

Notice of Meeting

Arts Advisory Committee Meeting

An Arts Advisory Committee Meeting of Byron Shire Council will be held as follows:

Venue	Conference Room, Station Street, Mullumbimby
Date	Thursday, 17 April 2025
Time	2:00 PM

Esmeralda Davis
Director Corporate and Community Services

I2025/492
Distributed 10/04/25

CONFLICT OF INTERESTS

What is a “Conflict of Interests” - A conflict of interests can be of two types:

Pecuniary - an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

Non-pecuniary – a private or personal interest that a Council official has that does not amount to a pecuniary interest as defined in the Code of Conduct for Councillors (eg. A friendship, membership of an association, society or trade union or involvement or interest in an activity and may include an interest of a financial nature).

Remoteness – a person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to a matter or if the interest is of a kind specified in the Code of Conduct for Councillors.

Who has a Pecuniary Interest? - a person has a pecuniary interest in a matter if the pecuniary interest is the interest of the person, or another person with whom the person is associated (see below).

Relatives, Partners - a person is taken to have a pecuniary interest in a matter if:

- The person’s spouse or de facto partner or a relative of the person has a pecuniary interest in the matter, or
- The person, or a nominee, partners or employer of the person, is a member of a company or other body that has a pecuniary interest in the matter.

N.B. “Relative”, in relation to a person means any of the following:

- (a) the parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descends or adopted child of the person or of the person’s spouse;
- (b) the spouse or de facto partners of the person or of a person referred to in paragraph (a)

No Interest in the Matter - however, a person is not taken to have a pecuniary interest in a matter:

- If the person is unaware of the relevant pecuniary interest of the spouse, de facto partner, relative or company or other body, or
- Just because the person is a member of, or is employed by, the Council.
- Just because the person is a member of, or a delegate of the Council to, a company or other body that has a pecuniary interest in the matter provided that the person has no beneficial interest in any shares of the company or body.

Disclosure and participation in meetings

- A Councillor or a member of a Council Committee who has a pecuniary interest in any matter with which the Council is concerned and who is present at a meeting of the Council or Committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.
- The Councillor or member must not be present at, or in sight of, the meeting of the Council or Committee:
 - (a) at any time during which the matter is being considered or discussed by the Council or Committee, or

- (b) at any time during which the Council or Committee is voting on any question in relation to the matter.

No Knowledge - a person does not breach this Clause if the person did not know and could not reasonably be expected to have known that the matter under consideration at the meeting was a matter in which he or she had a pecuniary interest.

Non-pecuniary Interests - Must be disclosed in meetings.

There are a broad range of options available for managing conflicts & the option chosen will depend on an assessment of the circumstances of the matter, the nature of the interest and the significance of the issue being dealt with. Non-pecuniary conflicts of interests must be dealt with in at least one of the following ways:

- It may be appropriate that no action be taken where the potential for conflict is minimal. However, Councillors should consider providing an explanation of why they consider a conflict does not exist.
- Limit involvement if practical (eg. Participate in discussion but not in decision making or vice-versa). Care needs to be taken when exercising this option.
- Remove the source of the conflict (eg. Relinquishing or divesting the personal interest that creates the conflict)
- Have no involvement by absenting yourself from and not taking part in any debate or voting on the issue as of the provisions in the Code of Conduct (particularly if you have a significant non-pecuniary interest)

Committee members are reminded that they should declare and manage all conflicts of interest in respect of any matter on this Agenda, in accordance with the [Code of Conduct](#).

RECORDING OF VOTING ON PLANNING MATTERS

Clause 375A of the Local Government Act 1993 – Recording of voting on planning matters

- (1) In this section, **planning decision** means a decision made in the exercise of a function of a council under the Environmental Planning and Assessment Act 1979:
 - (a) including a decision relating to a development application, an environmental planning instrument, a development control plan or a development contribution plan under that Act, but
 - (b) not including the making of an order under that Act.
- (2) The general manager is required to keep a register containing, for each planning decision made at a meeting of the council or a council committee, the names of the councillors who supported the decision and the names of any councillors who opposed (or are taken to have opposed) the decision.
- (3) For the purpose of maintaining the register, a division is required to be called whenever a motion for a planning decision is put at a meeting of the council or a council committee.
- (4) Each decision recorded in the register is to be described in the register or identified in a manner that enables the description to be obtained from another publicly available document and is to include the information required by the regulations.
- (5) This section extends to a meeting that is closed to the public.

