

# BUSINESS IN BYRON SHIRE

✓ Sustainable

✓ Adaptable

✓ Successful



2017/18 BUSINESS SURVEY RESULTS



Research conducted by

**HJ Bell Consulting**

Qualified Practising Market Research (QPMR) –  
Australian Market and Social Research Society (AMSRS)

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For

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# UNDERSTANDING BUSINESS IN BYRON

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# UNDERSTANDING BUSINESS IN BYRON

## EXECUTIVE SUMMARY

The Byron Shire business community is engaged, diverse and successful. Demonstrating exactly how engaged the business community is in Byron Shire, Council received over 1,000 responses to the business survey. There were 1,020 completed surveys from a potential 7,605 - equating to a 95% confidence level.

Just who responded to the survey? We had responses from our largest organisations right the way through to our sole traders. Approximately 20% of responses were from our largest employers. We are now able to capture their future employment, growth and accommodation requirements.

The findings demonstrated just how our employment lands have changed over time. We now have professionals “remotely” running consultancies and organisations from their home office plus arts and creative businesses booming in the hinterland. As was expected, a large number of our farming community responded as did the retail and hospitality sectors. The results incorporate opinions across all the diverse range of businesses across Byron Shire. A table itemising the range of industries plus their location, is included in the report.

Questions were included in the survey to assist the local business and networking organisations to understand their engagement with the local business community. Almost a fifth (18%) of respondents are members of at least one business group with some belonging to more than one. This provides a great opportunity for these organisations to continue to grow, advocate for members and connect. The Business Chambers (all chapters), Destination Byron, Sourdough, Screenworks, Northern Rivers Food, Bangalow Business Women and Byron Networking Group were identified as those with the highest memberships and activity.

Those respondents who are a member of a business networking group were asked what they see as the main benefits. These were connections, contacts, networking/meeting people, keeping up to date/information, sharing ideas, support, socialising and having a voice. Information relevant to each business organisation is contained within the report.

The survey also collected responses from businesses around the key drivers for business over the next five to 10 years, to inform the Northern Rivers Regional Economic Development Strategy being developed by the NSW State Government. The most important strategic priority for 85% of businesses to stay and grow in Byron Shire is connectivity (growing the regional economy, increasing job density, diversity, opportunities and skills). However when you drill down, the key strategic priority for businesses to stay in Byron Shire for the next 5 to 10 years was liveability (40%); highlighting just how important lifestyle and environment are for organisations and its employees. In the long-term businesses have identified connectivity and liveability as the key drivers for businesses to grow and stay in Byron Shire.

When asked for the key opportunities for leveraging business growth in the region, respondents identified: population growth; tourism; increased sales; fast broadband internet; stronger community connections; the environment, culture and arts; and agriculture value-add. The survey identified: competition (local, regional, global and online); lack of connectivity; traffic congestion and parking; unregulated accommodation; environmental degradation; and housing affordability as challenges.

When quizzed about their future infrastructure requirements many identified only small changes in the next 12 months however 19% identified large and 35% medium scale changes over the next ten years. These infrastructure changes included increased reliance on high-speed reliable internet as the key priority, with wanting more access to commercial and industrial property and improved road infrastructure to deal with the increased distribution requirements. Each location within the Shire has specific requirements and these are itemised in the report.



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Businesses were also asked to list their top 20 initiatives for Council to address over the next five years:

1. Roads
2. Better Internet
3. Affordable housing
4. A transport strategy (including rail, roads, public transport, connected bike paths)
5. More industrial and retail sites
6. Protection of the natural environment
7. Parking for retail spaces
8. Promotion of local business and services
9. Grants for small business to grow
10. A small business hub/shared space and an innovation/incubation hub
11. Networking groups and events
12. Funding for arts
13. Additional public spaces and venues for events
14. Education: expanded TAFE funding, small business courses
15. Employment opportunities beyond hospitality (innovation hub was suggested, as were apprenticeships)
16. Support for the uptake of solar power and other renewable energy as well as energy stability/security (including with storms)
17. Festivals (some want more, others want less)
18. Promotion of hinterland villages
19. Byron marketing campaign or a made in Byron brand
20. A platform to connect and promote local businesses.

There are many opportunities for the Council and businesses to explore with the aim to provide business surety into the future.

With over ten co-working and incubator businesses across Byron Shire, small business is booming with 70% of businesses rating their business outlook as good or very good with this figure rising to 84% in the Byron Arts and Industrial Estate. The Byron Arts and Industrial Estate is more positive about their businesses and their industry than any other location in the Shire. Contained in the appendix are by location précis.

In the last 12 months: 38% of all businesses said that their sales increased; 41% felt their parking was reduced; 29% used more internet; 15% looked for more office space while 13% wanted more warehousing space and 7% wanted more retail space; and 14% employed more people.

Looking ahead to the next 12 months 34% of all businesses intend to employ more people; 57% feel they will increase sales; 46% will use more internet; 25% will have less access to parking; 42% will want more office space; 17% will want more warehouse space; and 9% will want more retail space. The availability of land in the Shire will come under more pressure if this trend continues.

Businesses were asked to identify how sustainable their businesses were by identifying which sustainable features were available. Three quarters of businesses had recycling programs and 71% more flexible working arrangements



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then it dropped below 50% for green staff engagement programs (49%), rainwater tanks (35%) and solar panels (35%). One quarter of businesses purchase power from renewable sources; actively reduce their air travel (23%) and report their sustainability performance (19%). This means that around a fifth of businesses are actively reducing their footprint and assisting the Shire's aim of zero emissions by 2025. However, there are around 20-30% of businesses who will need to be convinced of the benefits or assisted in order to improve their sustainability performance.

The final section of the report deals with the Community Strategic Plan Priorities. The business community identified the three key priorities for Council as:

1. Council renewing and maintaining existing infrastructure at 88%
2. Council planning for the future transport, community facilities, water, sewerage, waste, recycling, roads etc. at 86%
3. Council providing water, sewerage, waste, recycling, roads etc. at 85%

The business community identifies the traditional services which Council is expected to deliver as the top three priorities. Fourth on the list was protecting the environment, then affordable housing comes in fifth with supporting a low carbon community as sixth. Clearly businesses have been affected by these three – the link between livability and the environment and a low carbon future and increasing their workforce, leading to further pressure on housing infrastructure. So it is clear the link between the community priorities align with business priorities.

The results of this business survey have already informed the Regional Economic Development Strategy, the Community Strategic Plan, the Employment Land Use Strategy, Residential Strategy, Tourism Management Plan, Strategic Business Panel and Business Roundtables. The findings will also inform the Economic Development Strategy Review, business-related activities and all business-based recommendations into the future. It will also serve as the benchmark for all future surveys and for tracking trends over time.

We would like to thank everyone who responded to the survey and we would welcome your comments and thoughts.

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# UNDERSTANDING BUSINESS IN BYRON

## INTRODUCTION

Byron Shire conducted research in 2017 to gain an understanding of the current and future needs of businesses in the Shire. Over 1000 businesses participated in the online survey between November and December, 2017. This report includes the results of the research. The report has been divided into sections for ease of distribution.

## METHODOLOGY

An email invitation to participate in an online survey was sent to each person in Byron Shire listed on the Australian Business Register. Where the same email address was used for multiple businesses, the survey was sent to the first business on the list, using the industry code. This meant a reduced sample, but ensured we were able to avoid sending multiple emails to the same (often accounting) firms. In addition to the direct emails, the local Chambers of Commerce chapters put a link to the survey out to their members.

As an incentive to participate, those who completed the survey were offered the opportunity to win an iPad Pro (10.5 inch, 256GB, Wi-Fi) valued at \$1,199. To be eligible to win, they must have completed the survey by the 29th of November 2017. Byron Shire received a lottery permit for the prize draw. Participants also had the option of receiving a copy of the results in January 2018. The winner was Kylee Ingram, whose company, Elevator Entertainment, is based in Bangalow.

The results are presented cumulatively and no identifiable information was collected or stored as part of this research. The survey and reporting were carried out in line with the Australian Market and Social Research Society (AMSRS) code of professional behaviour (<https://www.amsrs.com.au/professional-standards/code-of-professional-behaviour/code-of-professional-behaviour>).

There were 1020 responses to the survey. The strongest participation came from those currently registered for GST. The response rates (people who completed the survey as a percentage of those two whom it was sent) were:

- Current GST 20%
- GST Cancelled 9%
- Not registered for GST 9%

Given the sample size of 1020 and the total population of 7,605 (potential participants), the survey results have a margin of error of 3% at a 95% confidence level. A breakdown of the potential participants, by sector, is available as Appendix C.

On average, the survey took 13 minutes to complete. 65% of those who started the survey went on to complete all questions, which is a positive result.

A copy of the questionnaire is attached as Appendix D.

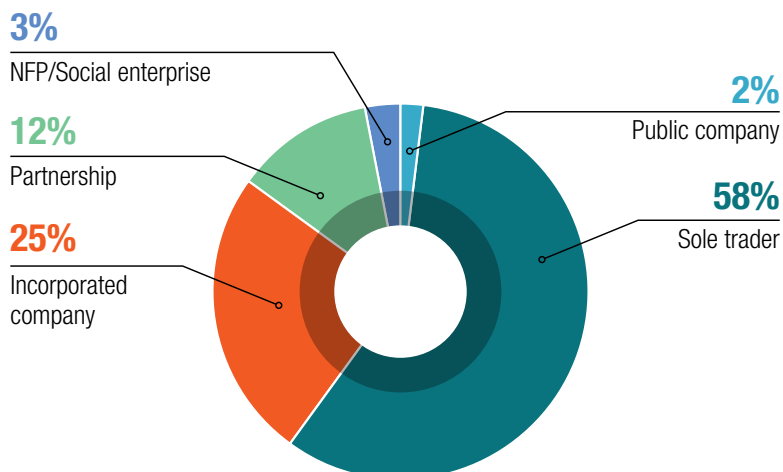
## PARTICIPATION

All areas of the Byron Shire were represented within the survey.

