

LOCAL TRAFFIC COMMITTEE

Byron Bay, New South Wales

Thursday 9 May 2024 to Sunday 12 May 2024




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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="347 1162 753 1449" 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 purple shape for 'Post Event Research' at the bottom left, an orange shape for 'Sales & Marketing Plan' at the bottom right, and a green shape for 'Operations Plan' on the right. 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 & 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 Saturday 11 May 2024.

The Byron Bay Triathlon features participation for the following categories:

- Aquathlon
- Big Kids 10-12 Years
- Big Kids Relay
- Juniors 7-9 Years
- Mixed Team Relay
- Olympic All In Teams
- Olympic Aquabike
- Olympic Individuals
- Olympic Paratriathlon
- Olympic Relay Teams
- Sprint All In Team
- Sprint Aquabike
- Sprint Individuals
- Sprint Paratriathlon
- Sprint Relay Teams
- Tempta All In Team
- Tempta Individuals
- Tempta Paratriathlon
- Tempta Relay Team

The Byron Bay Triathlon is a not-for-profit event in support of the Donate Life campaign and Local Causes, and serves as a fundraiser for ...

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-phaseprocess 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	11/05/2024 04:00	11/05/2024 12:00
Middleton Street	Between Lawson Street and Kingsley Street	Full Road Closure	11/05/2024 04:00	13/05/2023 11:00
Middleton Lane	Between Kingsley Street and Ruskin Street	Full Road Closure	11/05/2024 04:00	13/05/2023 11:00
Lawson Street	Between Fletcher Street and Massinger Street	Full Road Closure	11/05/2024 04:00	11/05/2024 12:00
Reflections Byron Holiday Park		Business Open	11/05/2024 04:00	11/05/2024 12:00
Middleton Street	Between Bay Street and Lawson Street	Full Road Closure	11/05/2024 04:00	11/05/2024 12:00

Road/Site	Between	Type	Start	End
Marvell Street	Between Middleton Street and Tennyson Street	Full Road Closure	11/05/2024 05:00	11/05/2024 11:00
Tennyson Street	Between Marvell Street and Browning Street	Full Road Closure	11/05/2024 05:00	11/05/2024 11:00
Ruskin Street	Between Middleton Lane & Tennyson Street	Full Road Closure	11/05/2024 05:00	11/05/2024 11:00
Kingsley Street	Between Cowper Street and Middleton Street	Local Resident Access Only	11/05/2024 05:00	11/05/2024 11:00
Browning Street	Between Tennyson Street and Cowper Street	Local Resident Access Only	11/05/2024 05:00	11/05/2024 11:00
Browning Street	Between Johnson Street and Tennyson Street	Local Resident Access Only	11/05/2024 05:00	11/05/2024 11:00
Bangalow Road	Between Browning Street and Broken Head Road	Full Road Closure	11/05/2024 06:00	11/05/2024 10:00
Broken Head Road	Between Bangalow Road and Beech Drive North	Full Road Closure	11/05/2024 06:00	11/05/2024 10:00
Beech Drive	Between Teak Cct and Honeysuckle Dr	Full Road Closure	11/05/2024 06:00	11/05/2024 10:00
Honeysuckle Drive	All	Changed Conditions	11/05/2024 06:00	11/05/2024 10:00
Broken Head Road	Between Beech Drive North and Beech Drive South (Service Station)	Local Resident Access Only	11/05/2024 06:00	11/05/2024 10:00
SUNDAY - MOTHERS DAY RUN				
Lawson Street	Massinger Street and Tallow Beach Road	Full Road Closure	12/05/2024 06:00	12/05/2024 09:00
 Reflections Byron Holiday Park		Business Open	12/05/2024 06:00	12/05/2024 09:00
Lighthouse Road	Tallow Beach Road and Lighthouse	Full Road Closure	12/05/2024 06:00	12/05/2024 09:00
Tallow Beach Road	Lighthouse Road and Dead End	Full Road Closure	12/05/2024 06:00	12/05/2024 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.

The Byron Bay Triathlon is expected to attract approximately 0 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,

A handwritten signature in blue ink, appearing to read "Kevin Pready", is located below the "Yours sincerely," text.

