Draft Waverley Sustainable Visitation Strategy 2019 - 2024 Supporting Documentation

WAVERLEY COUNCIL

Supporting Documentation

1 . Supporting Documentation 1 – Literature Review

2. Supporting Documentation 2 – Visitation Methodology

3. Supporting Documentation 3 – Full Inventory Assessment

4. Supporting Documentation 4 – Attractions/Destinations Ranking

5. Supporting Documentation 5 – Comparative Branding and Promotional Website Examples

6. Supporting Documentation 6 –Tourism Working Group

7. Supporting Documentation 7 – The Impact of Tourism on Local Amenity

1. Supporting Documentation 1 – Literature Review

1.1 Bondi Road Corridor Study

- Concepts considering: Bus priority in shared traffic ($1m indicative cost); Bus priority in Transit Lane ($10m); Bus Rapid Transit in dedicated lane ($33m Bondi Junction to Bondi Beach, $68m CBD to Bondi Beach).
- Bus services on Bondi Road reaching capacity at peak times. Bus priority and managed lanes could triple capacity and reliability. Bus rapid transit has even greater capacity.
- All solutions require a major upgrade to Bondi Junction Interchange, urban design of streetscapes to improve the pedestrian experience, the priority of bus reliability over street parking, safe cycling paths or alternative routes. Emphasis should be placed on better urban design

1.2 Creative Lighting Strategy

- Lighting along The Coastal Walk – including integrated handrail lighting, low level integrated lighting to define path edge, low-level wall integrated lighting, integrated marker luminaire at key entry nodes, concealed bench lighting, lighting projection to Bronte Pool, and projected words within Cemetery.
- Lighting at Bondi Junction – including MRP Poles, Pedestrian Scale Poles, Awning Lighting, signage, cycle way lighting, pedestrian crossing lighting, bus shelter lighting, façade lighting and alfresco dining lighting, tree/plant lighting, lighting integrated into urban structures and benches, catenary lighting, playground lighting, gateway and arrival statements at key nodes, laneway lighting installations to activate and give unique personality, architectural lighting, interactive lighting installations, public art lighting, plaza/mall lighting, and lighting projections in underpasses to increase passive surveillance.

1.3 Bondi Park, Beach and Pavilion Plan of Management, 2014-2024

- Bondi Park – 16.5 ha, forming a natural amphitheatre around Bondi Bay.
- Bondi Park, Beach, Pavilion and Bondi Surf Bathers' Life Saving Club listed as a cultural landscape of National Heritage significance.
- The Coastal Walk attracts thousands of visitors per week. Bondi to Bronte section averages 370 users per hour.
- 75% of The Coastal Walk users are Sydney residents. Of this, almost half are residents of Bondi, Tamarama, Bronte and Clovelly.
- Bondi has unique pre and post European settlement history.
- Public art includes the promenade seawall (Council managed art space with temporary works), Indigenous floor mosaic in the Pavilion, skate park mural, and Sculpture by the Sea (2km long temporary sculpture park).
- Implementation of the Master Plan will take over a decade to complete.
- Key ideas: 1) Reinforce Bondi's unique character, 2) Restore the connection from street to sand (through a well-connected, safe and accessible pedestrian circulation network), 3) Restore the Pavilion as a gateway to the beach, 4) Create new facilities and shade (such as bathroom amenities, bike storage, kiosks, showers, and beach wheelchair storage), 5) Provide places for play and respite, 6) Respect Bondi's heritage, and 7) Increase green space and address parking (including options for a two-three storey underground car park at the rear of the Pavilion).

1.4 Fact Sheet: Campbell Parade Upgrades, September 2016

- New conceptual plans to address key issues including new shade structures for improved outdoor dining areas, new footpath paving, more street trees, and safer pedestrian crossings.
- No major changes to parking or traffic are proposed as this was not included in the project scope.

1.5 Bondi Junction After Dark Strategy, 2018-2028

- There is an observable difference in Bondi Junction between the day-time and night-time activation. Evidence of this can be seen in Oxford Street Mall; the level of activity decreases from 90% activity during the day to 9% activity in the evening
- The Strategy provides the strategic means to develop Bondi Junction over the next 10 years as an evening destination that is economically viable, culturally exciting and safe
- This strategy has been built on existing research, stakeholder engagement and detailed place audits
- The strategy defines the Place Vision, Place Themes and Objectives across Bondi Junction
- The Vision; "With layers of activity to explore after dark, the Junction is an evening destination for well-being, amusement and nourishment."
- The Place-making Strategy Objectives are focussed around five key themes; Image, Public Life, Safety, Diversity, and Governance
- General Actions are proposed as broad place making projects and policy adjustments that will influence outcomes across the entire Bondi Junction precinct
- Site Specific Actions are proposed to address shortcomings in key areas including Oxford Street Mall, Oxford Street West, Oxford Street East, Spring Street and Bronte Road

1.6 Short-term accommodation in Waverley Draft, 2016

- Total of 868 commercial rooms/apartments in Waverley. Meriton Apartments has 305 rooms, Adina Apartments has 111 rooms.

Table 1: Commercial Accommodation in Waverley

Accommodation providers**	Location	No. of rooms / apartments	Hotel Class* (stars)
Quest Bondi Junction	Bondi Junction	82	4
Meriton Apartments	Bondi Junction	305	5
Adina Apartments	Bondi Beach	111	4.5
Ravesi's Hotel	Bondi Beach	12	3.5
QT – Bondi Pacific	Bondi Beach	69 – TBA	5
Hotel Bondi	Bondi Beach	37	3.5
Bondi 38	Bondi Beach	11	4
Ultimate Apartments	Bondi Beach	44	3.5
Sinclairs Bondi	Bondi	25	3
The Chee	Bondi Beach	5	-
Bondi Shores - Hostel	Bondi	20	-
Lamrock Lodge	Bondi Beach	62	-
Beach Road Hotel	Bondi Beach	-	-
Bondi Beachhouse YHA	Bondi	90	-
Total		**868**	**4**

Source: Waverley Council, November 2015 and JLL Hotels and Hospitality Group
**Hotel class is based on self-rated and industry rated.*
***Some providers also supply long-term accommodation*

- In Waverley, Airbnb offers over 3,000 listings (representing a larger market than the formal/traditional commercial accommodation market). These listings provide a mix of shared rooms, private rooms, units, and houses.
- Bondi Beach and North Bondi collectively have over 800 listings available.
- In the Waverley LEP, 2012 'tourist and visitor accommodation' is prohibited in all residential zones. In recent land and environment court rulings, short-term rental of a

house/apartment is also not permitted unless separate development consent is provided.

1.7 Bondi Rescue – Contribution to the local economy

- Series provides both monetary and non-monetary returns.
- Council receives $139k in direct income per annum. Additionally, the show attracts visitors to Bondi Beach which encourages visitor spending (this indirect spending has not been measured by Council).
- Non-monetary return through the indirect promotion of Bondi through the Bondi Rescue brand. Bondi Rescue official Facebook page has 18k likes, while the unofficial page has 227k likes. The official Instagram account has 36k followers and the YouTube channel has 51,847 subscribers (and in excess of 21m views).

1.8 Bondi Junction Pedestrian and Public Life Study

- Power of 10+ Approach. Must be at least 10 'places' in a destination that have distinct and overlapping functions to draw visitors. In Bondi Junction, the provision of activities, seating and the quality of the public realm is lacking.
- Weekdays see 24% more pedestrians than weekends.
- On a Thursday from 6am-9pm, there were 257,855 pedestrians counted. From 9pm-12am, there were 11,435 pedestrians counted.
- On a Saturday (with a market) from 6am-9pm, there were 208,700 pedestrians counted. From 9pm-12am, there were 12,630 pedestrians counted.
- 9.5% more pedestrians on weekend evenings than weekdays.

1.9 Bondi Winter Magic Campaign

- Goal to stimulate Bondi's visitor economy during winter.
- > 150,000 people have participated in Bondi Winter Magic events.
- 76% of businesses said that their sales increased by at least 10% over the winter period.
- 2016 events included Bondi Ice Rink, Art on the Streets, Music song and dance on Bondi pavements, Bondi History Walks, Camels on the Beach, as well as winter specials.

1.10 Urban Interventions

- Temporary Urban Intervention projects, including Warners Island, Little Libraries, Jigsaw, Rowe Street Mural, Norman Lee Place Play Space, Boot factory Artwork, Bike Hub, Bondi Parklet, and Village Parklet.

1.11 Draft Commercial Activity in Public Spaces Policy

- Activities covered by the draft policy include: A-frames, community celebrations, fitness and recreational, footpath use (busking, exhibitions and promotional activity, sale of goods, and seating), fundraising activity by registered charity, markets/stalls, mobile vending (food and non-food), public entertainment (theatrical, musical or other) and tourism activities (tours).

1.12 Imagine Waverley

- Tourism 4 Walkability ideas: introduce a tourism hub, media introduction at Bondi Junction station showcasing events, shows and how to get to places, Waverley app development, encourage walking connections, prioritise pedestrians within Bondi Junction and village centres, green public places, introduce public art between Centennial park and Bondi Junction, enhance coastal walk, encourage walking paths for different experiences, and shark patrols.

- Great Places ideas: innovative urban form, create strong connections to the beach, mixed use buildings on main thoroughfares, encourage diverse housing forms, enhance green spaces, have walking tours in Waverley cemetery.
- Activation ideas: Bondi Junction night time activation, Bondi Junction day time activation, Waverley night time activation, and Waverley day time activation.
- Improve transport from Bondi Junction to Bondi Beach and improve Syd Einfeld Drive.
- Sustainability ideas: Urban forest and create sustainable communities.
- 10 big ideas include Extend the coastal walk, create an urban forest, Great streets connect great places, Sustainable Built Form, Sky High Festival, Night Time Activities, Vibrant Spaces, Bondi Train Station, and A Beautiful Syd Einfeld Drive.
- Lighting ideas for Bondi Junction, Bondi Beach and the Coastal Walk.

1.13 'Hello Bondi'

- Official tourism website, featuring the coastal walk, beaches, Bondi Pavilion, Tamarama Park, Bronte Park and Baths, Aboriginal Art, The Intertidal Protected Area and Aquatic Reserve and Waverley Cemetery, Sports and Leisure and 'What's On'.
- 'Hello Bondi' Wi-Fi.

1.14 Tourism Demand Driver Infrastructure Application

- Waverley Council was successful for the tourism grant for a Digital Visitor Experience including Creative Lighting Installation, 'Hello Bondi' Tourism App and free public Wi-Fi.

1.15 Waverley Public Art Masterplan

- Purpose is to ensure the commissioning of new work in Waverley with consideration to context, enhancing engagement and appreciation of art and invigorating the area.
- Objectives forming the evaluation criteria for new works are: place making, artistic excellence, sustainability, and local culture and heritage.
- Sites identified for public art: Gould and Roscoe St, Waverley Mall, Oxford St Mall, Clemenston Park, Waverley Park, Dickson Park, Norman Lee Place, Cox and Hall St, Bondi Park, Seven Ways North Bondi, and Hunter Park.

1.16 Coastal Walk Counters

- Bronte-Calga: daily average 2,874 (1 January 2016- 4 December 2016)
- Tamarama: daily average 4,986 (1 January 2016- 4 December 2016)

1.17 SkyFii

- Busiest day: Sunday (1 January 2016- 4 December 2016)
- Total Visits: 6,142,832 (1 January 2016- 4 December 2016)
- Visitors: 1,462,923 (while there were 4,679,909 returning visits) (1 January 2016- 4 December 2016)
- Passers-by: 2,837,030 (1 January 2016- 4 December 2016)

1.18 Smart Cities

- Report currently in progress at the time of writing.

2 Supporting Documentation 2 – Visitation Methodology

2.1 Methodology for Overall Visitation to Waverley

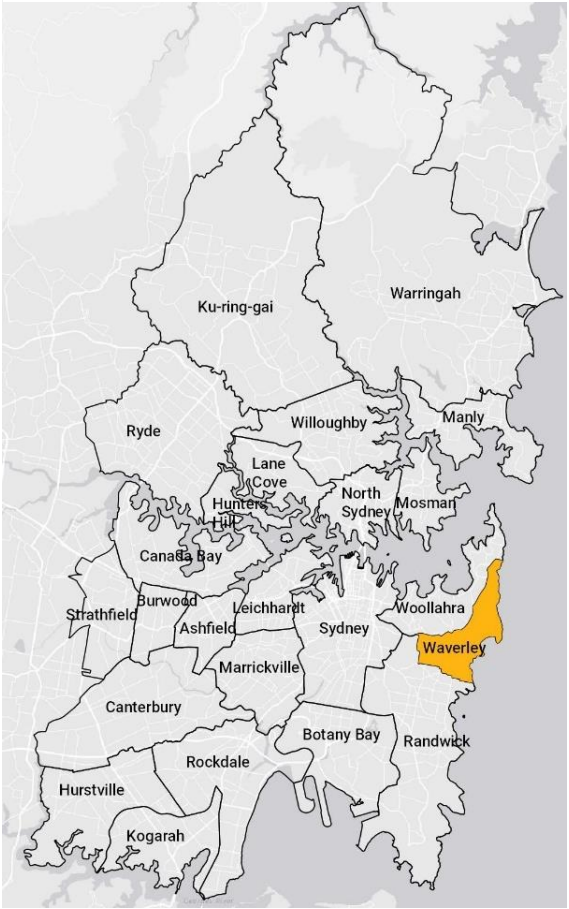
The following section details visitation to Waverley and is a compilation of data provided by:

- Destination NSW (DNSW) as part of a special data request for visitation to the LGA (up to 2011) based on Tourism Research Australia (TRA) data as well as DNSW special precinct research completed for Bondi Beach (up to 2014);
- Wi-Fi data for the free Wi-Fi network currently available at Bondi Beach;
- Sculpture by the Sea visitor data;
- Westfield Bondi Junction and Eastgate Shopping Centre customer data; and
- Australian Bureau of Statistics (ABS) population data for LGAs situated within 25km of Waverley (2015 estimates).

There are a variety of reasons why the collection of visitor data for Waverley is not a straight forward process and these are highlighted below.

- Visitor data provided by TRA for the LGA is based on a small sample size. When this data is correlated with visitor data collected by DNSW for Bondi specifically, the two data sets display significant discrepancies. By way of example, total visitation to the LGA in the LGA dataset (estimated at 518k visitors) is less than total visitation to Bondi indicated in the special precincts research (2.2m visitors). As Bondi is only one suburb/area in LGA, the LGA visitor data should exceed visitation data for Bondi. It is, therefore, assumed that the Bondi precinct data set is more representative of visitation to the LGA.
- Both datasets exclude any local visitation. A local visitor, as defined by DNSW, is someone who has travelled less than 25km (one way) to their destination (Figure 1 shows those LGAs within 25km). By way of example, someone from Ryde is considered a local visitor because their LGA is situated within 25km of Bondi, whereas someone from the Blue Mountains would be considered a "true" visitor. There are 24 LGAs within a 25km driving distance of Waverley[1] with a combined population of 2m residents. We understand from anecdotal feedback that Bondi Beach and Bondi Junction, in particular, receive a significant number of visitors from those in nearby LGAs. The visitor statistics, however, would not include these local visitors.

Figure 1: LGAs within a 25km Driving Distance of Waverley



[1] LGAs with their Council Chambers located within a 25km driving distance from Waverley Council Chambers were included. Distances were calculated using the Google Directions Tool. It is important to note that the entire LGA may not fall within a 25km radius, however, if the city centre for the LGA (such as Council's location or the primary CBD location) falls within 25km, the LGA has been included.