Table 1: The number of business survey participants by location

Business location	No. of responses
Bangalow	115
Billinudgel area (Billinudgel, Middle Pocket, The Pocket, Yelgun)	35
Brunswick Heads	49
Byron Bay (including mobile businesses and those working from home)	40
Byron Industrial and Arts Estate	91
Byron Town Centre	153
Hinterland - East of highway (Coopers Shoot, Ewingsdale, St Helena, Hayters Hill, McLeods Shoot, Possum Creek, Skinners Shoot, Talofa, Tyagarah)	55
Hinterland - West of highway (Binna Burra, Coorabell, Eureka, Federal, Goonengerry, Montecollum, Nashua)	102
Main Arm (Hounbrook, Main Arm, Upper Main Arm, Upper Wilsons Creek, Wanganui, Wilsons Creek)	38
Mullumbimby (including mobile businesses and those working from home)	52
Mullumbimby Industrial Centre	9
Mullumbimby Town Centre	88
Ocean Shores (New Brighton, Ocean Shores, South Golden Beach)	102
Suffolk Park & Broken Head	91
<b>Grand Total</b>	<b>1020</b>

Figure 1: Type of organisation

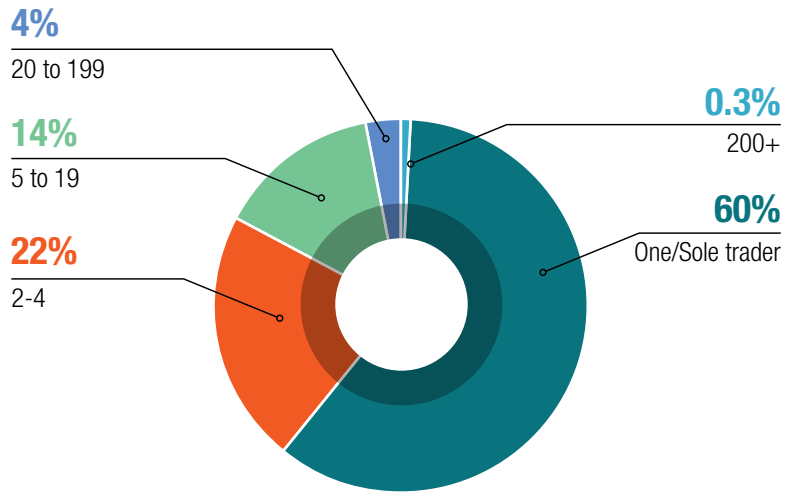


Based on the results, just over half the businesses in the Shire are registered as sole traders (58%).

A quarter (25%) are incorporated companies. Businesses located within the towns (Byron Industrial and Arts Estate, Byron town centre, Bangalow town centre, Brunswick Heads, Mullumbimby town centre and Ocean Shores) are significantly more likely to be incorporated companies than those in other areas.

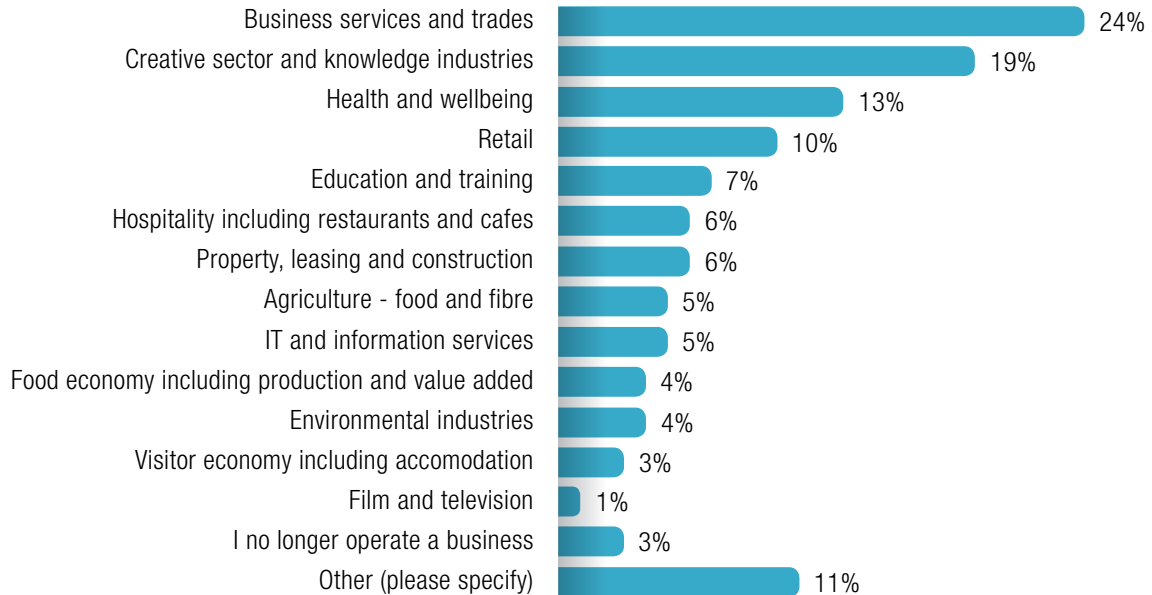


Figure 2: Number of employees among participating businesses



60% of the businesses in the region are run by sole traders or only have one employee. Almost half the employees are full time (49%), with the remainder part time (29%) or casual (22%).

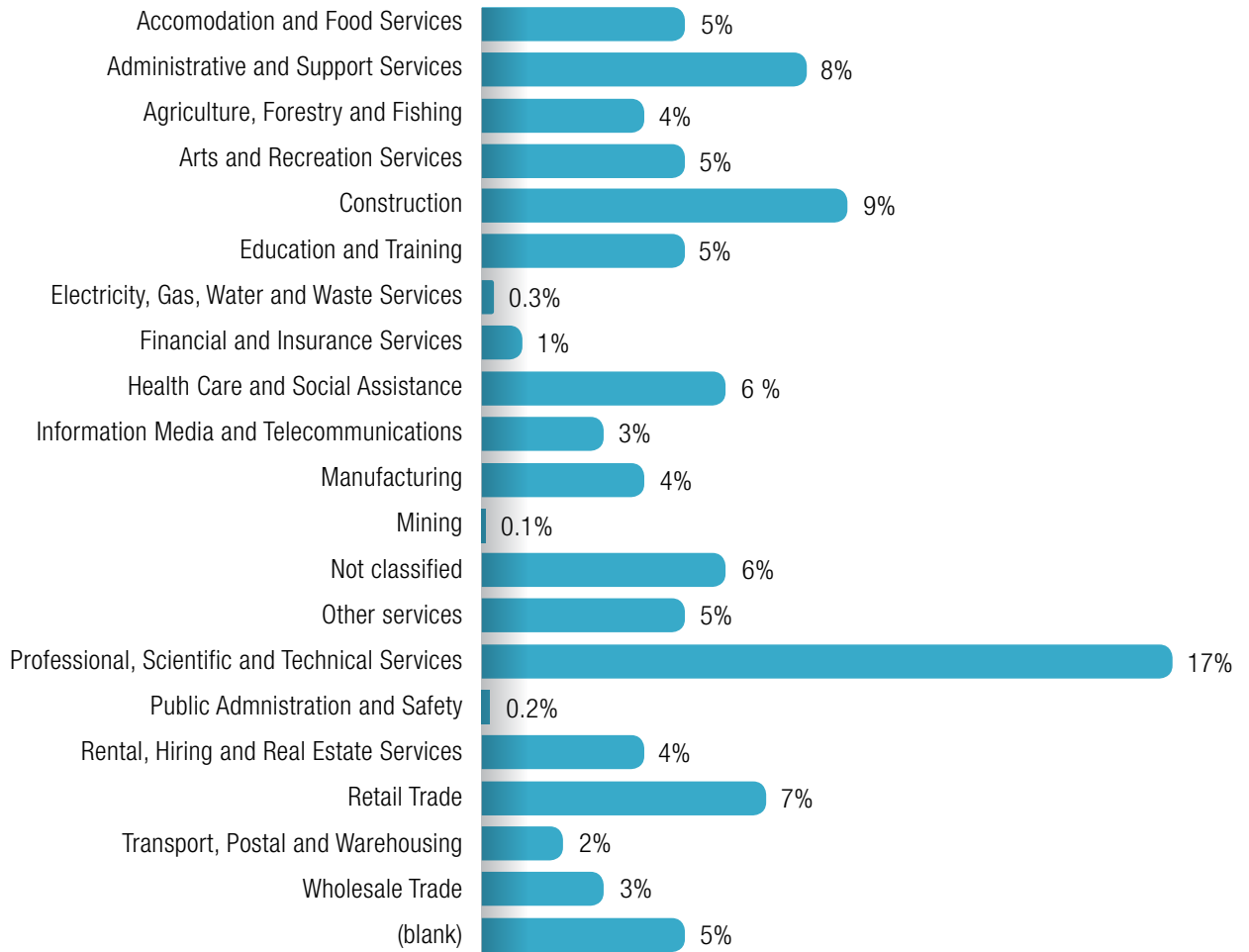
Figure 3: Industry sectors of participating businesses



The main sectors specified in the “other” category included manufacturing, cleaning, transport, wedding services, architecture, architecture, design, online sales, financial services, consulting, music and tourism.

The detailed breakdown of the industry sectors of participants based on data from the Australian Business Register has been provided below. The number of participants in each sector and sub sector are available as Appendix A.

Figure 4: Industry codes of participating businesses (ABR)



There is a huge range of products and services offered by businesses in the Byron Shire. Among the most popular are accounting and financial services, accommodation, art, book keeping, cleaning, consulting, food, graphic design, nut farming and real estate/property. The word art in Figure 5 shows the full range of products and services being offered by businesses in the Byron Shire.

