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## Community and Stakeholder Engagement Report

### Destination Northern Beaches - Draft Destination Management Plan (DMP) and Two Year Economic Recovery Plan (Recovery Plan) Stage 3 of 3

Impact level: One

Consultation period: 3 December 2020 to 16 February 2021

TRIM Reference: 2021/106691

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# 1. Summary<sup>1</sup>

This report outlines the community and stakeholder consultation conducted as part of the final Stage 3 of the draft Destination Management Plan (DMP), Destination Northern Beaches: Creating a Sustainable Visitor Economy.

This follows Stage 1, Key stakeholder engagement and Tourism Summit and Stage 2, Public consultation on the Key Directions paper. (Appendix B).

Consultation throughout the development of the draft DMP has played a key role in activating the local industry, our community and businesses, and enabled each to contribute to shaping the direction of the plan.

The objective of the Stage 3 consultation was to seek feedback and input on the strategic direction for managing the impact of visitation and on ways to harness the economic potential of our visitor economy. The DMP recognises visitors have been coming to the region for hundreds of years, to Australia's first resort town, Manly, and to the camping grounds of Palm Beach. The consultation was critical at this time in the wake of the devastating impact of the COVID-19 Pandemic (the Pandemic) on the tourism industry.

The engagement process reached over 6,500 people who visited the project page on [yoursay.northernbeaches.nsw.gov.au](https://yoursay.northernbeaches.nsw.gov.au). A total of 211 unique submissions were received. Due to the three week COVID lockdown over December 2020/January 2021 and in view of social distancing restrictions that were still in effect, consultation was limited to phone, email and digital communications.

The feedback data indicated that while the community recognises the value of the visitor economy in underpinning employment and the broader economy, there are concerns about the management of the impact from visitors. A number of respondents in the northern area of the region raised concerns about the impact peak periods of visitation is having on the lifestyle and amenity of residents. Also, there were some interpretations that the DMP is seeking to increase visitation.

There was broad support for developing the identity of the region and improving and building new infrastructure around mountain biking and road cycling to support year round visitation.

Across all stages of consultation, consistent themes that arose, included (in order of priority):








1. Impact of increasing visitor numbers.
2. Pressure on transport and parking.
3. Impact on the natural environment.
4. Limited range of visitor accommodation and impacts of short-term holiday lets.
5. Opportunities to improve recreational facilities for road and mountain biking.
6. Targeted marketing and Visitor Servicing.

The findings of the consultation are detailed in this report. These findings have informed the development of the final DMP which includes a stronger focus on destination management and more direct actions on managing impacts of visitors, especially key locations and peak times. The plan has also been updated to reflect community feedback on need for clearer goals, prioritised action plan and better monitoring, including a stretch target for growing visitor spend. Consequently, the final DMP has a new structure with greater focus on goals and actions, categorised under the two strategic priorities of 'destination management, and destination marketing'.

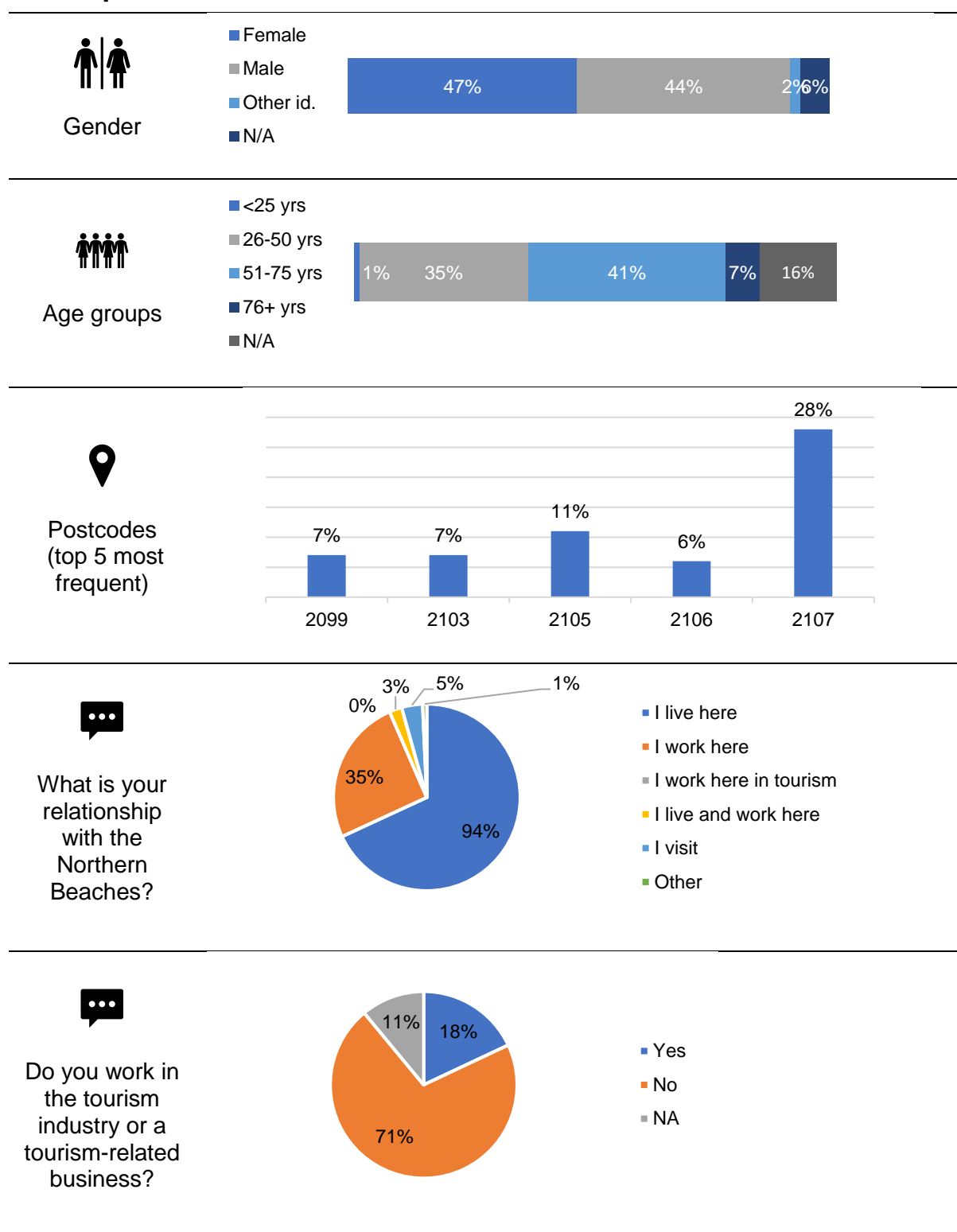
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<sup>1</sup> Community and stakeholder views contained in this report do not necessarily reflect the views of the Northern Beaches Council or indicate a commitment to a particular course of action.

## Engagement snapshot

			
Total submissions received		Total submitters	
211		266 (including duplicates)	
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Have Your Say	Webpage Visitors: 6,645	Visits: 7,982	Av. time onsite: 50 seconds
<hr/>			
		Reach: 17,339 per post	
Social media	Post: 5 Facebook	Clicks: 591	
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		Distribution: 32,000	
Print media and collateral	Pittwater Life	Distribution: 87,000	
	Peninsula Living		
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		Community Engagement (fortnightly) newsletters: 4	
Electronic direct mail (EDM)	Council (weekly) e-newsletters: 6	Total distribution:	
	Tourism businesses e-newsletters: 4	185,000	
	Council Business e-newsletters: 2		
	Manly Mainstreet e-newsletters: 2		
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	Residents		Newport Business Chamber
	Aboriginal Heritage Office		Avalon/Palm Beach Business Chamber
Key stakeholder engagement	Destination NSW		Council's Strategic Reference Group, Economic Development and Smart Communities
	NSW Parks and Wildlife Service		Sydney Harbour Federation Trust
	NSW TAFE & ICMS		Tourism & hospitality industry (53 phone meetings)
	Manly Tourism and Recovery Taskforce		
	Manly Business Chamber		
	Warringah Business Chamber		
	Mona Vale Business Chamber		

## 1.1. Who responded<sup>2</sup>



<sup>2</sup> Demographic data was captured by request and only includes those respondents who provided their detail. The information is collected to provide Council staff with an indicative guide to the effectiveness of communication channels used to reach a diverse range from the community.

## 2. Background

This is the first Destination Management Plan for the Northern Beaches Council. It has been built on previous studies and plans, including the SHOROC Visitor Economy Opportunity Paper, Pittwater Tourism Emerging Issues Paper, the Manly Destination Management Plan and a commitment from Council's Community Strategic Plan Shape 2028, particularly in terms of delivering on the 'Vibrant Local Economy' community outcome which includes:

- CSP – Goal 15d: Enhance and extend opportunities for sustainable tourist economy throughout the area

It is an opportunity to create a consistent approach to tourism across the region while recognising the diversity and extent of localised impacts and issues.

The Plan was developed to support the visitor economy in balance with community aspirations. It recognises the objective is not about increasing visitors, rather, it is about getting our visitors to stay longer and spend more, in a way that supports local businesses, minimises the impact on our community, adds to the vibrancy of our region's thriving villages and centres and is balanced with the sustainability of our natural environment.

Here on the Northern Beaches, tourism and hospitality it accounts for 12 percent of all local employment, almost double that of the state average.

The development of the draft DMP has been focused on better understanding the value of the Northern Beaches visitor economy, its impact on our communities and future trends.

The Plan has a five-year lifespan, with an identified strategic aim, stretch target, goals and actions.

## 3. Engagement objectives

The objective of Stage 3 consultation was to seek community feedback and further industry and stakeholder input on the strategic direction of the draft DMP and Two-Year Recovery Plan (COVID Recovery Plan).

The focus was on seeking input on how to best manage the impact of visitation and on ways to harness the economic potential of our visitor economy, recognising that visitors and tourism have been a feature of the region for hundreds of years, from Australia's first resort town in Manly to the camping grounds of Palm Beach in the 1970's.

The consultation was critical at this time in the wake of the devastating impact of the Pandemic on the tourism industry.

The revised DMP now includes an Action Plan, in place of the separate Two-Year Recovery Plan.

## 4. Engagement approach

Engagement was conducted over a ten-week period, from 3 December 2020 to 16 February 2021 and consisted of informing the community through various channels and providing opportunities and platforms for the community to submit feedback.

The engagement was planned, implemented and reported in accordance with Council's [Community Engagement Matrix](#) (2017). A documented engagement approach is outlined in the Destination Northern Beaches Community and Stakeholder Engagement Plan (July 2019).

**Table 1: Engagement Process**



Due to the three-week COVID lockdown over December 2020 and January 2021, and in view of social distancing restrictions that were in effect at that time, consultation was limited to phone, email and digital communications. There were no face-to-face information sessions held during this time.

The 'Your Say' project page established in previous engagement stages was updated with a Snapshot (summary) document to provide an easily accessible format and was included in the exhibited documents.

The consultation was primarily promoted through multiple email newsletters (EDMs) including the Community, Business and dedicated Tourism newsletters. It was promoted through Council Facebook posts and featured in January 2021 Pittwater Life and Peninsular Living magazine editions.

Feedback was captured through an online submission form embedded into the 'Your Say' project page. The form included an open-field comments box for community respondents to provide feedback.

Email and written comments were also invited.

Briefings with the tourism industry via webinars were held from November 2020 to February 2021 to inform the sector of the public exhibition stage. These sessions included:

- Northern Beaches tourism webinar with Destination NSW
- Tourism Mentoring Program
- Dedicated tourism industry e-newsletter
- Numerous industry health checks either phone or zoom discussions
- Dine and Discover Voucher calls to industry.

Internal consultation was undertaken with various Business Units across Council. The purpose of this was to ascertain current tourism provision, seek feedback on alignment, inclusions and relevance on the draft DMP to their business units.

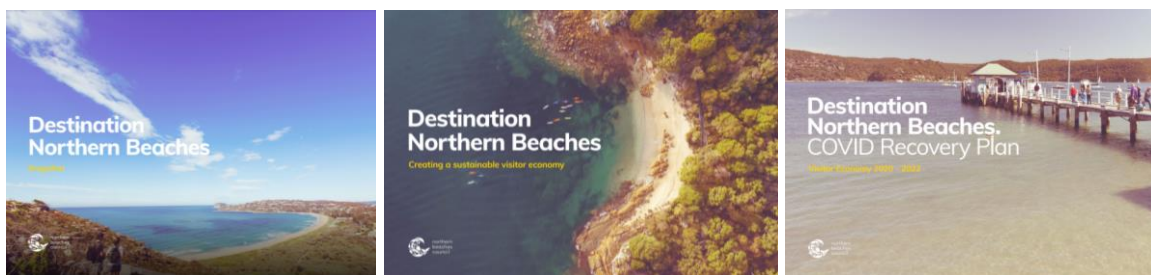
### **NSW Government agency notification**

Notification emails were sent to Destination NSW, Tourism Australia, National Parks and Wildlife Service, International Collage of Management, TAFE Brookvale and the Aboriginal Heritage Office prior to the commencement of the public exhibition.

### **Exhibited materials**

The following Destination Northern Beaches documents were exhibited:

- Snapshot document (6-page overview document)
- Draft Destination Management Plan (80-page document setting the foundations for the visitor economy on the Northern Beaches)
- COVID Recovery Plan (7-page two-year action plan).



## **5. Findings<sup>3</sup>**

### **Overall sentiment**

Overall, the feedback indicates a solid level of recognition of the importance and value of the visitor economy in underpinning local employment and the broader economy.

Some respondents raised concern about any push to increase visitor numbers would be detrimental to their lifestyle. There was also a sentiment from some people expressing fears that the region could become like 'Byron Bay'.

One of the key challenges identified in the consultation process was the pressure being exerted on the region during peak periods of visitation, especially in the north. This was accompanied by concerns about the need for addressing the impact of large numbers of visitors to the area.

There was also broad support for developing a destination identity and the need for marketing and improved digital services to promote the region. Respondents also highlighted the impact and need for improving and building new infrastructure around mountain biking and looking at other product development to support year round visitation.

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<sup>3</sup> This report represents what Council has heard as accurately and transparently as possible by using consistent quantitative and qualitative analysis techniques. Submissions have been included verbatim in Appendix A of this report.

## **Consistent themes raised**

Across all stages of consultation, a number of consistent themes arose:

1. Impact of increasing visitor numbers.
2. Pressure on transport and parking.
3. Impact on the natural environment.
4. Limited range of visitor accommodation and impacts of short-term holiday lets.
5. Opportunities to improve recreational facilities for road and mountain biking.
6. Greater focus on targeted marketing and Visitor Servicing.

A large proportion of respondents agreed that digital representation for the region is lacking along with visitor servicing.

There were a significant number of mentions about mountain biking and road cycling and the benefits that could be gained for the region with increased investment in these activities.

A few respondents raised concern about the overall engagement process citing there was no community survey like the visitor survey.

A detailed description of each theme including the addressed response or proposed Council action is detailed in Table 2.

Feedback summaries from local tourism industry operators and Destination NSW have been included below along with verbatim comments.

## **Local tourism industry consultation summary**

Throughout the three stages of consultation, Council actively sought feedback from the local tourism industry. There were 30 detailed submissions received from local tourism businesses in addition to a large number of targeted phone calls that provided further insights.

Key to the development and shaping of the direction of the DMP was the effective and genuine engagement of the local industry.

The industry has supplied valuable insights into the challenges and opportunities for the region.

Overall, respondents from the industry have indicated they would like improved digital marketing and promotion of the whole region, not just the beaches or Manly.

Several issues have been identified by industry respondents, including parking being a major inhibitor to overnight visitors in some areas like Church Point.

Without the international market and influx of backpackers, a number of budget accommodation premises are significantly impacted.

Other suggestions include:

- increasing focus on areas like Manly Dam, similar to what has been done for Narrabeen Lagoon
- creating a tourism industry register for commercial tourism operators
- becoming accredited as an eco-tourism destination with Eco-tourism Australia and truly become a sustainable destination
- establishing a destination's brand/identity, which is clear, memorable and defined



- building a dedicated visitor website and central hub visitors can go to, including experience packages for the region with a central online booking facility
- establishing a more Northern Beaches wide Visitor Information Centre – potentially a Palm Beach visitor service
- undertaking broader marketing of the region and its experiences especially beyond Manly, such as water activities like sailing, accommodation ranges, recreational experiences such as golf, dining, tours, transfers and events
- targeting niche markets and package experiences with local operators i.e. golfing packages, mountain bike groups and wedding groups
- providing better catering for international students including activities and events
- improving mountain biking infrastructure
- providing further industry training
- exploring more evening/night-time economy opportunities, especially in Brookvale and Dee Why
- establishing KPIs to ensure there is a measurable plan of action
- tapping into industry's appetite for ongoing engagement in delivering the DMP
- encouraging better use of public space, such as outdoor dining
- seeking further state/federal small businesses government cash grants and tax relief programs
- improving and managing investment in parking, public transport and wharf access
- providing for and managing commercial vessels in approved waterways
- exploring opportunities for guest parking for accommodation providers, such as a drop-off zone permitted in front premises.

In response, Council will continue to look at ways to build on the momentum it has created through developing the DMP with the tourism industry to address the ideas and issues raised through consultation. Below are some areas of focus from the Action Plan:

- Continue to advocate to Destination NSW to promote the Northern Beaches as a premier visitor destination.
- Strengthen industry networks by facilitating a range of industry workshops (two per year).
- Survey tourism operators annually to benchmark demand for tourism and hospitality services, gauging industry sentiment and need for ongoing support.
- Consider a staged approach to create an industry-based tourism group for the Northern Beaches, including potential to expand the Manly Tourism & Economic Recovery Taskforce.
- Work with Council's Strategic Reference Group for Economic and Smart Communities to implement the DMP.

- Engage with local tourism operators to help bring sustainability into the core of their business – providing authentic, sustainable, connected experiences. (i.e. swap out single-use plastics and be energy and water wise).

### **Destination NSW (DNSW) Submission summary**

DNSW provided written feedback on the draft DMP, and noted it complies with the NSW Statewide Destination Management Plan guidelines, as well as the NSW Visitor Economy Strategy 2030 which was released during the public exhibition of the draft DMP in January 2021.

The NSW Visitor Economy Strategy 2030 includes five principles which help set a roadmap for tourism in NSW, highlighting priorities and strengths that can add value to tourism planning for the Northern Beaches.

These principles align with the strategic aims of the DMP and are referenced in the Executive Summary of the DMP document.

### **Waterways**

Both industry and community commented on managing multiple uses of the region's waterways such as Pittwater, Narrabeen Lagoon, Manly Dam, Cabbage Tree Bay Aquatic Reserve.

Vessel operators commented on the need for improved wharf access and visitor parking both for Pittwater Waterway and access to Manly Cove.

Community respondents were focused on the need for managing the recreational waterways including their permitted uses.

The final DMP reflects these core challenges (social, environmental and economic) with renewed enthusiasm. As destination managers we see these challenges as opportunities and have incorporated a stronger emphasis in our management and planning for the region.

**Table 2: Feedback summary table**

Theme	What we heard	Council's response
1. Impact of increasing visitors to the beaches.	<p>Concerns that increasing tourism numbers would be detrimental to resident's quality of life. Specific issues related to:</p> <ul style="list-style-type: none"> <li>increased traffic congestion and constrained parking</li> <li>increased local household waste, overflowing waste in public spaces and pollution</li> <li>noise from late-night venues and parties</li> <li>reduced access to beaches for the people who live here</li> <li>overcrowded shopping and dining precincts</li> <li>impact on the natural environment and recreational spaces</li> <li>how increased visitor numbers could impact an emergency evacuation processes in event of a natural disaster in the northern area of the LGA.</li> <li>strain on infrastructure and community services, including medical services (need to bring back Mona Vale hospital).</li> </ul>	<p>The DMP's strategic aim and goals have been updated to clarify the intent to have a larger focus on destination management, and increasing visitor yield (spend), not numbers.</p> <p>A more detailed Action Plan has been included, based on community feedback and subsequent input from Council's business units, on how Council can better plan for and manage impacts of visitors, especially during peak season.</p> <p>We will coordinate actions across Council's business units to support the tourism industry and visitor economy (waste, transport, events, property, planning, open space and recreation etc).</p> <p><b>Noise:</b> Council will continue to investigate illegal use of short-term rental accommodation where not permitted. In mid-2021, a new planning policy will apply for the entire State regarding the use of premises for short-term accommodation and therefore will need to be reviewed by Council to determine if it will affect future investigations.</p> <p>Properties that experience nuisances as a result of short term holiday rental can be investigated by the Commissioner of Fair Trading as a breach of the <a href="#">Code of Conduct for the Short-term Rental Accommodation Industry</a>, which is enforceable under the <i>NSW Fair Trading Act 1987</i>.</p> <p><b>Waste:</b> Council will continue to provide additional cleansing and waste collection services on top of the</p>

Theme	What we heard	Council's response
		<p>standard frequency during the summer (November – March) and peak summer (December – Feb/during school holiday) periods. Collaborate with Council staff to identify cleansing hotspots through data collection and implement improvements to inform future cleansing and waste services.</p> <p><b>Traffic:</b> Council to continue to investigate strategies to relieve local traffic congestion in the north area in peak visitation season. See more detail under Traffic.</p> <p><b>Beach capacity thresholds:</b> Since the Pandemic, Council has identified the maximum permitted crowd capacity of each of our beaches. This model will assist with summer peak seasons.</p> <p><b>Evacuation:</b> Council, as part of the Local Emergency Management Committee, will prepare and respond to emergency situations as needed to ensure safety of visitors and residents are met.</p>
2. Pressure on transport and parking.	<p>Issues were raised over the impact of high-volume visitation on existing infrastructure including the need for improved public transport and better connectivity.</p> <p>Suggestions included:</p> <ul style="list-style-type: none"> <li>• more efficient and easy public transport to Palm Beach. Extend the B-Line</li> <li>• needs a Manly bus to Palm Beach</li> <li>• better wayfinding signs and real-time parking information for an improved visitor experience</li> <li>• introduce a shuttle bus, hop-on hop-off service to move people around to avoid congestion on weekends including stops in North Manly, Freshwater, Dee Why,</li> </ul>	<p>Council recognises the importance of traffic impacts on the region and is creating mechanisms to address this in the Move Transport Strategy 2038 and Local Strategic Planning Statement Priority 19: <i>Frequent and efficient regional public transport connections.</i></p> <p>The DMP's strategic aim and goals have been updated to clarify the Plan's intent to focus on transport and parking.</p> <p>Council to consider the needs of visitors within the creation of any Parking Plans and the Public Transport Plan. For example, in peak seasons Council will utilise</p>

Theme	What we heard	Council's response
	<p>Narrabeen and inland to Narrabeen Lagoon and Manly Dam</p> <ul style="list-style-type: none"> <li>• create parking areas outside of popular locations and shuttle visitors to popular locations</li> <li>• encourage visitors from the Central Coast to catch the ferry to Palm Beach (does not impact roads and parking)</li> <li>• pedestrian crossings on Mitchell Road in Brookvale to safely link the breweries.</li> <li>• improved public wharfs for pick-up and drop-offs</li> <li>• better access to points of interest especially water-based places</li> <li>• greater provision for commercial vessels in waterways.</li> </ul>	<p>the overflow car park at Careel Bay, near Avalon, to provide a shuttle bus service to Palm Beach.</p> <p>Council to annually review the Pay and Display parking data which will give a snapshot of visitation, as a means to monitor key beachside locations, and review their demand to advocate for changes where appropriate.</p> <p>Council will implement smart technology via a Park and Pay App to see real time parking availability directly on a mobile phone. Trial to begin in Manly on 30 June 2021. Wider rollout across the LGA to follow.</p> <p><b>Waterways:</b></p> <p>Investigate parking provisions at marinas, boating facilities, foreshore reserves and boat trailer parking facilities.</p> <p>Work with NSW Fisheries and NSW Waterways to plan for recreational uses around Pittwater Waterway including:</p> <ul style="list-style-type: none"> <li>• additional signage, web-based information and publications highlighting areas of interest, services and facilities</li> <li>• a review of boat tie-up facilities and managing impacts of private water crafts</li> <li>• exploring opportunities for sustainable marina expansion</li> </ul> <p>Collaborate and advocate for the implementation of the Brookvale Concept Plan for a shared path to improve visitor experience around linking Brookvale breweries and the arts and culture industries.</p>

Theme	What we heard	Council's response
		Council will continue work collaboratively with Transport NSW to improve access for residents and visitors into and within the Northern Beaches in peak periods.
3. Impact on the natural environment.	<p>There were several submissions expressing support for protecting the environment, including the region's bushland, biodiversity, waterways and coast.</p> <p>The submissions encourage Council to conserve the ecology of our existing natural assets whilst considering the inclusion of visitation infrastructure and marketing. Specific comments included:</p> <ul style="list-style-type: none"> <li>• focus on eco-friendly tourism and consider sustainable tourism initiatives for the region</li> <li>• remind locals and visitors that we live in a unique area, that we do not own, and we as its custodians should work to protect it</li> <li>• prioritise maintaining our pristine environment, ecosystem and protecting wildlife</li> <li>• attracting a diverse and multicultural group of tourists, without overcrowding any particular area.</li> </ul>	<p>Council to implement the Environment and Climate Change Strategy 2040, <i>Protect. Create. Live.</i> to support sustainable tourism, including:</p> <ul style="list-style-type: none"> <li>• improve and manage sustainable recreational access whilst protecting environmentally sensitive lands</li> <li>• consider scenic and cultural landscapes and heritage in strategic land-use planning, development controls and when undertaking works (i.e. Northern Beaches Coast Walk).</li> </ul> <p>Council will investigate with Centre of Clean Air Policy (CCAP) if they have any monitoring data we could quantify the environmental impacts of tourism.</p> <p>Encourage local tourism operators to join Council's Sustainable Business Network to help bring sustainability into the core of their business. Providing authentic, sustainable, connected experiences. (i.e. swap out single-use plastics and encourage energy, water wise and recycling practices).</p> <p>Provide input into development and implementation of Bushland and Biodiversity Action Plan (due to be released mid 2021) to create sustainable visitor experiences.</p>
4. Limited range of visitor accommodation	The lack of accommodation of all types across the region was raised in a number of submissions. It is viewed by	Council to advocate to the NSW Department of Planning to develop and implement the Short Term Holiday Letting Framework, including use of a register to build

Theme	What we heard	Council's response
and impacts of short-term holiday lets.	<p>some as a major restriction to increasing the duration of visitor stay and spend.</p> <p>Some of the respondents from the Avalon area raised concerns about the negative impact of short term rentals, like Airbnb etc. on residents because of noise, waste and parking overflow in narrow streets. Suggestions were they would like to see more regulation.</p>	<p>knowledge on the existing supply of short-term holiday lets across the Northern Beaches.</p> <p>Advocate to property owners and third-party letting agencies the need to improve visitor awareness around off-street parking, additional waste management options in peak seasons and impact of noise on close proximity residents.</p> <p>Through the Local Environment Planning (LEP) Review consider any new opportunities to provide for a variety of tourist-oriented development and related uses under LEP Zone SP3 -Tourism, e.g.:</p> <ul style="list-style-type: none"> <li>• continue to support Tourist and Visitor accommodation land use across local and strategic town centres (B2 and B4)</li> <li>• consider a new local provision or 'Tourism Layer' to support a range of tourism related planning controls within identified tourism precincts.</li> </ul>
5. Opportunities to improve recreational facilities for road and mountain biking.	<p>A large number of respondents viewed mountain biking as an opportunity to improve visitor experiences. Suggestions included upgrading existing trails, creating new ones like Bare Creek and supporting the development of associated infrastructure.</p> <p>Benefits outlined in submissions included:</p> <ul style="list-style-type: none"> <li>• family friendly and open to all</li> <li>• year round activity</li> <li>• disperses visitors away from crowded beach areas.</li> </ul> <p>Bare Creek Bike Park and the mountain bike tracks around Manly Dam were praised by many respondents. Specific</p>	<p>Planning for further improvements around Manly Dam mountain bike trail is underway.</p> <p>Feasibility work is ongoing and proposals for new and improved off-road cycling facilities will be exhibited for public comment through the upcoming draft Open Space and Recreation Strategy.</p> <p>An audit of unauthorised trails at multiple locations is underway which may result in the formalising of some trails and the closure of others.</p> <p>New facilities are being planned to better meet the needs of various riding styles, including additional bike parks and the potential for new trails.</p>



Theme	What we heard	Council's response
	<p>opportunities to leverage recent investment and support this visitor market included:</p> <ul style="list-style-type: none"> <li>• more trails developed for all age ranges and levels of experience</li> <li>• build on recent infrastructure by linking trails and improving signage</li> <li>• improved infrastructure including defibrillator, water stations, toilet/shower facilities.</li> </ul>	<p>Council to implement the Bike Plan to support sustainable tourism and disperse visitors, including:</p> <ul style="list-style-type: none"> <li>• expand, improve and maintain the Safe Cycling and Road Cycle Networks</li> <li>• provide and maintain end-of-trip facilities</li> </ul>
6. Targeted marketing and Visitor Servicing.	<p>Several community and industry submissions identified the need for Council to develop appropriate means of communicating with potential visitors and suggest experiences, events or initiatives to attract the target visitor markets. For instance:</p> <ul style="list-style-type: none"> <li>• dedicated <i>Visit Northern Beaches</i> website to represent tourism business, including suggested itineraries to assist with visitor planning</li> <li>• a dedicated visitor centric website, and one that promotes the full breadth and depth recognising local diversity across the region</li> <li>• a digital hub for information and services to assist locals as well as visitors and can be supported with advertising</li> <li>• acknowledge Manly as the gateway to tourism</li> <li>• promote the hidden gems of Pittwater waterways</li> <li>• visitation out of summer is to be encouraged, particularly in winter. e.g. Christmas in July</li> <li>• help businesses with social media</li> <li>• inclusion of new markets: family, food and beverage and experiences</li> <li>• bidding for events in the off-season</li> <li>• Brookvale highlighted as a destination for breweries and night-life</li> </ul>	<p>The action plan sets out identified Marketing and Visitor Servicing actions for the region with particular focus on improved digital and online visitor services.</p> <p>Areas highlighted are:</p> <ul style="list-style-type: none"> <li>• visitor services, digital innovation, and content – prepare a Visitor Servicing Strategy</li> <li>• brand and positioning – develop a Northern Beaches destination brand</li> <li>• reduce seasonality – targeted off-season campaign</li> <li>• attract business and major events – aligned with experience themes</li> <li>• support community engagement – raise awareness and monitor community sentiment</li> <li>• target high-value market – focused campaigns and monitor visitor spend (stretch target).</li> </ul> <p>The role of Manly and Palm Beach as tourism gateways will be further explored and enhanced, including developing a destination brand position of Manly and marketing/promotion of the Manly experience.</p>



Theme	What we heard	Council's response
	<ul style="list-style-type: none"> <li>highlight the variety of destinations within the region e.g. bush and wildlife, clean beaches, calm waterways, unspoilt headlands, arts and creativity, rock pools</li> <li>embrace technology, online platforms, social media, QR codes, smart parking technology</li> <li>develop Aboriginal tourism products such as guided bush food and medicine tours, weaving workshops, bush food cooking experiences, rock engraving tours, an Aboriginal dance festival</li> <li>Indigenous tour guides and place names to meet the growing interest in the long First Nations history of this place</li> <li>access to Indigenous art and bushwalks</li> <li>consideration of mobile visitor information services</li> <li>provide visitor information in Palm Beach itself, especially at Palm Beach Wharf, Governor Phillip Park and the ocean beach. This should be a combination of digital and 'real' signage, i.e. a map.</li> </ul>	<p>The role of Manly as tourism gateway will be further reviewed and supported through the development of a Place Plan for Manly.</p>

## Appendix A: Verbatim responses (including tourism industry)\*

	Comments/Submission
1	<p>Last week, I went to visit the Barrenjoey Lighthouse again - after almost 9 years since my last visit there. The improvements to the walking tracks were great and even though it was a Weekday, there were quite a large number of Walkers about.</p> <p>One things that surprised me, there were NO real Historical Plaques around to describe what this Lighthouse (and the Keepers Cottage) was all about.</p> <p>Perhaps that could be rectified? Provide a world class mountain biking and trail walking network of trails. We live in such a picturesque place with no decent access to these outdoor areas. Mountain biking brings \$\$\$ fact!!</p>
2	<p>You have failed to fully recognise the resource for tourism to an area that is Mountain Biking. There are many examples throughout Australia and the World where a significant investment \$1-4M, results in a 10 fold return for the town with land managers who understand riders are willing to travel and stay multiple days for great trails. The follow on of this it they bring their families, need accommodation, food and entertainment in the area once they finish riding each day. This isn't a new idea now, it's be replicated many times over the last 5 years in a number of locations. The Northern Beaches could easily create a world class mountain bike trail network in a collaboration with National Parks within Garigal National Park. All residents and businesses on the Northern Beaches would benefit from this drawcard - Bare Creek Bike Park has already shown itself to be of massive interest, add to that an extensive single track trail network that caters to all levels of rider and increase in multiple night staying tourist will be astounding.</p>
3	<p>More tourism is great, we have a great location.... But please don't shoot ourselves in the foot. You have one chance at that first visitor impression. They HAVE to be able to park. Just scrap this initiative now and don't waste our money if you are not going to provide the parking spaces needed. This ABSOLUTELY CAN NOT come at the expense of the offshore communities. This is particularly important as one of your focuses is to increase overnight stays. The offshore communities already struggle or find it impossible to be able to access their homes on weekdays during the day. So communities near pinch points for parking should NOT be included in this plan. The Pasadena for example should NOT even be open by council's own determination by it rejecting three DA's on the grounds of completely inadequate parking. It went ahead anyway, and council does not have the teeth nor gumption to challenge them. So this throws doubt on all plans for this to work. Increased commercial activity is welcomed, but NOT at the expense of residents being able to simply get home. That is not a throwaway line, we have people sleeping in cars now because they cannot get home.</p>
4	<p>The public facilities at many Northern Beaches popular venues are little short of disgusting. Basic facilities such as toilets, BBQs, tables and seats are often just filthy. The cleaning is poor and seems irregular. Beach location garbage is often still overflowing and awaiting collection after 8am on a Sunday morning which the flies just love. Take note of the terrific job councils do in Queensland, especially Gold and Sunshine coasts on these facilities.</p>

\*Personal details have been redacted where possible. Spelling and grammatical errors have been amended only where misinterpretation or offence may be caused.

