



 City of Ryde

NIGHT-TIME ECONOMY STRATEGY

DRAFT FOR PUBLIC EXHIBITION MAY 2024

ACKNOWLEDGEMENT OF COUNTRY

The City of Ryde values the unique status of Aboriginal people as the Traditional Custodians of the lands and waterways across the Ryde Local Government Area. The City of Ryde acknowledges the Traditional Custodians of the lands and waterways across Ryde, the Wullumedegal Clan of the Darug nation. We pay our respects to Elders, both past and present, and extend that respect to all other Aboriginal and Torres Strait Islander peoples across Australia.



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MESSAGE FROM THE CITY OF RYDE COUNCIL

It is with great pleasure that I introduce the City of Ryde's new *Night-Time Economy Strategy*, an exciting roadmap for cultivating vibrant and inclusive after-hours experiences across our City's various economic centres. As Mayor, I am deeply committed to nurturing a thriving night-time economy that not only enhances our City's cultural vitality but also supports local businesses, fosters social connection, and promotes safety and wellbeing for all.

Our *Night-Time Economy Strategy* acknowledges and embraces diversity, recognising that a one-size-fits-all approach to supporting the night-time economy simply will not suffice. Instead, we must work collaboratively to tailor our efforts to the distinct needs and aspirations of each economic centre, ensuring that every corner

of our City comes alive with its own brand of night-time vibrancy.

By delivering a diverse night-time economy across the City of Ryde, we can create experiences that cater to the varied tastes and preferences of our residents and visitors. Whether it's enjoying a late-night meal at a local restaurant, exploring cultural attractions after dark, or simply taking a leisurely stroll through illuminated streets, there will be something for everyone to enjoy in our City after hours.

I invite all residents, businesses, and stakeholders to join us on this existing journey as we work together to unlock the full potential of our City's night-time economy.

Mayor, Councillor Trenton Brown

As Council's CEO, I am dedicated to ensuring that our strategies are not only visionary but also pragmatic, delivering tangible benefits to our community and local businesses. I am pleased to introduce the City of Ryde's new *Night-Time Economy Strategy*, a strategic blueprint aimed at optimising our City's after-hours experience for businesses, residents, workers, and visitors.

This Strategy seeks close collaboration with stakeholders, including businesses, residents, workers, and community groups, to identify opportunities and address challenges in enhancing the night-time experience across our City.

Our operational focus will extend to

implementing practical measures to improve safety, accessibility, and amenity during night-time hours. This may include enhancing lighting and infrastructure, implementing measures to manage noise and crowds, and coordinating with NSW Police to ensure a safe and welcoming environment for all.

Furthermore, we will work diligently to streamline regulatory processes and facilitate business innovation to support the growth of night-time enterprises. By fostering a conducive environment for entrepreneurship and investment, we aim to catalyse economic growth and job creation within our night-time economy.

CEO, Wayne Rylands

HOW TO READ THIS STRATEGY

- 1 This Strategy has been broken down into three sections: Introduction – an explanation of why the Strategy is needed and how it was developed.
- 2 City Profile – a point in time snapshot addressing key night-time economy indicators for the City of Ryde and its various economic centres.
- 3 Strategy – an explanation of what the City of Ryde is trying to achieve for the City’s night time economy.