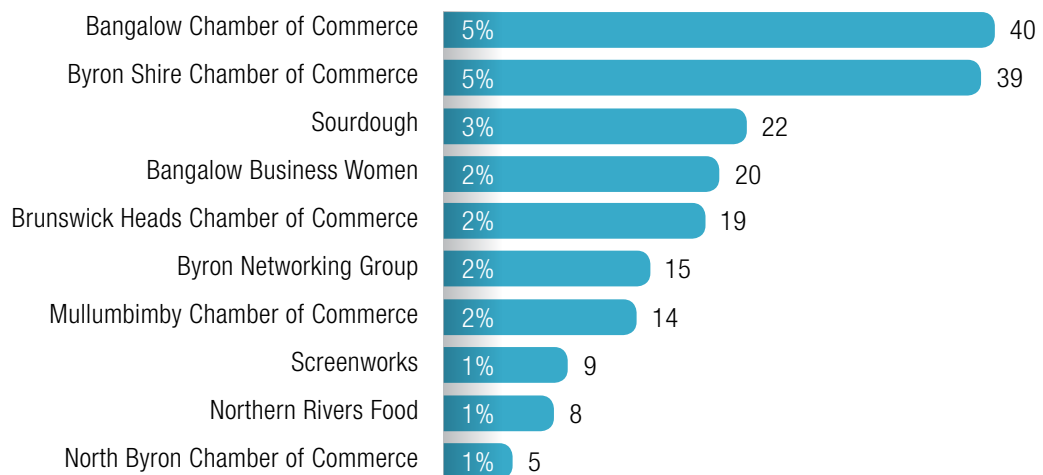


## FINDINGS

### BYRON SHIRE BUSINESS AND NETWORKING ORGANISATIONS

Based on the survey results, almost a fifth of Byron Shire business owners (18%) are members of at least one business networking group. Participants were given a list of business networks within the Shire and asked to select those of which they are a member. While not listed in the survey, Screenworks and the Northern Rivers Food Network were specified by so many businesses they have been included in the Figure 6.

Figure 6: *Membership of business networking groups  
(number of businesses that participated in the survey)*



Other groups not listed, but cited by two or more businesses, were Destination Byron (4), Byron and Beyond Networking (3) and Lismore Chamber of Commerce and Industry (2). There was some cross-over between the groups (37 of businesses indicated they were in multiple groups), particularly with the Bangalow Business Women, where nine of the twenty were also members of the Bangalow Chamber of Commerce, five were in Sourdough and two were in the Byron Networking Group.

### Benefits

Those who are a member of a business networking group were asked what they see as the main benefits. The main benefits cited were connections, contacts, networking/meeting people, keeping up to date/information, sharing ideas, support, socialising and having a voice.

The benefits have been provided, verbatim, by group. Where a business person was a member of multiple groups their comments have been included under each one (which has meant some duplication).

## Opportunities

Everyone was asked how their business networking groups could be improved, regardless of whether they are currently a member of an organised networking group. Many people were not aware of these groups and having been made aware, expressed an interest in joining. The most common suggestion on how to improve networks was to join one of the groups. The next most common was to be more involved.

As part of the survey business people were asked if they would like to join the Byron Shire Council's Business Database. The Business Database will be used to assist in the distribution of business specific information, funding opportunities and engagement, enabling tailored communication, as well as increasing awareness of the groups and the opportunities for local businesses. Over 350 businesses signed up to the Byron Shire Council Business Database.

In addition to joining an existing group and being more involved, suggestions for improving networks were:

- Advertising for local businesses
- Attending and sponsoring local events
- Increasing communication (advertising, marketing, website, social media presence)
- Focus on digital with more online networks
- Flexible meeting times better suited to long hours of operation
- A dedicated Facebook page where you could share information and ask questions amongst group members (Northern Rivers Food member)
- Additional contacts in local region
- Additional one-on-one network members' meetings out of meeting times to learn more about their business and how we can reciprocate leads
- Better access for meeting spaces
- Having access to other people trying to run online businesses from a regional town who can appreciate the challenges
- Collect a list of preferred suppliers, people that other businesses have used and are very happy with cost and services both domestically and internationally as finding good suppliers is hard and can be expensive when things go wrong. Not sure, perhaps mentoring programs where bigger business owners help smaller ones...
- Communication with other Uber drivers
- Education, case studies, resources
- Less politics
- Less talking heads, more professional forums, more strategy and advice, more targeted expertise, perhaps perspectives from outside the region might help
- More members
- Social media training
- Focus on advocating for business (rather than being "an extension of the residents association")
- Site trips to businesses to see how they are operating

Suggestions from businesses for the Council to assist business networks include:

- Creation of Shire-wide groups
- Access to community workspace or local online retail hub/listing



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- Access to small business website through council website
- The need to improve internet access was also mentioned multiple times.
- Have a comprehensive Shire business directory
- A Byron Shire Directory for local artisans and craftspeople to sell to local outlets or an online site for Byron Shire products
- Special events that facilitate networking and encourage the development of business skills in the small business sector
- Staff & councillor support with planning process
- Creating a Byron business networking hub for businesses and people to connect Australia and region wide
- Adequate Council roads and street business signs
- Having better transport logistics around the industrial area. i.e. encourage bike parking, more buses, trains, shuttles, car park and visibility with fresh road signs
- Providing businesses with information about business associations they could join
- Better formalised, more support from Council, RDA grant availability
- Better incorporation with Byron Shire Council
- Byron Shire Council being open about spending and projects going forward, dates [and] public notices for these projects and reasons against
- By ensuring all Byron Shire accommodation operators are council regulated, pay extra rates and have a standard. This way we can meet with tourism operators who are contributing to the economy and Council to maintain services. [It is] very difficult being part of an industry that council allows double standards. (Note: this was raised multiple times)
- Caravan Parks Liaison (which the person noted was already being done) and a motel one too
- Creating a quality brand for local businesses (like “true Byronian” for ex.) and promoting the brand with events like a big fair called “buy local” with not only food & hospitality businesses but with all what the Shire can offer.
- Consistent invitations to Byron Shire Council’s event organiser meetings
- Council being more transparent when putting contracts out for tender
- Council listening to small business
- Council information sessions regarding possible changes to Codes, DCP’s , Policies, Lep and local planning directions and initiatives
- Currently, only Haymans Electrical Wholesalers in Byron Industrial Estate run regular trade breakfasts. If council were to arrange trade get togethers, I’m sure it would encourage more networking between mainly sole operator run electrician businesses in the Shire
- Industry talks related to new business – e.g. North Coast Plan, new infrastructure - where different disciplines are brought together – i.e. engineers, architects, planners
- Roads were mentioned multiple times, including Settlement Road - Mullumbimby / Main Arm

Several people also suggested establishing additional networking groups, including a Byron Artists’/Painting network, a Yoga group, a Health related networking group, a Macadamia Growers’ network, as well as seeking a local branch of Engineers Australia and developing meet-up groups.

In addition to all the suggestions, many people said they were happy with their current business networks. There were also several people who were part of global businesses, for whom local networks are not as relevant.

The following pages highlight the individual benefits & opportunities for specific business networking organisations.

## *Benefits and Opportunities for Local Business & Networking Organisations*

### *Bangalow Chamber of Commerce*

- A platform to exchange ideas
- Being able to exert pressure of local issues
- Benefits are limitless!!! Very important to be part of a wider networking group when you are largely working on your own
- Business contacts and occasional contracts
- Community and Tourism information is the backbone of my business.
- Community Connectivity and shared knowledge
- Connection and information and a culture of we are working together not against each other
- Contacts, information and resources
- Contacts and support
- Contribute to the strength of the business sector in our Village
- Control of outside forces
- Exchange of ideas and information
- Group information sharing - chance to elect colleagues outside of work
- Keeping up to date with current developments which will affect the viability of my business
- Learning what is happening in town - having a louder voice on town issues - working together to benefit the town
- Local support
- Meet people and help in decision making
- Meeting other business people, connecting to the local economy
- Membership benefits, networking, workshops, government updates
- None really. It is important to support the Chamber
- Qualified opinion when requested
- Sharing contacts and resources
- Sharing information quickly. Keeping abreast of relevant changes. Learning opportunities. Provides a leadership group who can represent you to other parties.
- Staying engaged in the local community, support from other business owners, strategies to improve visitors to our town
- Stronger voice, current and relevant information circulated
- Support and advice

### *Brunswick Heads Chamber of Commerce*

- A voice to Council and between peers
- Able to communicate freely with like-minded people and bring up ideas to help our town proper.  
Something Council does NOT want to do, clearly.
- Advertising, networking and a closer relationship with Local Council
- Get to know other business owners, valuable lobby group
- Get together easily with other business owners be part of the township planning
- Input into local business guided planning
- Keep up to date with local business news, Shire news
- Keeps us up to date with new government rules
- Like minded and Community participation
- Partnership contacts
- Publicity
- Regular updates
- Sharing ideas and meeting industry peers
- The BHCC are collectively a voice in the township for business owners. Involvement in strategic planning for the community
- Updating of local information, gaining of useful professional contacts, making other organisations/people aware of your business, making personal friendships
- We only joined to support the local visitor centre
- Work together as a community. Representation of collective with government agencies ... our voice

## *Byron Bay Chamber of Commerce*

- Chance to connect with businesses in different sectors
- Collaboration with other like-minded businesses
- Contacts
- Contacts, information, community
- I don't actively get involved with the Chamber of Commerce at present because I generally feel that The Chamber of Commerce network is [not] overly beneficial to my type of business (swimwear for young women, being run solely online)
- I have just joined
- Ideas stimulation and connections for business progress
- Informative, updates me for new regulations and implementations in the Byron Shire
- Knowing our local business community is part of caring about the town; work for students
- Like minded members who have local business interests and share Byron's vision and care of our environment
- Making connections with potential clients, catching up with existing ones in a casual setting
- Meet pairs and potential clients, exchange experiences
- Meet prospective clients and suppliers, find out about local issues affecting the business community
- Meeting other business operators to discuss trends
- Meeting other business people
- Meeting other local like-minded businesses
- Meeting people
- Networking (4)
- Business opportunity
- Partnership contacts
- Regular updates
- Regular updates on activities affecting the town and business
- Sharing ideas and meeting industry peers
- The networking itself
- Up to date local news
- Updating of local information, gaining of useful professional contacts, making other organisations/people aware of your business, making personal friendships.