	Comments/Submission
5	<p>You have failed to fully recognise the resource for tourism to an area that is Mountain Biking. There are many examples throughout Australia and the World where a significant investment \$1-4M, results in a 10 fold return for the town with land managers who understand riders are willing to travel and stay multiple days for great trails. The follow on of this it they bring their families, need accommodation, food and entertainment in the area once they finish riding each day. This isn't a new idea now, it's be replicated many times over the last 5 years in a number of locations. The Northern Beaches could easily create a world class mountain bike trail network in a collaboration with National Parks within Garigal National Park. All residents and businesses on the Northern Beaches would benefit from this drawcard - Bare Creek Bike Park has already shown itself to be of massive interest, add to that an extensive single track trail network that caters to all levels of rider and increase in multiple night staying tourist will be astounding.</p>
6	<p>Northern beaches has so much to offer all year round, however it is not accessible and not very welcoming. As the events director for a car club and a walking group I have the following observations. Access via public transport is not viable. 2.5 hours from Epping/Carlingford to Palm beach is exhausting even before we would arrive. If we drive the \$10 per hour parking fees are the highest in the whole State which some members cannot afford. It was only 10 years ago parking was only \$2.80 per hour. The facilities have not changed much so the general conclusion is that non-residents are not welcome.</p>
7	<p>Several points</p> <ol style="list-style-type: none"> <li>1.you need to actually save the Manly ferry as it is the number one tourist attraction</li> <li>2. You need to Bring back the marine centre</li> <li>3. Establishing up market eateries - we live here too - you cannot just change a town - I agree that all the trashy fast foods can go for healthier on the go food</li> <li>4. The corso has beautiful old shopfront no one looks up because big bright awful cheap digs Bd shops - make the corso likes European boulevard where boutique but accessible shops and dining and cafes - manly has too many really large eateries</li> <li>5. Council undertake tourism activities with an industry-based Board - no - this committee will be completely self and selfish focussed and will influence council in the wrong way - note Bavarian beer cafe and Hugo's - completely infringe on public space and out of control!</li> <li>6. East esplanade drinking and all sorts of random parties all over the place distract from the beauty and make manly look like a trashy Ibiza - this needs not to be the welcome to manly - as you say sophisticated tourists come here - they don't need to see this rubbish - we need to highlight natural beauty , not highlight the human being completely taking over the natural surrounds for their own personal , affecting-others 'fun'</li> <li>7.your expression 'competitor market ?' Like where Bondi? There is no competition - both places equally beautiful - Bondi actually feels like it caters to both tourist and local - manly already looks like it just wants to jam people in and everyone make money - you could hardly suggest that business does not make money over here.</li> <li>8. Tourist will come if what you provide is interesting and Manly retains its character (which it is losing quickly) council makes these decisions not industry committed. If council said all shopfronts in the corso need to fall In line with new heritage look and feel, then people would. Industry won't suggest this, industry won't lead aesthetic change and a nice enjoyable place to be, industry will say</li> </ol>

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	<p>more food , higher buildings etc etc</p> <p>9. What about making Dee why a Mecca for events, water sports and fine dining so it becomes a destination - or Dee why can become designer clothes - something that puts it on the map?</p> <p>10. Ferry from circular quay to Clontarf - the spit connecting to fast buses along northern beaches to dee why / Narrabeen etc where you can increase Narrabeen visitation as a bush walking, canoeing place.</p> <p>11. New amazing mountain bike park in Belrose - great tourist attraction - people can go there and go to the theatre and culture hub - this area can be a weekend destination in itself - more accommodation in that area .</p>
8	<p>There are SO MANY more people who have moved into this tiny area due to the changed government regulations which have allowed so much more housing to be SQUEEZED into this TINY area. There is but one narrow, winding road serving as the entry and exit route carrying phenomenal amounts of traffic now with increased local population. Narrow roads cannot accommodate all the newly introduced vehicles which now park on these roads not designed to accommodate all these parked cars as well as through traffic on the main road or others throughout the suburb. The area is choked with cars. I have concerns about what will happen when/if a mass exodus is necessary due to some extreme event, when the roads will be grid-locked with traffic, unable to move? There is NO mention by Council or government where people could attempt to travel to or where to be able to shelter(presuming public need shelter.) I would appreciate a response from NBCouncil regarding this potential serious scenario which could happen this summer if there is a repeat of last year's Bush fires and Kuringai Chase goes up in flames when hot, strong Westerlies are potentially blowing embers towards the peninsula suburbs starting house fires. These new, uncontrollable natural events MUST be planned for and Residents need to be aware of what their survival plan should be. Until now there has been no mention of a comprehensive survival plan for residents to rely on during an Extreme Emergency.</p>
9	<p>I know it is a topic that often being debated, but I'd like to share my additional two cents on mountain biking in the Northern Beaches. The opening of the new mountain bike park at Belrose is definitely heading in the right direction. But there is an incredible network of 'unsanctioned' trails that just deserves a bit more care to become an international mecca. I've travelled the world and cycled in Europe, the Americas and Oceania. There a plenty of options out there... but although we often think at our Northern Beaches as a surfing destination only, the reality is that there is more. The trails we have here a quite unique because... the level of technical difficulty is second to none, the vegetation makes it very 'pluvial forest journey' and... not so many other places can reward with a view of the ocean (and maybe a dip a the end of the ride). Hope there will be consideration for an upgrade and formalisation of existing trails... and maybe room for some true green and blue trails to attract beginners to this wonderful sport.</p>
10	<p>Visit any bike shop and its missing half its stock. Visit any bike shop in June last year and it was pretty much empty. Last year was the biggest on record for the bike industry meaning more and more of our community and neighbours taking up the sport. And pretty much all the bikes shops have a shared emphasis on mountain biking as the Northern Beaches has become Sydney's mountain biking mecca. The council has done great work with Bare Creek and when you chat to the riders who show up at Bare Creek, they are from all over Sydney as well as the Central Coast. And so, as an area, we've taken a leadership position, let's not relinquish it. The local mountain bike community has worked tirelessly on creating trails which would attract more and more riders from all over</p>

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	Sydney if they were better supported by Council. And what is the downside? Countries like New Zealand and Canada have shown how it's done and its clear, when you welcome mountain bikers into the forests, they care and respect them. Hoping that the Council can continue its good work and go to another level with our clubs like Garrigal Gorillas.
11	As a resident of the Northern Beaches for 30 years I have seen the damage done to our beautiful area through overdevelopment and increased tourism. I already support local businesses and rarely need to shop outside our locality. I have on many occasions been caught in vehicular <b>traffic</b> and not been able to access my residency, my children who live further south refuse to visit on the weekends due to heavy traffic. During holiday time it is near impossible to find a parking space to shop and whilst I try to walk to the beach the small pathways I use are not maintained and are in a bad state of disrepair - if I drive to the beach it is near impossible to park unless I go at 7am. I cannot support your drive for tourism as it destroys the lifestyle of people who live in the area who chose to live here because of the casual, easy lifestyle and not the build-up of noise and traffic. I am sad to see NBC approving so many granny flats and totally oversized houses for holiday makers which is destroying our natural environment which is so important for our health and wellbeing and providing habitat for our local fauna.
12	We do NOT want more tourism in the Northern Beaches. The traffic is already horrendous on the weekends and holidays, and half the time we can't park in our own village or beaches! No to this plan!
13	I would like to offer my support for focusing on cycling as a key aspect of the current and future tourism opportunities in the Northern Beaches. The existing MTB trail network (both recognised and unrecognised by the Council), Bare Creek Bike Park, Terry Hills BMX / Pump Track / Dual Slalom, road riding can all be combined with a swim a local beach afterwards. For a cyclist that is not living in a ski town - this is living the dream. I have raced bikes for the past 40 years across BMX, Road, Cyclocross, MTB XC / Downhill / Enduro throughout the US, Canada, NZ, and Australia. The riding in the Northern Beaches is unique, challenging and draws people from local suburbs, other parts of Sydney / NSW and beyond. I've had US riders/racers/media visit for the riding. I believe that recognising the existing extensive trail network would help visitors enjoy our local facilities and promote safety as well. The MTB community is very thankful for the contributions and cooperation that the Council has offered to date and I would like to add my support to the idea of promoting further development and enjoying more users on the tracks. More users of outdoor facilities = healthier and happier tax payers.....and visitors that spend money at our local businesses.
14	Promotion of all things available on Northern Beaches, not only swimming and surfing. Older people should be encouraged to visit to sample our Flora and Fauna, water trips, fine dining and shopping and markets ... Perhaps local Hotels could provide discounts not only to Pensioners but the often forgotten ' Self-Funded ' retirees who receive nothing for their efforts to remain off the Government purse. Good luck .. We gave it all on the Northern Beaches ...[smiling face with smiling eyes] Northern Zone NBC does not need or want more tourists than already come here. It gets plenty already and always has but bit has increased via private promotions such as Home and Away. Notwithstanding covid, visitors come anyway... and spend very little. NBC actively promoting more visitation is not supported and will not be welcomed by residents and ratepayers that the council serves.

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15	<p>World class mountain bike park will have people travelling from all over the state ...</p> <p>Can be incorporated with a treetops style development and perhaps climbing / orienteering training , which will all have onward benefits to people being more outdoors , using our parks and taking greater care of the environment.</p> <p>This big problem with NSW compared to places like QLD is that many of our parks are underused and many are locked out , by releasing a small amount of land for the above developments you could harmonise / teach people to be more caring for an environment that they get use of instead of having areas largely un or underused which brings the attitude of out of mind out of sight.</p> <p>Even lock of some of the roads for families ( not the lycra warriors- who soon push families out) to bike on weekends , have organised rides like the ocean swims ( which by the way are great but far too expensive for a family).</p> <p>Car parking is becoming a big problem for use of waterways for locals , with no places left on weekends.</p>
16	<p>The northern beaches has some of the best mountain biking in Australia. I think we really need to put more emphasis on this and look after, grow and improve our local trails. I believe that there is a huge market of people out there looking for epic mountain biking destinations and the northern beaches has is all!!</p>
17	<p>I am a local and I do not support destination NB the area is where we live and work and I cannot support it becoming a holiday camp</p> <p>We do not have the infra structure and medical support system. With COVID which is NOT going away our beaches are capped</p> <p>increased tourism will see locals not able to use our beaches. We pay the taxes and higher home prices. Support locals and don't get ahead of ourselves in these uncertain times</p>
18	<p>Reading through your plan, I'm not sure it considers the needs of the vast majority of residents of the North Northern Beaches and instead looks at a select minority. This is not a tourism region; it's a residential region. It's one that has an infrastructure that is already hugely overwhelmed and is getting worse by the day.</p> <p>Talking specifically to Pittwater, all our representation and rights were taken from us when we were merged into Warringah council - which 92% of residents voted against. More and more developments are greenlit in Pittwater as property developers are the only voice the council listens to. The recent COVID lockdown was a stark reminder that if you live in Pittwater, you have no one to speak for you. As a result, we are getting inundated with property development that is reckless, dangerous and is making a bad situation worse. And you want to encourage more traffic? More people? More cyclists? More cars? This is not what we need right now. This plan should be about encouraging visitors away from the beaches and into the Western part of the council as a priority.</p>
19	<p>Once again developers want to destroy the one thing that makes the northern beaches so unique and charming. Its Character. Let the tourist masses stay in Manly and Dee Why and travel to the beach of their choice with appropriate styled shuttle buses.</p> <p>The residents here should have as much say as those out to make short term profits by destroying this jewel we have. Please do not put high rise in Mona Vale or Narrabeen.</p>
20	<p>To Northern Beaches Councillors. I have lived on the Northern Beaches for the past 30 of my 66 years &amp; so have witnessed the changes to our environment over an extended period. It is hard to imagine that anyone living here actually wants our Council to</p>



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	<p>spend money on developing an increase in tourism to our Peninsular. Increased population sees that occur by default. Yes, infrastructure needs to support the population growth but endless encouragement for growth &amp; development only leads to destroying the reasons we enjoy living here. The glossy brochure contains pictures of Palm Beach with no one on it! Yes, that is what people like but it is not the reality. The bends are blocked on weekends, it's hard to find a park in the shopping centres or at the beaches etc, etc. I don't like saying I want to keep to myself but in all honesty I think this is what most residents feel. Living here during shut down has been blissful. Constant growth &amp; development is not an improvement to the quality of life for humans &amp; the environment. It's sad to see so few residents have taken the time to comment but I'm guessing it's out of a sense of hopelessness that they will be listened to.</p>
21	<p>My response is very brief...I certainly don't want increased numbers of tourists in the northern zone of the Northern Beaches. There is already limited space to park, limited seats in restaurants and cafes, poor Council services (especially since the merger of the 3 Northern Beaches councils) and in general insufficient infrastructure. It is about time this council paid attention to the residents!</p>
22	<p>Why are our rates being spent on a walking and cycle path before we even have a sealed footpath between palm beach and Avalon? Do visitors have precedence over rate payers? Try walking along Barrenjoey road! Why do our rates pay for cyclists who pay no fees when our dogs who pay licence fees cannot even go to the beach!! We need a new Pittwater council not the huge Manly based council that thinks that Pittwater does not exist!!!! I have paid rates in Pittwater for 50 years and all I see is the area going backwards. No more direct buses to the city, reduced postage, fewer facilities, holes in the road and parking reduced in favour of pedestrians and cyclists.</p>
23	<p>The key is a great tourism website. From a promotion point of view, the council should provide a range of itineraries suggesting how people could spend a few days in the area. These could be both walking tours (the coastal walk) and driving tours showing a range of themed destinations. There are plenty of good beaches between Manly and Palm Beach, there are good short walks/bike rides (Narrabeen Lagoon Circuit, Manly Dam, North Heads and Q Station, Coastal Walk sections), boat trips (from Palmies to Ku-Ring-Gai etc). You can link them together to give themed weekend breaks (surfing, walking in nature, beaching, health/spa breaks, foodies etc) and to inspire people to stay you'll need to provide comprehensive links to accommodation and local restaurants. It's all there, you just need to promote it, and we don't have a real winter here in the Beaches and it's rare to rain for days on end, so there's no reason why you can't showcase things to do in all seasons. If you're concerned about getting people further away from Manly wharf, what about a (possibly weekend-only) hop-on hop-off tourist bus service like they have in the Blue mountains: make it cheap, with painted livery and perhaps go up the coast through beach areas at North Manly, Freshwater, Dee Why, Narrabeen and inland to Narrabeen Lagoon and Manly Dam... probably too far to get into Pittwater areas, but these could be addressed through the B-line. That might spread some of the love.</p>
24	<p>I don't have an issue necessarily encouraging more tourists in winter when things are quieter but during summer, the Pittwater end of the beaches is already rammed. Covid has actually made this situation worse (outside of our lockdown period). You can drive around Avalon for 15 mins just trying to get a parking spot on any given day, which definitely was not the case 2 years ago. Parking</p>

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	at any of the beaches during summer is a nightmare and in placed like Palm Beach the parking recently was reduced to create a footpath!! This plan is on top of the Housing Plan currently open which is looking at putting 6 story buildings and subsequently more people in the area!! We do not need any more tourists from October to March. Focusing on off-season visitation and events schedule would be ideal. Road and beachside parking management plans for tourists and locals alike could be better in peak months.
25	I am happy to have tourists to the area. However, one of the reasons we chose to live here was that it wasn't overrun with tourists and seasonal visitors. It's a quiet part of the world and we like it like that. I have friends living in Byron Shire and they find Byron itself to be completely unbearable on every level. Traffic, litter, noise, antisocial behaviour, lack of amenities for locals, ridiculous cost of living, the list goes on. I also regularly have clients visit from the Bondi area and they are gobsmacked at the sense of peace and space we have here. They usually leave asking themselves "Why on earth do I live in Bondi?" More importantly, we do not have the public transport, roads or infrastructure to deal with a large amount of additional visitors. I applaud your intention to support business (as a business owner who welcomes visitors from out of area). And I am happy to have tourists to a larger extent than we have now. I'm happy to share the space. But we MUST prevent any chance of this ending up like Byron, Bondi, Gold Coast. Let's think of a better way to do this.
26	Hi. I think the whole plan to increase visitors to the area is going to overwhelm the roads and spaces really quickly. The more local businesses depend on visitors/tourists, the less sustainable their businesses are when things like Covid strike in communities. How about some more good old face to face consulting? It's a complicated issue and when I look at how busy Avalon is already there are the numbers to support local businesses already. If business owners want to increase their foot traffic it makes sense they move to where there's denser populations.
27	<p>If we wish to foster eco-friendly tourism to the Pittwater end of the Northern Beaches, I submit that the first thing we need to do is to work hard to conserve the ecology of our existing natural assets. the second is to plan and execute the recovery of those primary assets that have/are being degraded/. Do this and the "right" tourists will come to the Pittwater area. I suggest that we need to:</p> <ol style="list-style-type: none"> <li>1. Conserve our sand dunes and support the planted vegetation by keeping if free of noxious weeds such as the rampant ipomea indica smothering the natives at the Northern end of Newport Beach.</li> <li>2. Conserve our remaining sea grass beds and mangrove clusters and actively work to extend and re-seed these</li> <li>3. Cease constructing sea walls where they will impact on existing wild eco- systems.</li> <li>4. Most importantly curb the aspirations of the Pittwater Unleashed group who are demanding dog access to Station Beach ( one of our most environmentally sensitive) as well as other Ocean beaches.</li> </ol> <p>We need to acknowledge that dogs and conserved eco-systems are not compatible. Further free running dogs are not compatible with general public recreation areas such as parks and beaches.</p> <ol style="list-style-type: none"> <li>5. progressively convert all block and chain boat moorings to block and float moorings</li> </ol>



	Comments/Submission
	6. Constantly remind locals that pittwater is a unique world asset that we do not own and we as its custodians should work to protect it ... not to covet it for our sole gratification.
28	<p>I do not support the tourism plan for the northern beaches LGA</p> <p>The plan has no consideration for residents, who pay rates and have invested in the area</p> <p>The northern region beaches is an area that is very poorly serviced for any form of emergency after the mona vale hospital was closed. Attracting more visitors to the already congested roads will increase the risks to residents bring able to get urgent care. Roads cannot cope at the moment with traffic from tourism, increasing more tourist will be a disaster for residents to do normal activities like going to do shopping or visiting local restaurants. The current cuts to public transport - smaller ferries, not express bus from north Avalon, reduced bus service for schools kids - is increase traffic and travel times, putting more cars on the road will make this worse and is completely unfair on residents. Financial cost to residents to upgrade facilities for tourists is both unfair and unaffordable. We as residents do not want more AirBNB coming to our neighbourhood. It increases noise, crime rate group, with cuts to police on the northern beach who will protect residents when there are fights and parties at airbnb's. This whole plan is unconsidered, rushed and unwanted by a large amount of residents on the northern beaches. I am not against tourism, but this does not consider residents at all and needs wider community consultation, needs to be reduced in its size. Medical services need to be restored the area. Traffic reduction plans need to be implanted. Thank you for reading my submission and please contact me If you need any other information or want to discuss any of my submission</p>
29	<p>The Goal: Transition from day-visitors to overnight visitors and encourage greater regional dispersal is an attempt to hide the fact that day or overnight visitors cause the same issues - traffic, congestion, pollution and a decreased wellbeing for residents. As a fourth generation northern beaches resident I can clearly state that transient population growth is having a negative effect on the community. We need to transition away from this approach. Tourism based interest groups lobbying Council need to be challenged. Council needs to look for a more sustainable model for the whole community.</p>
30	<p>Please note that the governance and process around this is flawed. It started with surveying/interviewing visitors. Then went through several steps of consultation with people and groups who do not need to identify how many people or whom they represent. The reference groups and whatever other groups are picked by Council (not sure of the basis) and again have no requirement to consult with or even take the temperature of the community/residents/rate payers/homeowners etc. Finally, once it's been polished it is put out to community comment. This part of the process, like the others, is opaque and there is no planned step to accommodate any input from this last stage. Then it goes straight approval, which we know will happen because it's what the Council wants. For a project that started pre amalgamation and which has clearly been undertaken using a flawed approach, I suggest this is held over until the next election. This Council should be considered caretaker now, as through no fault of the people we should have had an opportunity by now to endorse or remove the elected Councillors.</p>
31	<p>Great to have visitors who want to enjoy our home. But if this is planned to be on a large scale (and it doesn't need to be very large at all) then it will completely overwhelm current infrastructure for transport, roads, parking at the beaches and shopping and dining</p>

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	precincts. In this context it doesn't sound like a plan at all? Instead it looks like an ill-conceived disaster waiting to happen to the Northern Beaches residents and workers alike. When I see infrastructure spending before marketing, I will know this is a plan. Until then, get out of our lives and stop taking a public servant pay check for doing half arsed work. This publication is at best a brainstorm. To think it got published and distributed is an embarrassment to the council.
32	<p>A place of interest that should be promoted is The Governor Phillip Lookout at Beacon Hill. This is a hidden gem that has been "let go" over recent years, but could be promoted to Photographers (for both day &amp; night photography), Artists, Bush Walkers and in particular to tourists, to get a great overall picture of the southern end of the peninsula. The bush has been allowed to become overgrown and some of the view has been lost (see Google &amp; Trip Advisor reviews), but with a plan of management the great views from The Blue Mountains to The Coast all the way from Manly to Collaroy, could be brought back.</p> <p>TRAVEL TV SHOW OPPORTUNITY - Our marketing agency [REDACTED] is based in Manly on Pittwater road. I have been in business in Manly for 12 years and we all live in the Northern Beaches. We recently produced the Xmas and Aus Day video series for northern Beaches Council with local singers. We are producing [REDACTED] 2021 with a sub-business we own called 'Global Sports Media'. [REDACTED] will live on Fox Sports and Kayo. It is a golf and travel show The show is brand funded and will have a title sponsor, however we also visit local councils around the country to have the show come along and feature local golf courses, places to stay, things to do, where to eat etc. When I saw read about Destination Northern Beaches, I immediately thought that the golf show would be great to bring golfers from around the country to our wonderful area and great courses. During the pandemic, golf has seen a massive rise in player numbers and as borders open in the future golfers will want to flock to new courses around the country. The show will also be syndicated international following production. See the attached document for more detail on the show.</p>
33	<p>The Northern Beaches has the ability to draw a lot of cyclists to the area, especially mountain bikers. The combination of the new Bare Creek Park and the informal trail network makes the NB a good destination when combined with everything else we have to offer.</p> <p>Mountain bikers spend money with local businesses, that has been proved time and time again with Derby, Maydena, St. Helens in Tasmania with more projects planned, and also Rotorua, Nelson and Queenstown in New Zealand. Mountain bikers are like skiers in that they will travel internationally to do the sport they love. Countless Aussies, pre- Covid, would travel to Whistler, Canada each year to ride the bike park there. The NB has the ability to catch travellers coming the other way on stop overs to Tasmania and NZ. Local riders will also travel. Riders will often go from Sydney to Thredbo for the weekend. Expanding the trails and formalising them on the Northern Beaches would be a draw card for a lot of NSW riders and their families as there is so much else to do. It could be a real family destination.</p>
34	It seems a marketing fantasy and complete waste of money to promote destination northern beaches until " the house is put in order". If you can't do the basics right, then don't waste ratepayer's money. The public facilities at many Northern Beaches popular venues are little short of disgusting.

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	<p>Basic facilities such as toilets, BBQs, tables and seats are often just filthy. The cleaning is poor and seems irregular. Beach location garbage is often still overflowing and awaiting collection after 8am on a Sunday morning which the flies just love. Take note of the terrific job councils do in Queensland, especially Gold and Sunshine coasts on these facilities. So get the basics working first before you spend money on promotions. In fact if a decent job is done, the westies will come in increasing numbers to enjoy a clean and safe day at the beach. Why are our rates being spent on a walking and cycle path before we even have a sealed footpath between palm beach and Avalon? Do visitors have precedence over rate payers? Try walking along Barrenjoey road! Why do our rates pay for cyclists who pay no fees when our dogs who pay licence fees cannot even go to the beach!! We need a new Pittwater council not the huge Manly based council that thinks that Pittwater does not exist!!!! I have paid rates in Pittwater for 50 years and all I see is the area going backwards. No more direct buses to the city, reduced postage, fewer facilities, holes in the road and parking reduced in favour of pedestrians and cyclists.</p>
35	<p>I am an avid and active mountain biker. Those who do not understand the sport do not realise there are a number of genres of mountain biking. I prefer 'All Mountain' riding which is another term for riding all types of terrain -up/down/across/technical/fast and smooth.</p> <p>Bear Creek Mtb Park which recently opened is a wonderful facility, however does not address the type of riding which I do and many riders across the Northern Beach, and Australia enjoy. There are only a few sanctioned trails which fit the description of an All Mountain track in the Northern Beaches, one being Manly Dam. The sad truth is there are many world class unsanctioned trails I ride across the Northern Beaches in areas including Red Hill; Narrabeen Lakes; Oxford Falls; Cascades; Bah'ai; Garigal; and many others. I truly believe if many of the above tracks were formalised and sanctioned, the drawing card for the Northern Beaches would be immense, bringing in riders from all over the world, which would support new businesses like e-bike and bike rentals; tour groups; clinics; and support existing cafes, restaurants, and hotels. When most think of the Northern Beaches, the thought is of course our amazing coastline and beaches. The hidden gem however, with untapped economic and tourist potential is our Northern Beaches bushlands, which already have a large network of trails for many different levels of riders (and don't forget walkers/hikers/outdoor/nature enthusiasts). Destination Northern Beaches will hopefully be a world class destination for all things beaches and all things mountain biking!</p>
36	<p>I have travelled to some of the most incredible places for mountain biking across the globe including the USA and NZ and still Sydney's northern beaches is one of the most diverse, technically challenging, and varied of trail networks I have had the chance to ride on, despite trail maintenance being run by volunteers with no funding. There is still so much potential for growth in this area. I know friends who previously have considered leaving the northern beaches to be closer to the city but these bike networks and the love of the sport and the community that has been created in this area through Mountain biking has kept them around. With support from local government there is capacity to make the trails safer and introduce more beginner friendly terrain to the trail network which will only provide greater opportunities for the community to engage with these underutilized natural areas. As someone with prior experience in Property Development and some of the accommodations that are made for increased housing supply it would be great to see the same level of enthusiasm for an industry that is having such a positive impact on the local community. Mountain</p>

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	biking offers a point of difference to any other suburb in Sydney and is becoming a world class location for riding which will only improve economic growth and sustainability in the area through tourism and greater local retention. I hope council has the foresight to see what a huge opportunity they have here to embrace what has become the cornerstone of so many places around the world like Squamish, Canada and Virgin, Utah. There is massive potential here, the community is growing and there is a huge need for greater engagement and funding by council.
37	It is already difficult to find parking at the beaches of a weekend. Why would we want more crowding, littering, noise and the antisocial behaviour of tourists? I think it's a false economy. For the revenue it brings a few, the inconvenience to those of us who have paid premium prices to live in a quiet, safe, unspoiled part of Sydney is not worth it. There are very few submissions because you have not advertised this plan! So disappointed.
38	\$100 voucher to be used on any small business to include hair, nails, face, shops. Not just dining.
39	The northern beaches of Sydney is unique in its geography and cannot sustainably receive a huge increase in population, even if only seasonally through tourism. I would like to see locals further consulted with respect to their desire for greater tourism as I believe many would believe we need time tread very lightly to ensure the environment remains unaltered/damaged and the feel of the area is retained. What this area really needs is rules to ensure landlords are not overcharging and keeping properties vacant as this has a real impact on the communities that make up the northern beaches and make it difficult for locals to run successful local businesses and for local to enjoy using and supporting this local business.
40	Build a beautiful timber bike and walking track alongside the Avalon Bends- the way Byron bay have done on the road to the lighthouse. It looks great, it is reasonably natural, it encourages health and fitness, it would be a great view, it takes the bikes off the bends (which will stop the locals getting upset by the visitors when they can't drive around them), If done well, it would become a known path to come to - to walk, run, ride etc and then grab coffee and breakfast. When I see the pathway at Byron bay, I just want to get on it and run to the lighthouse.
41	This looks awful! High rises and crowded (more dangerous to monitor swimmers, more crime to police, more filthy) beaches to ensue. Increased traffic to the area to add to the already impossible roads into the city etc. How to ruin a perfectly special and unspoiled, natural area bordering on the national park. Watch house prices dive. In the name of what? To what and whose benefit? Parking revenue for the council. Soooo disappointed.
42	It is impossible to develop a plan for the 3 council areas as they all have different needs etc etc the best plan would be to have 3 councils run by their own councillors and communities. We are heading to the same situation that is currently happening with the Central Coast Council. Mike Baird caused this crap of 1 large council then jumped ship now his mates should fix it. The reason people come to the northern beaches is not to have added tourist attractions They come here to see the natural beauty of the area Leave the area as it is Another wasteful report and waste of time.