RELATIONSHIP TO ECONOMIC DEVELOPMENT STRATEGY

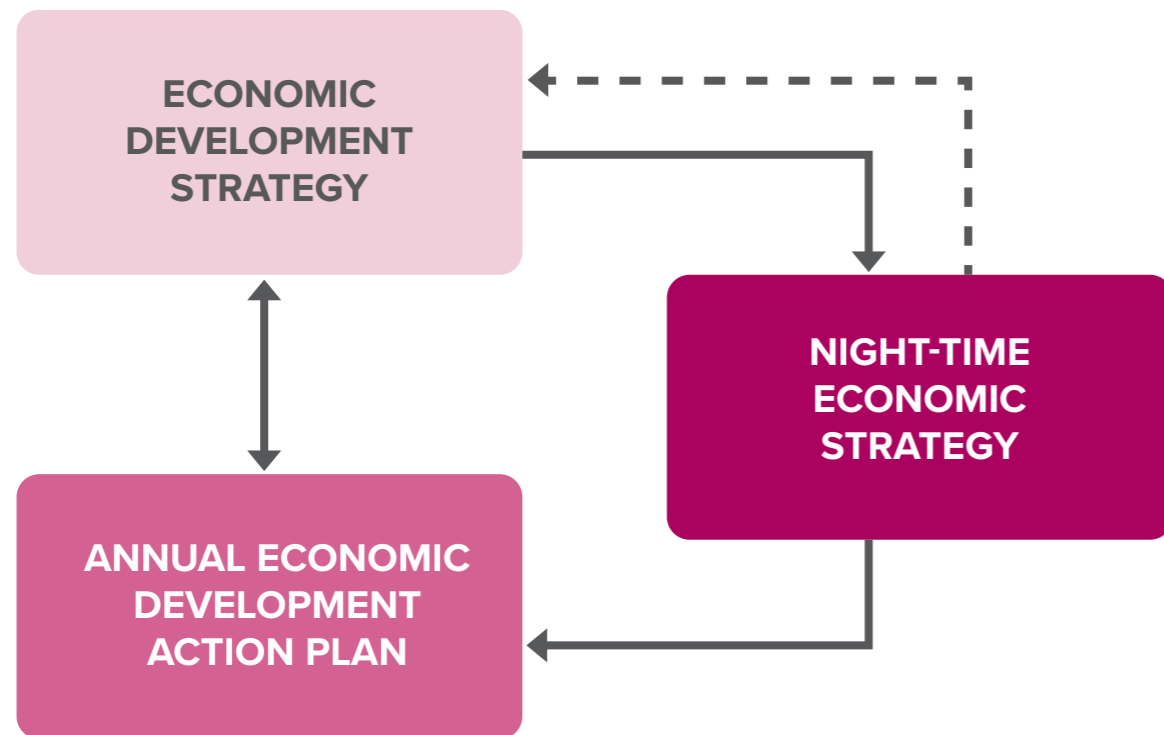


Figure 1 - Relationship between Economic Development Strategy and other Economic Development Strategies

1 INTRODUCTION



ABOUT OUR STRATEGY

This *Night-Time Economy Strategy* (NTE Strategy) has been developed to support the implementation of the City of Ryde Council's (Council) *Economic Development Strategy* (EDS). Both strategies have been designed to establish long-term economic outcomes and four-year objectives, enabling the Council to deliver short-term actions that support long-term economic sustainability.

Please refer to Chapter 2 of the Council's *Economic Development Strategy* for a detailed explanation of the outcomes approach being adopted for the Council's economic development activities.

DESIGNING THIS STRATEGY

Hours of the Night-Time Economy

The night-time economy covers all economic activity that occurs between 6pm and 6am. The *NSW 24-Hour Economy Commissioner's Office* defines the night-time into three distinctive periods: evening, night-time and late night. In reflection of stakeholder feedback, we have interpreted these periods as the following hours for the City of Ryde:



Evening: 6pm – 9pm



Night-time: 9pm – 12am



Late night: 12am – 6am



CORE INDUSTRIES

Whilst all economic activity that occurs between 6pm and 6am is considered night-time economy, the *NSW 24-Hour Economy Strategy* identifies core and supporting industries.

CORE INDUSTRY

COMMENTARY



ENTERTAINMENT

- The entertainment industry encompasses a wide range of activities, including live music performances, theatre productions, live sport and recreational activities, cinema screenings, and nightlife venues, such as clubs and bars.
- Entertainment venues and events serve as key anchors within night time economy precincts, attracting visitors and residents alike with diverse programming and experiences.
- Live music performances, in particular, contribute to the cultural vitality of a city's night-time economy by showcasing local talent, fostering community engagement, and creating memorable experiences for attendees.



FOOD

- The food industry encompasses restaurants, cafes, food trucks, and other dining establishments that offer patrons a variety of culinary experiences.
- Dining out is a popular night-time activity, providing opportunities for socialising, celebration, and exploration of diverse cuisines and cultures.
- Restaurants and food vendors contribute to the social fabric of night-time precincts, serving as gathering places for friends, families, and colleagues to share meals and create lasting memories.
- The food industry also supports local farmers, producers, and suppliers, creating economic opportunities along the supply chain and contributing to the overall sustainability of the local food ecosystem.



BEVERAGE

- The beverage industry encompasses bars, pubs, breweries, and other establishments that serve alcoholic and non-alcoholic beverages.
- Bars and pubs are integral components of the night-time economy in Australia, offering social spaces for relaxation, socialising, and entertainment.
- Craft breweries and specialty cocktail bars contribute to the cultural diversity and sophistication of night-time precincts, attracting connoisseurs and enthusiasts seeking unique and high-quality beverages.
- Responsible alcohol service and management are essential considerations within the beverage industry. They ensure the safety and wellbeing of patrons and maintain a positive reputation for night-time precincts.