## *Destination Byron*

- Good tourism support
- Goog networking

## *Mullumbimby Chamber of Commerce*

- Business Community and networking
- Connection with others
- Goodwill
- I have just joined
- Know what is happening in town - sometimes!!
- Lots of benefit. Having a group voice to council. Being aware of local development and the local area
- Networking - access to information
- Networking, civic pride
- Networking, referrals and business building. Understanding what other businesses are doing and learning from presenters
- Other business people to connect with
- Support

## *North Byron Chamber of Commerce*

- Business clients
- Good
- Keeping up to date on marketing, business improvements and connecting with positive people



## *Sourdough*

- Benefits are limitless!!! Very important to be part of a wider networking group when you are largely working on your own.
- Community networking and engagement
- Contacts, information, community
- Feedback, ideas, common issues, concerns, solutions and similar
- Great knowledge base for my business and local knowledge
- Great networking for Women
- Group information sharing - chance to elect colleagues outside of work
- I enjoy supporting other female entrepreneurs
- Ideas stimulation and connections for business progress
- Local support
- Making connections within the business community, understanding what is going on in the local region, and finding out about projects that I can be involved in.
- Mentored and mentoring, access to network, informative discussions
- Networking and business opportunity
- Networking and business resources
- New member
- Sharing ideas with other businesses
- Sharing ideas, meeting new contacts, recognising synergies for future collaboration
- Support and advice
- The sharing of advice and the community support.
- To find out what's going on in the local food industry

## *Northern Rivers Food*

- Collaboration with other like-minded businesses
- Contacts, support and information
- Essential part of my network & promotion
- Feedback, ideas, common issues, concerns, solutions and similar
- Networking
- Networking and business opportunity
- Networking opportunities
- Networking with other members. Keeping in touch with what is going on in the film & tv industry. Offering my services on their website. Attending Workshops & seminars.
- So far, nothing apart from keeping up to date with what other businesses are doing
- To find out what's going on in the local food industry
- Training, networking, masterclasses, resources

## *Screenworks*

- Contacts, advice, support, information
- Essential part of my network & promotion
- Mentored and mentoring, access to network, informative discussions.
- Networking with other members. Keeping in touch with what is going on in the film & TV industry. Offering my services on their website. Attending Workshops & seminars.
- Social
- They list me as an industry professional for employers to find, and also show ads by industry professionals looking for crew members.
- Training, networking, masterclasses, resources

## STRATEGIC PRIORITIES

### Broad Strategic Priorities

A set of questions was included within the survey to guide the NSW State Government's infrastructure investment priorities and strategic planning in the Byron Shire and Northern Rivers. Participants were provided with an explanation of the NSW State Government's broad strategic outcomes: Liveability, Connectivity, Employment and Innovative delivery. For each they were asked to indicate whether it is:

- important if their business is to stay in Byron Shire in the next 5 to 10 years
- Important if their business is to grow in Byron Shire in the next 5 to 10 years
- Not applicable

For Byron Shire businesses, the most important of the strategic outcomes is connectivity. 85% of businesses said this important for their business to stay or grow in the next 5 to 10 years.

Figure 7: Strategic priorities - The importance of the NSW Government's strategic outcomes to Byron Shire Businesses

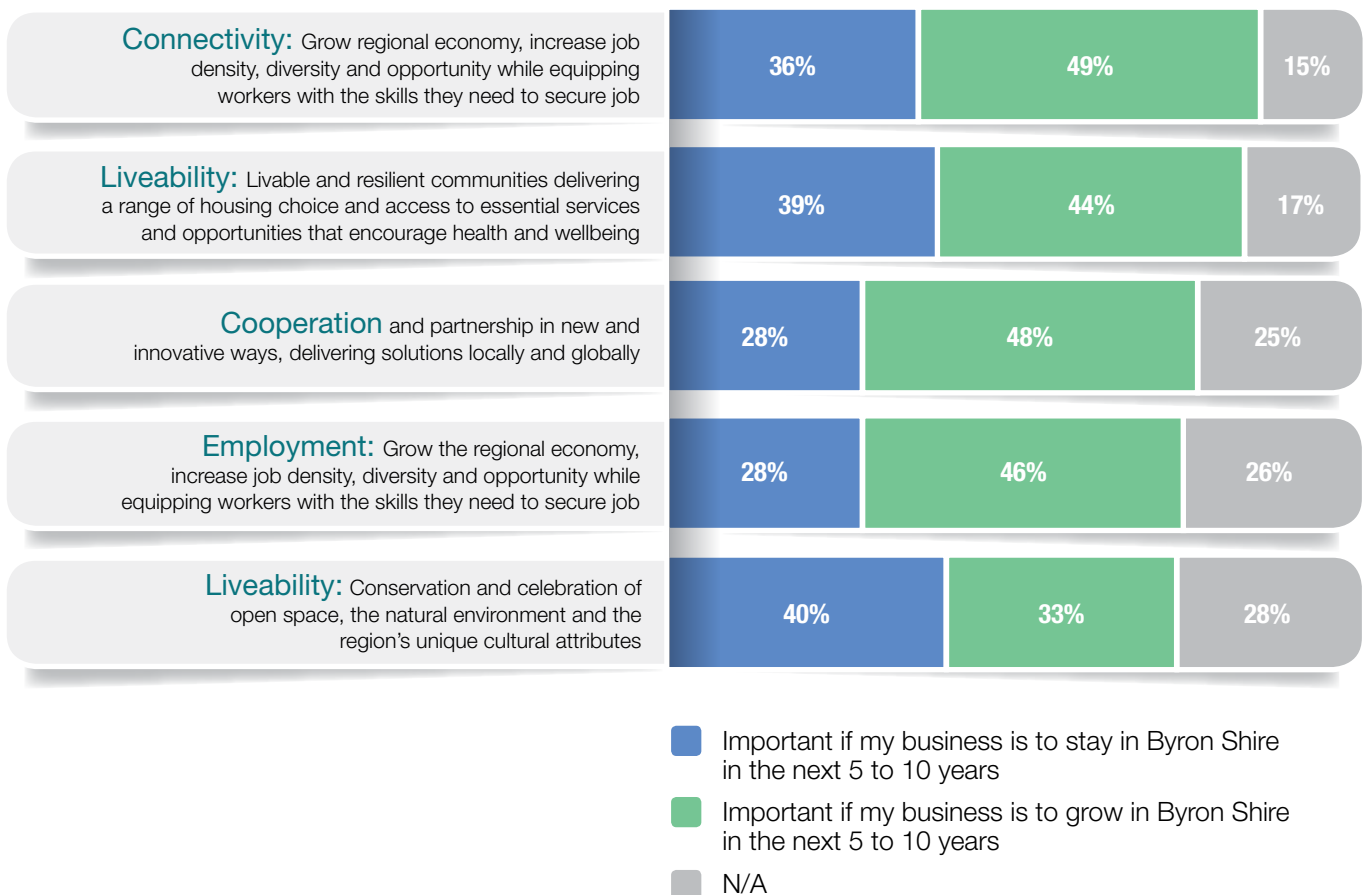
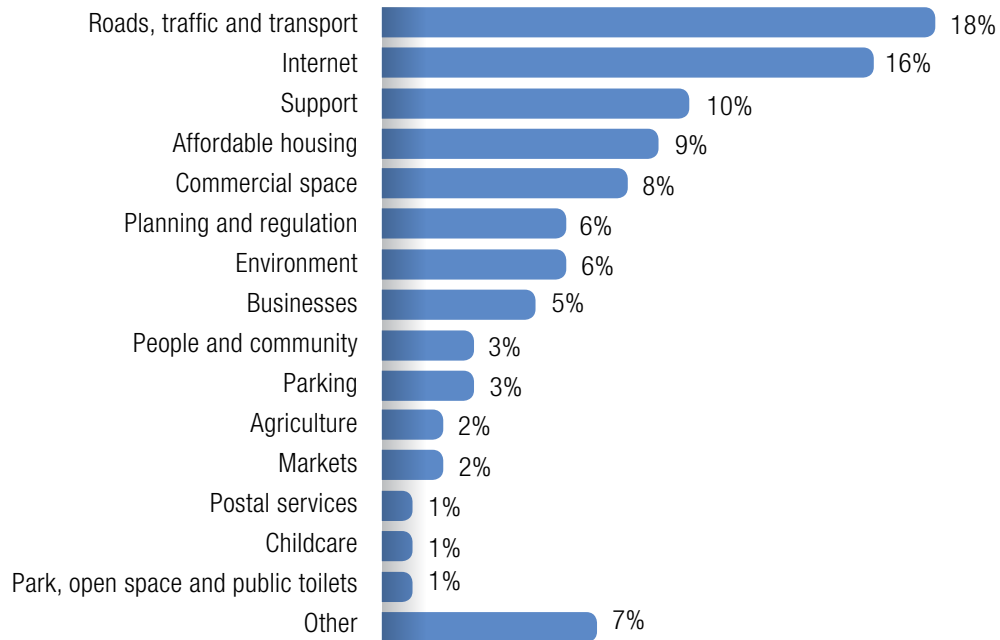




Figure 9: *Projects, ideas and needs of Byron Shire businesses*



A complete list of specific suggestions is provided, verbatim, by area, in Appendix B.

## Key Opportunities for Long-term Growth

Business were asked what they see as the key opportunities for their business in the next 5 to 10 years. Business owners were extremely optimistic about the years ahead. They spoke of their businesses “growing with the Shire.”

The main opportunities identified were:

- Regional growth and development (including population growth increasing sales and increasing the labour force)
- Tourism
- Growth in local demand (from an increasing population as well as from an increasing number of existing residents choosing to shop locally)
- Improved internet (NBN) and increased online sales
- Stronger connection (locally, regionally and globally)
- The community (strength, maintaining the way of life, local employment)
- Housing (affordability, places for young families as well as retirement living)
- The natural environment (maintaining the existing natural environment, benefiting from biodiversity offsets)
- Culture and the Arts (additional events, provision of venues, support)
- Improved transport (reducing congestion with bypasses, providing public transport including rail, adding bike paths)
- Local agricultural production and food tourism
- Technology (data, efficiencies, new services, working remotely)

There were over 430+ open-ended responses.



In summary, the main risks and challenges for local businesses in the next five to ten years are:

- Competition
- Cost of business
- Traffic congestion in the Byron Town Centre, on Ewingsdale Road and on the roundabout off the M1
- Affordable housing
- A shortage of parking in the Industrial Estate
- Paid parking
- Reliable internet and access to the NBN
- Ability to attract and retain staff (high turnover, training costs)
- Managing unregulated accommodation (including Airbnb)
- Environmental degradation.

