

LOCAL TRAFFIC COMMITTEE

Byron Bay, New South Wales

Sunday 27 April 2025




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



Document Preliminaries

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The Event:	Byron Bay Triathlon
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Document User:	Strategic Advisory Group, Sub-Committees and other approved Key Stakeholders.
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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, Event Management, Operations, and Post Event Research.</p> <div data-bbox="330 1099 734 1388" data-label="Diagram">  <p>The diagram illustrates the 'NX Real Time Management Planning' system. It features a central 'NX' logo. Surrounding the logo are five colored shapes, each representing a different management plan: a blue shape for 'Strategy Map' at the top, a pink shape for 'Operations Plan' on the right, an orange shape for 'Sales & Marketing Plan' at the bottom right, a purple shape for 'Post Event Research' at the bottom left, and a green shape for 'Event Management Plan' on the left. The shapes are interconnected, suggesting a holistic and integrated planning process.</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 Byron Bay Triathlon on Sunday 27 April 2025.

The Byron Bay Triathlon features participation for the following categories:

- Aquathlon
- Aquathlon Relay Team
- Big Kids 10-12 Years
- Big Kids Relay Team
- Juniors 7-9 Years
- Kids Discover Aquathlon (Parents Welcome)
- Kids Discover Triathlon (Parents Welcome)
- Mixed Team Relay
- Olympic All In Teams
- Olympic Aquabike
- Olympic Aquabike Relay Team
- Olympic Individuals
- Olympic Relay Teams
- Sprint All In Team
- Sprint Aquabike
- Sprint Aquabike Relay Team
- Sprint Individuals
- Sprint Relay Teams
- Tempta All In Team
- Tempta Individuals
- Tempta Relay Team

The Byron Bay Triathlon is a not-for-profit event in support of Local Causes, and serves as a fundraiser for the Byron Bay Surf Life Saving Club, Byron Bay Runners, Byron Bay Triathlon Club, Byron Bay Cycle Club, Byron Bay Basketball Club and Byron Bay Scout Group among others.

Consultation with the community and local businesses is essential in the planning of the Byron Bay Triathlon; 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-phase 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
Bay Street	Between Fletcher Street and Middleton Street	Full Road Closure	27/04/2025 04:00	27/04/2025 12:00
Middleton Street	Between Lawson Street and Kingsley Street	Full Road Closure	27/04/2025 04:00	27/04/2025 12:00
Middleton Lane	Between Kingsley Street and Ruskin Street	Full Road Closure	27/04/2025 04:00	27/04/2025 12:00
Lawson Street	Between Fletcher Street and Massinger Street	Full Road Closure	27/04/2025 04:00	27/04/2025 12:00
Middleton Street	Between Bay Street and Lawson Street	Full Road Closure	27/04/2025 04:00	27/04/2025 12:00
Marvell Street	Between Middleton Street and Tennyson Street	Full Road Closure	27/04/2025 05:00	27/04/2025 11:00
Tennyson Street	Between Marvell Street and Browning Street	Full Road Closure	27/04/2025 05:00	27/04/2025 11:00
Ruskin Street	Between Middleton Lane & Tennyson Street	Full Road Closure	27/04/2025 05:00	27/04/2025 11:00



Road/Site	Between	Type	Start	End
Kingsley Street	Between Cowper Street and Middleton Street	Local Resident Access Only	27/04/2025 05:00	27/04/2025 11:00
Browning Street	Between Tennyson Street and Cowper Street	Local Resident Access Only	27/04/2025 05:00	27/04/2025 11:00
Browning Street	Between Johnson Street and Tennyson Street	Local Resident Access Only	27/04/2025 05:00	27/04/2025 11:00
Bangalow Road	Between Browning Street and Broken Head Road	Full Road Closure	27/04/2025 06:00	27/04/2025 10:00
Broken Head Road	Between Bangalow Road and Beech Drive North	Full Road Closure	27/04/2025 06:00	27/04/2025 10:00

Road Impact Definitions

Full Road Closure

Roads are closed in both directions.

Local Resident Access Only

Local access is permitted and through traffic movement is restricted.

The Byron Bay Triathlon is expected to attract approximately 1,500 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, New South Wales community.

Thank you.

Yours sincerely,

Maddy Crawley

Maddy Crawley , Senior Event Planner

Event Sites

3.1 Course Overview

The Byron Bay Triathlon course remains the same as 2022, 2023 and 2024 featuring (1) An ocean swim at Main Beach; (2) A multi-lap cycle course to Suffolk Park, and (3) A multi-lap run course along Lawson Street and Byron Recreation Grounds.





3.1.1 Race Specification

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

This triathlon is a competitive mass participation event with wave starts in intervals of at least three minutes or a rolling start. All participants are fully timed and results are split per age group and gender.

3.1.2 Course Design

The Byron Bay Triathlon course was designed with National Sporting Organisation best practice and aligns with their policies. The challenge of the course will be 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 endeavours to minimise disruption to general road users.

The Course Design is overseen by a Course Design Working Group and ultimately signed off by the Local Traffic Committee. The design of the event courses will take into consideration the requirements to safely deliver the sport while at the same time keeping a minimal impact to the local community as much as possible.

3.1.3 Closure Types

The Byron Bay Triathlon has the following impacts to the road network:

Full Road Closure

Roads are closed in both directions.

Local Resident Access Only

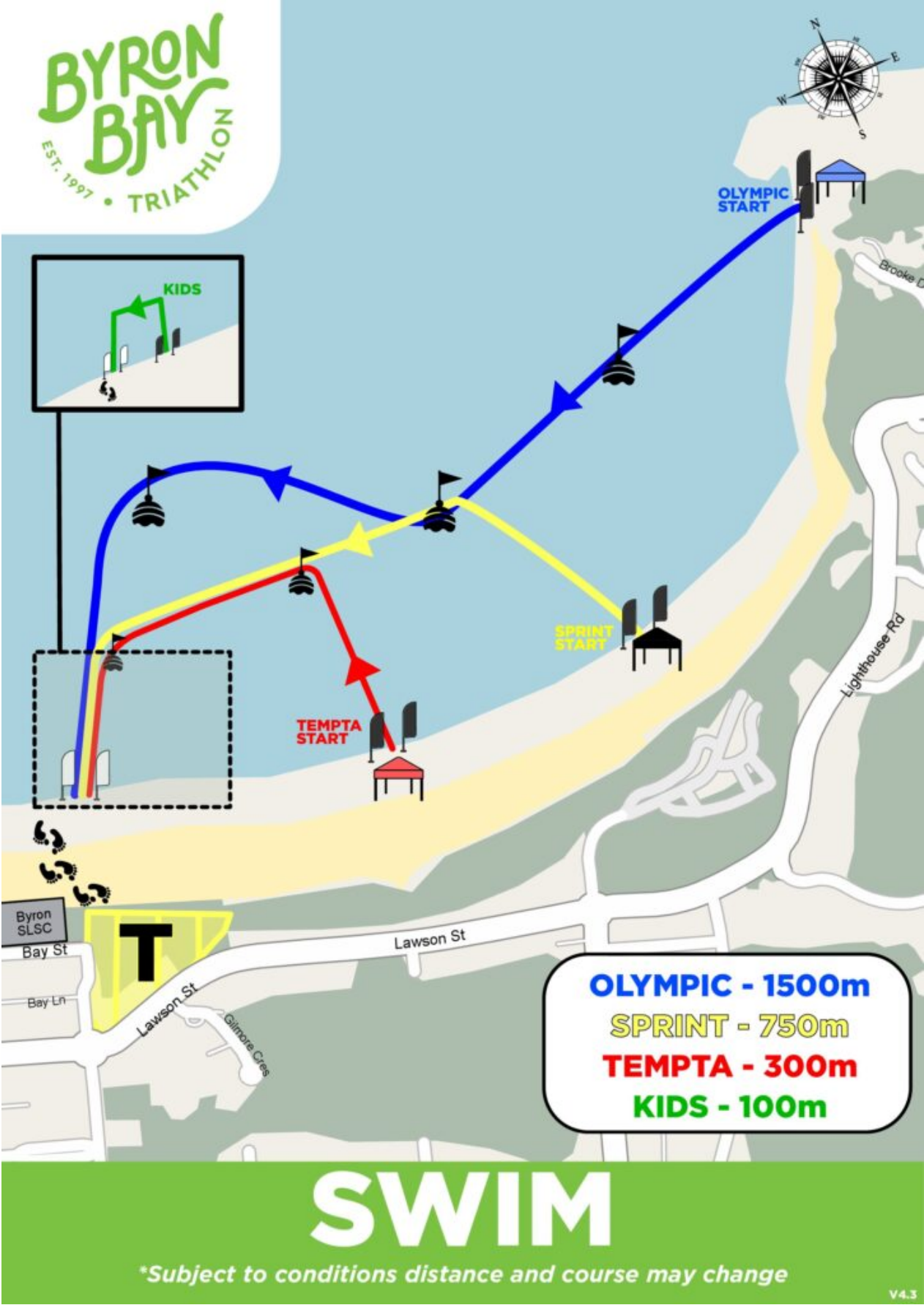
Local access is permitted and through traffic movement is restricted.