SUPPORTING INDUSTRIES

The *NSW 24-Hour Economy Strategy* also identifies the important role that supporting industries play in the health of the night-time economy. Supporting industries may be involved in supply chains, the movement of people and goods, or simply population-serving industries responding to unique and localised consumer needs.

SUPPORTING INDUSTRY COMMENTARY



HEALTHCARE

- The healthcare industry plays a crucial role in supporting the night-time economy by providing essential medical services and emergency care to residents and visitors during night-time hours.
- Hospitals and medical clinics ensure that individuals have access to medical attention and treatment in case of emergencies or health-related issues that may arise during night-time activities.
- Additionally, healthcare professionals such as doctors, nurses, and paramedics working at night require access to safe and efficient public transport services as well as hospitality and retail offerings that improve their night-time experiences.



RETAIL

- The retail industry contributes to the night-time economy by providing opportunities for shopping, leisure, and convenience to residents, visitors, and night-time workers during extended hours.
- Retail establishments such as convenience stores, pharmacies, and late-night supermarkets cater to the needs of consumers seeking essential goods and services outside of regular business hours.
- Additionally, specialty retailers, boutiques, and souvenir shops offer unique shopping experiences and contribute to the cultural diversity and vibrancy of night-time precincts, attracting shoppers and tourists alike.

SUPPORTING INDUSTRY COMMENTARY



HOSPITALITY

- Building on the core industries of food and beverage, the broader hospitality industry encompasses hotels, motels, hostels, and other accommodations that provide lodging and hospitality services to travellers and visitors during night-time hours.
- Hotels and accommodation providers play a vital role in supporting the night-time economy by offering overnight stays and accommodation to tourists, business travellers, and individuals attending night-time events or activities.
- Overnight stays can lead to increased employment opportunities through increased consumer spending on goods and services during both the day and night-time.



TRANSPORTATION

- The transport industry is essential for facilitating mobility and accessibility within and between night-time precincts, enabling residents, workers, and visitors to travel safely and efficiently during night-time hours.
- Public transportation services such as buses, trains, and taxis provide convenient and accessible options for individuals to commute to and from night-time destinations. They reduce reliance on private vehicles and alleviate traffic congestion.
- Ridesharing services and bike/scooter-sharing programs can also offer alternative modes of transportation for individuals seeking flexible and sustainable travel options within night-time precincts.



SERVICES

- The services industry encompasses a wide range of businesses and professionals that provide essential services to support the night-time economy, including security, cleaning, and event management.
- Security services play a critical role in ensuring the safety and security of night-time precincts, providing surveillance, crowd control, and emergency response services to prevent and address incidents of crime and disorder.
- Cleaning and maintenance services help to ensure that night-time precincts remain clean, tidy, and welcoming for residents and visitors, enhancing the overall aesthetic and liveability of night-time environments. These services, also support the day-time operations of other commercial enterprises.
- Event management services support the planning and execution of night-time events, festivals, markets, and entertainment activities, providing logistical support, staffing, and coordination to ensure successful and memorable experiences for attendees.

BENEFITS ASSOCIATED WITH THE NIGHT-TIME ECONOMY

As noted in Council's Economic Development Strategy, economic development isn't traditionally a core role of local governments; however, community and business stakeholders have an increasing expectation of councils to play a greater role in delivering social, environmental, and economic benefits to society.

Research and engagement activities used to inform this strategy identified the following benefits of a vibrant night-time economy:



NEW EMPLOYMENT OPPORTUNITIES

The expansion of the night-time economy in the City of Ryde will create new job opportunities across core and supporting industries. For example, the opening of new bars, restaurants, and entertainment venues may lead to job creation for bartenders, servers, performers, and event staff. This provides employment opportunities for residents, particularly young adults, and contributes to economic growth.

ATTRACTING TALENT

A vibrant night-time economy in the City of Ryde will contribute to attracting talented and skilled professionals seeking dynamic and culturally rich communities to live and work in. The NSW Innovation and Productivity Council recognises that the culture of cities can help attract talented and skilled professionals. Businesses within the Macquarie Park Innovation District, for example, have noted that their workforce has a growing desire for social

and cultural activities closer to work. A thriving nightlife scene may be more appealing to young professionals and creatives looking for exciting opportunities and vibrant social life, thus bolstering the city's talent pool and fostering innovation and creativity.