2.2 Methodology for Bondi Beach Visitation

Table2 provides a more detailed breakdown of local visitor use of the Bondi Beach hub. The following assumptions are applied:

- An estimated 35% (25.4k residents) of those living in Waverley venture down to Bondi Beach. These residents who do visit Bondi Beach tend to be those who live within 400m of the beach and who go to swim, walk, dine, surf etc.
- For many locals, Bondi Beach is the preferred location for swimming, dining, walking etc. which is why many are going down up to once per month. And for those who travel more than once per week to the hub (an estimated 5.1k locals), it is assumed that they go, on average, up to two times per week.
- Of those living within a 0 - 10km radius (excluding Waverley LGA) who travel to Bondi Beach (estimated at 30% of those within 3km and 20% of those within 4 – 10km) they travel to the hub for a mix of activity including nippers, surfing, dining, walking (coastal walks) on a semi-regular basis.
- Those living within a 11-25km radius who travel to Bondi Beach (estimated at 15% of those within 11–15km and 10% of those within 16–25km) travel to the Bondi Beach hub 1-2 times per year to see events, do coastal walks, take out of town friends and go to dine.
- Bondi is easily accessible from the CBD so many more apartment dwellers and inner city residents go there to walk, swim, dine (it is far more accessible via the rail connection to Bondi Junction, then a taxi or bus or they drive direct).
- Bondi has strong brand/brag value over beaches such as Maroubra (which is a localised south eastern suburb beach for example), is generally safer for swimming than Tamarama or Bronte, and is the CBD's nearest non-harbour side beach.
- For the city, inner west, and east, Bondi Beach is the easiest beach to access with lots of dining options, retail and events.
- Anything on the north side of the Harbour Bridge generally heads to the northern beaches so there is a strong demarcation; visitors either drive or go by ferry as a novelty but the lack of options other than from circular quay to Manly by ferry means a southern, eastern, CBD and the inner west local market have no option but to go into the CBD which is often seen as a hassle to get a ferry to Manly. The lack of connectivity of the northern beaches to Manly is also a limitation, especially when compared to the ability to easily walk from Bondi to Tamarama and Bronte which is able to offer easily accessible multiple beach options.
- We consider there is no correlation between those who go to Bondi Junction and those who go to Bondi; the two are seen as separate destinations currently.

Table 2: Local Visitation Broken Down

	Waverley	LGAs that fall within:				Total
		0-3km[2]	4-10km[3]	11-15km[4]	16-25km[5]	
LGA population at 2015	72.7k	59.3k	397.7k	260.9k	1.2m	2.0m
% who would visit Bondi	35%	30%	20%	15%	10%	-
Total Unique Visitors	25.4k	17.8k	79.5k	39.1k	117.4k	279.3k
Local visitors who visit:						
Once per year	*5%*	*10%*	*15%*	*25%*	*35%*	-
Once per year	*1.3k*	*1.8k*	*11.9k*	*9.8k*	*41.1k*	*65.8k*
Twice per year	*10%*	*20%*	*25%*	*30%*	*35%*	-
Twice per year	*2.5k*	*3.6k*	*19.9k*	*11.7k*	*41.1k*	*78.8k*
Once per month	*45%*	*35%*	*40%*	*40%*	*20%*	
Once per month	*11.5k*	*6.2k*	*31.8k*	*15.7k*	*23.5k*	*87.8k*
Once per week	*20%*	*30%*	*15%*	*8%*	*9%*	-
Once per week	*5.1k*	*5.3k*	*11.9k*	*3.1k*	*10.6k*	*34.9k*
> once p/week	*20%*	*5%*	*5%*	*2%*	*1%*	-
> once p/week	*5.1k*	*890*	*4.0k*	*783*	*1.2k*	*11.9k*
Total Visitation (Non-Unique)	937.6k	453.7k	1.5m	465.3k	1.1m	4.3m

Source: Stafford Group

[2] Excludes Waverley LGA, includes Woollahra LGA
[3] Includes the LGAs of: Botany Bay, Randwick and Sydney
[4] Includes the LGAs of: Hunters Hill, Leichhardt, Marrickville, Mosman and North Sydney
[5] Includes the LGAs of: Ashfield, Burwood, Canada Bay, Canterbury, Hurstville, Kogarah, Ku-ring-gai, Lane Cove, Manly, Rockdale, Ryde, Strathfield, Warringah and Willoughby

3 Supporting Documentation 3 – Full Inventory Assessment[6]

3.1 Accommodation

Table 3: Full Accommodation Audit

Name	LGA	Type	# of rooms	Official Rating	Rates	Date Rate Taken
Bondi Beach Apartments	Waverley	Serviced Apartments	13	4.5	-	-
QT Bondi	Waverley	Hotel	69	5	$230	Lowest price for Oct/Nov 2016
Hotel Bondi	Waverley	Hotel	33	3.5	$224	Lowest price for Oct/Nov 2016
Ravesis on Bondi Beach	Waverley	Hotel	12	3.5	$162	Lowest price for Oct/Nov 2016
Bondi Backpackers	Waverley	Backpackers	56	2.5	$33	Lowest price for Oct/Nov 2016
Adina Apartment Hotel Bondi Beach	Waverley	Hotel	111	4.5	$259	Lowest price for Oct/Nov 2016
Ultimate Apartments Bondi Beach	Waverley	Serviced Apartments	44	3.5	$165	Lowest price for Oct/Nov 2016
The Village Bondi Junction	Waverley	Backpackers	29	2	$31	Lowest price for Oct/Nov 2016
The Village Bondi Beach	Waverley	Backpackers	62	2.5	$26	Lowest price for Oct/Nov 2016
Bondi Beach Holiday Apartments	Waverley	Serviced Apartments	33	-	-	-
Bondi 38 Serviced Apartments	Waverley	Serviced Apartments	11	4	$249	Lowest price for Oct/Nov 2016
Noah's Bondi	Waverley	Backpackers	69	2.5	$27	Lowest price for Oct/Nov 2016
Bondi Shores	Waverley	Backpackers	20	3	$27	Lowest price for Oct/Nov 2016
Bondi Beachouse Backpackers YHA	Waverley	Backpackers	90	3	$32	Lowest price for Oct/Nov 2016
Surfside Bondi Beach	Waverley	Backpackers	30	-	-	-
Sinclairs Bondi	Waverley	Hotel	30	3	$79	1st September 16 - 31st May 17
Meriton Serviced Apartments Bondi Junction	Waverley	Serviced Apartments	333	4.5	$224	21-Nov-16
Quest Bondi Junction	Waverley	Serviced Apartments	82	4	$151	Lowest price for Oct/Nov 2016
The Chee	Waverley	Serviced Apartments	5	-	$174	Nov-16
Charing Cross Hotel	Waverley	Pub Style	9	-	$125	Feb-17
Beach Road Hotel	Waverley	Pub Style	25	-	$120	Oct/Nov 2016
The Grand Hotel - Cock 'n Bull	Waverley	Pub Style	-	-	$25	Feb-17
Centennial Park Lodge	Randwick	Serviced Apartments	8	3.5	-	-
Waldorf Randwick Serviced Apartments	Randwick	Serviced Apartments	22	3.5	$199	21-Nov-16
Racecourse Space	Randwick	Hotel	165	2.5	$203	Lowest price for Oct/Nov 2016
UNSW Village	Randwick	Serviced Apartments	-	3	$129	Lowest price for Oct/Nov 2016
Randwick Central Suites	Randwick	Serviced Apartments	30	4	$169	Lowest price for Oct/Nov 2016
The Blenheim Randwick	Randwick	Hotel	17	3	$149	Lowest price for Oct/Nov 2016
Bespoke Creative Serviced Apartments	Randwick	Serviced Apartments	-	3	$185	Lowest price for Oct/Nov 2016
Randwick Space	Randwick	Hotel	80	3	$51	Lowest price for Oct/Nov 2016
Avoca Lodge	Randwick	Hotel	22	3	$119	Lowest price for Oct/Nov 2016
Perouse Lodge	Randwick	Hotel	42	3.5	$129	Lowest price for Oct/Nov 2016
Royal Hotel Randwick	Randwick	Hotel	40	3.5	$130	Lowest price for Oct/Nov 2016
High Cross Park Lodge	Randwick	Hotel	27	3	$117	Lowest price for Oct/Nov 2016
Randwick Lodge	Randwick	Hotel	42	3.5	$117	Lowest price for Oct/Nov 2016
St Mark's Lodge	Randwick	Hotel	28	3	$114	Lowest price for Oct/Nov 2016
Coogee Prime Lodge	Randwick	Hotel	35	3	$119	Lowest price for Oct/Nov 2016
Coogee Sands Hotel and Apartment	Randwick	Motel	80	4	$200	Lowest price for Oct/Nov 2016
Coogee Bay Hotel	Randwick	Pub Style	74	3	$145	Lowest price for Oct/Nov 2016
Adina Apartment Hotel Coogee	Randwick	Serviced Apartments	86	4	$193	Lowest price for Oct/Nov 2016
Coogee Beachside Budget Accommodation	Randwick	Backpackers	20	2	$40	Lowest price for Oct/Nov 2016
Dive Hotel	Randwick	Hotel	16	4	$190	Lowest price for Oct/Nov 2016
Crowne Plaza Coogee Beach	Randwick	Hotel	209	4.5	$212	Lowest price for Oct/Nov 2016
AEA The Coogee View Serviced Apartments	Randwick	Serviced Apartments	19	4.5	$279	21-Nov-16

[6] Compiled in October/November 2016.

Name	LGA	Type	# of rooms	Official Rating	Rates	Date Rate Taken
Sands Hotel Maroubra	Randwick	Motel	15	3.5	$160	Lowest price for Oct/Nov 2016
Arts Hotel	Woollahra	Hotel	64	3.5	$158	Lowest price for Oct/Nov 2016
The Hughenden Boutique Hotel	Woollahra	Hotel	32	4	$127	Lowest price for Oct/Nov 2016
Sydney Lodge Motel	Woollahra	Motel	58	3	$120	Lowest price for Oct/Nov 2016
Medina Serviced Apartments Double Bay	Woollahra	Serviced Apartments	10	4	$199	Lowest price for Oct/Nov 2016
The Savoy Double Bay Hotel	Woollahra	Motel	40	3.5	$137	Lowest price for Oct/Nov 2016
Intercontinental Sydney Double Bay	Woollahra	Hotel	140	5	$193	Lowest price for Oct/Nov 2016
Watsons Bay Boutique Hotel	Woollahra	Hotel	31	4	$229	Lowest price for Oct/Nov 2016

Source: Stafford Group

3.2 Attractions

Table 4: Full Attraction Audit

Name	LGA	Built/Natural	Type
Adriano Zumbo Waverley	Waverley	Built	Café
The Federation Cliff Walk	Waverley	Natural	Nature/Walks
Ruby's Diner	Waverley	Built	Café
The Coastal Walk	Waverley	Natural	Nature/Walks
Bronte Road Bistro	Waverley	Built	Restaurant/Bar
Eugene's	Waverley	Built	Café
The Gallery Shop Bronte	Waverley	Built	Indigenous
Bondi Beach	Waverley	Natural	Beach
Bronte Beach	Waverley	Natural	Beach
Tamarama Beach	Waverley	Natural	Beach
Clovelly Beach	Randwick	Natural	Beach
Gordons Bay	Randwick	Natural	Beach
Coogee Beach	Randwick	Natural	Beach
Maroubra Beach	Randwick	Natural	Beach
Malabar Beach	Randwick	Natural	Beach
Little Bay Beach	Randwick	Natural	Beach
Congwong Beach	Randwick	Natural	Beach
Frenchmans Bay	Randwick	Natural	Beach
Yarra Bay	Randwick	Natural	Beach
Top Hat Coffee Merchants	Randwick	Built	Café
Out of the Blue	Randwick	Built	Restaurant/Bar
Clovelly Hotel	Randwick	Built	Restaurant/Bar
Three Blue Ducks	Waverley	Built	Café
Make a Tour	Woollahra	Natural	Tours
Charing Cross Hotel	Waverley	Built	Restaurant/Bar
Vaucluse House	Woollahra	Built	Gallery/Museum
Sydney Archery	Waverley	Natural	Sports
Watsons Bay Stand Up Paddling	Woollahra	Natural	Water Activities
Watsons Bay Boutique Hotel	Woollahra	Built	Restaurant/Bar
Mackenzies Beach	Waverley	Natural	Beach
Bondi Golf Club	Waverley	Natural	Golf
Aquabumps	Waverley	Built	Gallery/Museum
Coo-ee Aboriginal Art Gallery	Waverley	Built	Indigenous
Westfield Bondi Junction	Waverley	Built	Shops
The Grid Sydney	Waverley	Built	Interactive
Ayurvedic Wellness Centre	Waverley	Built	Day Spa
Modbod retreat	Woollahra	Built	Day Spa
Real Sydney Tours	Waverley	Built	Tours
Contiki Holidays	Waverley	Built	Tours
Fishin Trips Charters	Woollahra	Natural	Water Activities
OceanFit	Waverley	Natural	Water Activities
Ryo's Noodles Bondi Junction	Waverley	Built	Restaurant/Bar
Sefa Kitchen	Waverley	Built	Restaurant/Bar
Shop and Wine Bar	Waverley	Built	Restaurant/Bar
Skinny Dip	Waverley	Built	Café
Society Pizzeria di Catania	Waverley	Built	Restaurant/Bar
Sonoma Bakery Café	Waverley	Built	Café
Soy Restaurant	Waverley	Built	Restaurant/Bar
Speakeasy Bar	Waverley	Built	Restaurant/Bar
The Anchor	Waverley	Built	Restaurant/Bar
A Tavola Bondi	Waverley	Built	Restaurant/Bar
About Life	Waverley	Built	Café
Atlas Kiosk	Waverley	Built	Café
Balcone Bar	Waverley	Built	Restaurant/Bar
Banana Blossom Asian Salads Bondi	Waverley	Built	Restaurant/Bar
Barlovento	Waverley	Built	Restaurant/Bar
Beach Burrito Company - Bondi	Waverley	Built	Restaurant/Bar
Bills Bondi	Waverley	Built	Restaurant/Bar
Birichina	Waverley	Built	Café
Bo Larn	Waverley	Built	Restaurant/Bar
Bondi Bowling Club	Waverley	Built	Restaurant/Bar
Bondi Cosmo	Waverley	Built	Restaurant/Bar
Bondi Hardware	Waverley	Built	Restaurant/Bar
Bondi Harvest	Waverley	Built	Restaurant/Bar
Bondi Icebergs	Waverley	Built	Restaurant/Bar
Bondi Pizza	Waverley	Built	Restaurant/Bar
Bondi Rumba	Waverley	Built	Restaurant/Bar
Bondi Trattoria	Waverley	Built	Restaurant/Bar
Bondi Tucker	Waverley	Built	Restaurant/Bar
Bonditony's Burger joint	Waverley	Built	Restaurant/Bar
Bronte Cucina	Waverley	Built	Restaurant/Bar
Bronte Road Bistro	Waverley	Built	Restaurant/Bar
Brown Sugar	Waverley	Built	Café
Café Bondi	Waverley	Built	Café

