

# LOCAL TRAFFIC COMMITTEE

Byron Bay, New South Wales

Saturday 13 and Sunday 14 May 2023




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# Document Preliminaries

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<b>The Event:</b>	<b>Byron Bay Triathlon</b>
<b>Event Manager &amp; Document Owner:</b>	<b>NX Sports Community Foundation Limited</b> <b>ABN: 99 145 432 006</b> <b>Director:</b> Michael Crawley    0402 226 333    mike@nxsports.org <b>Manager:</b> Kevin Pready    0411 757 577    kevin@nxsports.org
<b>Document User:</b>	Strategic Advisory Group, Sub-Committees and other approved Key Stakeholders.
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<b>Quality System:</b>	<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="349 1131 754 1420" 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 'Event Management Plan' on the left, a pink shape for 'Operations Plan' on the right, an orange shape for 'Sales &amp; Marketing Plan' at the bottom right, and a purple shape for 'Post Event Research' at the bottom left. The shapes are interconnected, suggesting a holistic and integrated planning approach.</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 &amp; 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 - together with the Byron Triathlon Club, the Byron Lighthouse Run Organising committee and with the support of Triathlon New South Wales - is pleased to make application to the Local Traffic Committee for approval to conduct the Byron Bay Triathlon and Byron Lighthouse Run on Saturday 13 and Sunday 14 May 2023 respectively.

The event features participation for the following categories:

- Olympic Distance Triathlon
- Sprint Distance Triathlon - STATE CHAMPIONSHIP RACE
- Tempta Distance Triathlon
- Kids Distance Triathlon
- 10km Fun Run
- 6km Fun Walk
- 1km Dash

The 2023 is also supported by numerous associated activities with the goal of to supporting and promoting more multi-night stays in the region. These activities will not involve road impacts and include activities such as yoga and triathlon clubs minglers.

The Byron Bay Triathlon is run in partnership locally with the Byron Triathlon Club as a not-for-profit event in support of the Donate Life campaign and Local Causes, and serves as a fundraiser for groups such as the Byron Surf Life Saving Club, Byron AFL Club, and the Byron Bay Cycling Club.

All entry revenue from entries in the Byron Lighthouse Run is donated to the Mullum Neighbourhood Centre, Headspace Lismore, Indigenous Carbon Australia.

In 2022, the road closure model was redesigned from the ground up in order to reduce the impact to the coastal road network, in particular the link between Byron CBD and Suffolk Park.

It is proposed that the slip lane used in 2022 is again implemented in 2023 in order to flow traffic South from Patterson Street to Suffolk Park.

In 2022 the slip lane operated for the duration of the event; however based on entry forecast, we anticipate there may be 30 minute window between 08.00 and 08.30 where the volume of bikes may be too great to safely operate the slip lane alongside the triathlon course.

The operation of the slip lane and the decision to put the movement of vehicles on hold will be at the discretion of the Race Director and NSW Police on the day.

We also propose that Middleton Street between Marvell Street and Ruskin Street is no longer included on the Cycle Course. Otherwise, there are no proposed changes to the 2022 model for the 2023 event.

Consultation with the community and local businesses is essential in the planning of our events; 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
SATURDAY - TRIATHLON				
Bay Street	Between Fletcher Street and Middleton Street	Full Road Closure	13/05/2023 04:00	13/05/2023 12:00
Middleton Street	Between Lawson Street and Kingsley Street	Full Road Closure	13/05/2023 04:00	13/05/2023 11:00

Road/Site	Between	Type	Start	End
Middleton Lane	Between Kingsley Street and Ruskin Street	Full Road Closure	13/05/2023 04:00	13/05/2023 11:00
Lawson Street	Between Fletcher Street and Massinger Street	Full Road Closure	13/05/2023 04:00	13/05/2023 12:00
↳ Reflections Byron Holiday Park		Business Open	13/05/2023 04:00	13/05/2023 12:00
Middleton Street	Between Bay Street and Lawson Street	Full Road Closure	13/05/2023 04:00	13/05/2023 12:00
Marvell Street	Between Middleton Street and Tennyson Street	Full Road Closure	13/05/2023 05:00	13/05/2023 11:00
Tennyson Street	Between Marvell Street and Browning Street	Full Road Closure	13/05/2023 05:00	13/05/2023 11:00
Ruskin Street	Between Middleton Lane & Tennyson Street	Full Road Closure	13/05/2023 05:00	13/05/2023 11:00
Kingsley Street	Between Cowper Street and Middleton Street	Local Resident Access Only	13/05/2023 05:00	13/05/2023 11:00
Browning Street	Between Tennyson Street and Cowper Street	Local Resident Access Only	13/05/2023 05:00	13/05/2023 11:00
Browning Street	Between Johnson Street and Tennyson Street	Local Resident Access Only	13/05/2023 05:00	13/05/2023 11:00
Bangalow Road	Between Browning Street and Broken Head Road	Full Road Closure	13/05/2023 06:00	13/05/2023 10:00
Broken Head Road	Between Bangalow Road and Beech Drive North	Full Road Closure	13/05/2023 06:00	13/05/2023 10:00
Beech Drive	Between Teak Cct and Honeysuckle Dr	Full Road Closure	13/05/2023 06:00	13/05/2023 10:00
Honeysuckle Drive	All	Changed Conditions	13/05/2023 06:00	13/05/2023 10:00
Broken Head Road	Between Beech Drive North and Beech Drive South (Service Station)	Local Resident Access Only	13/05/2023 06:00	13/05/2023 10:00
SUNDAY - LIGHTHOUSE RUN				
Lawson Street	Massinger Street and Tallow Beach Road	Full Road Closure	14/05/2023 06:00	14/05/2023 09:00
↳ Reflections Byron Holiday Park		Business Open	14/05/2023 06:00	14/05/2023 09:00
Lighthouse Road	Tallow Beach Road and Lighthouse	Full Road Closure	14/05/2023 06:00	14/05/2023 09:00
Tallow Beach Reach	Lighthouse Road and Dead End	Full Road Closure	14/05/2023 06:00	14/05/2023 09:00

## Road Impact Definitions

**Full Road Closure**

Roads are closed in both directions.

**Business Open**

This business is open as per their normal trading hours.

**Local Resident Access Only**

Local access is permitted and through traffic movement is restricted.

**Changed Conditions**

A traffic control treatment (ie. signage) is applied but there will be no changes to the normal movement of traffic.

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The Byron Bay Triathlon and Byron Lighthouse Run is expected to attract approximately 1,800 participants combined across both days of participation.

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,



Kevin Pready, Event Manager



# Event Sites

## 3.1 Course Overview



### 3.1.1 Race 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 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.

### 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.

#### Business Open

This business is open as per their normal trading hours.

#### Local Resident Access Only

Local access is permitted and through traffic movement is restricted.

#### Changed Conditions

A traffic control treatment (ie. signage) is applied but there will be no changes to the normal movement of traffic.