Kevin Pready, Event Manager

3.1 Course Overview

A detailed map of Byron Bay, Australia, illustrating four distinct triathlon routes. The routes are color-coded: blue for the swim route along the coast from Byron Bay to Cape Byron; red for the cycle route starting at Byron Bay, heading south through Bangalow Rd, and ending near Broken Head Rd; green for the run route following a path parallel to the coast between Byron Bay and Bangalow; and purple for the Mother's Day Run route, which follows the coastline from Byron Bay past Cape Byron and back towards Byron Bay. The map includes numerous street names such as Bay St, Butler St, Gordon St, Skinner's Shoot Rd, Bangalow Rd, and Broken Head Rd. It also shows geographical features like Byrron Bay, Cape Byron, and several creeks including Belongil Creek and Tallon Creek. A legend box in the top left corner identifies each route by color and activity type.

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.

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	09/05/2024	12/05/2024
Transition	Denning Park, Byron Bay	09/05/2024	11/05/2024
Swim site	Main Beach, Byron Bay	11/05/2024	11/05/2024
Cycle site	Bay St, Lawson St , Middleton St, Marvel St, Tennyson St, Bangalow Road, Broken Head Road, Beech Drive.	11/05/2024	11/05/2024
Triathlon Run site	Lawson St, Cowper St, Tennyson St & Gilmore Street	11/05/2024	11/05/2024
Mothers Day Run site	Lawson St and Lighthouse Road	12/05/2024	12/05/2024



