

LOCAL TRAFFIC COMMITTEE



Byron Bay, NSW


Sunday 24 October 2021



Confidentiality: *The document user may only be those who have been approved by the Event Manager.*

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Document Summary

The Event:	Byron Bay Lighthouse Run
Event Manager & 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 document is provided to NX Sports Community Foundation Ltd by NX Biz Pty Ltd in accordance with the delivery contract and under the Quality System by 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:	<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> <div style="text-align: center;">  <p>The diagram features the NX logo at the bottom center. Above it, five colored shapes (blue, pink, orange, purple, and grey) are arranged in a star-like pattern. Each shape is labeled with a management plan: 'Strategy Map' (blue), 'Event Management Plan' (pink), 'Operations Plan' (orange), 'Sales & Marketing Plan' (purple), and 'Post Event Research' (grey).</p> </div> <p>Real Time Management Planning</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>Sales & Marketing Management Plan</u> provides detail on key communications milestones, content planning and campaigns, and the brand guidelines.</p> <p>The <u>Event Management Plan</u> outlines the detail and implementation pertaining to risk mitigation and medical management, community and transit impacts for the event and includes all applications, permits, traffic management, and infrastructure detail.</p> <p>The <u>Operations Management Plan</u> functions as a time-driven, step-by-step plan 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 not-for-profit Byron Bay Lighthouse Run on Sunday 24 October 2021.

The Byron Bay Lighthouse Run features participation for the following categories: 10km Fun Run, 6km Walk, and 1km Kids Dash.

Consultation with the community and local businesses is essential in the planning of the Byron Bay Lighthouse Run; together we will work to deliver a valuable economic and socially responsible project with perennial returns for stakeholders and a strong result for the our not-for-profit causes.

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.

Summary of Road Closures

ROAD/SITE	BETWEEN	TYPE	START	END
Clarkes Beach Carpark		Full Closure	24/10/2021 04:00	24/10/2021 09:00
Lawson Street	Massinger Street to Lighthouse Road	Full Closure	24/10/2021 04:00	24/10/2021 10:00
Massinger Street	Lawson Street to Holiday Park	Full Closure	24/10/2021 04:00	24/10/2021 09:00
Tallow Beach Road	Lighthouse Road to Tallow Beach Car Park	Full Closure	24/10/2021 04:00	24/10/2021 10:00
Lighthouse Road	Lawson Street to Lighthouse	Full Closure	24/10/2021 04:00	24/10/2021 10:00
Brooke Drive	Lighthouse Road to the Pass	Full Closure	24/10/2021 04:00	24/10/2021 10:00
Mildenhall Road		Impacted	24/10/2021 04:00	24/10/2021 10:00
Palm Valley Drive		Impacted	24/10/2021 04:00	24/10/2021 10:00
Marine Parade		Impacted	24/10/2021 04:00	24/10/2021 10:00
Brownell Drive		Impacted	24/10/2021 04:00	24/10/2021 10:00
Julian Place		Impacted	24/10/2021 04:00	24/10/2021 10:00
Pandanus Lane		Impacted	24/10/2021 04:00	24/10/2021 10:00

The Byron Bay Lighthouse Run is expected to attract approximately 750 participants.

We have also included in our submission the full Event Management Plan; this is a live and working document that is progressively updated.

NXsports Community Foundation looks forward to continuing the journey with the Byron Bay, NSW community.

Thank you.