Name	LGA	Built/Natural	Type
Café Lilliputien	Waverley	Built	Café
Calabar Café and Diner	Waverley	Built	Café
Central Baking Depot	Waverley	Built	Café
Chapter One	Waverley	Built	Café
China Diner	Waverley	Built	Restaurant/Bar
Da Orazio Pizza + Porcetta	Waverley	Built	Restaurant/Bar
Deli Bottega	Waverley	Built	Café
Earth to table	Waverley	Built	Café
The Eastern	Waverley	Built	Restaurant/Bar
Fat Rupert's	Waverley	Built	Restaurant/Bar
Favoloso Espresso Bar	Waverley	Built	Restaurant/Bar
Fish Mongers Bondi	Waverley	Built	Restaurant/Bar
Gelato Bar	Waverley	Built	Restaurant/Bar
Gertrude and Alice Café Bookshop	Waverley	Built	Café
Harry's Espresso Bar	Waverley	Built	Restaurant/Bar
Hurricane's Grill	Waverley	Built	Restaurant/Bar
Ichi-ban Boshi	Waverley	Built	Restaurant/Bar
Katipo Coffee House	Waverley	Built	Café
Kellys Bar and Grill	Waverley	Built	Restaurant/Bar
La Macelleria	Waverley	Built	Restaurant/Bar
La Piadina	Waverley	Built	Café
Lox Stock and Barrel	Waverley	Built	Café
Lush on Bondi	Waverley	Built	Restaurant/Bar
Mamasan	Waverley	Built	Restaurant/Bar
Miss Marmalade	Waverley	Built	Café
Misschu	Waverley	Built	Restaurant/Bar
Mojos Tapas Bar and Café	Waverley	Built	Café
Moo Gourmet Burgers	Waverley	Built	Restaurant/Bar
Moxhe	Waverley	Built	Restaurant/Bar
Mozzarella Bar, My Way	Waverley	Built	Restaurant/Bar
Mr moustache	Waverley	Built	Restaurant/Bar
Myoko Sushi Bar	Waverley	Built	Restaurant/Bar
New Shanghai	Waverley	Built	Restaurant/Bar
North Bondi Fish	Waverley	Built	Restaurant/Bar
North Bondi RSL	Waverley	Built	Restaurant/Bar
Osteria Riva	Waverley	Built	Restaurant/Bar
Panama House	Waverley	Built	Restaurant/Bar
Paper Planes	Waverley	Built	Restaurant/Bar
Paradie Roas Diner	Waverley	Built	Restaurant/Bar
Pasticceria Papa	Waverley	Built	Restaurant/Bar
Pompei's	Waverley	Built	Restaurant/Bar
Queens Park Shed	Waverley	Built	Restaurant/Bar
Ramen Kan	Waverley	Built	Restaurant/Bar
Ravesi's	Waverley	Built	Restaurant/Bar
Raw bar	Waverley	Built	Restaurant/Bar
Rice Pot	Waverley	Built	Restaurant/Bar
The Corner House	Waverley	Built	Restaurant/Bar
The Crossing	Waverley	Built	Restaurant/Bar
The Earth Food Store and Café	Waverley	Built	Café

Name	LGA	Built/Natural	Type
The House of Luis Tan	Waverley	Built	Restaurant/Bar
The Rum Diaries	Waverley	Built	Restaurant/Bar
The Stuffed Beaver	Waverley	Built	Restaurant/Bar
Tokyo Jazz Café	Waverley	Built	Restaurant/Bar
Trio Bondi	Waverley	Built	Restaurant/Bar
Two and Twelve	Waverley	Built	Restaurant/Bar
Vacanza Pizzeria	Waverley	Built	Restaurant/Bar
Vino e Cucina	Waverley	Built	Restaurant/Bar
Vue Bar and Tapas	Waverley	Built	Restaurant/Bar
Zilver Bondi Junction	Waverley	Built	Restaurant/Bar
Waterman's Lobster Co.	Waverley	Built	Restaurant/Bar
Fishbowl Poke Bar	Waverley	Built	Restaurant/Bar
Macelleria	Waverley	Built	Restaurant/Bar
Sean's Panorama	Waverley	Built	Restaurant/Bar
The Bucket List	Waverley	Built	Restaurant/Bar
Coogee Legion Club	Randwick	Built	Restaurant/Bar
Coogee Beach Stand Up Paddle Hire	Randwick	Natural	Water Activities
Let's Go Surfing - Bondi Beach	Waverley	Natural	Water Activities
Let's Go Surfing - Maroubra Beach	Randwick	Natural	Water Activities
Sauce Bar and Grill	Randwick	Built	Restaurant/Bar
Seasalt Café	Randwick	Built	Café
Sushi Goi	Randwick	Built	Restaurant/Bar
Sushi Train	Randwick	Built	Restaurant/Bar
A Fish Called Coogee	Randwick	Built	Restaurant/Bar
Annie's	Randwick	Built	Restaurant/Bar
Aquarium Bistro and Bar	Randwick	Built	Restaurant/Bar
Banana Palm	Randwick	Built	Restaurant/Bar
Barzura	Randwick	Built	Restaurant/Bar
Beach Burrito Company - Coogee	Randwick	Built	Restaurant/Bar
Bite Café	Randwick	Built	Café
Bluesalt at Crowne Coogee	Randwick	Built	Restaurant/Bar
Churrasco Coogee	Randwick	Built	Restaurant/Bar
Coogee Bay Hotel	Randwick	Built	Restaurant/Bar
Coogee Burger Shack	Randwick	Built	Restaurant/Bar
Coogee Pavilion	Randwick	Built	Restaurant/Bar
Darley Street Bistro	Randwick	Built	Restaurant/Bar
Deviate Café	Randwick	Built	Café
El Toro Tapas and Pizza Bar	Randwick	Built	Restaurant/Bar
Golden Unicorn	Randwick	Built	Restaurant/Bar
La Spiaggia	Randwick	Built	Restaurant/Bar
Nissaki Greek Taverna	Randwick	Built	Restaurant/Bar
Oceans bar	Randwick	Built	Restaurant/Bar
Pavilion Beachfront	Randwick	Built	Restaurant/Bar
The Grumpy Baker Maroubra	Randwick	Built	Café
The North End Café	Randwick	Built	Café
Vivo Mexican Tapas	Randwick	Built	Restaurant/Bar
X74 Restaurant	Randwick	Built	Restaurant/Bar
Café de France	Randwick	Built	Café
The Little Kitchen	Randwick	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
Sugarcane Coogee	Randwick	Built	Restaurant/Bar
Belinda	Woollahra	Built	Shops
Zahli Crystal Couture and Designer Denim	Woollahra	Built	Shops
Busatti Boutique	Woollahra	Built	Shops
Cosmopolitan Shoes	Woollahra	Built	Shops
Adrienne and the Misses Bonney	Woollahra	Built	Shops
Jan Logan	Woollahra	Built	Shops
Clark Island	Woollahra	Natural	Beach
Redleaf Beach	Woollahra	Natural	Beach
Royal Sydney Golf Club	Woollahra	Natural	Golf
Mrs Sippy	Woollahra	Built	Restaurant/Bar
Sydney Harbour Escapes	Woollahra	Natural	Tours
Rose Bay Aquatic Hire	Woollahra	Natural	Water Activities
Point Piper Kayaks	Woollahra	Natural	Water Activities
Kayaking Tours Sydney	Woollahra	Natural	Water Activities
Sydney Seaplanes	Woollahra	Natural	Scenic Flights
Sydney By Seaplane	Woollahra	Natural	Scenic Flights
Rose Bay Diner	Woollahra	Built	Restaurant/Bar
Royal Oak Hotel Bistro	Woollahra	Built	Restaurant/Bar
Sake Restaurant and Bar	Woollahra	Built	Restaurant/Bar
Simmone Logue	Woollahra	Built	Restaurant/Bar
Spice Market Double Bay	Woollahra	Built	Restaurant/Bar
Stillery at Intercontinental Double Bay	Woollahra	Built	Restaurant/Bar
Stockroom at Intercontinental Double Bay	Woollahra	Built	Restaurant/Bar
Sugar and Spoon Café	Woollahra	Built	Café
Taste of India	Woollahra	Built	Restaurant/Bar
1888 Certified	Woollahra	Built	Restaurant/Bar
Australian 18 Footers League	Woollahra	Built	Restaurant/Bar
Bar Indigo	Woollahra	Built	Restaurant/Bar
Bar Mia	Woollahra	Built	Restaurant/Bar
Bei Amici	Woollahra	Built	Restaurant/Bar
Bernasconi's	Woollahra	Built	Restaurant/Bar
Best Thai - Rose Bay	Woollahra	Built	Restaurant/Bar
Bibo	Woollahra	Built	Restaurant/Bar
Brown Rice Sushi - Double bay	Woollahra	Built	Restaurant/Bar
Casablanca Sydney	Woollahra	Built	Restaurant/Bar
Catalina Rose Bay	Woollahra	Built	Restaurant/Bar
Char and Co	Woollahra	Built	Restaurant/Bar
Chinta Kechil	Woollahra	Built	Restaurant/Bar
Cosmopolitan Café	Woollahra	Built	Café
Cruising Yacht Club of Australia	Woollahra	Built	Restaurant/Bar
D'Bees Double Bay	Woollahra	Built	Restaurant/Bar
Double Bay Chinese	Woollahra	Built	Restaurant/Bar
Double Bay Schnitzel House	Woollahra	Built	Restaurant/Bar
Landmark Restaurant	Woollahra	Built	Restaurant/Bar
Limoncello	Woollahra	Built	Restaurant/Bar
Mistelle	Woollahra	Built	Restaurant/Bar
Pelicano	Woollahra	Built	Restaurant/Bar
Pink Salt Restaurant	Woollahra	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
Pizza on Bay	Woollahra	Built	Restaurant/Bar
Redleaf Pool Café	Woollahra	Built	Café
Regatta Restaurant and Bar	Woollahra	Built	Restaurant/Bar
The Golden Sheaf Hotel	Woollahra	Built	Restaurant/Bar
The Sheaf Bistro	Woollahra	Built	Restaurant/Bar
The Swimmers Club	Woollahra	Built	Restaurant/Bar
Village Grill	Woollahra	Built	Restaurant/Bar
Vine Double Bay	Woollahra	Built	Restaurant/Bar
Niji Restaurant and Bar	Woollahra	Built	Restaurant/Bar
Henry Head Walking Track	Randwick	Natural	Nature/Walks
Bare Island Fort	Randwick	Built	Gallery/Museum
Randwick Golf	Randwick	Natural	Golf
St Michael's Golf Club	Randwick	Natural	Golf
The Coast Golf Course	Randwick	Natural	Golf
La Perouse Museum	Randwick	Built	Gallery/Museum
Kadoo Tours	Randwick	Natural	Indigenous
The Boatshed La Perouse	Randwick	Built	Restaurant/Bar
Little Lily's Wine and Tapas Café	Randwick	Built	Café
Little Hutong	Randwick	Built	Restaurant/Bar
Centennial Park	Randwick	Natural	Parks/Gardens
Queens Park	Randwick	Natural	Parks/Gardens
Harris Farm Markets	Waverley	Built	Shops
Ritz Cinema	Randwick	Built	Cinemas
Royal Randwick Racecourse	Randwick	Natural	Horse Racing
Museum of Human Disease	Randwick	Built	Gallery/Museum
Centennial Park Cycles	Randwick	Natural	Cycling
Australia in Style	Randwick	Built	Tours
Dingo Tours	Randwick	Natural	Tours
Seahorse Seafood Italian Restaurant	Randwick	Built	Restaurant/Bar
Soul Burger	Randwick	Built	Restaurant/Bar
Arthur's Pizza Randwick	Randwick	Built	Restaurant/Bar
Azteca's Mexican Restaurant	Randwick	Built	Restaurant/Bar
Bistro Avoca	Randwick	Built	Restaurant/Bar
Café Randwick	Randwick	Built	Café
Chat Thai Randwick	Randwick	Built	Restaurant/Bar
Duke's Lounge	Randwick	Built	Restaurant/Bar
Jimbaran Indonesian	Randwick	Built	Restaurant/Bar
Kurtosh House One	Randwick	Built	Café
La Cocina Peruana	Randwick	Built	Café
Li'l Darlin Randwick	Randwick	Built	Restaurant/Bar
Mand's Indian Randwick	Randwick	Built	Restaurant/Bar
Moroccan Feast	Randwick	Built	Restaurant/Bar
Noodle Inn	Randwick	Built	Restaurant/Bar
Pho Le Vietnamese Restaurant	Randwick	Built	Restaurant/Bar
Pinocchio's Seafood and Steak	Randwick	Built	Restaurant/Bar
Prima Luna Italian Restaurant	Randwick	Built	Restaurant/Bar
The Cook House	Randwick	Built	Restaurant/Bar
The Dog at Duke of Gloucester	Randwick	Built	Restaurant/Bar
Four Frogs Creperie	Randwick	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
South Head Heritage Trail	Woollahra	Natural	Nature/Walks
Macquarie Lighthouse	Woollahra	Built	Landmark
Hornby Lighthouse	Woollahra	Built	Landmark
Camp Cove	Woollahra	Natural	Beach
Bottle and Glass Point	Woollahra	Natural	Parks/Gardens
Milk Beach Vaucluse	Woollahra	Natural	Parks/Gardens
Nielsen Park	Woollahra	Natural	Parks/Gardens
Lady Bay Beach	Woollahra	Natural	Beach
Hermitage Foreshore Track	Woollahra	Natural	Nature/Walks
Shakespears Point	Woollahra	Natural	Parks/Gardens
Bondi Park	Waverley	Natural	Parks/Gardens
Nielsen Park Café and Halbert Pavilion	Woollahra	Built	Café
Beautiful Tours Australia	Woollahra	Natural	Tours
Doyles on the Beach	Woollahra	Built	Restaurant/Bar
Doyles on the Wharf	Woollahra	Built	Restaurant/Bar
Dunbar House	Woollahra	Built	Restaurant/Bar
Eastern Bay Thai	Woollahra	Built	Restaurant/Bar
The Grumpy Baker Vaucluse	Woollahra	Built	Café
Il Dolce Dell'Amore	Woollahra	Built	Restaurant/Bar
Nielsen Park Café and Restaurant	Woollahra	Built	Restaurant/Bar
Pigeonhole	Woollahra	Built	Café
Watsons Beach Club	Woollahra	Built	Restaurant/Bar
Explorer Bus	Waverley	Built	Tours
AAT Kings	Waverley	Built	Tours
Gray Line	Waverley	Built	Tours
Harley Davidson Bondi Beach Tour	Waverley	Built	Tours
Splendour Tailored Tours	Waverley	Natural	Tours
Walangari Karntawarra and Diramu Aboriginal Dance and Didgeridoo	Waverley	Built	Indigenous
Kangarrific Tours	Waverley	Built	Tours
Outdoor East Walking Tours	Waverley	Natural	Tours
Sydney Prive	Randwick	Natural	Tours
Sydney Underwater Scooter Tours	Randwick	Natural	Tours
A Surfing Kangaroo Tour	Woollahra	Natural	Tours
Pilgrim Sailing	Woollahra	Natural	Tours
Waverley Park	Waverley	Natural	Sports
Barracluff Park	Waverley	Natural	Sports
Dudley Page Reserve	Waverley	Natural	Sports
Hugh Bamford Reserve	Waverley	Natural	Sports
Rodney Reserve	Waverley	Natural	Sports
Heffron Park	Randwick	Natural	Sports
Chifley Sportsfields	Randwick	Natural	Sports
Baker Park Tennis Courts	Randwick	Natural	Sports
Coogee Oval Sportsfields	Randwick	Natural	Sports
Burrows Park Sportsfield	Randwick	Natural	Sports
Kensington Park Sportsfields	Randwick	Natural	Sports