3.3 Course Maps



SWIM

**Subject to final risk assessment distance and course may change*

V4.3

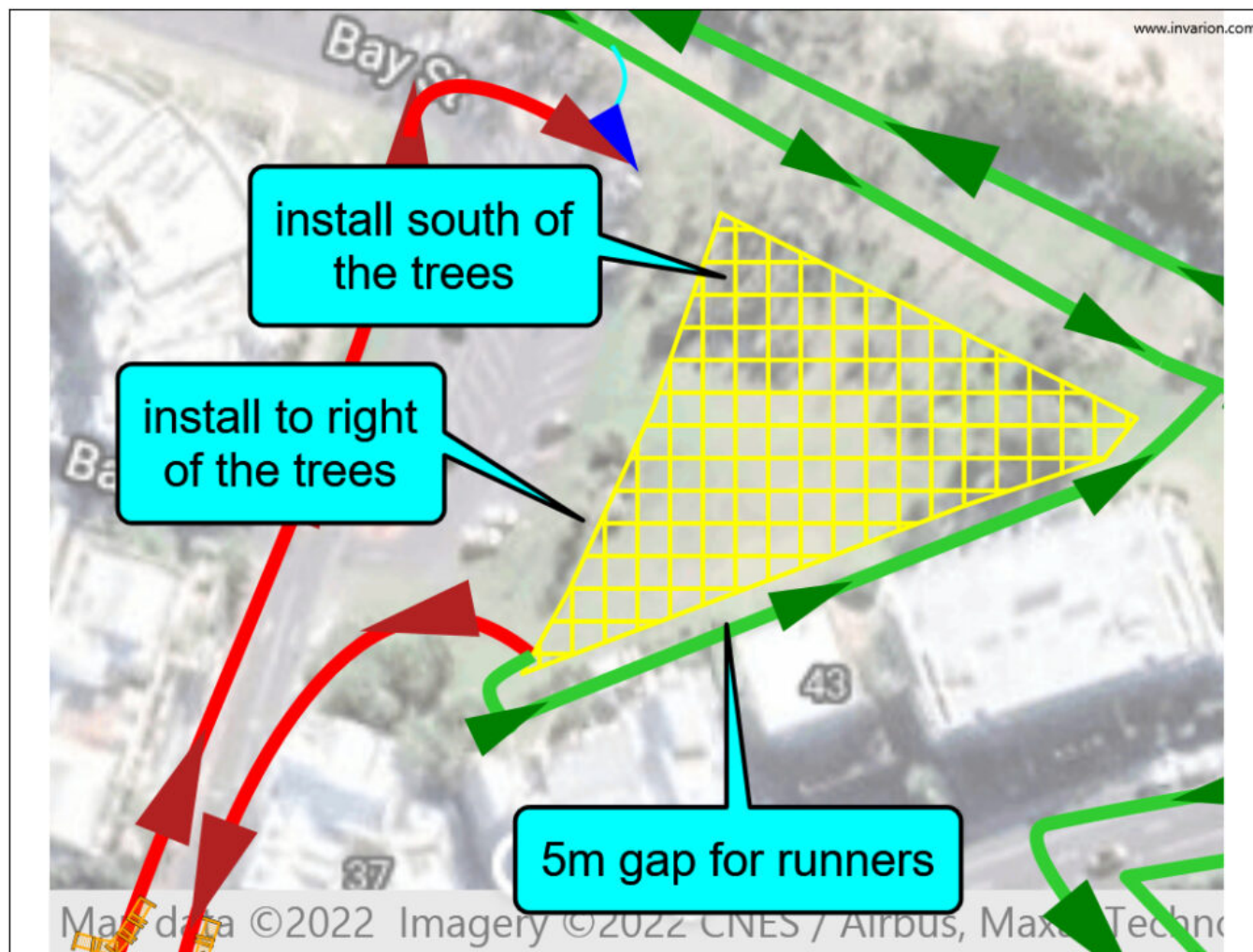