3.2 Event Sites Overview

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

Site	Address	Start	End
Event Base/ Check In / Finish line	Dening Park, Lawson St, Byron Bay NSW 2481 / Byron Bay SLSC, Bay St, Byron Bay NSW 2481	24/04/2025	28/04/2025
Transition	Dening Park, Lawson St, Byron Bay NSW 2481	24/04/2025	28/04/2025
Swim site	Main Beach, Byron Bay	27/04/2025	27/04/2025
Cycle site	Bay St, Lawson St , Middleton St, Marvel St, Tennyson St, Bangalow Road, Broken Head Road, Beech Drive.	27/04/2025	27/04/2025
Run site	Lawson St, Cowper St, Tennyson St & Gilmore Street	27/04/2025	27/04/2025

3.3 Course Maps

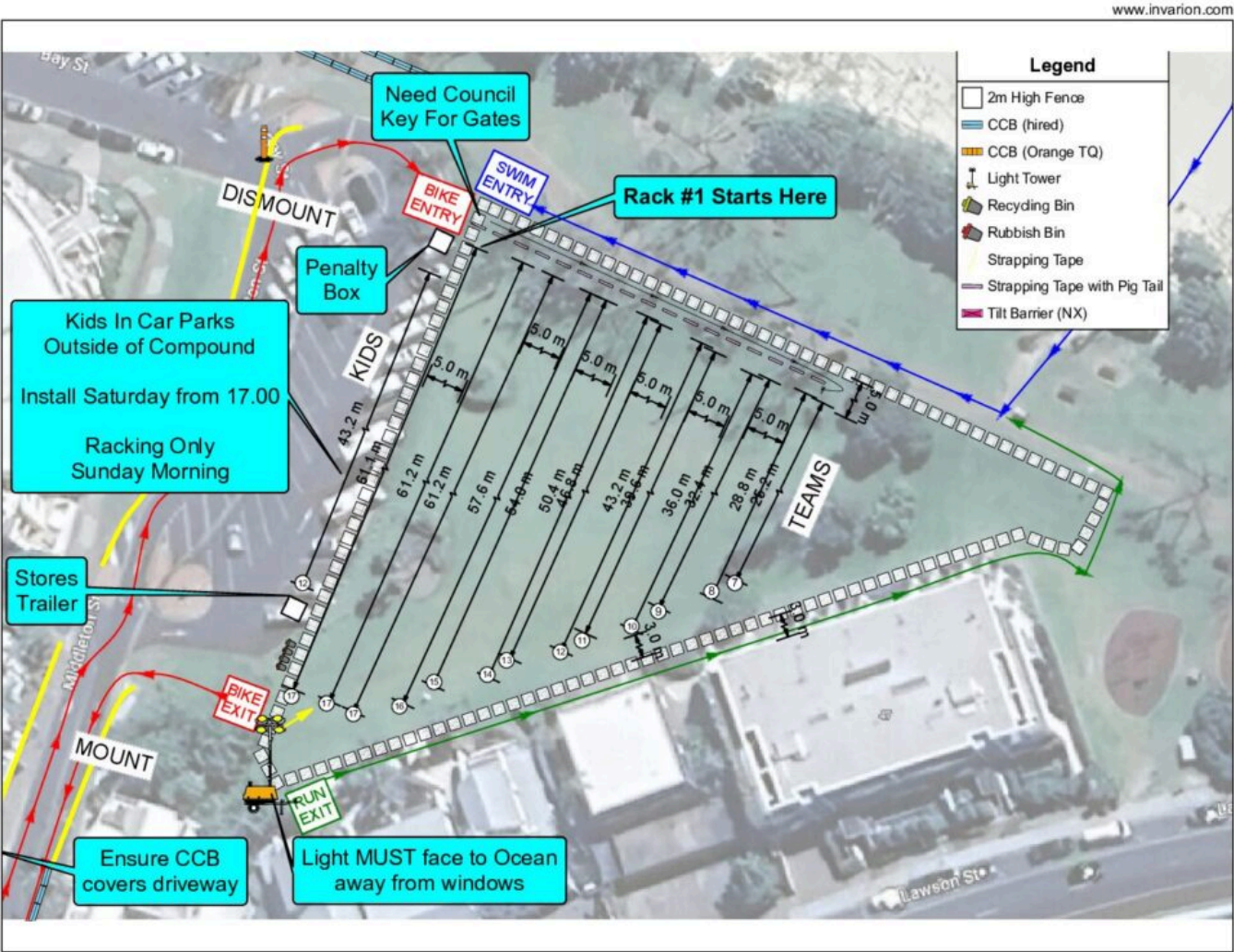


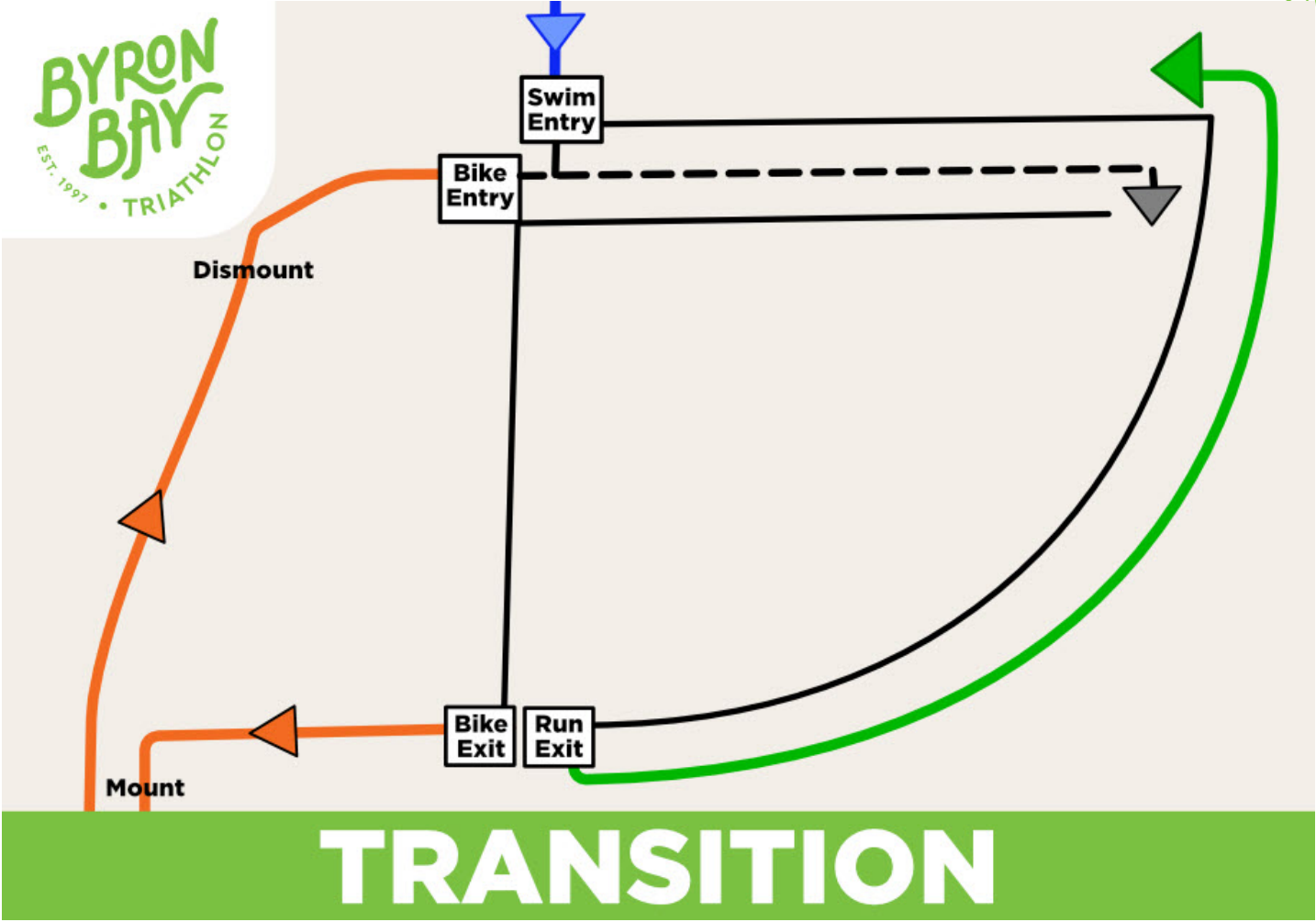




3.4 Site Maps

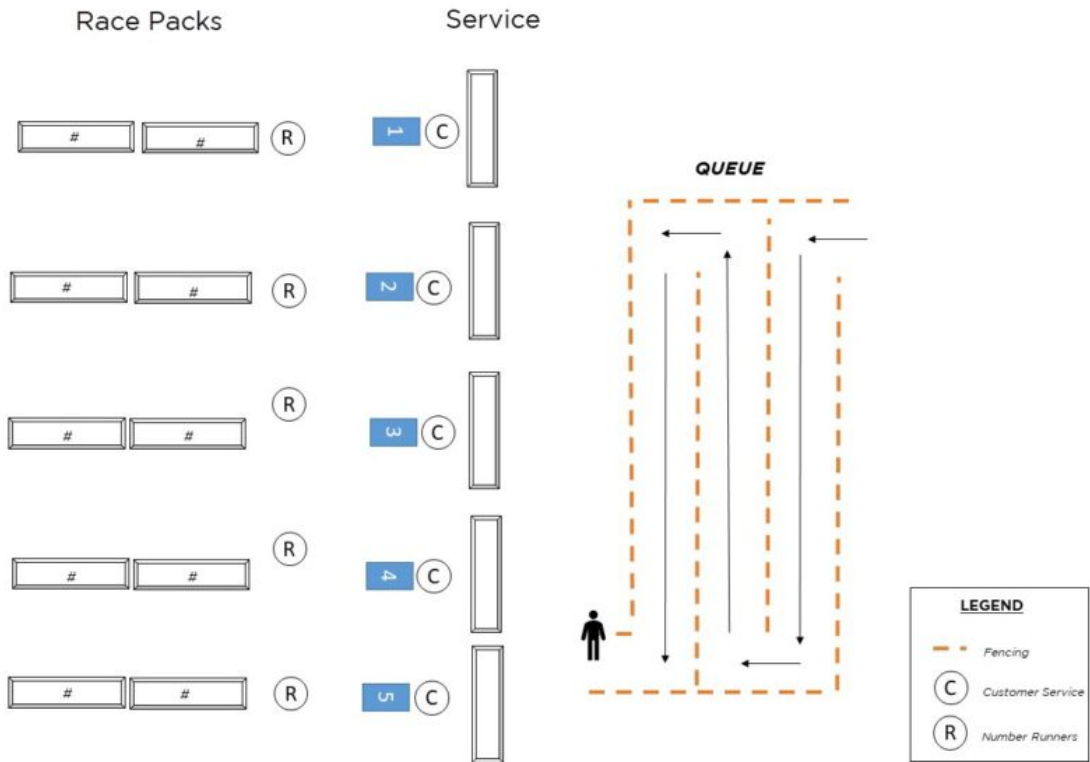
3.4.1 Transition Site Maps



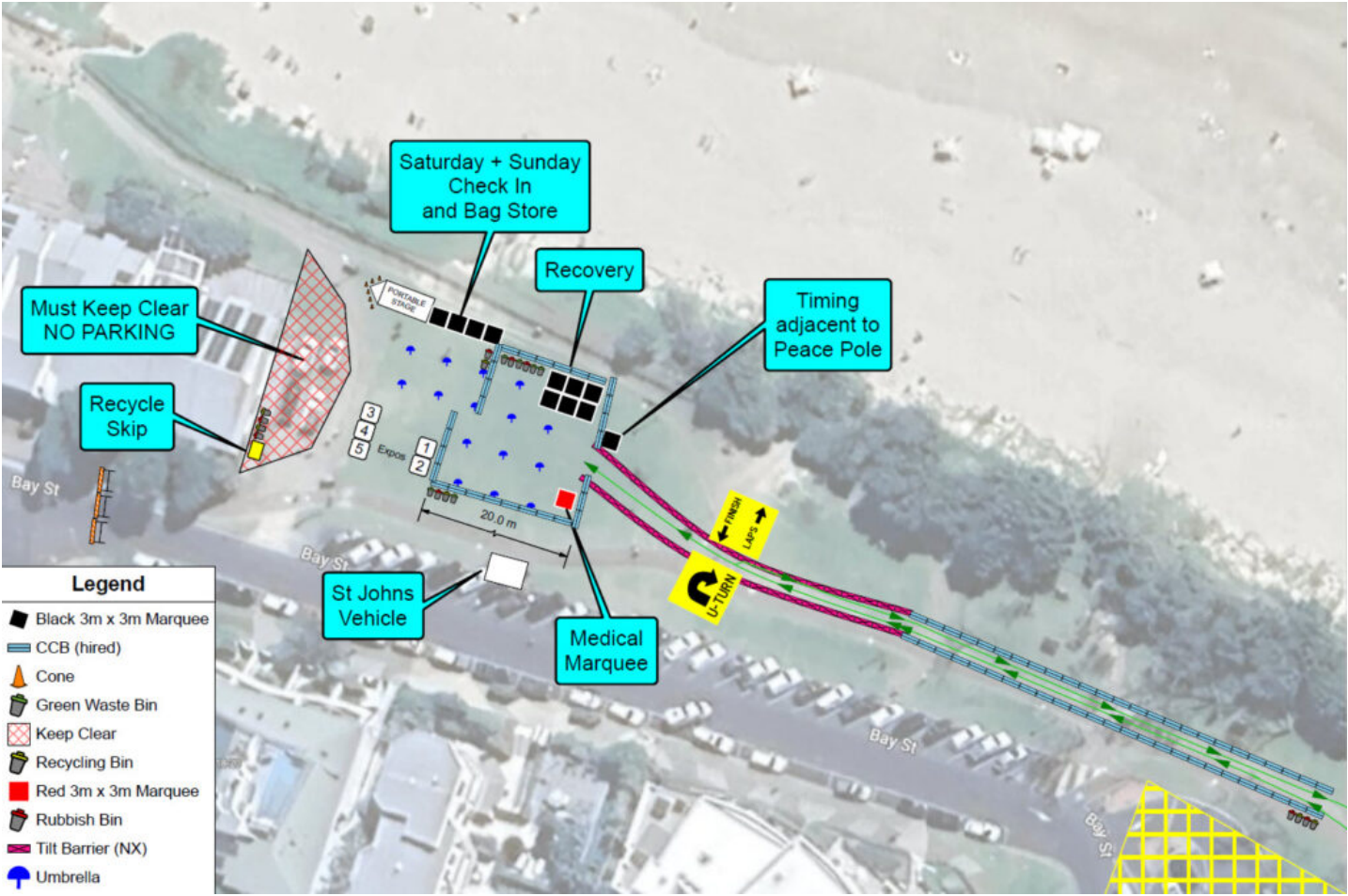


3.4.2 Check In Flow

CHECK IN
FLOW



3.4.3 Finish Line Site Maps



Community Outreach 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 10 days in advance of the event. Variable Messaging System (VMS) electronic boards will be deployed four days in advance if required.
Resident Notification	NX to provide: <ul style="list-style-type: none"> • Special Event Notices go into the Local Newspaper 1-2 weeks from 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. • All resident notification includes event hotline and event road impact website • Local clubs and groups will be notified of the event in writing and followed up.
Business Consultation	<ul style="list-style-type: none"> • Consultation will be made with shop owners and accommodation houses in the precinct. • NX will complete three waves of communications via email. • Doorknock to all course frontage businesses minimum two weeks prior to the event