Name	LGA	Built/Natural	Type
Woomera Reserve Sportsfields	Randwick	Natural	Sports
Pioneer Park Sportsfields	Randwick	Natural	Sports
Coral Sea Park Sportsfields	Randwick	Natural	Sports
Nagle park Sportsfields	Randwick	Natural	Sports
Paine Reserve Sportsfields	Randwick	Natural	Sports
Snape Park	Randwick	Natural	Sports
Yarra Oval	Randwick	Natural	Sports
Latham Park Sportfields	Randwick	Natural	Sports
Christison Park	Woollahra	Natural	Sports
Cooper Park	Woollahra	Natural	Sports
Lough Playing Fields	Woollahra	Natural	Sports
Lyne Park	Woollahra	Natural	Sports
Rushcutters Bay Park	Woollahra	Natural	Sports
Steyne Park	Woollahra	Natural	Sports
Trumper Oval	Woollahra	Natural	Sports
Woollahra Park	Woollahra	Natural	Sports
Topsides Up Sailing School	Woollahra	Natural	Water Activities
Oz Stand Up Paddle Centres	Woollahra	Natural	Water Activities
Surfs Up Surf School	Woollahra	Natural	Water Activities
MV North Sea	Woollahra	Natural	Water Activities
Parsley Bay Reserve	Woollahra	Natural	Beach
Workut on Water	Woollahra	Natural	Water Activities
Fred Hollows Reserve	Randwick	Natural	Nature/Walks
Parade Theatres	Randwick	Built	Theatre
Prince Henry Hospital Museum	Randwick	Built	Gallery/Museum
Spice Thai Cuisune	Randwick	Built	Restaurant/Bar
Lebanon and Beyond	Randwick	Built	Restaurant/Bar
Nautica	Woollahra	Built	Restaurant/Bar
Nielson Park Kiosk	Woollahra	Built	Restaurant/Bar
Gelatissimo	Woollahra	Built	Café
Sopra Sotto Ristorante Italiano	Woollahra	Built	Restaurant/Bar
The Last Resort	Waverley	Built	Day Spa
Lotus Spa	Waverley	Built	Day Spa
Fleur De Lys Medispa	Woollahra	Built	Day Spa
Samsara Day Spa	Waverley	Built	Day Spa
The Pink Lotus Thai Massage and Day Spa	Waverley	Built	Day Spa
Bodhi J	Waverley	Built	Day Spa
Bangkok Spa Thai Massage	Waverley	Built	Day Spa
Fleur De Lys Medispa	Randwick	Built	Day Spa
Your Sanctuary Day Spa	Randwick	Built	Day Spa
Yummy Mummy Pregnancy Day Spa	Randwick	Built	Day Spa
Mumsabai Thai Massage and Day Spa	Randwick	Built	Day Spa
Maya Medispa	Woollahra	Built	Day Spa
Milk Day Spa	Woollahra	Built	Day Spa
Endota Spa Paddington	Woollahra	Built	Day Spa

3.3 Transport

Table 1: Full Transport Audit

Name	Type
Go Sydney Shuttle	Commercial Transport
Ready2Go	Commercial Transport
Air Bus Airport Shuttle	Commercial Transport
Jayride Technology Pty Ltd	Commercial Transport
Royal Limousines	Commercial Transport
Taxis Combined Services	Commercial Transport
RSL Cabs	Commercial Transport
Legion Cabs	Commercial Transport
Premier Cabs	Commercial Transport
Silver Service	Commercial Transport
Bus Route 387	Public Transport
Bus Route 380	Public Transport
Bus Route 323	Public Transport
Bus Route 333	Public Transport
Bus Route 381	Public Transport
Bus Route 382	Public Transport
Bus Route 389	Public Transport
Bus Route X84	Public Transport
Bus Route X89	Public Transport
Bus Route 362	Public Transport
Bus Route 361	Public Transport
Bus Route M40	Public Transport
Bus Route 316	Public Transport
Bus Route 328	Public Transport
Bus Route 355	Public Transport
Bus Route 200	Public Transport
Bus Route 317	Public Transport
Bus Route 348	Public Transport
Bus Route 360	Public Transport
Bus Route 386	Public Transport
Bus Route 313	Public Transport
Bus Route 326	Public Transport
Bus Route 352	Public Transport
Bus Route 314	Public Transport
Bus Route 327	Public Transport
Bus Route 353	Public Transport
Bus Route 400	Public Transport
Bus Route 418	Public Transport
Bus Route 410	Public Transport
Bus Route 440	Public Transport
Eastern Suburbs Line (Bondi Junction Station)	Public Transport

Source: Stafford Group

3.4 Events

Table 6: Full Events Audit[7]

Name	LGA	Type	Organiser
Back to Prince Henry Day	Randwick	Arts/Culture	-
Coogee Family Fun Day	Randwick	Community	Coogee Chamber of Commerce
Coogee Sparkles NYE Fireworks	Randwick	Community	Randwick City Council
The Spot Festival	Randwick	Community	-
StartCon	Randwick	Conference	Private
Vintage Bride Wedding Fair	Randwick	Fair	Private
The Championships	Randwick	Horse Racing	Private
McGrath Estate Agents Melbourne Cup Race Day Meeting	Randwick	Horse Racing	Private
Blak Markets	Randwick	Indigenous	Private
NSW Pro Surf Series: Carve Pro	Randwick	Sporting Competition/Challenge	Private
Murray Rose Malabar Magic Ocean Swim	Randwick	Water Activities	Private
Shalom Sydney Jewish Writers Festival	Waverley	Arts/Culture	Private
Sculpture By the Sea	Waverley	Arts/Culture	Private
Bondi Winter Magic	Waverley	Arts/Culture	Waverley Council/ Bondi Chamber of Commerce
Latin American Festival	Waverley	Arts/Culture	Private
Surf's Up @ The Pav	Waverley	Arts/Culture	Waverley Council

[7] Events refer to major visitor attraction events. Small community events including library events, bush care programs, workshops etc. and one-off exhibitions/concerts/performances are not included as part of this inventory assessment.

Name	LGA	Type	Organiser
Ben and Jerrys Openair Cinemas Bondi	Waverley	Cinemas	Private
Flickerfest Short Film Festival	Waverley	Cinemas	Private
Carols by the Sea	Waverley	Community	Waverley Council
Bronte House Open Day	Waverley	Community	-
Summerama Fun Day Out	Waverley	Community	Waverley Council
NYE at Dudley Page Reserve	Waverley	Community	Waverley
Festival of the Winds	Waverley	Community	Waverley Council
A Moveable Feast	Waverley	Food and Wine	Private
The Global Kitchen	Waverley	Food and Wine	-
Bondi Farmers Market	Waverley	Markets	-
Bondi Beach Markets	Waverley	Markets	-
Your Local Markets - Bondi Junction	Waverley	Markets	-
Bondi Beach Community Market	Waverley	Markets	-
Waverley Markets	Waverley	Markets	-
WAYS Bondi Blitz Concert	Waverley	Music	Private
World Music Day	Waverley	Music	Private
Jazz @ The Pav	Waverley	Music	Waverley Council
Bondi to Bronte Ocean Swim	Waverley	Sporting Competition/Challenge	Private
Bondi Blue Water Challenge	Waverley	Sporting Competition/Challenge	Private
Bowl-A-Rama	Waverley	Sporting Competition/Challenge	Private
The Sun-Herald City2Surf	Waverley	Sporting Competition/Challenge	Private
Woollahra Small Sculpture Exhibition	Woollahra	Arts/Culture	Private
New Years Eve on Sydney Harbour	Woollahra	Community	-
Taste Orange	Woollahra	Community	Private
Seniors Festival	Woollahra	Community	Woollahra Council
Cambridge Markets	Woollahra	Markets	-
Double Bay Markets	Woollahra	Markets	-
Woollahra Artisan Market	Woollahra	Markets	-
3 Bay Challenge	Woollahra	Sporting Competition/Challenge	Private
Emirates Australian Open Golf Championship	Woollahra	Sporting Competition/Challenge	Private
Every Man and His Dog SUP Competition	Woollahra	Water Activities	Private
Twilight Racing on Sydney Harbour	Woollahra	Water Activities	Private
Sail Sydney	Woollahra	Water Activities	Private
Rolex Sydney Hobart Yacht Race	Woollahra	Water Activities	Private

Source: Stafford Group

3.5 Performing Arts Spaces

Table 7: Full Audit of Performing Arts Spaces[8]

Venue	Suburb	Type
Hugh Bamford Reserve Hall	Bondi	Community Hall
Thomas Hogan Reserve Community Hall	Bondi	Community Hall
Mill Hill Centre	Bondi Junction	Community Hall
Waverley Library (Ron Lander Centre)	Bondi Junction	Community Hall
Kimberley Reserve Community Hall	Vaucluse	Community Hall
AToPe Dance and Fitness	Bondi	Dance Studio/Rehearsal Spaces
Bondi Dance Company	Bondi	Dance Studio/Rehearsal Spaces
Marta's Dance Studio	Bondi	Dance Studio/Rehearsal Spaces
Patio de Tango	Bondi	Dance Studio/Rehearsal Spaces
School of Arts Academy of Dance	Bondi	Dance Studio/Rehearsal Spaces
The Hula Honeyz	Bondi	Dance Studio/Rehearsal Spaces
Bondi Pavilion	Bondi Beach	Dance Studio/Rehearsal Spaces
La Vida Flamenca	Bondi Beach	Dance Studio/Rehearsal Spaces
Retro Dance	Bondi Beach	Dance Studio/Rehearsal Spaces
Tap Dogs HQ	Bondi Beach	Dance Studio/Rehearsal Spaces
Alegria Dance Studios	Bondi Junction	Dance Studio/Rehearsal Spaces
Arthur Murray Dancing School	Bondi Junction	Dance Studio/Rehearsal Spaces
Baby Boogie	Bondi Junction	Dance Studio/Rehearsal Spaces
Belly Dance Lotus	Bondi Junction	Dance Studio/Rehearsal Spaces
Dance Fit Zone	Bondi Junction	Dance Studio/Rehearsal Spaces
Expression Dance School	Bondi Junction	Dance Studio/Rehearsal Spaces
Kidz Lounge	Bondi Junction	Dance Studio/Rehearsal Spaces
Latin Junction	Bondi Junction	Dance Studio/Rehearsal Spaces
Miss Tara's Bambino Ballet	Bondi Junction	Dance Studio/Rehearsal Spaces
Pole Dance Academy	Bondi Junction	Dance Studio/Rehearsal Spaces
Street Sessions	Bondi Junction	Dance Studio/Rehearsal Spaces
Bronte Ballet School	Bronte	Dance Studio/Rehearsal Spaces
Big Steps Little Feet	North Bondi	Dance Studio/Rehearsal Spaces
The Ballet Class	North Bondi	Dance Studio/Rehearsal Spaces
Showbiz Dance Studio	Waverley	Dance Studio/Rehearsal Spaces
Sydney Roosters Dance School	Waverley	Dance Studio/Rehearsal Spaces
The Nutcracker School of Ballet	Waverley	Dance Studio/Rehearsal Spaces
Wanna Dance	Waverley	Dance Studio/Rehearsal Spaces
34 Bondi	Bondi Beach	Music Venue
Ways Music Studio	Bondi Beach	Music Venue
Jam Gallery	Bondi Junction	Music Venue
Nine Toes Records	Bondi Junction	Music Venue
Bondi Pavilion	Waverley	Amphitheatre
RJ Wallace Performing Arts Centre	Waverley	School Theatre

Source: Stafford Group

[8] The following websites were used for the audit: Yellow Pages, Google search for the terms “theatres”, “stand up comedy”, “music venues”, “rehearsal spaces”, “dance studios” for Waverley and Bondi; http://www.waverley.nsw.gov.au/recreation/venue_hire

3.6 Health and Wellness Product

Table 8: Full Health and Wellness Audit[9]

Name	Type	LGA
Fleur De Lys Medispa	Day Spa	Randwick
Mumsabai Thai Massage and Day Spa	Day Spa	Randwick
Your Sanctuary Day Spa	Day Spa	Randwick
Yummy Mummy Pregnancy Day Spa	Day Spa	Randwick
6X Training	Gym	Randwick
Advanz Therapies	Gym	Randwick
Blackbeltpro Gym	Gym	Randwick
Clovelly Beach Outdoor Gym	Gym	Randwick
Coastal Bodies	Gym	Randwick
CrossFit Kia Kaha	Gym	Randwick
Curves Gym Bondi Junction	Gym	Randwick
Damien Kelly Fitness Studio	Gym	Randwick
E-Lab	Gym	Randwick
F45 Training Randwick	Gym	Randwick
First Grade Fitness	Gym	Randwick
Fitness First Maroubra	Gym	Randwick
Fitness First Randwick	Gym	Randwick
Hypoxi Studio Randwick	Gym	Randwick
Live Breathe Health and Fitness	Gym	Randwick
Plus Fitness 24/7 Bondi Junction	Gym	Randwick
Reborn Fitness and Wellbeing	Gym	Randwick
Snap Fitness Kensington	Gym	Randwick
Snap Fitness Maroubra	Gym	Randwick
Symetrie	Gym	Randwick
Titan Fitness	Gym	Randwick
UNSW Fitness and Aquatic Centre	Gym	Randwick
Anahata Yoga Space	Yoga/Pilates	Randwick
Centennial Yoga Studio	Yoga/Pilates	Randwick
Clearview Wellness Centre	Yoga/Pilates	Randwick
Core Dynamics Pilates	Yoga/Pilates	Randwick
Dynamic Physique Pilates	Yoga/Pilates	Randwick
Eastern Suburbs Pilates and Exercise Physiology	Yoga/Pilates	Randwick
Joe and Me Pilates	Yoga/Pilates	Randwick
KX Pilates Randwick	Yoga/Pilates	Randwick
Le Studio Pilates	Yoga/Pilates	Randwick
Lucia's Pilates	Yoga/Pilates	Randwick
Omni Body Yoga and Pilates	Yoga/Pilates	Randwick
Pure Bikram Yoga	Yoga/Pilates	Randwick
Randwick Yoga Space	Yoga/Pilates	Randwick
Roman Pilates	Yoga/Pilates	Randwick
Sona Yoga	Yoga/Pilates	Randwick
The Light of Yoga	Yoga/Pilates	Randwick
The Livingroom	Yoga/Pilates	Randwick
This Is Yoga	Yoga/Pilates	Randwick
Yogamama	Yoga/Pilates	Randwick
Ayurvedic Wellness Centre	Day Spa	Waverley
Bangkok Spa Thai Massage	Day Spa	Waverley
Bodhi J	Day Spa	Waverley
Lotus Spa	Day Spa	Waverley
Samsara Day Spa	Day Spa	Waverley
The Last Resort	Day Spa	Waverley
The Pink Lotus Thai Massage and Day Spa	Day Spa	Waverley
8 Limbs Combat and Conditioning	Gym	Waverley
AGOGA	Gym	Waverley
Anytime Fitness Bondi Junction	Gym	Waverley
Beach Fit Bondi	Gym	Waverley
Body Express	Gym	Waverley
Bondi Beach Bodies Fitness	Gym	Waverley
Bondi Boxing Gym	Gym	Waverley
Bondi Gym	Gym	Waverley
Bondi Outdoor Gym	Gym	Waverley
Bronte Fitness	Gym	Waverley
Burst Fitness	Gym	Waverley
Cross Fit Bare	Gym	Waverley
Curves Gym Bondi Junction	Gym	Waverley
Damien Kelly Fitness Studio	Gym	Waverley
Dangerously Fit Personal Training	Gym	Waverley
Dirks Health	Gym	Waverley
F45 Training Bondi Beach	Gym	Waverley
Fitness First Bondi Spring St Platinum	Gym	Waverley
Fresh Fitness Waverley	Gym	Waverley
Gold's Gym Bondi Beach	Gym	Waverley
Headspace Bondi Junction	Gym	Waverley
iFit Bondi	Gym	Waverley
Lifecycle Fitness	Gym	Waverley
Orangetheory Fitness	Gym	Waverley
Plus Fitness 24/7 Bondi Junction	Gym	Waverley
SNAP Fitness Bondi Junction	Gym	Waverley
Spin City	Gym	Waverley
The Athletic Club	Gym	Waverley