Yours sincerely,

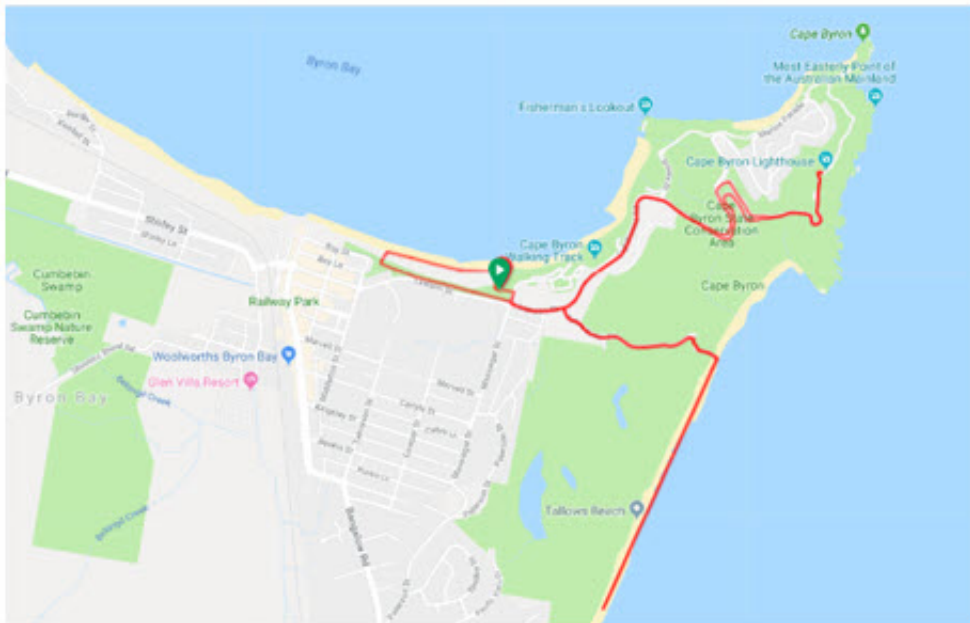
A handwritten signature in blue ink, appearing to read 'Kevin Pready', with a stylized flourish extending to the right.

Kevin Pready, Event Manager

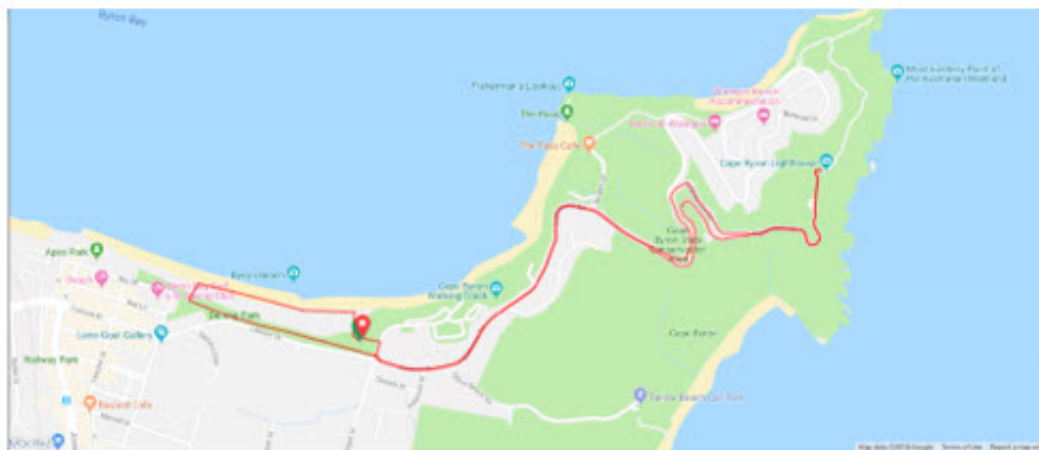
Event Sites

3.1 Course Overview

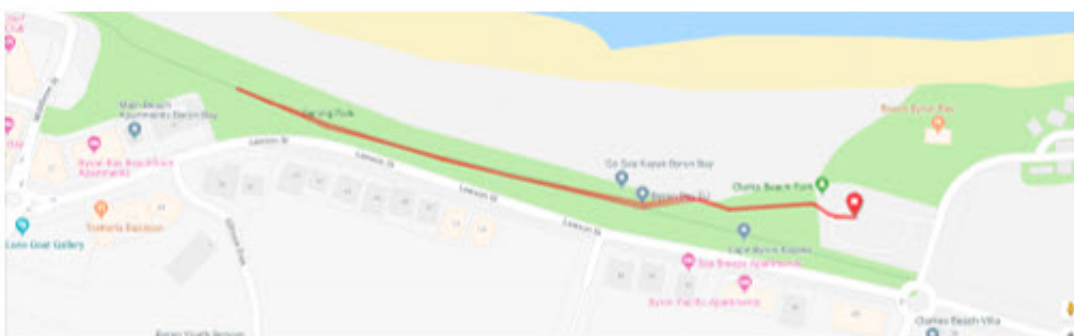
10KM RUN COURSE



6KM WALK COURSE



KIDS DASH



3.1.1 Course Specification

This event is sanctioned through the National Sporting Organisation and course specifications are implemented as advised.