INCREASED SAFETY

A growing night-time economy in the City of Ryde will require the prioritisation of investment into safety measures and greater collaboration with community policing to support the wellbeing of residents, workers and visitors. For instance, improved lighting, passive surveillance, and CCTV surveillance in economic centres may help deter crime and antisocial behaviour, creating a safer environment for night-time activities and enhancing public confidence in the city's nightlife offerings.

SOCIAL AND CULTURAL CONNECTIONS

A vibrant night-time economy in the City of Ryde will provide

opportunities for residents, workers, and visitors to forge social and cultural connections, fostering a sense of belonging and community pride. For example, hosting cultural festivals, live music performances, and night markets in economic centres may bring more people together from diverse backgrounds to celebrate shared interests and experiences, promoting inclusivity and social cohesion.

RECREATIONAL OPPORTUNITIES

Our inclusive approach to the night-time economy in the City of Ryde will encourage a wide range of recreational activities for residents, workers, and visitors to enjoy during evening hours. Improved lighting around the Paramatta River, parks, and open spaces with access to amenities such as walking trails, cycling paths, and recreational facilities may encourage more active lifestyles and provide opportunities for relaxation, exercise, and leisure activities after dark.

GOVERNANCE

The night-time economy in the City of Ryde is overseen by a diverse array of stakeholders, including both NSW Government agencies and Council.

COUNCIL'S ROLE

Council plays a crucial role in shaping and nurturing the night-time economy, including:

Approvals – regulatory approvals to facilitate the establishment and operation of businesses and events within the night-time economy (e.g., outdoor dining).

Events – organising and supporting a diverse range of cultural, entertainment, and community events to enhance the vibrancy of different economic centres.

Master planning – Developing comprehensive land use master plans and urban design guides to guide the sustainable development and growth of different economic centres.

Policy work – Using an evidence-based research and stakeholder engagement to formulate and implement policies and initiatives that support the growth, diversity, and sustainability of the night-time economy.

NSW GOVERNMENT

The NSW Government plays a significant role in shaping the regulatory framework for the night-time economy. They also provide support to the night-time economy in the City of Ryde through various grant programs. Key State Government initiatives currently underway include:

NSW 24-Hour Economy Strategy (refresh) – A State-wide strategy aimed at revitalising and diversifying the State's night-time economy, with a focus on enhancing vibrancy and cultural offerings.

NSW Vibrancy reforms – Legislative and regulatory reforms to support the growth of vibrant and inclusive economic centres, including measures to streamline approvals and reduce red tape for businesses and events.

Uptown – A government-led initiative to promote the development of innovative and creative precincts build around cultural expressions.

Special Entertainment Precincts – A state-wide initiative where local councils can designate a defined area to manage sound and trading hours of local venues. This may be an individual premise, streetscape, or larger area, and is designed to support live music and night-time economy venues through legislative changes.

2 OUR CITY



OUR CITY'S NIGHT-TIME ECONOMY



**820
BUSINESSES**



**11,000+
JOBS**



**\$1.6Bn
REVENUE**



The night-time economy within the City of Ryde is experiencing a period of transition and evolution – driven by changing consumer preferences, demographic shifts, inflation, and cost-of-living pressures.

While traditionally centred around food and beverage experiences, the City's night-time economy is evolving to encompass a broader range of experiences, including a more diverse variety of cultural events, nightlife attractions, and other lifestyle/recreational pursuits.

One notable trend is the increasing demand, particularly from young people, for immersive and experiential offerings, such as themed pop-up events, interactive installations, and experiential dining experiences.