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43	We're living in Balgowlah. My partner has been operating fishing charter business on Sydney Harbour. He used to have customers from all around the world. Now, of course, mainly from NSW resident. The most glorious and beautiful part of Australia, Northern Beaches, we could promote new ways of enjoying our Beaches (not just from the land but from boats). I.g: Spit to Manly walk combined with boat tour to admire beautiful Sydney Harbour. Or Islands hooping etc. I think my partner has some contact from NSW tourism. He was approached by one of the staff for photo shooting.
44	Mountain biking on the Northern Beaches has been surging in popularity. Having travelled to areas around Australia to riding Mountain Bike trails, the trails here on the Northern Beaches revel even the most professionally built and most funded. With the recent completion of Bare Creek Bike Park, the willingness of people to travel to ride great Mountain Bike trails is clear and real. The existing informal trail network could be greatly improved with signage, maps and facilities such as water and toilets. This would help attract visitors to stay more than just a day to ride the vast and unique network of trails here on the Northern Beaches.
45	<p>Revitalize key attractive areas with strong touristic potential:</p> <p>The Yellow Brick Road is a flat pathway that connects Avalon village to North Avalon, providing for a pleasant stroll from the beach to cafes and other amenities. Residents and visitors walk regularly on this path. However, many complain about – and rightly so – the appalling conditions of the Careel Creek that runs adjacent to Yellow Brick Road. There is perennial accumulation of organic products in waterways, which leads to the emission of gases. Carcasses of rodents often lie side by side with debris over stagnated water, making for an eyesore. The odour that disperses from the creek into the vicinity is oftentimes unbearable, particularly in the summer, which hinders touristic enterprises in the area.</p> <p>While I accept that the capital investment required for a large urbanization project to revitalise the Careel Creek is significant, such a project, in my opinion, should take precedence over many other enterprises, in that it would benefit significantly the local community and tourism alike.</p> <p>Well-known reconstruction projects, such as the ones at the Cheonggyecheon River in Seoul and Oxley Creek in Brisbane, have brought formidable public and touristic visibility to hitherto neglected areas. Closer to our shores, the Lardelli Park in Putney is also an example of a successful venture between public and private enterprise that has been acclaimed as a considerable success.</p> <p>Improve the experiences of visitors as well as the state of the local economy: During the summer, there are incipient efforts to foment the night-based economy, with some cafes and restaurants offering live music in Avalon. Similar initiatives should be supported further by procedural incentives, such as the fast-tracking of licensing applications. Avalon is home to many writers. Many readers and cognoscenti trend to gravitate around the Bookoccino bookshop and café, where a series of literary events with well-established writers take place regularly. The potential of such a thriving literary scene could be capitalized on by the promotion of events, such as an annual literary festival.</p>
46	After a forensic audit of Northern Beaches Council to assist the inhabitants of Pittwater, Warringah and Manly recover from Covid-19 the Northern Beaches Council needs to de-amalgamate and immediately re-establish the original three councils. Each council then needs to lobby state and federal governments for the re-building and re-commissioning of Mona Vale Public Hospital and Manly

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	Public Hospital. These actions will vastly increase business in each respective council chambers location and the positive response in economical terms will vastly improve the wellbeing of all members of their communities.
47	<p>Local, live on the beaches for past 15 years or so. Love to see better upkeep of Mountain Bike Trails on the beaches, particularly within the Garagil National Park, it's an extremely popular sport. A few times a year I would visit Canberra or Thredbo to avail of their better facilities. Few suggestions to improve local MTB Trails are...</p> <ol style="list-style-type: none"> <li>1. This could include better signage of trails, at the moment I relay on others to show me the way, or mobile, but when in NP somethings no mobile phone coverage.</li> <li>2. Defib, most sporting venues have one. The more popular trails could have one.</li> <li>3. Water stations on trails to re-fill, this could again be a main start / mid points on the most popular trails.</li> <li>4. Toilet / Shower Facilities, Deep Creek has toilets, but could definitely do with and upgrade to newer facilities.</li> </ol>
48	There has to be a balance between the needs and desires of local residents who have worked hard to make the Northern Beaches their home. The limited points of access, limited parking and seasonal influx/dearth of tourists must be considered when planning tourism in the Peninsular communities - many of these communities are gridlocked in summer and poorly served in off- seasons because of unsustainably high commercial rent charged to local businesses. In addition, congestion on local roads resulting from multi vehicle households PLUS multi vehicle short-term rentals is causing lots of stress and distress in the area already. As a rate-paying resident I am against any proposal to increase tourism promotion for the beaches of the Northern Peninsular - ie north of the Narrabeen bridge.
49	The northern beaches has some of the best world class mountain bike trails you can find. They rival the canyon rocky shelves of Utah in the USA, they are as challenging as anything you'll find in Canada but some of the most picturesque and beautiful landscapes anywhere. I have met people on the trails that come from all over NSW just to ride the spectacular trails and scenery we have because it is so unique and fun. Creating a formalised trail network would truly make our amazing home a must-see destination for both local Sydney riders as well as interstate riders looking for places to visit and stay. There is a large enough network already to keep people in the area for weeks as they explore what the northern beaches has to offer. Expanding the trail network to offer more for all level of riders would be a massive benefit as well to help more people explore and enjoy the area. It would be amazing to recognise and formalise what is already here and available so people can get out and connect with nature while getting to know our special little piece of earth.
50	The Northern Beaches are an attractive destination because of our pristine environment. The most important consideration in any tourism planning is to ensure that maintaining our pristine environment, ecosystem and protecting wildlife is the absolute priority, and that we attract a diverse and multicultural group of tourists, without overcrowding any particular area or focusing on any particular demographic. Northern Beaches should always be a home for locals, and we should not feel that any particular part of Northern Beaches becomes overrun by tourists.



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51	<p>Hi, my thoughts are in 2 streams.</p> <p>Firstly, is to be clear on the problem to be solved. I realize there is a kind of overarching theme that is outlined in the detailed document. The problem to be solved: the northern beaches (NB) economy has shrunk because of COVID, most impacted is hospitality. before COVID this sector was worth about \$2bn, at least that's a number I saw in 2019. So, the problem is: the NB economy needs to grow the hospitality sector dramatically by way of encouraging residents to spend and attracting tourists. If the draft plan is specific in terms of numbers, then it's possible to create a plan of actions that is measurable. e.g. in 2019 we had 100,000 tourists visit and in 2020 we had 20,000 tourists. In 2021 (assuming COVID is controlled) we want to get back to 100,000 visitors. In 2022 we want to achieve 200,000 visitors. The means to get there should be specific and not vague and aspirational. Like, NB Council will engage with the top 50 packaged tour companies in Australia and incentivized to develop tours to the NBs. Second is to create a NB loyalty program. This can be the basis of all advertising and social media marketing. A name like, Love the Northern Beaches, can be played with like, LOVE the NBs, Love the eNBeez, to create a memorable meme. On the back of growth in numbers of people who sign-up to the program could be developed into an App that is recognized in hospitality businesses across the region. As per normal loyalty programs, benefits could accrue as points, discounts, connecting visitors to the businesses they love etc</p> <p>If you create a visitor brand then it's feasible to build loyalty and track progress for NB hospitality businesses and visitors.</p>
52	<p>Pittwater does not want any of the current council, Manly/Warringah's plans for Pittwater! The only people you suggest that want this is people from outside or even inside the area trying to make money from filling the place up to the brim with population or causing traffic jams in a dead end peninsula, inconveniencing the residents and doing everything possible to turn Pittwater and its beaches into Disneyland! What community groups were used to determine anything about turning Pittwater into a tourist venue to make others rich? My opinion is that every effort that the current council makes is to turn a profit from selling Pittwater! Its not a fit for purpose approach by a council that is supposed to be representative of the people of the electorate! Once again Pittwater wants nothing to do with the current plans!</p>
53	<p>Very pleased to see that the amendments to NOT allowing dual occupancies in R2 zones to be built except in the 1 K radius of shopping centres, has finally been drafted. Currently a dual occupancy development next door in Bayview has managed to slip through in July 2020, after the codes were changed in NSW 2018 and council allowed the time to lapse in making submissions against this. Unfortunately, this dual occupancy will go ahead but at least the future of this beautiful area is looking a little brighter if this submission is accepted by government. In terms of any housing developments in this area, the Mona Vale road extension must first be completed. It is currently a major headache for existing residents and couldn't possibly have any more traffic. There are many good ideas..But something that will really help the local economy, is creating a stronger night life for TOURISM and locals, 5his will create more work for anyone from hospitality industry, traders, food suppliers (so all the chain up to farmers etc. ) artists, our local breweries and so on.... Tax and gst in the pocket and real money for real people... First of all you should close the main roads ls in front the beaches (where possible) .. Definitely in Manly and Dee why) and let local businesses, including new ones,</p>

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	using these new areas to set up tables or just using them as a court yards where you can drink or eat, while watching artist performing music. Exactly As happen in Europe or US.. Check Barcelona, Miami etc...This is one idea.. Good?
54	<p>While it's wonderful to see council acknowledge off road cycling's value to the area in attracting tourism, unfortunately this documents statement that Manly Dam mountain bike track is 'one of Sydney's best mountain biking tracks' is simply not true. However, it certainly could reclaim this crown if council put some investment into developing this trail and help fend off threats like the Beaches Link road widening on Wakehurst Parkway. Council has invested very little money in the trail in the last five years and as a result it's in a dangerous condition for its key user group of intermediate riders and visitors are now going to better council run facilities such as Hornsby's Old Man's Valley and Sutherland's Mill Creek. With our abundance of amazing trails and landscape mountain biking should be a key plank of Northern beaches tourism strategy, just as it is in Tasmania but council will first have to invest and help formalise our local trail network. Whilst the plan identified that there is little Aboriginal cultural assets or products the international tourist is craving that experience. With significant cultural sights, rock engravings and Aboriginal artists in the area it seems remiss not to find the development of these assets into tourist product that could enhance the other tourist assets of the area and extend the stay of international visitors. Developing a cultural centre near the Museum seems a great place to start - abc business development grants and workshops to develop other Aboriginal tourism products like guided bush food and medicine tours, weaving workshops, Bush food cooking experiences, rock engraving tours, an Aboriginal dance festival or black market.</p>
55	<p>I am not in support of the extended access:</p> <ul style="list-style-type: none"> <li>- traffic and parking aren't design for so many people</li> <li>- parking at Church point is already a nightmare, no need for more people</li> <li>- the weekend usage of the waterways are busy and on busy days not always safe. Some visitor consider the area like an attraction park with little understanding of their impact on the environment and the community</li> <li>- we chose to live here for its community feel, not for transient tourist appeal</li> <li>- there is already plenty Airbnb and similar for those seeking to stay more than the day</li> <li>- we don't want the area to be a new Manly or a new Bondi.</li> <li>- the idea of always developing business is a capitalist otopy, the residents are the ones impacted.</li> <li>- more development means more trees down, not the values we are seeking in the upper northern beaches.</li> </ul>
56	<p>Whatever you do make sure you factor in any perverse impact. For example, I live in Dee Why and I don't want to see any more high-density dwellings or parking problems escalate. You've missed an opportunity to consider the redevelopment of Brookvale Industrial area as a tourist attraction. Compare to Alexandria for eg and Canberra bus depot markets. So much potential here specially to cultivate a night life beyond Manly. My young adult kids are already going to boutique breweries but you could cultivate so much more - just open up to creative people, including our indigenous people - food, art, theatre - pop up or other. Also not a tourism issue per se but in terms of economic recovery - offer up more work hubs for local city workers so they can work closer to home.</p>



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57	<p>Thank you for the opportunity to comment. Firstly, as a rate payer I believe the Council should be using our rates to look after residents, the essential services required &amp; enforcing the protection of council reserves etc to retain the natural beauty of this unique area. Visitors come here because of the latter.</p> <p>The NB is a big LGA with many suburbs. The 'Destination Northern Beaches' plan will be concentrated on a small number of actual beach villages (aka Pittwater) as I can't envisage tourists flocking to Belrose or Frenchs Forrest. The lack of infrastructure, not the least being a true public hospital, is already struggling to cope with the current, &amp; steadily increasing number of residents. The Northern Beaches housing strategy (also up for comment) will obviously impact seriously on the stretched infrastructure &amp; natural environment that visitors &amp; residents so love &amp; that native wildlife so needs to survive. A city needs lungs to breathe &amp; Pittwater is a beautiful &amp; essential part of this. Once gone, it's gone forever. I have read the Destination Northern Beaches plan carefully &amp; for the reasons above, cannot in any way support it. I implore you not be the Council that 'kills the golden goose'.</p>
58	<p>You correctly identify that the majority of visitors to Palm Beach are from NSW (mainly Greater Sydney), are families, the 55+ age are a key spend target and that more overnight stays are a primary goal. You have not noticed that these are precisely the people who would flock to Palm Beach if they could bring their dog! You are going to have to recognise that everyone with dogs simply bypasses the Northern Beaches to go elsewhere. Dog sitting is expensive so you immediately lose a big potential market. In Europe dogs are welcomed in most hotels and even have room service and other facilities. On the Central Coast they are just a normal part of life. I personally find Manly often overloaded with activities and crowds and would welcome less. I pay significant rates and would be quite happy if there were a lot less crowds, and if North Head could be left in peace and quiet, and Little Manly too, ...</p>
59	<p>Starting a shuttle bus/walking tour of the Brookvale Breweries and distilleries. Will drive more tourist to the area who are not so confident with taking public transport into the middle of an industrial area. Also, the additions of crosswalks etc across Mitchell Rd would help increase safety not only for tourists but the amount of workers in the area walking to the many cafes. Something they have setup in the inner west for the breweries [REDACTED]</p>
60	<p>Seriously? Why do you assume that people who pay a premium to live over here want an increase in tourism. Look what has happened to Byron where the visitors outnumber the locals. Is this what we want? Do you envisage another Bondi - full of pack packers?</p> <p>Do you think that a constant stream of visitors is going to look after our pristine environment the way we do? Just look at the ridiculous amount of litter at Governor Phillip Park after a public holiday - yuck. Do you think we can accommodate the increase in traffic when the Palm Beach markets is enough to warrant a park and ride because there aren't enough parking spots on the day? I see an increase in noise, pollution, the afore mentioned traffic - where will they all stay? Do we want more caravan parks and Air BNB's? Apart from the money (it's always about the money), why do you people think that development and massive change always represents progress? You are supposed to represent us and I would imagine there would be a lot of resounding no's to your plans. Let me add mine. I am against your proposal.</p>

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61	<p>I oppose what I have read in the proposed plan for the Northern Beaches. The idea of supporting business already here and impacted by the Covid lockdown I do support but creating a tourism destination for our beautiful northern beaches is not viable given our infrastructure and the only people I know who want more housing and potential high rise developments are councillors and developers. I have lived here for 58 years and never thought I'd want to leave my beautiful beaches but the overload of housing in the Warriewood valley just to name one has left us with not enough school, kindergartens and our roads are overcrowded and in appalling state. I am now thinking of life away from the Northern Beaches as State and Local governments have ruined what was an ideal place to live and raise my family. Shame on those who haven't had the vision to keep the beaches an idyllic place to live and visit. Who wants a Gold Coast in Sydney, not me?</p>
62	<p>I have read through your proposal thoroughly. I noticed that there were no grounded strategies to improve the sustainability of our DMP plan. How will we encourage visitors to recycle? Why don't we have Public Recycling bins with both paper and bottles at beaches?</p> <p>I have been living on the Northern beaches my whole life and have never learned anything or found anything about Indigenous heritage, however I would love to learn about its significance on the beaches. So I was confused to see that highlighted as a core part of our 'offering'. Therefore, I would love to see more accessibility of residential knowledge transfer so that we may, as residents, educate and transfer this valuable knowledge of our First Nations People's: both in language, customs and traditions.</p> <p>Can the destination northern beaches plan include increasing available hotel accommodation? Having had a family wedding here on the beaches we found little choice of accommodation for interstate guests. I am also a member of a local outriggering club. We have held state titles at Palm Beach but again if those travelling from afar wish to stay for the weekend there is little affordable accommodation.</p>
63	<p>No high-rise developments north of Narrabeen. No Flight Decks or similar polluting the northern Ed of the northern beaches. This causes housing prices to fall, under durable elements drawn to the area delivering higher crime rates. A strain on our out-dated sewerage system at Warriewood which cannot cope now. Much higher volumes of traffic creating pollution and more stress on our public transport. We don't want our pristine area becoming unviable with this monstrous development planned.</p>
64	<p>Road cycling should be listed as you have listed off-road cycling. I suspect there are greater number of visiting road cyclists then mountain bikers? I know people seem to hate us lycra cyclists but you can't ignore the numbers of residents and visitors enjoying this activity. I can assure you that most of us have plenty of money to spend too! A great opportunity to embrace road cycling! The cycling and triathlon clubs are also very active in racing as attracting visitors.</p> <p>I do not feel that an large increase is in the interests of the area north of Narrabeen. An increase in tourists would mean more traffic and nowhere for them to park. The roads are already busy particularly at weekend and in the summer. Car parking is frequently difficult both in the village centres and at the beaches. To enlarge car parking and roads would be to the detrimental to the environment, the bush and the flora and fauna that is already struggling.</p>

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65	<p>I am opposed to the Destination Tourism and COVID Recovery Plan. Our roadways and parking simply are simply already overflowing. The traffic congestion on weekends with tourists trying to get to the beaches is a nightmare for local residents and trying to find parking is nigh on impossible! Until these issues are adequately addressed, we cannot encourage more people to our region. This funding should be used to support our local businesses who were unable to trade during what should have been our busiest time of year.</p>
66	<p>As a northern beaches (Pittwater) resident I am happy for manly to carry the burden of massive tourist visitor numbers all year round. With its closeness to the city and range of facilities, attractions, accommodation and transport accessibility it is sensible for this area to maintain its pre-eminence as destination of choice.</p> <p>Palm Beach is much less appealing with its distance from the city and limits on the attractions on offer because of limited land availability and transport limitations.</p> <p>The number of visitors to Palm Beach in summer is already well over its capacity. Parking is impossible, restaurants and shopping venues overrun.</p> <p>Smaller spots such as palm beach Avalon Whale Beach Bilgola and Newport are just too small to have a yearlong tourist influx as the writers of this report are hoping for. These areas are small residential hubs and cater for the residents all year but are overrun in "the season" as the wealthy eastern suburbs come to stay and the western suburbs day-trippers invade. These poor people sit for hours in traffic queues to leave the area because our roads are 1 lane each way from Newport. To encourage more people to visit the area throughout the year is irresponsible. It is unsafe with the nearest hospital so far away on congested roads. It makes living here unpleasant for residents and sacrifices their amenity and their investments to a desire to somehow run tiny suburban shops to an overrun trashed tourist hotspot capacity. As a resident of Avalon I have taken to becoming a hermit throughout January until the chaos and crowding and madness calms down. Residents don't need this stress in their lives all year round. I expect to hide away during the day and avoid dining out in summer but I don't believe it's fair for residents to endure the hordes all year in an area that could never cater for the expectations of Destination Northern Beaches.</p> <p>Keep the hordes down at manly please- you're welcome to them. You correctly identify that the majority of visitors to Palm Beach are from NSW (mainly Greater Sydney), are families, the 55+ age are a key spend target and that more overnight stays are a primary goal. You have not noticed that these are precisely the people who would flock to Palm Beach if they could bring their dog! You are going to have to recognise that everyone with dogs simply bypasses the Northern Beaches to go elsewhere. Dog sitting is expensive so you immediately lose a big potential market. In Europe dogs are welcomed in most hotels and even have room service and other facilities. On the Central Coast they are just a normal part of life.</p>
67	<p>This idea of increasing the population anywhere on the northern beaches is ludicrous. The traffic is already horrendous almost all day. Peak hour is gridlock. The beach parking on the weekend is almost impossible to get a park. Park &amp; ride parking stations are totally inadequate for the amount of people already crammed into this area. Enough is enough I totally object to anymore development that increases the population on the northern beaches. To make it worse taking away our public hospitals has been</p>

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	totally irresponsible for the number of people living here. But I guess the decision has already being made just like the hospitals being taken away. It makes me angry when the opinions of the majority people is not listened to.
68	Please consider allowing the development of affordable accommodation for visitors who may wish to stay for longer than a day. Narrabeen Caravan park is often booked out and as far as I am aware there is a dearth of motel or guest house accommodation. The units available at Mona Vale Beach near the park are widely considered to be below standard. Please also consider increasing the amenity of the coastal walk between Mona Vale Golf Course and the Mona Vale Surf Club by building a boardwalk.
69	No. No. No. The northern beaches do not need or want to become the next Manly or Bondi. The benefit to a small number of Business is not in balance to the negative impacts on 90% of residents. We have a lot of tourists already, with air bnb - have you actually researched the numbers. Avalon and Palm Beach are already overcrowded due to tourists. We do not want or need more. No.
70	<p>We don't need an increase in tourism on the Northern Beaches. Weekends on Northern Beaches roads are already like a car park. No point going to a car park or shopping centre because there is nowhere to park. No point going to the beach unless you park miles away.</p> <p>As a local there is so much I can't enjoy because there are too many people already.</p> <p>Love to go to Shelley Beach for a snorkel, maybe enjoy a brunch or walk along the beach, but so many cars that's streets become one way, so I don't bother ever visiting. Love to go to Dee Why beach for a meal, but can't get anywhere near the place, so don't bother.</p> <p>Many of us bought here years ago because of the lifestyle and the fact it is quieter than places like Bondi, but the lifestyle we paid for is gone, yet you want to further increase tourism. The Northern Beaches is already overpopulated with residents, we don't need even more tourists.</p> <p>More tourists. Will mean more accommodation is needed. More tourists will increase already gridlocked roads. We do not want the Northern Beaches to become another Gold Coast or Bondi. More tourists means more costs charged to ratepayer to maintain the roads, Beaches, garbage etc.</p> <p>Ratepayer and residents will pay more but get less. Less access to Beaches, shops, cafes etc and less time and space to enjoy what we have to offer.</p> <p>Please Northern Beaches Council, listen to your ratepayers and forget the ridiculous idea of increasing tourism.</p> <p>I have read through your proposal thoroughly. I noticed that there was no grounded strategies to improve the sustainability of our DMP plan. How will we encourage visitors to recycle? Why don't we have Public Recycling bins with both paper and bottles at beaches?</p> <p>I have been living on the Northern beaches my whole life and have never learned anything or found anything about Indigenous heritage, however I would love to learn about its significance on The beaches. So I was confused to see that highlighted as a core</p>

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	part of our 'offering'. Therefore, I would love to see more accessibility of residential knowledge transfer so that we may, as residents, educate and transfer this valuable knowledge of our First Nations People's: both in language, customs and traditions.
71	I object to this plan for the northern beaches as the area does not have the road infrastructure to support additional traffic. There is insufficient parking on the weekends at the beaches already and without a train line or improved bus network this will cause havoc to already clogged and congested road arteries. You cannot park at the beaches during summer and if there are any events; beach carnivals, Cole classic, surf competitions, volleyball comps etc it is impossible to access the beach and park. More planning needs to be considered. Public transport options need to be improved and provided (train, Bus etc) rather than the beaches link tunnel which will encourage more people to drive to the beaches and bring 40,000 extra vehicles to already congested beach areas.
72	<p>I think it is great to find ways to improve economic outcomes for the local small businesses highlighting all that Northern Beaches have to offer. Two things I feel are lacking in the area is diversity and cycling infrastructure. It is a shame how many people drive to Western Sydney and further south for family friendly mountain biking. The jumps at Bare Creek are a step in the right direction, but also a bit overwhelming. We need mountain bike activities that are better for small children. This will increase the participation from their mothers as well. The trails are too technical in the area, and not always in great condition. Additionally, too many people ride when they're wet. It would great to see more access to food and tamer trails in the area. The new cafe, Tempo, is a great example. There is now easily accessible food for people looking to make a day of riding around the national park. Unfortunately, the trails nearby are suitable for small children.</p> <p>What if we traded a golf course for some flowy, family friendly trails? I jest, but I think that making it easier to cycle around the northern beaches would attract a lot more families who could pop over the ferry and ride to Brookvale or Dee Why. There isn't good support for safe routes, and the shared cycleways fall so short with many dangerous passing's and obstacles. I recently had a pedestrian knock over my 3 year old son, by walking into him from the bus stop. This was after he and I made eye contact. He looked right at us! Cycling is more than adults in Lycra, and it shouldn't limited to parks scattered across part of the beaches.</p>
73	Formalise mountain biking trails and create infrastructure to support the growing sport. Have a look at Derby and Maydena in Tasmania and the success of mountain biking.
74	I have been a resident of the far northern beaches for 66 years and thus have experienced changes that were inevitable and changes that should not be encouraged. I would like to point out that our topography , a peninsula our environment and our historical lack of purpose built tourist accommodation sets us apart and it's not appropriate for council to compare greater Sydney or use it as a benchmark when planning for visitors. The only alternative is to turn the fnb into one big Airbnb, how's that worked out for Byron or Crescent Head where residents can't find car park. The roads on the Fnb are narrow and totally congested and dangerous. Places like Avalon would have to double the size of their parking and as for Palm beach near the ferry that's already a disaster. If council wanted substantial overnight accommodation their about 50 years too late.

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75	We do not have the infrastructure to support any more development in the area from Newport to Palm Beach. The locals are opposed to increased tourism ...our area simply cannot support the numbers as it is. The roads are congested. There is not sufficient parking. Attempting to stuff more people into this area is foolhardy.
76	<p>This may not be entirely applicable but I found the paper too broad to be useful. I ran a small tour business which picked up internationally travellers from Manly Wharf and either took them along the coast up to Palm Beach and then into West Head, or up to St Albans and through Yengo National Park to Wollombi and the Hunter Valley. The trip to the Hunter took off with 80% British over 55 visiting their expat children on the beaches. Rest were Western Australians. And some waiting to get on a cruise. The Beaches day trip did not take off. National Parks required a large commitment, there were legal issues with cliff top walks, and everyone wanted to go swimming, which with Australian insurance issues became very difficult. Also, the concierges not from this part of the world could not see the point and thought a public bus trip to palm beach was enough, not understanding the hidden gems of our coast. They just did not have the time to take up my offer of a free day tour.</p> <p>Although not on the beaches, my tours did enrich the experience available to tourists on the beaches. AS I have a Biology degree with majors in Ecology and the Flora of the Sydney Basin. The tourists got a real snapshot of the bush. They loved it up at the back of St Albans.</p> <p>Personally, the best thing for my tourists would be to offer whale watching from a Manly Pier. It would have sealed the destination as offering something on an international class. The views from Palm Beach, West Head, Turriameta Beach, Narrabeen Lagoon can compete on an international basis. and maybe the microbreweries popping up over the beaches. But we have to be very careful that what we offer is equal to a day in London, or the castles of the Loire, or a cruise on the Rhine. If it's not, don't screw it up. Because it will be forever damaged. As a resident of the Northern Beaches for 30 years I have seen the damage done to our beautiful area through overdevelopment and increased tourism. I already support local businesses and rarely need to shop outside our locality. I have on many occasions been caught in vehicular traffic and not been able to access my residency, my children who live further south refuse to visit on the weekends due to heavy traffic. During holiday time it is near impossible to find a parking space to shop and whilst I try to walk to the beach the small pathways I use are not maintained and are in a bad state of disrepair - if I drive to the beach it is near impossible to park unless I go at 7am. I cannot support your drive for tourism as it destroys the lifestyle of people who live in the area who chose to live here because of the casual, easy lifestyle and not the build-up of noise and traffic. I am sad to see NBC approving so many granny flats and totally oversized houses for holiday makers which is destroying our natural environment which is so important for our health and wellbeing and providing habitat for our local fauna. Completely against this proposal! Do not destroy another piece of paradise to line the pockets of greedy developers! Mona vale is already congested. We do not want to see another repeat of the disaster created in Dee Why and live in the shadows of high-rise buildings. We did not ask for this and do not want it!</p>
77	Hello, I believe the words 'extreme tourism' to create fear amongst our community. Sure, we like a little tourism and I think most locals enjoy the buzz and excitement that goes with the busy summer period as much as the calm, serenity that is the feel when the tourists are not around. Besides the fact that we are a dead end and traffic will never be accommodated in our area, we strive to



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	maintain our sense of community and this will most definitely be lost with this idea of extreme tourism. When will people stop sacrificing quality of life for the prospect of making MORE money? Is it the people making the decisions whose quality of life will be destroyed? Probably not but the idea of a year-round influx of tourists in this area could not be a good thing for the people or the environment. Please do not proceed with this plan!
78	I object to proposed plan, particularly for growth in the northern beaches. I reject to more housing and increased density housing. Suburbs like Avalon and further north simply do not have the capacity for more residents. The narrow roads with only one option cannot take any more traffic during peak hours and school time. Moreover, the very reason that people want to visit here and live here is because it is beautiful, with magnificent flora and fauna and low density housing. A move towards higher density will change Avalon and I strongly oppose any such plan for this suburb. Expecting more population does not necessarily mean we need to provide accommodation in areas that cannot hold it when there are suburbs that are expansive enough to withstand that population change such as Terry Hills and Ingleside.
79	I am against the plan you present and shared as I find with all of the recent work presented by council, it is not thought through and considered with full impact. I have objected the Bilgola shared zone and the shared bike/footpath - too risky, bad environmental impact, no clear strategy on how to handle impact for residents etc. These form part of the proposal and therefore I object to the development and the related plan. The engagement with residents has been non-existent or very bad and I would strongly recommend a closer link to the community to develop solutions that are workable,
80	Consider more mountain bike trails in the Kurringai park, it's a magnificent area with amazing scenery and really good potential to give people a safe, open air form of exercise and recreation. Riding a bike alone or with friends and family outdoors is an uplifting experience. It's a break from the oppression and doom and gloom of Covid rules and restrictions. It requires no policing and we have a HUGE opportunity to build support businesses around this. Trails can be built very inexpensively and maintained by volunteers. You don't need millions of dollars, just speak to the local clubs like Garrigal Gorillas and give them locations and permission. The rest will just happen. Increase waterside destination venues. Places people can go by boat or car and enjoy the magnificent Pittwater and creeks along the Hawksbury. Dredge the stinky mud from the outflows and drains to make areas along parks pleasant to spend a day picnicking, swimming, or at a hospitality venue close to the beach/swimming area. This notion that dredging in these places with mud and silt build-up has environmental impacts is really just an excuse! Stop selling waterfront land that provides public access to the water. It's crazy that a few affluent people get exclusive rights to these areas and the general population end up trying to squeeze into tiny car parks and between the high and low tide marks. Sand point in particular is an example of a beautiful beach for families that is owned by a dozen or so grumpy, affluent folk.
81	The DMP states "Off-road cycling is a growing market within the nature-based tourism sector and this niche is rapidly growing in popularity". Early this year with Covid travel restrictions there was a 300% increase in bicycle sales compared to corresponding periods of previous years.