Competition is by far the biggest risk businesses see themselves facing. This was across a range of industry sectors, from wedding planning to general practitioners to market stalls. The comments on competition can be grouped into three key areas:

1. Competition from other businesses in the Shire (including new entrants in the same sectors, additional markets and stalls, Airbnb operators)
2. Competition from online shopping sites (this is expected to increase as the Internet becomes faster and more reliable)
3. Competition from businesses outside the Shire, including the Gold Coast and neighbouring areas (*where traffic is less congested, with people heading elsewhere for shopping, services and tourism*).

There are concerns about the relatively high cost of doing business within the Shire. This includes increasingly expensive commercial rents (*pushing out Arts and lower income specialty retail shops, in favour of "chain stores"*), the shortage of general/grocery stalls and the abundance of cafes, high costs of living for business owners (*as many businesses are sole operators*) and the transient population meaning there are high staff turnover rates leading to increased training costs.

Traffic congestion was also cited as adding to the cost of doing business, with increased travel times between jobs for trades people (and others required to travel for work) and leading to a loss of customers as people choose to shop elsewhere (or travel elsewhere in the case of tourists).

Affordable housing is a risk as businesses see the high property prices and rental rates as prohibitive for many staff, meaning workers are driving in from outlying areas. This is increasing congestion as well as contributing to increased levels of staff turnover. There is a perception that locals are being pushed out. There are also concerns that the population is aging and that young people are leaving to seek more affordable homes and lifestyles elsewhere. The main concern seems to be high rents for local employees and house prices that make home ownership beyond the reach of those on typical Byron Shire incomes. The West Byron Development was mentioned several times as an opportunity to begin to address this, as well as being held up as an example of how "not to do development".

One suggestion to address housing affordability was to decrease rents by increasing the amount of accommodation on the market. This could be done via increased density, the release of more residential land or adding additional existing homes into the rental market by charging additional rates for unoccupied homes (including holiday homes left vacant for much of the year).

Several businesses suggested a bypass of the Byron Town Centre as a way of improving traffic flows *"An enviro sensitive Byron bypass would save a lot of lost hours sitting in traffic!"* Paid parking was seen as adding to traffic congestion, as *"people have to move their car every hour."* Paid parking is seen as being inequitably rolled out across the Shire, with businesses perceiving that some towns benefiting (in terms of customers) from having no paid parking. This is interesting, as several people also spoke about *"having to move their car"* (as mentioned above), suggesting that at least some of the cars being parked in front of businesses are being driven by the business owners and/or employees.

Large parking lots were suggested as a parking solution, particularly for the Arts and Industrial Estate. Businesses would also like to see the Council encourage pedestrian traffic and the use of bikes (by putting in bike paths). There is a perception that there is a Shire-wide focus on cars at the expense of public transport and bike traffic.

Fast, reliable, Internet access is seen as essential for Byron Shire businesses (many of which are based online or rely on the Internet to work remotely). The lack of reliable, fast Internet services is seen as a key risk in the next 5 to 10 years. There is a perception that the NBN will deliver this (online growth is seen as one of the main opportunities over the same period) so if it does not, this will be detrimental to many businesses in the Shire.

The inability to attract and retain staff is seen as a risk. This was mentioned in relation to the cost of business (increased training and a loss in productivity) and the need for affordable housing (so employees don't have to drive in from outside the Shire) however it is a concern in its own right as business people see a potential decline in the labour pool with an increase in the percentage of transient workers and an increase and holiday home ownership (with absent owners). There are also concerns about the lack of young people remaining in the Shire as *"locals leave the area due to cost of housing."*

Throughout the survey there was a blurring of business related opportunities and risks and personal ones. Business owners spoke of the rents they paid on their homes and the cost of eating out with *"prices aimed at tourists."* This was most apparent when business owners spoke of affordability. The blurring is understandable as half the businesses in the Shire are run by sole operators.

While tourism is generally seen as an opportunity, unregulated accommodation is seen as a risk. There were two main concerns: the inability to compete with Airbnb (where providers have lower overheads and less regulation, making the playing field uneven) and Airbnb leading to the encroachment of tourist accommodation into residential areas. There was also a sense of "unfairness" as Airbnb providers are seen as not paying their fair share. This could be tested/addressed with a taxation audit, although this would not lead to increased funds in the Shire (it would potentially take money out of the Shire as income tax is Federal). Another suggestion was for the Council to continue to lobby for a bed tax.

The degradation of the natural environment is seen as a risk as it may lead to the loss of the aspects of the Shire that locals and tourists value so highly. There is an expectation that the Shire will continue to grow. The challenge is to ensure this growth is managed in a way that preserves and potentially enhances the natural environment.

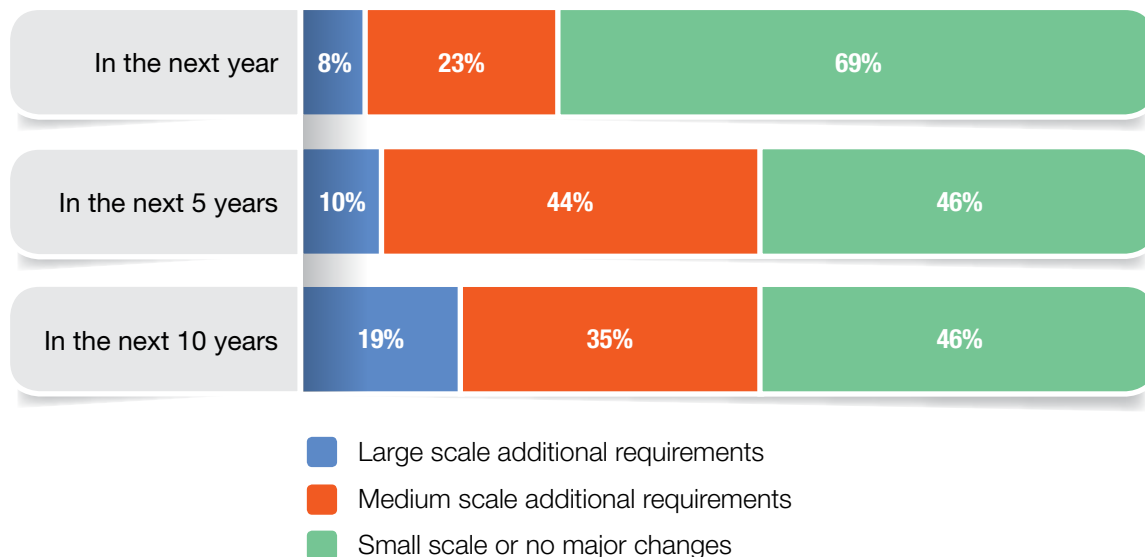
## Anticipated Infrastructure Requirements

In terms of infrastructure or utilities, most businesses in the Byron Shire anticipate small scale or no major changes in the next year (69%), with small and medium scale requirements in the next 5 years (both 44%) and large scale additional requirements in the next 10 years (19%). This was significantly higher for businesses in the Byron Industrial and Arts Estate, particularly over ten years, where 27% anticipate large scale additional requirements.

### The main requirements were:

- High speed internet
- Space (shared business hubs, additional commercial space, warehousing and distribution centres with access to town and the highway)
- Roads (maintenance, a Byron Town Centre bypass, reduced congestion on Ewingsdale Road and in the Byron Town Centre, the Byron exit from the M1)
- Public transport (within the Arts and Industrial Estate, around the Shire and providing access to universities, including rail)
- Connectivity (between towns within the Shire and to the wider world)
- Manufacturing facilities (businesses spoke of needing additional facilities as their businesses grow).

Figure 11: Changes in infrastructure and utility requirements



### High speed, reliable Internet was the main requirement across every region in the Shire.

Within **Byron centres** the infrastructure needs were additional commercial property, improved access (less congestion and more free parking) and warehousing. There were specific roads mentioned, as well as the need for traffic management solutions.





*Round about at Middleton and Marvell St. An accident nearly occurs there 3-4 times a week and does occur monthly. More parking not paid. Power blackouts in town centre grid fixed. Roads upgraded and flood areas around Middleton and Tennyson fixed. More general stores seeing locals shop in town and not in Ballina.*

Byron business owner



Within the **Byron Arts and Industrial Estate**, the specific infrastructure requirements mentioned by businesses were traffic management (including roads and congestion), zoning changes to accommodate more commercial property (including a distribution centre accessible from the highway and town), parking for clients, provision of public transport and improving access for pedestrians.



*The Byron Master plan has a lot of merits. Making the township more friendly for pedestrians rather than cars. I would like to see a drastic limitation of cars in the CBD.*

Byron Industrial and Arts Estate business owner



In **Bangalow** businesses had concerns over the term “large scale” with people interpreting this as development that will have a detrimental impact on the Shire. Bangalow business owners suggested shared traffic/pedestrian zones, additional workspaces, no paid parking, and the maintenance of existing facilities (parks and streets).

Businesses in the **Billinudgel area (Billinudgel, Middle Pocket, The Pocket, Yelgun)** had a sense that they generally “have what we need” and anticipate requiring improvements to existing infrastructure: improved roads, improved stormwater drainage, dependable electricity, as well as industrial spaces available for machinery and working spaces.

In **Brunswick Heads** businesses spoke of a desire to maintain the family amenity within the town and sought minimal change. They would like a toilet block at the boat harbour, better waste management, a traffic plan (including parking spaces), well-planned outdoor space, improved mobile phone service, public transport and improved local roads.

In the **Hinterland - East of the highway (Coopers Shoot, Ewingsdale, St Helena, Hayters Hill, McLeods Shoot, Possum Creek, Skinners Shoot, Talofa, Tyagarah)** businesses would like the “Council to actively assist the NBN rollout”, roads and transport to accommodate anticipated growth as well as the current high levels of traffic, public transport (including rail), parks, parking control in small courts and addressing the dumping of cars. Several businesses noted they are sole traders and don’t anticipate additional infrastructure requirements.

In the **Hinterland - West of the highway (Binna Burra, Coorabell, Eureka, Federal, Goonengerry, Montecolum, Nashua)** businesses would like encouragement for the uptake of solar (solar was mentioned four times), improved road networks, a bridge replacement (Scarrabelottis and James) and Scarrabelottis Road upgrade, additional commercial rental space, a logistical solution to deliveries for rural addresses, water conservation and bush regeneration. One business owner also spoke of the need to maintain marine and ecological sanctuaries.