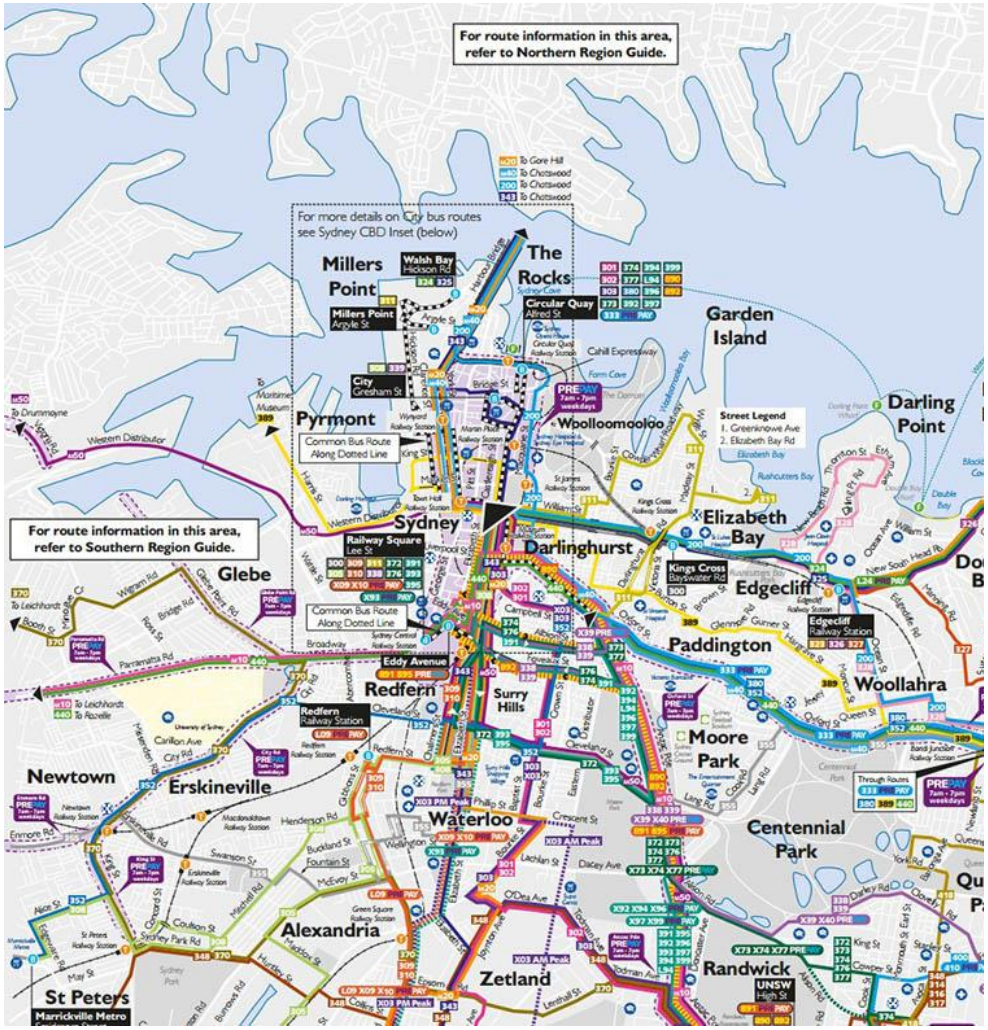
[9] The audit was based on top Google searches for “gym”, “yoga pilates” and “day spa” and facilities listed on Google Maps for each LGA. Gymnastics facilities were not included in the ‘gym’ category. Hair salons, nail salons and general massage businesses were not included in the ‘day spa’ category.

Name	Type	LGA
Uniting Seniors Gym Waverley	Gym	Waverley
Advanz Therapies	Yoga/Pilates	Waverley
Balance Moves	Yoga/Pilates	Waverley
Beach Flow Bondi	Yoga/Pilates	Waverley
Bodi Mind Sol	Yoga/Pilates	Waverley
BodyMindLife Yoga and Pilates	Yoga/Pilates	Waverley
Bright Light Yoga	Yoga/Pilates	Waverley
Dharma Shala Bondi Yoga School	Yoga/Pilates	Waverley
Elixir Health Clubs Bondi Junction	Yoga/Pilates	Waverley
Emergy Pilates Lounge	Yoga/Pilates	Waverley
Iyengar Yoga Institute of Bondi Junction	Yoga/Pilates	Waverley
Ki Yoga	Yoga/Pilates	Waverley
KX Pilates	Yoga/Pilates	Waverley
Lava Yoga	Yoga/Pilates	Waverley
My Asana	Yoga/Pilates	Waverley
Paper Tiger Wellness	Yoga/Pilates	Waverley
Peaches Pilates	Yoga/Pilates	Waverley
Pilates Bondi	Yoga/Pilates	Waverley
Power Living Australia Yoga	Yoga/Pilates	Waverley
Private Yoga Bondi	Yoga/Pilates	Waverley
Restorative Yoga	Yoga/Pilates	Waverley
Soul Flow	Yoga/Pilates	Waverley
Sukha Mukha Yoga	Yoga/Pilates	Waverley
The Body Spot	Yoga/Pilates	Waverley
The Yoga School Bondi Junction	Yoga/Pilates	Waverley
Toga by the Sea Tamarama	Yoga/Pilates	Waverley
Yoga 213	Yoga/Pilates	Waverley
Yoga by the Sea Bondi	Yoga/Pilates	Waverley
Yoga by the Sea Bronte	Yoga/Pilates	Waverley
Yoga School Bondi Junction	Yoga/Pilates	Waverley
Yoga Synergy	Yoga/Pilates	Waverley
Yoga Synergy	Yoga/Pilates	Waverley
YogaBar Bondi Beach	Yoga/Pilates	Waverley
Yogatime	Yoga/Pilates	Waverley
Arisoo Spa	Day Spa	Willoughby
BIIU Day Spa	Day Spa	Willoughby
Oriental Spa	Day Spa	Willoughby
Urban Spa	Day Spa	Willoughby
Anytime Fitness Chatswood	Gym	Willoughby
Anytime Fitness Northbridge	Gym	Willoughby
Crossfit Active Artarmon	Gym	Willoughby
Crunch Fitness Chatswood	Gym	Willoughby
Evolve Health and Fitness	Gym	Willoughby
Excel Strength and Conditioning Plus	Gym	Willoughby
Fitness First Willoughby	Gym	Willoughby
Icon Performance Health	Gym	Willoughby
Plus Fitness 24/7 Chatswood	Gym	Willoughby
Plus Fitness Artarmon	Gym	Willoughby
Prodigy MMA Artarmon	Gym	Willoughby

Name	Type	LGA
Vision Personal Training Roseville	Gym	Willoughby
VT1 Gym	Gym	Willoughby
Willoughby Leisure Centre	Gym	Willoughby
Willoughby Squash	Gym	Willoughby
Chatswood Pilates Studio	Yoga/Pilates	Willoughby
Mind Heart Body Centre	Yoga/Pilates	Willoughby
North Shore Pysio and Pilates	Yoga/Pilates	Willoughby
Selby Simone	Yoga/Pilates	Willoughby
Sports Focus Pysiotherapy and Pilates	Yoga/Pilates	Willoughby
Yoga Hotspot	Yoga/Pilates	Willoughby
Yoga Pavilion	Yoga/Pilates	Willoughby
Yoganic	Yoga/Pilates	Willoughby
Yyoga	Yoga/Pilates	Willoughby
Endota Spa Paddington	Day Spa	Woollahra
Fleur De Lys Medispa	Day Spa	Woollahra
Maya Medispa	Day Spa	Woollahra
Milk Day Spa	Day Spa	Woollahra
Modbod Retreat	Day Spa	Woollahra
Anytime Fitness Edgecliff	Gym	Woollahra
Anytime Fitness Rose Bay	Gym	Woollahra
CrossFit Creature Edgecliff	Gym	Woollahra
Nordic Fit	Gym	Woollahra
Regenesis Fitness	Gym	Woollahra
Snap Fitness Double Bay	Gym	Woollahra
Ultimate You Change Centre	Gym	Woollahra
Vision Personal Training Double Bay	Gym	Woollahra
Your Fitness	Gym	Woollahra
@theBarre	Yoga/Pilates	Woollahra
A Balanced Life Yoga Studio	Yoga/Pilates	Woollahra
Arialpilates Double Bay	Yoga/Pilates	Woollahra
Arialpilates Paddington	Yoga/Pilates	Woollahra
Body in Song	Yoga/Pilates	Woollahra
Bondi Pilates Centre	Yoga/Pilates	Woollahra
Earth Sky Yoga Vaucluse	Yoga/Pilates	Woollahra
Flow Athletic	Yoga/Pilates	Woollahra
Movement 360	Yoga/Pilates	Woollahra
Physicore Sydney	Yoga/Pilates	Woollahra
Pilates Moves	Yoga/Pilates	Woollahra
Prana Space	Yoga/Pilates	Woollahra
The Lifepod	Yoga/Pilates	Woollahra

Source: Stafford Group

Public Transport – Eastern Suburbs Section[10]



Source: Transport NSW – Sydney Buses

[10] http://www.sydneybuses.info/routes/15326_STA_region_web_map_east_20160801.pdf

4 Supporting Documentation 4 – Attractions/Destinations Ranking

Based on a variety of Google searches on "Top things to do in Australia", "Australian Destinations", "Top 10 Beaches in Australia" etc. and key tourism-based websites. The results demonstrate the following.

- CNN Travel – "10 Natural Wonders of Australia" list[11]: Bondi Beach does not feature on this list, with the Great Barrier Reef, Uluru and Shark Bay ranking as the top three.
- Australian Landmarks.com – "Top 10 Australian Landmarks" list[12]: Bondi Beach ranks as the eighth on the list, noted for "epitomising the 'Australian' lifestyle." The Sydney Opera House, Uluru and Heart Reef rank as the top three.
- Escape.com.au – "Top 10 Aussie Bucket-List Destinations" list[13]: Bondi Beach does not feature on this list where Uluru, the Great Barrier Reef and The Kimberley take out the top three places respectively. This ranking was based on a survey of 4,100 Australians regarding "bucket list places" respondents intend to visit one day. Bondi Beach not being featured on this list could potentially be due to its easy accessibility from the Sydney CBD and that many Australians may have already visited the beach.
- Google – Top Australian Destinations[14]: When the query "top Australian destinations" is searched on Google, a total of 48 destinations/attractions appear. Sydney ranks first, with the Sydney Opera House and Bondi Beach categorised together under Sydney.
- Lonely Planet – "Ultimate Travel List (Worldwide)"[15]: In total, 10 destinations from Australia were listed out of 500 sites worldwide, including the Great Barrier Reef, 12 Apostles and Hobart's Museum of Old and New Art. Bondi Beach, however, was not featured on the list.
- The Telegraph (UK) – "Top Things to do in Australia"[16]: Bondi Beach ranks 10th, behind The Great Ocean Road, Kakadu National Park, and the Sydney Harbour Bridge, which took out the top three positions.
- TripAdvisor – "Top Attractions in Australia"[17]: Based on user reviews in October/November 2016 and February 2017, the Bondi to Coogee Beach Coastal Walk ranked as the third top attraction in Australia on TripAdvisor, behind Sydney Harbour and the Australian War Memorial. However, this ranking may be lower during the winter off-season.
- Business Insider Australia – "25 Places You Must Visit in Australia"[18]: the Bondi to Coogee Coastal Walk ranked 11th out of 25, behind the Opera Bar/Opera House (1st), Birdsville horse racing (2nd), and the 12 Apostles (3rd).
- TripAdvisor – "TripAdvisor Traveller's Choice Awards 2016 – Top 25 Beaches – Australia"[19]: Surprisingly, Bondi Beach only ranks as the 22nd best beach in the 2016 Traveller's Choice Awards. Whitehaven Beach, Manly Beach, and Surfer's Paradise Beach topped the list.
- Lonely Planet – "The best beaches in Australia"[20]: From a list of 12 beaches, Bondi Beach is not mentioned. It is noted that beaches are rank based on either outstanding surfing and swimming, wildlife, and beauty and remoteness, and Bondi due to its proximity to Sydney does not fulfil the "remoteness" category.

[11] http://travel.cnn.com/sydney/visit/10-natural-wonders-australia-834214/
[12] http://www.australianlandmarks.com.au/lists/australian-landmarks-top-10-list
[13] Based on a survey for 4,100 Australians http://www.escape.com.au/australia/top-10-aussie-bucketlist-destinations/news-story/05253cd21c26ae3985ca1979a6765ec3
[14] https://www.google.com.au/search?q=top+australian+destinations
[15] https://www.lonelyplanet.com/ultimate-travel; http://www.traveller.com.au/lonely-planets-ultimate-travelist-angkor-wat-number-one-in-list-of-the-worlds-500-top-places-to-visit-gj1hr0
[16] http://www.telegraph.co.uk/sponsored/travel/best-of-australia/11371989/top-10-sights-australia.html
[17] https://www.tripadvisor.com.au/Attractions-g255055-Activities-Australia.html
[18] http://www.businessinsider.com.au/25-places-to-visit-in-australia-2013-3#want-to-travel-the-world-26
[19] https://www.tripadvisor.com.au/TravelersChoice-Beaches-cTop-g255055
[20] https://www.lonelyplanet.com/australia/travel-tips-and-articles/77577