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	<p>This is untapped participants ready to be involved in local riding experiences. The NBC has only one sanctioned trail (Manly Dam) which does not cater for the diverse nature of the sport. Only recently after a 12 + year wait we have finally been presented with the Bare Creek Bike Park. Visitors are coming from all over the state and once Covid restrictions are lifted, international and interstate riders will be visiting the Northern Beaches to stay, ride and spend their money in what "could" be the best MTB destination in the world. Especially when you combine it with the surf beaches and restaurants. It can be an ecologically sustainable tourism experience which encompasses, social and recreational riding, touring, competition, cycling festivals and spectator events. It reaps huge health and social benefits from getting out and about in the fresh air.</p> <p>NBC needs more MTB off road trails to make it a viable destination to compete with other states like Tasmania and Victoria. The income generation possibilities are enormous, not just to the bike industry, but also tourism and local retailers.</p> <p>NBC and NSW is lagging behind and if not addressed ASAP they may miss the boat.</p> <p>Sorry the Tassie boarders are open and I'm going on a MTB Holiday. See ya.</p> <p>Council should prioritise working with other landowners and stakeholders to leverage the potential for mountain biking-based tourism in the region. With Bare Creek Bike Park, Bantry Bay trails and Manly Dam, the area has the bones of a MTB network that will attract tourists from elsewhere in Sydney, other parts of NSW and Australia, and even overseas if done right. Coupled with readily available accommodation, food and beverage outlets and magnificent beaches, such a strategy would be a winner. Please don't commercialise our area any further! Ratepayers here would like the council to act for the benefit of ratepayers... we DON'T want a tourism hotspot. We came here for a residential lifestyle, not teeming visitors. We want basic services like a completed footpath at the end of George St in Avalon where boats, trailers etc are parked. Already, people have tripped and fallen against trailers when getting off the road as cars approach. Children on tricycles, toddlers in strollers, mothers with babies, elderly folk, residents from the John St nursing home in wheelchairs are all vulnerable users of this stretch of road... and it is unsafe! I have separately requested such a path in the past and have been rejected. Does it take a fatality to get a simple safe path in this busy area?</p> <p>Your "engagement" activities have been very targeted to an agenda that does not meet our simple requirements, so that items like the above don't fit in, no matter that you claim community consultation.</p>
82	<p>I write concerning the idea of "promoting tourism" north of the Bends. There is a single lane road to Avalon, known as " the Bends". This is the only access route to the part of the peninsula from Avalon Beach to Palm Beach.</p> <p>Avalon Beach is a quiet residential area. People choose to live here for a quiet lifestyle away from the city and closer suburbs. We have seen a big increase big visitors increase in our area, particularly during Covid 19.</p> <p>Day traffic of visitors on weekends, and often during the week already causes very long slow moving traffic jams, and parking chaos. This makes it very hard for RATE PAYING RESIDENTS to enjoy the area, or even get out of their homes to shop or exercise.</p> <p>In the event of a bush fire or other emergency we would not be able to escape to south of the bends because of the clogged day tripper traffic, without the addition of escaping residents. To promote further tourism into the area is to invite a calamity if there is a bush fire.</p> <p>The area north of the bends is already overstressed with day trippers. They add nothing to the local economy other than the odd coffee or take away and they severely limit the quiet enjoyment of our chosen place to live.</p>



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	<p>I and many like me will be outraged if you further promote tourism in this area! We are already like Venice, Barcelona and other European cities where the locals are pushed out by the visitors. Stop this madness now. No way do I want tourism increased on the peninsula (Narrabeen to Palm Beach)</p> <p>So much has changed in last decade and the lack of planning for the increased families and vehicles for residents and increased services (delivery vehicles on the road) is significantly higher. This comes with a bunch of problems like slower traffic, congestion, lots of damage to street parked cars due insufficient space and crazy driving, parking difficulties due to insufficient allotments. Using my local area on a weekend in summer and either side is already a drain when I'm taking the kids to events/trying to park at a beach or at certain shops. Driving us necessary as the bus timetables are inadequate.</p> <p>North Avalon to Palm Beach cannot handle any more traffic than what already comes through in good weather on a weekend all year round and also during school hours and surrounding times. Traffic jams at 8:30 from Palm beach to Bilgola are already common. Add in garbage collection days and there's more delays.</p> <p>Until the peninsula is working well for locals, please do not even entertain turning it into a tourism haven.</p>
83	<p>I would prefer we aimed higher than provide employment for Baristas and bed makers - these jobs seem to go to back backers most of the time anyway</p> <p>How about an education or technology cluster give our young people something gritty to aim at.</p> <p>Less gritty more arty - and Art Apprentice process like the old Renaissance process seemed work for the likes of da Vinci and Michelangelo.</p> <p>Provide a Northern Beach's campus for the Conservatory of Music. Look to combine the Arty with the Gritty - Special Effects Aspiration and Inspiration V perspiration with little appreciation(may be a dollar tip - surely that's appreciation - no that's sarcasm)</p> <p>The beaches are already overcrowded during summer. Any more people coming into the area and we would not be able to park at our beaches. The infrastructure is not good enough. If there are to be more people, we require better facilities for parking - let's face it most people come in a car to our beaches. The traffic is terrible morning and afternoon - it takes us 30 mins to get from Palm Beach to Avalon some Sunday afternoons. We cannot accommodate more people with present day facilities.</p>
84	<p>Hello &amp; thank you for the opportunity to respond to Destination Northern Beaches (DNB). It is reassuring to see a pragmatic, realistic position paper coming forward. The Northern Beaches occupies a major place in the minds of a great many people throughout the Greater Metro area of Sydney.</p> <p>I have only just coincidentally, come from a discussion about how, as a family we used to visit and holiday on the northern beaches when we were children before eventually settling here. Since that time, the Sydney population has grown and I'm sorry to say, so too has grown an unwelcoming feeling among community groups on the northern beaches towards 'others' coming to this area. This attitude has led to the slowing down and stopping of a great deal of infrastructure and progress that would benefit both residents and visitors.</p> <p>I have always seen the beaches economy being linked to what the beaches provides and thought that the Greater Sydney Commission might recognise the importance the beaches area plays in the R&amp;R of people throughout the Sydney area. That such</p>

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	<p>recognition might justify and support the improvement of roads &amp; facilities – e.g., the main roads that feed the area. The Mona Vale Road improvements at present underway will help enormously. Wakehurst Parkway is long overdue for improvement to cater for higher volumes of traffic. So too are some local roads in the beaches area. E.g., Barrenjoey Road north of Newport – ‘the bends’. This is an area that historically has been seen by local community groups, not intent on sharing the beaches, as a preventative measure for people coming here to visit or holiday. I hope the practical, realistic views in the DNB will demonstrate that the beaches area is a part of Greater Sydney and that such groups will accept this view.</p> <p>In due course, sooner the better, the extension of the B1 bus service to Avalon Beach and a forward plan for a rail service (which is subject of more support than many want to acknowledge) should be planned.</p> <p>I am aware through contact with those who work in the hospitality management area in the Sydney CBD, that when hotel residents seek advice from hotel reception of what to do for an enjoyable day out near the beaches that travel to the northern beaches either by public transport or other is suggested and recommended. It is a common suggestion in many hotels.</p> <p>I support the plan and am aware of those who I have discussed it with that the good sense that it conveys in the way of economic hope is widely supported. I make it a point of being among other pragmatic, progressive people and I can say we are the majority who want to see acceptable development. We are therefore not associated with local community groups whose main aim and objective it would appear to us, has always been negative and non-supportive of any type of progress. Hence the ‘progress associations’ of old have become residents’ associations to largely prevent change.</p> <p>The potential to achieve what is outlined in the discussion paper is excellent in my view; particularly as the beaches centres are becoming increasingly attractive. Newport looking very stately in the main street (Barrenjoey Road) with the growth of Norfolk Pines and Palms. It is a shame that the Avalon Beach centre does not have the same appeal with the centre-of-the-road trees that would have been more appropriate in another area. Any chance of replacing them and emulating what’s in Newport would be better.</p>
85	<p>I am against further increase in tourism for the area. The location and amenities provided by the ratepayers are overstretched at present. Asking them to live in an area where it is already impossible to park and stretching travelling time to local facilities seems to be against the very reason your ratepayers have chosen to live here. I for one would change my residency to a less urban environment. So, to have our chosen Council hell bent on encouraging out of area tourism for the benefit of a few seems to be a great way to move present ratepayers out of the area.</p>
86	<p>Without council tackling real issues, like reopening the manly aquarium. The plan is doomed to fail</p>
87	<p>Mona Vale and greater Pittwater does not have the infrastructure to accommodate more people. The council needs to better meet the logistical and lifestyle needs of the current population before considering increasing numbers of visitors. Traffic congestion and environmental protection against land/ mangrove/ tree destruction from too many people/ pets will be magnified by more visitors so NO to increased tourism as it will negatively impact daily life for most residents</p>
88	<p>Thanks for the opportunity to comment.</p> <p>Every weekend, and to a lesser extent weekdays, thousands of road cyclists enjoy the incredible beauty on offer across the northern</p>

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	<p>beaches. Generally, the profile of a road cyclist is someone with reasonable disposable income and appreciation for the great outdoors. These are not only residents of the Northern Beaches, but also come from all across Sydney to ride the area. Cyclists can often be seen anywhere from 2 or 3 to larger groups, stopping at cafes all across the area to inject income to the local economy. While this is a great encouragement, I see zero in this Destination Northern Beaches draft to accommodate this vibrant and growing sector. There is mention of off-road cycling which is a much smaller subset of cyclists.</p> <p>Northern Beaches could rival the great cycling areas of Europe by thinking about several things:</p> <ol style="list-style-type: none"> <li>1. Education of all motorists and enforcement of road rules ~ there is much aggression, dangerous behaviours, impatience and overall disregard for cyclist's safety. For example, riders are allowed to ride two abreast and motorists must pass riders with a metre to spare under 60kmh and 1.5kmh on roads 80kmh or more.</li> <li>2. Encourage local businesses to accommodate cyclists ~ a recent great addition of thoughtful application to the cyclist market is Tempo cafe at Terrey Hills.....large tables, bike racks, simple menu, great coffee and service. It's already in a short time garnered a strong loyalty from cycling fans. Considering the hundreds of cafes across the northern beaches, its odd that this is perhaps the only one that's really thought about the needs of this market.</li> <li>3. Build weekend and holiday packages ~ work with accommodation and hospitality providers to create packages that would encourage people from other parts of Sydney to stay a night or two. These people would then spend in restaurants, cafes and pubs all around the area. Cyclists may happily billet other cyclists for free. Develop a cycling friendly cafe guide as a way to reward businesses that really support this segment.</li> <li>4. Sign posting with key milestones on a ride ~ Europe does this incredibly well. A ride can be well planned in advance with markers every few kilometres showing distance to next major point, incline percentages on hills, destination pointers etc. Cyclists love these things and would feature often in social media posts.</li> <li>5. Roads and infrastructure ~ as a follow up point to 1 above, our roads in some places are poorly maintained, making an already risky sport that much riskier. Bike paths, while good, don't suit road cyclists who travel at speeds much higher than a path can accommodate. Most bike paths are shared with pedestrians which is not a good mix.</li> <li>6. Link activities with appropriate services ~ example, a ride to Palm Beach in the summer....cyclists might want to stop, have a swim, dry off then head back. However, its impractical to carry a towel. Could the local surf lifesaving club provide a cheap shower and towel service.?</li> <li>7. Designate no traffic zones at certain times of the day ~ perhaps weekend mornings from 6 to 8 am, no vehicle traffic allowed out to West Head or Akuna Bay (workers excepted).</li> </ol> <p>These are just a few ideas that I'd love to see considered for the plan.</p> <p>without doubt the natural beauty of the Northern Beaches is unsurpassed. However what lets the area down is the urban ugliness with too many signs and ugly street furniture not to mention the poles and wires and council's lenient attitude to graffiti , The mayor has endorsed the concept of removal of poles and wires but this will take years and council should get their own house in order by limiting the number of signs .</p> <p>Other improvements would be a plan to plant more Norfolk Island pines along the beach fronts and also to develop a rock pool for</p>

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	<p>Warriewood Beach.</p> <p>Having previously submitted some comments I have had a few more thoughts</p> <p>I am always concerned with the aesthetics of our coastal beaches which makes me wish to point out the ugly industrial looking storm water outlet on Collaroy beach. while it may be too costly to relocate it is my suggestion to extend it with the aim of creating a beach groyne. This may have an effect of influencing ocean currents and lead to a sand build up on the northern side which no doubt would help with the beach erosion problem towards Narrabeen. a well-built rock outcrop would no doubt soften the ugliness which is now evident</p>
89	<p>The rugged scenic beauty of our Sydney sandstone overlooking vast waterways and beaches is the perfect backdrop for adventure eco-tourism - namely mountain biking. It ticks all of the goals as it provides year-round opportunity for extended visitation. An existing informal trail network could be made formal and link up areas that are currently seen by few. It provides opportunities for collaboration with national parks and aboriginal land council to work with local council to deliver world class mountain biking facilities for a buoyant growing eco-tourism market. It allows less popular areas to be developed and assist the growth of local facilities and services which are essential for our local economy. Think accommodation, food and beverage, retail and hire facilities. Mountain biking has proven Australia wide that small infrastructure and trail building can reap large return on investment dollar wise. It fits in with the local image of an outdoor healthy lifestyle and eco based recreation. The opportunity to create an off-road bike track out to west head for example is one initiative to target underutilised areas such as Terry hills. Linking mountain bike trails with the water ways like manly dam, or Bantry bay provides world class scenery for eco tourists. The rugged bushland of garigal NP above Narrabeen lake and off Belrose provides a perfect adventure background for bike tourism. Interstate/ international Bike tourism usually involves multi night stays and eating and sleeping locally near the trails. The beaches are well known for beauty it's high tide we show our sandstone escarpment in the same light.</p>
90	<p>In reply to some of OUR GOALS</p> <p><b>1. RESPOND TO COVID SAFE PRACTICES AND MARKET TREND</b></p> <p>Whilst we still have closed international borders and often interstate borders, there are more locals visiting our beaches &amp; parks. This is putting a strain on how the local ratepayers/community can enjoy these facilities. Many Northern Beaches residents therefore do not want any more tourists at least until borders open &amp; pressure is taken off local facilities.</p> <p><b>2. INCREASE LENGTH OF STAY AND ENCOURAGE REPEAT VISITATION</b></p> <p><b>TRANSITION FROM DAY VISITORS TO OVERNIGHT VISITORS AND ENCOURAGE GREATER REGIONAL DISPERSAL</b></p> <p>As above point1, pause on promotion of increasing stays. In fact, there should be a cap or ban on Airbnb type accommodation. The Pittwater region does not want to be an area of tourists.</p> <p>Increases in Airbnb type accommodation of private homes is turning residential neighbourhoods into streets of strangers sometimes with antisocial behaviour e.g. three homes in a row opposite are short stay accommodation resulting in overcrowded parking and recently two situations where police attended - a visitor overdosing and a street brawl.</p> <p><b>3. BUILD A RESILIENT &amp; CAPABLE TOURISM INDUSTRY &amp; STRENGTHEN &amp; ENHANCE COLLABORATION</b></p>

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	<p>The SWOT analysis was poorly executed &amp; promotes forming a "united industry body". Unfortunately often these types of bodies are costly, time consuming &amp; of self-interest to the individuals involved. Recommend that Council appoints a professional destination marketing company with proven experience including current industry &amp; government contacts. Collaboration with funding to be obtained from State Government - Destination NSW.</p> <p>Where there are tourism opportunities, entrepreneurs will respond. Council can assist with fast tracking/reduced fees for licensing &amp; development approvals. Post tourism/travel inhibitors eg. weather, industrial action, currency fluctuations, political unrest or government sanctions &amp; health issues, travellers will revisit &amp; return is they feel safe &amp; the infrastructure is restored to allow them to do so. This is where Council can assist with physical structures or presence e.g. Visitor Information hosts, car park &amp; road Marshalls, presence of council rangers patrolling parks &amp; beaches, announcements &amp; promotions across digital platforms.</p> <p>In summary, whilst tourism can bring additional revenue to a region, there are also costs in maintaining facilities, anti-social interactions due to over-crowding &amp; alienation of neighbourhoods &amp; these need to be evaluated as to any long-term benefits gained.</p>
91	<p>I do not agree with this part of the plan "Build awareness of a single, unifying identity for Sydney's Northern Beaches". It smacks of Council's amalgamation agenda getting in the way of a sensible marketing plan. It is not very market focussed. A better plan would be to emphasise the variety of destinations within the area - something for everyone! The urban joys of Manly and Dee Why, the unspoiled headlands and clean beaches of Pittwater. Variety, not unification should be the main message. Make an effort to be less inwardly focussed when coming up with the plan.</p>
92	<p>As a local northern beaches resident I would love to make our area a destination for mountain biking. We have so many beautiful trails and now with the addition of bare creek bike park, it would be great to be able to formalise more mountain biking trails, in addition to the manly dam trails. If you look at Whistler Canada as an example, their tourism is built around mountain biking and skiing. Summer tourism numbers for biking now exceed those in winter. If we were able to formalise more legal trails in the northern beaches area we could be known as a premier biking destination in Australia. Thanks for all of your hard work!</p>
93	<p>Full beaches, nose-to-tail roads, scarce parking all characterise the area north of Narrabeen during the summer months. Boaties cannot find a mooring on Pittwater or the Hawkesbury. The marinas are beyond capacity. It's often hard to find a spot to sit in our cafes and restaurants. The last thing the people who live on the Northern Beaches need is more tourists. We really want fewer if this area is to retain any if the charm that attracted people here in the first place. Development has already devastated the flora and fauna of the area - who last saw a koala up here? - yet they were numerous in the 1970s. We need to stop now to preserve what is left of our precious environment.</p>
94	<p>Hi, my thoughts are in 2 streams.</p> <p>Firstly, is to be clear on the problem to be solved. I realize there is a kind of overarching theme that is outlined in the detailed document. The problem to be solved: the northern beaches (NB) economy has shrunk because of COVID, most impacted is hospitality. before COVID this sector was worth about \$2bn, at least that's a number I saw in 2019.</p> <p>So, the problem is: the NB economy needs to grow the hospitality sector dramatically by way of encouraging residents to spend and</p>

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	<p>attracting tourists. If the draft plan is specific in terms of numbers, then it's possible to create a plan of actions that is measurable. e.g. in 2019 we had 100,000 tourists visit and in 2020 we had 20,000 tourists. In 2021 (assuming COVID is controlled) we want to get back to 100,000 visitors. In 2022 we want to achieve 200,000 visitors. The means to get there should be specific and not vague and aspirational. Like, NB Council will engage with the top 50 packaged tour companies in Australia and incentivized to develop tours to the NBs.</p> <p>Second is to create a NB loyalty program. This can be the basis of all advertising and social media marketing. A name like, Love the Northern Beaches, can be played with like, LOVE the NBs, Love the eNBeez, to create a memorable meme. On the back of growth in numbers of people who sign-up to the program could be developed into an App that is recognized in hospitality businesses across the region. As per normal loyalty programs, benefits could accrue as points, discounts, connecting visitors to the businesses they love etc</p> <p>If you create a visitor brand then it's feasible to build loyalty and track progress for NB hospitality businesses and visitors.</p> <p>As a resident of the Northern Beaches, I object to the DMP for this area.</p> <p>Why?</p> <p>The northern beaches is a small area of Sydney, and a residential area. As such, we welcome visitors, but do not see the need to make the area a tourism destination or hotspot.</p> <p>Our small residential area will not be able to cope with large numbers of tourists. Already there are problems with traffic in Barrenjoey Rd, Pittwater Rd, Wakehurst Parkway and McCarrs co rd. These problems would only increase with the area becoming a "tourism destination".</p>
95	<p>Thank you for giving me the opportunity for expressing my views. I am a resident of Avalon.</p> <p>I have read the draft copy of Destination Northern Beaches and it seems that this is driven by local "industry" and not the needs of the local residents.</p> <p>I believe that tourism in our area is not sustainable. The influx of tourists to our area will destroy it. I believe that we all have a responsibility to protect the environment and not trash it by over development!</p> <p>The council should be more concerned about protecting our environment, not exploiting it.</p> <p>Avalon has poor public transport, we have lost our public hospital and now you are suggesting we encourage an unsustainable tourist industry.</p> <p>More tourists means more congestion, more traffic and more backyard development.</p> <p>Avalon has become more and more busy and congested over the years with the influx of tourists, we don't want any more.</p> <p>Before the Avalon COVID cluster lock down, the area was very congested. The lock down showed us what life would be like without tourists. It was so much better. I am against the expansion of tourism in our area. It is a beautiful place to live and we need to protect it.</p>
96	<p>We have the ability to build a world class mountain biking destination in the local area, Derby, Queenstown are examples Sydney would offer an excellent stop over to base from.</p>



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97	<p>Council needs to consider its position as part of a greater Sydney plan. To seek to create tourism opportunities Council has to offer the planning room and infrastructure for such development to take place within its management parameters as a council. The market will do the rest.</p> <p>There are many examples of how other councils have succeeded here. One needs only look at councils in tourist states such as Tasmania as a lead.</p> <p>Therefore the framework should be as follows:</p> <ol style="list-style-type: none"> <li>1) Infrastructure development for locals and tourists</li> <li>2) Allowing market driven development for tourism</li> <li>3) maintaining those aspects that currently attract tourism and enhancing them.</li> </ol> <p>1a) - Look to other councils and how they succeed in doubling/tripling their tourism. There are plenty of examples. The Northern Beaches has significant natural attraction that isn't limited to its beaches. The beach attractions are already at a point, especially Manly, that the attractions are over successful and need infrastructure upgrade and controls to manage the excess tourists. Provide more flexible planning regulation in hubs such as Brookvale which has many breweries and distilleries but there is no opportunity to outside dining/drinking. total loss. Look at the land opportunity for say a Derby TAS style MTB park that attracts thousands of riders a year. NB has extensive opportunity, but council shows no interest in developing trails to attract high value individuals as in Derby/St Helens.</p> <p>The Many to Palm beach walk has been touted for years. Even funded... but there is little to no development of this iconic opportunity to date.</p> <p>The connection between Roseville bridge and Manly via walks along the Killarney and Bantry bay foreshores is another huge tourist opportunity not considered and lost. The list goes on and on and on and on. Without infrastructure the tourists will simply drive their cars to overloaded and crowded beaches. That's all that we are known for.</p> <p>1b) Limit tourism around high pressure point areas such a Manly/Fairlight and the beaches. The sheer volume of tourism is a 'put off' from Manly. The low-end low value development within Manly is another distractor.</p> <p>2) Planning should encourage high end development in Manly driving the lower end further throughout NB region. The NB LEP has little opportunity for medium density accommodation nor high density hotel accommodation hence there are few overnight stays. It's the horse before the cart. Become more flexible in planning to allow development to take place and the appropriate market forces will present the opportunity for growth. It's very simple.</p> <p>But NB is staunchly anti-development - especially with the recent medium density intentions of the State Government which NB council fought against - so housing costs remain high; there is little to no population growth and there are either huge homes which can accommodate a family member tourist or many small apartments which cannot.</p> <p>Only with medium density can you expand the opportunity for more long stay matched with more affordable housing and more happy and comfortable population growth.</p> <p>3) Maintain high tourism attraction facilities better. There are still examples of poor/smelly/dirty areas and toilets at many of the NB beaches. Poorly surfaced areas of dusty lawns. Poor paths. Overgrown walkways. To encourage visitors to not arrive by car and walk from busses it has to be safe and comfortable. there needs to be shade. There needs to be either high quality grass areas or</p>

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	<p>cool paved areas. Clean toilets and no open bins right next to iconic beach/swim areas such as fairy bower. Just the basics need to be adhered to to increase the tourist potential</p> <p>No thank you, the traffic congestion is already bad enough weekdays let alone summer weekends and parking is a total nightmare! The rubbish left in or near our beaches after public holidays and holiday periods is already a total disgrace.</p> <p>This plan would encourage holiday rental accommodation, increasing unaffordable housing and drive locals away. Ultimately destroying the community.</p> <p>Our community generally cares some others don't.</p>
98	<p>There is an enormous opportunity to leverage the natural assets to build a world class flow mountain bike trail line blue tier or the Thredbo valley track. Look at what blue tier has done for Derby and the massive tourism influx- especially since This would be a draw card to get tourists out of the palm beach and manly hubs. And its high-quality draw as well- the demographics of these riders - often families and those with high disposable incomes is brilliant. In addition, it is a likely a "free experience- however the industry that builds up around renting bikes, guiding, shuttles, food and accommodation would have major spill over effects. It would also complement bare creek incredibly well and really provide the missing link. I object to this proposal. I do not want more tourism in our area. We do not have the roads, public transport. Or Parking to facilitate an increase in tourists. I have friends who live in units next door to Avalon backpackers and they play drums/party every night. I do not want our residential areas to turn into tourist Airbnb with parties and constant turnover of guests. Please leave our area as it is and where we love to live. We pay the rates and we shouldn't have to struggle to get car parks and have the enjoyment of our environment crowded by tourists</p>
99	<p>This is a disgrace, how are you going to get all these extra people in?, by helicopter?</p> <p>The people who have come up with this plan need to drive to Palm Beach on the weekend, it's almost impossible and I live in Bilgola Plateau.</p> <p>I have lived on the Peninsular since 1970 ,when I was born in Mona Vale Hospital.</p> <p>I have a commercial refrigeration and electrical business with clients located on the northern end of the peninsular, one of my clients is Club Palm Beach and I have experienced on several occasions a forty minute commute from Bilgola Plateau to Club Beach on the weekend to carry out a service call, this is already a joke, let alone if you plan to add more people to our only road in and out of the area.</p> <p>The plan to add more tourist to the area in the winter is a very bad plan as this is the only time we get to enjoy our area without all the horrendous traffic.</p> <p>There will no doubt be a lot of litigation against the council for mental health stress caused by this ridiculous proposal.</p> <p>By the way, way too much use of weasel words in your proposal, I lost count of how many times you used sustainable and I love the sustainable life.</p>
100	<p>I have just read the Action Plan for the Northern Beaches and believe it to be a wonderful idea. I recently launched AussieBirdingTours.com which are half day and full day birdwatching tours of the Northern Beaches!! How do I get involved with this</p>

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	Action Plan, Aimed at local domestic market, intrastate and interstate visitors. Full day and half day birdwatching tours in the northern beaches. How can I be involved in the process?
101	<p>Reading through covid recovery plan. It seems that a lot has been written but I would like to see more defined steps - like a budget set to help small businesses, or perhaps funding for local artists/musicians. Or plans to help holiday apartments with their social media pages. Or perhaps plans to renovate council accommodation- similar to the recent upgrades to currawong.</p> <p>I also think the lack of domestic overnight stays is so low as there is very little affordable options that are suitable for families- I feel the family market is who you want to also target to visit the beaches. There are no outdoor public pools for kids or splash pads, parking is stupidly expensive for people coming into the beaches and I feel if anything discourages families or lower income families who can't afford to live by the beach from visiting. Simple things like mini mountain bike tracks for kids (we recently lived near one when we were in Canberra for my husband's work which was simple and brought in so many families and kids) The beaches has a lot to offer visitors but I understand there is a balance with keeping the area somewhat residential. However, there are a lot of real tangible things that can be done to help drive tourism in the area. The question is whether or not the "insular peninsula" actually wants it.</p> <p>Good work- happy to read the desire is there!</p>
102	I think there is a huge opportunity in the Northern Beaches to take advantage of local mountain bike trails, bmx parks and the world class bare creek bike park. Northern Beaches could become a destination for biking, an attraction for both domestic and international tourism. This strategy has worked in a number of locations, including Derby and Thredbo along with many international locations. Please consider investing resources into developing more tracks, connecting them and building infrastructure to support them.
103	I live in Avalon beach. I do not want More people visiting and staying here because the roads are already very congested in the park tourism period (summer). The pressure on parking is already too great and increasing tourism will exacerbate this. Local business is aimed at supporting the residential community. An increase in day trippers would not benefit local Business at all because they bring their own food from home for picnics. Longer stay tourists might benefit local Business, which would be welcome. I am also concerned about food waste. More people generate MORE rubbish. I would very much like to see more recycling options put in place in public spaces. And I would like to know what the overall waste management plan is going to be. We residents pay rates. Tourists do not. I would be in favour of increased short stay tourism ONLY IF day trippers arrived by coach and not in their individual vehicles. I would also prefer that they actually spent money in our local businesses. Finally, I would prefer that tourists were required/invited to contribute to the beautiful natural environment which motivates so many people to visit the northern beaches. Eg., Via paid tours run by NPWS to Barrenjoey Headland and Kuringai NP.
104	The lack of adequate toilet facilities at Freshwater Beach is an embarrassment and a health hazard. There is little point in writing marketing brochures encouraging people to visit this beach when, despite repeated requests, the Council has still failed to provide temporary port a loo toilet facility over the busy holiday periods. It has been estimated that in excess of up to 5000 people per day

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	have attended Freshwater Beach and adjacent reserves over the current holiday season. It's no good referring to the proposed Master Plan which provides for the construction of new toilet facilities as this won't solve the problem until it is built. We need Council to act now!!! It is not a difficult problem for Council to solve.
105	<p>One of the most important aspects of a sustainable tourism plan is that is just that - Sustainable. That means improving public transportation options (otherwise there will just be increased demand on parking etc.) and maybe even introducing smaller shuttle buses so visitors can move around the area without needing a car. These shuttle buses could move between the main shopping areas and the beaches in both directions.</p> <p>Another aspect is promoting low impact tourism such as bush walking and beach activities that do not require any motorised vehicles. Local guides could volunteer with activities such as "Visit your best local gardens", meet local vegetable growers, local bush reserve guided tours etc.</p> <p>The Northern Beaches offers so much in natural beauty and interest and has a large retired population that might enjoy volunteering, meeting people etc.</p> <p>Local businesses could be encouraged to collaborate for example sell picnic hampers with local produce that can be booked with local tour etc.</p>
106	The Northern Beaches has such a unique landscape. This provides an ideal opportunity for the council to install MTB infrastructure that is world class to draw in tourists and for use by the locals. Instead of making packed beaches even busier it will allow tourism load to be spread across the beaches. Derby in Tasmania brings in millions each year in tourism from MTB. The Northern Beaches could do the same
107	<p>I live in the northern part of the Northern Beaches.. On the weekends the streets are congested as it is. Pre-COVID-19 it was almost impossible to get a parking spot at peak times at the beach car parks or get breakfast at one of the cafés. There is congestion each side of the Bilgola roundabout and throughout the main streets. I can't even park my car to pick up my mail. I live here because it is unspoilt and quiet. I vote strongly against Destination Northern Beaches and against any motel/hotel development. I do not want my local area crawling with tourists all weekend and be dealing with crowds. This is my home and it should not be ruined for the sake of money. Local business is well-supported by the local community. It has only suffered this year because of lockdown</p> <p>Everything is forward thinking and positive but to enhance tourism, public transport should include one bus from Sydney to Palm Beach. Or perhaps Manly to Palm Beach. The four ferries should be retained. And The tunnel should be for light rail traffic ...</p>
108	<p>I support the general initiative of council to progress "Destination Northern Beaches".</p> <p>I think there is probably a lot more potential than you realise for attracting people to the area to participate in "offline adventures" (as you call them in the 43 page publication linked above). I will speak to the sport of mountain biking as this is my area of most experience.</p> <p>In brief, mountain biking:</p> <p>1. is well documented to fit tourism and travel industry trends. See megatrends in sport report from the CSIRO 2013. and</p>