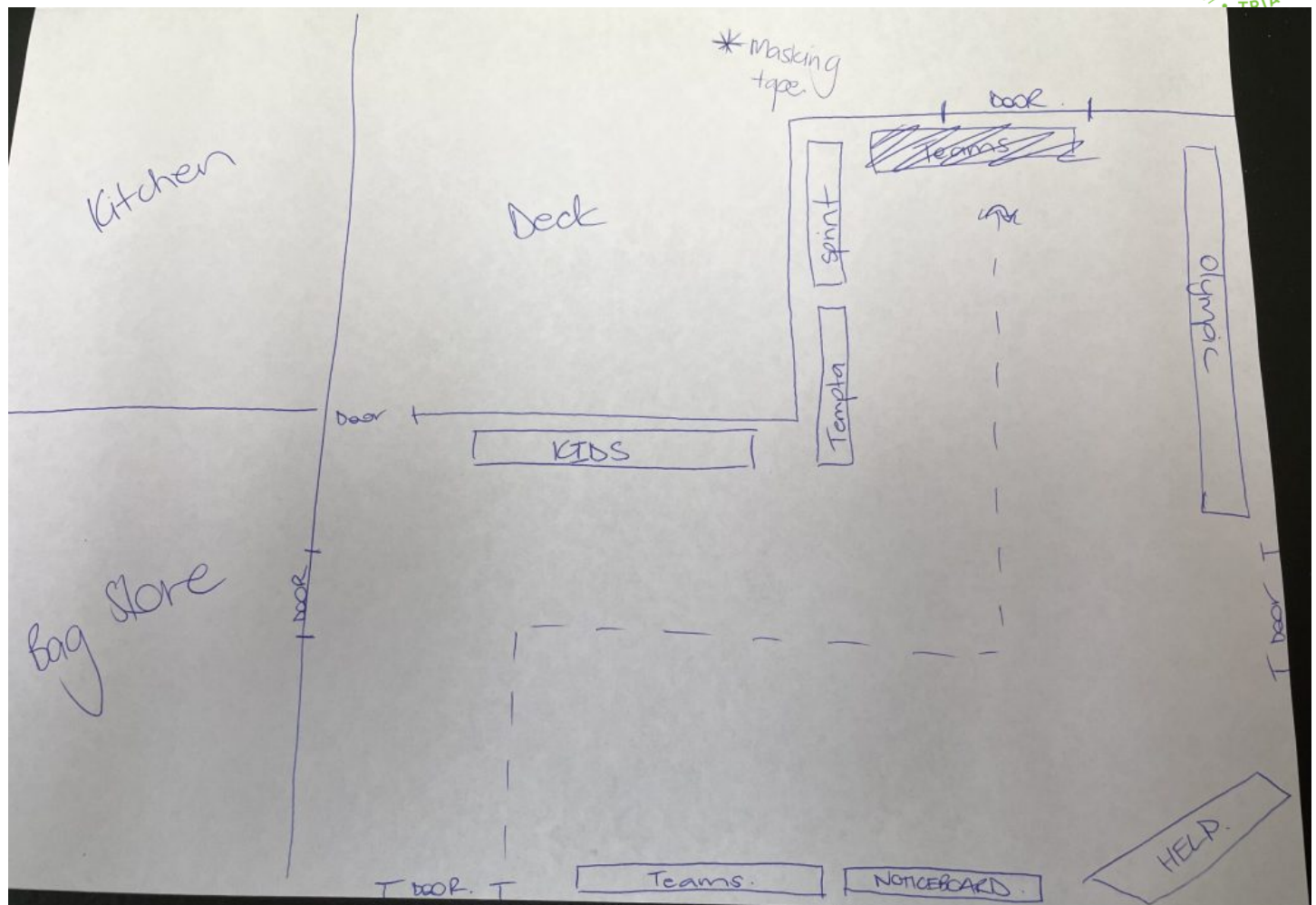


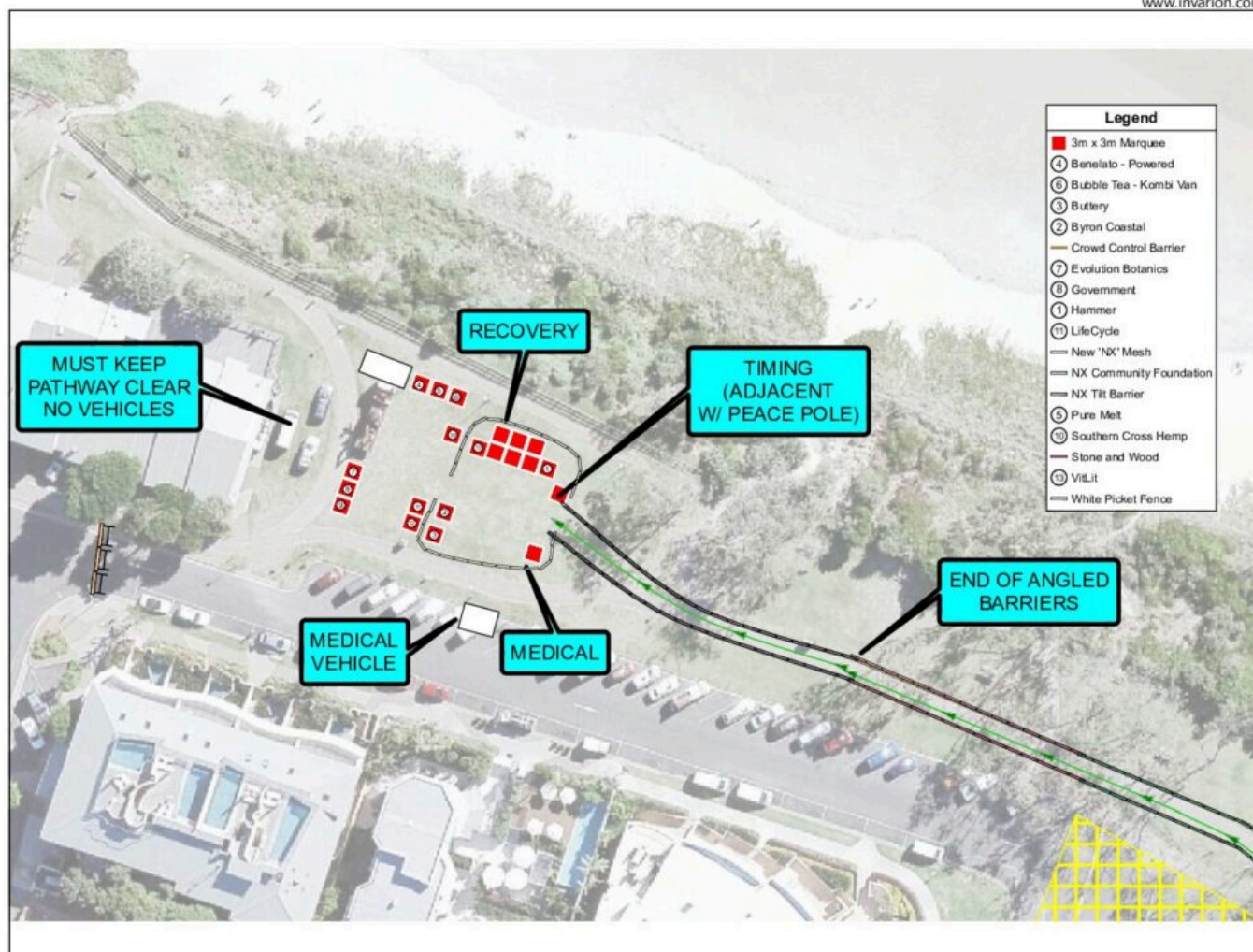
RUN

V4.5

3.4 Site Maps









RUN

(CONTINGENCY)

