

Annexure

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2nd Letter Drop Flyer and Media Release of
October, 2010

To the community surrounding North Byron Parklands

Our proposal for a permanent sustainable cultural event venue at North Byron Parklands in Yelgun is now on public exhibition with the NSW Department of Planning.

We received great feedback from the last letterbox drop, thank you. We had a number of questions regarding how we were going to manage events to protect your residential amenity.

Our application includes extensive commitments to avoid where possible or otherwise mitigate any impacts upon your residential amenity. We understand that documents and promises alone do not protect your way of life and we will work closely with the local community in managing impacts from events. The measures we have committed to below represent some of the strategies we have developed in order to preserve the residential amenity in the north of the Byron Shire.

The proposal allows for a range of events to be held, from small community events to large events and of course Splendour in the Grass. In total events could be held on the site up to 20 days each year, not including events of under 300 patrons. It would take some years to build to this number of event days. It is envisaged that one or two major events be held in the first year.

Approval is sought for:

- Minor events – less than 300 patrons – no daily limits proposed
- Small events – 300 to 3,000 patrons – no more than 4 event days per year
- Moderate events – 3,000 – 10,000 patrons – no more than 4 event days per year
- Major events – 10,000 – 35,000* patrons – no more than 12 event days per year. Splendour in the Grass would occupy 3 of these 12 days.

* Extensive studies have shown that a manageable long term upper limit of patrons at the 660 acre North Byron Parklands site is 50,000 for a major event. Capacity increases from 35,000 would only be sought based on an assessment of the operational performance of the development against a series of Environmental Health and Safety Standards which include indicators such as noise, traffic and environmental management. North Byron Parklands would need to demonstrate that it had complied with or bettered these standards before capacity increases could be considered by the Department of Planning.

Events will only occur on the site if they comply with North Byron Parklands' Environmental, Health and Safety Management Manual. This key document sets out a process for identifying and managing environmental health and safety aspects. It also requires events to operate within the parameters of thirteen Environmental, Health and Safety standards covering such areas as ecology, traffic and offsite community issues management.

We have established a Community Grants Program which will commence with the first major event held. The program will distribute over \$100,000 each year to community groups and charities when North Byron Parklands is operating at capacity. Groups in the immediate host community – the north of the Byron Shire - will be given priority, however funds will also be allocated to groups with a shire wide focus. The program will be similar to the community grants initiative operated by Splendour in the Grass, which has given \$284,031 to local community groups (not including ticket donations).

On balance the North Byron Parklands proposal will deliver social benefits both locally and regionally. Portions of the community value cultural events as adding to their quality of life and generating intangible benefits such as improved social cohesion, lifestyle improvement, diversity and increased creativity. Further, the economic benefits of the proposal will be felt both locally and regionally. The North Byron Parklands proposal will create 210 full time equivalent jobs. An estimate (RPS Group 2010) of the total multiplier effect (flow-on economic benefits to individuals and businesses) of the enterprise operating at capacity is \$192.6 million annually.

If you did not receive our last letterbox drop flyer in May, which outlined further details of the proposal, you can view it on our website. Please contact us to ask any questions or find out more about our proposal.

Thank you.

Mat Morris
General Manager
North Byron Parklands

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Phone 9475 5046
www.northbyronparklands.com



Community

- We will advise local residents prior to major events (over 10,000 patrons). Immediate neighbours will be personally contacted prior to moderate and major events. Advertisements will be placed in local papers advising of event dates and times, traffic considerations, community hotline details and other relevant information. All information will be on the North Byron Parklands website.
- During major events we will operate a telephone and web-based hotline for any community member to let us know of immediate issues.
- During major events we will operate an off-site response team to address and manage any issues. These could include event patrons walking on non-event land, illegally parked vehicles etc.
- The off-site response team will include a litter response team.
- During moderate and major events we will provide extensive on-site medical services and police services. For major events we will provide on-site ambulance services (paid for by the event).
- We will work in partnership with holiday accommodation organisations. Accommodation demands will be prioritised toward on-site camping. For off-site needs holiday accommodation precincts in Byron Shire and the Tweed Coast with 'regulated site management' premises will be utilized.
- We will liaise with local communities to either promote their community or redirect activity away toward communities seeking tourism related business. Event literature (hard copy and digital) will either be silent about a local destination (to minimise visits) or specifically target the destination (to optimise local economic activity) as desired by that community. This targeting can be total or it can work with our shuttle bus services to bring patrons at specific times of day. For example a nearby commercial centre may want event patrons for breakfast and lunch but not at night.