OATH AND AFFIRMATION FOR COUNCILLORS

Councillors are reminded of the oath of office or affirmation of office made at or before their first meeting of the council in accordance with Clause 233A of the Local Government Act 1993. This includes undertaking the duties of the office of councillor in the best interests of the people of Byron Shire and the Byron Shire Council and faithfully and impartially carrying out the functions, powers, authorities and discretions vested under the Act or any other Act to the best of one's ability and judgment.

BYRON SHIRE COUNCIL

BUSINESS OF MEETING

1. APOLOGIES

2. DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

3. MINUTES FROM PREVIOUS MEETINGS

- 3.1 Adoption of Minutes of the Arts and Creative Industries Advisory Committee Meeting held 20 February 2025 6

4. STAFF REPORTS

Corporate and Community Services

- 4.1 Resignation of Arts Advisory Committee Member 13

5. LATE REPORTS

6. FOR INFORMATION ONLY

- 6.1 Who We Are Report Update by Arts Northern Rivers 16
6.2 Lone Goat Gallery Fees and Charges 19
6.3 Soul Street New Year's Eve 2024 Update 22
6.4 Draft Place Plan for New Brighton, South Golden Beach and Ocean Shores .. 27

BYRON SHIRE COUNCIL

MINUTES FROM PREVIOUS MEETINGS

3.1

MINUTES FROM PREVIOUS MEETINGS

5 **Report No. 3.1 Adoption of Minutes of the Arts and Creative Industries Advisory Committee Meeting held 20 February 2025**

Directorate: Corporate and Community Services

File No: I2025/216

10

RECOMMENDATION:

That the minutes of the Arts Advisory Committee Meeting held on 20 February 2025 be confirmed.

15 **Attachments:**

1 Minutes 20/02/2025 Arts Advisory Committee, I2025/182 , page 8  

BYRON SHIRE COUNCIL

MINUTES FROM PREVIOUS MEETINGS

3.1

Report

The attachment to this report provides the minutes of the Arts Advisory Committee Meeting of 20 February 2025 .

The agenda for this meeting can be located on Council's website at:

- 5 [Agenda of Arts Advisory Committee Meeting - Thursday, 20 February 2025](#)

Report to Council

The minutes were reported to Council on 27 March 2025.

10 **Comments**

In accordance with the Committee Recommendations, Council resolved the following:

**Report No. 14.1 Report of the Arts Advisory Committee Meeting held
on 20 February 2025**

File No: I2025/214

25-001 Resolved that Council notes the minutes of the Arts Advisory Committee Meeting held on 20 February 2025. (Hauge/Dods)

Minutes of Meeting Arts Advisory Committee Meeting

Venue	Conference Room, Station Street, Mullumbimby
Date	Thursday, 20 February 2025
Time	11:30 AM



BYRON SHIRE COUNCIL

MINUTES FROM PREVIOUS MEETINGS

3.1 - ATTACHMENT 1

BYRON SHIRE COUNCIL

MINUTES FROM PREVIOUS MEETINGS

3.1 - ATTACHMENT 1

BYRON SHIRE COUNCIL

ARTS ADVISORY COMMITTEE MEETING MINUTES

20 FEBRUARY 2025

Minutes of the Arts Advisory Committee Meeting held on Thursday, 20 February 2025

File No: I2025/182

PRESENT:

Councillors:	Cr Sarah Ndiaye	Present
	Cr Janet Swain	Present
	Cr Jack Dods	Present
Community Members:	Ed Horne	Present
	Marisa Snow	Present
	Sara Yael Cowan	Present
	Sam Collyer-Moss	Audio-visual
	Philip Channells	Present
	Oriel Paterson	Present
Invited Members:	Jane Fuller (Arts Northern Rivers)	Apology
Staff:	Esmeralda Davis (Director Corporate and Community Services)	Present
	Deb Stafford (Manager Social and Cultural Planning)	Apology
	Heather Sills (Manager Corporate Services)	Present
	Sharyn French (Manager Environmental and Economic Planning)	Apology
	Emily Fajerman (Community and Cultural Development Coordinator)	Present
	Amber Evans Crane (Corporate Planning and Improvement Coordinator)	Present
	Sarah Harvey (Gallerist)	Audio-visual
	Storm Townsend (Minute Taker)	Present

Cr Jack Dods (Chair) opened the meeting at 11.36am and acknowledged that the meeting was being held on Bundjalung Country.