V4.5



RUN


(WET WEATHER CONTINGENCY)

V4.5

3.6 Parking

Byron Bay

PARKING TIME LIMITS



Pay parking		Timed parking Free parking, time limits apply	This map is intended as a guide. Always check the parking signs when you park.
<ul style="list-style-type: none"> — No stopping / no parking — P (no time limit) --- P (no time limit) 1/2 hour free applies school days, 8-10am, 2-4pm 	<ul style="list-style-type: none"> ● 4P ● 2P ● 1P ● 1/2 hr limit 	<ul style="list-style-type: none"> ● 2P Butler St precinct ● 2P School precinct ● 4P Tennyson / Massinger St precinct 	

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

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

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**SPECIAL
EVENT**

IMPACT TYPE

DATE

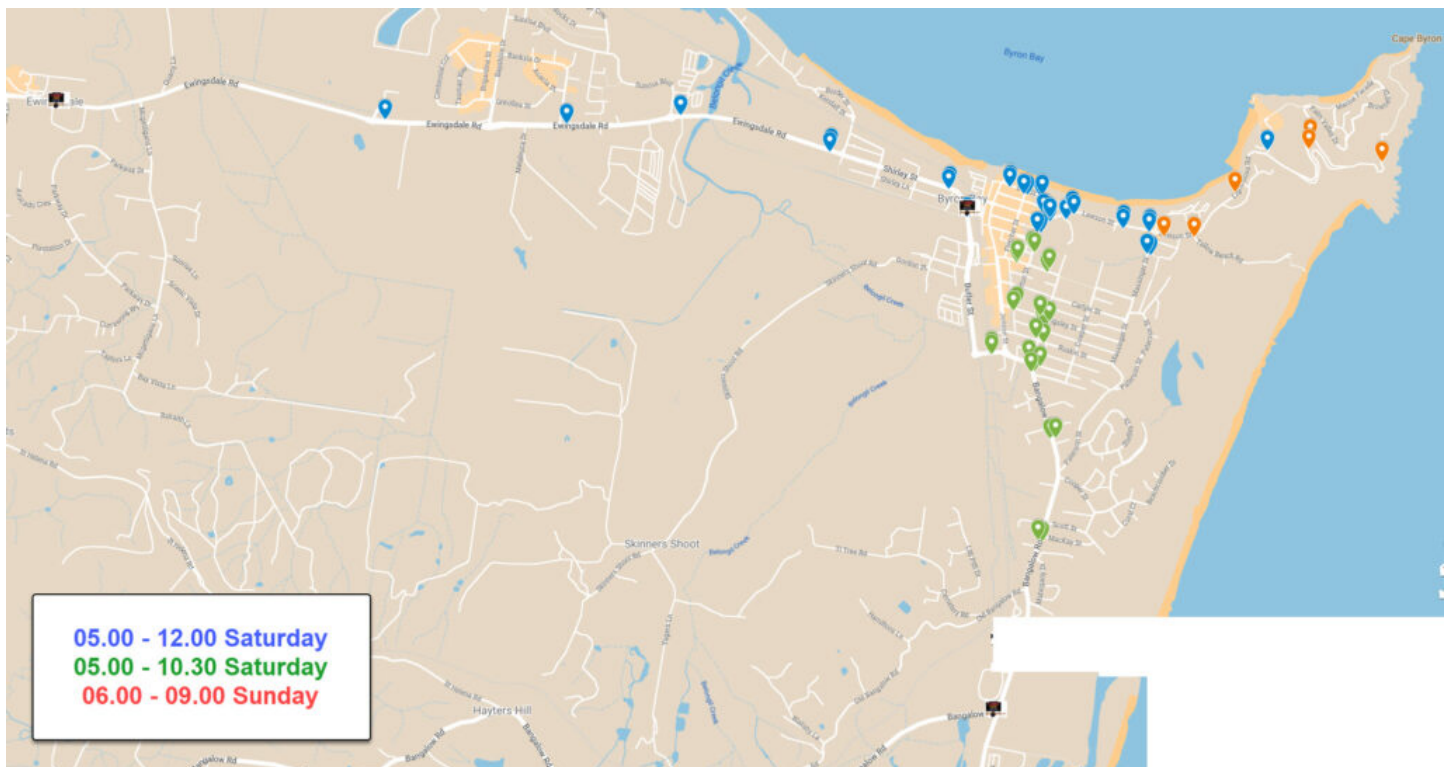
TIME