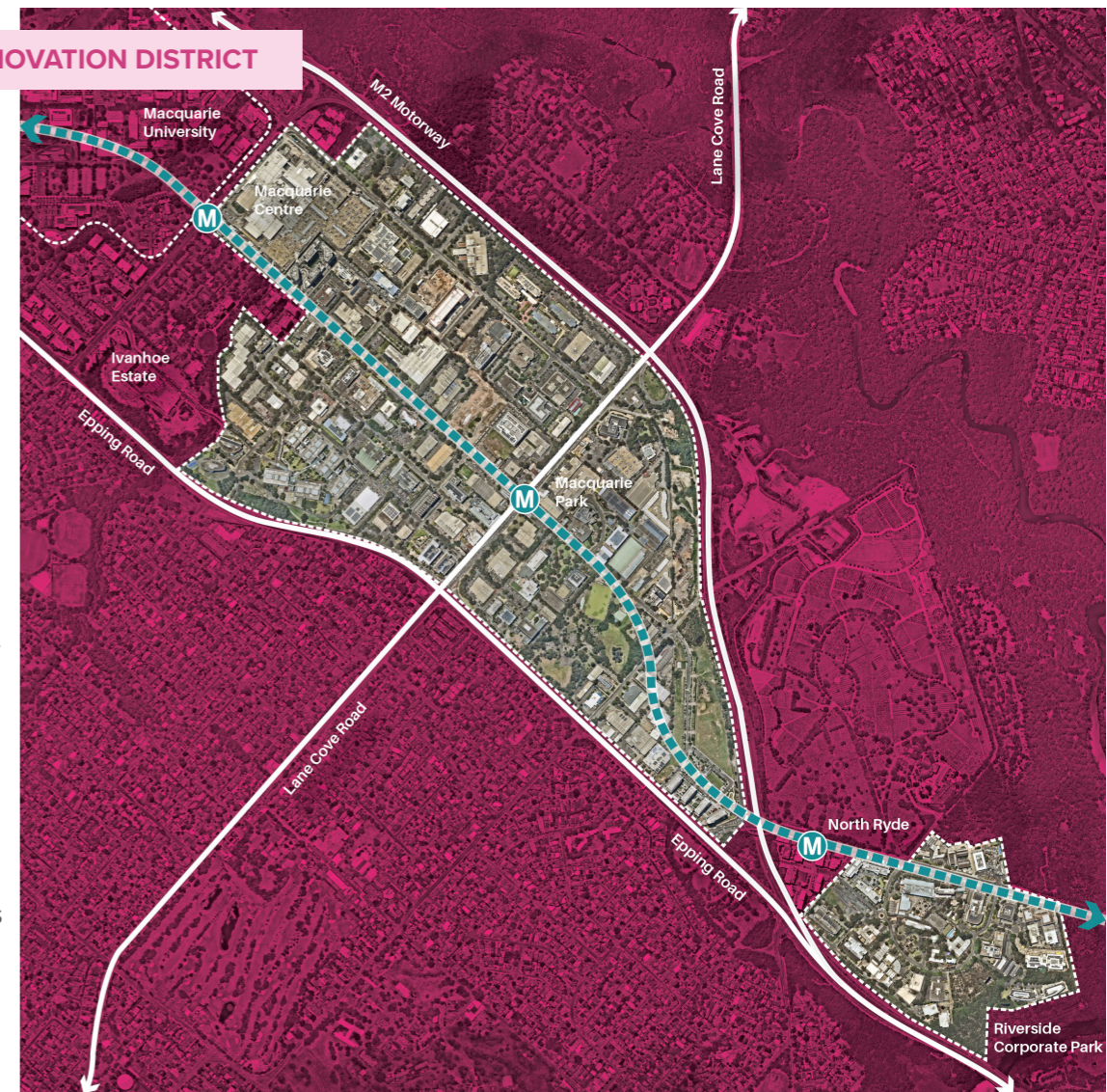
These innovative concepts cater to a growing segment of consumers seeking unique and memorable experiences (i.e., Instagram moments) during evening hours, contributing to the diversification and enrichment of the night-time economy.

As noted in Council's Economic Development Strategy, the broader New South Wales and Australian economies are facing the challenges of inflation, high costs of living, and a growing demand for housing. These challenges require a considered and balanced approach to Council's economic development activities, including night-time economy initiatives.

The following is a brief overview of the different economic centres within the City of Ryde.

MACQUARIE PARK INNOVATION DISTRICT

The jewel of the City of Ryde's economy is the Macquarie Park Innovation District. It is a thriving hub of technological innovation and commercial activity. While traditionally associated with day-time operations, the Macquarie Park Innovation District contributes to the night-time economy through 24-hour manufacturing, worker's participating in international meetings, and workers, students, residents, and visitors enjoying local amenities and food and beverage venues. Macquarie University creates opportunity for night-time activities through its night markets, late night events, and passive activity through this open campus.



EASTWOOD

Known for its vibrant Asian dining scene and cultural diversity, Eastwood presents opportunities to further enhance its night-time offerings through the promotion of food festivals, night markets, and cultural events that celebrate its heritage, such as the Granny Smith Festival and Lunar New Year Festival.





