

LOCAL TRAFFIC COMMITTEE



Byron Sunrise Run and Swim

Byron Bay, NSW

Sunday 18 October 2020



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Document Summary

The Event:	Byron Sunrise Run and Swim
Event Manager & Document Owner:	NX Sports Community Foundation Limited ABN: 99 145 432 006 Race Director: Michael Crawley 0402 226 333 mike@nxsports.org Event Manager: Kevin Pready 0411 757 577 growth@nxsports.org
Document User:	Strategic Advisory Group, Sub-Committees and other approved Key Stakeholders.
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Quality System:	<p>Using our intellectual property and methodology we produce management plans which are part of the internal quality system, and include documents for Strategy, Sales and Marketing, Community and Transit, Operations, and Post Event Research.</p> <div data-bbox="367 1012 857 1364" data-label="Diagram"> </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 run sheet 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 Sunrise Run and Swim on Sunday 18 October 2020.

The Byron Sunrise Run and Swim features participation for the following categories:

- 10km Fun Run
- 6km Fun Run
- Ocean Swim

The Byron Sunrise Run and Swim is 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 and the Byron Bay Triathlon Club.

Consultation with the community and local businesses is essential in the planning of the Byron Sunrise Run and Swim; together we will work to deliver a valuable economic and socially responsible project with perennial returns for stakeholders and a strong result for 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	CLOSED BETWEEN	START	END
Lawson Street	Massinger Street and Lighthouse Road	18 October 2020 6.30am	18 October 2020 9.00am
Massinger Street	Massinger Street and Holiday Park	18 October 2020 6.30am	18 October 2020 9.00am
Lighthouse Road	Massinger Street and Lighthouse	18 October 2020 6.30am	18 October 2020 9.00am
Brooke Drive	Lighthouse Road and the Pass	18 October 2020 6.30am	18 October 2020 9.00am
Tallow Beach Road	Lighthouse Road and Tallow Beach Car Park	18 October 2020 6.30am	18 October 2020 9.00am

The Byron Sunrise Run and Swim is expected to attract approximately 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, NSW community.

Thank you.