3.1.2 Course Design

The Byron Bay Lighthouse Run course was designed with National Sporting Organisation best practice and aligns with their policies. The challenge of the course is commensurate to the event type, the age restrictions for participation, and the overall distance. The course will be overlaid with adequate securitisation to ensure a safe sporting experience and will use best endeavors to minimise disruption to general motorists.

3.2 Event Sites Overview

The Byron Bay Lighthouse Run uses a number of sites to conduct the event, namely:

SITE	ADDRESS	START	END
Start / Finish - Clarkes Beach Car Park	Crn of Lawson and Massinger Street, Byron Bay, NSW, 2481	24/10/2021	24/10/2021
Water Station 1 - Lighthouse	Cape Byron Lighthouse, Byron Bay NSW 2481	24/10/2021	24/10/2021
Water Station 2 - Tallow Beach Carpark	Tallow Beach, Byron Bay NSW 2481	24/10/2021	24/10/2021

3.3 Parking



Community Engagement In Brief

4.1 Summary

Sanctions	Events and Races sanctioned through the National Sporting Organisation
Permits	Permits and approvals for road closures are required from: <ul style="list-style-type: none"> • Local Police • Local Council • Local Traffic Committee
Special Event Signage	Special Event signage will be installed in affected suburbs a minimum of two weeks in advance of the event. Variable Messaging System (VMS) electronic boards will be deployed four days in advance if required. Signage on streets closed for the race installed a minimum of 10 days prior.
Residents Notification	NXsports to provide: <ul style="list-style-type: none"> • Regular news releases to local papers • Special Event Notices go into the Local Newspaper 1-2 weeks from the event • Doorknock to all affected businesses minimum two 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 hotline, event contact mobile number and event website
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 three months prior to the event. • NXsports will complete three waves of communications with shops/businesses via email. • A door to door personalised approach will be made to businesses on affected roads before the event. • Local clubs and groups 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 Guidance Scheme (TGS). • 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 if required as per 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.
Road Marshals & Officials	There will be volunteers assisting along all key course positions. All volunteers will be in the NXsports hi-vis vest where necessary. Officials will be supplied by the Peak Sporting Body; final quantity to be determined by event capacity plan as necessary
Traffic Control	Located as per the Traffic Guidance Scheme (TGS).
Escort	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.

4.2 Community Communication

The below table outlines the communications timeline for the Byron Bay Lighthouse Run, identifying how and when event details will be communicated to the community.

Date	Communication Subject	Platform	Target Audience
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<i>(4 months from event date)</i>	Initial contact with event details	Email	Key Stakeholders, Elected Persons, High Risk Community
<i>(3 months + 2 weeks from event date)</i>	Follow up contact with event details	Phone Call	Key Stakeholders, Elected Persons, High Risk Community
<i>(2 months from event date)</i>	NXsports Road Closure web page goes live	Website	Local Community
<i>(2 months from event date)</i>	Initial contact with event details	Personal Canvassing	Impacted Community
<i>(4 weeks from event date)</i>	Event Update	Personal Canvassing	Impacted Community
<i>(4 weeks from event date)</i>	Event Update	Phone Call	Key Stakeholders, Elected Persons, High Risk Community
<i>(4 weeks from event date)</i>	Road closure advisement	Newspaper ad	Local Residents/Businesses
<i>(4 weeks from event date)</i>	Road closure advisement	Online ad	Local Residents/Businesses
<i>(4 weeks from event date)</i>	Event Update	Email	All members of community list
<i>(2 weeks from event date)</i>	Road closure advisement	Newspaper ad	Local Residents/Businesses
<i>(2 weeks from event date)</i>	Road closure advisement	Online ad	Local Residents/Businesses
<i>(2 weeks from event date)</i>	Road closure advisement	Letter Box Drop	Local Residents/Businesses
<i>(2 weeks from event date)</i>	Road closure advisement	Special Event Signage	Local Residents/Businesses
<i>(2 weeks from event date)</i>	Road closure advisement	Newspaper ad	Local Residents/Businesses
<i>(2 weeks from event date)</i>	Event Update	Email	All members of community list
<i>(1 week from event date)</i>	Event Update	Phone Call	High Risk Community
<i>(1 week from event date)</i>	Event Update	Email	All members of community list