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	<p>destinations such as Mt Stromlo (ACT), Thredbo/Jindabyne/Cooma (NSW), Derby/Maydena/Queenstown (TAS) as examples where things are accelerating so quickly that demand cannot always keep us with supply.  <a href="https://www.sportanddev.org/en/document/background-and-situation-reports/future-australian-sport-megatrends-shaping-sports-sector">https://www.sportanddev.org/en/document/background-and-situation-reports/future-australian-sport-megatrends-shaping-sports-sector</a></p> <ol style="list-style-type: none"> <li>2. It's outdoors</li> <li>3. it's seasonal it is best in the shoulder seasons (spring and autumn) when the weather is cooler and less humid. It is also a viable winter sport if promoted correctly - particularly as Sydney winters tend to be relatively dry and sunny.</li> <li>4. Caters to youth market (which is identified in the document as a potential for improvement)</li> <li>5. required significant equipment and a vehicle so participants usually drive to their destination (bioregional tourism)</li> <li>6. has participants with money to spend on equipment and overseas holidays to Europe, North America and New Zealand (pre covid) and generally spend well when staying in an area.</li> </ol> <p>Now, the Northern Beaches has a massive amount of bushland that has somehow, without any support from any level of government, ended up with a vast network of mountain bike single track trails that are actually world class.</p> <p>The biggest problem is that the terrain is so varied and rough that without machines to help in construction (all trails on the Northern Beaches apart from firetails have been built by hand), it is really difficult to get true beginner and intermediate trails that cater to everyone and give people new to the sport somewhere to start. When there is permission and money, the result is amazing, just look at Bare Creek. What we need on the beaches is the right will to sort out permission for trail construction and then fund it adequately.</p> <p>Considering:</p> <ul style="list-style-type: none"> <li>*What mountain biking has done for the "perception of place in the mind of the visitor" for Mt Stromlo, Tasmania, Cairns, Orange, Mt Buller, Thredbo, Jindabyne, the whole of New Zealand and the whole of British Columbia, Canada, to name a few. It can become a similar story for the Northern Beaches (we already have the best jump park in Australia - Bare Creek)</li> <li>the good weather all year in Sydney,</li> <li>*the density of population across NSW.</li> <li>*the fact that people from all over Australia are constantly travelling to the NSW and VIC alps, Canberra and Tassie to ride (again to name a few).</li> <li>*the sheer volume of existing attractions on the Northern Beaches that other mountain bike destinations don't have</li> <li>*the sheer volume of people passing through or living in the greater bioregion.</li> </ul> <p>It seems to me that the lagging development of a truly well planned, maintained and promoted trail network on the Northern Beaches that would serve as a major attraction has not been tapped into virtually at all.</p> <p>The region is sitting on a gold mine that ticks all of the boxes outlined in the plan.</p> <p>With the right plan and proper formalising and development of the network, it could be an absolute boon.</p> <p>Sectors that would benefit include accommodation providers, food outlets and restaurants,</p> <p>And with a formal network, trail guiding and skills development businesses that are currently largely restricted to Manly Dam (see note below) would be able to advertise and cross promote with other businesses to provide packages for all included guided tours</p>

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	<p>and so on.</p> <p>Your brochure talks about the "sum of all the stories about the destination and experiences" that creates a "perception of place that lives in the mind of visitors". It's time for mountain biking on the Northern Beaches to fulfill its full potential as a story in the minds of visitors that brings them back to the region again and again and contributes to a vibrant and sustainable bioregional tourism industry.</p> <p>p.s. your plan says Manly Dam is "renowned for mountain biking" but really it is really just the only formalised single track for exclusive Mountain Bike use on the Northern Beaches, hence why it gets promoted probably a fair bit more than it should. Compared with other "showcase" style tracks in other regions it is pretty poor which is basically a result of the loop being a Hodge podge of old bits of trail prior to the understanding we have today about trail alignment and construction techniques that maximise a positive, safe and fun user experience.</p> <p>We need a new story around mountain biking on the Northern Beaches and the idea of Manly Dam being held up as a premier facility needs to be retired.</p>
109	<p>I think we are a shining light of an excellent residential area of Sydney. We support our local business and have a reasonable balance of visitors.</p> <p>I definitely do not support the impact that excess tourism will have. It can only be negative and there are plenty of other parts of NSW and Australia that welcome tourists and their holidaymaking. My vote is No Expansion.</p> <p>I personally find Manly often overloaded with activities and crowds and would welcome less. I pay significant rates and would be quite happy if there were a lot less crowds, and if North Head could be left in peace and quiet, and Little Manly too, ...</p>
110	Please see attached file for submission
111	<p>As a local northern beach resident I would love to make our area a destination for mountain biking. We have so many beautiful trails and now with the addition of bare creek bike park, it would be great to be able to formalise more <b>mountain biking trails</b>, in addition to the manly dam trails. If you look at Whistler Canada as an example, their tourism is built around mountain biking and skiing. Summer tourism numbers for biking now exceed those in winter. If we were able to formalise more legal trails in the northern beaches area we could be known as a premier biking destination in Australia. Thanks for all of your hard work!</p>
112	<p>I am concerned that the waters of Pittwater are being filled with moored boats. This is particularly noticeable at the southern end of Pittwater and the waters around Scotland island. It is becoming more difficult to navigate on the western side of Scotland island due to the mass of boats.</p>
113	<p>Sydney's northern beaches are graced with the outstanding naturally beauty of both beach and bushland.</p> <p>The beaches have well developed facilities and are a mature, well developed destination for surfers and families.</p> <p>The bushland however has much undeveloped potential for mountain bikers, with a huge informal network of high quality mountain bike trails.</p>



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	If formalised these mountain bike trails would provide world class great trails and a huge drawcard for tourists. The same adventurous tourists who go to the beach, surf etc. Places such as Santa Cruz, Fort William, Lake Garda, Finale Ligure, Les Gets, etc have all flourished from the top-level mountain bike trails and industries they support. Let's formalise the mountain bike trails and make Sydney's northern beaches a world class mountain bike destination.
114	I've spoken to as many as I can and they don't want people who don't live here outnumbering the locals (like Byron Bay) they don't want huge numbers of back packers (Bondi and other eastern beaches), they don't want us paying for the overhead these 'tourists' bring. Overheads we the residents must pay for from our rates.
115	I was born here and have lived here all my life. The missed opportunity sitting in front of us all is immense. We can utilise our amazing local environment to make the beaches even better for us locals to enjoy day to day and a gem for those visiting. If we use our brains and keep greedy fingers out of the pot we can also achieve this for less cash than you would think. This can be achieved without the degradation of our local environment too. Fundamentally the more people that use the natural environment regularly for their recreation and pursuits the greater value and respect for it becomes. We need less red tape, less bureaucracy and a bit more action and it could be next level! Have a look at some other areas that have the mix right and proceed accordingly. Outdoor recreation and pursuits are at the core of this moving forward. Just my two cents here, hope it actually gets a read.
116	The Northern Beaches already has an expansive non-legalised Mountain Biking Network. Why not enhance this with the legalisation and proper funding to future proof all the available trails and more. MTB is one of the fastest growing sports globally. It also is a great family sport.
117	Can the destination northern beaches plan include increasing available hotel accommodation? Having had a family wedding here on the beaches we found little choice of accommodation for interstate guests. I am also a member of a local outriggering club. We have held state titles at Palm Beach but again if those travelling from afar wish to stay for the weekend there is little affordable accommodation. With roads and parking clogged at weekends and without major infrastructure spend it makes no sense in trying to get more tourists. We live at Church Point and there is already an issue with parking and the industrial processing of waste at the Cargo Wharf mixed with attracting more tourists to the Pasadena complex? Common sense is a rare commodity and seems to be non-existent in Council attracting more problems without sorting the current ones first. Thank you.
118	I'd like to see more affordable tourist options provided on the northern beaches. Currawong and Pittwater's western shores for simple ecologically sustainable camping and cabins. Avalon Golf Course could establish a collection of restored classic caravans spread out across the course to provide funky low cost, low impact accommodation - a short walking distance from the shopping precinct and the beach. The cinema in Avalon would make a fabulous cultural centre for live theatre, music, arthouse cinema and performances. A cafe and bar would enhance the venue, providing an entertainment hub for visitors and locals. At present the much-used cultural hubs of Pittwater are located in the Avalon Bowlo and Narrabeen RSL. The Artist's Trail, Erambu Gallery and the wall art along the rainwater canal in Avalon (aka Poo Creek) could form part of a visual/ cultural map that links with the gorgeous

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	rock carvings in Kuringai National Park. Indigenous tour guides and place names would be a great addition, to meet the growing interest in the long First Nations history of this place.
119	<p>██████████ wish to assist council in eradicating weeds in the areas where tourists love to visit. There is nothing worse than walking amongst beautiful native bushlands and finding crofton weed, wandering jew and other dastardly weeds that are choking our native orchids, grasses, shrubs and trees. If council could provide teams of people to help, Harvest could provide the expertise.</p> <p>Those of us who live here do not want to see this become a tourist mecca. Day trippers do not always respect our environment and living standards need to be kept in control and not run rampant here, with people leaving their rubbish everywhere and negatively impacting our lifestyle. More tourist type businesses and attractions are not a good move.</p>
120	<p>Consider more mountain bike trails in the Kuringai park, it's a magnificent area with amazing scenery and really good potential to give people a safe, open air form of exercise and recreation. Riding a bike alone or with friends and family outdoors is an uplifting experience. It's a break from the oppression and doom and gloom of Covid rules and restrictions. It requires no policing and we have a HUGE opportunity to build support businesses around this.</p> <p>Trails can be built very inexpensively and maintained by volunteers. You don't need millions of dollars, just speak to the local clubs like Garrigal Gorillas and give them locations and permission. The rest will just happen.</p> <p>Increase waterside destination venues. Places people can go by boat or car and enjoy the magnificent Pittwater and creeks along the Hawksbury. Dredge the stinky mud from the outflows and drains to make areas along parks pleasant to spend a day picnicking, swimming, or at a hospitality venue close to the beach/swimming area. This notion that dredging in these places with mud and silt build-up has environmental impacts is really just an excuse!</p> <p>Stop selling waterfront land that provides public access to the water. It's crazy that a few affluent people get exclusive rights to these areas and the general population end up trying to squeeze into tiny car parks and between the high and low tide marks. Sand point in particular is an example of a beautiful beach for families that is owned by a dozen or so grumpy, affluent folk.</p> <p>Having read the documents relating to tourism in Northern Beaches area and having lived in the area for over 40 years, I make the following comments. The road infrastructure and access to the area needs to be extensively improved if more tourists are to be attracted. Also, car parking needs to be addressed at many of the areas where tourists are to be targeted. eg Palm Beach Ferry terminal, Church Point cafe area. The Mona Vale Road upgrade seems to be taking forever and the Wakehurst needs serious re-development along its length. More cafes need to have the ability to cater for alfresco dining. Something needs to be done about the road from Mona Vale to Palm Beach, an accident on that road closes the whole area for long periods of time. I am sure the Council is well aware of these issues but seems to lack the ability to address them, but it is obvious to people who live in the area. I am not aware of any brochures or leaflets that are distributed to tourists who come to the area to advise them of activities and places to visit, which I have encountered when I am visiting other places. Talking to some people they are totally unaware of Pittwater when they fly into Sydney.</p>

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121	<p><b>MOUNTAIN BIKING:</b> The northern beaches already boasts some of the best destinations for mountain biking, but the competition for mountain bikers in Sydney is heating up with destinations in the Shire, central coast and further afield attracting Sydney's mountain bikers. Many of the existing venues are poorly maintained (Manly Dam) and yet the unofficial tracks (Mount Narra) provide an excellent experience and are maintained by a volunteer force. There is so much that could be improved to create a joined-up mountain biking experience across the whole of the northern beaches incorporating linkages between venues.</p> <p><b>CYCLING:</b> With traffic congestion becoming an ever-present problem across the whole of Sydney; the northern beaches could offer a world class cycling culture linking Manly to Palm Beach. Wollongong has recently been named an official bike city by the UCI.. the northern Beaches should be looking to gain that same accolade.</p>
122	<p>Don't care about plans, submissions etc..... we are choking down here. Let people discover the place on their own. Find us or don't. Some places are meant to be left to develop on their own and at their own pace. Lived here for 50 years and never ever had it suffered from under development, lack of people or visitors. Leave it be</p>
123	<p>Destination Northern Beaches assumes we'd like more tourism in the area when we don't. We need better infrastructure on the far end of the NB, and a cycle path that links to Newport and Palm beach through Avalon, but definitely not more B&amp;Bs or tourists who end up littering on our beautiful beaches. This has been a problem, and nothing is done with any proper signage or rule in place yet. We don't want party venues or increased noise pollution in the area. Palm beach doesn't need the night lights - we need to protect our native animals / birds in the area.</p> <p>We don't want increased tourism in our area - Build a better road link from the far end of northern beaches to Newport and Mona Vale via bicycle; implement sustainability for our businesses and commercial system, implement electric charging points for e-bikes and e-cars throughout the NB. Build better walkways for residents and kids walking to school. Encourage more the arts and culture, food, historical, aboriginal free events in the area. Plants market, new sustainability innovation market etc should have a part to play as yearly events. Thanks.</p>
124	<p>As a long-time resident of the northern beaches and someone working in premium travel media, I submit that the current roadmap potentially under-values the importance of food &amp; beverage, to the destination consideration set for the 2 key demographics identified - ie, the over 55's and contemporary women.</p> <p>Looking at Roy Morgan data for People 55+ with the intent to travel, they place equal weight on the Arts, Culture AND food/restaurants in their travel decisions - so this is a vertical which needs to be more supported/ discussed.</p> <p>Given the lack of public transport/ travel infrastructure at this point in time, I agree that identifying and promoting optimal itineraries will be a key planning tool for many potential visitors.</p> <p>I would be more than happy to discuss in further detail, if there is an opportunity to do so.</p> <p>North Curl Curl - There is an enormous opportunity to leverage the natural assets to build a world class flow mountain bike trail line blue tier or the Thredbo valley track. Look at what blue tier has done for Derby and the massive tourism influx- especially since This would be a draw card to get tourists out of the palm beach and manly hubs. And its high-quality draw as well- the demographics of these riders - often families and those with high disposable incomes is brilliant. In addition, it is a likely a "free experience- however</p>

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	<p>the industry that builds up around renting bikes, guiding, shuttles, food and accommodation would have major spill over effects. It would also complement bare creek incredibly well and really provide the missing link.</p> <p>The transport infrastructure in the Northern Beaches is already under capacity and unable to deal with current traffic. I object to any plans to increase tourist numbers that WILL increase traffic and congestion for the residents and rate payers.</p>
125	<p>My name is [REDACTED] and I am against this submission. You have not provided the community that already lives here infrastructure and as it is become busier over the past 9 years I have lived in Bilgola Plateau. There has been no effort to put in things like public pathways for kids to walk safely to school. The area is feeling more and more congested and I feel its not the right decision for area, we are not a Manly and the beauty of the area is the Nature and space. By getting rid of that you ruin what is special about the area.</p>
126	<p>I had no idea of this plan until tonight! (Last chance for feedback) There is a superb network of informal mountain bike trails spread throughout the bushland on the Northern Beaches. "Destination Northern Beaches" would be crazy to miss an opportunity not to promote the bmx and mountain bike facilities as a prime activity to attract visitors. The new formal facility at Bare Creek and the BMX track at Terry Hills are attracting incredible numbers of local residents. For it to continue and grow into a fantastic holiday destination where people are repeatedly visiting from further afield, the informal trails currently being used need to be legalised. It would only require a relatively small amount of help from council with planning permissions and funding to achieve.</p>
127	<p>Please consider that over population of this area has already begun to inhibit the enjoyment of the beaches already. Any weekend or holiday is an absolute traffic jam, we must que up to restaurants and endure cars parking all over the neighbourhood as beach car parking is full. I'm opposed to tourism being promoted as the next great idea for this area. Please have a heart for the residents and back off with your money-making ventures that benefit the few and inconvenience the majority.</p>
128	<p>Please consider the following concerns in relation to the Pittwater foreshores:</p> <ol style="list-style-type: none"> <li>1. Unreasonable noise from tourist activities affecting residents - more regulation is needed going forward to maintain residents' enjoyment of their property <ol style="list-style-type: none"> <li>a) Increased seaplane traffic at odd hours and increased frequency at various 'peak hours'</li> <li>b) Increased crowd noise and loud music unreasonably near to the foreshores of Scotland Island from chartered party vessels</li> <li>c) Increased noise and noise frequency from high powered, speeding jet skis at all and any daylight hours</li> </ol> </li> <li>2. Wash from tourist activities affecting vulnerable foreshores and creating risk for small boat commuters - recent and expected increases in Pittwater 'traffic' should facilitate a review of vessel speeds and increased monitoring of vessel behaviour <ol style="list-style-type: none"> <li>a) unreasonable wash is affecting foreshores (more specifically the 'transit lane' from the sailing and motor yacht clubs up to Barrenjoey Head)</li> <li>b) unreasonable wash from vessels is becoming increasingly dangerous for small boat operators/resident commuters embarking and disembarking and travelling at peak visitor times.</li> </ol> </li> </ol>

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129	Before encouraging more visitors there needs to be a well thought out traffic management plan which does not rely on private vehicles. Our roads are choked on weekends already. On Saturdays it can take residents more than an hour to drive north for a journey that would normally take 15-20 minutes. Appreciate that you want to help local businesses, but the infrastructure has to come first, and this plan doesn't give a lot of detail on how that will be managed
130	<p>Unfortunately, I have only belatedly become aware of the opportunity to comment. Further I am very busy do not have time at this time to review all my old briefing notes to write a detailed submission backed up by empirical data. However in my previous role of 8 years and now 13 years into my retirement I still strongly believe the Northern Beaches, properly marketed and supportive planning can play a very important contribution to tourism's benefits to local, the NSW and national economy. The NB's single handily could be responsible for keeping international visitors in Sydney and effectively NSW for an extra 2 nights. Given the daily spend for internationals is higher than the domestic overnight ... it starts to add up. Research proves time and time again that the visitor dollar gets well and truly spread around the community .. newsagents coffee shops general retail, boat hire kayak and stand up board hire restaurants and of course accommodation.</p> <p>The highest yield comes from conference delegates either pre and post touring as well as a conference being held on the NB's . We don't have a great deal of conference in infrastructure up here but there are niche facilities. (Miramare Gardens Manly Pacific). Any plan should develop a road map for events etc attraction (MICE business) perhaps working with the Sydney Convention and Visitors Bureau. There are many niche conferences with numbers too small to justify a city location. Events are part of this industry and I feel more could be done using events as the hook as well as bidding for appropriate events .</p> <p>The major obstacle is that the area is not flush with accommodation . Council needs to investigate what time it might play in attracting accommodation.</p> <p>Airbnb is not where the jobs for young people are. The area needs to Leto its young people employed locally or we become like a country town that loses its young folk. It us one if they few industries where a you g person can start with low levels of education and work their ways up to a general manager with 600 employees it offers wonderful opportunities. Tourism sails under the radar , everyone thinks it just keeps chugging along. Well it does not. As the pandemic prices it. It is an industry, it us an export and vital to any economy and all levels of government have a time to play. I commend council for undertaking this exercise.</p> <p>happy to be contacted if needed. Happy to be involved in progressing the policy. I am no longer in the industry but held a very senior position in my time hence my interest</p>
131	I am against the plan you present and shared as I find with all of the recent work presented by council, it is not thought through and considered with full impact. I have objected the Bilgola shared zone and the shared bike/footpath - too risky, bad environmental impact, no clear strategy on how to handle impact for residents etc. These form part of the proposal and therefore I object to the development and the related plan. The engagement with residents has been non-existent or very bad and I would strongly recommend a closer link to the community to develop solutions that are workable
132	There is insufficient infrastructure such as parking, public transport, single lane roads, healthcare etc to support which increased tourism. When people come to the area for tourism there is an increase in drinking alcohol, water activities and potential for

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	accidents and anywhere north of Narrabeen does not have the roads/parking/ services to support this safely. There is already unsafe parking and Car activity on McCarrs creek road and along Bayview. Residents are unable to use the services and cafe's etc because there is very little parking available. Therefore, there is no capacity to increase visitors. We already have sufficient tourism in this area. To Increase it would change the area for the worse and would encourage residents to move elsewhere. There is also very little disabled people parking in the area and this should be increased first
133	The peninsula from Newport on down is an amazing, community-based place to live. Please don't ruin it by making it Bondi beach!! Residents DO NOT want this. I only found out about this through a community Facebook group- no one else I know has heard anything about it. The submissions you have here are not a valid representation of the community if the community doesn't know about it.
134	<p>Destination Northern Beaches: Mountain Biking Tourism. There is an amazing informal network of mountain bike trails spread throughout the bushland corridors on the Northern Beaches and it seems like the perfect addition to the "Destination Northern Beaches" plan to include significant funding and planning permission to develop and promote mountain biking as a prime activity to attract visitors.</p> <p>The snapshot states:  The key to achieving economic value is to identify potential customers and understand what motivates them as this is an important part of any marketing strategy.  Failing to consider or support the immense contribution that Mountain Biking on the northern beaches will have towards generating significant local (within NSW) and interstate/overseas tourism would be a huge oversight.  The network of trails on the Northern Beaches are truly amazing, despite virtually no money being spent on facilities by any level of government.  There would certainly be many people that would stay longer or visit more frequently if the trail network was formalised and upgraded. This could include signage, network maps, facilities at network hubs (e.g. water, toilets), more true green and blue trails etc.</p>
135	I would like to make a submission for mountain biking in the northern beaches. If existing trails are formalised this would open the northern beaches up as a premium destination for mountain biking - we already have some of the best bike tracks in Sydney - let's put them to good use in a responsible, environmentally sensitive way.
136	Promote Mountain Biking. Promote Mountain Bike Coaching. Promote Mountain Bike Guiding. Provide more sanctioned mountain bike trails. Create a pathway for professional mountain bike coaching and mountain bike guiding on NBC land managed trails and open space venues.
137	I would like to say that I welcome visitors to the area, however, there needs to be additional council staff on hand to control the amount of rubbish left behind at beaches and waterways, not to mention life guards to pull those who cannot swim and attempt to at



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	<p>a beach that is not for beginners. My husband, who is not a life guard, has pulled 5 people out of the water at Mona Vale beach. I am local and disgusted at the amount of rubbish left in the sand and surrounding areas after a weekend or public holiday in the warmer months. Visitors do not appreciate the fragility of this environment and the impact that the small and large amounts and sizes of rubbish they leave behind. For this reason, I oppose any kind of promotion of this area as a tourist destination.</p> <p>Adding more housing and increasing density is also not feasible in the northern end of the beaches. This is a peninsula and has limited access via public transport. Say all you want about adding transport options but we all know by now that governments do not follow up on promises of infrastructure (example is Mona Vale surf club) and that the majority of people will use the cars because of frustration and fears of 'catching something' when crammed into buses where ventilation (i.e. fresh air through windows) is not an option. I would also like to point out the school situation, many already heaving with students and other basic offerings. The area is already full, the natural environment needs to be retained to house animals, trees, birds, and a thriving ecosystem to ensure human health, not torn down to accommodate more developers who want to make money selling supposed 'affordable housing'.</p> <p>I haven't even started on actually just being able to enjoy where we live. Increased population will decrease the standard of living and increase the likelihood of illness (eg COVID and other diseases spread when there is not enough distance between people!) and stress related illness simply because its crappy to live where its crowded. I completely oppose increased density in the region of the Northern Beaches and increasing tourism to the area. I note that my rates will increase substantially soon due to 'Harmonisation', this make it even more imperative that I oppose this increased density nonsense. If I am paying top dollar to live in God's country, I expect it to stay that way.</p>
138	The Northern beaches is our home, not a tourist destination. Maybe you should ask the ratepayers via a plebiscite what we think of the plan before imposing your ideas.
139	Tourists will come to our beautiful peninsula to find crowded car parks and banked up traffic that the locals fight with every day. Our environment is at risk and being ruined by over development.
140	I work on boats and charters in Pittwater. Great idea, we need the business to keep going
141	Northern Zone NBC does not need or want more tourists than already come here. It gets plenty already and always has butbitbhas increased via private promotions such as Home and Away. Notwithstanding covid, visitors come anyway... and spend very little. NBC actively promoting more visitation is not supported and will not be welcomed by residents and ratepayers that the council serves.
142	The planners need to come out on the streets before deciding to cram even more humans, cars and domestic animals into the Northern Beaches. The traffic and parking is abysmal now. The amount of litter has increased to an unacceptable level. Graffiti is everywhere, a war memorial plaque was defaced, and God knows how much it cost to restore. Humans' impact on bush, beach and reserve areas is visible to all- it has deteriorated to a point of no return if something is not done quickly. Cats roam unabated, I have seen three wandering in the bush today alone. Dog faeces is left to rot on footpaths. Just take a walk-through Warriewood

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	Wetlands and see the choking weeds and dumping going on there. Look at 'Pond 3' which used to be inhabited by waterfowl of all kinds, now choked to the point you could walk on it by a weed that proliferates when pollution is uncontrolled. It's disgusting, the lack of care is everywhere to be seen, but the developers, who close half the road at will, are allowed to continue their unrelenting decimation of the last green spaces. Nowhere is sacred, not even flood plain. Come to Macpherson Street/Ponderosa Parade at Mater Maria school drop-off time or take a drive anywhere around Warriewood Square almost anytime. Come to Honeyeater Grove, where we Bushcare volunteers fight a losing battle against introduced weeds of all kinds. Cross the little bridge and look for a creek- we've had loads of rain; it should be running- why isn't it? It's absolutely choked with weeds that gradually strangle the natives. God knows how the little wallaby, the Eastern water dragons and Blue-tongue lizards manage. They still live in there, but not as many now. Is this what you really want? To bring the area down to its lowest point? How very sad. Pittwater council had pride in our area, and we had pride too. The current council don't appear to give a toss. We want our hospital, our fire stations, our ambulance stations and our police stations fully restored and fully staffed. Stop stuffing up our area or be prepared to be damned by history.
143	Oh dear! I hope my rates didn't pay for these proposals! I know what VFR is because whenever I fly a light aircraft, I fly under Visual Flight Rules rather than IFR but what are "Contemporary women?" Women who are not dead yet? And where are these visitors going to stay or park? My wife went to Manly on Saturday morning and left after an hour because there was nowhere to park. Our local beaches, Mona Vale and Warriewood are often too busy to find a parking spot on the weekend. And where are these (hopefully) rich people going to stay? In low-rent Manly? Or at the Mona Vale Hotel? Nobody minds too much about places like Manly because it's been stuffed for a decade or more but the real Northern Beaches are currently full up in summer and can't take many more people. My guess is that few locals, other than pub or restaurant owners, will want more visitors. I am asking that you consider very carefully the impact of encouraging more visitors to the Northern Beaches. As residents we are aware of the big wrecking ball hanging over the NB and it appears the Government is absolutely hell bent on wrecking it with their stupid plans for larger population and more "affordable housing" We don't believe a word of it nor do we believe in this proposal to encourage more tourists. We don't want the NB to become another Bondi of Byron Bay, Police cannot handle late night drunkenness and the idea of throwing more revellers into the mix is not going to work. Additionally, more traffic, more late-night venues for parties, and reduced access to beaches for the residents is it not acceptable. WE DON'T WANT IT
144	Since COVID, there has been a marked decrease in competitive, 'drive to' team ball sports, and a major increase in unstructured, social 'from home' recreational activities. This was most notable regarding all forms of bicycling- an increase of 300%. This has resulted in a global shortage of bicycles, and hundreds of new bicyclists, all looking for places to ride... And of all bicycles sold in Australia, over 75% were mountain bicycles, designed to be ridden on DIRT, single track trails. The N. Beaches- with its heavenly hills, natural environments, proximity to the ocean, and opportunity for connectivity through bushlands and along waterways to partner and link trail networks to other LGA's- is in a prime position to become the premier destination for mountain bicycling in Greater Sydney.
145	Thank you to everyone who was involved putting this analysis of the Northern Beaches together. I use the word "analysis" as I would like to have seen it containing more in the way of a measurable plan of action. To my mind, having "plans of action" for the Northern

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	<p>Beaches is the most important part e.g.</p> <ul style="list-style-type: none"> <li>- What is being built?</li> <li>- What is being invested?</li> <li>- What is being created?</li> <li>- What is being developed?</li> </ul> <p>In addition to the above, I get a sense that many aspects of the document feed off a crucial sentence. That sentence is the "DEFINING BELIEF" sentence below.</p> <p>"The Northern Beaches is an iconic and extraordinary place. Key to Sydney's place in the world".</p> <p>I see this sentence as being an attempt to describe what the destination's brand identity is. Having a memorable and clearly defined brand identity is fundamental to any business's success.</p> <p>I have listed some destinations below, which we would all agree have clear brand identities. A business must commit 100% to it's brand's identity and repeat that message over and over again until the brand is utterly synonymous with that business.</p> <p>My worry is that the Northern Beaches does not have the clear branding that these destinations below have, and I am not sure that describing the Northern Beaches as an "extraordinary place" is enough to create a long lasting and memorable brand identity.</p> <p>In an attempt to find a solution and not just a problem, I believe the branding of the Northern Beaches should focus more on the concoffany of activities and experiences that are on offer up and down the length and breadth of the peninsula. You could then liken it to be an "adventure playground" concept or a "One-Stop-Shop".</p> <p>Ironically, the destinations that I have listed below have far less to offer than the N.B. however what they do offer is clear and simple and that informs people exactly what they can expect from that destination. Branding MUST be clear and simple and must not leave the customer guessing or struggling to remember what it is. When there are SO MANY different offerings on the N.B it's hard for visitors to know exactly what the place really stands for. Sadly, I believe that due to its lack of identity, many people around Australia (let alone the World) do not even know where the Northern Beaches is, let alone what it's brand identity is. I bet though, that there are very few people in Australia who have never heard of the Hunter Valley!</p> <p>WHAY HAS IT TAKEN SO LONG FOR THE NORTHERN BEACHES TO ESTABLISH A CLEAR AND MEMORABLE BRAND IDENTITY? Just some of the destinations that have clear and memorable brand (which we can all instantly put our fingers on are).</p> <ul style="list-style-type: none"> <li>- The Hunter Valley - Margaret River - Kakadu - Port Stephens - Broome - Philip Island - Blue Mountains - Coober Pedy</li> </ul> <p>My very last point is such a no-brainer. Every popular destination needs a central hub that visitors can go visit. A go-to place for information. For the Northern Beaches to have any hope of establishing a brand identity, it needs a place that visitors can go to get information. Hello Manly, is obviously branded around Manly and although it offers info on the N.B, visitors can be forgiven for ONLY learning and visiting parts of Manly. Either a second Visitor Information Centre on the Northern Beaches should be built and branded accordingly OR Hello Manly changes it's branding and becomes the Northern Beaches Visitor Centre. A clear and specific course of action, such as this, is exactly what I would like to have seen more of in the document. I'm afraid, that for as long as the Northern Beaches does not have its own Visitor Information Centre, then the Northern Beaches will not be remembered or appreciated by the masses for anything other than it just being Manly. WE ALL KNOW THAT THERE IS MORE TO THE</p>

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	NORTHERN BEACHES THAN JUST MANLY. 10 YEARS AGO, I PASSIONATELY PUSHED THIS CONCEPT, BUT SADLY NOONE FROM THE COUNCIL AT THAT TIME WAS INTERESTED TO SUPPORT MY EFFORTS.
146	Avalon and surrounds are already bursting at the seams. With the removal of more parking spaces at Palm Beach (why?????) you want to encourage more people just to drive up and loop around over and overlooking for parking? We lack the infrastructure for the people who already live here. Empty shops, overpriced, monopolised rents in the commercial area, a lack of parking, and streets at standstills in summer. Perhaps improve the area for those who pay rates here, before burdening them with more people, and pollution
147	Covid Recovery Plan - needs to also include promotion of villages such as Newport as a destination rather than a bypass on the way to Palm Beach. The Bilgola Bends traffic is excessive for the area on the weekend, therefore hubs such as Newport Bert Payne Park and all the extra parking needs to be promoted. Perhaps using Newport as a steppingstone to Palm beach providing free community buses around the bends to monitor traffic flow - such as the Hop Skip Jump bus in Manly. Newport has the capacity to grow and entertain more tourists with accommodation at the Mirage and entertainment choices at the Yacht Clubs. Council should focus more on promoting this village as the destination rather than a drive through.
148	Reading through covid recovery plan. It seems that a lot has been written but I would like to see more defined steps - like a budget set to help small businesses, or perhaps funding for local artists/musicians. Or plans to help holiday apartments with their social media pages. Or perhaps plans to renovate council accommodation- similar to the recent upgrades to currawong. I also think the lack of domestic overnight stays is so low as there is very little affordable options that are suitable for families- I feel the family market is who you want to also target to visit the beaches. There are no outdoor public pools for kids or splash pads, parking is stupidly expensive for people coming into the beaches and I feel if anything discourages families or lower income families who can't afford to live by the beach from visiting. Simple things like mini mountain bike tracks for kids (we recently lived near one when we were in [REDACTED] which was simple and brought in so many families and kids) The beaches has a lot to offer visitors but I understand there is a balance with keeping the area somewhat residential. However, there are a lot of real tangible things that can be done to help drive tourism in the area. The question is whether or not the "insular peninsula" actually wants it. Good work- happy to read the desire is there!
149	I live at Avalon and surf palm beach every weekend. Already on a sunny day you cannot find a parking spot at palm beach after 9.30..while cars are in gridlock. When they come home from the beach the traffic queue goes from Newport to Avalon and takes 30 mins to travel the 3kms..the streets are clogged and all one way due to airbnbers..buses have trouble negotiating them- the few services the state govt has left us with anyway..The road to palm beach is clogged with pushbike riders some in groups of 50 or more riding side by side having a gd ol chat and not in a hurry. Weekends there is no parking in the shopping precinct. The place is already bursting with people. I can't see how promoting an already super busy area is going to benefit anyone? Where is everyone going to fit?





