIL	INSTR.	TASK
Traffic Control 1 6:00am to 4:30pm	Lawson St & Fletcher St		(1) 'road closed ahead' sign		Stop traffic turning from roundabout up Fletcher St towards surf club, sign placed on Lawson St	Duty
Traffic Control 2 8:00am to 4:30pm	Lawson St & Fletcher St		(2) water barriers		Close roundabout access	Duty
Traffic Control 3 10:15am to 3:15pm	Marvel St & Middleton St		(5) water barriers		Close access into Middleton St and all side lanes.	Duty
Traffic Control 4 10:15am to 3:15pm	Tennyson St & Kingsley St				Swing gates at 10:30am	Duty
Traffic Control 5 10:15am to 3:15pm	Tennyson St & Kingsley St				Swing gates at 10:30am	Duty
Traffic Control 6 10:15am to 3:15pm	Tennyson St & Ruskin St				Swing gates at 10:30am	Duty
Traffic Control 7 10:15am to 3:15pm	Tennyson St & Ruskin St				Swing gates at 10:30am	Duty
Traffic Control 8 10:15am to 3:15pm	Tennyson St & Browning St				Swing gates at 10:30am	Duty
Traffic Control 9 11:30am to 3:15pm	Broken Head Rd & Old Bangalow Rd				Swing gates at 11:45am	Duty
Traffic Control 10 11:30am to 3:15pm	Broken Head Rd & Old Byron Rd				Swing gates at 11:45am	Duty
Traffic Control 11 11:30am to	Bangalow Rd & Coopers Shoot Rd				Swing gates at 11:45am	Duty

3:15pm						
Traffic Control 12 11:30am to 3:15pm	Broken Head Rd & Clifford St				Swing gates at 11:45am	Duty
Police 1 10:15am to 3:15pm	Jonson St & Kingsley St				Stop tourists accessing Ruskin St and Kingsley St	Duty
Police 2 10:15am to 3:15pm	Jonson St & Ruskin St				Stop tourists accessing Ruskin St and Kingsley St	Duty
Police 3 10:15am to 3:15pm	Jonson St & Browning St				Stop tourists accessing Ruskin St and Kingsley St	Duty
Police 4 11:30am to 3:15pm	Broken Head Rd & Beach Drive (BP Suffolk)				assist traffic to do a u-turn and return south, no access Baywood Chase unless local resident	Duty
Police 5 11:30am to 3:15pm	Broken Head Rd & Midgen Flat Rd				Police to park in middle of road and stop vehicles heading north to prevent bottleneck at Suffolk Park, and allow access for local residents only.	Duty
Police Moto 1 10:15am to 3:15pm	On course				Brief at finish line at 10:15am	Duty
Police Moto 2 10:15am to 3:15pm	On course				Brief at finish line at 10:15am	Duty

NXsports Quality System

Shown below are the relevant business processes used to manage activities associated with the planning and implementation of this event. The intent is to conduct these processes in a consistent manner across all events and maintain our five-stage methodology:

1. Consult
2. Strategy
3. People
4. Process
5. Result

The driving force of the Quality System is a corporate culture centered on obtaining and implementing feedback, and an environment of constant improvement and innovation. All management plans are designed as works in progress in order to reflect the nature of ongoing consultation, analysis, and performance review.

Methodology

Consult:	<ul style="list-style-type: none"> • Identify key stakeholders and appoint the Strategic Advisory Group • Review and agree the outcomes and critical impact factors for the event • Perform the event SWOT
Strategy:	<ul style="list-style-type: none"> • Create the event budget and set targets • Create the specific management plans, beginning with the Strategy Map • Set the overarching scorecards • Ensure the resources and structure required to deliver the event are clearly in place • Review the consultation progress to ensure the management plans are current
People:	<ul style="list-style-type: none"> • Recruit the best people for the job and appoint the Local Management Committee • Empower the team and give ownership of tasks, responsibilities, and projects • Review the team and structure to ensure there is capacity to grow, change, and quickly adapt
Process:	<ul style="list-style-type: none"> • Implement the processes set out in the requisite management plans • Perform ongoing feedback loops and integrate results into the management plans • Evaluate the ROI of marketing, consultation and operations tactics and adjust as required
Result:	<ul style="list-style-type: none"> • Seek post-event feedback from customers, stakeholders, and Strategic Advisory Group • Review and judge scorecard results for each management plan • Evaluate the ROI of marketing and delivery tactics • Review overall event results with the Strategic Advisory Group and set the '4x4' improvement targets

Quality Planning

Using our intellectual property and methodology, three consistent management plans are structured for each event based on the direction provided by the Strategy Map. Each management plan is reviewed based on a scorecard method, and updated consistently in concert with regular feedback loops. Following the event, an executive summary of the scorecards, statistics and feedback is presented as the Post Event Research.

Management Plans

Strategy Map:	<p>The Strategy Map draws together high-level strategy such as Purpose, Vision, Mission, and Values; the document details</p> <ul style="list-style-type: none"> • 12-month objectives • 3-year goals • Strategic Advisory Group • Local management committee
Community & Transit:	<p>The Community & Transit Management Plan is used to manage impacted stakeholders; the document details:</p> <ul style="list-style-type: none"> • Key stakeholders • Risk classification and risk management • Contingency planning • Permits and approvals

	<ul style="list-style-type: none"> • Community engagement • Site overview • Transit services • Police and emergency services • State roads and maritime authority • Traffic management • Special event signage • Infrastructure and supplies
Sales & Marketing:	<p>The Sales & Marketing Management Plan is used to set clear communications and campaigns; the document details:</p> <ul style="list-style-type: none"> • Sales objectives • Visitation objectives • Product, price, and positioning • Branding and visual standards • Sponsorship • Communications milestones • Content plan • Paid campaigns and ROI
Operations:	<p>The Operations Management Plan is used to specify event day activities and logistics; the document details:</p> <ul style="list-style-type: none"> • Race day chain of command • Safety committee • Briefings • Evacuation and emergency access • Site maps and measurements • Site build implementation plans • Pack lists and resources required • Site risk assessments • Roster
Post Event:	<p>The Post Event Research provides an executive summary of event delivery; the document details:</p> <ul style="list-style-type: none"> • Summary of key research data • Summary of community, stakeholder, and customer feedback • 4x4 • Future recommendations

Chain of Command

Strategic Advisory Group:	<pre> graph TD SAG[Strategic Advisory Group] --- NXsports[NXsports] SAG --- Council[Council] SAG --- DT[Destination Tourism] SAG --- SR[State Roads] SAG --- PSB[Peak Sporting Body] SAG --- CC[Chamber of Commerce] SAG --- Police[Police] SAG --- RA[Residents Association] </pre>
Local Management Committee:	
Event Delivery:	

