



# THE ENTRANCE PENINSULA COMMUNITY PRECINCT

ENCOMPASSING: THE ENTRANCE; THE ENTRANCE NORTH; LONG JETTY TOOWOON BAY; BLUE BAY; SHELLY BEACH & MAGENTA

## The Chairman of The Entrance Town Centre Management ( TETCM ) Laurie Littlefield's presentation, 20 May, 2010 at 7:00pm on “The Entrance Town Centre Management”

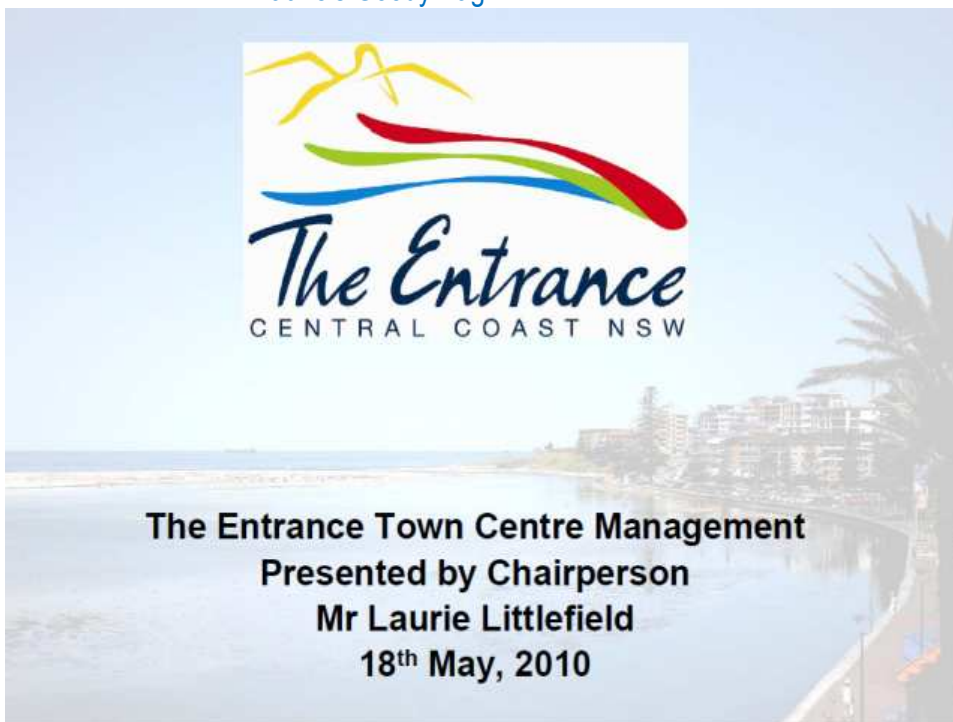
Before Laurie's good humoured presentation the chairperson of T.E.P.C.P, Vivienne Scott, attempted to introduce Laurie and thank him for his attendance to address the Precinct Committee on The Entrance Town Centre Management , however Laurie said he would introduce himself telling us that he was a 3rd generation, local boy born in 1945.



Laurie handed out "goody bags" containing information about the TCM ( No free things to eat ) He asked everyone to open the folder containing a copy of his presentation.

He then went through his presentation, inviting the audience to ask questions as he went along. Laurie kindly provided an electronic copy of the minutes to the secretary and that is what follows. The questions and answers have been included at the end.

Laurie's Goody Bag



Q. I understand TCM is now selling membership.

A. No, you must join TCM. Membership costs \$55.00pa.

Q. Can they go on the Board?

A. The board is elected every four years and you can put your name forward. The last election was two years ago.

Q. What do you get for being a member?

A. You get newsletters and are kept up to date on what is happening in town.

## THE ENTRANCE - CENTRAL COAST - NSW



### How the Town Centre Works

The Entrance Town Centre Management Corporation was established following Wyong Shire Council's 1996 redevelopment of the town.