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	<p>done Brookvale to the Spit on a Sat or Sun? - lets not even try to go past the Bilgola Bends on the weekend either)! Even the new sports facilities that we have needed for so long have totally inadequate parking. Look at the fabulous brand-new netball/basketball courts at Warriewood - 4 courts = 48 spaces? 56 players, 8 coaches; 4 refs = 68 cars. grandparents wanting to come watch; plus it has learn-to-ride track and outdoor gym equipment (super - as long as you don't want to use it on the weekend when games are on) - and the biggie, change over time when people hang around and new players can't park (toilets still not there... and no canteen facility for clubs to utilise)....add to that the soccer/rugby/baseball overflow down the road of cars goes the full length of the road AND people use Warriewood Square carpark. And that is one facility only - not the whole Northern Beaches. Let's not start on tourists actually trying to swim at our 20 beaches and associated tourism business. Am all for tourism to enhance our area. Figure out the parking - including the transport hubs which are great but need to be at least 3- or 4-times capacity. How to solve that in a sort space of time? Don't know.... it took long enough to build just the baby sized car parks. I would HAPPILY be part of any committee that is pulled together from the community to help work on this.</p>
155	<p>My family owns an offshore holiday home, [REDACTED] and we've listed it successfully on Airbnb for the last 3 years. I have also started the e-tourism marketing mentoring program that the Northern Beaches Council is currently providing for 4-5 weeks to small tourism businesses. This is a great course. I've read both plans and they are spot on in terms of strategy and action points. The Northern Beaches needs a strong tourism push - a dedicated microsite and one that promotes the full breadth and depth of the region rather than just Manly and Palm Beach. The hidden gems of the Pittwater waterways is a great opportunity. My offshore holiday home is very popular (appeals to nature-based travellers which is particularly popular during covid times) however our major challenge is costly and lack of guest parking. At the Church Point public carpark it is a costly \$35 - 40 per day and it takes on average 20mins to go in circles to find a spare park. This is a core infrastructure need to meet the DMP goal to increase overnight guests and long stay guests. As a business owner I can't even buy a car space and lend it to my guest - that's not allowed. Also, the on-demand water taxi to my cottage is \$28 each one-way for up to 4 people. In summary, my guests spend on average of \$328 on a return trip to get to my cottage which sleeps up to 10 people (2 cars at \$40 per night for two nights, \$28 x 3 trips to arrive cottage and \$28 x 3 trips to depart my cottage). It would be great for the new tourism site to provide more heritage information to businesses - even have a dedicated heritage research team. I've been trying very hard to find personal history about my cottage and the local area - this has proved difficult. The online library was a very helpful service, but they had limited information as did local Facebook groups etc. A dedicated Northern Beaches tourism industry digital sites would be helpful as many businesses in the Pittwater are offshore, 1 person businesses and we could benefit from working together to package unique experiences. I look forward to following the progress of this exciting plan and would like to be involved in any way.</p>
156	<p>Formal Letter of Opposition: I am a full-time resident of Whale Beach and currently, we have full-time Airbnb's on either side and across the road. We have no permanent neighbours. An increase to what is already an un-managed ghetto of holiday-house's, with constant late-night parties and noise, and lack of peaceful amenity to permanent residents, would be unbearable. Our neighbouring property owners have no intention of permanently residing in their properties as they are just land-bank holding's used for tax</p>



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	<p>breaks. Despite repeated complaints to police and council, council have done nothing to control the 24/7 noise emitted from the Airbnb's. Council have done nothing to control the piles of rubbish left by holidaymakers, both on the street in overflowing residential bins and on the nearby beachfront, which is often littered with broken glass from these parties. And council do not manage the parking in the already narrow local roads, which become chaotic and dangerous when these homes have simultaneous gatherings of over 30 people per house, all arriving by car. The school bus that travels along Whale Beach Rd to Avalon Public School, is often blocked by the parked cars of people staying in the Airbnb's and my children have found themselves late to school numerous times because the bus driver literally has to go door knocking to try to find the vehicle owners and have their cars moved. The expected peace and privacy of our home is severely impacted by the Airbnb's, with large groups of people overlooking our private garden and into our home. These drunken groups play loud music, shout and sing at all hours of the day and night; every day of the week and on the weekend. The guests often host significant birthday parties or hens/buck's weekends, where strippers and other entertainment perform, usually outside in full view of our young children playing on our deck. We have had many strangers from these properties wander into our property and we have had to install security fencing along both boundaries to protect our family. Police rarely attend the noise complaints when called and likewise the letting agents don't take any action on the complaints, as the guests provide their source of income. Living in this environment with young children and with us having to go to work each day exhausted from lack of sleep is upsetting, frustrating and entirely unfair. We would not be opposed to local managed tourism in the form of designated hotels or resorts, however due to this unmanaged form of tourism, with streets of unlicensed Airbnb's, our local community is being decimated, following in the unenviable footsteps of now spoilt communities like Byron Bay. As a ratepayer, we should be entitled to peaceful and safe amenity in our own home. More tourists and more Airbnb's in our suburb would severely impact our daily life, and we vehemently oppose any such plan.</p>
157	My business relies on the support of the local community, ensuring repeat customers and weekly income. There is a shortage of parking and traffic congestion greatly impacts my patronage numbers. This proposal doesn't work for me.
158	Northern beaches has so much to offer all year round, however it is not accessible and not very welcoming. As the events director for a car club and a walking group I have the following observations. Access via public transport is not viable. 2.5 hours from Epping/Carlingford to Palm beach is exhausting even before we would arrive. If we drive the \$10 per hour parking fees are the highest in the whole State which some members cannot afford. It was only 10 years ago parking was only \$2.80 per hour. The facilities have not changed much so the general conclusion is that non-residents are not welcome.
159	Focusing on off-season visitation and events schedule would be ideal. Road and beachside parking management plans for tourists and locals alike could be better in peak months
160	I think that the Destination Northern Beaches is wonderful, However, I feel that it is a little centred around Manly rather than take in all of the wonderful places including Pittwater. There is very little mentioned about the fabulous and very famous sailing including the many sailing clubs. You can race every day on Pittwater in Summer. There is very little mentioned about Narrabeen, with the

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	caravan park and Coastal Environment Centre and Church Point with the Ferry Service, access to indigenous art and bushwalks, and two wonderful cafe/restaurants. There are a few yacht charters companies as well as cafe's happy to cater for them.
161	Good to see you've mentioned mountain biking, if the local trail network is upgraded, formalised and maintained the Northern Beaches really would become the premiere riding destination in the greater Sydney area - which would give local business a huge boost.
162	Build a beautiful timber bike and walking track alongside the Avalon Bends- the way Byron bay have done on the road to the lighthouse. It looks great, it is reasonably natural, it encourages health and fitness, it would be a great view, it takes the bikes off the bends (which will stop the locals getting upset by the visitors when they can't drive around them), If done well, it would become a known path to come to - to walk, run, ride etc and then grab coffee and breakfast. When I see the pathway at Byron bay, I just want to get on it and run to the lighthouse.
163	Oh dear! I hope my rates didn't pay for these proposals! I know what VFR is because whenever I fly a light aircraft, I fly under Visual Flight Rules rather than IFR but what are "Contemporary women?" Women who are not dead yet? And where are these visitors going to stay or park? My wife went to Manly on Saturday morning and left after an hour because there was nowhere to park. Our local beaches, Mona Vale and Warriewood are often too busy to find a parking spot on the weekend. And where are these (hopefully) rich people going to stay? In low rent Manly? Or at the Mona Vale Hotel? Nobody minds too much about places like Manly because it's been stuffed for a decade or more but the real Northern Beaches are currently full up in summer and can't take many more people. My guess is that few locals, other than pub or restaurant owners, will want more visitors.
164	I think there is a huge opportunity in the Northern Beaches to take advantage of local mountain bike trails, bmx parks and the world class bare creek bike park. Northern Beaches could become a destination for biking, an attraction for both domestic and international tourism. This strategy has worked in a number of locations, including Derby and Thredbo along with many international locations. Please consider investing resources into developing more tracks, connecting them and building infrastructure to support them.
165	Avalon Beach us enough tourism as it is. We don't have the infrastructure to cope with more and I'm not looking for changes to infrastructure. Avalon has a lovely village feel and a natural beauty and any additional development will be detrimental. My view is council should be focusing on areas that affect the existing population like direct transport links to and from the city and other towns, retention of the natural environment and wildlife corridors as well as youth mental health. Any plan to increase business should be about encouraging locals to shop and support local, not bringing in yet more tourists who often bring everything they need and don't necessarily spend in our local shops and businesses
166	There is an amazing informal network of mountain bike trails spread throughout the bushland corridors on the Northern Beaches and it is a no-brainer for the "Destination Northern Beaches" plan to include significant funding and planning permission to develop and promote mountain biking as a prime activity to attract visitors.

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	<p>Formally recognizing the current network of trails on the northern beaches, as well as their possible expansion will have an extensive financial, economic, environmental, educational and impact on the region.</p> <p>Financial – In 2020, and with the onset of COVID, one of the few retail sectors to buck the trend and see an increase in sales was bike stores, most stores struggling to meet the demand. This provides a unique opportunity given that there is already a large population with a growing demand and desire for increased mountain bike trail access. Coupled with the fact that these resulting bike sales have been seen nationally means that there is an opportunity to create a world class draw card to encourage visitors, both local and interstate.</p> <p>As an avid mountain biker I have seen the impact that mountain biking as a recreational pursuit and the development of a supporting environment can have on the local economy.</p> <p>Derby in Tasmania's North East, once a ghost town, reported an increase of some 30,000 visitors to the town and it's bike town in the first 12 months. Town now sports numerous cafés, restaurants, bars, breweries, bike shops and day spars., not to mention an extensive increase in accommodation.</p> <p>The Creswick project, in Victoria, was forecast to attract 90,000-100,000 visitors to the region, and deliver \$9-12 million per year in economic benefits.</p> <p>The formalization and development of riding trails has a number of potential economic flow-on effects.</p> <ul style="list-style-type: none"> <li>- The development of infrastructure catering to the needs of cyclists, creating jobs to meet this development.</li> <li>- Employment opportunities centred around the development and ongoing maintenance of trails.</li> <li>- The formalization and development of mountain biking trails in the area has the potential to reduce the swelling numbers and the congestion on nearby recreation trails, such as the one running around Narrabeen Lake, subsequently creating a safer recreation environment</li> <li>- Increased demand from interstate and local travellers traveling to the region to explore trails. Demand, such as accommodation, hospitality,</li> <li>- The formalization and development of mountain biking trails in the area has the potential to expand the opportunities provided by local sport and recreation facilities as well as schools to students.</li> <li>- The formalization and development of mountain biking trails in the area, in particular novice and intermediate trails, would increase access to mountain biking for the general public and subsequently provide a safer progression in the sport.</li> <li>- The formalization and development of mountain biking trails in the area has the potential to attract more children and females and more family groups.</li> <li>- Fundamentally individuals that use wild places/national parks and recreation reserves on a regular and consistent basis are far more responsible users with a greater sense of the importance these areas.</li> <li>- The formalization and development of mountain biking trails in the area would see a reduction in the number of riders riding on walking tracks not intended for riding, riders that pose a risk to other recreational users.</li> <li>- The formalization and development of mountain biking trails in the area would allow the local council/national parks to have greater</li> </ul>

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	control over track development, maintenance and reduce the development of informal tracks and subsequent damage to native environments. This would also provide greater capacity to monitor and protect sites of interest, such as aboriginal sacred sites.
167	<p>Was not sure what to do as I answered a few questions but then it submitted and did not get opportunity to put forth issues we are having as an accommodation provider. Council has not helped to encourage travellers/locals to our hotel and in fact have destroyed our business but taking away the ability to offer some of our guests a parking permit. Our market is for seniors, people with disabilities and travelling with pets - it is tough enough trying to get and keep a booking but once they find out we cannot provide parking they stay away from the area. This is affecting our 2 hotels being [REDACTED]</p> <p>In regards to [REDACTED] we had an online meeting with the Mayor for over 1 hour to discuss the numerous issues we are being faced with and not one of these issues has been resolved. Again, we are being totally ignored. We provide a service to the community of Manly/Northern Beaches and council is just not listening. We have two drainage holes outside [REDACTED] [REDACTED] which has a barrier over it, the Mayor said he would get that fixed immediately, well that was over 6 weeks ago. There is no drop off zone for our hotels to allow guests to park, unload and check-in, one of the streets is one way and traffic is being disrupted because taxis have to block the street or any vehicle to allow guests to unload. I think it absolutely disgusting of council to insist we have an audit done of one of our buildings which was built early 1900s as over \$4,000 when we could least afford it and now pushing us to bring this beautiful building into a modern society meeting the requirements of building codes today - this is rubbish as there are over 200 very old buildings in manly alone in this situation and we are certain they have not been targeted to have a safety audit done and told we would have to spend over 1/4 of a million to bring it to today's requirements. Please keep us informed on developments, we are happy to participate in helping to get ourselves and the northern beaches back on the map and in a prime destination position, at the moment, it is dead as a popular tourist spot - taking away our ferries, not allowing businesses to have parking permits to allow their contractors to get on with their job or to provide visitor parking for our tourists is destroying the northern Beaches.</p>
168	This document is totally useless. Once opened I spreads out to the right and you have to scroll SIDEWAYS to read it all. Was this even reviewed before it was sent out?
169	<p>As a local resident for nearly 50 years I am against any increase in tourism to our Northern Beaches.</p> <p>The problem, simply, is that we have failed to adjust to the number of people here already and any increase will exacerbate the clogged up local roads and parking areas. The problem, simply, is that we have failed to adjust to the number of people here already and any increase will exacerbate the clogged up local roads and parking areas.</p>
170	<p>Introduction</p> <p>Over-tourism is a problem all over the world. So many areas are under enormous pressure from tourism. Byron Bay is an example of this. Local residents are significantly adversely impacted in terms of amenity, character, traffic, accommodation and losing the sense of community. This is not a future we want for our community.</p> <p>Here on the Peninsular, tourism is increasing. While we welcome visitors, tourism needs to stay relatively low key. Our natural</p>

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	<p>environment is unique and precious. We have one road in. There is limited parking. There are no longer direct buses to and from the city. We do not want to destroy what people come to enjoy.</p> <p>Why do we need to increase tourism just because our visitor economy has underperformed compared to both the national and Sydney averages? Why do we want to compete with the CBD?</p> <p>Build awareness of a single, unifying identity for Sydney's Northern Beaches</p> <p>A single unifying identity is not appropriate for the Northern Beaches. What is appropriate for Manly is not appropriate for Palm Beach, for example. The Northern end of the peninsular is unique and the natural beauty and the environment need to be protected. Natural recreation areas such as McKay Reserve, the Angophora Reserve and Stapleton Park should be preserved and not developed with visitor amenities. Recreation areas such as Governor Phillip Park could do with picnic tables in shaded areas and better upkeep. All recreation areas should be protected from development. Greater use of the waterways puts greater demand on dinghy and kayak storage. There is increased use of jet skis by out of area visitors. Traffic and parking are already at intolerable levels on weekends. There are no longer direct buses from the city. During the COVID lockdown from March visitor numbers were at the same level as during a normal summer. It was only the December-January lockdown that prevented the area from being inundated with visitors, but this also meant our local businesses lost trade during what would have been the busiest time of the year.</p> <p>Transition from day-visitors to overnight visitors and encourage greater regional dispersal</p> <p>In recent years there has been a big transition to overnight visitors on the Peninsular with the rise in houses available for Airbnb rental. Previously houses were rented over Christmas and Easter, now short-term rental is available any time. Fortunately, hotel style accommodation is only available on a small scale at Jonah's and Barrenjoey House. In addition, there are holiday apartments, camping at The Basin and cottages at Currawong. There is no hotel style accommodation in Avalon or Bilgola, and it should stay that way. The Peninsular does not need more visitors to stay overnight. There is already a strong VFR market here. We need to build community, not lose it to tourism.</p> <p>Increase yield (spend), length of stay and repeat visitation</p> <p>While encouraging visitors to spend more during their stay is admirable and helpful for local businesses, there is a risk that lower income people are priced out and not encouraged to visit our beaches. The cost of parking is already prohibitive and commercial rental rates are very high, including for tables on footpaths. There is no need to encourage an increase length of stay and repeat visitation in this area, except perhaps visitors from the Central Coast who arrive by ferry for the day. The beaches, the walk to the lighthouse, the walk from the ferry to the beach etc already attract as many visitors as the area can manage. Events such as the Big Swim and the Polo attract a lot of day visitors but do, they spend in the area? The Big Swim is an important fund-raising event for Whale Beach Surf Club. However Small-scale events such as the Artists Trail, outdoor cinema nights, markets and Market Days are primarily for residents and build a connected community but do also attract visitors. Small scale events for both residents and visitors are beneficial.</p> <p>Address seasonality with increase visitation during low and shoulder seasons</p> <p>During 2020 there was increased visitation to the Peninsular during low and shoulder seasons and this will continue while travel is restricted. Regardless of COVID, visitor numbers have been increasing during these times. the coastal walks, the Lighthouse walk, and rock fishing are examples of activities that increase visitors during low season. This area is also popular for weddings, with</p>

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	<p>wedding parties staying in the area. We need strategies to cope with the visitors already arriving, not promotion of more tourism. Build a resilient and capable tourism industry and strengthen and enhance collaboration</p> <p>We do not need to build a tourism industry on the Peninsular. We already have seaplanes, boat and kayak rentals, ferries and Home and Away tours. We have art galleries, a cinema, golf courses, playgrounds and picnic areas. We have cafes and restaurants and accommodation. Collaboration already happens eg seaplanes and restaurants. There is already high demand for our amenities and services, especially in peak times. Our area needs tourism to stay low key to protect our environment and amenity. It is what people come here to enjoy.</p> <p>Respond to COVID-safe practices and resulting market trends, desires or expectations</p> <p>Our local businesses have been severely impacted during COVID, particularly during the December- January lockdown which would have been their busiest time. Many businesses rely on larger events such as weddings or cater for small events and during COVID-19 this business has not existed. For example, florists, day spas, and cafes and the clubs all rely on events both for residents and visitors Our businesses need support. Residents and visitors, as well as council, can support to our local businesses. Council could support lowering the fees for outside dining for example. Market trends have seen an increase in walking, but this does not necessarily help local businesses.</p> <p>Digital platforms</p> <p>I support NBC's concept for providing better digital information for visitors. Sydney.com has good information for visitors to the Northern Beaches. NBC website has outdated COVID restrictions, but otherwise has good information on bush-walks activities and amenities in the area supported by council, more helpful for residents than visitors' Commercial activities are not included. For comprehensive information for visitors, commercial activities should also be included. Our local magazine, Pittwater Life, has good information for visitors.</p> <p>Conclusion</p> <p>We need tourists on the Peninsular, both day visitors and overnight. Encouraging tourists from the Central Coast who arrive by ferry does not impact our roads or parking. Many of our businesses are seasonal and need tourists. However, our area is very fragile, has limited access and parking. Increased tourism should not be at the expense of amenity for residents or impact on our unique environment. Tourism should be sustainable and not destroy this unique area.</p>
171	<p>I live in Manly and listen to many older residents when I'm volunteering in Lifeline. So, I would like to be a voice for the vulnerable and elderly. My partner is a Vietnam war veteran. We live in Central Manly and know that many of the food outlets there are very well attended. The day tourists spend very little ... maybe an ice cream and a few chips! Do the residents have to pay for the rubbish removal made by the tourists ??? Alcohol consumption on public spaces eg East Esplanade is a disaster and just encourages underage drinking and anti-social behaviour. I can't believe councillors voted for that ... what were they thinking!!! The consensus is that Manly is at full capacity!</p>
172	<ul style="list-style-type: none"> <li>• Residents should have been involved in the consultation from the outset</li> <li>• Limited roads and parking are the major inhibitors of any strategy especially in the northern Beaches</li> </ul>





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	<p>prior to arrival.</p> <p>A guaranteed timeline for completion and execution of the Manly Place Plan should be included.</p> <p>Additional activities such as a Surf Museum should be considered, which embraces the essence of the Manly Village, and offers an all ages, all weather experience.</p> <p>Some markets and categories have very little focus throughout the plan, and should be elaborated on further:</p> <p>Food and Beverage, Retail, furthermore, International Students, who have previously generated \$20M annually within Manly, barely receives a mention. It is essential that this category is expanded. The suggestion of a Tourism Taskforce, whilst appreciated, needs to be facilitated at no cost to operators to ensure its success and even participation.</p>
177	<p>We came to live in the Northern Beaches as an attractive residential area with suitable household services NOT as a DESTINATION or a sustainable visitor economy. Northern Beaches does not need to advertise - visitors come and enjoy its natural beauty to the available capacity. More people overnight means extra load on rate payer funded services, especially sewerage.</p>
178	<p>Tourism: tourism is definitely a critical part of our economy and infrastructure – it accounts for 12% of all the LGA's jobs (I may have missed it but I could not find any reference to what % of our economy is represented by tourism – an important consideration). I applaud the work that is being done for tourism – however I do ask what is being done for the rest of the economy (besides the embarrassing display at the Council meeting earlier this month). As part of our push to support Tourism, we have to ask what is being done for the non tourism components of your economy.</p> <p>Northern Beaches Brand (what a great word!!!): Northern Beaches as a whole does not currently have any exposure or impact, it is only places such as Palm Beach and Manly – and this is a very fragmented / disjointed promotion by the tourism / hospitality suppliers. When you think of a lot of strong tourist places, both domestic and international, the major attraction is a region not a destination. NB needs to have a strong identity created and strongly promoted. The destinations can then be sub brands.</p> <p>Technology: NB should be known as a “Smart” place to visit by using current and emerging technology to enhance the visitor experience and make it ease for tourism. Electronic guided walks / drives are just one example. I believe other regions are way ahead of NB in this regard.</p> <p>Manly: congratulations to the businesses and people of Manly for their efforts in promoting Manly, however, the Northern beaches does not start and end at Manly. Recent exercises and government support has, in my opinion, re-enforced the concept of “Only Manly”. We need to get our local politicians to do similar support for the rest of the NB. Manly is definitely one of the gateways to the region but is not the only destination nor the total focus for tourism.</p> <p>Areas of Tourism: the brochure re-enforces the concept that there are really only two “tourism” hotspots in the NB: Manly and Palm Beach. As part of the push for a viable and sustainable tourism region, strong support must be given to develop attractions away from Manly and Palm Beach.</p> <p>Errors in the brochure: a) p14 refers to a 35 metre rock pool. If this is the case, I have really slowed down in my swim times. The Council's own website lists it as a 50 m pool. b) there is a difference in the number of residents between p8 and p43 – there should be consistency.</p>

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	<p>Accommodation: A major influence in tourism success, as mentioned in the brochure, is the push to extend the durations of stays and increase the visitor spend (these two are often related). One major restriction in increasing visitor duration is the lack of accommodation – basically of all types. A major focus on increasing the return from tourism must be to increase suitable accommodation – without being detrimental to the fabric of our areas and to the residents (not an easy ask).</p> <p>Cost of being a tourist: Excluding maybe a day at the beach, NB is not a cheap place to visit. The brochure recommendation seems to be targeting the upper “high yield” end of the market. Should there be also a promotion to attract the more cost conscious tourist.</p> <p>Types of Tourism: a major part of the current tourism value is the “backpackers”. Whilst not necessarily a but \$ earner, they are critical, in a lot of places, to businesses in the way of employment. Backpackers must be added to our target market.</p> <p>Domestic Tourism: Looking at the local (PB) tourist economy, I would guestimate that a large % of visitors and \$ come from domestic tourist who live within 25 kms – this market is excluded from both the research and the targeting. Again, especially for the “Pittwater” region, this market must be considered and attracted.</p> <p>Urban Night Sky Park: this gets strong coverage which is very concerning: it has not been approved yet (as far as I know) and we do not know the advantages or disadvantages this will offer for local businesses. I am also uncertain of the “pulling” power of such an exercise. It could soak up a lot of promotional energy and \$ for dubious local return.</p> <p>Marketing: There seem to be a lot of words in the brochure about this but very little in the way of strategies or actions. I do like to concept of the Northern Beaches Tourism and Hospitality Organisation as long as it is a true representation of all areas, all types and sizes of businesses and includes some local, ie not “in the business” representation. I feel the PBWBA is a very good example at taking a balanced approach (no progress v too much progress) and this approach should be followed by this organisation.</p> <p>Events: a lot of tourist visitation, these days, is “controlled” by wholesalers. NBC should set up an Expo for wholesalers (similar what used to be called, from memory, the Australian Tourism Expo) where local tourism and hospitality supplies can promote their “product” to wholesalers. The first one could be used as a launch pad for the new NB brand.</p> <p>Seasonality: within the Pittwater area, at the peak periods (COVID excluded), we really cannot handle many more visitors. So the promotion should be targeted for non peak periods – when the tourist can enjoy themselves more.</p> <p>Sustainability: There seems to be a push to develop the area and hospitality suppliers as “environmentally sustainable”. Whilst I support this direction, I am not sure if it is a great “Attraction” tag?</p>
179	Promote Mountain Biking. Promote Mountain Bike Coaching. Promote Mountain Bike Guiding. Provide more sanctioned mountain bike trails. Create a pathway for professional mountain bike coaching and mountain bike guiding on NBC land managed trails and open space venues.
180	I just wanted to reach out to say I think this is a fantastic initiative and I hope it helps our tourism on the Northern Beaches. I know from listening to clients over the years how difficult it is to get day trippers to the northern end of the beaches. Also, so many businesses struggle during the off season, no matter where they are located on the beaches.