ATTENDANCE VIA AUDIO-VISUAL LINK:

Sam Collyer-Moss and Sarah Harvey attended via audio-visual link.

ART Arts Advisory Committee Meeting page 3

BYRON SHIRE COUNCIL

MINUTES FROM PREVIOUS MEETINGS

3.1 - ATTACHMENT 1

BYRON SHIRE COUNCIL

ARTS ADVISORY COMMITTEE MEETING MINUTES

20 FEBRUARY 2025

APOLOGIES:

Apologies were received from Cr Ndiaye, Jane Fuller, Deb Stafford and Sharyn French.

DECLARATIONS OF INTEREST – PECUNIARY AND NON-PECUNIARY

There were no declarations of interest.

Cr Sarah Ndiaye joined the meeting at 11:53am.

MINUTES FROM PREVIOUS MEETINGS

**Report No. 3.1 Adoption of Minutes of the Arts and Creative Industries
Advisory Committee Meeting held 20 June 2024**

File No: I2025/65

Committee Recommendation:

That the minutes of the Arts Advisory Committee Meeting held on 20 June 2024 be noted. (Snow/Dods)

The recommendation was put to the vote and declared carried.

Cr Sarah Ndiaye took the Chair at 11:55am.

BUSINESS ARISING FROM PREVIOUS MINUTES

There was no business arising from previous minutes.

STAFF REPORTS - CORPORATE AND COMMUNITY SERVICES

Report No. 4.1 Integrated Planning and Reporting

File No: I2025/121

Committee Recommendation:

That the Arts Advisory Committee:

- 1. Notes Council's Integrated Planning and Reporting Framework**
- 2. Discussed priorities for the 2025 – 2029 Delivery Program.** (Ndiaye/Snow)

The recommendation was put to the vote and declared carried.

Amber Evans Crane and Heather Sills left the meeting at 12:26pm and did not return.

ART Arts Advisory Committee Meeting page 4

BYRON SHIRE COUNCIL

MINUTES FROM PREVIOUS MEETINGS

3.1 - ATTACHMENT 1

BYRON SHIRE COUNCIL

ARTS ADVISORY COMMITTEE MEETING MINUTES

20 FEBRUARY 2025

FOR INFORMATION ONLY

Report No. 6.1 **Committee Arts and Culture Overview**
File No: I2025/72

Sarah Harvey left the meeting at 12:59pm and did not return.

There being no further business the meeting concluded at 1:41pm.

STAFF REPORTS - CORPORATE AND COMMUNITY SERVICES

Report No. 4.1 Resignation of Arts Advisory Committee Member

5 **Directorate:** Corporate and Community Services

Report Author: Storm Townsend, Executive Assistant Corporate & Community Services

File No: I2025/340

Summary:

10 Council has received a letter of resignation dated 13 March 2025 from Marisa Snow resigning from her role as a Community Representative on the Arts Advisory Committee. The resignation is a result of her temporary employment with Council in the Arts and Culture Officer role.

15 Ms Snow has expressed a desire to return to the position on the Arts Advisory Committee at the cessation of her role with Byron Shire Council, in approximately July 2025, should the position remain vacant at that time.

20 **RECOMMENDATION:**

That:

1. **Council accepts the resignation of Marisa Snow from the Arts Advisory Committee effective 13 March 2025 due to temporary employment with Byron Shire Council; and**
- 25 2. **Should the vacancy not be filled prior to the cessation of Marisa Snow’s employment with Byron Shire Council, that upon the receipt of an acceptable nomination from Marisa Snow, Marisa Snow be reappointed to the Arts Advisory Committee without the requirement to:**
 - a) **Be re-endorsed by Council; and**
 - 30 b) **Undertake a further induction process.**

Attachments:

- 1 Email from Marisa Snow with letter of resignation from Arts Advisory Committee Redacted - 13 March 2025, E2025/38868 , page 15  
- 35

Report

The A/Community and Cultural Development Coordinator received a letter of resignation dated 13 March 2025 from Marisa Snow in respect to her role as a Community Representative on the Arts Advisory Committee.