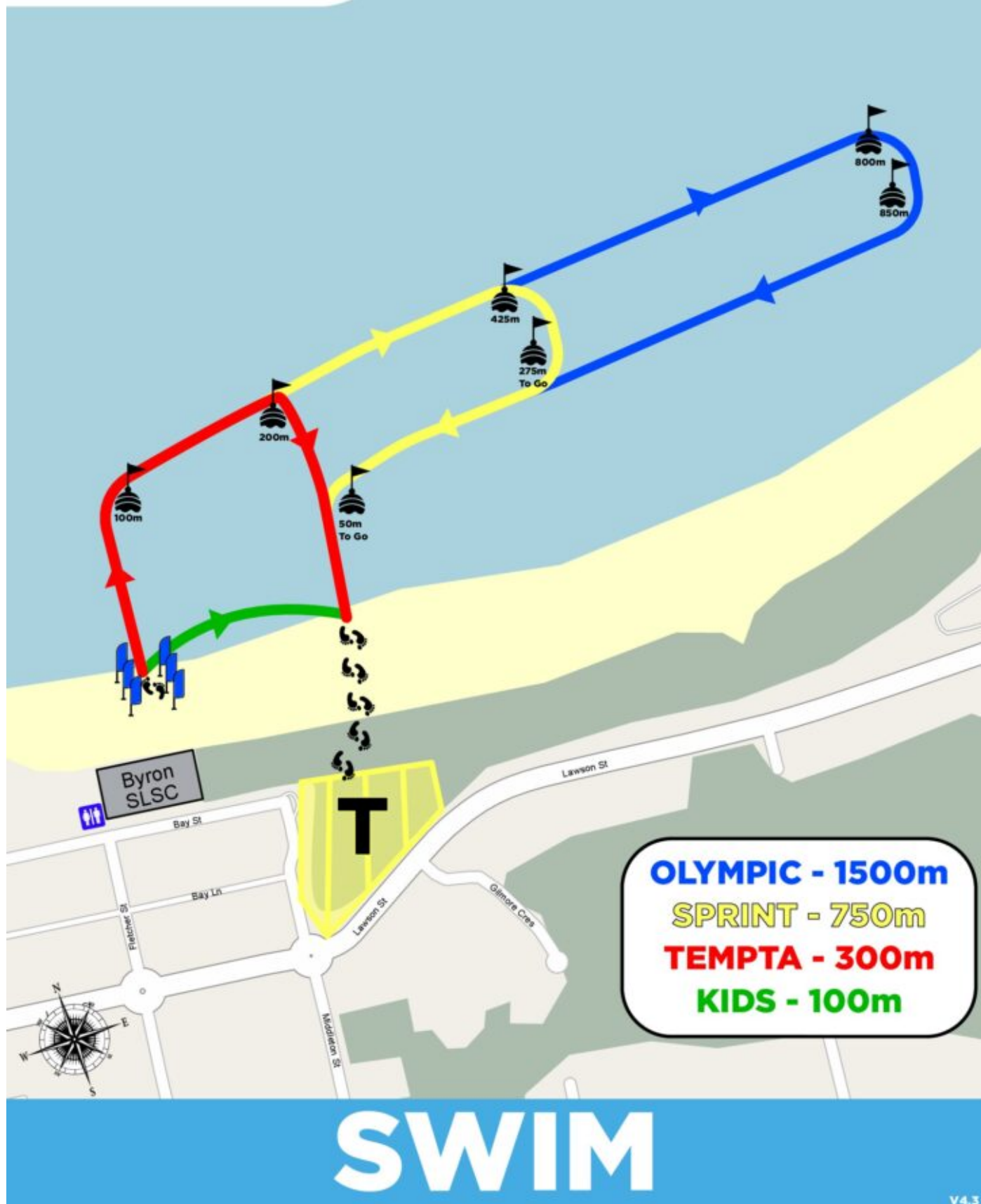
## 3.2 Event Sites Overview

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

Site	Address	Start	End
Event Base/ Registration/ Finish line	Denning Park / Byron Bay SLSC	12/05/2023	14/05/2023
Transition	Denning Park, Byron Bay	14/05/2023	13/05/2023
Swim site	Main Beach, Byron Bay	13/05/2023	13/05/2023
Cycle site	Bay St, Lawson St , Middleton St, Marvel St, Tennyson St, Bangalow Road, Broken Head Road, Beech Drive.	13/05/2023	13/05/2023
Run site	Lawson St, Cowper St, Tennyson St & Gilmore Street	13/05/2023	13/05/2023

## 3.3 Course Maps

# BYRON Bay Triathlon



V4.3



# BYRON Bay Triathlon



# CYCLE

V5.4





BYRON  
Bay Triathlon

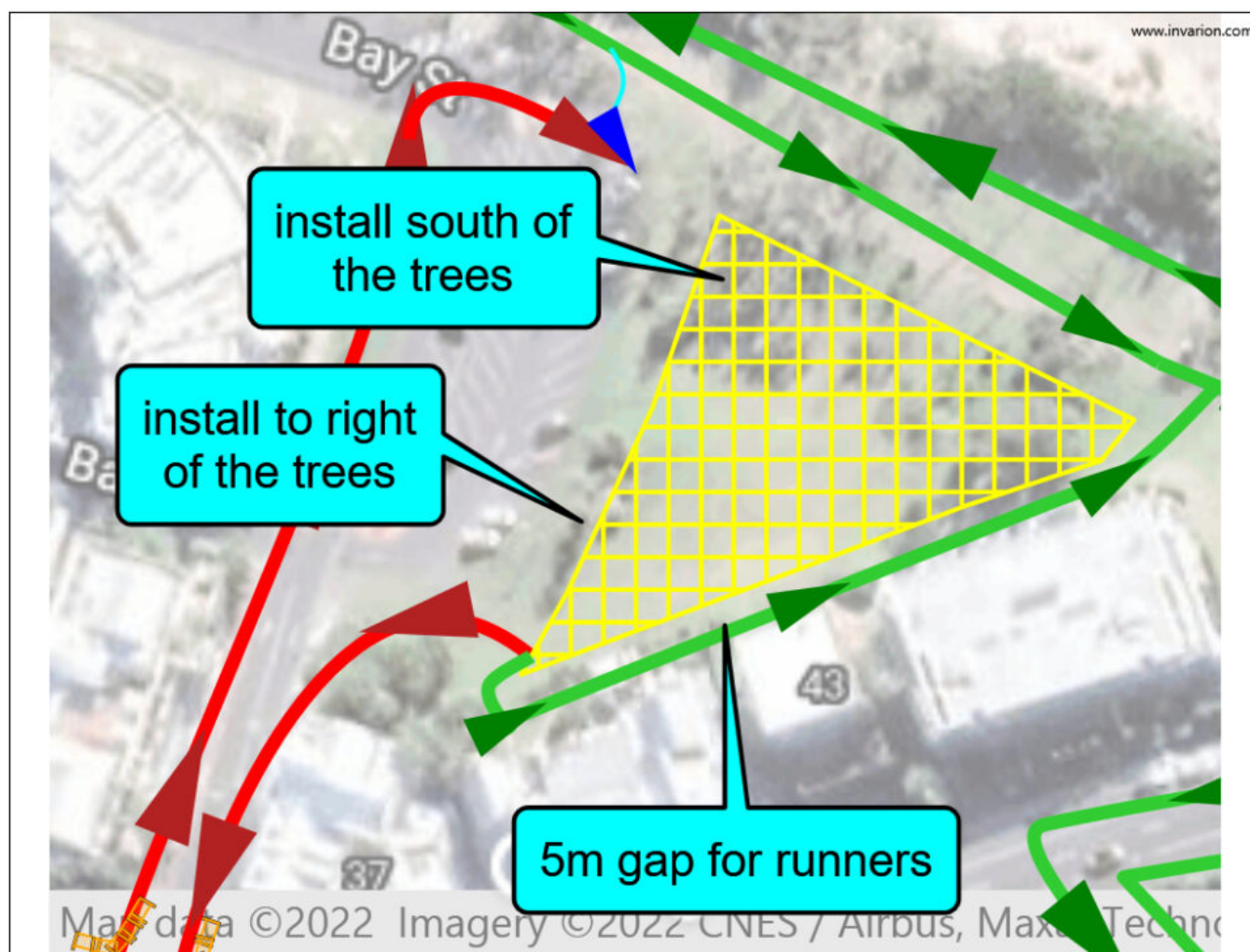
RUN

(WET WEATHER OPTION)