Traffic Management

Our comprehensive Transport Management Plan will:

- Employ incentive strategies to maximise car occupancy, thereby reducing the number of cars attending events.
- Employ strategies to maximise public transport, private bus usage, bicycles and car pooling to reduce the number of cars attending events.
- Provide public transport connections to adjacent townships and key transport nodes such as airports, bus stations and railways, where applicable.
- Manage traffic during 'bump in and bump out' and event days.
- Provide priority to local traffic movement past the site.
- Provide substantial queuing capacity thus avoiding queuing on Tweed Valley Way.
- Facilitate efficient processing and inspection of event patron vehicles within the site.
- Provide event site access for patrons over an appropriate time frame prior to events to reduce peak traffic.
- For major events, secure approval for temporary closure and access control (residents and their visitors only) of Jones Road for event days.
- Provide security services along Jones Road to ensure that event patrons and other unauthorised people do not access the road or private land.
- For major events, secure approval for access control (residents and their visitors only) of Yelgun Road for event days (if desired by residents).
- Provide security services and engage on a pay for use basis National Parks Officers in the immediate area to stop unauthorised people from accessing private property or the Billinudgel Nature Reserve.

Noise Management

We have prepared a comprehensive Noise Management Plan. This will obviously be more relevant to a music festival than other types of events held at North Byron Parklands. Acoustics have been examined in detail with respect to the potential impact of events on immediate residents and the environment. There are strict noise levels, a range of sophisticated noise monitoring systems and mitigating measures including venue control procedures if approved noise levels are exceeded.

Sophisticated noise modeling demonstrates that noise travel to nearby residential areas in the south (2.7km away) will not experience noise in excess of approved noise limits. This is due to:

- Marshall's Ridge acting as a natural sound barrier
- The use of unidirectional speaker systems.
- Stages being oriented in a northerly direction; and
- Noise attenuating barriers around the back of stages.

Notwithstanding, we will be doing all we can to monitor and manage noise concerns wherever they arise.

The Noise Management Plan covers:

- Pre, during and post event noise levels.
- The provision of attended monitoring at the boundary of residents in close proximity to the venue during the day, evening and night time of each event day.
- The engagement of an independent noise consultant who will attend, during events, the boundary of an affected property to monitor noise levels. If noise levels are found to be above approved limits the consultant will contact the stage manager(s) via radio and/or mobile phone to direct a reduction in volume. The provision of attended monitoring and unattended noise logging for ecological purposes before, during and after the event.
- Continuous monitoring of front of house music levels for all main stages. Sound engineers shall be provided with warnings when specified noise criteria is approached. Event PA's shall be designed and installed to minimise noise spillage.
- Event stage managers shall be allocated to each PA based music stage and be authorised to override mixing desks if sound exceeds the approved level (including removal of power if the music act's own sound engineer refuses to comply with direction from stage management).
- Event stage managers shall comply with all directions from the independent noise consultant to ensure that approved noise levels are met.
- A post event noise report shall be provided detailing any noise issues, remedial action, noise levels and data from unattended noise loggers.

7 October 2010

media release

North Byron Parklands calls for support

Regional leaders back proposal

The proposal for a permanent sustainable cultural event venue at North Byron Parklands has gone on public exhibition today, 7 October. Regional leaders are urging the local community to write submissions in support of the application to the NSW Department of Planning.

“The Department takes individual submissions via email or posted letter seriously” outlined Russell Mills, CEO of Northern Rivers Tourism. “Submissions in support of the proposal will make all the difference to the success of the application”.

The proposal allows for a range of events from small community events to major events including Splendour in the Grass. In total events could be held on the site up to 20 days each year, not including events of under 300 patrons. However Mat Morris, General Manager for North Byron Parklands says it will take many years to build to this number of event days, stating “Only one or two major events could occur in the first year of operation”.

A later stage proposes a conference centre with a capacity of up to 180 people, a cultural centre covering local indigenous and non-indigenous history from the immediate area, a depot and office for a dedicated rainforest restoration team and a plant nursery for rainforest and bush tucker plants.

The proposal promises annual Community Grants of over \$100,000.00 when North Byron Parklands is operating at capacity. This program would commence with the first major event held. “North Byron Parklands will seek nominations from local community organisations for distribution of grant funds” outlined Mat Morris.

International consultancy firm RPS Group undertook a comprehensive Economic Impact Assessment of the proposal this year. Their report (which can be viewed as a part of the North Byron Parklands proposal) states that North Byron Parklands, operating at its full potential, will inject \$192.6 million annually (total multiplier effect) into the national economy and will create 210 full time equivalent jobs.

Approval has been sought for:

- Minor events – less than 300 patrons – no daily limits are proposed
- Small events – 300 to 3,000 patrons – no more than 4 event days per year
- Moderate events – 3,000 – 10,000 patrons – no more than 4 event days per year
- Major events – 10,000 – 35,000* patrons – no more than 12 event days per year. Splendour in the Grass would occupy 3 of these 12 days.