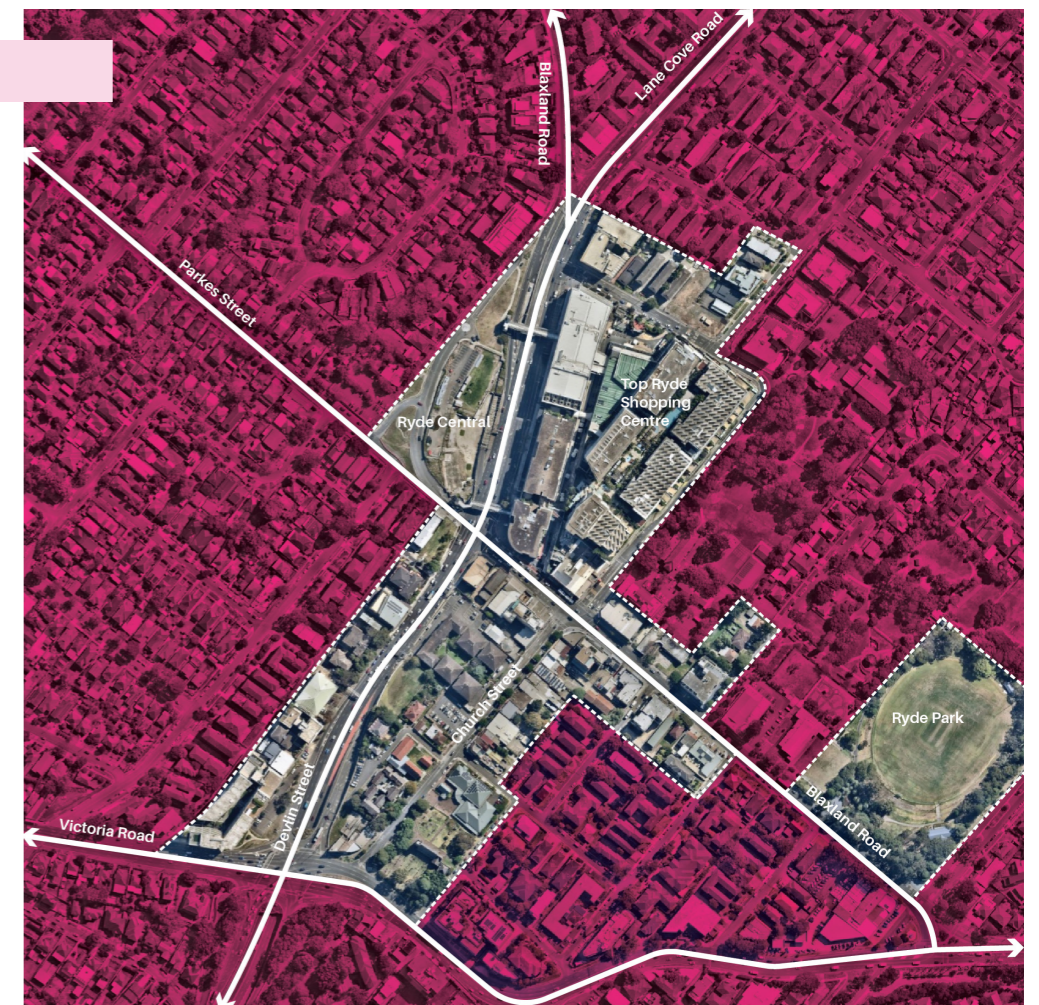
WEST RYDE-MEADOWBANK

West Ryde-Meadowbank offers opportunities for dining, recreational activities, and live entertainment. New mixed-use developments or hotels in the area could leverage the area's expansive water views that come with height (e.g., rooftop bars and restaurants). Furthermore, unlocking the open space surrounding the Sydney Water site could create new opportunities for night-time markets, festivals, and events within a short walking distance of two railway stations and a bus interchange.



TOP RYDE

As an existing retail and entertainment destination, Top Ryde has the potential to become a dynamic night-time hub, offering a mix of dining, shopping, and entertainment experiences. More diverse night-time offerings will require higher foot traffic through improved public transport connections to the Top Ryde shopping centre and increased residential development within close proximity to the centre.





GLADESVILLE

With its historic charm, Gladesville offers a unique setting for night-time activities, including dining, leisure, and cultural experiences. By revitalising its heritage buildings, promoting local arts and crafts, and enhancing public spaces, Gladesville could attract visitors seeking unique cultural night-time experiences.