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	<p>It's so refreshing to see you are focusing on the whole of the Northern Beaches as a destination of choice and a single destination website, not just Manly. I'm sure you are receiving plenty of quality feedback from tourist operators first hand, so I'm probably not of any assistance in that area, but please don't hesitate to contact me if you think I may be of help in any way.</p> <p>Well done, I'm looking forward to see it all come to fruition!</p>
181	Without council tackling real issues, like reopening the manly aquarium. The plan is doomed to fail.
182	<p>Once again developers want to destroy the one thing that makes the northern beaches so unique and charming. Its Character. Let the tourist masses stay in Manly and Dee Why and travel to the beach of their choice with appropriate styled shuttle buses. The residents here should have as much say as those out to make short term profits by destroying this jewel we have. Please do not put high rise in Mona Vale or Narrabeen.</p>
183	<p>It is impossible to develop a plan for the 3 council areas as they all have different needs etc etc the best plan would be to have 3 councils run by their own councillors and communities. We are heading to the same situation that is currently happening with the Central Coast Council. Mike Baird caused this crap of 1 large council then jumped ship now his mates should fix it. The reason people come to the northern northern beaches is not to have added tourist attractions. They come here to see the natural beauty of the area. Leave the area as it is. Another wasteful report and waste of time.</p>
184	<p>Northern Beaches hospitality businesses have suffered from reduced trading due to Covid 19 to which I agree. That more focussed tourism to the Northern Beaches will help these businesses to which I do not agree. I believe that the majority of hospitality businesses are more focussed on the local community and will recover when Covid trading restrictions are lifted. New hospitality businesses will inevitably be introduced which will compete with existing businesses currently struggling. That the residents of the Northern Beaches would welcome more tourism into the area – to which I strongly do not agree. I, like most residents I have spoken to would not welcome increase in tourism on the Northern Beaches. We have chosen to live here for the merits and benefits of its surrounding environment and associated lifestyle. Associated issues As outlined in the Draft Northern Beaches Local Housing Strategy, an increase in population of nearly 23,000 residents on the Northern Beaches is planned by 2036. This in itself will create more demand for local amenities such as parks and open spaces, public transport, parking, improved roads etc. An increase in tourism to the area would be counterproductive to these goals. There are already problems and resident complaints regarding parking of recreational water craft in streets – an increase in holidaymakers will add to this problem □ There is no rapid transit system in place or planned instead, a short sighted, woeful bus service that is currently reducing some of it's services and which is not expected either to support increased passenger numbers nor future population growth There are increasing social issues and vandalism in the Northern Increase – an increase in holidaymakers would add to the problem.</p>
185	<p>Thank you for publishing Council's proposals for tourism on the northern beaches. My interest in these proposals began with Council's notification on zoning proposals for Governor Philip Park in Palm Beach some time ago. This current proposal beggars belief. How is it that Council has commissioned such shabby research? How much did this research cost ratepayers? Why, and at</p>

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	<p>whose command was this proposal initiated? Why were areas such as Bronte/Waverley used as comparison models when there is no possible comparison in terms of area size and infrastructure and, indeed, identifying the type of tourist and their behaviour patterns whilst in the area? Were studies done by Council to ascertain how small businesses in the Waverley area operate differently to those in the areas from Newport to Palm Beach? Or did studies provide how much of their income split was due to tourist or local activity? In this area, small businesses which cater for tourist activity are subject to seasonal influences. This contrasts with the Waverley area, which can be sustained through Autumn and Winter months by movement of locals and ease of access by interstate or international tourists. We ratepayers support our local small businesses; however, it is a nonsense to believe that developing a 'tourist' plan for the area replaces a sound business plan or is a rescue for a venture that cannot factor slow periods due to seasonal influences. The Peninsula has been developed by our local Council to a degree that there is now very little infrastructure that can improve how this area operates for its residents or small business owners. There is only one road in and one out, as they say. Stop/Start traffic is a fact of life. Parking, particularly around areas that would be frequented by tourists is severely limited. In short, too much traffic, not enough roads. Council has done some magnificent work in protecting areas of significance and creating infrastructure for our younger people recently. We are guardians of an exceptionally beautiful area and it is natural that tourists should want to visit, and we should share with them. However, tourism that is driven by merchants and Council seeking the \$ value is dull, and has a very short lifespan. This proposal is outrageous. It is uninspiring, and, let's be honest, because Council continues to ignore the obvious traffic/roads problem, it simply won't work. Seriously, Council can, and should, do better. This area needs an approach that is innovative, workable and exciting. Who came up with this idea? Who authorised this proposal and what funding was provided? In the end, Council has to ask itself if it truly represents its ratepayers.</p>
186	<p>We write this letter to provide feedback on Northern Beaches Councils proposed: Destination Management Plan. We would like to see the proposed document adjusted to include specific timelines, budgets and a marketing plan. As it currently sits, it is more of a skeleton framework, requiring further detail. Elements from the previously presented Manly DMP, by the Manly Business Chamber should be reviewed and pulled into this document. As key property stakeholders, we are adamant that the Manly Beach brand remains the hero for the beaches as a destination. The Manly brand should be utilised to encourage bookings for Manly and beyond, rather than diluted. General points: Should changes in operation be made to Hello Manly Information Centre, to encompass Northern Beaches businesses, the cost of operation should be apportioned to all commercial rate payers, rather than solely the responsibility of the Manly CBD rate payers. Manly, as a destination, should have allocated and experienced staff with a relevant budget to facilitate social media content along with paid, targeted advertising, which includes and allows for the promotion of specific businesses. It is essential that marketing is focused on increasing spend and length of stay, whilst informing and encouraging visitor bookings prior to arrival. A guaranteed timeline for completion and execution of the Manly Place Plan should be included. Additional activities such as a Surf Museum should be considered, which embraces the essence of the Manly Village, and offers an all ages, all weather experience. Some markets and categories have very little focus throughout the plan, and should be elaborated on further: Food and Beverage, Retail, furthermore, International Students, who have previously generated \$20M annually within Manly, barely</p>

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	receives a mention. It is essential that this category is expanded. The suggestion of a Tourism Taskforce, whilst appreciated, needs to be facilitated at no cost to operators to ensure its success and even participation.
187	<p>1. Narrabeen Lake is missing on the iconic items of the NB, but Manly Dam is present.</p> <p>2. The "measuring success" section seems a bit thin, it does not say what you would call a successful outcome in e.g. 1 year, 2 years, 5 years. But just says how you will gather data... would you aim for e.g. an x% increase of X visitors by x time (assuming COVID is managed etc.). Good luck. Looks like it's time for me to move away from this quite serene location.</p>
188	Thank you so much this is amazing!! So excited to be closely involved with NBC, I admire what you guys do immensely and worked with a few of the team during Avalon on the Green 2019 which I conceptualised and organised with my team (including your next level awesome bro in law!). I feel really strongly that our business is a great fit for the area and we are determined to run it as committed community members. Thanks again for getting in touch and I'll get onto the training sessions.
189	<p>We run a [REDACTED] and pick up a lot of clients from Manly. The only wharf to pick up from is not very yacht friendly, very hard loading and unloading passengers at low tide and strong Southerlies. Would it be possible to build a wharf in front of the old aquarium that was more suitable for smaller commercial and private vessels to pick up and drop off passengers safely. They could do so without having to pass in front of or near the Manly ferries and fast ferries. [REDACTED] My opinion is that our "vibrant local community" with the 'enhanced and extended opportunities for a sustainable tourist economy throughout the Council area' will be soon a crowded, frustrating place with constant traffic jams where parking is impossible and even the locals will think twice before they visit any of the Northern Beaches events (especially in Manly). Oh, what am I talking about? This won't happen. It is already happening. Let's see how are the weekends? I cannot go to the nearest beach on a sunny Sunday unless my husband drops us off with our beach gear because it is impossible to park. I have trouble getting to Warriewood Square to do my weekly shopping on a Saturday because the traffic in the direction of Palm Beach is bigger during weekends than on any weekday (sorry, I work full time and cannot do it during the week). I feel this Destination Management Plan has nice words only, how we (as a Council) can do as little as possible without spending much, focusing on marketing and relationships only. The basic thing is that we cannot bring more people to the Beaches without improving public transport. Yes, public transport again. The parking places never will be enough and we don't want to bring more cars to our roads which have limited capacity. As a local, I do enjoy B-line to the city and back and the commuter car park but I haven't been in Palm Beach for years due to the traffic, lack of efficient public transport, and parking places. And we do not want to increase the car traffic on Barrenjoey Road, do we? Then we have to increase public transport and encourage people to live their cars outside of the area. Manly is another nightmare. We know that we have problems with drinking and driving people. You could have shuttle buses going around Manly constantly, stopping at bus stops, parking places, at the wharf, along the beaches at a few places. There never ever will be enough parking places at Manly unless cars fly. Dee Why is not mentioned in the study while we know that it is a popular place as well with big events. While parking capacity is a bit better at the Dee Why Beach car park, it reaches its limit if there is an even. Improve public transport with a real network (!) with</p>



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	very frequent (!) bus service. Create parking places outside of the busy area and connect them to the popular destinations by public transport.
190	<ul style="list-style-type: none"> <li>• Have a tourism business register facilitated by council. This register will outline activities, accreditation's, driver's authorities, bus operator accreditation, qualifications of lead staff members, insurances and business registration requirements for business operating tourism businesses in the local area. All tourism business must apply to operate in the council area.</li> <li>• The register is a place for consumers to search for quality providers and also a way for the council to set a high benchmark for operators in the council area.</li> <li>• This will ensure quality providers and safety of the visitors. Also all visitors will be covered by insurance if there is an incident with a tour provided.</li> <li>• Safety is a key buying factor so a high quality benchmark of tour operators will attract more visitors.</li> <li>• Sustainability is key. Council can aim to get the area accredited as an eco tourism destination with eco tourism Australia.</li> </ul> <p>Congestion is a serious issue for high traffic areas. For example Cabbage Tree bay swimming clubs have exploded and now have very high swimming numbers through more hours of the day. Also the surf club also runs training drills in the Aquatic reserve very regularly through summer.</p> <ul style="list-style-type: none"> <li>• I propose a designated swimming/training/exercise channel in the middle of Cabbage tree bay to manly beach and a designated snorkeling channel on the sides of the bay where most people snorkel. This will help all users of the bay have access and avoid each other. At the moment all snorkelers need to be on high alert as swimmers pass by constantly. Collisions can cause injury and the natural experience is impacted as snorkelers need to dodge swimmers. The number of swimmers and snorkelers is only going to increase. Each users group can enter each zone but the swimming channel swimmers have right of way. Swimmers can go into the snorkel zone but snorkelers have right of way. Like the bike paths. Consulting with the swimming groups could create a swimming code of conduct set of rules like for surfing? There is an unwritten set of rules in the water, which is to avoid other people in the water and to not swim into people but it seems not all people have been taught this. Education needs to be the solution to manage the users of the area. Most people are compliant so you will get high uptake of people following the rules to help the issue. There will be people who will defy anything but it will be a small minority.</li> <li>• Boats should be banned from Cabbage Tree Bay unless there is serious weather and they are seeking refuge. At the moment boats anchor very close in the bay causing threats to swimmers and damage to the sea floor on days when weather is not dangerous. The biggest danger is a swimmer getting hurt by a boat.</li> </ul>
191	I'm in hire car business, since last March my business lost 100%. At the moment I get jop keepers payment till March. But my business completely dead.
192	I would like to see the manly visitor centre display my tour brochures and book my tours without the ridiculous fees involved.
193	Thank you for putting this plan in place and letting us locals have a say! The plan is put together very well, with a lot of thought and research going into it. Unfortunately for me the council is still overlooking one of the fastest growing sports on the Northern beaches, a recreation sport and a family one too.....Mountain biking. This fantastic community-based sport is forever being at the bottom of the list when it comes to council management and funding, yet to the mountain bike community on the beaches it is by far one of the most accessible things to do, instead of going to the beach. If you look at all the amazing trails on the Northern beaches and the

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	<p>abundance of National parks, we are so lucky! From a pure tourist's point of view of the Northern beaches all they see in the brochures and websites and information centers is water and sand. Yes, we do have an amazing amenity on or doorstep, world class beaches, but if you look at a map from Manly to Palm beach with 'satellite view' in Google you can see the number of parks, reserves, and bush, all full of mountain bike trails and hiking trails, an amenity that is seldom advertised. Let us take Manly dam for instance, a superb piece of real estate, a 10 minutes' drive, Taxi, Uber or a 30min bus ride from Manly wharf. A beautiful place to go for a swim, a walk, a trail run, take the kids to the new playground, BBQs to rent out for that special event, you can also go mountain biking on the 10km loop around the dam itself. Even with all these things you can do there, it is still not being used to full potential. Narrabeen lake a few kms North is a perfect example of an amenity that is being used to that potential. Yes, it is a larger water mass but what it offers the tourist if they were to venture up that far, is kayaking, paddle boarding, boating, bike hire, walking and cycle track, fishing and canoeing. Most of these activities are being supplied by local vendors and are a valuable commodity In the Narrabeen area. From this viewpoint, why can't we make that same product work for Manly dam? Imagine using it a destination, a place where those same activities mentioned are offered with quick and easy access to Manly. What about a direct shuttle bus line to the Dam? Getting back to the mountain biking. You should look at the towns around Australia where council has embraced this mountain biking phenomenon. Derby in Tasmania, Dungog and Cooma in NSW and many more have seen the revenue potential and an amenity that can be shared by all. Manly dam could be that same MOUNTAIN BIKING DESTINATION. With over 30kms of trails, together with Garigal national park, with such diverse terrain for all skill levels and beautiful views of Sydney, its an opportunity not to missed! As a tour operator in Collaroy, it would be incredible to see some if these ideas come to fruit, it cannot be all about the wonderful beaches.</p>
194	<p>Since Covid commenced, my largely outbound (international) Travel agency based on Northern Beaches has suffered considerably. I have been spending the last 12 months considering how I can pivot and I am looking to use my 25 plus years in the Travel and Tourism industry to pivot into a DMC (Destination Management Company) and specifically for the Northern Beaches. As a DMC I would promote all areas of Tourism from accommodation, experiences, dining, tours, transfers and Events. I would love to discuss this idea with you and how I can move forward with my business plan. I am still operating as a Travel agent however I have to ability to sell immediately travel and packages to Northern Beaches. I would need some guidance in looking to explore the exposure interstate and if there is funding from council to support this type of business.</p>
195	<p>I have been reading the Draft DMP with great interest. I have been working as [REDACTED] for the past 17 years working with high end holiday rentals at Palm Beach and would like to add any input that I can to this DMP. Tourism has so many invaluable ways to grow and we can learn a lot from other Councils as to their successes. If I can please be added to any further forums I would look forward to the opportunity of being included in these discussions and the future of tourism in the area.</p>
196	<p>[REDACTED] is a network of local wedding venues and suppliers and my purpose is to support their business and drive enquiries by promoting the NB as a wedding Destination. I do this via several channels including an online wedding directory, exhibiting at larger wedding expos, social media and coordinating local wedding showcase events. I have highlighted a few points from the plan and</p>

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	<p>have some questions on how the plan could help support the [REDACTED] and our events when we get to run them again.. I would love for [REDACTED] to get more involved with our tourism and also see what support could be offered in return to help promote the website and our wedding showcase events. These are all free for guests to attend and are a huge way of promoting the NB as a wedding destination, whilst supporting local wedding venues and events. The biggest concern we have with Covid and what is keeping us in a holding pattern is getting an event together, promoting and spending on advertising then having to cancel due to lockdowns. I have also found there is a real gap on where we could be advertising the events, and the support of NB tourism would be a great collaboration as they go hand in hand.</p>
197	<p>Better infrastructure in place before expanding the draw of domestic and international tourism. I have worked and own a business in the maritime industry and have been involved with hospitality and eco tours for over 30 in Pittwater and Broken Bay, currently there is no provision for commercial vessels and the onslaught of more and more private vessels with less public space is a major impediment to expansion.</p>
198	<p>Thank you for preparing the Draft DMP inclusive of the COVID Recovery Plan. By way of background [REDACTED] as well as a lifelong resident of the Northern Beaches. It is an understatement to say that my drive for showcasing our slice of paradise to the world is strong and my wish for the medium term is for the Northern Beaches LGA to be a thriving precinct for residents, visitors and wildlife whilst also being a model case for the management of a socially led economic COVID recovery. The DMP and CRP are both an excellent start in shaping the medium term plan of action. I would seek to highlight some key areas of focus that will make the recovery and plan meaningful today to visitors, businesses and residents alike. For the purpose of this submission it should be noted that I seek to wrap residents, businesses and visitors together as beneficiaries, as, many residents are employed by, or own, local business. These beneficiaries will wish for greater amenity and will also have friends and relatives visit from time to time. Splitting these beneficiaries as individual stakeholder groups is dangerous as it undermines the concept of community- the strongest binder of common goals we have. 1. Time. a. Start yesterday. The economic cost of waiting to implement some of these changes and goals is vast and local business simply does not have the balance sheet to hold on for delayed bureaucratic process. b. Direct action in the short term is going to have a far greater net positive impact than delayed approval for plans as outlined in the DMP and CRP. c. Measure in days. Businesses are currently measuring their runway in days, not months or years and council should adopt the same pace if it wishes to maintain the services of business to facilitate the recovery. 2. Council unity a. The council must work as one unit in creating an investable precinct. Specifically, the interrelation between the goals and pace of the Tourism and Placemaking team versus the backlog and slow process of the Property team is perhaps the greatest inhibitor to action we have. Slow paperwork and hazy subjective decision making within the Property team is no way of creating an investable precinct. b. Council amalgamation need to be a thing of the past. You are the Northern Beaches council, not 3 councils. I am constantly getting referred between Manly, Warringah and Pittwater council business units and this simply has to stop. The council must remember that they are tasked with catering for the beneficiaries and must ensure their process and mindset is conducive to the betterment of the community as a</p>

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	whole. 3. Cashflow boosts a. Significant and swift relief of rates and taxes needs to administered to vulnerable business. Noting many businesses have lost all or most staff, paperwork and processing volume should be kept to a minimum.
199	Stony Range Botanic Gardens of Australian Bushland Gateway To Dee Why • Officially opened in September 1961 • Federation Cascade opened in 2001. Area: 7 Acres The area is of special interest to Native Plant lovers and overseas visitors to see the variety of Australian plants and trees. Features: • Surfaced paved walking tracks as well as primitive walking tracks. A sensory paved circular track developed for handicapped visitors. • Great diversity and variety of Australian trees and plants. Highlighted by a Rainforest walk. • Two areas dedicated for children, one for small children called "Magic Circle", the other for older children called "Secret Hideout". • Picnic area with Gas BBQ, water and seating • Parking area for cars and buses. • Native plants on sale from the onsite nursery on Tuesdays and Saturdays. • Covered stage area for concerts and events
200	Yes I think these initiatives will help businesses rebound & recover. Regarding ideas, I've already made a suggestion to council about another way to help businesses like mine specifically, but the feedback I've had so far suggests it's not going to get approved.
201	Professional tour guides are continually dealing with passengers, cruise ships, airports, hotel, luggage etc as part of our daily work. I think it would be a shame not to include their experience when looking at plans that involve visitors, transport and accommodation to the Northern Beaches. You could contact [REDACTED] to get their perspective, or please feel free to contact me via this email address or on my mobile.
202	In my experience organising 'group' tours to the area have not been easy for a multitude of reasons. As an FIT destination, it is quite good, as people can come and go as they please, but anything regarding multiple people is complicated by: - Suppliers offers are not considered with regards to other offers. You need to wait around and kill time between activities - there is no one coordinating activities in the area, so it requires multiple phone calls - busses find it particularly hard to park - signage and information about the area is scant - residents are opposed to travellers in the area (unless it is to take over their Air BnB property in which the money goes into their own pocket. - Anything organised by suppliers not from the area, is opposed to - there is no central or online booking facility - Funding focuses around Manly and Palm Beach I see in this draft that many of these points are considered and look forward to some of the points being included. Just a little correct, the International Dark-Sky Association is IDA not IDSA.
203	Hi there.. There are many good ideas. But something that will really help the local economy, is creating a stronger night life for TOURISM and locals, this will create more work for anyone from hospitality industry, traders, food suppliers (so all the chain up to farmers etc. ) artists, our local breweries and so on.... Tax and gst in the pocket and real money for real people... First of all you should close the main roads in front the beaches (where possible) .. Definitely in Manly and Dee why) and let local businesses, including new ones, using these new areas to set up tables or just using them as a court yards where you can drink or eat, while watching artist performing music. Exactly As happen in Europe or US.. Check Barcellona, Maiami etc... This is one idea.. Good?
204	I just wanted to reach out to say I think this is a fantastic initiative and I hope it helps our tourism on the Northern Beaches. I know from listening to clients over the years how difficult it is to get day trippers to the northern end of the beaches. Also, so many

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	businesses struggle during the off season, no matter where they are located on the beaches. It's so refreshing to see you are focusing on the whole of the Northern Beaches as a destination of choice and a single destination website, not just Manly. I'm sure you are receiving plenty of quality feedback from tourist operators first hand, so I'm probably not of any assistance in that area, but please don't hesitate to contact me if you think I may be of help in any way. Well done, I'm looking forward to see it all come to fruition!
205	<p>After sleeping on it, I have one more thing to add to my previous submission. I'm hoping you can see from my contact details which submission that was an put them together.</p> <p>I didn't actually say how my work engages visitors. I work as a mountain bike skills coach - teaching people to the basics of how to ride bikes safely and skilfully so they can enjoy their time out there on the trail. I don't think the council understands how coaching works and what kind of facilities are needed (e.g. skills parks) to support these kind of business. Nor do they understand what it means for impact on other trail users that are not participating in a skills session or a guided tour. This is an understanding quite quickly, so everyone is on the same page. Also, at the moment it is not easy as a mountain bike guide or coach to get permission to use trails or grass 'gravel areas for coaching. Some businesses have managed to get permission for some areas and others are told things like "well, that was a one off for that business and it shouldn't have happened". This red tape needs to go so there is fair and equitable access.</p> <p>By understanding how coaching and guiding works, formalising the trail network and filling in the gaps where infrastructure is missing it lowers the barrier of entry for visitors to a mountain bike experience. This could be a beginner/first time experience through a guiding company or an advance experience where riders from out of town can follow easy to follow maps and trail signage. Once people of all different appetites for mountain bike adventures realise how easy it is to have an amazing experience riding off road on the Northern Beaches, mountain biking becomes part of "the sum of all the stories about the destination and the experiences visitors have during their stay. It is a perception of 'place' that lives in the mind of the visitors" that keeps them coming back for more!!!!</p> <p>(For the record. During the first covid lockdown I joined an online group that mapped out a Northern Beaches challenge to ride about 80% of the good/decent single-track North of the Spit Bridge. It took 10 weekends in a row for advanced riders to get through it all once doing one fast paced half day ride per weekend. My point is there is plenty out there to bring people back for more. We need to cater now to the beginner/intermediate riders with new facilities so they can join in too)</p>
206	<p>Since COVID, there has been a marked decrease in competitive, 'drive to' team ball sports, and a major increase in unstructured, social 'from home' recreational activities. This was most notable regarding all forms of bicycling- an increase of 300%. This has resulted in a global shortage of bicycles, and hundreds of new bicyclists, all looking for places to ride... And of all bicycles sold in Australia, over 75% were mountain bicycles, designed to be ridden on DIRT, single track trails. The N. Beaches- with it's heavenly hills, natural environments, proximity to the ocean, and opportunity for connectivity through bushlands and along waterways to partner and link trail networks to other LGA's- is in a prime position to become the premier destination for mountain bicycling in Greater Sydney.</p>



	Comments/Submission
	<p>1) Build mutually beneficial partnerships which would facilitate links and bridging transport options</p> <p>a) Why aren't local bus companies having their busses fitted with bicycle racks?</p> <p>b) Promoting the use of bicycles to raise visitor and resident awareness of alternate ways of moving around the beaches other than private cars</p> <p>c) Overlap with Tourism and place attachment: a brilliant network of safe cycle ways- or a stunning road cycling route like Mac Carrs Creek(and more)- or purpose built mountain bike trails networks through natural environments or navigable walks which link to other walks or take in specific local features will become defining area attractions in and of themselves. Partner with Central Coast Council and develop mutual mountain bicycling opportunities via the ferry from Palm Beach. Establish shuttle bus companies which can collect riders and shuttle them to trail heads thereby reducing private car use. Link up with mtb trails networks in Kuringai, Hornsby, Lane Cove etc.</p> <p>2) Get on board with E-Bikes!</p> <p>With the soaring use of e-bikes, the hills of N. Beaches are no longer an excuse!? E-bikes mean that your aging population can continue benefitting from cycling deep into their eighties... There does not seem to be an understanding in LGA plans of the huge range of distances which can be quickly and efficiently covered by using a bicycle. So, extensive linking cycle networks of 25 - 100km or more should be integrated to access transit hubs and features - via linking paths and purpose-built dirt mtb/walking trails.</p> <p>3) Lobby to disallow obstructive NSW State cycling regulations:</p> <p>Footpath riding in NSW is illegal. If local police are in the mood for an anti-cycling day, they have legal state censure to fine anyone, 16 years or older, who is cycling on a footpath. With a meteoric increase of new 'COVID Riders' systemic state obstruction of cycling in NSW needs to be urgently addressed, and all draconian, petty cycling regulations and extortionate fines of March 2016 permanently disallowed. Otherwise, great local strategies to encourage cycling (and walking) like this, are basically pointless. NSW State has undermines its own active transport initiatives by maintaining these cycling specific regulations &amp; penalties.</p> <p>Safety' lacks any credibility to the mainstream cycling community due to police bullying, NSW anti-cycling regulations and extortionate fines, intolerant driver behaviour and zero driver education regarding vulnerable road users, political black holing, and very biased media coverage which always blames cyclists for road incidents while making calls for bicycle registration.</p> <p>4) Do not marginalise mountain bicycling trails under a 'Nature-Based Recreation Strategy.'</p> <p>It means that millions in funding will be allocated to concrete or asphalt paths for a mere 25% of all people who actually ride, while the screamingly urgent needs of the other 75% of riders will be deferred (again) and lumped with vehemently anti-cycling minority NIMBY / Environmentalist groups and biased land management organisations who will see to it that mountain bicyclists continue to be marginalized. There are already discriminatory practises, sparse, over-used and confined facilities, trail closures and impermanent 'unsanctioned' riding areas that nobody wants to care for because they could be taken away or demolished at any</p>



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	<p>time. While those who appoint themselves as sole custodians over our bushlands research 'scientific' ways to justify landlocking out all bicycle use within local natural environments. This results in reactionary illegal trail building, all these factors percolating into an exceedingly toxic environment being crafted for mountain bicycling in Greater Sydney. However, as is the case with this document, one of several systemic disconnects I see is the way in which mountain biking is separated from road cycling- like the vagabond 'poor cousin.' People who ride, do so on the road, in the bush and they also walk. Why treat mountain bicyclists as offenders and indulge in political 'Activity Apartheid?'</p> <p>Don't landlock humans out of the natural environments that their taxes pay for. Nobody is going to be interested in conserving anything if they are constantly told the planet is dying, humans are a plague and therefore must be barred from 'impacting' fragile nature all while 'special rights and privileges for select groups' are granted.</p> <p>5) Create Public Open Spaces which are accessible, protected and enhanced:</p> <p>Suburban third places like pump tracks for adults and youth to play are an invaluable asset to good mental and physical health outcomes. They should be accessible without necessitating the use of a private car, so that local youth in particular, can get there independently, on their bikes!</p> <p>6) Adapt People and places to climate change and future shocks and stresses:</p> <p>The more use of bicycles there is, the better- since Climate Change activism is aiming to outlaw/disinvest fossil fuelled cars/power, not many people will be able to afford the imposition of 'new improved' electric cars. Let alone the toll fees on yet another NSW state vanity project tunnel. For a mere fraction of the time and money spent on motorized transport infrastructure, a network of continuous cycle paths and strategically-placed bike sharing stations could be established in Sydney in just two years. That's an immediate and cost effective solution to traffic congestion and personal health. Billion dollar eight lane freeways will crawl along as they do today in just 5 years' time. Like it or not, the long term answer lies in choosing to find a cheap and efficient way to avoid using any motor vehicle- particularly for short trips like getting to and from schools.</p> <p>7) Reduce Exposure to natural and urban hazards- and manage heatwaves and extreme heat:</p> <p>While some paved paths are necessary, there are also strong research &amp; related trends towards 'de-paving.' Review some of your strategy plans in the light of this.</p> <p>a) Dirt paths and single tracks do not smother soil ecosystems or create hard barriers.</p> <p>b) They also do not emit heat and CO2 like concrete, astro turf, softfall and asphalt do.</p> <p>c) They cost a fraction to build compared to the invasive construction processes of concrete paths.</p> <p>d) They also facilitate 'desire lines' whereby communities can evolve dirt paths to reflect what they want and need- not what urban authorities and construction firms IMPOSE on them and their natural &amp; built environments.</p>

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	<p>8) TOURISM:</p> <p>Cycle tourism, bicycle events &amp; recreational cycling inject much-needed additional revenue for local and regional businesses. A bicycle is the most cheap, fun and efficient way for any visitor to explore with. The city of Adelaide, for example, receives a major economic boost, to the tune of \$47.9 million, thanks to the Santos Tour Down Under.</p> <p>Dorset Council in Tasmania : Tim Watson, Dorset Council GM, 2017 "Our estimates are that we are experiencing in excess of 30,000 visitors per annum to the trails. The impact on the Local Economy (Dorset) is estimated to be between \$15mil and \$18mil per annum and for \$30mil for Tasmania in total."</p> <p>WELCOME DOG OWNERS !!</p> <p>Open More beaches &amp; Specific paths, water courses and dirt trails should be identified and promoted for walking and cycling with your dog off leash. And the same should apply for our vast, inaccessible National Parks. It is hypocritical that carelessly bulldozed fire trail roads allow 3500kg+ vehicles for land management- yet you are treated like a criminal because you own a dog and like to walk with it in a natural environment. This is petty over-regulation, and self-righteous green-taping at its finest</p> <p>9) DON'T EXCLUDE YOUR LOCAL COMMUNITIES!! Work with mountain bicycle clubs and their individual riders to educate new riders about the natural environment and how to build sustainable trails. Engage in a series of Beaches Council Skills Clinics to teach people how to ride. There are thousands of new 'COVID Riders' and this is why there has been a marked increase of injuries on trails- they think they can ride it, but they can't- and because there are no difficulty graded mtb trails or easily accessible pump/jump tracks that allow skills progression, people are injuring themselves!</p> <p>10) BUILD EXTENSIVE, PUBLIC TRAIL NETWORKS:</p> <p>Trails through natural environments are excellent capital expenditure. The ROI for any local regional economy is major and includes higher property values, good lifestyle and mental health outcomes, environmental awareness/appreciation, sense of belonging &amp; meaning etc etc: it's the non-measurables, which deeply influence the measurables.</p> <p>Incorporating user needs and requirements at the design stage for trails is important as it can reduce ecological impacts and the potential for social conflict (Moore,1994). The design of trails to accommodate different skill levels and desires of mountain bikers can avoid user disappointment and dangerous situations (Cess-ford, 1995). Environmental damage can be reduced with appropriate trailsiting, design and management (CALM, 2007; Goeft &amp; Alder,2001; Lathrop, 2003; Marion &amp;Leung,2004). Also providing some trails with jumps, steep sections and obstacles can lessen the impact of people creating them informally elsewhere (Goeft&amp; Alder,2001). The physical aspects of a trail are also important for sustainable trail design, including taking into consideration cross slope, soil types ,aspect, exposure, climate, use and maintenance (Beneficial Designs,1999; IMBA, 2004; Marion &amp;Leung,2004). In Western Australia the management strategy is to provide a continuum of mountain trail user difficulty in selected areas so that riders can select the type of trail that best suits their skill level and personal riding preference. This includes the initiatives developed by the Department comprising a track difficulty rating and a compatibility matrix for grading trails based on information from IMBA (2004)</p>

	Comments/Submission
	<p>and Whistler Trails Standard(<a href="http://www.whistlercycling.org">www.whistlercycling.org</a>) (CALM, 2007). It is important that such information be made available to users so they can judge the suitability of the trail in accordance with their abilities. Such an approach is similar to the system used for ski slopes(CALM, 2007). Sustainability criteria developed for managing mountain bike activities in Western Australia clearly specify trail planning, design and maintenance(Davis,2015; DPaW,2015). For example, trail designs need to be consistent, i.e .trail width and vertical clearance, to ensure that the whole trail is suitable for intended users and there are no sudden changes in terrain or obstacles on a trail intended for inexperienced riders(Beneficial Designs,1999). Such consistency is important as a trail that starts as easy and ends up being very difficult can lead to safety problems. To resolve safety issues that may require a significant management response if there is an accident , information can be provided at the start of trails indicating if sections of the trail are difficult to complete. Such advice can emphasize that if the rider finds it difficult to complete initial sections they should not attempt to complete the remainder of the trail.</p> <p>D. Newsomeetal./Journal of Outdoor Recreation and Tourism 15 (2016)26–34 28</p>



18 February 2021

Destination Northern Beaches  
Northern Beaches Council  
PO Box 82  
MANLY NSW 1655  
via: [council@northernbeaches.nsw.gov.au](mailto:council@northernbeaches.nsw.gov.au)

Dear Sir/Madam,

**Re: Northern Beaches DMP submission.**

We write this letter to provide feedback on Northern Beaches Councils proposed: Destination Management Plan.

We would like to see the proposed document adjusted to include specific timelines, budgets and a marketing plan. As it currently sits, it is more of a skeleton framework, requiring further detail.

Elements from the previously presented Manly DMP, by the Manly Business Chamber should be reviewed and pulled into this document.

As key property stakeholders, we are adamant that the Manly Beach brand remains the hero for the beaches as a destination. The Manly brand should be utilised to encourage bookings for Manly and beyond, rather than diluted.

**General points:**

Should changes in operation be made to Hello Manly Information Centre, to encompass Northern Beaches businesses, the cost of operation should be apportioned to all commercial rate payers, rather than solely the responsibility of the Manly CBD rate payers.

Manly, as a destination, should have allocated and experienced staff with a relevant budget to facilitate social media content along with paid, targeted advertising, which includes and allows for the promotion of specific businesses.

It is essential that marketing is focused on increasing spend and length of stay, whilst informing and encouraging visitor bookings prior to arrival.

A guaranteed timeline for completion and execution of the Manly Place Plan should be included.

Additional activities such as a Surf Museum should be considered, which embraces the essence of the Manly Village, and offers an all ages, all weather experience.

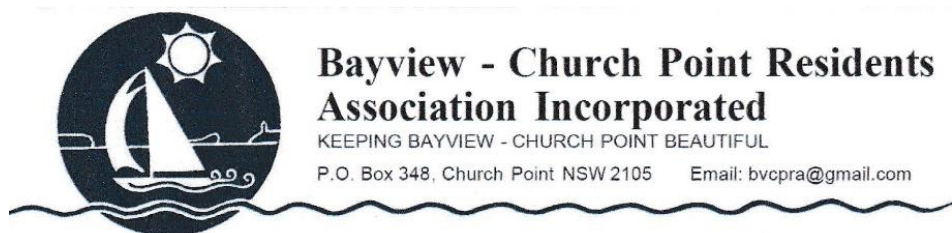
Some markets and categories have very little focus throughout the plan, and should be elaborated on further:

Food and Beverage, Retail, furthermore, International Students, who have previously generated \$20M annually within Manly, barely receives a mention. It is essential that this category is expanded.