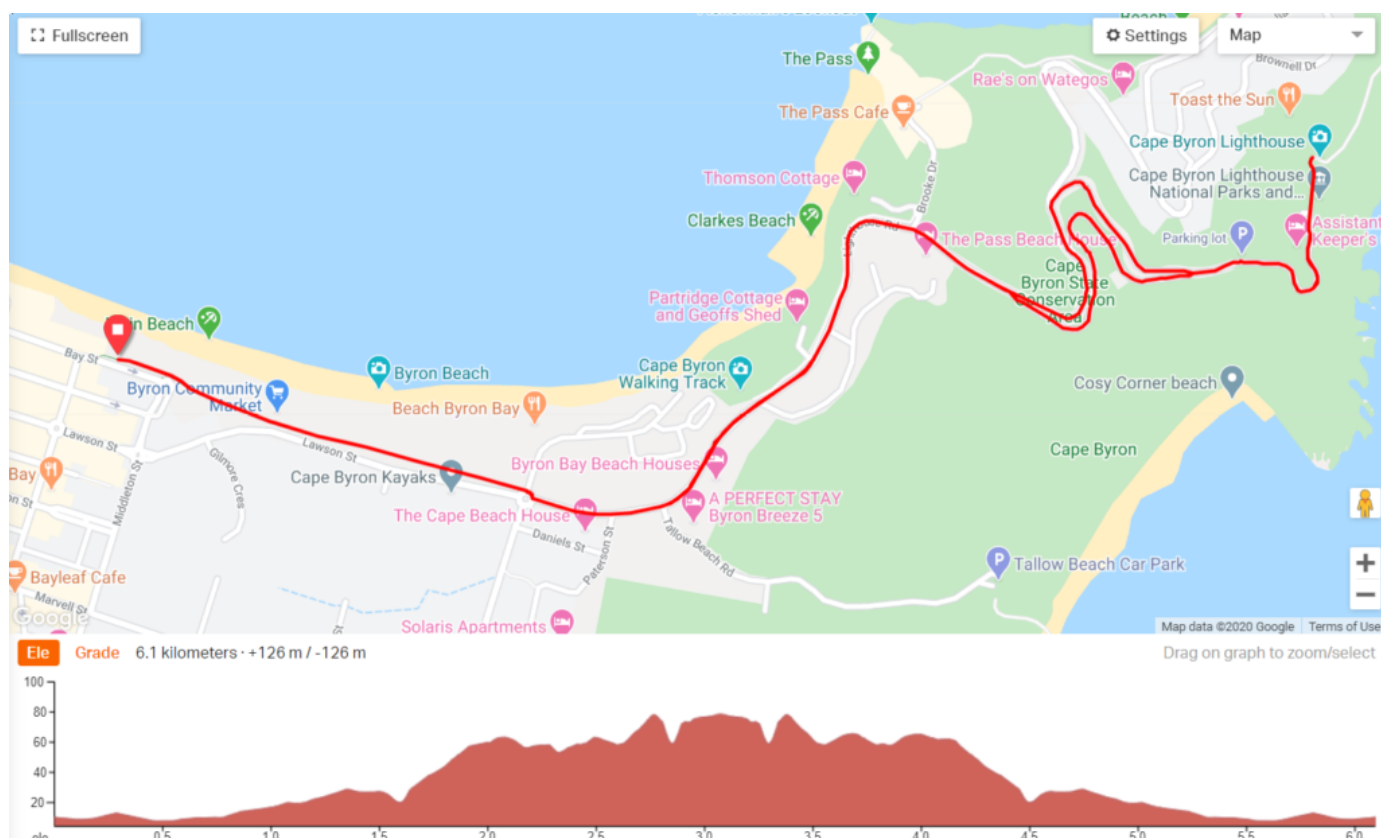
Yours sincerely,



Kevin Pready, Event Manager

Event Sites

Course Overview



Race Specification

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

Course Design

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

Event Sites Overview

The Byron Sunrise Run and Swim uses a number of sites to conduct the event, namely:

SITE	ADDRESS	START	END
Water Station* - Lighthouse Car Park	2481 Lighthouse Road, Byron Bay, New South Wales	18 October 2020	18 October 2020
Run Start/Finish - Denning Park	19 Bay Street, Byron Bay, New South Wales	18 October 2020	18 October 2020
Swim Start/Finish	Main Beach	18 October 2020	18 October 2020

Event Maps

Event Operations and Infrastructure	https://www.google.com/maps/d/viewer?mid=1FfLhqTSuWB4J75GhRAA4D76ARymBZcO&z=16
Overview of the Course	https://www.google.com/maps/d/viewer?mid=1_kxNqKQliwxaEXtm4BZT2Hpl1uESwml8&z=16
Traffic and Road Closures	https://www.google.com/maps/d/viewer?mid=1xs9rAL3pg8jxqq__ojqTYsu-0wKUs62W&z=16
Event Parking	https://www.google.com/maps/d/viewer?mid=1cLqvpzR9iLcma__3DsObHCISlglkeIGI&z=16
Special Event Signage	https://www.google.com/maps/d/viewer?mid=1UvFQssTghB8_KhDgvNAPMbC1r-ulO7nS&z=16