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. • A major effort will be undertaken to provide 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
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/NX
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 NX 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
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 and/or Race Director
Police	There will be police officers on site to manage traffic flows and local movement. Police will be on the radio network to link all aspects of the event operations.

4.2 Community Outreach

The below table summarises the communications timeline for the Byron Bay Triathlon, identifying how and when event details will be communicated to the residential and business community.

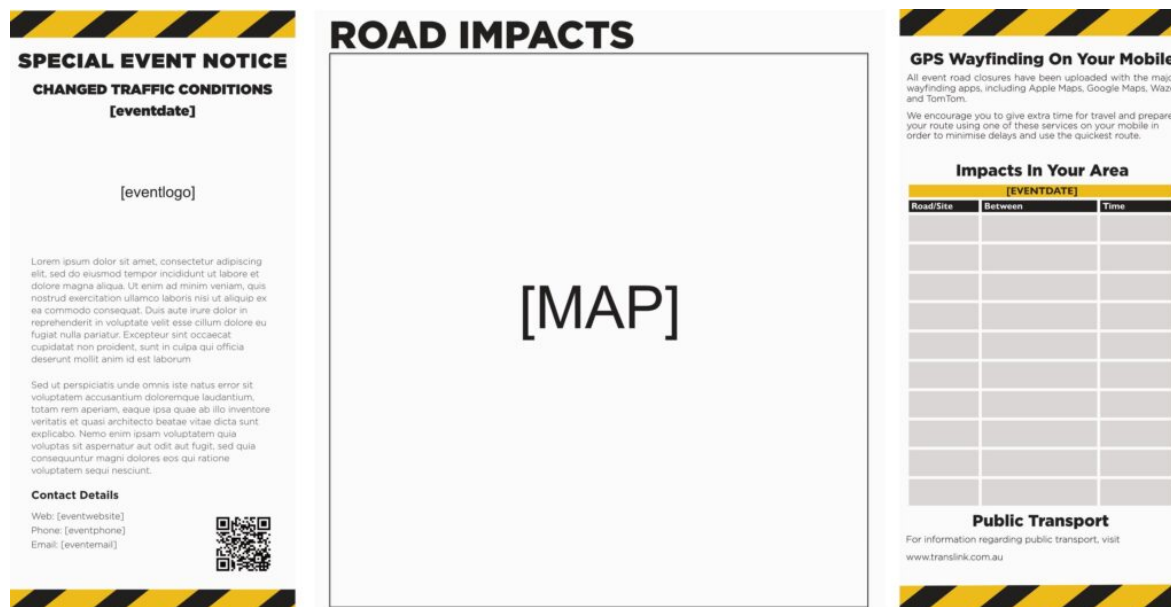
Date	Communication Subject	Platform	Target Audience
(4 months from event date)	Initial contact with event details	Email	Key Stakeholders, Elected Persons, High Priority Community
(3 months + 2 weeks from event date)	Follow up contact with event details	Phone Call	Key Stakeholders, Elected Persons, High Priority Community
(2 months from event date)	NXsports Road Closure web page goes live	Website	Local Community
(2 months from event date)	Initial contact with event details	Personal Canvassing	Impacted Community
(4 weeks from event date)	Event Update	Personal Canvassing	Impacted Community
(4 weeks from event date)	Event Update	Phone Call	Key Stakeholders, Elected Persons, High Priority Community
(4 weeks from event date)	Road closure advisement	Newspaper ad	Local Residents/Businesses

(4 weeks from event date)	Road closure advisement	Online ad	Local Residents/Businesses