In **Main Arm (Hounbrook, Main Arm, Upper Main Arm, Upper Wilsons Creek, Wanganui, Wilsons Creek)** businesses would like a school, teaching space, links between the hinterland towns and the main hubs of Byron, Lismore and Murwillumbah and manufacturing storage. Several business owners spoke of planned equipment upgrades, new machinery and farm sheds.

In **Mullumbimby** businesses would like larger spaces to accommodate additional employees, warehousing, improved roads (pot holes were raised several times), improved parking and town access, alternatives to heavy reliance on motor vehicles for getting to and from work (as opposed to moving tourists and shoppers), support for businesses that service infrastructure and utilities, higher visibility of local businesses and more *“communal spaces like halls, with wooden floor for us to hire for community events.”*

In **Ocean Shores (New Brighton, Ocean Shores, South Golden Beach)** businesses would like a venue for artists to exhibit and sell their products as well as more venues for small to medium sized events and retreat locations. They'd also like better roads, footpaths, public (or shared) transport, faster processing times for DA, a better train service to the Gold Coast and Brisbane and rates and water costs to remain steady over time (several business owners spoke of retiring in the near future). One Ocean Shores business owner provided a comprehensive list of suggestions:



*The North of the Shire in particular, needs to cater for public toilet facilities, business signs and an information centre beside the new sports centre perhaps. Bus stop shelters, cycling access, and sustainable public transport due to [an] increasing number of festivals and tourism, and to protect [the] local heritage. All these changes could improve local trade, growth and prosperity within the Shire.*



North Byron business owner

**Suffolk Park & Broken Head** business owners would like a bypass and roundabout at Clifford Street, Suffolk Park, road maintenance, parks, package power plants, studio space as well as warehouse and retail space. Many businesses in Suffolk Park noted that they are small and have all the infrastructure they require.

## *Top 20 Initiatives Identified for Council Over the Next Five Years*

The top 20 ideas Byron Shire businesses would like to see Byron Shire Council invest in over the next 5 years that would most support their business are:

1. Roads
2. Better Internet
3. Affordable housing
4. A transport strategy (including rail, roads, public transport, connected bike paths)
5. More Industrial and retail sites
6. Protection of the natural environment
7. Parking for retail spaces
8. Promotion of local business and services
9. Grants to assist small business to grow
10. A small business hub/shared space and an innovation/incubation hub
11. Networking groups and events
12. Funding for arts
13. Additional public spaces and venues for events
14. Education: expanded TAFE funding, small business courses
15. Employment opportunities beyond hospitality (innovation hub was suggested, as were apprenticeships)
16. Support for the uptake of solar power and other renewable energy as well as energy stability/security (including with storms)
17. Festivals (some want more, others want less)
18. Promotion of hinterland villages
19. Byron marketing campaign or made in Byron brand
20. A platform to connect and promote local businesses

Other suggestions were road signs (particularly in the Byron Arts and Industrial Estate), a Byron Town Centre bypass (mentioned specifically multiple times), support for local business (including a marketing campaign to support local businesses and financial support for emerging businesses), waste management (including litter), street art, childcare, less red tape/more freedom for businesses, rezoning (including more industrial land and the incorporation of artists in residence) and liquor licences in the industrial area for night trade.

## BUSINESS CONFIDENCE

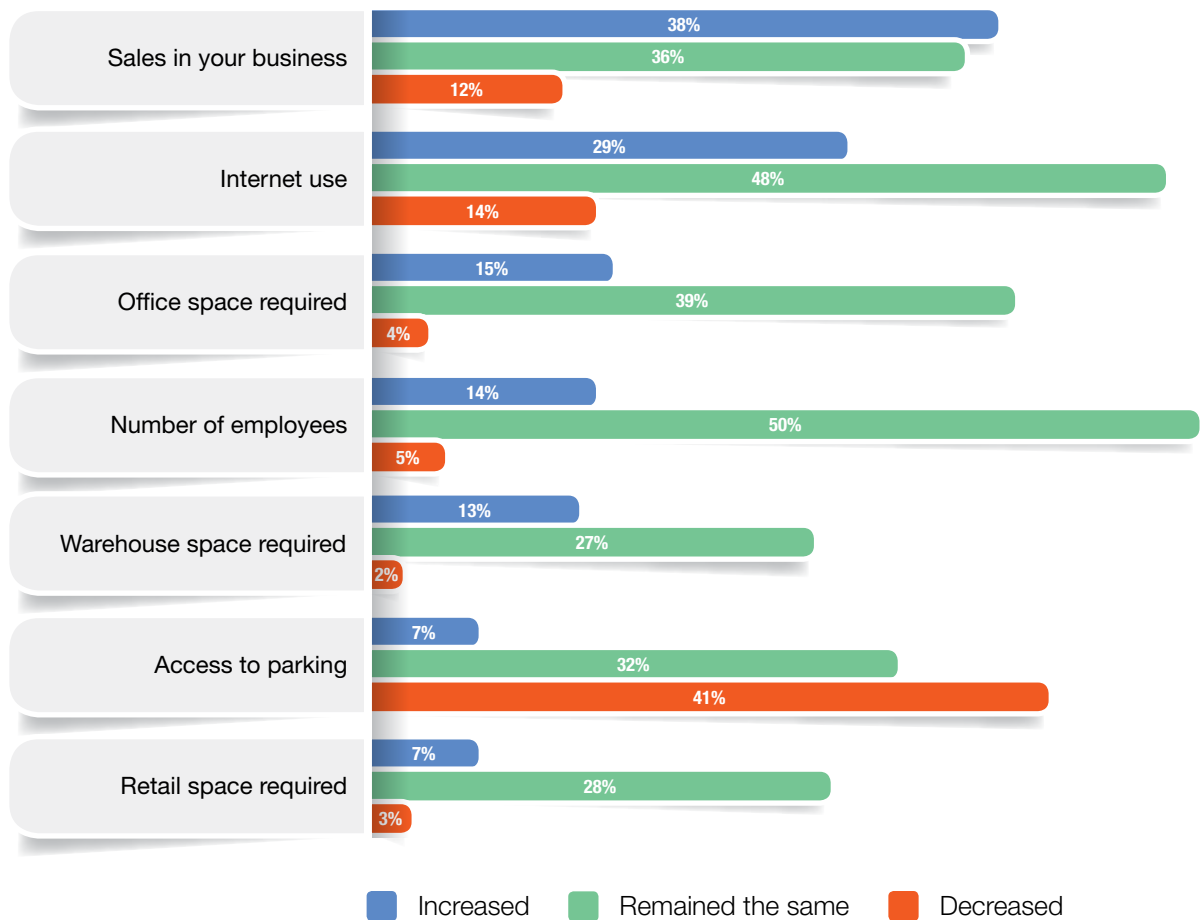
### Business Growth

Businesses in the Shire have grown in the last year and are optimistic about their future growth. Growth was particularly strong among businesses in the Byron Industrial and Arts Estate where 61% reported a growth in sales compared to an average across the Shire of 38%.

The growth has translated into a growth in employees (up among 14% of businesses in the Shire and 38% among those in the Industrial and Arts Estate) and office space requirements (up 15% across the Shire and 38% among those in the Industrial and Arts Estate).

Over the same period there has been a decline in access to parking (41% across the Shire and 62% in the Byron Industrial and Arts Estate).

Figure 12: *Changes to their businesses in the last 12 months - looking behind*



Based on the comments, increases in sales were driven by growth in their businesses. This growth was attributed to expansions, increased tourism, a strong national economy, good management and a growing population. Decreases in sales were attributed to increased competition (particularly in the accommodation and retail food markets), paid parking and an increase in the cost of living in Byron.

Those who noted increases in Internet spoke of increased demand (rather than improved speed and reliability), *"Demands on internet for business has increased"*. Those noting decreases in the Internet over the last 12 months spoke of limited network capacity, *"Internet has maxed out in Byron Bay"* and *"Netflix lowering broadband speeds."*

Additional office space was required due to business expansion, as were the number of employees and additional requirements for warehousing space, particularly as businesses look to online growth.

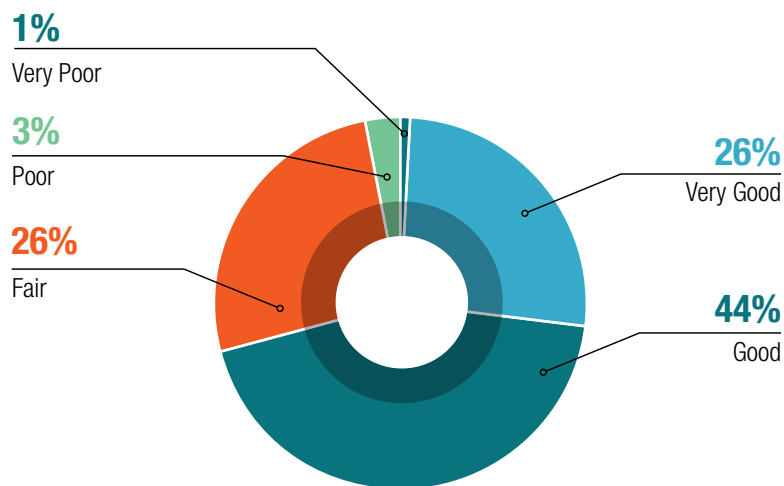
Businesses noted that access to parking has decreased. There were many comments from businesses about paid parking, as well as some constructive suggestions: *"Byron Shire introduced a one hour parking limit on street outside my business but many appointments take over one hour. Longer limit would be great on Bayshore Drive."* Businesses in the Arts and Industrial Estate also noted a decrease in parking and suggested the development of large car parks. Conversely, one business attributed their increase in employees to *"Better council management of parking and improved town amenity."*

Retail space was seen as expensive and pop-up stalls were suggested as a possible solution. *"Retail spaces have sadly opened up because lovely small businesses can't afford the astronomical rents charged for those spaces. Perhaps if you want to rejuvenate the empty spaces then look at having more "pop-up" shops for new small businesses who can't afford the overheads of having a permanent retail space."* Throughout the survey businesses raised concerns about the influx of chain stores, which are paying high rents, changing the atmosphere of Byron Town Centre.