- 5 Ms Snow was endorsed, by way of Council Resolution (**Res 24-619**), as a Community Representative on the Arts Advisory Committee on 12 December 2024.

Ms Snow commenced temporary employment with Byron Shire Council on 3 March 2025 as the Acting Arts and Culture Officer for a term until 30 June 2025. As such, Ms Snow is no longer eligible to act as a Community Representative on the Arts Advisory Committee.

- 10 Ms Snow has advised of her intention to re-apply for a Community Representative position on the Arts Advisory Committee at the cessation of her employment with Byron Shire Council. It is proposed, that upon receipt of a successful nomination from Ms Snow, following the cessation of her employment with Council and providing the vacancy has not been filled, that she be re-appointed to the Committee without the need for further Council resolution for appointment or re-induction.
- 15

Strategic Considerations

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
1: Effective Leadership	1.2: Engage and involve community in decision making	1.2.4: Advisory Committees - Coordinate advisory committees to inform decision making on their areas of expertise	1.2.4.1	Coordinate and support Advisory Committees to assist with effective Council decision making

Recent Resolutions

- **2024-619**

20 **Legal/Statutory/Policy Considerations**

Each Advisory Committee operates under an adopted Terms of Reference and Council's Code of Meeting Practice.

Financial Considerations

The community representatives on Advisory Committees are volunteer representatives.

25

13th March 2025

Att: Melitta Firth
Acting Community and Cultural Development Coordinator
Byron Shire Council
Mullumbimby NSW

Dear Melitta and Arts Advisory Committee Members,

This letter is to confirm my resignation from the Arts Advisory Board due to my temporary appointment in the Byron Shire Council Arts and Cultural Office role until June 2025.

Warmest Regards,

A black rectangular box redacting the signature of Marisa Snow.

Marisa Snow

Report No. 6.1 Who We Are Report Update by Arts Northern Rivers

5 **Directorate:** Corporate and Community Services
Report Author: Marisa Snow, Arts & Culture Officer
File No: I2025/218

Summary:

10 The purpose of this report is to update the Committee on a major new report commissioned by Arts Northern Rivers and prepared by Patternmakers: *"Who We Are: A Profile of the Northern Rivers' Creative Sector"*. Arts Northern Rivers will present the key findings of the report at the Meeting.

15

Report

5 The 2025 “*Who We Are: A Profile of the Northern Rivers Creative Sector*” report offers a detailed profile of the creative sector in the Northern Rivers region of NSW. This research by Arts Northern Rivers (ANR) in partnership with national research agency Patternmakers and supported by Create NSW marks the first in-depth analysis of the region's creative landscape in over 15 years. The study was initiated to better understand the scope, needs and potential of the sector, particularly in the context of ongoing recovery from significant natural disasters and the COVID-19 pandemic. The study aimed to quantify the size of the creative industries, analyse unmet needs for support and infrastructure, and explore future opportunities for the sector.

15 The research employed a mixed-methods approach, combining qualitative insights from stakeholder interviews and discussions, with quantitative data from a region-wide survey of 678 respondents. The analysis also drew upon existing datasets from key government sources and trusted studies and was guided by a diverse working group representing various art forms and locations across the region.

20 The report reveals that the Northern Rivers hosts a vibrant and highly significant creative sector, with the largest population of cultural workers in rural Australia. This sector has demonstrated substantial growth in recent years, both in the number of creative businesses and the size of the workforce, and contributes significantly to the region's economy. Community engagement with arts and culture is strong, with growing demand for more diverse experiences. Additionally, First Nations culture plays a crucial and dynamic role within the region's creative identity, with growing interest and demand.

25 Despite its strengths, the Northern Rivers creative sector also faces considerable challenges. The region has been heavily impacted by multiple disasters, leading to the loss of physical spaces, resources, and opportunities for artists and organisations. These events have exacerbated pre-existing issues, such as a lack of affordable creative spaces and the region's ongoing housing crisis. Financial sustainability remains a critical concern across the sector. Moreover, First Nations artists have been disproportionately affected by these crises and require targeted support, including culturally safe environments.