(4 weeks from event date)	Event Update	Email	All members of community list
(2 weeks from event date)	Road closure advisement	Newspaper ad	Local Residents/Businesses
(2 weeks from event date)	Road closure advisement	Online ad	Local Residents/Businesses
(2 weeks from event date)	Road closure advisement	Letter Box Drop	Local Residents/Businesses
(2 weeks from event date)	Road closure advisement	Special Event Signage	Local Residents/Businesses
(2 weeks from event date)	Road closure advisement	Newspaper ad	Local Residents/Businesses
(2 weeks from event date)	Event Update	Email	All members of community list
(1 week from event date)	Event Update	Phone Call	High Priority Community
(1 week from event date)	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 Triathlon, a letter box drop will be completed to advise the community of the event date and road closure times.

The below template flyer will be updated to include the specific details for this edition of the Byron Bay Triathlon.



4.2.3 Special Event Signage

Special event signage will be erected on streets and public spaces that will be impacted by the Byron Bay Triathlon. Special event signage can also be placed on digital message boards in key areas in the community to advise of the upcoming event and road closures.

The below example of corflute signage will be erected a minimum of 10 days prior to the event as per the below map.

Legacy Design

New Design

The following 2024 traffic control plans are included for the Local Traffic Committee's reference. There are no major changes planned in 2025 and the plans will be updated with the correct dates and any further updates recommended by the Committee in due course.