V5.3

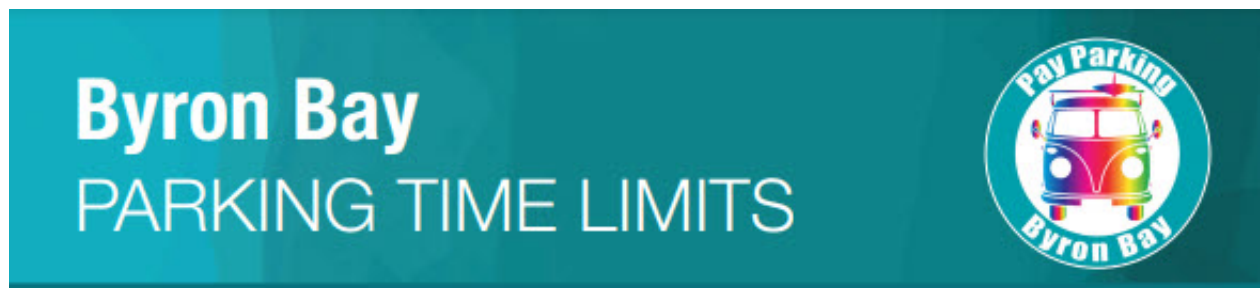


### 3.4 Venue Maps





## 3.5 Parking



### Pay parking

- No stopping / no parking
- P (no time limit)
- P (no time limit)  
1/2 hour free  
applies school days,  
8-10am, 2-4pm
- 4P
- 2P
- 1P
- 1/2 hr limit

### Timed parking

Free parking, time limits apply

- 2P Butler St precinct
- 2P School precinct
- 4P Tennyson / Massinger St precinct

This map  
is intended  
as a guide.

Always check the  
parking signs  
when you park.

Time limits apply 9am to 6pm Mon to Sun including public holidays



Byron Shire Council

70 Station St, Mullumbimby NSW 2482

Phone: **1300 811 942**

# Community Outreach In Brief

## 4.1 Summary

<b>Sanctions</b>	Events and Races sanctioned through the National Sporting Organisation
<b>Permits</b>	Permits and approvals for road closures are required from: <ul style="list-style-type: none"> <li>• Local Police</li> <li>• Local Council</li> <li>• Local Traffic Committee</li> </ul>
<b>Special Event Signage</b>	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.
<b>Residents Notification</b>	NXsports to provide: <ul style="list-style-type: none"> <li>• Regular news releases to local papers</li> <li>• Special Event Notices go into the Local Newspaper 1-2 weeks from the event</li> <li>• Doorknock to all affected businesses minimum two weeks prior to the event</li> <li>• Letterbox drop to residents and businesses affected two weeks prior to event</li> <li>• Residents will have access to the motorbike escort service for urgent entry/exit on routes.</li> <li>• All resident notification includes event hotline, event contact mobile number and event website</li> </ul>
<b>Business Consultation</b>	<ul style="list-style-type: none"> <li>• Consultation will be made with shop owners and accommodation houses in the precinct.</li> <li>• 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.</li> <li>• NXsports will complete three waves of communications with shops/businesses via email.</li> <li>• A door to door personalised approach will be made to businesses on affected roads before the event.</li> <li>• Local clubs and groups will be notified of the event in writing and followed up.</li> </ul>
<b>Road Signage</b>	<ul style="list-style-type: none"> <li>• Road detour signage and appropriate traffic signage will be used in advance of key changed road conditions &amp; activity areas as per Traffic Guidance Scheme (TGS).</li> <li>• A major effort will be undertaken to improve detour signage for persons arriving to the area during road closures</li> <li>• An extensive campaign to participants will be undertaken to communicate detours, access roads before the weekend to minimise confusion</li> <li>• Special Event Signage will be placed on all connected roads into the event.</li> </ul>
<b>Bus Access</b>	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.
<b>Taxis</b>	Taxi companies will be contacted and regularly followed up.
<b>Road Marshals &amp; Officials</b>	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
<b>Traffic Control</b>	Located as per the Traffic Guidance Scheme (TGS).
<b>Escort</b>	Race experienced motorbike escorts with radio and high visibility vest will provide immediate interaction/control during races at the discretion of the Chief Official.
<b>Police</b>	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 Outreach

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

Date	Communication Subject	Platform	Target Audience
(4 months from event date)	Initial contact with event details	Email	Key Stakeholders, Elected Persons, High Risk Community

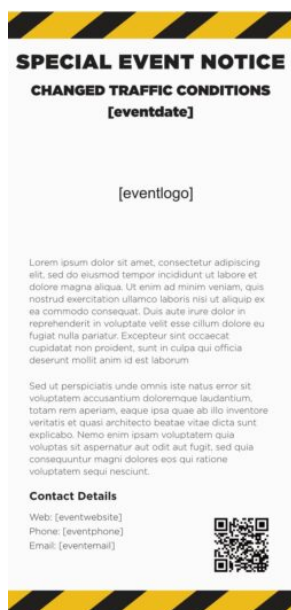
(3 months + 2 weeks from event date)	Follow up contact with event details	Phone Call	Key Stakeholders, Elected Persons, High Risk Community
(2 months from event date)	NXsports Road Closure web page goes live	Website	Local Community
(2 months from event date)	Initial contact with event details	Personal 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 Risk 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 Risk Community
(1 week from event date)	Event Update	Email	All members of community list

## 4.2.1 Letter Box Drop

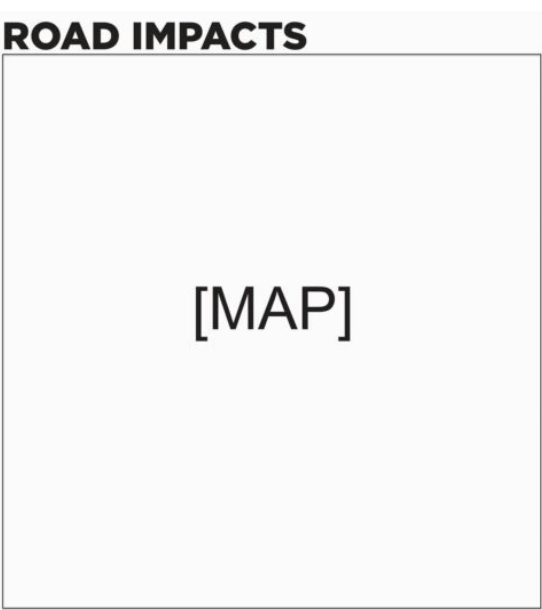
To provide information directly to the local residents and businesses that will be impacted by the Byron Bay Triathlon, a letter box drop will be completed to advise the community of the event date and road closure times.

## 4.2.2 Flyer


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



**SPECIAL EVENT NOTICE**  
**CHANGED TRAFFIC CONDITIONS**  
[eventdate]  
[eventlogo]  
[eventlogo]  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.  
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.  
**Contact Details**  
Web: [eventwebsite]  
Phone: [eventphone]  
Email: [eventemail]



**ROAD IMPACTS**  
[MAP]



**GPS Wayfinding On Your Mobile**  
All event road closures have been uploaded with the major wayfinding apps, including Apple Maps, Google Maps, Waze, and TomTom.  
We encourage you to give extra time for travel and prepare your route using one of these services on your mobile in order to minimise delays and use the quickest route.  
**Impacts In Your Area**  
[EVENTDATE]  
Road/Site Between Time  
Public Transport  
For information regarding public transport, visit  
www.translink.com.au

## 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 Triathlon. 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.