## Business outlook

Businesses across the Shire rate their business outlook as good to very good over the next twelve months (70%). The outlook is most positive among businesses in the Arts and Industrial Estate, where 84% rated their business outlook at very good or good. The reasons for this were general optimism, confidence in their businesses and competence, market growth, increased tourism, an increase in freelance consultancy work as workplaces become more flexible and online growth. Several businesses noted an increase in interest in health and wellbeing, "People are becoming more aware of the importance of their health" contributing to a positive outlook.

Figure 13: Outlook for the next 12 months among businesses in Byron Shire

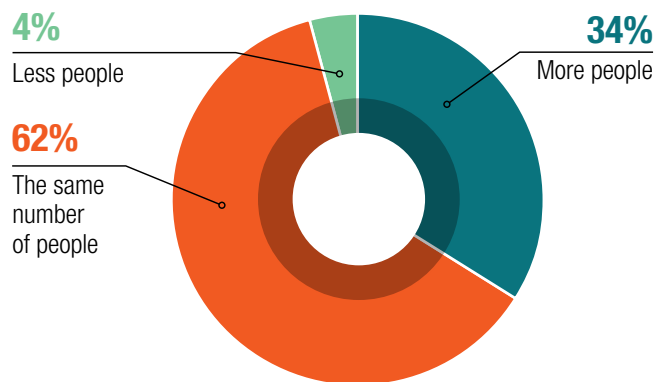


Businesses in the Shire were also confident about their industry's growth over the next twelve months, with 69% rating it as good or very good. Businesses in the Industrial and Arts Centre were slightly more optimistic, with 75% rating their industry's outlook as very good or good.

## Employment outlook

Almost all businesses in the Byron Shire intend to either employ more people (34%) or the same number (62%) in the next 12 months. Employment growth is expected to be stronger in the Byron Arts and Industrial Estate with 55% of businesses anticipating increasing the number of employees. Overall, businesses in the Shire anticipate employing approximately 550 more people in the year ahead, mostly in ones and twos.

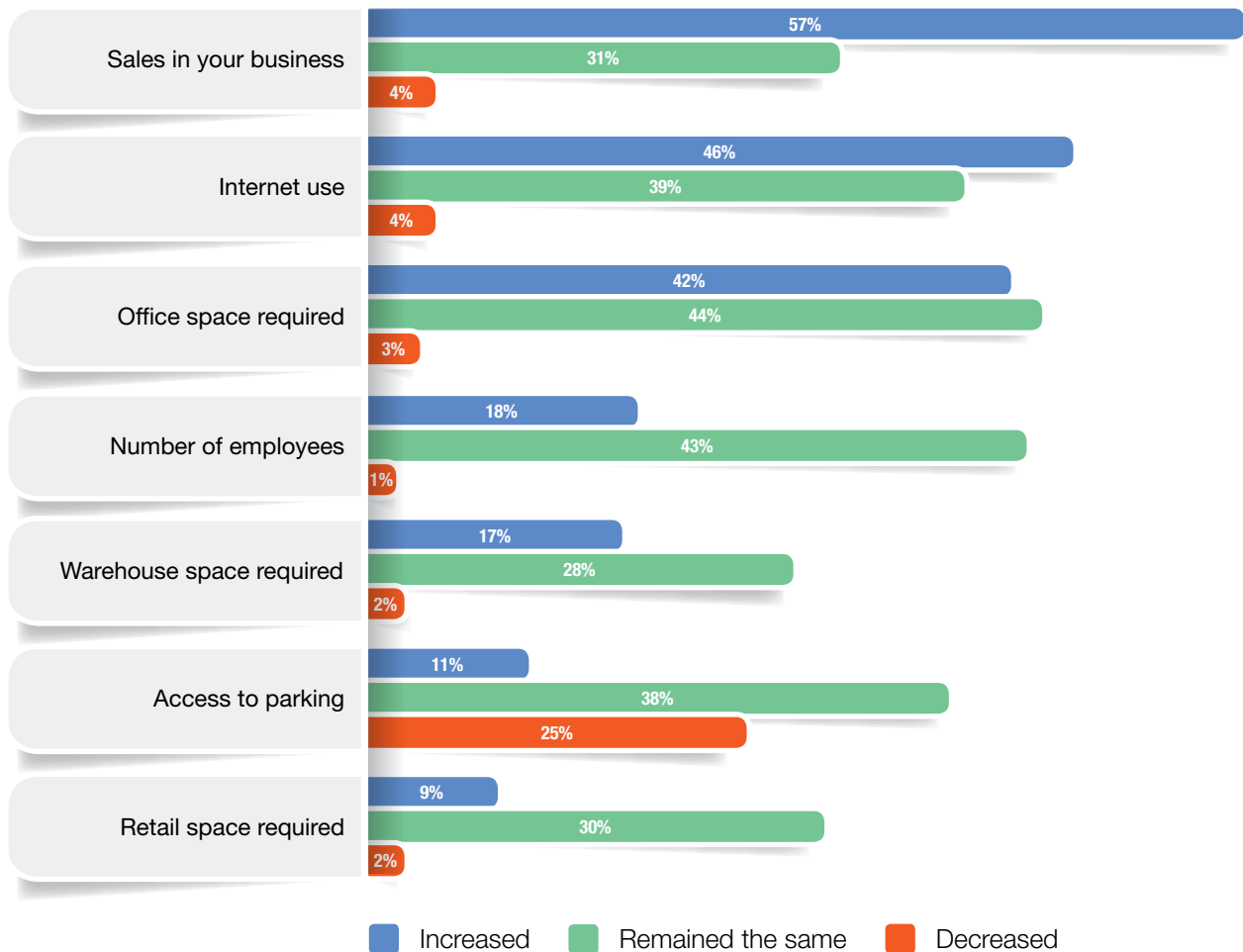
Figure 14: Employment growth among businesses in the Byron Shire in the next 12 months



57% of businesses expect sales to increase in the next 12 months, as well as increased capacity in their business (42%). One of the biggest changes in the next twelve months is in the Internet. Almost half (46%) of businesses anticipate increased Internet requirements.

Many businesses anticipate requiring additional office space (18%) and warehousing space (17%). Again, these figures are higher among businesses in the Byron Arts and Industrial Estate, where 36% expect an increase in the office space required and 30% anticipate a need for additional warehousing space.

Figure 15: Anticipated changes in the next 12 months - looking ahead



The internet is expected to change for the better (more online sales) and the worse in the year ahead (with concerns that the NBN will not come quickly enough and the speeds will decrease as the network reaches capacity). Increased population and visitor numbers were seen as key drivers for sales growth.

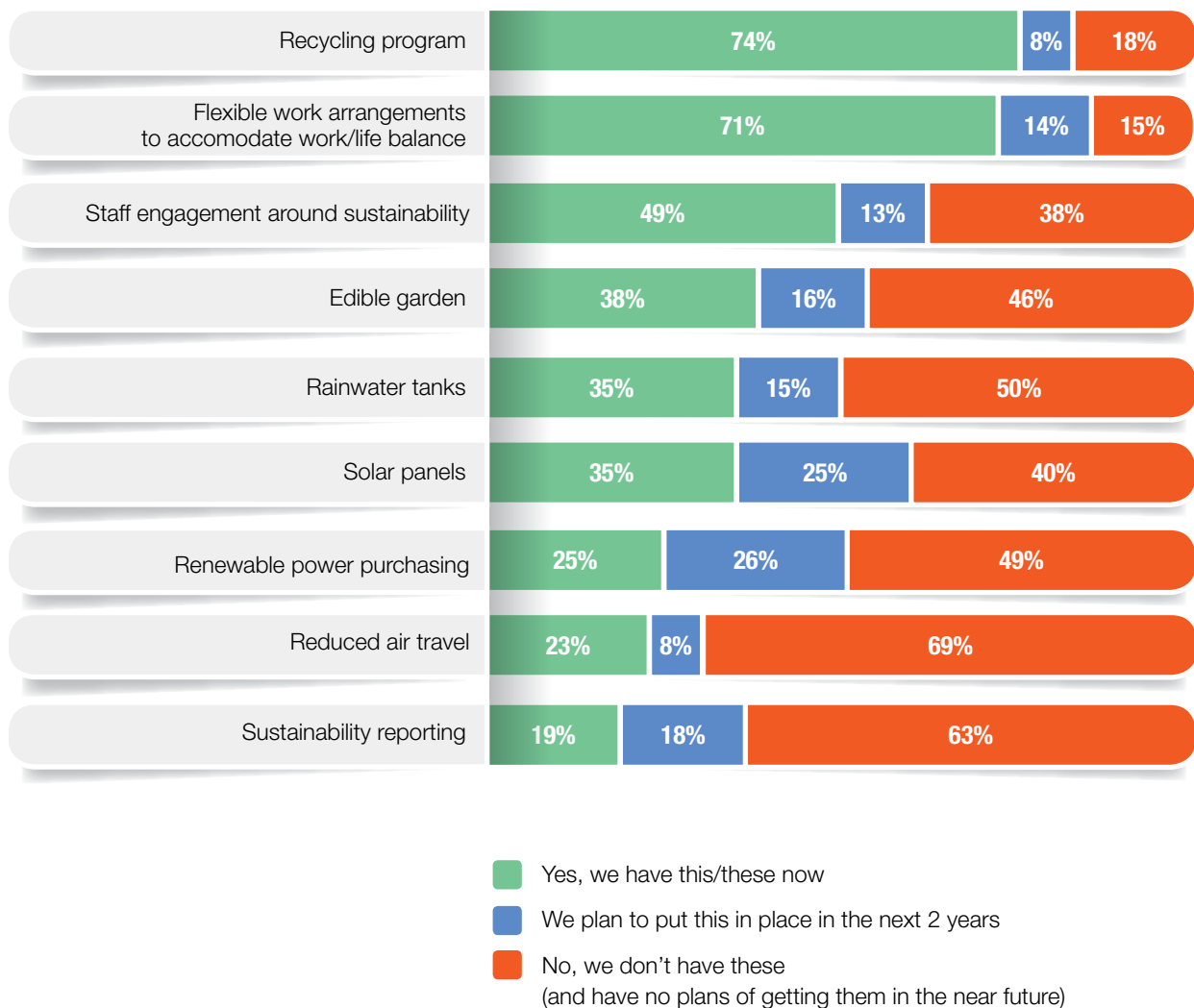
Most businesses (81%) are planning to stay in their current location in the next 12 months, despite the increased demands for space. 11% are planning to move within the Byron Shire. 8% are planning to move out of the Shire. Affordability was given as the reason for moving out of the Shire. Those planning to move out of the Shire were from the full range of industries, rather than being a single clear group.