A board of management comprising representatives from local businesses and a representative of the Chamber of Commerce and a representative from Wyong Shire Council. The board is charged with overseeing the operation and maintenance of the towns assets as well as increasing visitation to The Entrance.

The corporation receives funding from Wyong Shire Council via a special levy structure along with additional revenue collected through other avenues such as; Street Vending Licenses, Footway Dining Licenses, etc.

A 'not for profit' organisation, the Corporation has these key objectives;



TCM has a new Manager, Paul, Barnes and three staff. TCM will shortly be moving to the Tourist Information Centre in the spring.

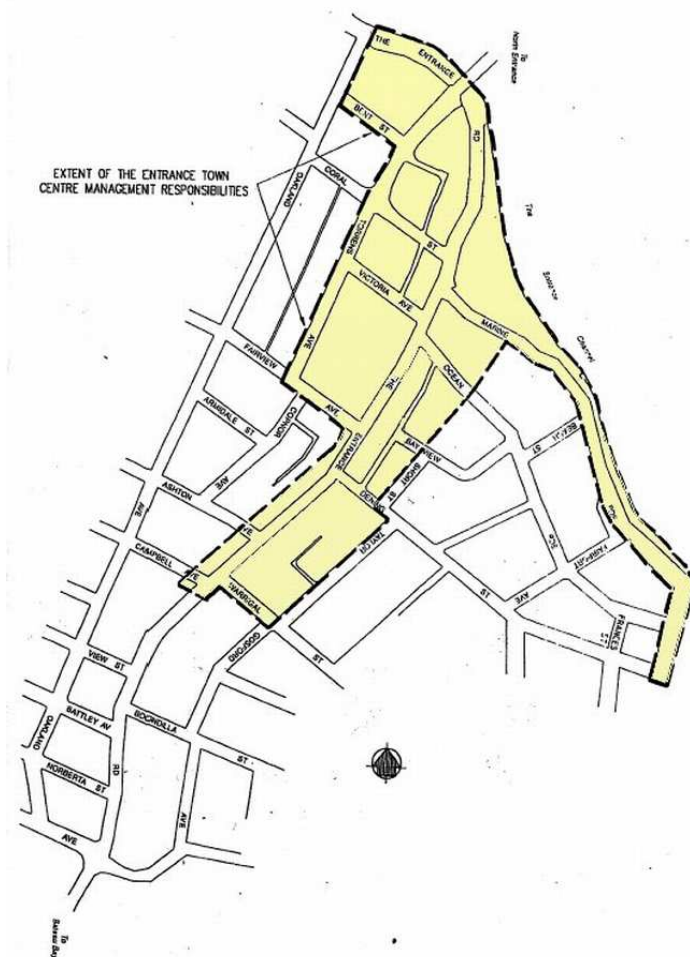


FIGURE 1

TCM funding is from the town centre levy which is rated on all commercial properties from Toowoan Bay to the top of North Entrance shops. That is about \$700,000.00 per year. We get about \$600,000.00 from Wyong Shire Council. We also get payments from the Amusements, Rides, Stall and the Events we put on. etc,

Q. Do people who have rental accommodation pay the levy as well?

A. Yes they pay as well.

Q. And the profit from the Pelican feeding?

A. We don't get much profit, it costs \$2000.00 per month to feed them

On behalf of the Council TCM does the cleaning and pays for the Rangers we have in town, The painting, replacing tiles, look after parks and gardens,

Q. Your responsibilities are from where to where?

A. From the Surf Club to just under the bridge to Campbell Street.

( See Figure 1)

Q. And Laurie the cleaners do a fabulous job.

A. They cost \$540,000.00 per year.

Q. Are they Council employees?

A. No they are private contractors, "ACS" private contractors. They also supply the Rangers

Q. They do the maintenance between the Surf Club and the Bridge?

A. All the painting , footpaths, and the Tourist Centre we have to do that in the next year too.

Q. You say TCM has responsibility as far as the bridge. Anything past that is a junk heap particularly the bay near the Inspectors Wharf. We are here to attract tourists and with the greatest respect, from the bridge to Picnic Point is like a garbage tip.