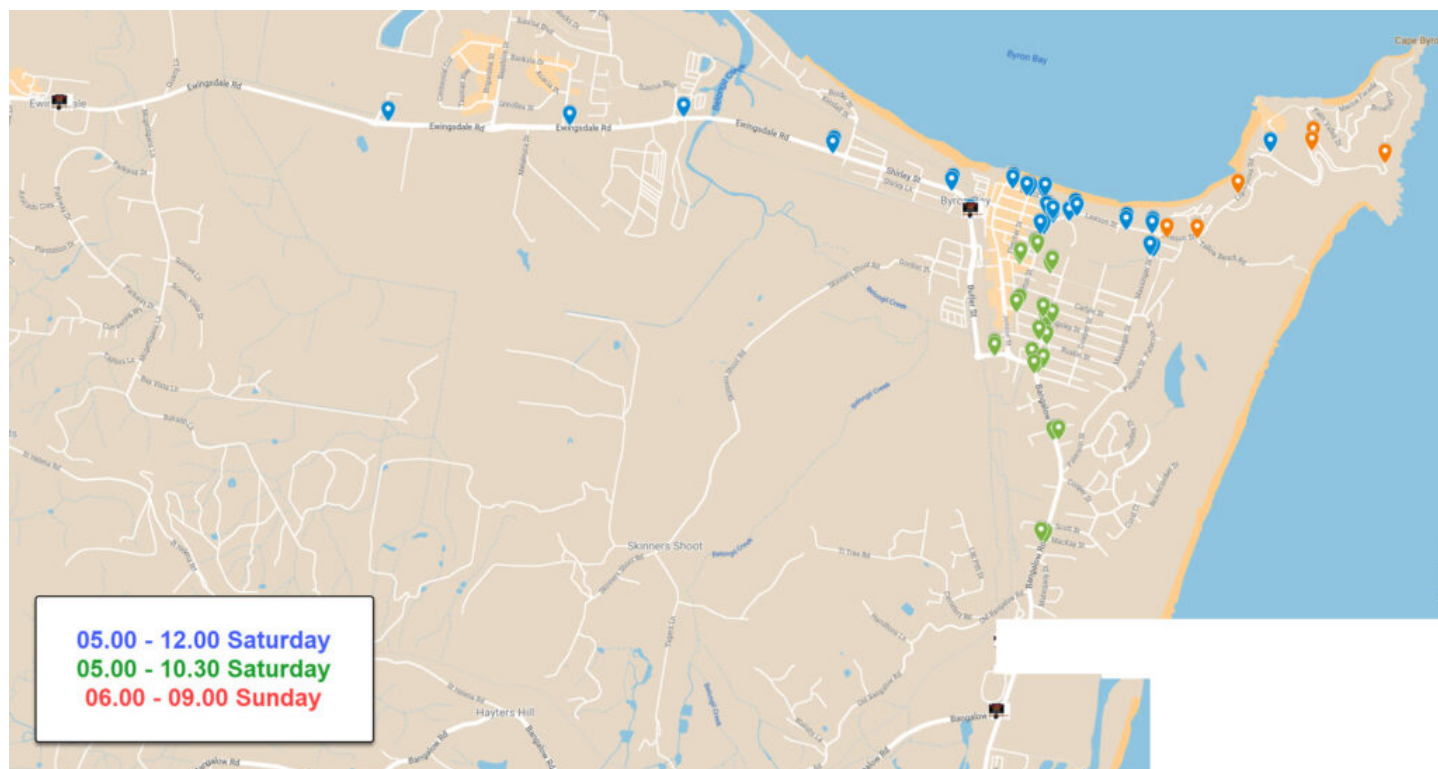
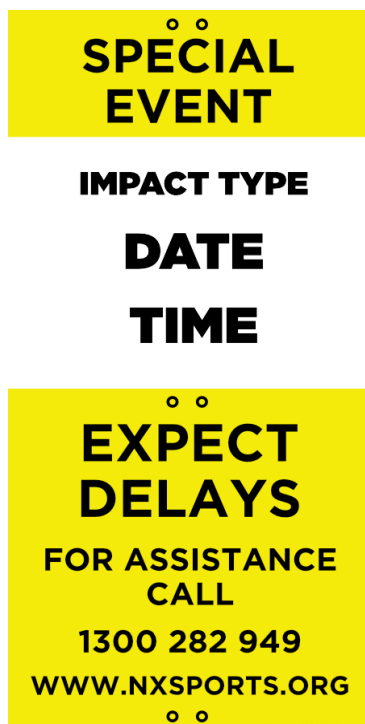
#### 4.2.4 Corflute Signage

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.