Community Engagement In Brief

Summary

Sanctions	Events and Races sanctioned through the National Sporting Organisation
Permits	Permits and approvals for road closures are required from: <ul style="list-style-type: none"> • Local Police • Local Council • Local Traffic Committee
Special Event Signage	Special Event signage will be installed in affected suburbs a minimum of two weeks in advance of the event. Variable Messaging System (VMS) electronic boards will be deployed four days in advance if required. Signage on streets closed for the race installed a minimum of 10 days prior.
Residents Notification	NXsports to provide: <ul style="list-style-type: none"> • Regular news releases to local papers • Special Event Notices go into the Local Newspaper 1-2 weeks from the event • Doorknock to all affected businesses minimum two weeks prior to the event • Letterbox drop to residents and businesses affected two weeks prior to event • Residents will have access to the motorbike escort service for urgent entry/exit on routes. • All resident notification includes event hotline, event contact mobile number and event website
Business Consultation	<ul style="list-style-type: none"> • Consultation will be made with shop owners and accommodation houses in the precinct. • NXsports will ask for design input from community and businesses through the local newspapers advertisements and a personalised email three months prior to the event. • NXsports will complete three waves of communications with shops/businesses via email. • A door to door personalised approach will be made to businesses on affected roads before the event. • Local clubs and groups will be notified of the event in writing and followed up.
Road Signage	<ul style="list-style-type: none"> • Road detour signage and appropriate traffic signage will be used in advance of key changed road conditions & activity areas as per Traffic Guidance Scheme (TGS). • A major effort will be undertaken to improve detour signage for persons arriving to the area during road closures • An extensive campaign to participants will be undertaken to communicate detours, access roads before the weekend to minimise confusion • Special Event Signage will be placed on all connected roads into the event.
Bus Access	The buses normally accessing the course will need to be diverted if required as per Police recommendations; and a communication to residents affected needs to be jointly undertaken with Bus Company/Council/NXsports.
Taxis	Taxi companies will be contacted and regularly followed up.
Road Marshals & Officials	There will be volunteers assisting along all key course positions. All volunteers will be in the NXsports hi-vis vest where necessary. Officials will be supplied by the Peak Sporting Body; final quantity to be determined by event capacity plan as necessary
Traffic Control	Located as per the Traffic Guidance Scheme (TGS).
Escort	Race experienced motorbike escorts with radio and high visibility vest will provide immediate interaction/control during races at the discretion of the Chief Official.
Police	There will be police officers on site to manage traffic flows and local movement. Police will be on the repeater-based radio network to link all aspects of the events operations.

Community Communication

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

Date	Communication Subject	Platform	Target Audience
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(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

Letter Box Drop

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

Flyer

Special Event Signage

Special event signage will be erected on all streets and public spaces that will be impacted by the Byron Sunrise Run and Swim. 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.

Corflute Signage

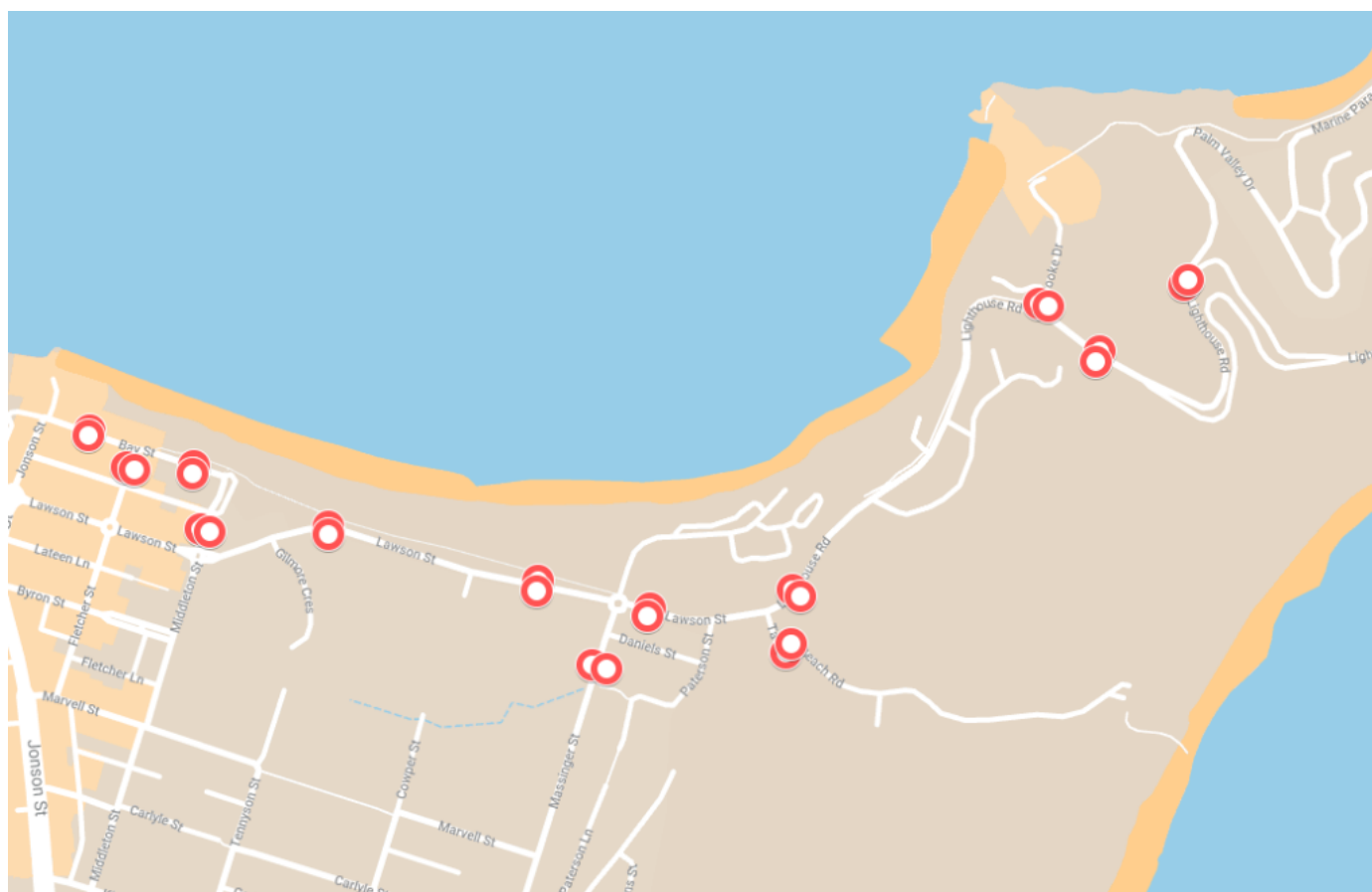
The below example of corflute signage, with specific details for this event, will be erected a minimum of 10 days prior to the event as per the below map.