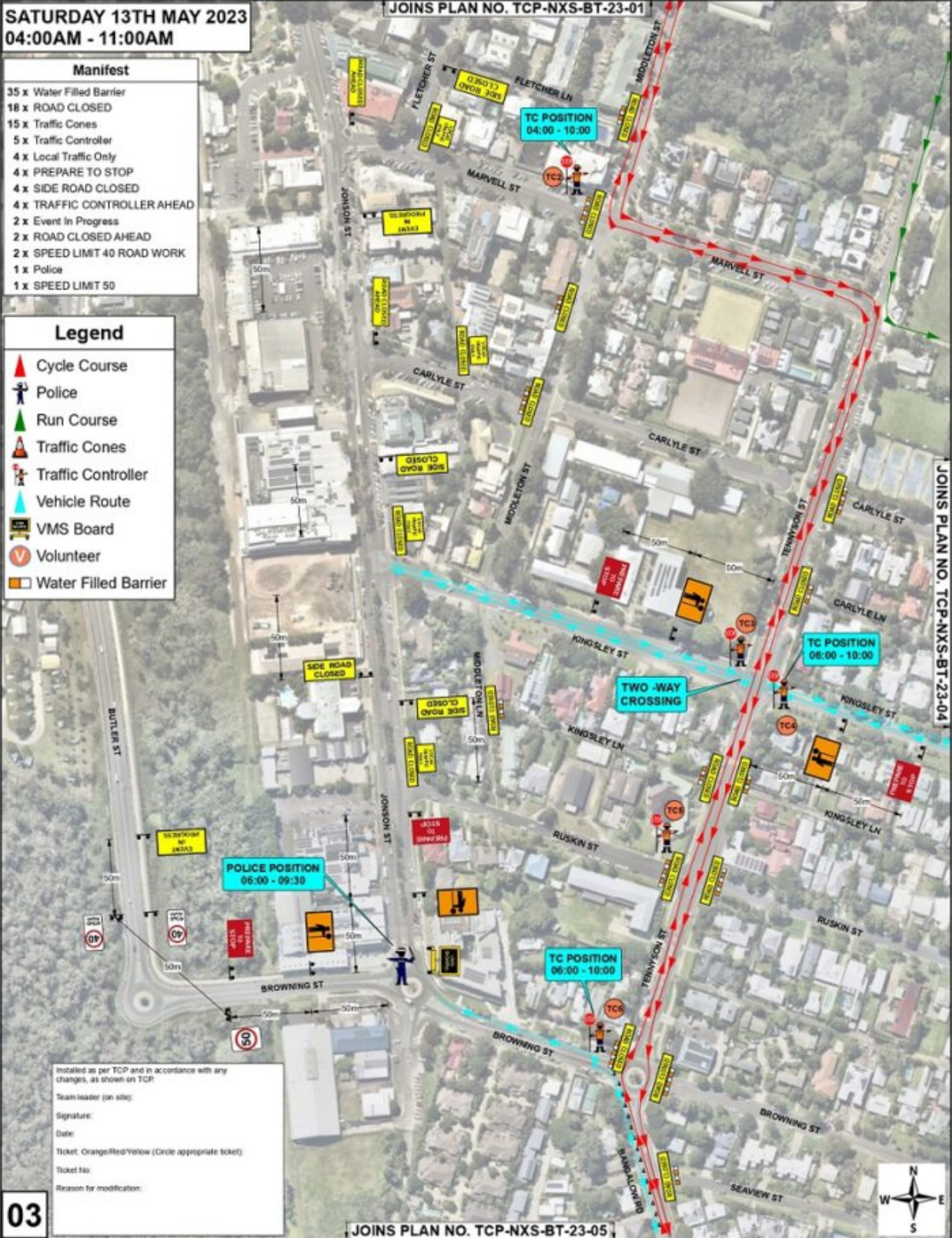




SATURDAY 13TH MAY 2023
04:00AM - 11:00AM

- Manifest**
- 35 x Water Filled Barrier
 - 18 x ROAD CLOSED
 - 15 x Traffic Cones
 - 5 x Traffic Controller
 - 4 x Local Traffic Only
 - 4 x PREPARE TO STOP
 - 4 x SIDE ROAD CLOSED
 - 4 x TRAFFIC CONTROLLER AHEAD
 - 2 x Event In Progress
 - 2 x ROAD CLOSED AHEAD
 - 2 x SPEED LIMIT 40 ROAD WORK
 - 1 x Police
 - 1 x SPEED LIMIT 50

- Legend**
- Cycle Course
 - Police
 - Run Course
 - Traffic Cones
 - Traffic Controller
 - Vehicle Route
 - VMS Board
 - Volunteer
 - Water Filled Barrier



03

ISSUE NO	APPROVED	DATE	AMENDMENT DESCRIPTION	CLIENT	TRAFFIC CONTROL NUMBER	TRAFFIC CONTROL NUMBER	DATE OF ISSUE	TIME OF ISSUE	SCALE	PROJECT	ALTUS GROUP
1	AK	12-04-23	INITIAL PLAN	NX SPORTS	100	100	11-05-2023	10:00	NOT TO SCALE	BYRON TRI 2023	
2	AK	28-04-23	CLIENT REQUEST				11-05-2023	10:00		MARVELL ST & MIDDLETON ST, BYRON BAY	
3	AK	08-05-23	CLIENT REQUEST				11-05-2023	10:00			
4	AK	11-05-23	CLIENT REQUEST				11-05-2023	10:00			

