
Community and Stakeholder Engagement Report

Lease of Cafe and Restaurant, Avalon Surf Life Saving Club

Consultation period: 27 July to 7 September 2022

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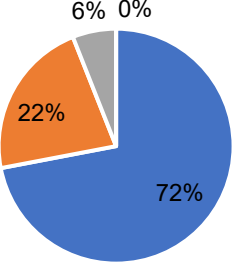

1. Summary

This report outlines the outcomes of community and stakeholder engagement conducted between 27 July to 7 September 2022 as part of a proposal to lease the café and restaurant at the Avalon Surf Life Saving Club to suitable operator(s) via a tender process.

We received 18 submissions. The feedback collected during consultation indicated a high level of support for the proposed lease of café and restaurant, with comments citing a consistent trading pattern would benefit the community.






The respondent who was not supportive of the proposal felt that the outdoor seating area of the café should be used for beach activities rather than outdoor seating.

1.1. Key outcomes





 <p>Total unique responses</p>	18*	
 <p>How responses were received</p>	Submission/Comment form	Completions: 18
 <p>Online sentiment:¹</p>	 <ul style="list-style-type: none"> Support Support with changes Don't support Neutral/undetermined <p>Total responses = 18</p>	
 <p>Feedback themes</p>	<p>Add positive outcome to the village life and economy</p> <p>High level customer service is required</p> <p>Need to provide quality food and beverage offerings</p>	<p>Need a family friendly local operator</p> <p>Ensure to use recyclable take away containers</p> <p>Avalon in need of a good restaurant</p>

¹ The results in the above graph are based on submissions received online only.

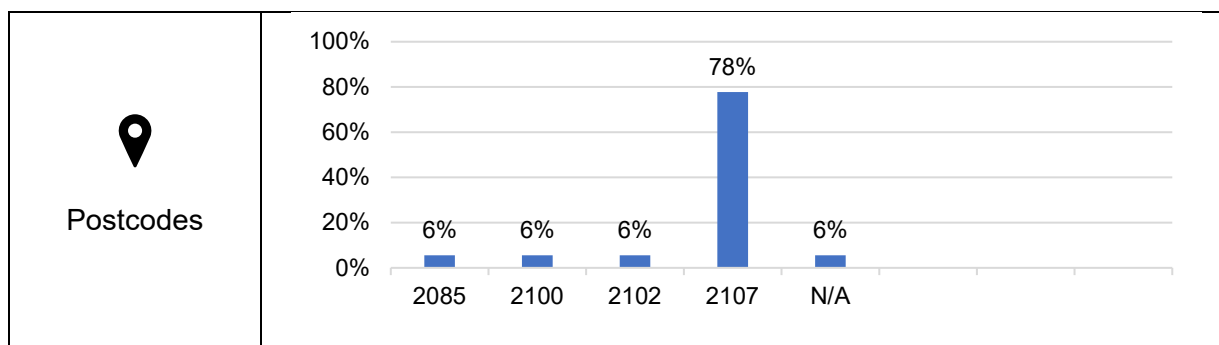
1.2. How we engaged

 <p>Have Your Say: visitation stats</p>	Visitors: 901	Visits: 1,048	Average time onsite: 1 min 1 sec
 <p>Social media & media releases</p>	Media Statement 8 June 2022		
 <p>Print media and collateral</p>	Mirage News 9 June 2022 Letterbox drop: 2107 Site signs used: Yes		NA Distribution: 52 Number of signs: 1
 <p>Electronic direct mail (EDM)</p>	Community Engagement (fortnightly) newsletter: 2 editions Council (weekly) e-News: 1 edition Stakeholder email: 3		Distribution: 22,000 subscribers Distribution: 180,000 subscribers Distribution: 4
 <p>Key stakeholder engagement</p>	Meeting: 1		Attendance: 3

1.3. Who responded²

 <p>Gender</p>	<ul style="list-style-type: none"> Male Female Other id. N/A 
 <p>Age groups</p>	<ul style="list-style-type: none"> <25 yrs 26-50 yrs 51-75 yrs 76+ yrs N/A 

² Demographic data was gathered through the online form, by request only.



2. Background

To meet the legislative requirements, in accordance with Section 47 of the Local Government Act 1993, Council as the owner of the land, provided public notice of its intention to grant two separate 10 year leases to fit out and operate the café and restaurant space within the Avalon Beach SLSC.