Legacy Design



New Design

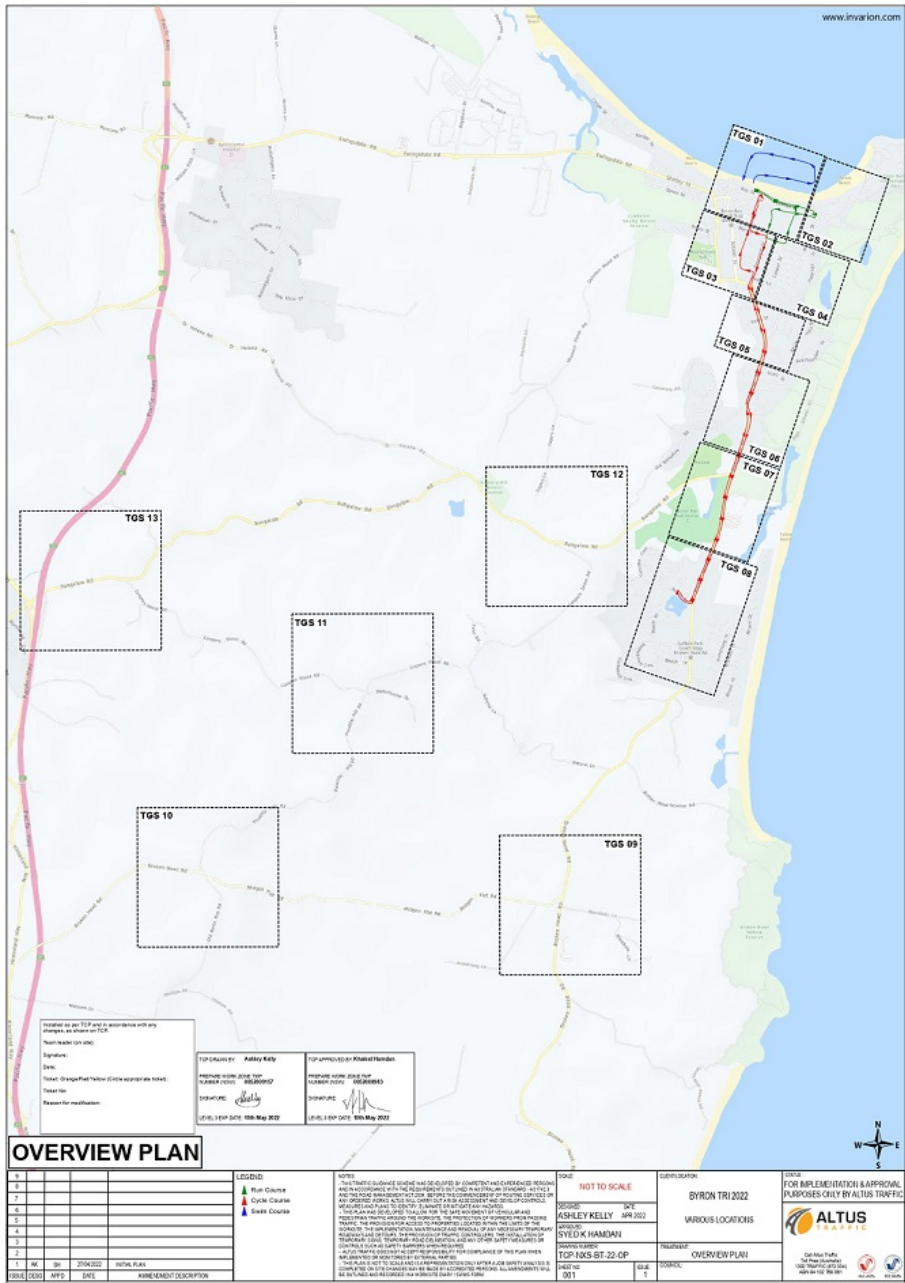




# Traffic Control Plans

The following traffic control plans are included for the Local Traffic Committee's reference. There are no major changes planned other than the removal of Middleton Street between Marvel Street and Ruskin Street from the course (see TGS #3).

The plans will be updated with the correct dates and include any further updates recommended by the Committee. The updated plans will be resubmitted to Council and all other relevant stakeholders.