4.2.1 Letter Box Drop

To provide information directly to the local residents and businesses that will be impacted by the Byron Bay Lighthouse Run, a letter box drop will be completed to advise the community of the event date and road closure times.

4.2.2 Flyer

To be inserted here on approval

4.2.3 Special Event Signage

Special event signage will be erected on all streets and public spaces that will be impacted by the Byron Bay Lighthouse Run. Special event signage can also be placed on digital message boards and variable message signs (VMS) in key areas in the community to advise of the upcoming event and road closures.

4.2.4 Corflute Signage

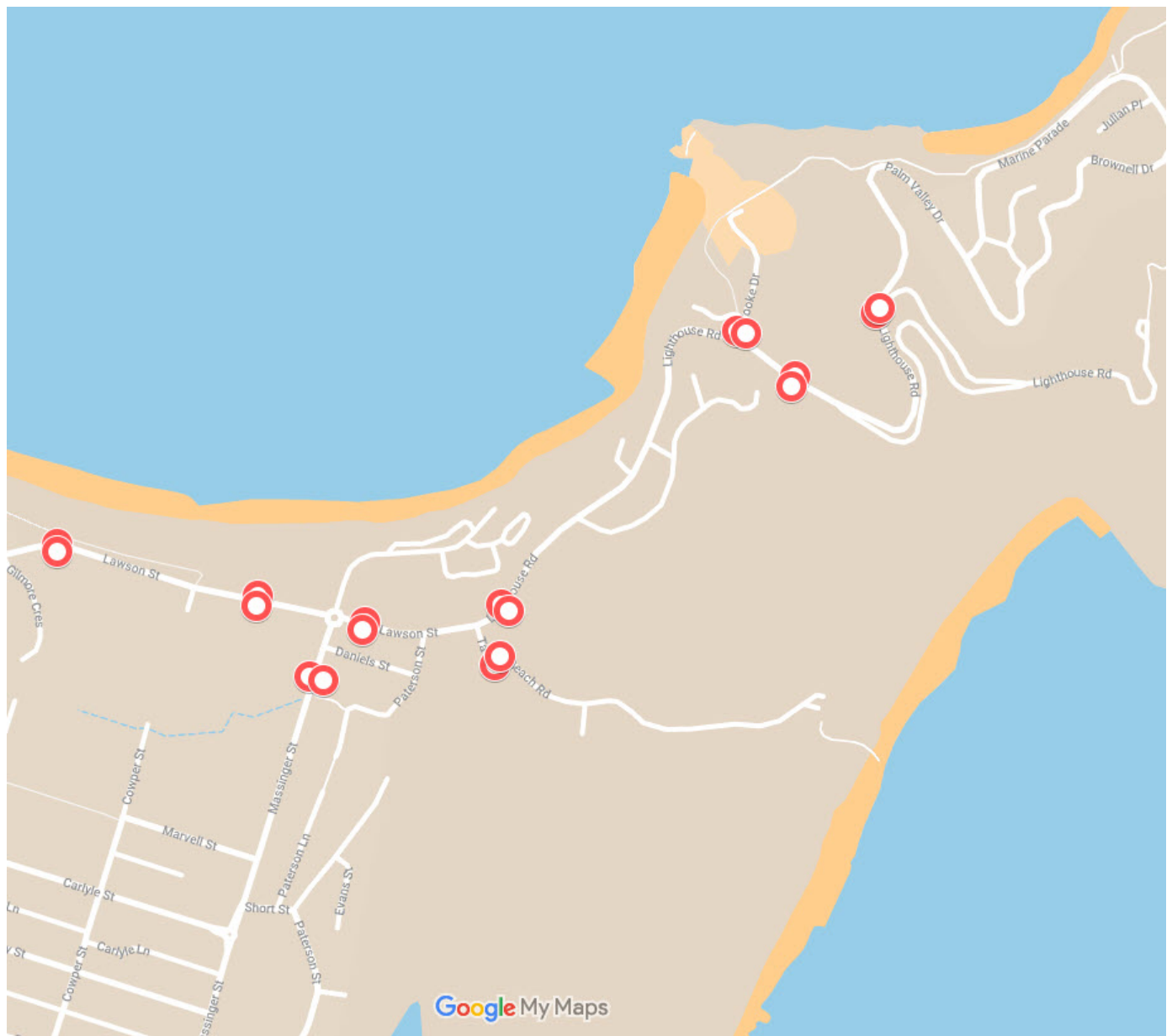
The below example of corflute signage, with specific details for this event, will be erected a minimum of 10 days prior to the event as per the below map.