Figure 2 : Australian Landmarks.com – Top 10 List

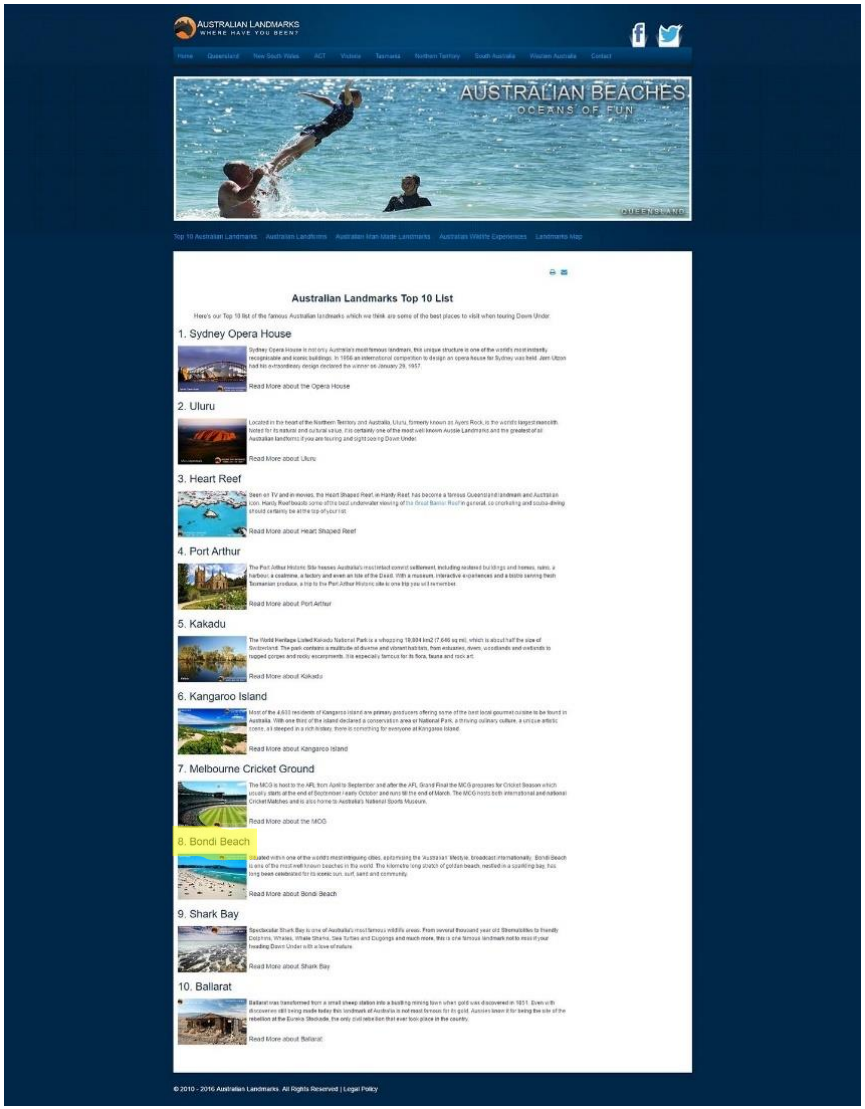


Figure 3: CNN Travel – Top 10 Natural Wonders of Australia

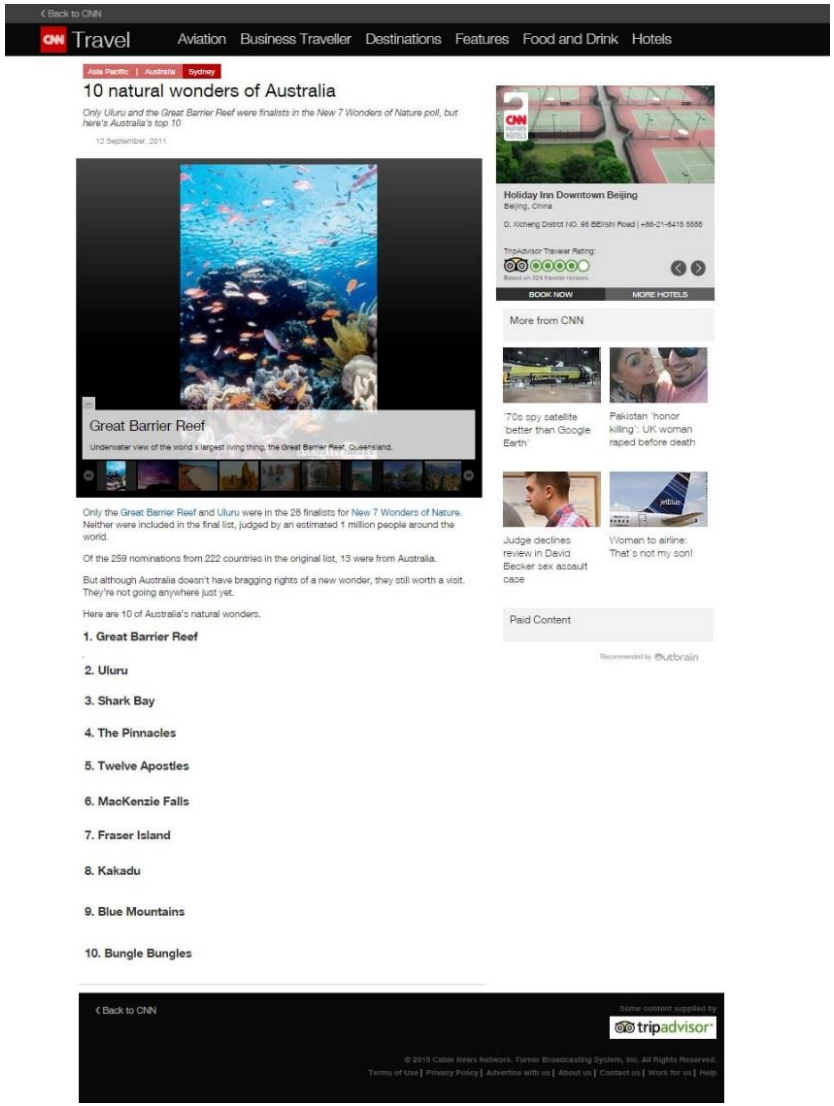
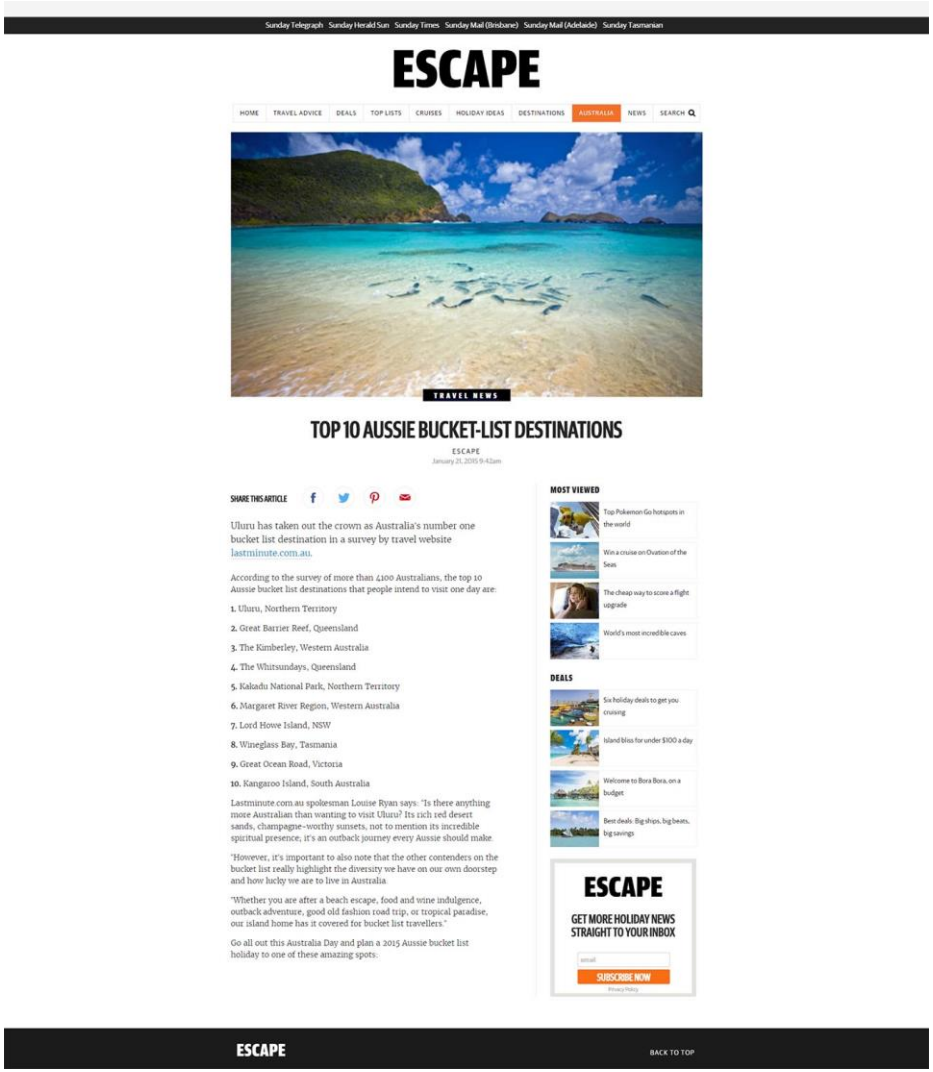


Figure 4: Escape.com.au – Tope 10 Aussie Bucket-List Destinations



Sunday Telegraph Sunday Herald Sun Sunday Times Sunday Mail (Brisbane) Sunday Mail (Adelaide) Sunday Tasmanian

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TOP 10 AUSSIE BUCKET-LIST DESTINATIONS

ESCAPE

January 21, 2015 9:43am

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Uluru has taken out the crown as Australia's number one bucket list destination in a survey by travel website lastminute.com.au.

According to the survey of more than 4,100 Australians, the top 10 Aussie bucket list destinations that people intend to visit one day are:

1. Uluru, Northern Territory
2. Great Barrier Reef, Queensland
3. The Kimberley, Western Australia
4. The Whitsundays, Queensland
5. Kakadu National Park, Northern Territory
6. Margaret River Region, Western Australia
7. Lord Howe Island, NSW
8. Wineglass Bay, Tasmania
9. Great Ocean Road, Victoria
10. Kangaroo Island, South Australia

Lastminute.com.au spokesman Louise Ryan says: "Is there anything more Australian than wanting to visit Uluru? Its rich red desert sands, champagne-worthy sunsets, not to mention its incredible spiritual presence; it's an outback journey every Aussie should make.

"However, it's important to also note that the other contenders on the bucket list really highlight the diversity we have on our own doorstep and how lucky we are to live in Australia.

"Whether you are after a beach escape, food and wine indulgence, outback adventure, good old fashion road trip, or tropical paradise, our island home has it covered for bucket list travellers."

Go all out this Australia Day and plan a 2015 Aussie bucket list holiday to one of these amazing spots:

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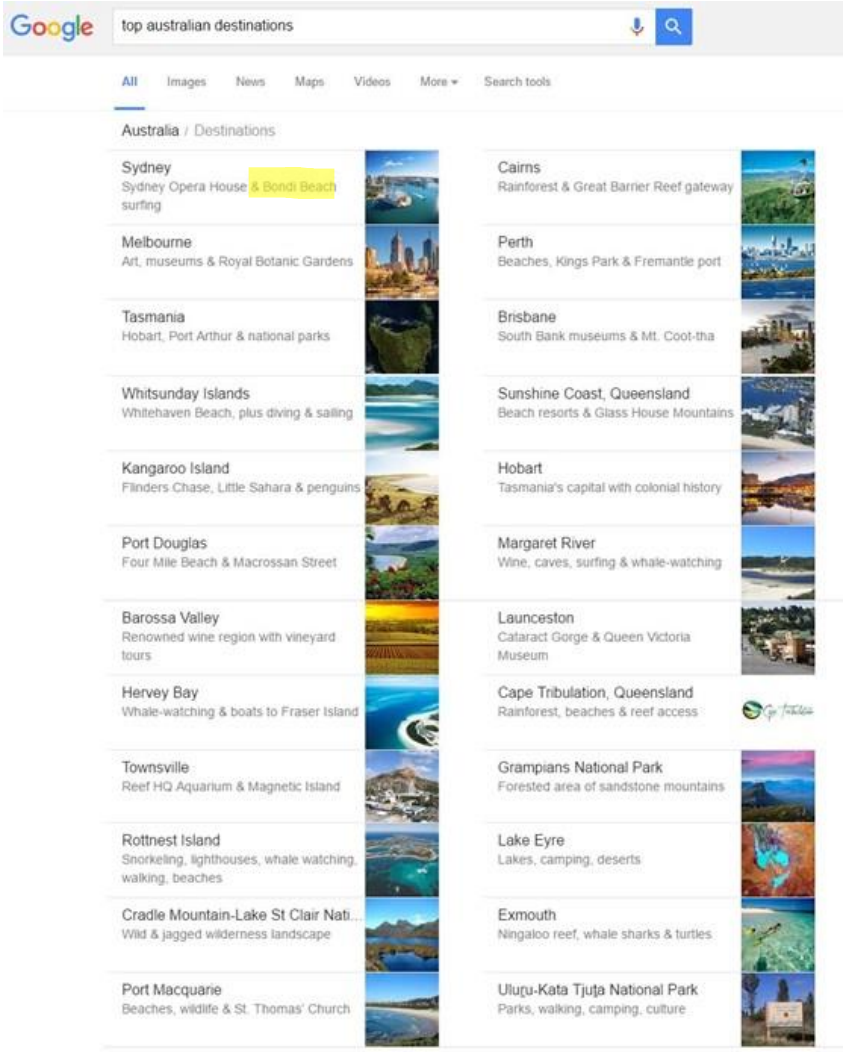
Figure 5: Google – Top Australian destinations



Google

top australian destinations

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Australia / Destinations

Sydney
Sydney Opera House & Bondi Beach surfing

Cairns
Rainforest & Great Barrier Reef gateway

Melbourne
Art, museums & Royal Botanic Gardens

Perth
Beaches, Kings Park & Fremantle port

Tasmania
Hobart, Port Arthur & national parks

Brisbane
South Bank museums & Mt. Coot-tha

Whitsunday Islands
Whitehaven Beach, plus diving & sailing

Sunshine Coast, Queensland
Beach resorts & Glass House Mountains

Kangaroo Island
Flinders Chase, Little Sahara & penguins

Hobart
Tasmania's capital with colonial history

Port Douglas
Four Mile Beach & Macrossan Street

Margaret River
Wine, caves, surfing & whale-watching

Barossa Valley
Renowned wine region with vineyard tours

Launceston
Cataract Gorge & Queen Victoria Museum

Hervey Bay
Whale-watching & boats to Fraser Island

Cape Tribulation, Queensland
Rainforest, beaches & reef access

Townsville
Reef HQ Aquarium & Magnetic Island

Grampians National Park
Forested area of sandstone mountains

Rottnest Island
Snorkeling, lighthouses, whale watching, walking, beaches

Lake Eyre
Lakes, camping, deserts

Cradle Mountain-Lake St Clair Nati...
Wild & jagged wilderness landscape

Exmouth
Ningaloo reef, whale sharks & turtles

Port Macquarie
Beaches, wildlife & St. Thomas' Church

Uluṟu-Kata Tjuṯa National Park
Parks, walking, camping, culture

Figure 6: Lonely Planet – Ultimate Travel List[21]

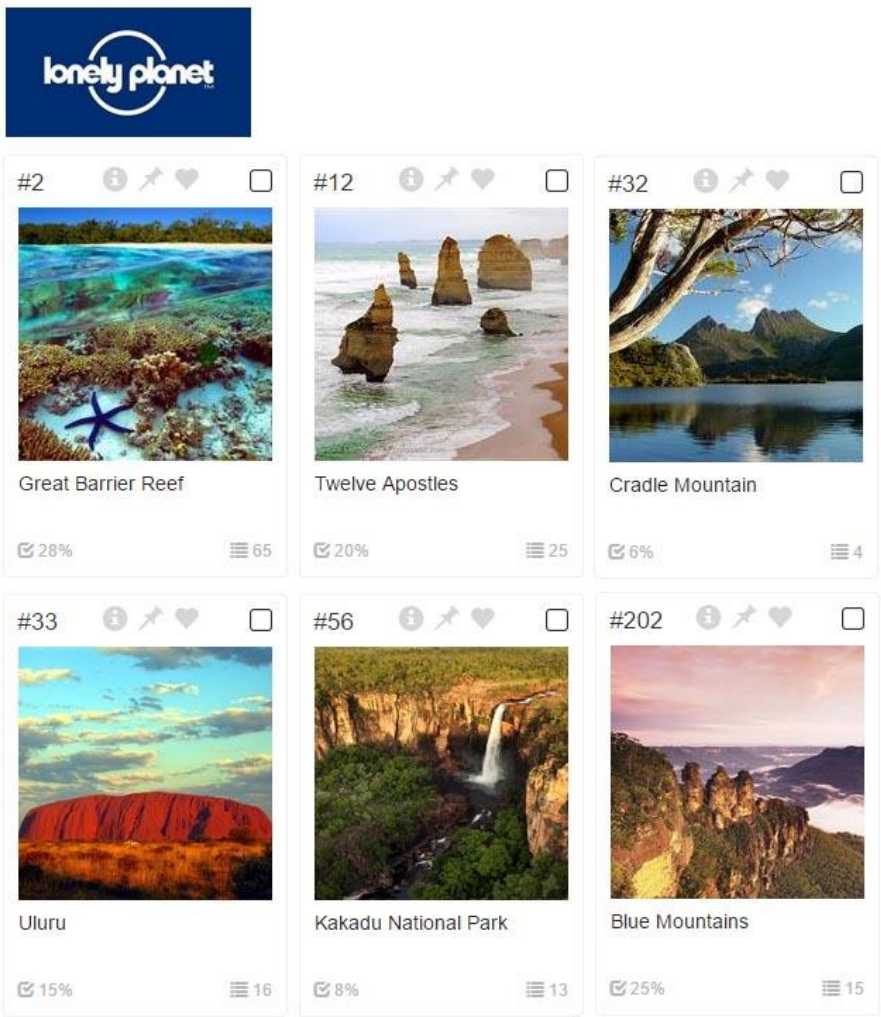
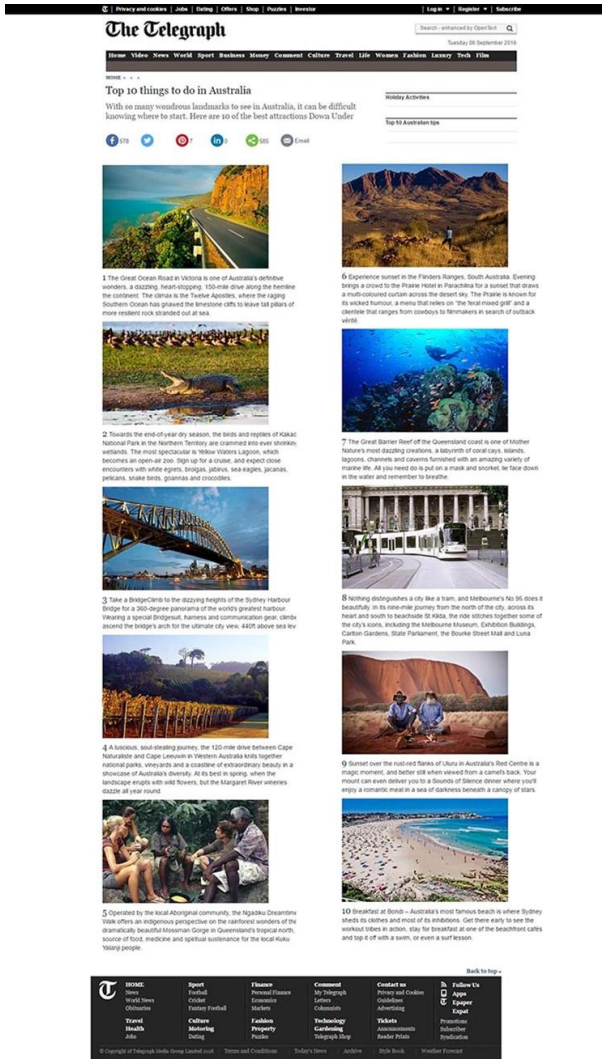