The suggestion of a Tourism Taskforce, whilst appreciated, needs to be facilitated at no cost to operators to ensure its success and even participation.

With all the above points taken into consideration, we would like you to accept our formal submission.

Yours sincerely,



12 February 2021

[council@northernbeaches.nsw.gov.au](mailto:council@northernbeaches.nsw.gov.au)

To whom it may concern:

**Re: Have Your Say: DESTINATION NORTHERN BEACHES.**

Bayview Church Point Residents Association thanks you for the opportunity to comment on the draft DESTINATION NORTHERN BEACHES Management Plan. It is noted that the plan highlights the importance of sustainability. BCPRA would appreciate advice on what provision will be made for assessing the impact on northern beaches residents as the plan is finalised and implemented. We will be happy to be engaged in further discussions.

Sincerely,





The Palm Beach & Whale Beach Association Inc.

[www.pbwba.org.au](http://www.pbwba.org.au) | PO Box 2 Palm Beach NSW 2108

## COVID RECOVERY PLAN & DESTINATION NORTHERN BEACHES: CREATING A SUSTAINABLE VISITOR ECONOMY 2021

### THOUGHTS FROM THE PALM BEACH & WHALE BEACH ASSOCIATION FEBRUARY 2021



***Tourism/visitation strategies must be respectful of both the Community and the Environment.***

Achieving the correct balance between residents, the environment and business/livelihood is paramount and very delicate. In the end, we will all suffer if we get it wrong. Council's DESTINATION NORTHERN BEACHES document recognises that there is resistance from residents in the area to promote the Northern Beaches for further large scale business/tourist activity. The scope of this project has to be of a truly sustainable scale. Sustainability must refer to the physical/natural as well as the cultural/social environments. The amenity of the area must be maintained (or better still improved) which is the very thing visitors are drawn to.

This document highlights the difficulty of planning for the Northern Beaches LGA as a whole, as this is such a large area broken into five wards, each ward with its own characteristics. In particular the northern end of the northern beaches (Pittwater) has unique geographical characteristics and a delicately balanced environment. It is valued for many reasons: it is seen as clean, green, safe, peaceful and relaxed. It has spectacular scenery, world class beaches and waterways, is accessible to everyone and enjoyed by all age groups.

### NBC COVID RECOVERY PLAN

PBWBA supports the continued implementation of the Council's COVID-19 Summer Action Plan for Outdoor Public Spaces. This plan must continue particularly on weekends, public holidays and school holidays while ever the pandemic continues.



## **Palm Beach and Whale Beach - Observations during various lockdown periods.**

- *most visitors are families and small group "bubbles".*
- *social interaction and mental health well being are as important as physical health*
- *just seeing or being in/on the water/ocean is very therapeutic in times of stress and anxiety.*
- *visitors from the NB LGA and outer suburbs (1-2 hours drive away) and Central Coast arriving via ferry predominate.*
- *a drive with family or friends is back!*
- *an area with water/ocean access for off-leash pet dogs is desired by many residents and visitors*
- *outdoor activities in open spaces, parks, beaches, for exercise, picnics, bbqs, quiet reflection, reading are very popular. Walking. walking, walking!*
- *increase in jetski and boat usage means management and infrastructure pressures on waterways.*
- *Maintaining public access to Pittwater for personal water craft activities (eg canoe/kayaks/supps), walking and swimming is important.*
- *The pandemic is expected to continue for much longer and international visitors will not be back for at least another year. Uncertainty prevails.*
- *Increase in residents working from home and staying at home*
- *Increase in permanent use of holiday homes by owners*
- *very limited long term rentals available*
- *very limited supply of homes for sale*
- *The constant description of "The Avalon Cluster" tainted the whole of the Northern Beaches.*
- *The effect of the 3 week lockdown over the peak Christmas trading period was catastrophic for the local economy - and not just hospitality and tourism - water taxis, massage, beautician, boat hire, surf schools, retail, cleaning, laundry, florists, babysitting, party hire, celebrants and a myriad of associated small businesses etc etc etc were all severely impacted and many are still struggling.*

## **DESTINATION NORTHERN BEACHES: ALTOGETHER EXTRAORDINARY**

The Northern Beaches is a valuable tourism asset for Greater Sydney and more broadly NSW and Australia.

The Northern Beaches is an extraordinary destination offering world-class beach and bushland experiences with vibrant villages that reflect a contemporary coastal lifestyle.

Great care must be taken to ensure that tourism/visitation strategies are respectful of both the Community and the Environment.

PBWBA supports Council's goals which are as follows -

1. Build awareness of a single, unifying identity for Sydney's Northern Beaches
2. Transition from day-visitors to overnight visitors and encourage greater regional dispersal
3. Increase yield, length of stay and repeat visitation
4. Address seasonality - increase visitation during low and shoulder seasons
5. Build awareness of a single, unifying identity for Sydney's Northern Beaches
6. Build a resilient and capable tourism industry and strengthen and enhance collaboration
7. Respond to COVID-safe practices and resulting market trends, desires or expectations.

## **FOCUS ON THE WORD "VISITOR" NOT "TOURIST"**

**DESTINATION: PITTWATER WARD (PITTWATER)** Don't be afraid to use the word "Pittwater" - far more meaningful and descriptive than "the northern northern beaches"!

## **SO MUCH ANGST ABOUT PARKING & TRAFFIC!!!**

**Barrenjoey Rd ends in a cul-de-sac!**

**While creating a sustainable visitor economy we must -**

- manage low key, "gentle footprint" visitation
- protect the environment both land and sea
- protect the Pittwater waterways
- embrace technology, online platforms, social media, QR codes, apps
- provide & maintain infrastructure
- protect the unique natural character of the seaside villages
- make moving around easier, safer, more sustainable
- acknowledge and promote the indigenous connection and history of the area.
- reduce the pressure on both Palm Beach & Manly by raising the profile of attractions in between and not just in summer.
- manage recreational and open spaces for the public so that they are not monopolised by large commercial or private events

## **CREATE A BRAND**

Use the Coast Walk, Manly to Palm Beach, to promote the Northern Beaches as a whole and create a digital hub for information and services etc. This hub will assist locals as well as visitors and can be supported with advertising. As the Coast Walk stretches along the entire length of the LGA there is a wonderful opportunity for visitors to branch off into villages/points of interest along the way - not just Manly and Palm Beach.

**"VISIT NORTHERN BEACHES" Website, social media is essential.**

This would certainly enable a marshalling of resources and provide up to date information for visitors .

Topics could include -

- Events & What's on
- The Ocean & Beaches
- Pittwater Fun
- Indigenous Heritage
- Natural Wonders
- Parks and Open Spaces
- Eat & Drink
- Outdoor adventures
- Wellness & Leisure
- Walking
- Shopping & Markets
- Arts, Culture & History
- Drives
- Family Experiences
- Tours & Daytrips



- Sights to See
- Free Things to Do
- Real time Parking/traffic updates

[www.visitnoosa.com.au](http://www.visitnoosa.com.au) and [www.margaretriver.com](http://www.margaretriver.com) are great examples of vibrant websites.

It must be a true representation of all areas, all types and sizes of businesses and include local "at the coalface" representation.

The Northern Beaches as a whole does not currently have much exposure or impact. It is only places such as Palm Beach and Manly – and this is a very fragmented / disjointed promotion by the tourism / hospitality suppliers. For many strong, viable tourist places, both domestic and international, the major attraction is a region not a specific destination eg The Hunter Valley, The Snowy Mtns, The Sunshine Coast, Tuscany, Provence, The Cotswolds, The Big Sur.

Northern Beaches needs to have a strong identity created and promoted. The destinations (or the Wards) or the town centres and villages eg Freshwater, Dee Why, Avalon, Palm Beach can then be sub brands.

**Include a PODCAST** which visitors can listen to while travelling here. This could be produced by those in the Arts & Culture industry who have been impacted severely by Covid regulations.

The Council website has a lot of excellent information in "Things to Do" but it is not prominent enough and gets "lost". This section could be completely separated into an easier to find "Destination Northern Beaches" section.

## DESTINATIONS

The document re-enforces the concept that there are really only two "tourism" hotspots in the Northern Beaches: Manly and Palm Beach. As part of the push for a viable and sustainable tourism region, strong support must be given to develop attractions away from Manly and Palm Beach.

The document pays minimal attention to many sights/experiences "in the middle" which may help take the pressure off Palm Beach and Manly.

eg -

- Public golf courses - Long Reef, Mona Vale with fabulous scenery!
- Golf driving ranges at Warriewood and Terrey Hills
- Long Reef Aquatic Reserve
- Dee Why Wildlife Refuge
- Tania Park Balgowlah Hts - spectacular views
- Stony Range Botanic Gardens
- Warriewood Wetlands
- Narrabeen Lake and Lagoon and Environmental Centre - walking, bike riding
- Baha'i Temple
- West Head - walks, views, Indigenous carvings
- Equestrian experiences - Terrey Hills
- Public tennis courts
- Mountain bike trails Deep Creek
- Manly Dam

## **TECHNOLOGY**

The Northern Beaches should be known as a "Smart" place to visit by using current and emerging technology to enhance and facilitate the visitor experience. Electronic guided walks / drives are just one example. Re-instate the excellent "Walking Pittwater" app (former Pittwater Council). QR codes are now a way of life and could be used extensively for providing information.

Smart parking technology is essential for sharing limited car parking.

Perhaps the currently closed, Council Customer Service Centre in Avalon Community Centre could be put to good use as a pop up tourist information centre and "Shop Local" or "Buy on the Beaches" hub.

## **ACCOMMODATION**

A major influence in visitation success, as mentioned in the document, is the push to extend the duration of stays and increase the visitor spend (these two are often related). One major restriction in increasing visitor duration is the lack of accommodation – basically of all types. A major focus on increasing the return from visitors must be to increase suitable accommodation – without being detrimental to the fabric of our areas and to the residents (not an easy ask).

Rather than approving even more shoptop housing developments in commercial zones - which would only create even more unnecessary shops - could the possibility of boutique overnight accommodation developments be explored? This would help achieve the aim of increasing the length of stay and support existing and surrounding local businesses.

"Party Houses" and "event" houses located in quiet residential areas - short term holiday rentals whose guests are not respectful of the local community - must be able to be better managed by Council and NSW Govt regulations and authorities.

Currawong Cottages & The Basin camping are wonderful, unique resources which should be promoted as such - especially out of summer.

## **COST OF BEING A VISITOR**

Excluding perhaps a day at the beach, The Northern Beaches is not a cheap place to visit. The document recommendation seem to be targeting the upper "high yield" end of the market. There should also be promotion to attract the more cost conscious visitor and families. Review of parking rates in off season for affordability would be welcome and suggestions for free things to do. Money would probably still be spent in cafes, takeaways, kiosks and retail.

## **"BACKPACKERS" & INTERNATIONAL STUDENTS**

A major part of the current (pandemic aside!) visitor value is the "backpackers" and international students. Whilst not necessarily a big \$ earner, they are critical, in many places, to businesses for employment. Backpackers and international students must be added to our target market.

## **DOMESTIC TOURISM**

Looking at the Pittwater economy, a large % of visitors and \$\$ come from domestic daytrippers who live within 25 kms – this market is excluded from both the research and the targeting. Again, especially for Pittwater, this market must be considered and attracted. VFR (Visiting Friends & Relatives) is a very important sector. This will continue while the pandemic prevails.



## **PALM BEACH/WHALE BEACH SPECIFICALLY**

It is interesting to note from the Council survey (summer 19/20) that Palm Beach visitors predominantly came from other areas of Sydney (62%), while only 23% came from overseas. (Eight per cent each came from interstate and regional NSW.) Visitors tended to be older this year in Palm Beach, with a spike (vs. previous years) in those aged 40-59. The beach was the most important reason (75%) to visit with walks second (26%) [note this is 101%???]. 64% of visitors surveyed stayed overnight with family & relatives, 26% used AirBnB or similar.

Things to do in or from Palm Beach/Whale Beach include - amongst other things - ferries, Currawong Cottages, The Basin, Barrenjoey Lighthouse, "Home & Away", boat hire, seaplanes, whale watching cruises, Hawkesbury cruises, wedding venues, golf, Club Palm Beach cruise + lunch, learn to surf school, paddle-boarding, kayaking, the Coastal Walkway and walking in general, Palm Beach markets, sailing, beaches, swimming and surfing, fishing, cafes and restaurants.

## **WEAKNESSES**

- Limited accommodation options
- Perceived cost and limited parking capacity and traffic congestion at peak times
- Constraints of transport and access to the Palm Beach/Whale Beach area
- Influence of weather and seasonality of visitation
- Limited product experiences for Aboriginal and nature-based tourism
- Limited access to points of interest especially water-based places
- Constraints on recreational spaces and open spaces
- Perceptions of over-tourism
- Concerns of overcrowding and environmental degradation of key assets and attractions
- Increase in boat ownership placing pressure on boat ramps, parking, traffic flow

## **STRENGTHS**

- Spectacular Pittwater, beaches, environment
- world renowned Barrenjoey Lighthouse
- strong Visiting Friends and Relatives (VFR) market
- Coast Walk - eventually Manly to Palm Beach
- The Walkway from the Wharf to the ocean beach is now complete and a real asset.
- Popular weddings and small events destination
- Clean, green. peaceful, relaxed, safe
- suits families and all age groups
- ferry link from Central Coast - huge visitor pool without vehicles.

## **ESSENTIAL**

- Designate the northern Northern Beaches as "Pittwater" sub brand. (Mona Vale to Palm Beach). Easier marketing. Don't be afraid to use the word **PITTWATER!**
- Provide visitor information in Palm Beach itself, especially at The Wharf, Gov Phillip Park, the ocean beach. This should be a combination of digital and "real" signage ie a map.  
Real time traffic and parking info ahead of arrival and continued implementation of NBC Summer Action Plan for traffic and crowd monitoring is essential.

- Gov Phillip Park PoM upgrade essential. "Home & Away" fees must be transparent, set at fair market value and reinvested in the Park itself. Parking should be charged to the film unit and they should not receive free parking passes for the LGA.  
There needs to be an increase/upgrade in public toilets and change room facilities in Gov Phillip Park. Garbage facilities, recycling bins, public amenities must be monitored and cleaned frequently. Mature trees planted near picnic tables for shade. Fit for purpose audit of picnic tables and bbqs as they are well used.
- Urban Night Sky Park: this gets strong coverage which is very concerning as it has not been approved yet. The advantages or disadvantages this will offer for local businesses is unknown. A great deal of promotional energy and budget could be expended for dubious local return.
- 250 000 plus visitors to the Lighthouse annually and increasing. Management of visitors is important. Are the toilets located at the top now permanent? Council & NSW Govt must work cooperatively to manage this area and provide the latest technology for state of the art visitor information.
- There needs to be a strong focus on efficient and easy public transport to Palm Beach. Use Careel Bay for overflow parking at peak times and as a Keoride hub. Could some 199 buses be express from Manly Wharf to the beaches which are right beside the bus route such as Newport, Avalon then Palm Beach? What a great day out - ferry from Circular Quay then straight to the Pittwater Beaches.  
"The Beach Bus" loop from Careel Bay/Avalon (park and ride) to Palm Beach/Whale Beach should be explored. Investigate the use of an electric, solar powered or other "green" powered bus which could be "on show" from an innovative manufacturer? Mid to longterm traffic and parking is likely to become a barrier to the peace and enjoyment visitors seek here. Eventually a characterful hop on hop off public transport must be the solution.
- Active travel should be encouraged between places of interest, beaches, villages, parks etc via footpaths. A footpath along Barrenjoey Rd between Careel Bay and Iluka Rd (south) is required. Wayfinding signs and keeping public pathways and rights of way in public hands is essential. As a start the "Walking Pittwater" app is a very valuable resource and should be rebooted. Encourage residents to maintain scenic streets as per the "Scenic Streets Register" so views can be enjoyed by all when walking along public footpaths.
- There needs to be careful attention paid to parking for the local businesses and residents and providing as much as possible for visitors. Wayfinding signs and real time parking information are essential for an improved visitor experience. Use of smart parking technology for turnover and sharing of limited spaces. Reduce parking rates in off season to encourage off season visitation. Remove trailers, boats etc from streets in commercial and high use areas to allow for turnover/sharing of parking. Pittwater Park parking times should allow overnight parking then be adjusted to (daytime) 4 hours Western side and 2 hours Eastern side using smart parking technology and monitored regularly. The 1P, 2P & 4P zones in the Palm Beach commercial precincts should be monitored particularly at weekends and public holidays.



- There should be more government support for the Blue Highway (ferries) as this will improve transport and accessibility for visitors and the local community. Encourage tours by boat/ferry to explore Pittwater waterways (with bus or Keoride links) and move people off the roads. These could be themed eg art, history, geology etc to appeal to specific groups. It is interesting to note that the luxury French small ship company Ponant has listed the Hawkesbury/Broken Bay as an overnight stop in an itinerary along the East Coast in September 2021.
- State/local Government needs to remove barriers where appropriate to create more accommodation options for visitors. The current lack of options is forcing the growth of the Air BnB style accommodation which causes other pressures on the community.
- Waterways - safety issue of jetskis and swimmers . Are popular swimming areas designated for swimming only eg Station Beach, Clareville so jetskis have to stay away?
- The Pittwater waterway is particularly vulnerable to large craft which contribute to erosion and noise pollution. The mangroves in Careel Bay are of particular concern as a valuable habitat for fish, birds and sea grasses. RMS & Council must work together to manage this.
- Boat charter and accommodation on boats is welcome but caution and community consultation is required regarding approval for moored houseboats.
- Free camping near beaches and waterways has become an issue in many coastal areas - eg Crescent Head, Hat Head, South West Rocks, Byron Bay.  
Is Council alert to this? Are strategies in place to provide sites in appropriate places?
- Ensure that, as far as possible, infrastructure, beach and waterway access, open spaces, points of interest, accommodation and visitor information are accessible to people of all abilities, particularly those using wheel chairs and walking aids. Lets be known as "smart" via technology and "accessible" for all abilities.
- Visitation out of summer is to be encouraged, particularly in winter. Christmas in July?  
Pittwater seems to have it's own microclimate and is often sunnier and warmer than other parts of Sydney in winter.

The Palm Beach and Whale Beach Association is very appreciative and protective of this unique and fragile environment and welcomes the opportunity to work with Council and State Government to preserve the environment while balancing and managing the impact and expectations of visitors, the amenity of residential neighbourhoods and coastal villages and the needs and nurturing of business/livelihoods.

# WEST PITTWATER

COMMUNITY ASSOCIATION

'Destination Northern Beaches'  
Northern Beaches Council  
PO Box 82  
MANLY NSW 1655

[council@northernbeaches.nsw.gov.au](mailto:council@northernbeaches.nsw.gov.au)

Dear Sir/Madam,

## Draft Destination Management Plan (DMP)

### Destination Northern Beaches: Creating a Sustainable Visitor Economy

We refer to the above document and provide feedback from the perspective of our local community, being the Lower Western Foreshore of Pittwater (LWFP).

We note a stated goal of the DMP is to ... *build awareness of a single unifying identity for Sydney's Northern Beaches* and a key objective is to... *encourage visitor spread*, this being with increased overnight accommodation.

The LWFP is unlike other parts of the NBC LGA due to its location, fringed by water to the east and the Ku-ring-gai Chase National Park to the west. As a consequence there is dependence upon water transport (ferry, water taxi and private boats), there being no public vehicle access permitted through the National Park. Furthermore, the residential properties are not serviced by town water (with a few hose-line exceptions) or connected to sewage lines.

Consequently, the LWFP cannot be part of a *single unifying identity for Sydney's Northern Beaches*. Our strong message in reference to the development of this one-size-fits-all DMP to expand tourism accommodation is that such a plan cannot be sustained at the LWFP. There are significant geographical, social and environmental constraints present in this predominantly residential area in bushland. We expand on this below:

#### Access constraints:

- The Church Point public wharf is the principal access point to not only the 170 residences of the LWFP but also the 377 residences on Scotland Island, with the occupants of the total of 547 properties relying for access to their homes upon only about 430 available car parking spaces at and near Church Point. They must be shared with the patrons of Church Point businesses and the public generally. Only 289 Church Point Parking Permit limited spaces are available, while as at May 2019, 449 permits had been issued (being 431 for residents and 18 for non-residents). Note also that the home ownership ratio of 1.8 cars per offshore household is much lower than other areas of the NBC LGA.
- Already the ever-increasing demands of the informal AirBnB accommodation offering in our offshore community and the recently reopened Pasadena accommodation and venue center restrict families from parking to access their homes over popular summer times.



REPRESENTING THE COMMUNITIES OF MCCARRS CREEK, ELVINA BAY, LOVETT BAY AND MORNING BAY  
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- Further growth in accommodation and restaurant/venue center usage with its impact on parking is not tenable.

Service constraints:

- The properties of the LWFP are not serviced by town water (with a few hose-line exceptions), nor are they connected to a town sewage plant. Both water in and water out are managed on each property, which accommodates only individuals, couples or families.
- Increasing the population by provision of more visitor accommodation would result in increased demand on limited rainwater and on sewage output with a resulting adverse impact on groundwater quality.

Waste management:

- NBC is currently reviewing the existing rubbish collection system across the LWFP due to its shortcomings, including overloading in busy times with holiday visitor and recreational boating influx. Pollution proofing (against waste into Pittwater), wildlife-secure and recycle-effective systems are under evaluation.
- Further growth in accommodation and the resulting impact on the rubbish collection (that relies on education of the residents for effective working) is not sustainable with an increase in short term visitors.

Residential amenity:

- The ethos and attraction of the LWFP is that of a small residential community living in harmony with the “quiet” of the adjoining National Park and its unspoilt natural environment.
- Already the communities of LWFP and Scotland Island have experienced disruptive behaviour by short term visitors who do not respect the same quiet intention as the residential community, thus disrupting the harmony of the community. Increasing visitor accommodation will likely cause further disruption to the community.

In summary, we raise our concern regarding any plan to increase tourist visitation to the LWFP due to the potential of significant negative social and environmental impacts on the community.

We appreciate the opportunity to provide feedback on this matter and invite you to contact the undersigned for any further discussion.

Yours faithfully



## Tourism Recovery Plan and Destination Management Plan:

### Notes and Questions:

1. Can Northern Beaches Tourism help support NBWE in promoting the region to the weddings market? How is this below going to be rolled out:

“It is clear that now is the time to further strengthen engagement with loyal visitors and the Northern Beaches’ community of supporters, as well as build awareness of the destination, especially with those market segments who are the most likely to be interested in a visit to the destination. This involves understanding and responding to the interests, motivations and behaviour of our target audience and market segments.”

2. The below is vital to improve NBWE’s online presence and allowing guests interested in the NB as a wedding Destination to be able to source venues and suppliers in one place as well as find out information on the region and other things to do when visiting:

As highlighted above, the use of **online and digital platforms for personal and professional interactions** during the COVID-19 pandemic has increased familiarity with these platforms. The implication is that there is a significant increase in people’s expectations about the use of online and digital platforms for a range of functions, from sourcing visitor information through to online booking. This trend in customer expectations had been rapidly increasing over recent years. It will now accelerate and involve all market segments and demographics.

3. NBWE would love to start creating and capturing Hens/Bucks weekends or tailormade VIP showcase experiences. Are there any networking opportunities to connect with other tourism operators to create bundled package experiences? Where and how could we promote these via NB Tourism?

Another trend that is likely to strengthen is the **desire or expectation for tailored or curated itineraries and experiences** that match the interests, motivations or behaviour of the customer, especially as competition between destinations increases in the aftermath of COVID-19. This could cover special interest or niche markets such as nature-based activities (from kayaking to multi-day walks), health and well-being itineraries and sporting events through to art and culture and food and drink as well as the inter-relationships between them all. This is about enriching and creating remarkable content that brings depth to the experience offer and encourages dispersal within the region.

4. A new idea for my business is to create bespoke itineraries blog posts for VIP Showcase tours and hens/bucks weekends – can these be shared via NB Tourism to generate stronger interest:

*Higher-yield or bespoke itineraries* could be created for potential visitors, with bookings made for a range of services from guided experiences or masterclasses through to accommodation and hospitality. Likewise, local experts would be able to assist in providing local tips and developing more remarkable content for distribution (especially across digital and online channels), such as hints on what to pack, favourite spots or hidden gems.

5. How can NBWE tap into the below to provide options and support for Weddings and guests travelling to attend?

Implement a Visiting Friends & Relatives (VFR) program – **local loyalty + reconnect**

6. Can we build the NBWE showcases into these itineraries as a small scale and boutique event?

Small scale and boutique events, workshops and masterclasses linked to itineraries to increase length of stay

7. How do we get involved in the following initiatives:

1.2 Establish a single destination website and dedicated social media channels that are visitor-centric and offer an easy way for visitors or potential visitors to find out more about the destination.

1.3 Implement a campaign for the local community and VFR market leading to a microsite. Launch Feb/March 2021.

- Develop a remarkable content calendar and create compelling content to bring to life the personalities of the villages, places and precinct. Focus on regional dispersal and raise awareness of COVID-safe things to see through to the solutions to key challenges for visitors during peak periods.

8. I am looking to launch a printed Wedding Directory – is there a way of building this in with NB Tourism, can we distribute it via our tourism centres?

Ensure collateral includes easy to read and easy to use itineraries that profile a range of things to do within specified timeframes e.g. half day, full day, two days. Integrate content from private sector providers where appropriate to the experience being curated.

**9. Is the below something that can help our wedding showcases come back and NB Tourism and council can help implement?**

3.1 Develop and profile COVID-safe experiences and itineraries. Outdoor recreation, accommodation and dining, nature-based and wellness experiences should be the highest-order priority. This will deliver on the COVID-19 consumer behaviour trends while also leveraging investment in key assets such as the Coast Walk. Pilot experiences to be trialled over summer could include naturebased glamping.

3.4 Plan for small-scale and boutique events and promote workshops and masterclasses, including through linking to multiday itineraries.

Plan and promote more frequent series of small-scale events that utilise local venues or outdoor spaces in a COVID-safe way. This should involve collaboration with local businesses.

**10. Are there advertising opportunities or a “events calendar” that will be included:**

Implement a regular tourism industry e-newsletter.



## **Appendix B: Summary of outcomes from Stages 1 and 2 consultation and Visitor Surveys\***

### **Destination Northern Beaches: *Creating a Sustainable Visitor Economy***

#### **Stage 1:**

##### **Key stakeholder engagement and Tourism Summit**

The project began in January and February 2019 with substantial one-on-one and group workshops with key industry stakeholders including Councils Strategic Reference Group (SRG), Economic and Smart Communities. The aim of the first round of consultation was to:

- obtain information and ideas for the destination analysis (including the audit and the market analysis)
- develop a vision and guiding principles for the draft DMP
- review the destination analysis and develop a draft positioning statement to provide a framework to guide the development of the DMP, including strategic themes and hero experiences
- understand Strengths Weaknesses, Opportunity and Threat (SWOT) to identify stakeholder concerns and aspirations.

##### **Tourism Summit**

As part of Stage 1 consultation Council also held a Tourism Summit on 20 May 2019, which presented emerging tourism trends to kick start a conversation with tourism operators and interest groups on planning for sustainable tourism on the Northern Beaches.

The purpose of the summit was to identify and discuss trends in the tourism and travel industry and understand how these related to the Northern Beaches. It also aimed to engage stakeholders in the development of the plan and create an ongoing group of stakeholders to test ideas (Key Directions).

More than 80 local tourism and hospitality representatives, DNSW, Tourism Australia and other key stakeholders attended the event.

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*\*Personal details have been redacted where possible. Spelling and grammatical errors have been amended only where misinterpretation or offence may be caused.*

## Stage 2:

### Public consultation on the Key Directions Discussion Paper 2019

In July 2019 over a three-week period, Council consulted with the community to provide residents with the opportunity to comment on the draft Key Directions paper, providing Council with insights into community sentiment towards the DMP.

The community were asked to comment on the Key Directions Paper including:

- i. Destination statement
- ii. Draft visitor experience themes (Nature, Urban Coast Culture, History & Heritage and Events)
- iii. Draft experience offerings.

Engagement Activity	Overview
Online Platform	A total of 643 visits to the project's online consultation page with an average time on-site of 3.1 minutes.
Social Media	Two Facebook posts. Total reach of 20,458, with 357 click throughs, 14 comments, five shares and 69 likes.
Survey	One survey facilitated during this period, with a total of three completions.
Interactive PDF	37 comments and seven questions submitted.
Traditional Media	Two advertisements were published in the Manly Daily on 22 and 29 June 2019.
EDMs	55,224 direct emails (included in the community engagement newsletter and Council newsletter) had 1,677 clicks (the most clicked story in the Council newsletter).
News Story	4,343-page views, 8 minutes 16 seconds time spend on the page.
Supporting information	<p>Project documentation was available on the project page:</p> <ul style="list-style-type: none"><li>• Draft Key Directions Paper</li><li>• Community Strategic Plan 2028</li><li>• NSW Department of Industry 'Visitor Economy Industry Action Plan 2030'</li><li>• Greater Sydney Commission 'North District Plan'</li><li>• Australian Department of Resources Energy &amp; Tourism 'Tourism 2020'.</li></ul>

There were 34 respondents to the consultation. Analysis of the feedback showed a range of views and while there was general support for tourism and the benefits it brings to the local economy, there were a range of concerns about the impact increased visitation would bring to the region.

The engagement process gave consistent information and asked a uniform set of questions of all participants. Responses were received from a broad spectrum of our community including the tourism sector.

The key themes that emerged from feedback include:

Concerns about transport and parking:

- Introduction of a tourist bus and day visitor parking passes
- Implementation of a tourist tax on visitors added to ferry, bus fares, accommodation, retail revenue, tour operators, etc.
- Extension of the B-Line service.

Improved marketing and promotion of tourism activities:

- Additional services for mountain biking
- Small scale theatre space
- Recognition and upkeep of a lookout at Beacon Hill
- More connections to Aboriginal heritage
- Recommendations on how to promote the area.

Managing impact of increased visitation:

- Protection of Dee Why Lagoon
- Loss of lifestyle in Manly for residents at peak periods
- Council's focus should be on the provision of services to residents.

## Annual Visitor Surveys

Council conducted an annual survey of visitors and locals to understand sentiment and provide a baseline for data at Manly and Palm Beach.

The random face-to-face interviews were conducted in late December/early January 2019-20 (Palm Beach) and February 2020 (Manly Beach), prior to the Pandemic.

There were 679 visitor interviews conducted, 195 at Palm Beach and 484 at Manly.

### Attitude of locals to visitors

In 2019, a question was included to ask locals/residents, prior to being screened out of the survey, about their perceptions of the impact of tourism on the Northern Beaches.

#### Results:

##### 2019

60% of Palm Beach respondents

70% of Manly respondents

Said visitors made a “positive” or “extremely positive” contribution.

30% and 22% (respectively) were neutral.

10% and 8% (respectively) believing the impact was negative.

##### 2020

“Do you think visitors positively contribute to the local area?” – Yes/No answer.

81% of Palm Beach respondents

94% of Manly respondents

Said ‘yes’ visitors positively contribute to the local area.

Document administration	
Version	3.0
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Status	Final
Related Projects	Northern Beaches Council’s Community Strategic Plan 2018-2028.