Signature: _____

Date: _____

Ticket: Orange/Red/Yellow (Circle appropriate ticket): _____

Ticket No: _____

Reason for modification: _____

JOINS PLAN NO. TCP-NXS-BT-23-01

JOINS PLAN NO. TCP-NXS-BT-23-04

JOINS PLAN NO. TCP-NXS-BT-23-05

NOT TO SCALE

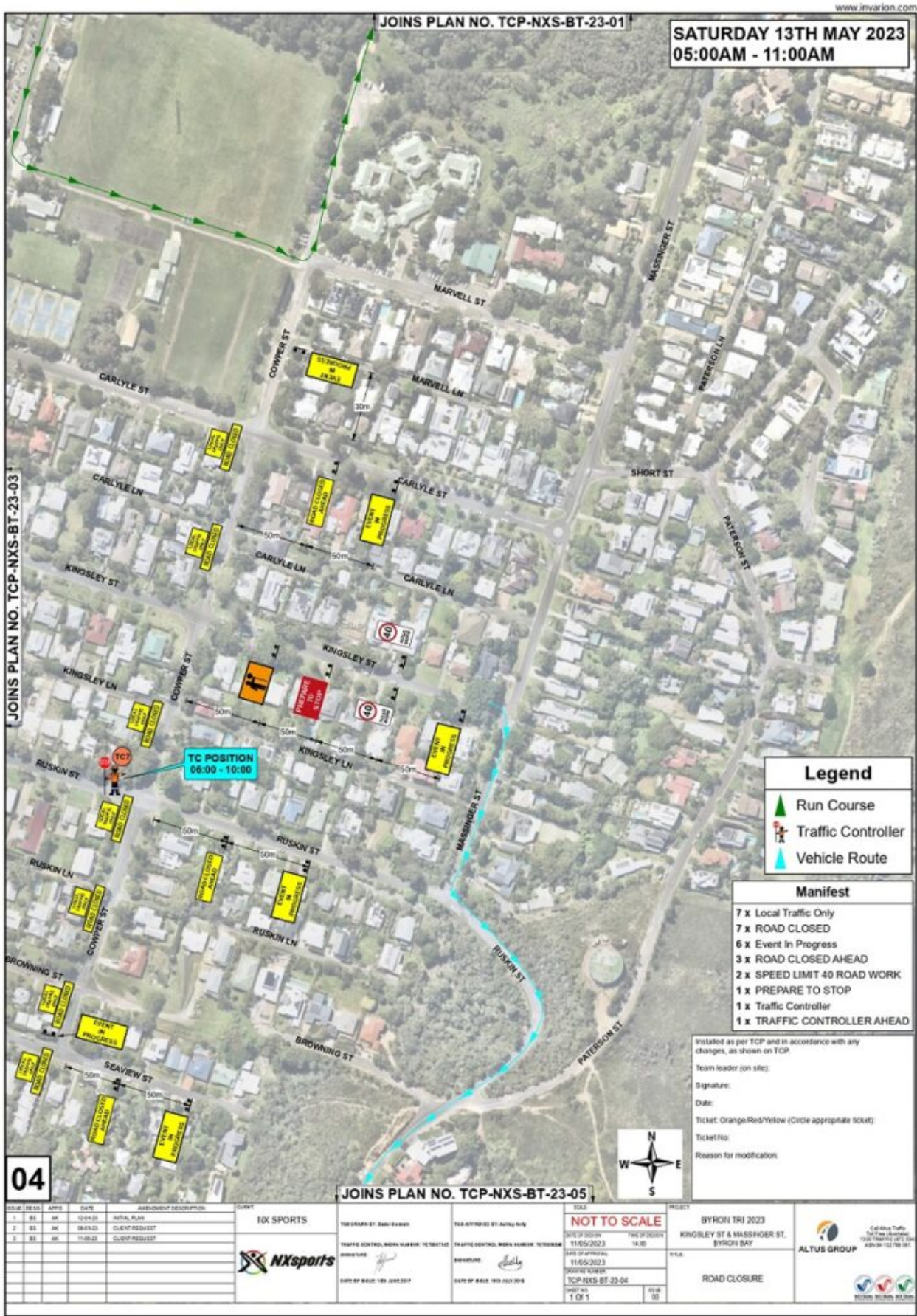
DATE OF ISSUE: 11-05-2023

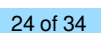
TIME OF ISSUE: 10:00

SCALE: 1:1

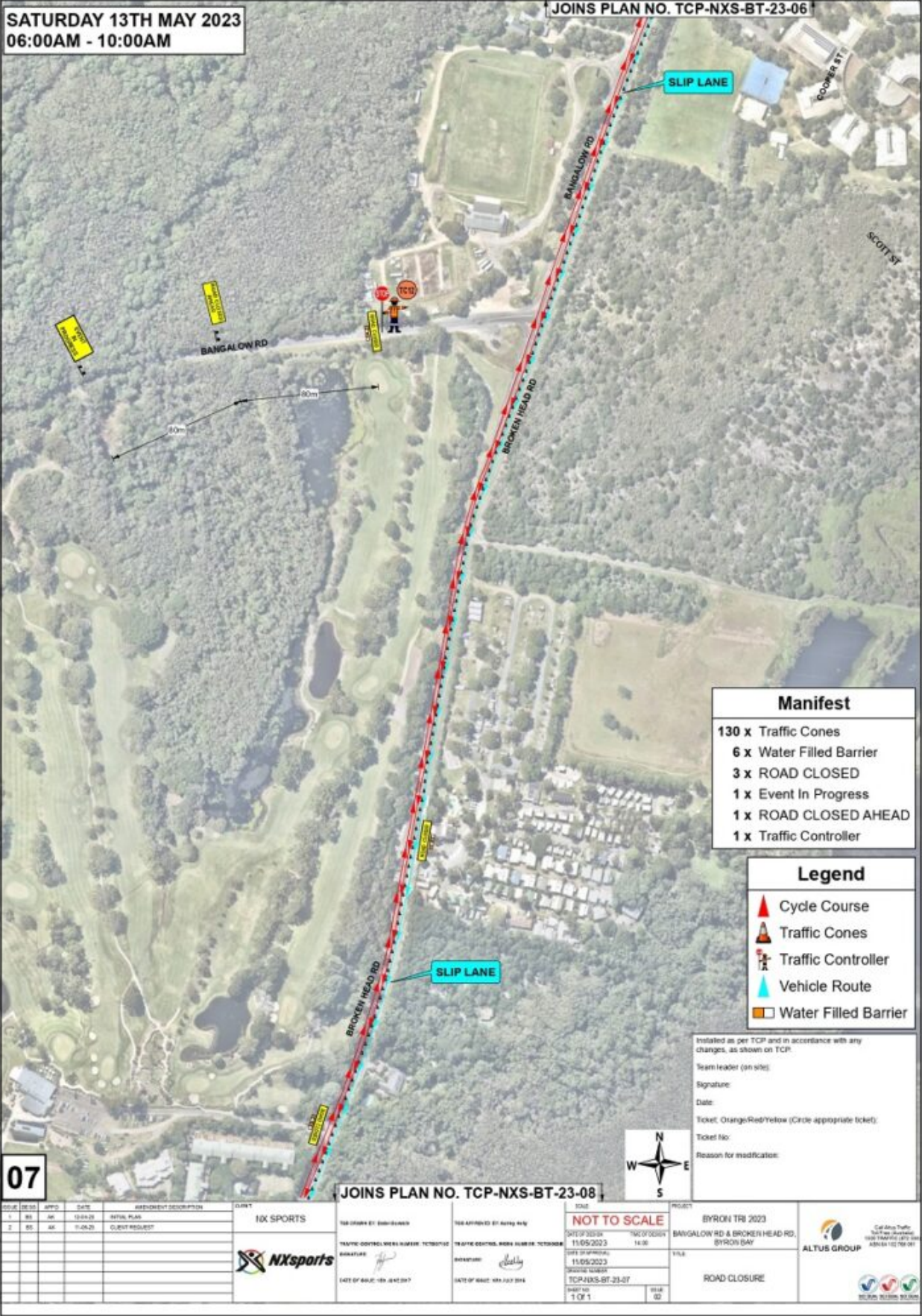
PROJECT: BYRON TRI 2023

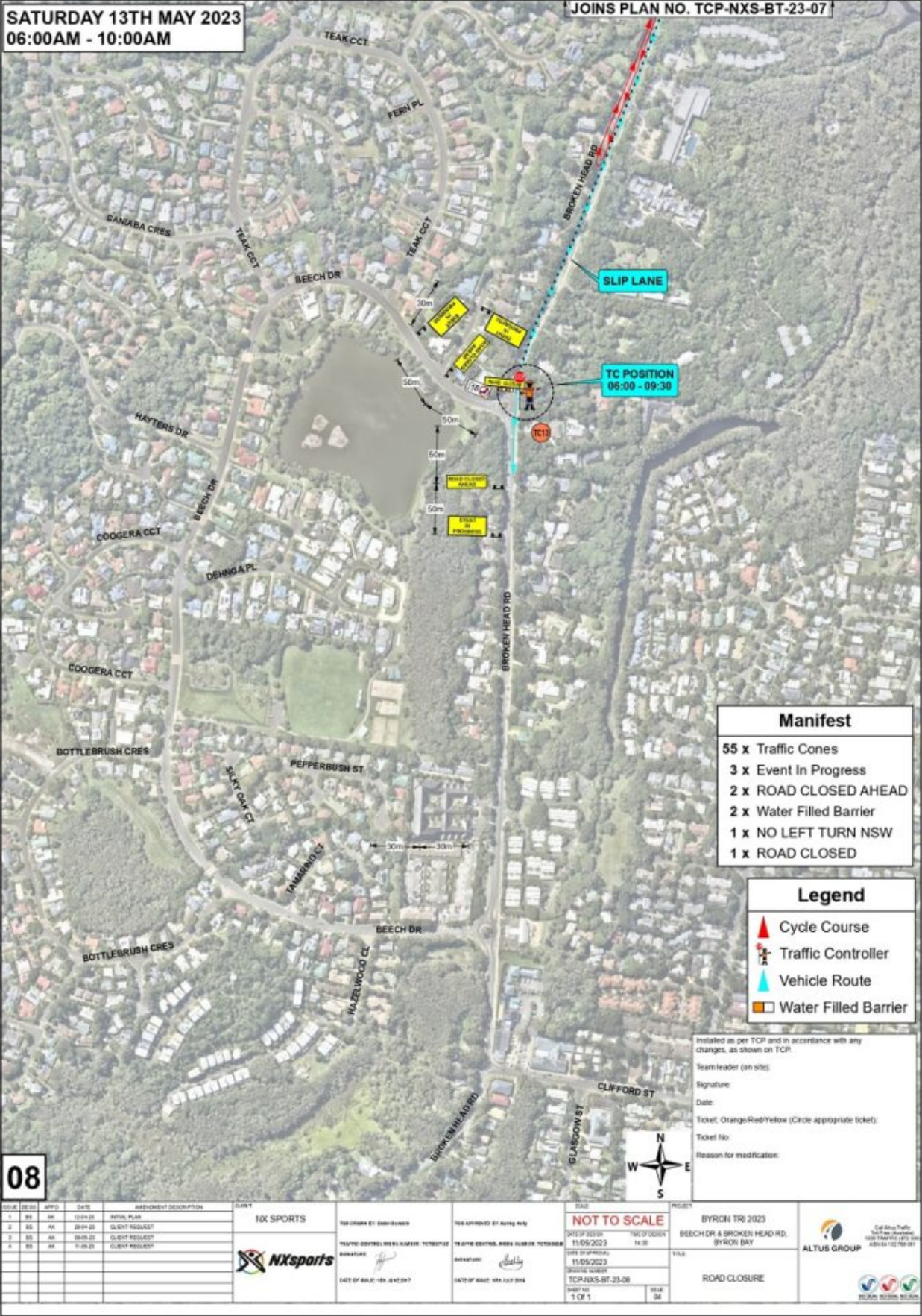
ALTUS GROUP



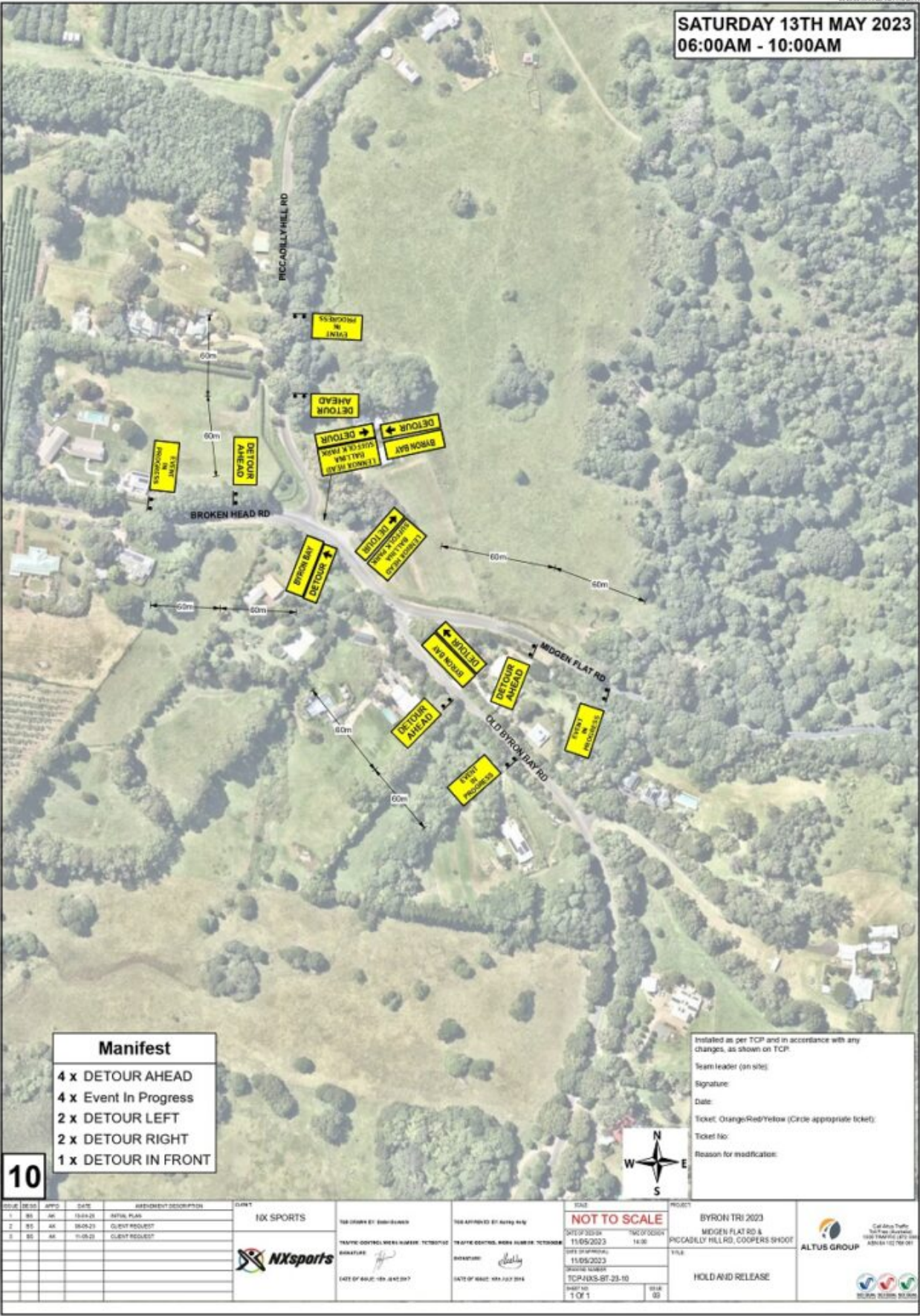








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SATURDAY 13TH MAY 2023
06:00AM - 10:00AM

Manifest

2 x DETOUR RIGHT
1 x DETOUR LEFT
1 x DETOUR STRAIGHT

Indicates as per TCP and/or accordance with any
request for assistance from TCP
Name (last, first, initial)
Signature:
Date:
Ticket: Orange/red/yellow (Crime Appropriate Signet)
Ticket No:
Reason for modification:


11

AMENDMENT DESCRIPTION

ISSUE: DESO
1
RS
AK
DATE
13-04-23
INITIAL PLAN


CLIENT

NX SPORTS



TUS DRAWN BY: Sadey Sanyal


TRAFFIC CONTROL WORK NUMBER: TC 1847150

SIGNATURE: 

DATE OF ISSUE: 19th JUNE 2017

TUS APPROPRIATE BY: Sadey Sanyal

TRAFFIC CONTROL WORK NUMBER: TC 1847150

SIGNATURE: 