A. And that little bay near the Bat Shed

Q. I've never seen TCM clean that up because it is in the water.

A. That's because in the water is outside our jurisdiction.

Q. Someone with some Wellington Boots and a scoop could do a lot of it.

A. Yes they could.

Vivienne then suggested that if people want to raise these issues TEPCP could write a letter to TCM and Council. The Secretary advised that TEPCP had all ready raised this with Council and Paul Barnes and Paul had responded and his reply will be dealt with in correspondence.

Laurie advised that they did have an incident with the new restaurant who were washing their garbage tins out in the street.

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## KEY OBJECTIVES

- To operate and maintain the town assets on behalf of Council, enhancing the attractive environment as a clean and safe visitor destination
- To promote, market and raise the profile of The Entrance Town Centre precinct as an attractive investment opportunity as well as a viable tourist and commercial hub
- To assist with the attraction and development of enterprises in the precinct to enhance tourism and accommodation growth
- To introduce and develop opportunities to enhance the economic and employment growth of The Entrance and District
- Manage the activities of The Entrance Visitor Information Centre by promoting local tourism and accommodation operators



## MAINTENANCE OF THE ENTRANCE ASSETS

### Ongoing Projects

- **Security**
  - Security patrols carried out daily 365 days of the year and at all major events.
- **Cleaning**
  - The precinct is cleaned daily, both mechanically and manually, with litter picks and bins constantly emptied.
- **Landscaping**
  - The precinct enjoys a fabulous reputation for its presentation and has won numerous gardening and landscaping awards.

### Recent and Current Projects

- **CCTV Camera Installation**
  - Recently introduced \$150k project to install 11 CCTV Camera's throughout the Precinct. The camera's will be monitored by The Entrance Police Station.
- **Town Painting**
  - The painting of the entire town is in it's second stage. Chairs, tables, rubbish bins and decks were all painted in the new colour scheme.
- **New Signs**
  - New signs have been erected around town in the same colour scheme as the town painting.
- **Visitor Information Centre Refurbishment**
  - Major works to commence on the refurbishment of The Entrance Visitor Information Centre building including works to the outdoor performance stage.
- **External Promotion**
  - Entering the 2010 Tidy Town Awards plus many other Event & Promotion Competitions.



Laurie advised that there was now 14 cameras in town and incidents on Friday and Saturday night resulted in the Police being there before they knew what hit them. It has worked really well. Laurie also advised that the Lighting in The Entrance needs to be improved so the cameras work better.

- Q. Does Council or TCM pay for the lighting?  
A. TCM.

## THE ENTRANCE VISITOR INFORMATION CENTRE



### Joining of two Businesses

The Entrance Town Centre Management and The Entrance Visitor Information Centre have amalgamated and will now operate in unison as one business, sharing the many synergies existing between the two organisations.

By working together with the common focus of driving tourists to The Entrance as well as ensuring their first welcome to the area is memorable, we will ensure tourists and visitors return to the area for years to come.

### Refurbishment of the Building

The Entrance Visitor Information Centre is about to undergo a well overdue refurbishment to modernise the facility, create office space for all staff it will house and create a welcoming and quality facility for the 70,000 visitors that utilise the facility each year.

The Entrance Town Centre Management staff will move into the premises after completion of the refurbishment, thereby enabling better coordination of major events held in Memorial Park.

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Q. What are you going to do down there.

A. We will run the two businesses together with the two additional staff from the already there.

Laurie advised that there is a security guard in town every day, and you will see him every day!

Q.. TEPCP goes from Magenta to Shelley Beach. During a TCM special event like new year, what extra security is provided for the other suburbs such as North Entrance and Long Jetty?