**EXPECT
DELAYS**

**FOR ASSISTANCE
CALL**

1300 282 949

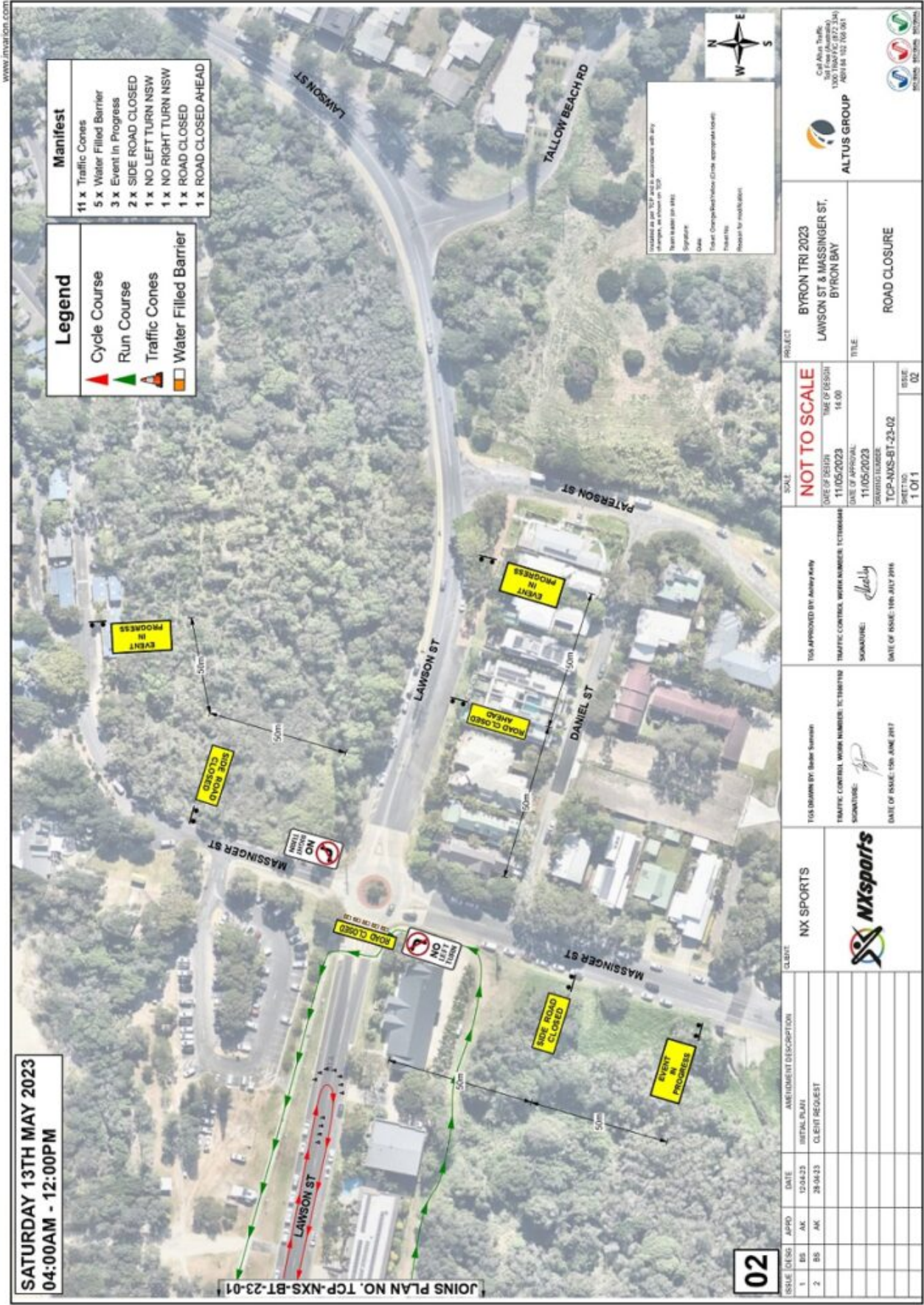
WWW.NXSPORTS.ORG



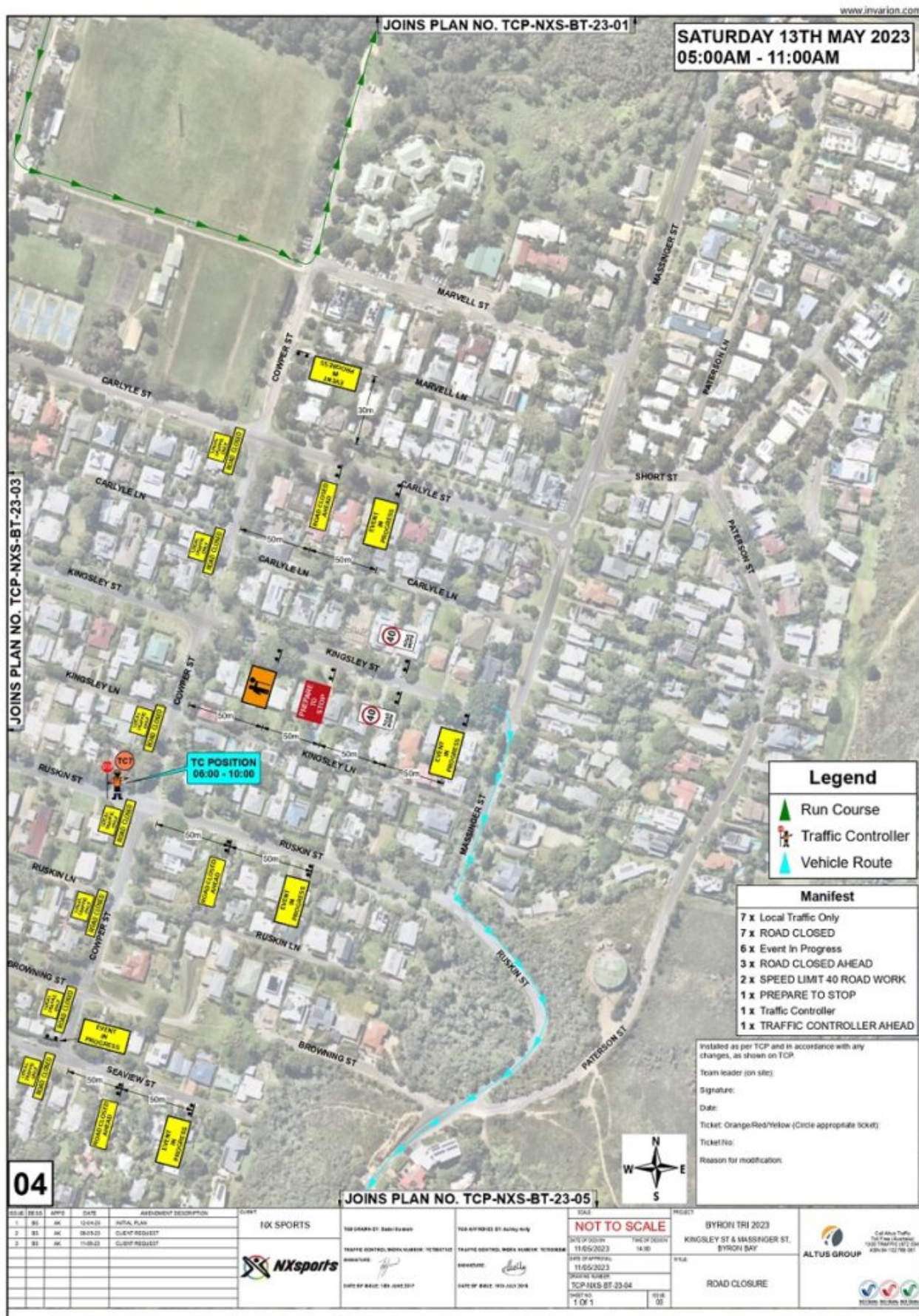
The following traffic control plans are included for the Local Traffic Committee's reference. There are no major changes planned and the plans will be updated with the correct dates and include any further updates recommended by the Committee.