Figure 7: The Telegraph (UK) – Top Things to do in Australia



[21] Top 6 Natural Attractions in Australia

Figure 8: Trip Advisor – Top Attractions in Australia

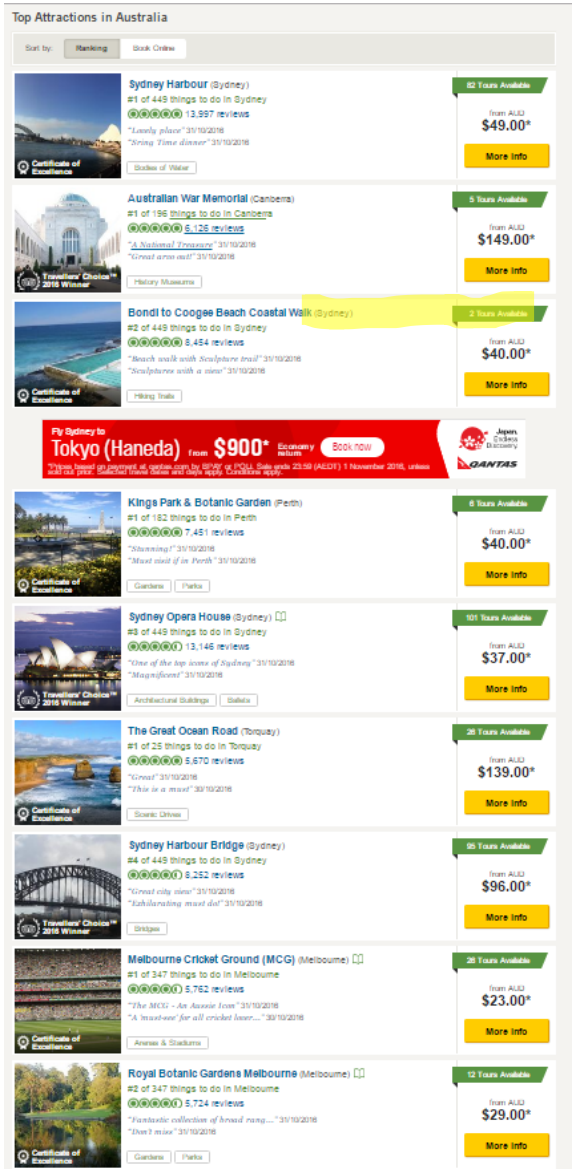


Figure 9: Business Insider – 25 Places You Must Visit in Australia

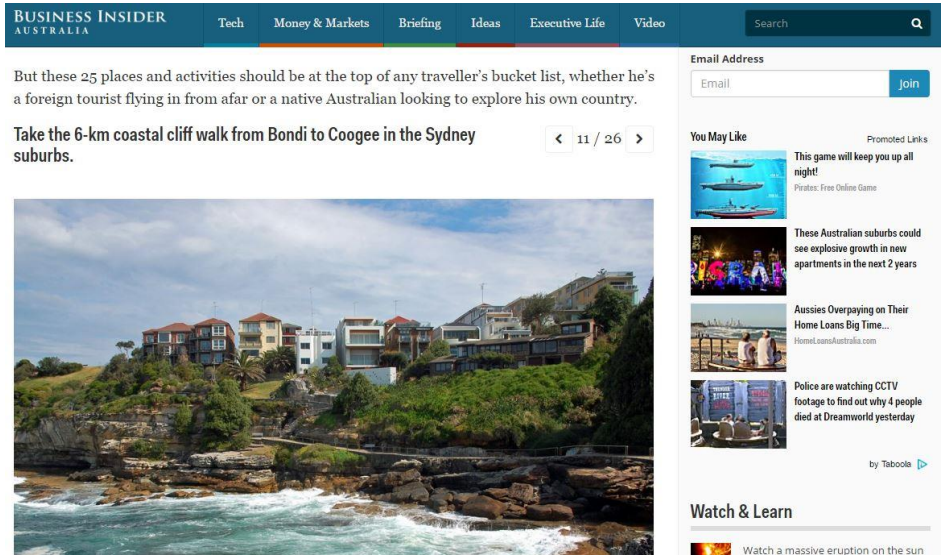
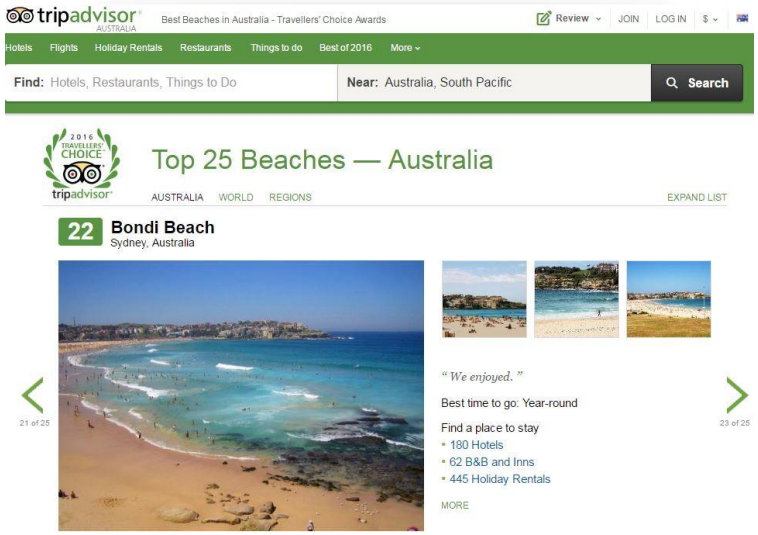
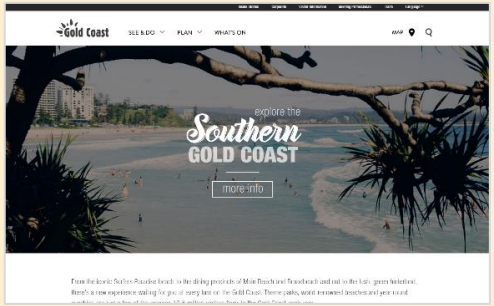


Figure 10: TripAdvisor Traveller's Choice Awards 2016 – Top 25 Beaches

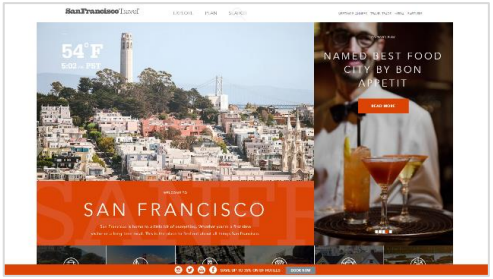
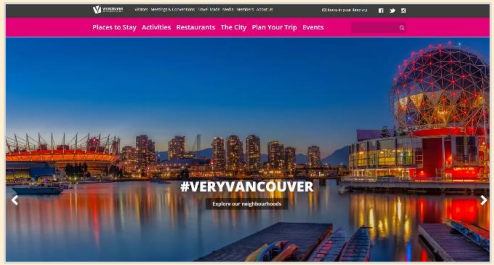


5 Supporting Documentation 5 – Comparative Branding and Promotional Website Examples

Table 9: Comparative Branding and Promotional Website Examples

Destination	Key Features
San Sebastian, Spain[22] 	▪ San Sebastian Tourism website markets as a location for "1, 2 or 3 days" and provides bookable packages including accommodation and public transport with either surfing lessons, aquarium tickets, gastronomic workshops etc. ▪ There is also an emphasis as a "short break" destination. ▪ Website offers suggestions for couples (e.g. romantic restaurants/hotels), families with children (e.g. aquarium, science museum, amusement park, merry-go-rounds etc.), places to shop, gastronomy, nightlife and spectator sports. ▪ Website has an online tourist information section, highlighting methods of transport, where to park, downloadable maps and guides, information on guided tours and links to videos etc. ▪ Divided into districts and highlights the unique features that each has to offer e.g. the City Centre is the "old part and romantic area" which is steeped in tradition and is known for its shopping. ▪ Links to Facebook (2,279 likes, posts daily), Instagram (11.5k followers) and Twitter (8,503 followers, multiple tweets per day) accounts.
Queenstown, New Zealand[23] 	▪ Destination Queenstown website has taglines to make each season appealing (e.g. "Fun, fresh and time to explore this Spring", "Soak up long, leisurely days, summer living at its best", "Imagine… Autumn days full of colourful" and "Seeing is believing… Winter will take your breath away). ▪ Practical visitor information such as transport, climates, maps and guides, information for responsible camping etc.). ▪ Page for the key accommodation providers, activities and attractions, bars and restaurants, shops, conferencing facilities, and events. ▪ Option to create your own custom Queenstown itinerary. ▪ Link to "Find flights to Queenstown". ▪ Links to the latest news and official Instagram (85k followers), Facebook (202k likes, daily updates), Twitter accounts (7k followers, regular updates).
Gold Coast, Queensland[24]  	▪ Tagline "Famous for Fun" emphasises the family-friendly nature of the destination and the link to theme parks. ▪ Have a "trending now" section including the drawcard visitor attractions such as the theme parks etc. ▪ Information for planning a trip, including accommodation, transport, special offers, general travel information, and contact details. ▪ Lists attractions, events, restaurants and tours. ▪ Features "inside stories" such as best places to swim, go for coffee, cooking classes etc. ▪ Categories such as romantic escapes, adventure, family and "hidden gems." ▪ Pinpoints different destinations within the Gold Coast such as Surfers Paradise, Broadbeach, Tamborine Mountain etc. ▪ Links to the official Instagram, Facebook (1m likes, daily posts), Twitter (9,219 followers, tweets regularly) and Instagram (177k followers) accounts. ▪ "Things to do on rainy days" section. ▪ Links to social media (Facebook, Instagram, Pinterest, YouTube) ▪ Links to app download for both Apple and Android devices ▪ Local love section which details "secret spots loved by locals" etc.

[22] http://www.sansebastianturismo.com/en/
[23] https://www.queenstownnz.co.nz/information/
[24] http://www.visitgoldcoast.com/

Destination	Key Features
San Francisco, USA[25]  	▪ Official tourism website highlights various neighbourhoods/pockets such as Chinatown and Fisherman's Wharf. ▪ Offers Trip Ideas such as "Fun for All Ages", cultural attractions etc. ▪ Trip Planning capability with the ability to create a personalised itinerary and view special deals and promotions. ▪ Lists of things to do by category, including what to do on rainy days. ▪ List of activities, arts and culture, dining, events, hotels, nightlife and shopping. ▪ Downloadable cultural explorer maps. ▪ Features an app of the Month section and categorises helpful apps for travellers during their stay such as "transportation apps", "Nightlife apps" etc. ▪ Links to Facebook (600k likes and multiple posts per day) and Twitter (202k followers, multiple tweets per day) accounts.
Vancouver, Canada[26]  	▪ Tagline is "Spectacular by Nature" ▪ Hotel booking service through their website. ▪ Link provided to book flights directly from Air Canada. ▪ Distinguishes various neighbourhoods and cleverly shows their location on an interactive map. ▪ List of places to stay, activities, restaurants and events. ▪ Has a section dedicated to Meetings and Conventions, including links to convention facilities, convention hotels, and a conference marketing toolkit (includes images, special offers for delegates, social media support etc.). ▪ Links to Facebook (159k likes, multiple posts per day), Twitter (106k followers, multiple tweets per day) and Instagram (101k followers) accounts.

[25] http://www.sftravel.com/
[26] https://www.tourismvancouver.com/

6 Supporting Documentation 6 –Tourism Working Group

6.1 Composition of the TWG

- The TWG is designed to reflect a diverse range of stakeholders with a shared interest and investment in tourism. Invitations to participate will include representatives from relevant community precinct groups, local tourism businesses, Chamber of Commerce, relevant Council officers, state and national tourism advisors.

The TWG should be a Council-initiated body involving industry representatives also. The activity should involve the following.

- Holding regular meetings (no less than six per annum) at venues coordinated by the TWG
- The TWG need not be a committee of Council, so the tenure may need to be approved by TWG members.
- It is suggested that all interested parties who meet the agreed criteria be a member of the TWG.
- The TWG needs to reassess its activities on an annual basis to ensure its relevancy and success.
- Industry involvement in the TWG should be open to all operators involved in all forms of tourism who meet the agreed criteria, including tourism-related retail and supporting services, but with a strong emphasis on tourism rather than general retailing.
- An annual business plan should be created to ensure the TWG is action-oriented and accountable.

6.2 Expressions of Interest for the TWG

Expressions of interest should be sought through advertising and promoting via the local media, online community channels and business networks.

7 Supporting Documentation 7 – Impact of Tourism on Local Amenity

Table 11: Impacts of Tourism on Local Amenity – Anti –Social Behaviour

Anti – Social Behaviour		
Current Situation	**Current Actions**	**Possible Opportunities**
Excessive noise and disturbance from tourist accommodation **This forms quite a large proportion of complaints recorded from residents through Council's Merit System.** **Over the past year, 95 Merit cases were recorded under noise and disturbance. Council investigations follow protocol with regard to documenting and providing evidence of noise disturbance before action can be taken.**	**Tourist accommodation DA's must have acoustic checks on all buildings and be designed to limit noise where possible.** Management Plans, supplied with tourist accommodation DA's, request consideration towards neighbours in terms of tenants' movements in and out of the property. **Council and Police investigate complaints and can issue a noise abatement order under the Protection of the Environment Operations Act (POEO Act).[27]**	**Request that the DCP[28] is amended to enforce that an internal Community Liaison is appointment within all tourist accommodation developments. This person will be responsible for noise management.** Make category amendments to the Merit Customer Service system to clearly identify the nature of complaints and redisperse responsibilities to relevant Council staff or Police to increase efficiencies. **Waverley is densely populated, which naturally leads to additional noise. Support community to channel complaints effectively. Redirect residents to the Community Justice Support services where possible.**
Rubbish and illegal dumping **Waverley attracts short-term visitors from across the world. This creates a highly transient community. In many cases these visitors move into short to medium-term accommodation that is unfurnished. When the tenants depart, the unwanted household furniture is sometimes left on the kerbside.**	**Council enforce dumping fines on anyone caught by Council rangers, waste enforcement officer and the Sydney RID squad.**	**Increase education and awareness campaigns for illegal dumping prevention. The pursuit of fines is a long process and hard/costly to prove.**

[27] http://www.epa.nsw.gov.au/licensing-and-regulation/legislation-and-compliance/acts-administered-by-the-epa/act-summaries
[28] http://www.waverley.nsw.gov.au/building/planning_a_development/waverley_development_control_plan_2012

Over the past year, 4609 Merit cases were recorded under the category of, Rubbish and Illegal Dumping. **According to Council's Multi-Unit Dwelling engagement project (MUDs)[29], short-term tenants are unaware that Council has a clean-up collection service, that other options for disposal are available, or that dumping is illegal.** **The MUDs engagement project also identified that the process for booking a clean-up is not clear and that the responsibility of property managers to ensure their tenants dispose of items properly, is not clearly defined.** **The NSW Environment Protection Authority (EPA)[30] social research indicates that the presence of illegally dumped items attract further illegal dumping. This can exacerbate the situation and further embed this as a social norm.**	Council has a strong sustainability message, which is reflected in posters and key messages around tourist centres. **Booking a clean-up collection is available to all residents.** Get Rid of it Right advertised for responsible disposal options directed to the right council for support; garage sale, online sales, donation options. **The RID online reporting tool is promoted to the public to empower them to report illegal dumping directly to the NSW EPA.** Proposal under review for all rubbish to be collected within a 48 hour period.	Work with the NSW EPA to improve the usability of the RID online reporting tool and expand promotion to appropriate target audiences. **Work closely with key stakeholders including backpacker groups, Department of Housing, Airbnb and short term accommodation managers to 'Keep Bondi Beautiful'.** Encourage more furnished properties in the area. This will lessen the waste generation associated with moving out. **Continue to align with the NSW EPA approach to litter and illegal dumping prevention as per their strategies that include enforcement, infrastructure & cleansing, education and monitoring & evaluation** Engage with property managers, real estate agents and landlords to manage waste sustainably at their property and educate tenants about Council services and options for reuse.
Excessive alcohol consumption leading to violence and vandalism **Council have a number of alcohol-free/prohibited zones in place. Alcohol is prohibited on Waverley beaches and parks and alcohol-free zones are enforced on streets and carparks. Maps of these areas are available online in addition to signage.** **Biddigal Park Reserve and Bronte Park have significant issues, leading to increased police activity and management of the area.**	**Community Rangers active in peak areas to enforce regulations and dispose of alcohol.** **Waverley Rangers have a strong partnership with local Police to manage the issue.** Local Police available to further enforce regulations.	**Increase no alcohol signage in key tourist areas.** Increase fines allocated to those caught drinking in public places. **Growing current Police partnership to continuously improve.** Investigation into the Crown Lands Act regulations regarding possible additional fines to be in place.