30 Looking ahead, the report identifies several key opportunities to support and strengthen the Northern Rivers creative sector. These include recognising the sector's importance and establishing a long-term vision, strategically addressing critical infrastructure deficits, fostering innovation in sector business models, developing cross-regional collaborations, revitalising cultural tourism, and leveraging the arts for social and environmental leadership.

35 Ultimately, the *Who We Are* report serves as a vital tool to inform policy, drive investment, empower the sector and strengthen the creative future of the Northern Rivers region. It underscores the indispensable role of arts and culture in the region's social, cultural and economic wellbeing.

40

Strategic Considerations

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
2: Inclusive Community	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.4: Artistic and creative industries - Build, support, and advocate for the artistic and creative industries of the Shire to inspire a thriving and sustainable arts community	2.1.4.4	Coordinate implementation, monitoring and reporting on the Arts and Culture Action Plan
2: Inclusive Community	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.4: Artistic and creative industries - Build, support, and advocate for the artistic and creative industries of the Shire to inspire a thriving and sustainable arts community	2.1.4.5	Continue to provide financial support to the Regional Arts Board, Arts Northern Rivers, who provide professional support for artists and creatives across the Northern Rivers

Financial Considerations

N/A

5 Consultation and Engagement

N/A

Report No. 6.2 Lone Goat Gallery Fees and Charges

Directorate: Corporate and Community Services

Report Author: Sarah Harvey, Gallerist
Melitta Firth, Arts & Culture Officer

5 **File No:** I2025/451

Summary:

This report provides an update to the Committee on changes to Lone Goat Gallery fees charged to artists.

10 In accordance with Council's [adopted fees and charges](#), as of January 2025, Lone Goat Gallery removed the fees and charges previously charged to artists for exhibition space hire. The change will:

- align Council with other local government and public galleries
- remove financial barriers for artists
- increase accessibility for artists across the Northern Rivers.

15 The approach will be reviewed at the end of the year to determine its impact on artists and gallery operations.

20

Report

Background

Lone Goat Gallery is a Council managed gallery located at 28 Lawson Street, Byron Bay.

5 Currently, the mandate of the Gallery is to provide a platform for contemporary artists from the Northern Rivers Region (NSW) and beyond, provide a unique program of exhibitions and programs for community, and support the development of arts and culture in the region.

Prior to 2020, the Lone Goat Gallery operated through Council's Section 355 Volunteer Board of Management with a contracted Gallerist reporting to the Board.

10 In 2020, the Board agreed to dissolve the Section 355 Board of Management, at which time the operations of the Gallery were transferred back to Council.

In June 2021, Executive Team endorsed a 12-month trial of a Gallerist position (0.8 FTE), and an appointment was made to this role in November 2021.

In October 2022, the Gallerist role was made permanent.

15 In May 2024, Council created a new Gallery Assistant position (0.4 ETF) to support the Gallerist and Gallery operations.

Previous Fees and Charges

For several years, Council has charged artists for individual and group exhibitions. The rates for the 2024-2025 financial year, prior to the change in January 2025 were:

20	Name	Fee
	• Exhibitions Group (Standard):	\$386.00
	• Exhibitions Individual (Standard):	\$300.00
	• Exhibitions Group (Not-for-profit):	\$309.00
	• Exhibitions Individual and Local (Not-for-profit):	\$240.00

25 These fees generated Gallery revenue totalling \$7,745 in 2022/23 and \$6,589 in 2023/24.

Current approach

30 As of January 2025, Lone Goat Gallery removed exhibitor fees and charges for artists for hire of the space. The change reflects the transition of the gallery over time from community-run space to professionally-managed, public gallery, operated by Council for community benefit.

The change aligns Lone Goat Gallery with other Galleries in the region (such as Lismore Regional Gallery and Northern Rivers Community Gallery). It also ensures a more financially accessible facility for a diverse range of artists and allows the gallery to program more curated and themed exhibitions.

5 Many public galleries pay an artist’s fee to exhibitors. While this may not be possible at Lone Goat Gallery, the removal of fees, combined with the unique location in Byron CBD, will make the Gallery more attractive to a range of artists seeking to sell their work locally. In turn, this has the capacity to increase the quality of exhibitions and programs and to increase revenue through commissions on artwork sales.

To offset the removal of fees and charges, the Gallery has increased commission on artwork sales from 25% to 30%, which is also in alignment with industry standard.