3. Engagement objectives

Community and stakeholder engagement aimed to:

- build community and stakeholder awareness of participation activities regarding the proposed lease
- provide accessible information so community and stakeholders could participate in a meaningful way and contribute feedback
- provide balanced and objective information to assist in understanding the problem, alternatives and/or solutions
- identify community and stakeholder concerns, local knowledge and values through reviewing and considering all submissions received.

4. Engagement approach

Community and stakeholder engagement for the lease of cafe and restaurant, Avalon Surf Life Saving Club was conducted between 27 July to 7 September 2022 and consisted of a series of activities that provided opportunities for community and stakeholders to contribute.

The engagement was planned, implemented and reported in accordance with Council's [Community Engagement Matrix](#) (2017).

A project page³ was established on our have your say platform with information provided in an accessible and easy to read format.

The project was primarily promoted through our regular email newsletter (EDM) channels.

Feedback was captured through an online submission form embedded onto the have your say project page. The form included a question that directly asked respondents for their level of support on the proposal.

³ <https://yoursay.northernbeaches.nsw.gov.au/lease-cafe-and-restaurant-avalon-surf-life-saving-club>

An open-field comments box provided community members a space to explain or elaborate on their support, not support or neutral sentiment as well as any other feedback they wished to contribute.

Email and written comments were also invited.

5. Findings

There were 18 submissions received through the public notification period. The vast majority were supportive of the proposal, with three submissions provided by one person not in support.

The issues and changes raised are documented in the table below.

Table 1: Issues, change requests and other considerations

Theme	Issues, change requests and other considerations raised	Council's response
Beach access	Beachfront land should be used for beach users, and not for the purpose of food and beverage venues.	As part of the building redevelopment in 2013, it was identified during the community consultation process that the community requires food and beverage services from the site. Subsequently, the building was constructed with a café and restaurant. The Ocean Beaches Plan of Management – Avalon Beach expressly authorises the lease of the café and restaurant at Avalon Beach Reserve. Council believes the use of café, restaurant and outdoor seating are appropriate to promote public recreation.
Support businesses within town centre	There are many food and beverage options at Avalon town centre, thus, people shall be visiting there for café and restaurant experience.	People may like to dine out at Avalon town centre where several cafés and restaurants are established. Nevertheless, it is appropriate to have a café and restaurant on-site according to the approved DA N110/13/S96/1.
Character/quality of restaurant and café	The café and restaurant should be managed by local operators who are able to provide family friendly and high-quality services to the community.	Council is committed to find a suitable operator who has extensive industry experience, strong financial backings, recognise the cultural significance of the site and willing to use best endeavours to build a strong relationship with the community and the stakeholders such as the Avalon Beach SLSC.
Trading Hours	A constant opening of the businesses would benefit the community	The following minimum trading hours are being included in the Tender documents and the proposed leases:

		<p>Café minimum hours of operation are to be:</p> <ul style="list-style-type: none"> Monday to Friday 7am – 2pm Saturday and Sunday 7am – 3pm <p>Restaurant minimum hours of operation are:</p> <ul style="list-style-type: none"> Monday to Sunday 11am – 3pm and 5 – 8pm.
Separate operators for café and restaurant	It would be difficult for one operator to occupy both café and restaurant	Council will encourage flexible Tender submissions for either the café, restaurant, or both.
Sustainability	Only recyclable take away containers should be used by the café and restaurant	The café and restaurant are required to comply with the Northern Beaches Council's Single Use Plastic Policy, aimed at eliminating the use of single use plastics including plastic bags, balloons, straws, plates, and cutlery. Further, the operator/s are encouraged to provide products and services that do not rely on single use plastics and promote alternatives to single use plastics.
Café Refurbishment	The metal windows of the café are deteriorated and require replacement	Council recognises the existing café may require refurbishment; hence the upcoming tender would require tenderers to modify and improve the fit out works. Noting tenderer's concept plan and fit out contribution is a weighted criteria that will be carefully assessed in the tender evaluation.