Source: Waverley Council Merit System study and interviews with staff

[29] http://www.waverley.nsw.gov.au/__data/assets/pdf_file/0009/2502/Sustainable_Waste_Strategy_2015-2020.pdf
[30] https://www.epa.nsw.gov.au/

Table 12: Impacts of Tourism on Local Amenity – Transport

Transport		
Current Situation	**Current Actions**	**Possible Opportunities**
Overnight parking of campervans **Campervans have become problematic for Waverley during the summer months. Vehicles remain overnight within carparks and on residential streets. This is legal in NSW, as long as the vehicle is keeping within the parking legislations of the area. There are currently no federal laws in place to manage this.** **The problem is exacerbated if those sleeping in cars have a negative impact on residential amenity - "*At North Bondi, Tamarama, Watsons Bay, Rose Bay and a new destination at Darling Point, campers prepare their meals by the roadside, brush their teeth on the footpath and in some cases, are relieving themselves in our beachside parks and gullies.*"[31]**	**Illegal camping signage placed around beaches and public areas.** Increased Ranger patrol. **Parking officer's issue fines to vehicles that have overstayed or parked illegally on behalf of the State Debt Recovery Office (SDRO).[32]** Waverley sought support from the Sydney Regional Organisation of Councils (SSROC)[33] for further prosecuting powers at a local Government level.	**Place additional signage prohibiting parking in all carparks around the beach. Create non-camping zones and include this on all signage on entry into carparks and beside green areas.** Give police and rangers the power to fine those that impact the area and amenities negatively. **Increase information on nearby caravan parks and camping grounds. This could be facilitated through a visitor information centre that acts as a visitor's first 'port of call' when they arrive.**
Dumped vehicles **It is an offence under the Road Transport (Vehicle Registration) Regulation [34] to park an unregistered vehicle on a public street. It is the owner's responsibility to take care of their property.** **Residents are encouraged to report abandoned vehicles for Council Rangers to investigate.**	**Waverley Council's parking officers regularly patrol residential and commercial areas to ensure vehicles are parked in accordance with the relevant parking legislations.** Council Compliance team investigate abandoned vehicles, follow protocol to remove and dispose.	**Increase prevention methods; including street lighting and surveillance. Residents encouraged to actively look out for any perpetrators and report where possible.** Promote 'Snap, Send, Solve' technology for residents to report illegal dumping on the go.[36] **Increase communication on disposal options and costs to reduce provocations. Increase communications on**

[31] https://www.dailytelegraph.com.au/newslocal/city-east/backpacker-campervan-surge-in-sydneys-east-has-residents-fuming-and-councils-begging-for-more-power-to-remove-overnight-sleepers/news-story/37aa04fb4c032ef6507d5e523761975d
[32] http://www.sdro.nsw.gov.au/
[33] http://ssroc.nsw.gov.au/
[34] https://www.legislation.nsw.gov.au/#/view/regulation/2017/451/full
[36] http://www.snapsendsolve.com/

Due to the high level of short-term residents, abandoned cars/scooters are costly for Waverley Council, from Ranger investigation to disposals.	**Waverley's previously submitted a draft Resource NSW strategy paper on waste management, all vehicles sold privately or through dealers would have a $500 "deposit bond" built into the purchase price.[35] No outcome from this proposal was actioned.**	**share car options to encourage short-term visitors to share rather than purchase.**
Congested roads & parking **Waverley's economy is underpinned by tourism, retail and health services. As these activities grow, so too will the need to have further access to Waverley's key hubs.** **Currently only 50% of trips are made to Waverley via private vehicle – Waverley's current road network could not support the visitation to the area if all people chose to arrive in this way.** **Waverley's current parking plan proposes to introduce a number of new parking measures to prioritise beach parking for residents and make Bondi Junction more accessible in the evening.[37]**	**Increase in parking officers and police patrol of the Waverley area - fines imposed.** Waverley's current parking proposal to eliminate/reduce parking fees. **Launch of Waverley's People, Movement & Places Strategy. Emphasis on walking, cycling and public transport. I.e. Share bikes. [38]**	**Reinforce transport options for visitors through improved communications. This can be supported by a visitor information centre, as a central tourist hub.** Investigate a 'Visitor Pays' program, where additional charges on visitor parking could be imposed. **Traffic management app for parking options and availability, currently included in Waverley's People, Movement & Places Strategy.**

Source: Waverley Council Merit System study and interviews with staff

[35] https://www.smh.com.au/articles/2002/10/18/1034561315964.html
[37] http://www.waverley.nsw.gov.au/top_link_pages/news_and_media/council_news/2017/waverley_mayor_proposes_biggest_overhaul_of_parking
[38] http://www.waverley.nsw.gov.au/?a=30149

Cost of Visitation

Current Situation	Current Actions	Possible Opportunities
High monetary costs **High visitation results is a range of Council costs; maintence, public place cleansing, traffic control, rangers etc.** **Additional funding options to support these activities should be explored to reduce the cost to the community. Blue Mountains Council has developed a Visitor Infrastructure Investment Strategic Plan to avoid the, *"risk of comprising the social, economic and environmental qualities of the city [from] significant and continuing increases in visitor levels*."** [39] **Without a visitor information centre or designated visitor parking, there is a missed opportunity for funding options for investment in visitor infrastructure and visitor services.**	**Currently, there is no strategy in place to seek additional payment from visitors using Waverley's amenities.** Any profit from Council run events is reinvested back into the Events strategy.	**Development of a visitor information centre to support visitation to the area, publicise the local economy and generate profit for visitor infrastructure reinvestment.** Consider 'Visitor Pays' strategy. **Consider a return on investment strategy though Council assets such as WIFI and Hello Bondi brands, i.e. develop advertising packages for sale.**
Loss of community character **Although Bondi is one of the most visited locations in Australia, there is currently little available to tourists once they enter the area on the history of the location and how to navigate the area.** **Without strong history outlets for tourists, the character and identity of the area is getting lost and diluted amongst the masses. This can contribute to the loss of community character and lack of appreciation of the area from visitors.**	**History walks – Council run history walks throughout winter as part of the Bondi Winter Magic festival.** Strategic Planning team currently running a study into contributory and non-contributory buildings across the Waverley LGA. This information will be available for people to review and explore local heritage in future.	**Development of visitor information centre with maps, historic information and other community information. Museum space as noted within this plan.** Consider street plaques identifying key historic sites. **Encourage visitors to learn about the Waverley 'way of life' through a local volunteer tour guiding scheme offering year round heritage walks / tours.** Use Hello Bondi assets to promote Waverley's rich past and develop an official Hello Bondi Visitor Guide with local information.

Source: Waverley Council Merit System study and interviews with staff

[39] https://www.bluemountainshaveyoursay.com.au/visitor-infrastructure-investment-strategic-plan

Table 13 Impacts of Tourism on Local Amenity – Cost of Visitation

Accommodation for Tourists		
Current Situation	Current Council Actions	Possible Opportunities
Illegal backpacker accommodation **Illegal backpacker accommodation has long been an issue for Waverley. Bondi's iconic status matched its proximity to the city and beach has led to high visitation each year. A range of visa permits have also encouraged a younger budget tourist group identifying Waverley as a prime destination point.40** **Various illegal backpackers have sprung up around the locality to cater for short-term visitors, who are happy to live in crowded conditions to avoid high rents. Awareness of illegal backpackers is generally identified through the community on the basis of an increase in noise or disturbance complaints.41 It is extremely hard to classify all levels of complaints as coming from Illegal backpackers, as many will simply be due to high density living.** **In some cases, backpackers will stay longer than their title would suggest and take a legitimate Residential Tenancy Lease.42 If there is collusion between owners and leaseholders, this presents an even harder problem to track. The cost of this problem is high for Council; loss in income from uncollected taxes, management costs and prosecution.43**	**Dedicated Building Compliance team at Council investigating illegal backpacking. Council ensures all legal options are considered – issue fines, orders and pursues cases in court**. Council receives annual noise and disturbance (NAD) lists to identify and investigate illegal backpacker outlets. **Complaints are logged within Waverley's Customer Service portal as a compliance complaint (illegal use of a building). Council's Merit system recorded approximately 24 complaints over the past year on possible illegal backpackers. This is down considerably when compared to 2002 – 2003, where 119 complaints were recorded.** Council has invested in more resources and time to pursue cases, the most successful activity has proven to be additional visits to the properties.	Council can lobby for further changes to the Environmental Planning and Assessment Act to make prosecution of alleged illegal backpackers easier. I.e. improve definition of backpacker accommodation. **Get further resources at Council to investigate breaches of legislation, for example, City of Sydney's Unauthorised Accommodation Investigation Team was established in March 2015.44** Run a full audit of tourist accommodation and boarding accommodation. Encourage all boarding houses in operation in Waverley have submitted a Management Plan, irrespective of time of development. **Consider all tourist accommodation outlets to reissue and revise Management Plans each year if they appear within the NAD lists.**

[40] https://www.australia.com/en-nz/planning/visa-information.html
[41] http://researchdirect.westernsydney.edu.au/islandora/object/uws%3A11664/datastream/PDF/view
[42] Alleged Illegal Backpacker Accommodation, Report to Council 2004 (A04/0515)
[43] http://www.altmedia.net.au/unauthorised-backpacker-accommodation-uncovered-in-bondi/96025
[44] http://www.cityofsydney.nsw.gov.au/live/report-local-issues/unauthorised-accommodation

Development applications for budget accommodation **Development Applications (DA) for backpacker accommodation has reduced over the past decade. The majority of current accommodation DA's are focused on upmarket offerings such as boutique style apartments and/or boarding houses.** **"Widespread community opposition against backpacker developments had led to insufficient authorised accommodation for visitors, which indirectly created an increase of illegitimate shared accommodation". 45** **Boarding house developments DA's fall under the State Environmental Planning Policy (SEPP - Affordable rental housing)46, and out of local government's full control.**	**Council follows protocol with regard to the SEPP, assessing each application against the controls in place from the State and Waverley's DCP.** Council's DCP requests each DA application to contain a Management Plan that demonstrates how the property will reduce noise and disturbance, from the design of the build to the ongoing management. **An annual check on the property is scheduled to ensure that the unit is being used as intended.**	Consider a 'Community Commitment', section within Management Plans to be submitted as part of the DA process. This could include a mix of actions such as a community liaison staff member responsible for attending precinct committee meetings when needed and being a first point of contact for complaints. **Educational information should be delivered to the community liaison personnel each year. Quarterly collateral could be distributed on key community values such as environment, safety and respect.**
Lack of diversity of accommodation **Currently, budget accommodation is not seen as a profitable business model, given the high rental incomes achievable for Waverley LGA. Smaller boutique style accommodation outlets are proving to be popular. However, very few opportunities for larger hotel and conference facilities have been identified.** **The quantity of backpacker accommodation outlets are decreasing.** **This lack of diversity in accommodation is having a negative impact for Waverley as it results in a high demand for Airbnb accommodation. It is also forcing higher yielding overnight visitors, such as the MICE market, to stay in the city and only visit Bondi Beach during the day, which is adding little to the local economy and much to Bondi's congestion.**	Council's 2018 Community Strategic Planning sessions with residents identified the support for traditional visitor accommodation outlets such as hotels and conference facilities.	**Actively seek out options for possible hotel development sites in the Waverley LGA, reducing the dependence on Airbnb accommodation.**

[45] http://researchdirect.westernsydney.edu.au/islandora/object/uws%3A11664/datastream/PDF/view
[46] https://www.legislation.nsw.gov.au/#/view/EPI/2009/364

Short-Term Holiday Letting (STHL)		
Waverley is estimated to have the highest concentration of Airbnb listings in Australia, over 3,000 properties are listed on the Airbnb website. Airbnb's partner website, Airsorted47 will further exacerbate the issue as it acts as a property manager middle-man to facilitate the process. **Although Airbnb properties fill an important gap in the accommodation mix, the leasing practice offers limited economic benefit and presents a number of challenges as noted earlier within this SVS.** **Waverley Local Environmental Plan (LEP)48 does not include a definition for STHL, where 'bed and breakfast accommodation', 'Boarding houses' are permissible in some residential zones, and 'serviced apartments' are permissible in some business zones. The planning regulation should have a standardised definition of STHL added to the State Environmental Planning Policy (Exempt and Complying Development) 2008 (Codes SEPP).49 For councils where STHL doesn't necessarily work due to local circumstances, an exemption from the SEPP could be sought.**	**Waverley submitted a response to the NSW Parliamentary Inquiry into Short-term Rental Accommodation and Short-term Holiday Letting Options Paper in 2016 and 201750, respectively. Council is currently awaiting the outcome of the Options Paper to see what policy tools the NSW Government is going to allow to mitigate the impacts of short-term letting.** Dependent on the outcome of the Options Paper – in particular whether the NSW Government allows Council's flexibility to implement their own planning controls to respond to this phenomenon – Waverley Council will be looking to implement controls providing a clearer definition of the STHL. This will hopefully strike a balance between fostering the sharing economy and maintaining residential amenity in areas primarily dedicated to residential uses.	Lobby for planning regulation not only to occur at state government level, but also on a local level. This would facilitate a multi-faceted regulatory approach able to be calibrated to each LGAs need, allowing some areas to capitalise on the benefits of STHL and others to avoid or reduce negative impacts. **Setting a limit on the total days per year that a dwelling can be used as STHL would control the degree to which a dwelling is rented and retain its primary use as long-term residential (Limiting the number of occupants or bedrooms for rent would also constrain the amenity impact on neighbours).** The planning policy response might work best with strata and licensing responses. For example, it is arguable that amenity concerns surrounding the presence or otherwise of a host could be best controlled under strata laws.

Source: Waverley Council Merit System study and interviews with staff

[47] https://www.airsorted.com.au/sydney
[48] http://www.waverley.nsw.gov.au/building/planning_a_development/waverley_local_environmental_plan_2012
[49] https://www.legislation.nsw.gov.au/#/view/EPI/2008/572
[50] http://www.planning.nsw.gov.au/Policy-and-Legislation/Under-review-and-new-Policy-and-Legislation/Short-term-holiday-letting

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