**SPECIAL
RACING EVENT**

**SUN 30 AUGUST
6.00am - 12.30pm**

**Expect Road
Closure & Delays**

FOR ASSISTANCE
0402 226 333
1300 28 29 49
WWW.NXSPORTS.ORG

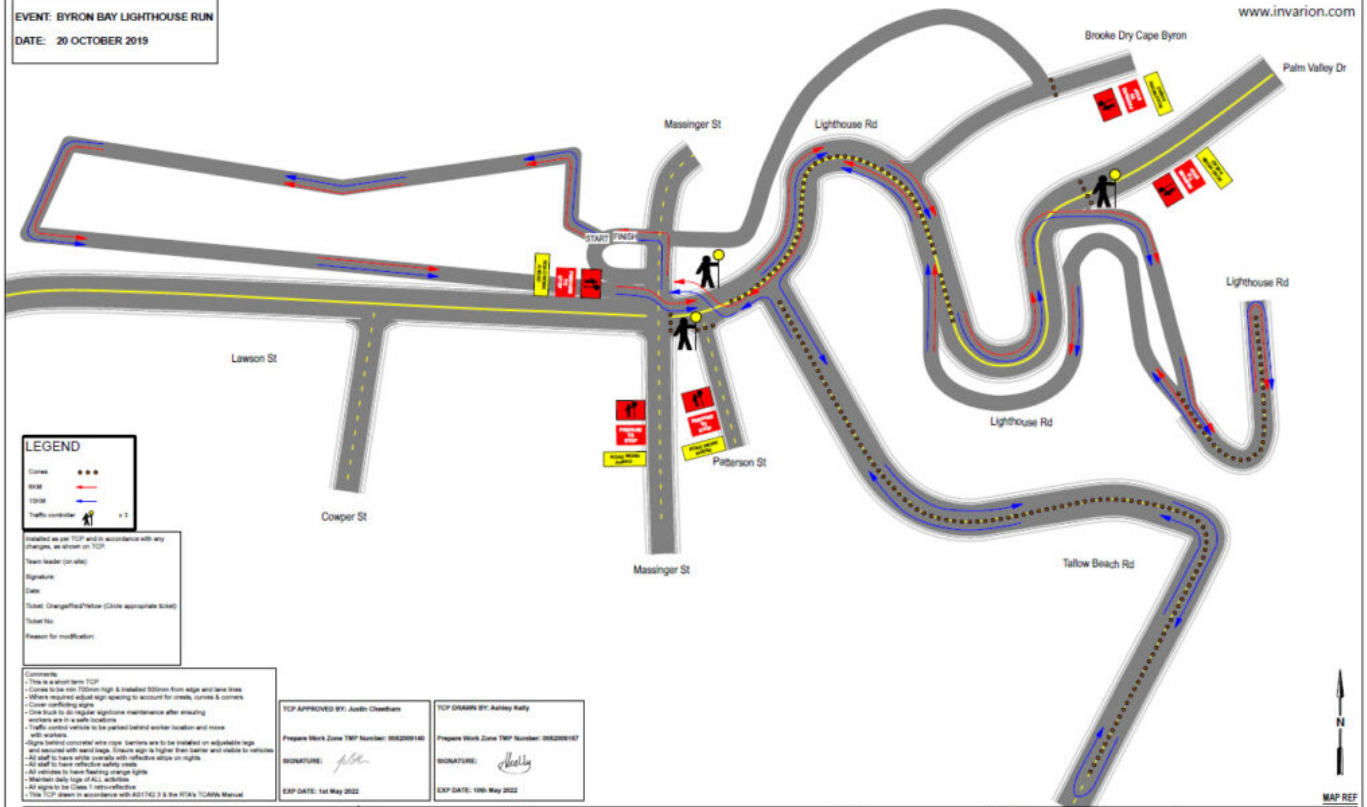


Traffic Control Plans

The below is the 2019 traffic control plan when the event was last delivered. There are no changes for 2021, and the 2021 plan will be supplied to include any feedback from the Local Traffic Committee.

EVENT: BYRON BAY LIGHTHOUSE RUN
DATE: 20 OCTOBER 2019

www.invarion.com



LEGEND

Cones	••••
Sign	+
Sign	+
Traffic controller	+

Included as per TCP and in accordance with any changes, as shown on TCP.
Team leader (initials):
Signature:
Date:
Title: Change/Lead/Other (Circle appropriate tick)
Issued to:
Reason for modification:

Comments:
 - This is a short-term TCP
 - Cones to be set 750mm high & installed 500mm from edge and lane lines
 - Where required adjust sign spacing to account for cones, curves & corners
 - Cover conflicting signs
 - Close back to all regular signage maintenance after finishing works as per a safe location
 - Traffic control vehicles to be parked behind worker location and move with workers
 - Signs must conform with sign standards to be installed on adjustable legs
 - All signs must be used with reflective white or yellow background
 - All staff to have reflective safety vests
 - All vehicles to have flashing orange lights
 - Minimum 400m sight line of all activities
 - All signs to be Class 1 retro-reflective
 - This TCP aligns in accordance with AS/NZS 4586.3 & the RTA's Traffic Manual