A. There is a large Police turn out at these events, especially Australia Day.

Q. At North Entrance we can't get onto security.

A. Well it is on the wrong side of the lake for TCM.

The Secretary advised that they could put these questions to Jody Hind, Chief WSC Ranger who was coming next month.

Q. The Police do not deal with that. There were complaints from holiday makers saying at 2:00am they were trying to sleep. They rang the Police and they did not do a thing.

A. Yes, it gets pretty hectic down there.

Q. When you are putting together a Management Plan for your various public promotions is that all inclusive and includes traffic and security?

A. Yes that's all in place . We have good liaison with the Police and everybody.

Laurie advised TCM does all the landscaping and you will see w the gardeners in town all the time. This year we hit the Park up with some special fertiliser. The next job will be painting the chairs and the bins, hundreds of them.

Q. We are residents, all you have said is for tourists, what are you doing for the residents?

A. No, it is not about tourists, I go down there and enjoy it every day. It's a clean town to go to and a safe one!

Laurie told us that TCM has a very good promotional video if anyone wants to borrow it.

TCM also goes to most of the large shows in Sydney, such as the Bus and Coach show. TCM advertises widely in regional NSW and in their information centres.. There has been an increase in coaches and TCM needs to find a bus parking area, possibly down Manning Road, Picnic Point area.

## MEASUREMENT AND CONTINUAL IMPROVEMENT

- You cannot manage what you cannot measure
- At our events we have independent pedestrian counts conducted
- We use this data to analyse each individual event continually looking for ways to enhance the events and strive for continual improvement
- A copy of one of the pedestrian surveys is on the following page. This is a typical Farmers Market survey conducted by an independent company and I think you will find some of the unsolicited comments very interesting.
- We also use this data to judge the economic impact of each event in the area. On the following pages you will see the economic impact of our largest event, the Central Coast Country Music Festival. This festival injected almost \$8 million dollars into the shire over (1) one weekend.



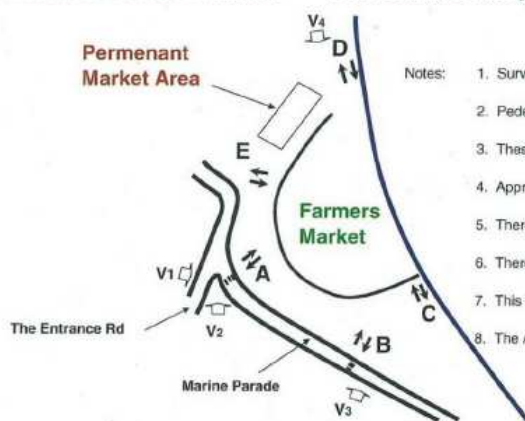
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Northern Transport Planning and Engineering Pty Ltd

### The Entrance Farmers Market

### Pedestrian Survey

Saturday 16th January



- Notes:
1. Survey Started at 9am. Finished at 1pm
  2. Pedestrians entering and leaving the Farmers Market - recorded manually at five access points
  3. These pedestrian movements were also recorded on video from 4 sites.
  4. Approximately 90 Market Stalls were operating at 7am and still going at 1pm
  5. There was significant interaction between the Main Shopping Area and the Growers Market
  6. There was also significant interaction between the permanent Markets and the Growers Market
  7. This interaction may have resulted in some double counting.
  8. The Attendance Estimate of 550 at 9am is assumed only.