3 OUR STRATEGY



VISION AND OBJECTIVES

VISION

In supporting our economic vision, this NTE Strategy establishes the following vision for the night-time economy:

The City of Ryde’s vibrant night-time economy fosters a sense of community, supports local businesses, and offers an enriching experience for residents and visitors alike, ensuring that our city remains a vibrant and welcoming destination after hours.

OUTCOMES

This NTE Strategy establishes the following four outcomes for the City of Ryde’s night-time economy:

VIBRANT AND DIVERSE NIGHTLIFE	Foster a vibrant and diverse night-time economy that offers a range of entertainment, dining, and cultural experiences catering to the diverse tastes and preferences of residents, workers and visitors.
ECONOMIC GROWTH AND PROSPERITY	Stimulate economic growth and prosperity by supporting local businesses, entrepreneurs, and creative industries to thrive during night-time hours, generating employment opportunities, attracting investment and contributing to the overall economic vitality of the City of Ryde.
SAFE AND SECURE ENVIRONMENT	Create a safe and secure night-time environment through effective policies, enhanced lighting, and proactive measures to address anti-social behaviour, ensuring that all residents and visitors feel comfortable and confident when enjoying the city after dark.
SUSTAINABLE	Promoting sustainability within the night-time economy by encouraging environmentally friendly practices such as waste reduction, energy efficiency, and sustainable transportation options.
TRANSPARENT GOVERNANCE	Foster a collaborative approach to the development and management of the night-time economy in the City of Ryde.

ECONOMIC OBJECTIVES

VIBRANT AND DIVERSE NIGHTLIFE

4-YEAR OBJECTIVES (2024/25 – 2027/28)	DETAIL
Increase the number of approved live music and performance venues under the NSW Government’s incentives scheme by at least ten businesses within four years.	Liquor and Gaming NSW maintain a register of approved live music and performance venues across NSW. As of 1 April 2023, there were no licenced venues that have been approved for NSW Government live music incentives. In addition, City of Ryde will implement its <i>Live Music Plan</i> , which aims to promote live music in the City through a range of approaches.
Implement a public art program to enhance the night-time aesthetic appeal of key economic centres over four years.	The City of Ryde does not have a public art program. To be delivered collaboratively across Council business units and with local stakeholders, the program could include encouraging the use of vacant shopfronts for art installations/exhibitions, new murals, artistic light and sculpture installations.
Implement at least two Special Entertainment Precincts within four years.	The NSW State Government Special Entertainment Precinct Pilot which allows local councils to designate areas as Special Entertainment Precincts through legislative changes. This designation allows for Councils to set and regulate noise levels for entertainment purposes. Developing a Special Entertainment Precinct in key areas, such as Eastwood, will help protect existing night-time precincts and set expectations for new businesses and residents moving to these areas.
Increase the number and spread of venues and activities that are accessible to culturally and linguistically diverse people.	Over 50% of people who live in the City of Ryde speak a language other than English (ABS, 2021). By increasing the number of venues and activities that are accessible to people in a variety of languages, will improve the offerings for both residents and visitors.
Increase awareness of diverse entertainment opportunities in the City of Ryde.	Research from the Australian Health and Welfare Institute has found that young people are less likely to drink alcohol than the generations before them. To support a diverse population participating in the night-time economy, there needs to be a diverse range of entertainment offerings. Increasing awareness to businesses of this need and the ways they can diversify their offerings, will deliver new entertainment offerings across our night-time economy precincts.
Increase the number of venues that are accessible to people with a disability by 20%.	Local stakeholders have raised that there is a lack of venues available at night that are accessible to people with a disability. Increasing the accessibility of our venues will improve opportunities for people with a disability and also improve patronage opportunities for local businesses.

ECONOMIC GROWTH AND PROSPERITY

4-YEAR OBJECTIVES (2024/25 – 2027/28)

DETAIL

Increase the number of businesses operating during night-time hours by 20% within four years through targeted incentives and support programs.

In June 2022, Ryde had 820 core night-time economy businesses, growing by 4.6% from June 2021. Growing by 20%, the city would be home to over 980 core night-time economy businesses. Furthermore, there are currently 50 businesses with an on-premise liquor licence in the City of Ryde. Increasing this by 20% would see 60 businesses with an on-premise liquor licence operating in the city.