TCP APPROVED BY: Justin Cheetham	TCP DRAWN BY: Ashley Kelly
Prepares Work Zone TMP Number: 082200146	Prepares Work Zone TMP Number: 082200147
SIGNATURE: <i>Justin Cheetham</i>	SIGNATURE: <i>Ashley Kelly</i>
EXP DATE: 1st May 2022	EXP DATE: 10th May 2022

ISSUE	DESD	APPO	DATE	AMENDMENT DESCRIPTION
01	NK	JC	26/06/19	MINOR AMENDMENT

CLIENT
NX SPORTS

NOTE:
 - THIS TRAFFIC GUIDANCE SCHEME WAS DEVELOPED BY COMPETENT AND EXPERIENCED PERSONS AND IN ACCORDANCE WITH THE REQUIREMENTS OUTLINED IN AUSTRALIAN STANDARDS - AS/NZS 4586.3 AND THE ROAD MANAGEMENT ACT 2004 BEFORE THE COMMENCEMENT OF ROUTINE SERVICES OR ANY ORDERED WORKS. ALTUS WILL CARRY OUT A RISK ASSESSMENT AND DEVELOP CONTROLS, MEASURES AND PLANS TO IDENTIFY, ELIMINATE OR REDUCE ANY RISK.
 - THIS PLAN HAS DEVELOPED TO ALLOW FOR THE SAFE MOVEMENT OF BICYCLISTS AND PEDESTRIAN TRAFFIC AROUND THE WORKSITE, THE PROTECTION OF MEMBERS FROM PASSING TRAFFIC, THE PROVISION FOR ACCESS TO PROPERTIES LOCATED WITHIN THE LIMITS OF THE WORKSITE, THE IMPLEMENTATION, MAINTENANCE AND REMOVAL OF ANY NECESSARY TEMPORARY ROADWORKS AND DETOURS, THE PROVISION OF TRAFFIC CONTROLS, THE INSTALLATION OF CONTROLS SUCH AS SAFETY BARRIERS BEING REQUIRED.
 - ALTUS TRAFFIC DOES NOT ACCEPT RESPONSIBILITY FOR COMPLIANCE OF THIS PLAN WHEN IMPLEMENTED OR MONITORED BY EXTERNAL PARTIES.
 - THIS PLAN IS NOT TO SCALE AND IS A REPRESENTATION ONLY AFTER A JOB SAFETY ANALYSIS IS COMPLETED ON SITE. CHANGES MAY BE MADE BY ACCREDITED PERSONS. ALL AMENDMENTS WILL BE OUTLINED AND RECORDED IN A WORKSITE DIARY (WMSD) FORM.