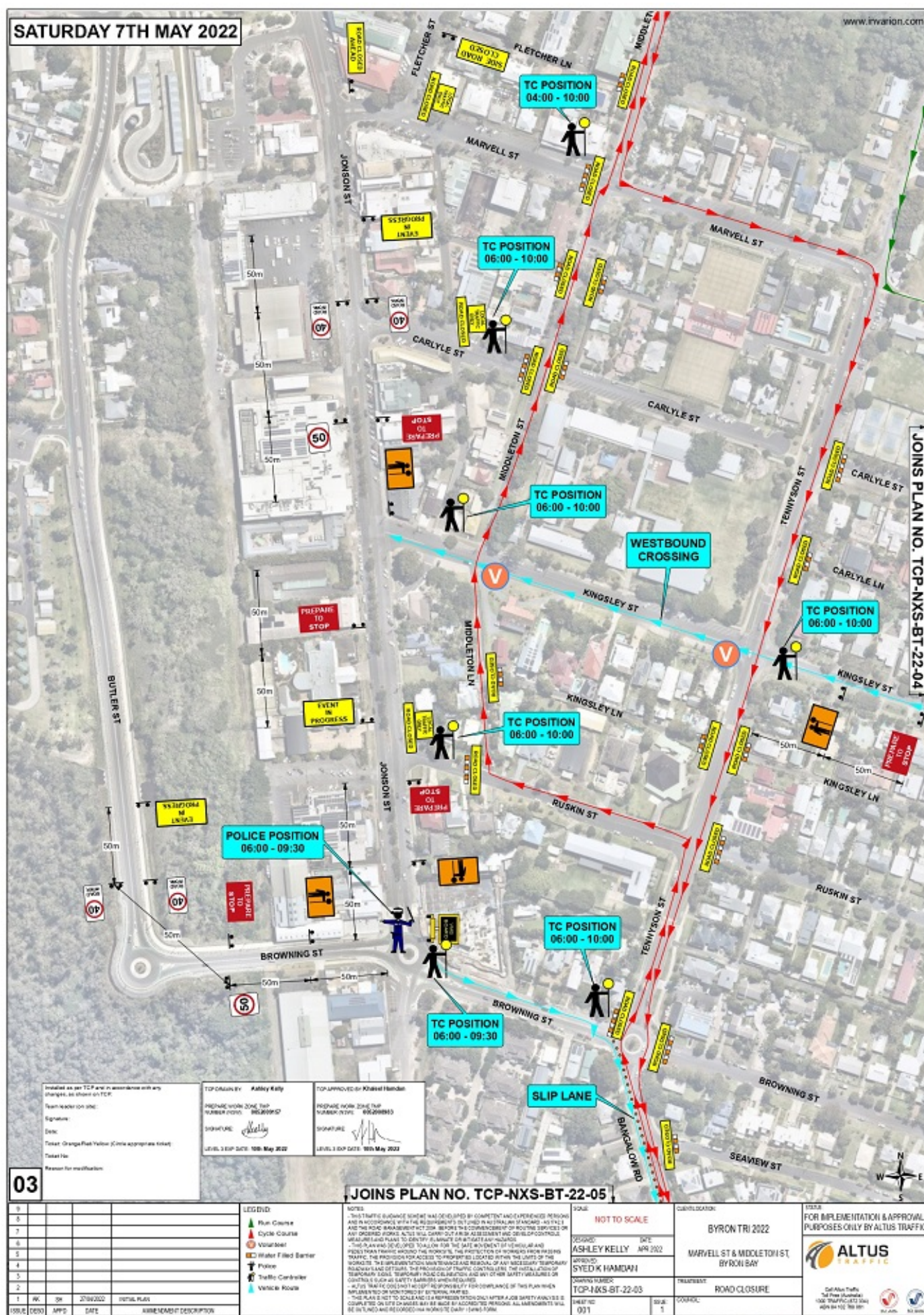








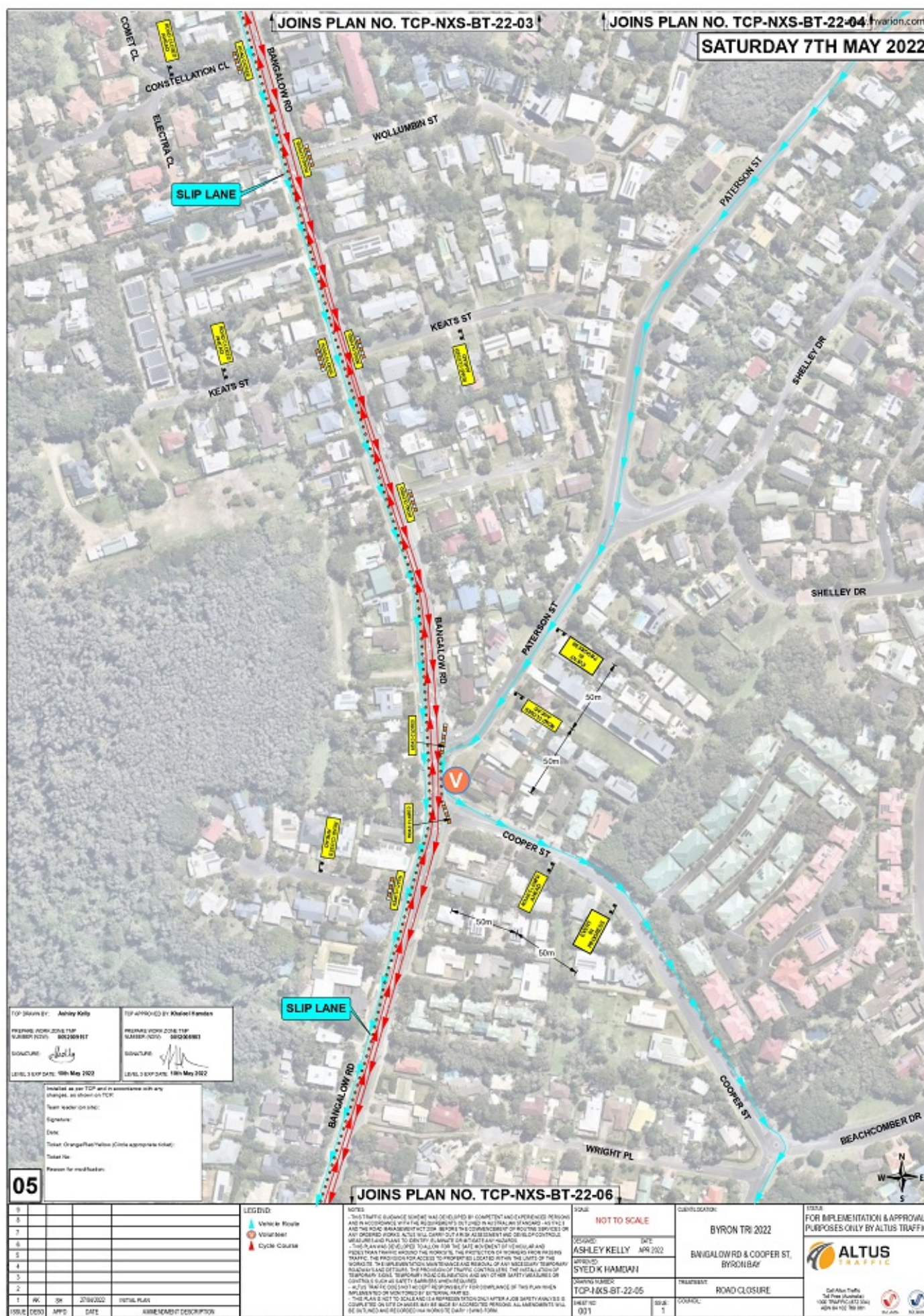




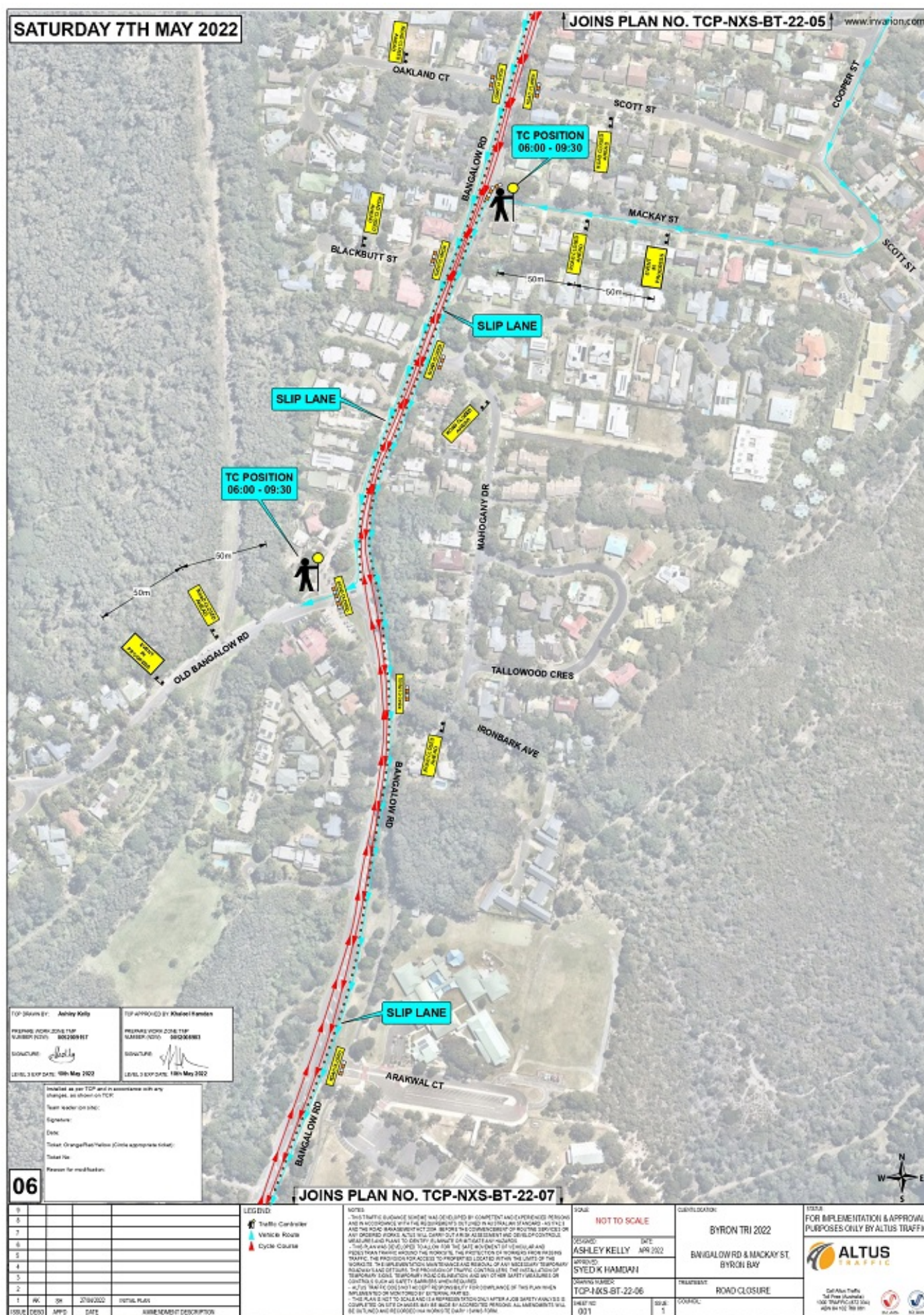








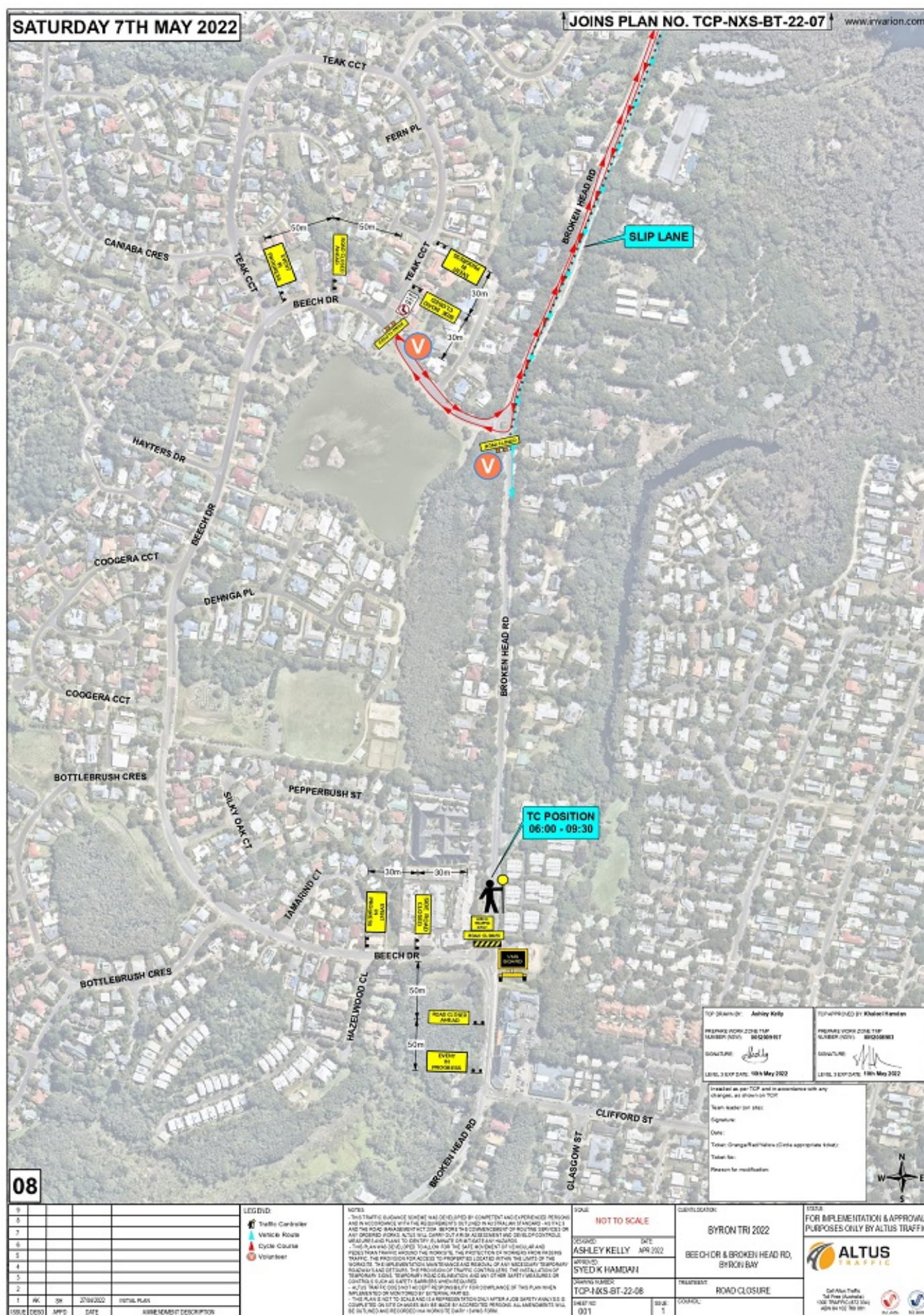




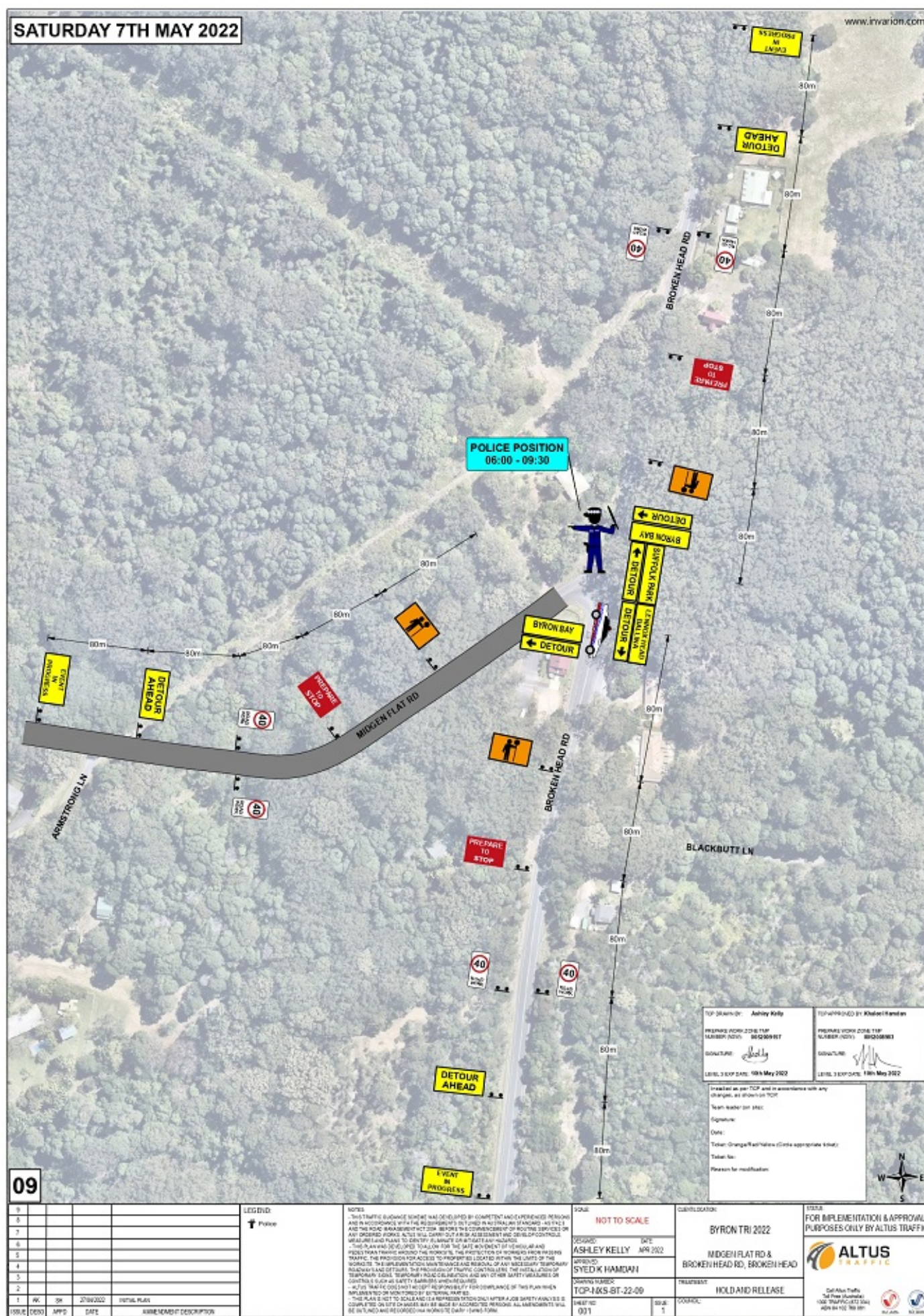












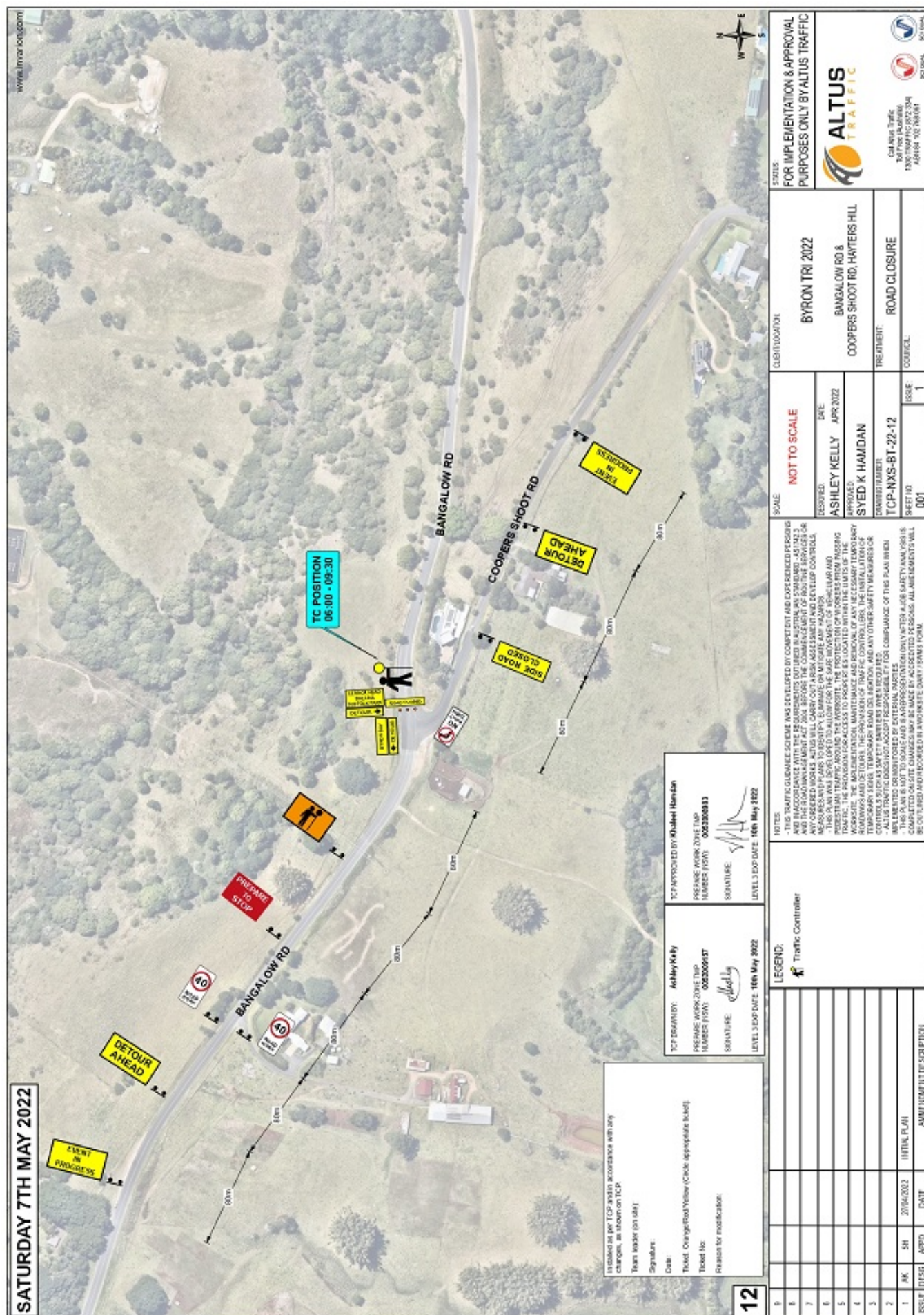










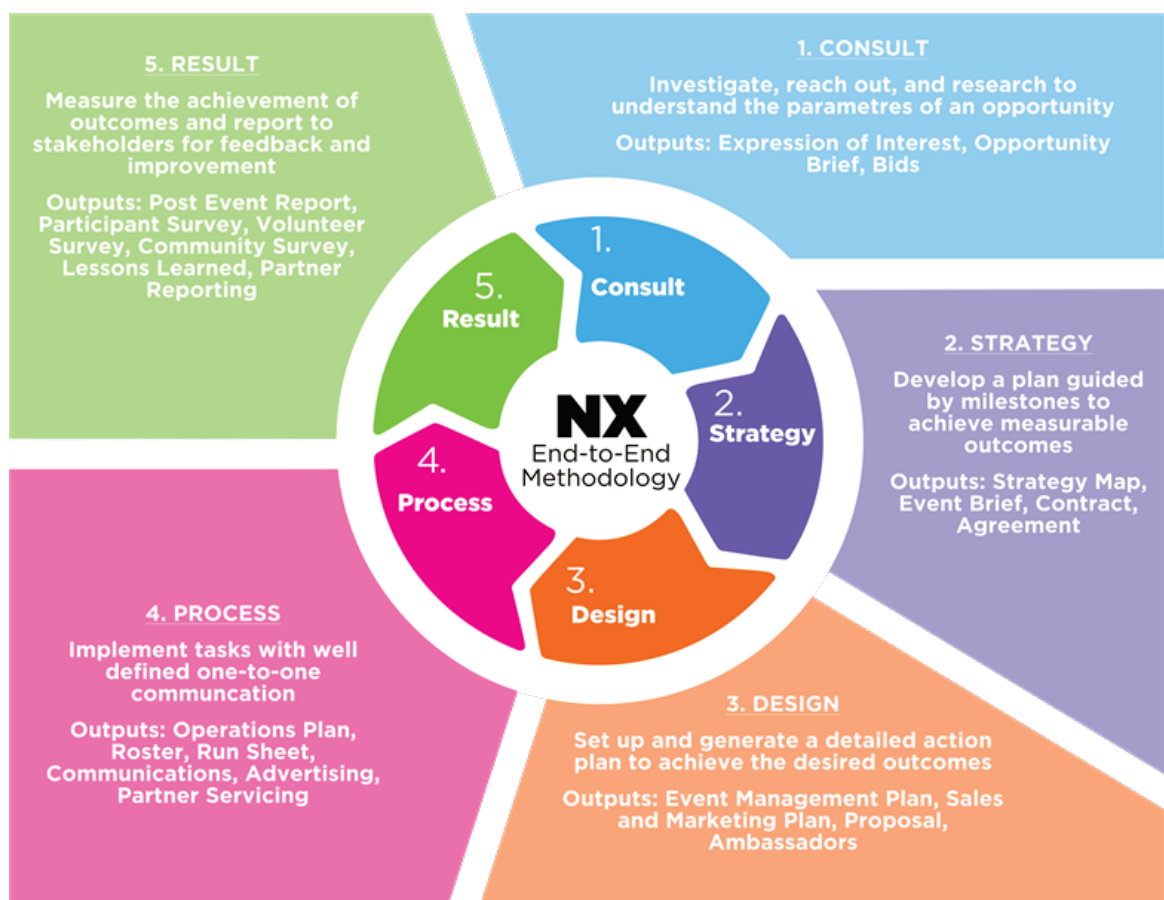






# NX Quality System

NXsports follows a procedural planning model to ensure the Byron Bay Triathlon 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
<b>Strategy Map:</b>	The Strategy Map draws together high-level strategy such as Purpose, Vision, Mission and Values.	<ul style="list-style-type: none"> <li>• 12-month objectives</li> <li>• 3-year goals</li> <li>• Appointment of the Strategic Advisory