Demonstrating industry standard alignment is important when seeking external funding and will support the gallery to be increasingly competitive in appropriate funding rounds.

10 The approach will be reviewed at the end of the year to determine its impact on exhibition quality and gallery operations.

Strategic Considerations

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
2: Inclusive Community	2.1: Foster opportunities to express, celebrate and participate in arts and cultural activity	2.1.2: Lone Goat Gallery - Provide professional presentation space for artists and community at the Lone Goat Gallery	2.1.2.1	Manage Lone Goat Gallery including its annual exhibition program, visitor engagement, volunteer management, grants and accessibility

Recent Resolutions

15 Nil.

Legal/Statutory/Policy Considerations

To ensure the change occurred in line with the Annual Gallery Artist Application process and the Annual Fees and Charges process, Council included a provision in the current Fees and Charges that as of 1 January 2025 there will be no fees for exhibiting artists.

20 Financial Considerations

The financial impact of this change has already been incorporated within the Gallery base operating budget.

The approach will be assessed at the end of the year to quantify financial implications.

Report No. 6.3 Soul Street New Year's Eve 2024 Update

Directorate: Corporate and Community Services

Report Author: Emily Fajerman, Community & Cultural Development
Coordinator

5 **File No:** I2025/486

Summary:

To update the Arts Advisory Committee about the delivery of the 2024/25 Soul Street New Year's Eve and future events.

10

Report

Information/Background:

New Year's Eve (NYE) celebrations involve inherent risks from drug and alcohol-related violence and anti-social behaviour.

- 5 While major control policies fall under state and federal government jurisdiction, local governments can play a critical role in harm reduction by implementing evidence-based management strategies tailored to local needs and circumstances. To help manage these risks effectively, Council facilitates Soul Street NYE celebrations in partnership with NSW Police to ensure a safer and more controlled environment for the community.

10 **Overview of Soul Street NYE**

Soul Street NYE is a Council-initiated family-friendly event that leverages place activation strategies incorporating art, food, play, music, and performance activities to enhance community safety.

- 15 The annual event footprint includes entertainment, food stalls and interactive lighting across Jonson Street and Dening Park, with temporary street closures in place to ensure a safe environment.

- 20 The objective of Soul Street is to provide safe public spaces on New Years Eve in central Byron Bay. Over the years, Soul Street has been a successful intervention indicated by its high participation rate from visitors and locals and the low number of incidents reported by NSW Police.

Soul Street NYE 2024/2025

- 25 This year recorded the highest attendance to date under the current contractual arrangement with Experience Rova with approximately 15,000 attendees, likely influenced in part by the favourable weather conditions. The increased attendance necessitated additional staffing, security and place activations.

- 30 Experience Rova reported that the family-friendly programming continues to have a significant impact with a strong turnout of families attending the event. Key activations including the silent disco, circus workshops, Byron Taiko, face painting, and lighting installations remained highly successful.

Programming highlights included:

- Sally the Painting Princess
- Hayley Grace
- Wax Addicts
- 5 - Andy Jans-Brown
- Lemonise
- Owls of Neptune
- Create Studio
- Lucid Safari
- 10 - Wild Rocket
- Vulcana Circus
- VC Builds
- Caitlyn Shadbolt
- Byron Taiko
- 15 - Sacred Circus
- Ariel Angels



Image 1: Performers at Soul Street 2024, photo: Kate Holmes

Feedback from NSW Police:

- 20 Experience Rova was praised by NSW Police for a well-run event that benefited the community and caused no significant issues from a policing perspective. NSW Police acknowledged that the event preparations were commendable and likely played a key role in the success of the evening.
- 25 Overall, NSW Police estimated there were 20,000 patrons during the event. There were no charges or offenses recorded during the event and NSW Police was pleased with the behaviour of attendees considering the large crowds.