Appendix 1 Verbatim community and stakeholder responses*

Number	Comment/submission
1.	<i>No written comment provided.</i>
2.	<i>No written comment provided.</i>
3.	This should only go to a local operator prepared to provide a high quality service to the local community and visitors to enhance to entire area. No out of area operators, which has been a proven fail! Both of these spaces should be facilities that absolutely enhance and reflect the local area
4.	We are interested in tendering for the Cafe and Restaurant when the tender details become available.
5.	Very highly supported as it is a prime spot and has been chronically under-utilised. So annoying that it has been closed for so long and was not well operated when opened previously. The problem with the last restaurant operator was that their opening days and hours made little sense. They were closed for breakfasts, not opening until 10.00 on weekends (too late), and then shutting late afternoon (too early) so no good for evening dinners either, especially in the long, day-light saving summer months where the beach views over dinner would be sensational. I also think they were shut mid-week and most of winter. Really weird and this put off customers. I strongly recommend that given its prime position that as part of any lease the restaurant is required be open more regularly, all year around and be open for breakfasts 3-4 days per week, especially weekends, and then lunches and dinner for 4-5 days. It is the only restaurant area that overlooks the beach in Avalon -operating hours and menu more like the Beach Club in Collaroy would be far better. This spot could be a huge success if operated more professionally and with the customers (and potential customers)more at front of mind.
6.	The beach is really missing the kiosk. The restaurant is prime position, especially for summer trading. Leasing these areas will really positively add to the village life and economy and would be very welcome
7.	Make it a condition that they provide consistent open service yo the community not ad hoc opening with poor quality service and product
8.	hi dear sir /madam my name [name redacted] .just wondering about café for lease .we run [business name redacted] last 6 years, we are looking to extend our self its great location.
9.	I think the expectation for 1 business to occupy both spaces might be asking too much and there's a good chance that both will be left vacant as a consequence.
10.	Great location for restaurant and coffee shop. Avalon needs a good restaurant -- emphasis on "good".
11.	Please ensure the cafe/restaurant will use only recyclable take away containers, etc.
12.	The café and restaurant at Avalon Beach encourage community spirit and have been sadly missed. I'm so happy to see that steps are being taken to reinvigorate theses venues. I feel that it's very important to vet the submissions carefully in order to choose the operator who can provide the best food, setting, staff and experience. These food outlets need to provide a positive experience for both the local and tourist markets. High standards should prevail over the size of the bid.
13.	<i>No written comment provided.</i>

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

Number	Comment/submission
14.	<p><i>Submission 1:</i> The beach front is a place we need for emergency groupings, for people who want to shelter and access to toilets and showers, as well as first aid and not having to dodge waiters. Many times this area has been useful for safety if the weather suddenly turns bad and it should be limited to access for beachgoers. The area is too small to lease it out. Most of the foreshore is off limits for environmental protection and people just sitting in chairs, whatever they are doing there, are in the way. People can spread out further on the sand or wherever. I think the area is not big enough to have tables and chairs and waiters and people sitting all day at the tables.</p> <p><i>Submission 2:</i> There are plenty of nice restaurants in Avalon village with plenty of choice. The lease at the beach would be in the way of beachgoers. Beachgoers have an expectation to be able to get into the toilet block from the beach and there is not enough space on the side of the building for everybody to congregate there. The area is required for emergencies and shelter. No new cafe would be the best option.</p> <p><i>Submission 3:</i> There are plenty of restaurants in Avalon already catering and servicing the people wanting Avalon's hospitality at its best. The proposal of on the beach dining brings extra traffic to the beach car park particularly delivery drivers who are always lost in the area, extra dogs as people mistakingly think its a dog friendly area but its not. I think the proposed cafe is in a very high traffic area for pedestrians coming and going onto the sand. There are not many access points to facilities and the cafe area is already overcrowded because its the main shelter, toilets, seating and view for tourists. Its too crowded for cafe right in the middle of the area. It should be off to the side out of the way or as we already have cafes galore in Avalon I do not agree with this in appropriate location. Its too crowded and also too windy in that spot.</p>
15.	<i>No written comment provided.</i>
16.	Avalon needs a family friendly style restaurant, but we don't need another Boathouse. An Italian or Seafood style restaurant would be a great addition for Avalon.
17.	<i>No written comment provided.</i>
18.	If the cafe premises could be improved by removing all steel and iron in the structure of the opening parts and in the associated furniture it'd help in making the cafe looking more inviting. The rust and corrosion in the framework is not a good look and should not have been built into a seafront structure. The cafe has the potential of providing a very attractive option to visit and would be enhanced invitingly if improvements were carried out. A deck extending out from the concrete structure built over the sand would also help liven the place up.

Document administration	
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Notes	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.