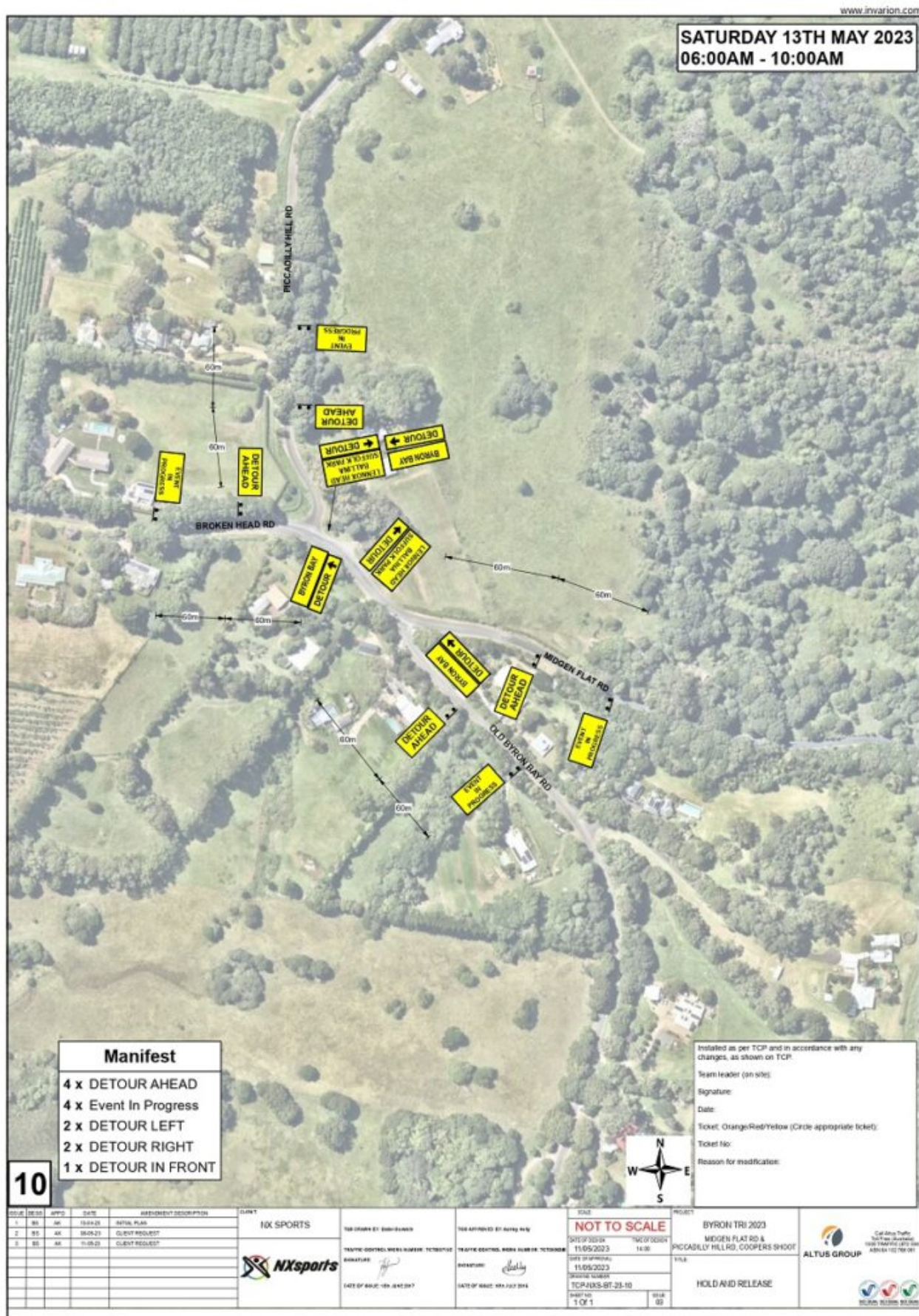




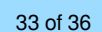




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NX Quality System

NX 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
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