Time	A		B		C		D		E		Total		Cumulative Tally	Estimated Attendance
	In	Out	In	Out	In	Out	In	Out	In	Out	In	Out		
9:00														550
9:15	68	77	27	9	14	17	32	42	50	67	191	212	-21	529
9:30	88	77	55	43	10	17	83	46	35	67	271	250	21	550
9:45	73	64	57	59	11	15	106	77	59	61	308	276	32	582
10:00	79	78	48	53	13	10	76	74	38	52	254	267	-13	569
10:15	116	68	67	38	4	16	106	108	26	78	319	308	11	580
10:30	134	93	95	52	5	16	91	78	26	70	351	309	42	622
10:45	85	103	70	61	9	10	89	125	37	49	290	348	-58	564
11:00	91	112	91	39	15	22	96	111	48	44	343	328	15	579
11:15	98	112	85	87	15	19	141	89	22	40	361	347	14	593
11:30	124	89	73	83	10	21	137	148	19	53	363	394	-31	562
11:45	83	100	76	96	6	6	97	90	14	43	276	335	-59	503
12:00	95	151	81	70	7	19	104	157	12	52	299	449	-150	353
12:15	80	102	72	98	4	20	112	122	27	41	295	383	-88	265
12:30	73	100	94	67	16	6	50	104	14	42	247	319	-72	193
12:45	95	86	62	65	36	12	77	113	17	58	287	354	-67	126
13:00	62	54	53	80	16	6	78	98	15	23	284	261	23	89
	1444	1466	1106	1020	191	232	1479	1582	459	840	4679	5140		

# CENTRAL COAST COUNTRY MUSIC FESTIVAL

12<sup>TH</sup> – 14<sup>TH</sup> March 2010

## Economic Impact – Tourism NSW Calculations

### Background

- The Central Coast Country Music Festival plays an important role in both the local and regional economy by providing a major injection of economic activity, spreading the seasonality of tourism, enhancing and expanding awareness of The Entrance and Central Coast Region as a destination, and by developing new market segments. Additionally, the Festival generates employment opportunities as well as providing community and social interaction and sense of community pride.

### Economic Impact

- Attracting 48,000 people, the 2010 Greater Building Society Central Coast Country Music Festival maintained its status as a regionally significant event. The economic stimulus into to The Entrance and Central Coast Region of is estimated to be **\$7,852,368**. Calculation of the economic stimulus is as follows and uses the average expenditure for Domestic Overnight Visitors in the region and the Average Expenditure for Domestic Day Trip Visitors to the region as calculated by NSW Tourism December 2009 Report.
- Domestic Day Trip Visitors spent \$258m in the region
  - On average they spend **\$83 per trip to the region**
- Domestic Overnight Visitors spent \$516m in the region
  - On average the spent **\$143 per night in the region**



# CENTRAL COAST COUNTRY MUSIC FESTIVAL – CONTINUED

12<sup>TH</sup> – 14<sup>TH</sup> March 2010

## Economic Impact – Continued

### Calculation

- Day trippers*  
48,000 visitors x 60.3% (being day trippers)  
= 28,944 people x \$83 per day = \$2,402,352
- Overnight Visitors*  
48,000 visitors x 39.7% (being overnight visitors)  
= 19,056 people x \$143 per day = \$2,725,008  
x 2 nights (average length of stay) = \$5,450,016
- Total Expenditure **\$7,852,368**

### Data Collection

- The data was collected from the visitor surveys conducted at the event. (Note: the sample survey of 519 is both a typical and sufficient number of responses by ratio to attendance to confidently apply survey data with a high degree of accuracy across total attendance figures.

### Visitation

#### Accommodation and Length of Stay

- Of the total number of respondents attending the festival from areas outside the Central Coast, 39.7% stayed overnight within the region for an average of two nights.

Results from the 2010 Festival Survey	2009	2010
Heard about the festival via Radio Marketing	52%	59.9%
Heard about the festival via Print Marketing	63.6%	92.9%
Came to the area specifically for the festival	73.8%	80.8%
Travelled from Sydney	17.9%	27.9%
Travelled from Interstate	2.8%	2.1%
Travelled from Other areas of NSW (ie – Regional NSW)	14.2%	6.9%
Number of Overnight Visitor's	38.5%	39.7%
Average Overnight Stay	3 nights	2 nights
Type of Accommodation – Hotel/Motel/Serviced Apartment	40%	40.3%



The total number of visitors to the precinct in 2008/2009 was 111,000. It has increased this year to 267,000. The Farmers Markets draw a lot of people to town; Chromefest. See the events on this page:



Q. How do you come up with these events?  
 A. TCM has a think tank.

Q. What about an outdoor cinema?  
 A. Yes we have thought of that.

Laurie then said that the Farmers Markets had been a major success. We seem to get around 5 or 6 thousand visitors every Saturday.