SCALE: NOT TO SCALE

DESIGNED: ASHLEY KELLY
DATE: 26-JUN-2019

APPROVED: JUSTIN CHEETHAM

DRAWING NUMBER: TCP-NXS-BYRONFUNRUN

SHEET NO: 1 OF 1
ISSUE: 01

PROJECT: LIGHTHOUSE RD, BYRON BAY
BYRON SHIRE

TITLE: TRAFFIC MANAGEMENT PLAN

ALTUS TRAFFIC
 Call Alan Tuck
 1300 TRAFFIC (872 286)
 AWA 04 822 784 087

900 0000 900 0000

NXsports Quality System

NXsports follows a procedural planning model to ensure the Byron Bay Lighthouse Run and all its activities are planned, delivered, and reported within a consistent and structured manner to ensure a high standard end result.



The driving force of the Quality System is a corporate culture centred 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 confirm the outcomes and critical impact factors for the event Perform the event SWOT analysis
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
Design:	<ul style="list-style-type: none"> Define the parameters of the project Set the milestones and reporting structure Recruit the best people for the job and appoint Committees
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

Strategic Planning Model

Using our intellectual property and methodology we produce management plans which are part of the NX Quality System and based on the direction provided by the Strategy Map. We have developed management plans for Sales and Marketing, Community and Transit, Risk and Medical, and Operations.

These consistent management plans are structured for each event 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



Real Time Management Planning

PLAN	PURPOSE	MILESTONES
Strategy Map:	The Strategy Map draws together high-level strategy such as Purpose, Vision, Mission, and Values.	<ul style="list-style-type: none"> • 12-month objectives • 3-year goals • Appointment of the Strategic Advisory Group • Appointment of the Local Management Committee • Appointment of the Athlete Advisory Panel
Sales & Marketing:	The Sales & Marketing Management Plan is used to set clear communications and campaigns. It is a progressive work in progress and documents both completed and upcoming work.	<ul style="list-style-type: none"> • Brand Guidelines • Key Images and Kit of Parts • Key Messaging • Sales and visitation targets • Sponsorship Management • Ambassadors Management • Major Campaigns and Communications • Content plan
Event Management:	<p>The Event Management Plan is used to manage the intricacies of the event's design and its impacted on stakeholders and the community.</p> <p>This report also details the plans for risk mitigation and medical management.</p>	<ul style="list-style-type: none"> • Chain of Command • Course Design • Permits and approvals • Risk Classification and Management • Medical Management • Community Engagement • Traffic Management Plan • Contingency Plans • Suppliers Management
Operations:	The Operations Management Plan is used to specify event day activities and logistics. It is organised by key delivery components.	<ul style="list-style-type: none"> • Key event timings • Permits • Site build detail • Pack lists • Rosters • Run Sheet
Post Event:	The Post Event Research provides an executive summary of the event planning process and the event delivery.	<ul style="list-style-type: none"> • Summary of Key Research Data • Summary of Feedback • Summary of Marketing Activities • Summary of Community Benefit • Sponsorship ROI • Legacy Data • 4x4 and Recommendations