Achievements:

Experience Rova has provided data on attendance and community and business engagement each year in an acquittal report. Highlights include:

2022/2023	2023/2024	2024/2025
<ul style="list-style-type: none"> • 8,500 people attended • 7,000 people attended lighting installation • 4,300 people attended Circus workshops • 35 artists engaged (88% local artists) • 20 businesses engaged • 8,134 Soul Street website visits • 94% of respondents lived outside of Byron Bay 	<ul style="list-style-type: none"> • 5,000 people attended • 600 people attended the Silent Disco • 600 people attended Circus workshops • 38 artist engaged (98% local artists) • 15 local businesses engaged • 82% of respondents lived outside of Byron Bay, with 18% living locally 	<ul style="list-style-type: none"> • 15,000 people attended • 2000 people attended Silent Disco • 800 people attended Circus workshops - • 55 artists engaged (80% local artists) • 15 businesses engaged • 70% of respondents lived outside of Byron Bay, with 30% living locally

5 Event Management Tender Background and Next Steps

In June 2023 the General Manager approved the use of the Open Tender method to call for tenders for Contract 2023-1789 Event Management: Soul Street New Years Eve.

10 The Request for Tender sought responses from proponents to provide Event Management services to plan and deliver the event on behalf of Council for a period of 12 months, with the inclusion of two x one year contract extensions conditional on performance review after each event.

The contract value was \$100,000 (ex GST) per year over three years.

The Request for Tender was advertised from 5 to 26 September 2023 and tenders were received from the following organisations:

- 15
- Byron Community Centre Ltd
 - Event Society
 - Experience Rova Pty Ltd
 - Our Friends Electric Pty Ltd
 - Sold Out Events
- 20
- The Rigging Shop Pty Ltd

Tenders were evaluated by a Panel in accordance with the following evaluation criteria:

- a) Profile and Relevant Experience
- b) Quality and Availability of Resources
- c) Delivery Plan
- 5 d) Social Procurement
- e) Sustainable Practices
- f) Local Industry

10 The current contract with Experience Rova is now in its final year, meaning Council will need to undertake a new tender process to secure an event provider for 2026/27 and future years.

This process will ensure compliance with procurement requirements and provide an opportunity to assess the best approach for delivering the event in alignment with Council's objectives. Planning for the tender will commence this year to allow sufficient time for contract negotiation and event preparation.



15 Image 2: Soul Street, Kate Holmes

**Report No. 6.4 Draft Place Plan for New Brighton, South
Golden Beach and Ocean Shores**

Directorate: Corporate and Community Services

5 **Report Author:** Melitta Firth, Arts & Culture Officer
Stephanie McMurray, Place Liaison Officer

File No: I2025/493

Summary:

10 The purpose of this report is to notify the Arts Committee that the Draft Place Plan for New Brighton, South Golden Beach and Ocean Shores is now on public exhibition and open for feedback and to encourage input via the various consultation opportunities.

Report

5 Council is currently working with the community to develop a Place Plan for New Brighton, South Golden Beach and Ocean Shores. It will define a 20-year vision for these places and identify priority projects on a range of themes including movement, environment, open spaces, events, community development and resilience.

The Draft Place Plan was reported to Council on 27 March 2024 as [Report 13.4](#) and is now on Public Exhibition.

Feedback is open until **Sunday 18th May**.

10 To read the Draft Place Plan, provide feedback and find out more information on the project please visit our website: [New Brighton, South Golden Beach and Ocean Shores Place Plan - Byron Shire Council](#)

Council staff will be available at the following times and locations to discuss the plan and hear your feedback:

Ocean Shores Community Centre Hall

- 15
- Tuesday 15 April
 - 3:30 pm to 6pm

South Golden Beach Hall

- Wednesday 16 April
- 3:30 pm to 6pm

20 **New Brighton Farmers Market**

- Tuesday 29 April
- 8am to 11am

You can also drop in to Council’s Customer Service Centre to view a hard copy and provide a submission by the Sunday 18 May.

25 **Strategic Considerations**

Community Strategic Plan and Operational Plan

CSP Objective	CSP Strategy	DP Action	Code	OP Activity
4: Ethical Growth	4.1: Manage responsible development through effective place and space planning	4.1.3: Town / Village Masterplans - Develop, implement and update Place Plans that promote place-based forward planning strategies and actions	4.1.3.1	Facilitate the Place Planning Collective in order to promote and support implementation of actions from adopted town / village masterplans

Consultation and Engagement

As outlined in the document on exhibition. The community and stakeholder feedback gathered during July – October 2024 is summarised on the council website: [New Brighton, South Golden Beach and Ocean Shores Place Plan - Byron Shire Council](#)