DATE OF ISSUE: 19th JULY 2018

SCALE

NOT TO SCALE

DATE OF ISSUE: 11/05/2023
DATE OF APPROVAL: 11/05/2023
DRAWN NUMBER: TCP-NXS-BT-23-11
SHEETING: 1 Of 1


PROJECT

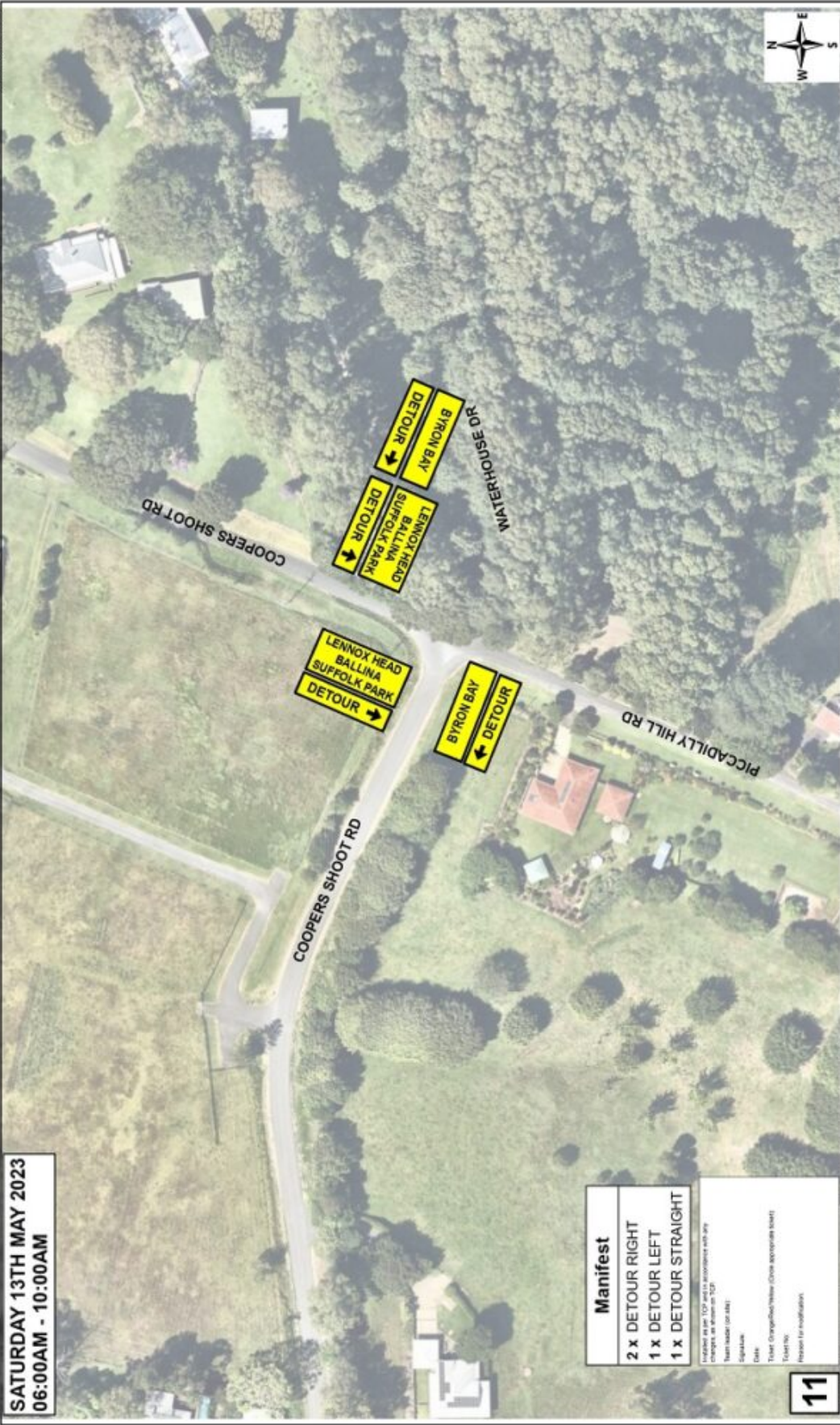
BYRON TRI 2023
PICCADILLY HILL RD &
COOPERS SHOOT RD, COOPERS SHOOT

TITLE:
DETOUR PLAN

ALTUS GROUP

Call Alan Tuffin
Tel: 08 1300 1544 (Toll Free)
Fax: 08 1300 1544 (Toll Free)
Email: alan@altusgroup.com.au





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17/02/2025

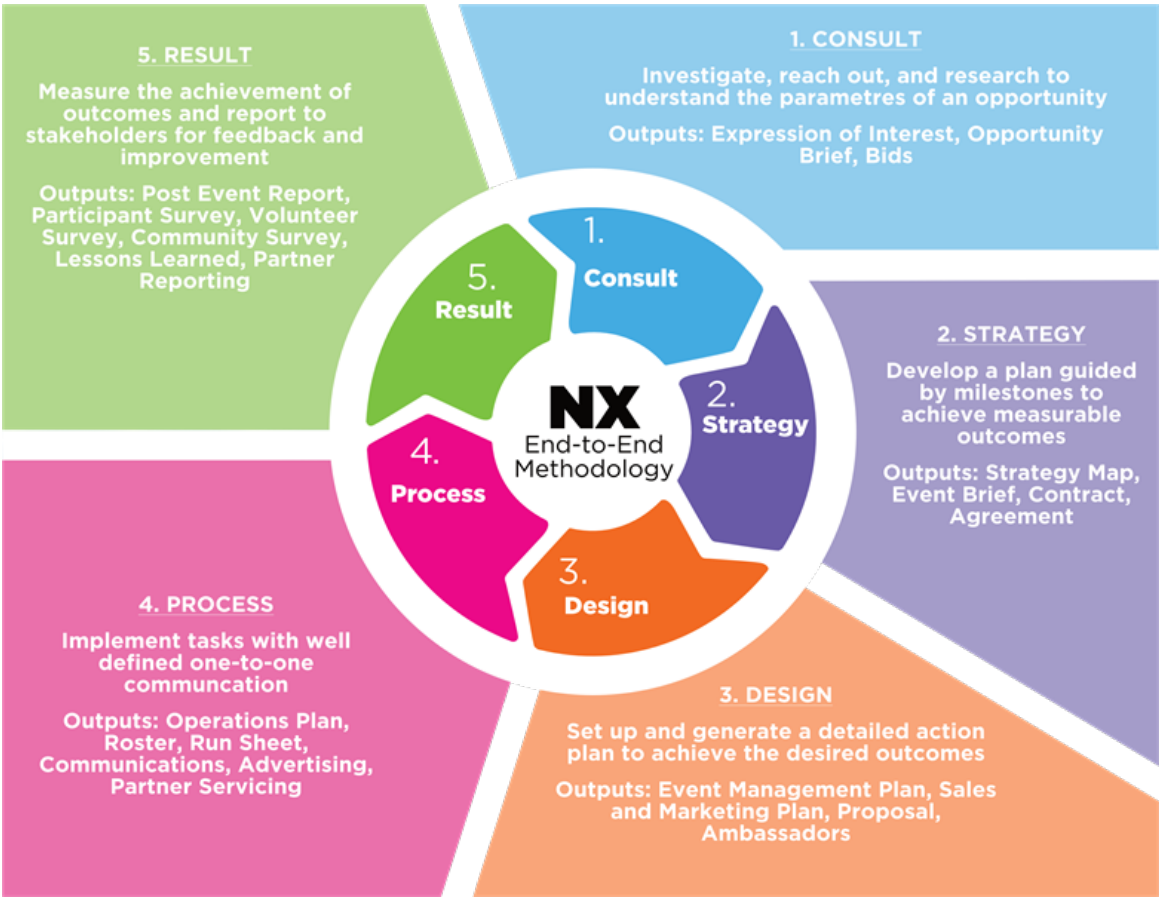
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NX Quality System

NX follows a procedural planning model to ensure the Event 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 Methodology 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.

Strategic Planning Model

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

These consistent Event 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 - Destination and Event
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 • Sustainability Plan • 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