Facilitate the development of night-time cultural and entertainment events to attract visitors and stimulate local spending within four years.

The City of Ryde hosts major events, such as the Granny Smith Festival, Lunar New Year Festival, and Cork and Fork Festival. Community groups, as does Macquarie University, host their own events. In line with the Council's Events Strategy, more diverse events will be explored in collaboration with local stakeholders.

Increase awareness of the night-time tourism opportunities in the City.

Night-time tourism in the City currently does not have a strong presence online or branding to attract visitors to the City. Increasing the awareness of night-tourism in the City would support the existing offerings of Eastwood in food and cultural tourism. This can also support new opportunities in other parts of the City for night-time tourism products, including heritage tours, nature-based night activities, food and beverage tourism, events based tourism and cultural experiences.

SAFE AND SECURE ENVIRONMENT

4-YEAR OBJECTIVES (2024/25 – 2027/28)

DETAIL

Reducing reported incidents of noise complaints by 25% within four years.

Through their vibrancy reform work, the Office of the 24-Hour Economy Commissioner has recognised that uncertainty around sound generation and complaints can make it difficult for businesses to program live music and events. By reducing the number of complaints against businesses, we can increase the certainty for businesses to provide a variety of activities at night.

Upgrade lighting infrastructure in key night-time precincts to improve visibility and deter crime within four years.

Support the upgrading of lighting infrastructure in the Macquarie Park Innovation District and other economic centres by utilising the completion of master plans.

Increase the number of public spaces able to be used for night-time activities by four spaces over four years.

Having spaces that can be used for night-time activities, such as events and festivals, increases the chance for activities and patronage of otherwise unused spaces. This can increase safety of these spaces through passive surveillance and increases opportunities for people to connect, creating social cohesion.

SUSTAINABLE

Reduce greenhouse gas emissions in night-time precincts by 10% within four years through electrification and renewable energy initiatives.

In line with Council's Net Zero commitment, Council will work with local businesses operating in the night-time economy to improve their energy efficiency through measures such as electrifying cooking and hot water equipment, installing energy-efficient lighting, and encourage local businesses to uptake Green Power for their electricity demand.

Increase awareness of the variety of transport modes available to access night-time economy precincts, to increase foot traffic in these areas.

The *Creative Footprint Report for Sydney* identifies that the number one driver for night-time economy businesses is foot traffic. Increasing foot traffic will increase opportunity and certainty for business operations. Increasing awareness for people about different ways they can access our night-time economy precincts will help people access night-time economy precincts in a way that supports their needs.

TRANSPARENT GOVERNANCE

By the end of 2025, establish a governance model for the night-time economy in the City of Ryde that articulates the roles and responsibilities of various Government and non-Government stakeholders.

The governance of the night-time economy has historically been a challenge, with many agencies having responsibility for the approval and monitoring of impacts from night-time economy activities. Establishing a governance model will establish the clear roles and responsibilities for both government, businesses and other organisations involved in the night-time economy.





IMPLEMENTATION

Implementation of this Strategy is linked to the implementation of *Council's Economic Development Strategy*. Its implementation will be supported by ongoing collaboration with local partners, including:

- Local businesses
- Local Business Chambers
- State Government agencies (e.g., Service NSW)
- Local community groups and advisory bodies
- Educational institutions, and
- Peak bodies (e.g., Business NSW).

Implementation will also be linked to the adoption of an *Annual Economic Development Action Plan*, which will be an annual document articulating the actions that will be undertaken in the year to support the fulfilment of the objectives captured within this Strategy and the *Economic Development Strategy*.

ANNUAL ECONOMIC DEVELOPMENT ACTION PLAN

Council staff will draft the Action Plan alongside developing annual budgets and business plans (between November and February each year). With the exception of the first Action Plan, Councillors will be consulted via a Councillor workshop/planning day in February each year.

Please refer to page 35 of the *Economic Development Strategy* for more information on the *Annual Economic Development Action Plan*.

Monitoring and Evaluation

Council's City Economy team will be responsible for monitoring and evaluating this Strategy. Regular monitoring will involve tracking the completion of activities and the progress towards fulfilling the objectives outlined within this Strategy.

Stakeholder feedback, data analysis, and benchmarking will support evaluation activities. Evaluations will include process-based evaluation (evaluating how we are implementing the Strategy) and outcomes-based evaluation (evaluating whether we are on track to achieve our objectives). By embracing a culture of evaluation, staff will be able to deliver more agile and realistic Action Plans.



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