Group</li> <li>• Appointment of the Local Management Committee</li> <li>• Appointment of the Athlete Advisory Panel</li> </ul>
<b>Sales &amp; Marketing:</b>	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"> <li>• Brand Guidelines</li> <li>• Key Images and Kit of Parts</li> <li>• Key Messaging</li> <li>• Sales and Visitation targets</li> <li>• Sponsorship Management</li> <li>• Ambassadors Management</li> <li>• Major Campaigns and Communications</li> <li>• Content plan</li> </ul>
<b>Event Management:</b>	<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"> <li>• Chain of Command</li> <li>• Course Design</li> <li>• Permits and approvals</li> <li>• Risk Classification and Management</li> <li>• Medical Management</li> <li>• Community Engagement</li> <li>• Traffic Management Plan</li> <li>• Contingency Plans</li> <li>• Suppliers Management</li> </ul>
<b>Operations:</b>	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"> <li>• Key event timings</li> <li>• Permits</li> <li>• Site build detail</li> <li>• Pack lists</li> <li>• Rosters</li> <li>• Run Sheet</li> </ul>
<b>Post Event:</b>	The Post Event Research provides an Executive Summary of the Event planning process and the Event delivery.	<ul style="list-style-type: none"> <li>• Summary of Key Research Data</li> <li>• Summary of Feedback</li> <li>• Summary of Marketing Activities</li> <li>• Summary of Community Benefit</li> <li>• Sponsorship ROI</li> <li>• Legacy Data</li> <li>• 4x4 and Recommendations</li> </ul>