Q. The shop keepers are not happy about it?  
 A. It is well patronised and unfortunately we can't help everybody. There has been 102,000 people since the markets began and there must be a spin off from that.

Q. How do you count the numbers?  
 A. They are done by a private company. They video the site and then they count people in and they count them going out. See the Pedestrian survey enclosed.

Q. There was a big event last weekend. There was a lot of people there.  
 A. That was the American Muscle Car Show - that is not considered a "big one".

Q. It's great to bring all these people in but what has it improved for the residents? The service in restaurants has not improved, we still have to go to Bateau Bay to shop. It has not brought good shops and restaurants to The Entrance.

A. Part of the problem is the quality of the buildings. We have difficulty in attracting a better class of shops.



- Q. We have people at Magenta who go through Toukley to shop at Tuggerah. We need some major developments for our benefit and the tourists. People that have holiday apartments bring their food with them and are not spending locally. It is not helping provide better services for the residents.
- A. TCM can only run what we are allowed to run and promote and manage that as best as possible. We need to get more people to live here. There are some new shops opening but we are not getting the quality of shops we want.
- Q. What is happening about the galvanised fence at Fisherman's Wharf?
- A. That is Council. It was not in the DA and has been a bone of contention.
- Q. You have an unenviable position. Twenty five percent of the people in The Entrance are on welfare. We are getting more and more social housing so that The Entrance becomes a playground of people who just hang around and have no disposable income.
- A. You can't make money out of those people. We welcome your suggestions and ideas

The Secretary then stated that The Entrance Master Plan Committee was supposed to meet soon and that would be a good forum for TCM to seek improvements.

- Q. What about a water festival, Picnic Point to Long Jetty, water skiing, boating etc.
- A. Yes we welcome all your ideas.
- Q. Everyone here is bubbling with ideas. You mentioned earlier of having a think tank, Could you tell us how this think tank works?
- A. You can contribute to a think tank. There is an ideas box at TCM, it has been there for four years. We do our think tank in the office itself. We do not go to Queensland for a holiday.
- Q. There needs to be an advertisement in the local newspaper to let people know they can do that.
- A. That's a good idea.
- Q. I think you need to develop this think tank because what you have described is very much one sided. Asking people to put things in a box does not inspire. People talking tonight has inspired me with all types of ideas, people interacting is what TCM need to give them ideas.
- A. That is what think tanks are all about.
- Q. You need to have a cost benefit analysis. If there is no benefit to the community at the end of the day you are just wasting time. As a resident I would like to buy my shoes enjoy coffee, dine and be entertained and as a landlord I would like some return.
- A. You can do all that in The Entrance.
- Q. Council seems to concentrate on what developers can't d rather than helping them with what they can do.
- A. Council has been a bit negative but we hope that the new General Manager will help get things going.
- Q. What is the purpose of all those posts near the boat shed?
- A. The wall has collapsed and they are there to stop the cars driving on them.
- Q. Is the dredge going to run in the three main channels as it did in past years.
- A, Marlene Penning advised they are making two passes. From Karagi Reserve to the rock and back up to the citadel. They are not going along the island this time.

Vivienne spoke of Laurie's great passion for The Entrance. But what is needed is for The Entrance to attract more long term residents here.

Laurie replied that there will be no new development in town for two years until this new Masterplan is approved. When DA's go in they are flatly refused.

Vivienne thanked Laurie for his stimulating presentation and Laurie received an enthusiastic round of applause from the twenty five in the audience.