* Extensive studies have shown that a manageable long term upper limit of patrons at the 660 acre North Byron Parklands site is 50,000 for a major event, however incremental capacity increases from 35,000 would only be sought based on achieving stringent performance criteria covering a range of aspects such as traffic, noise, ecology etc.

“North Byron Parklands would need to demonstrate that it had complied with or bettered the thirteen operational standards before capacity increases could be considered” said Mat Morris.

The event usage proposed is in grazed pasturelands covering less than 50% of the overall site, leaving the majority of the site for habitat use and bush regeneration.

The application includes extensive commitments to avoid where possible or otherwise mitigate impacts upon the residential amenity of those living around the site. The North Byron Parklands website details some of the strategies to preserve the residential amenity in the north of the Byron Shire during the limited periods each year when major events would occur.

Submissions can be posted or emailed. Postal submissions should be addressed to:
Department of Planning
GPO Box 39
Sydney NSW 2001

Submissions should include:
"RE: 09_0028 - Cultural Events Site – Yelgun".

For email submissions a link is available via www.northbyronparklands.com

The proposal will be on public exhibition until 19 November and can be viewed online at www.northbyronparklands.com or alternatively at Byron Bay library, Byron Shire Council or Summerland Credit Union Ocean Village Shopping Centre from 7 October.

Events NSW:

"There is no doubt that Splendour in the Grass has generated millions of dollars in economic benefits to the businesses of Byron Shire and has reinforced Byron Bay's identity as one of Australia's most significant cultural and creative centres. Events NSW would be delighted to see an event that delivers these types of benefits return to Byron Bay and NSW".

Geoff Parmenter, CEO Events NSW

Northern Rivers Tourism:

"A lot is made of the major economic benefits Splendour in the Grass has generated in a traditional low tourism season for the Northern Rivers region. That's often used to reinforce the views of those who oppose the event that it's simply a cash-grab by greedy developers.

By contrast, in my experience the organisers and site owners of North Byron Parklands demonstrate a commitment to triple bottom line accounting that should serve as a benchmark for all event organisers. The event is about more than economics; it contributes in many ways to the culture, economy and community of the Northern Rivers in a socially and environmentally responsible way."

"Splendour is more than an important event to Byron Shire and the Northern Rivers. It's been nominated as a state significant event but is clearly an event of national significance, when you consider that year after year the artists that perform are consistently amongst the most critically acclaimed in international contemporary music anywhere. We gain so much from them experiencing our wonderful region. The glowing testimonials these artists provide about Byron Shire is priceless."

NRT fully supports the efforts to bring Splendour back to Byron Shire. We are encouraged by the event organisers' publicly stated desire to bring it back to its original home in our region. Passionate people brought Splendour to the Northern Rivers. Only passionate people will be able to bring it back."

Russell Mills, CEO Northern Rivers Tourism

Byron United:

"We believe that in Splendour we have an organisation of some of the country's best event managers attempting to invest millions of dollars into our shire in an arts, community and cultural site with the best practice environmental management. It's not about a particular event or demographic. The North Byron Parklands site is about ensuring our shire remains true to our history, indigenous and modern, being a place to embrace, celebrate and appreciate diversity of culture, music and people in an environment respectful to it surrounds. This investment will help Byron Bay get back on track, showing how well it can be done. The commerce side is that this private investment supports many small operators and will assist them to prosper and remain independent. We believe it will one of the best business investments our shire will see for a very long time".

Ed Ahern, Vice President Byron United

Professor Kerry Brown, Southern Cross University and member of the local community

"I'm really excited about the flow on effects that this proposal will bring to the local community. I have visited the site and I can see that as a music venue within the region it provides enormous potential to encourage sustainable tourism along with music industry development. It's a great opportunity".

Tweed Tourism:

"Tweed Tourism supports this important proposal for both shires. It will bring economic, tourism and jobs growth to the regions plus the community will win via the Community Grants program. A win, win for us all".

Phil Villiers, General Manager Tweed Tourism

Byron Visitor Centre

"The BVC would welcome a permanent site for festivals and events in Byron Shire. The current chaotic uncertainty is not good for visitors or for local residents and businesses. The security that a permanent site would offer in terms of future confidence, as well as traffic and crowd management is a good thing for the whole community."

Katharine Myer, Manager, BVC

Lennox Head Chamber of Commerce:

"Lennox Head Chamber of Commerce fully supports the North Byron Parklands proposal for our Northern Rivers region. It will give a much needed boost for our tourism, economy, employment and entire community. Write your supporting submissions now to give us this fantastic opportunity."

Louise Owen, President, Lennox Head Chamber of Commerce

For interviews, images or further information please contact Caroline Desmond
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