**SPECIAL
RACING EVENT**

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

**Expect Road
Closure & Delays**

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



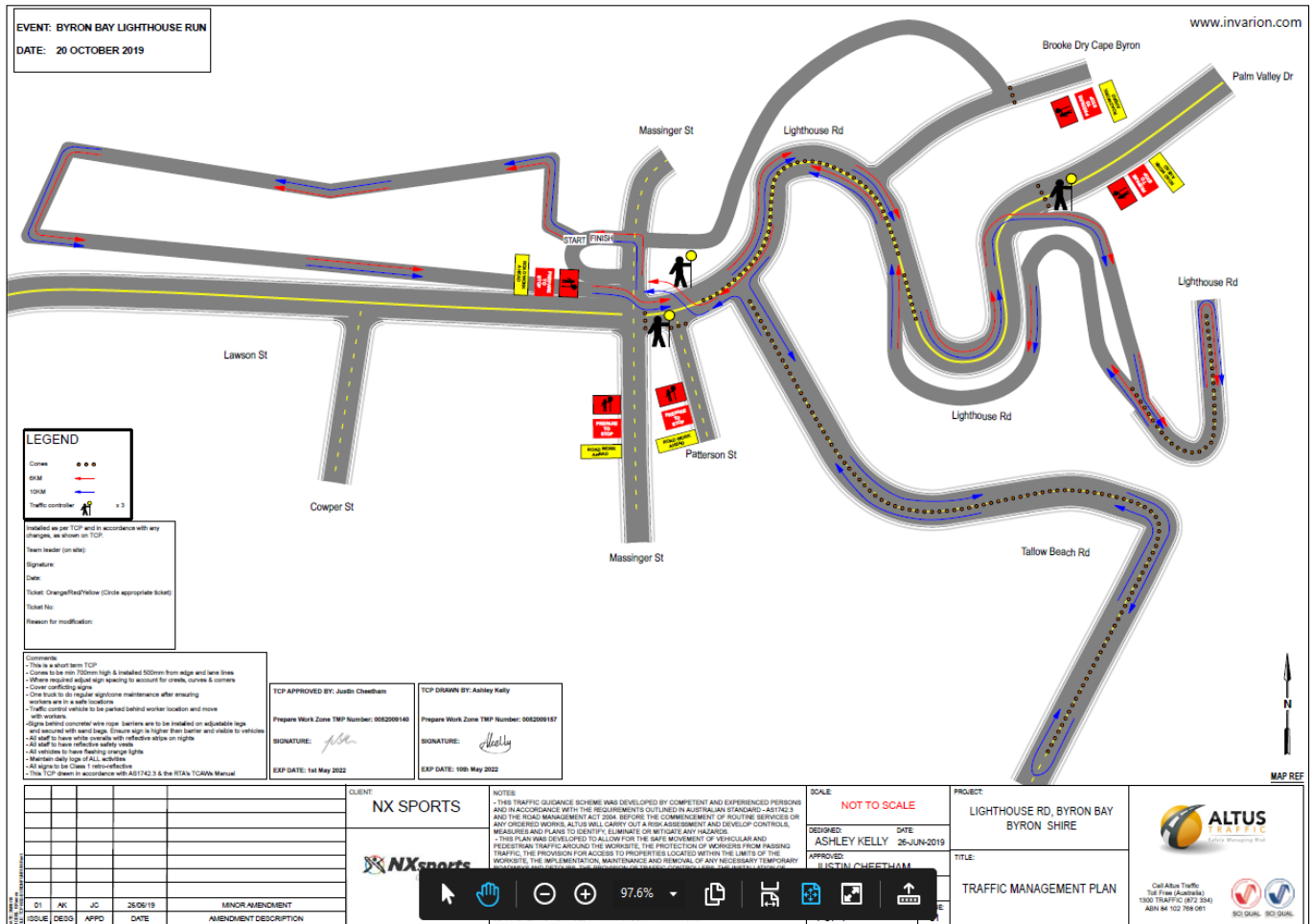
Traffic Control Plans

The 2019 traffic control plan for the Byron Lighthouse Run is included below.

The 2020 Byron Sunrise Run proposes to use the same plan in principle, noting:

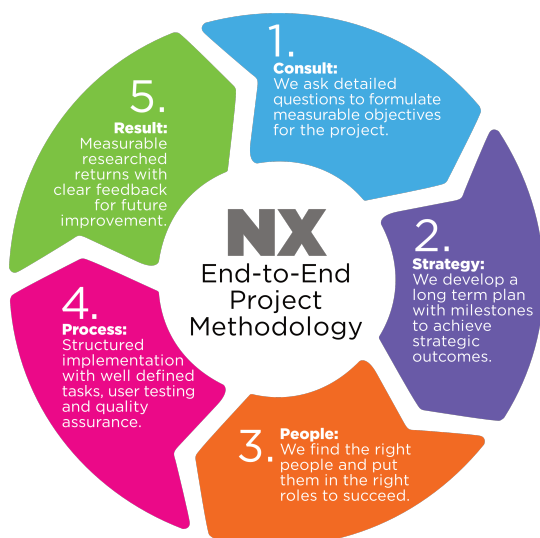
- while the proposed run course will not use Tallow Beach Road, the traffic control treatment required will be the same
- the start / finish will move from the Clarkes Beach Car Park to Denning Park and the run will remain on footpaths through this area

The final 2020 traffic control plan will be drawn and supplied based on any further feedback supplied by the Local Traffic Committee.



NXsports Quality System

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



The driving force of the Quality System is a corporate culture centred on obtaining and implementing feedback, and an environment of constant improvement and innovation. All management plans are designed as works in progress in order to reflect the nature of ongoing consultation, analysis, and performance review.

Methodology

Consult:	<ul style="list-style-type: none"> Identify key stakeholders and appoint the Strategic Advisory Group Review and confirm the outcomes and critical impact factors for the event Perform the event SWOT analysis
Strategy:	<ul style="list-style-type: none"> Create the event budget and set targets Create the specific management plans, beginning with the Strategy Map Set the overarching scorecards Ensure the resources and structure required to deliver the event are clearly in place Review the consultation progress to ensure the management plans are current
People:	<ul style="list-style-type: none"> Recruit the best people for the job and appoint the Local Management Committee Empower the team and give ownership of tasks, responsibilities, and projects Review the team and structure to ensure there is capacity to grow, change, and quickly adapt
Process:	<ul style="list-style-type: none"> Implement the processes set out in the requisite management plans Perform ongoing feedback loops and integrate results into the management plans Evaluate the ROI of marketing, consultation and operations tactics and adjust as required
Result:	<ul style="list-style-type: none"> Seek post-event feedback from customers, stakeholders, and Strategic Advisory Group Review and judge scorecard results for each management plan Evaluate the ROI of marketing and delivery tactics Review overall event results with the Strategic Advisory Group and set the '4x4' improvement targets

Strategic Planning Model

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

These consistent management plans are structured for each event and updated consistently in concert with regular feedback loops.

Following the event, an executive summary of the scorecards, statistics and feedback is presented as the Post Event Research.

Management Plans



Real Time Management Planning

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