## HOW SUSTAINABLE ARE OUR BUSINESSES?

Most businesses in the Byron Shire have a recycling program in place (74%). They have flexible working arrangements to accommodate work/life balance (71%) or have plans to implement these in the next two years (13%). In the next two years the biggest changes will be in solar panels (25% plan to put these in place) and the purchasing of renewable power (26%). However there are also many businesses in the Shire that can do more to reduce their footprint. Some suggest Council run sustainability workshops, look at ways to promote sustainable businesses.

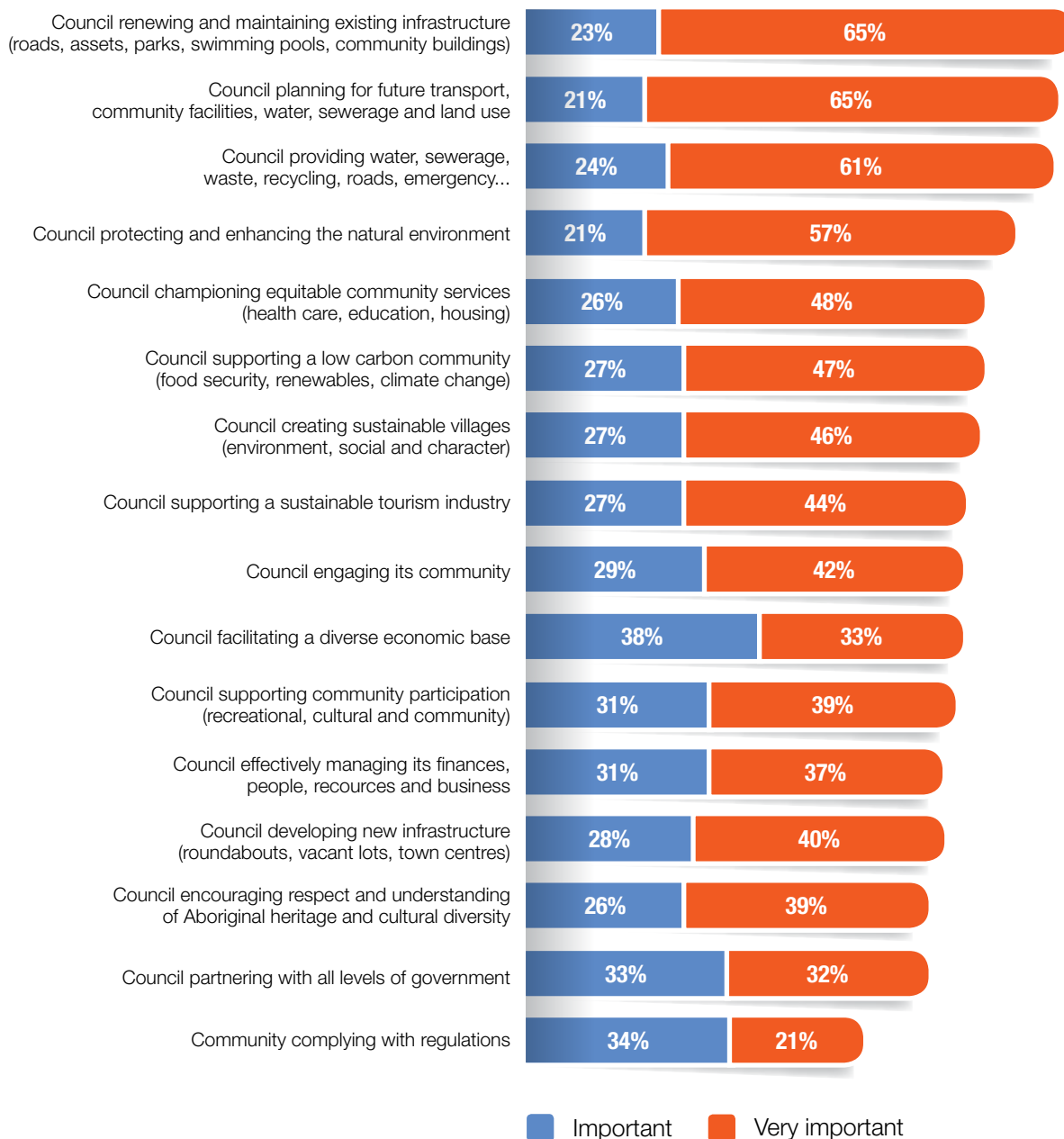
Figure 16: *Sustainability initiatives*



## BYRON SHIRE COUNCIL'S COMMUNITY STRATEGIC PLAN PRIORITIES

Across the Shire businesses see the Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings) as the most important of its strategic priorities in relation to the success of their business, closely followed by planning for future transport, community facilities, water, sewerage and land use. From the comments it is clear that the renewal of roads is by far the most pressing component of infrastructure renewal and maintenance. These priorities will contribute to the Community Strategic Plan.

Figure 17: *Relative importance of Byron Shire Council's Community strategic priorities*





## APPENDIX A – Detailed breakdown of participating industry sectors, based on data from Australian Business Register

### Accommodation and Food Services

Accommodation	11
Cafes and Restaurants	18
Catering Services	8
Pubs, Taverns and Bars	2
Takeaway Food Services	13

### Administrative and Support Services

Building and Other Industrial Cleaning Services	37
Building Pest Control Services	1
Document Preparation Services	2
Employment Placement and Recruitment Services	1
Gardening Services	8
Labour Supply Services	5
Office Administrative Services	15
Other Administrative Services n.e.c.	11
Travel Agency and Tour Arrangement Services	3

### Agriculture, Forestry and Fishing

Beef Cattle Farming (Specialised)	10
Beekeeping	1
Dairy Cattle Farming	1
Forestry	3
Forestry Support Services	2
Grape Growing	1
Hunting and Trapping	1
Nursery Production (Outdoors)	1
Offshore Longline and Rack Aquaculture	1
Other Agriculture and Fishing Support Services	5
Other Fruit and Tree Nut Growing	8
Other Grain Growing	1
Prawn Fishing	1
Sugar Cane Growing	1
Vegetable Growing (Outdoors)	1
Vegetable Growing (Under Cover)	1

### Arts and Recreation Services

Amusement and Other Recreational Activities n.e.c.	1
Creative Artists, Musicians, Writers and Performers	43
Museum Operation	1
Nature Reserves and Conservation Parks Operation	1
Other Gambling Activities	1
Other Horse and Dog Racing Activities	1
Performing Arts Operation	3
Performing Arts Venue Operation	1
Sports and Physical Recreation Clubs and Sports Professionals	1

## Construction

Bricklaying Services	2
Carpentry Services	15
Concreting Services	3
Electrical Services	9
Fire and Security Alarm Installation Services	1
Hire of Construction Machinery with Operator	1
House Construction	11
Land Development and Subdivision	1
Landscape Construction Services	11
Other Construction Services n.e.c.	11
Other Heavy and Civil Engineering Construction	1
Painting and Decorating Services	6
Plastering and Ceiling Services	6
Plumbing Services	8
Site Preparation Services	1
Tiling and Carpeting Services	3

## Education and Training

Adult, Community and Other Education n.e.c.	17
Arts Education	7
Educational Support Services	1
Sports and Physical Recreation Instruction	15
Technical and Vocational Education and Training	6

## Electricity, Gas, Water and Waste Services

Solid Waste Collection Services	1
Waste Remediation and Materials Recovery Services	2

## Financial and Insurance Services

Financial Asset Investing	7
Other Auxiliary Finance and Investment Services	5

## Health Care and Social Assistance

Child Care Services	7
Chiropractic and Osteopathic Services	2
Dental Services	2
General Practice Medical Services	10
Other Allied Health Services	29
Other Health Care Services n.e.c.	1
Other Residential Care Services	1
Other Social Assistance Services	4
Pathology and Diagnostic Imaging Services	1
Physiotherapy Services	4
Specialist Medical Services	4

## Information Media and Telecommunications

Book Publishing	1
Data Processing and Web Hosting Services	1
Electronic Information Storage Services	1
Free-to-Air Television Broadcasting	1
Internet Publishing and Broadcasting	3
Internet Service Providers and Web Search Portals	2
Motion Picture and Video Production	9
Motion Picture Exhibition	1
Music and Other Sound Recording Activities	10
Other Telecommunications Network Operation	1
Other Telecommunications Services	1
Post-production Services and Other Motion Picture and Video Activities	1

## Manufacturing

Bakery Product Manufacturing (Non-factory based)	2
Beer Manufacturing	1
Boatbuilding and Repair Services	1
Cement and Lime Manufacturing	1
Clothing Manufacturing	4
Communication Equipment Manufacturing	1
Confectionery Manufacturing	2
Cut and Sewn Textile Product Manufacturing	1
Fruit and Vegetable Processing	1
Glass and Glass Product Manufacturing	1
Iron and Steel Casting	1
Jewellery and Silverware Manufacturing	1
Meat Processing	1
Medical and Surgical Equipment Manufacturing	1
Metal Furniture Manufacturing	1
Other Electronic Equipment Manufacturing	1
Other Food Product Manufacturing n.e.c.	5
Other Manufacturing n.e.c.	2
Other Metal Container Manufacturing	1
Other Specialised Machinery and Equipment Manufacturing	1
Printing	3
Pulp, Paper and Paperboard Manufacturing	1
Sanitary Paper Product Manufacturing	1
Spring and Wire Product Manufacturing	1
Textile Floor Covering Manufacturing	1
Wooden Furniture and Upholstered Seat Manufacturing	3

## Mining

Other Mining Support Services	1
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## Not classified

Not classified	66
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## Other Services

Business and Professional Association Services	2
Electronic (except Domestic Appliance) and Precision Equipment Repair	2
Hairdressing and Beauty Services	12
Laundry and Dry-Cleaning Services	2
Other Automotive Repair and Maintenance	2
Other Interest Group Services n.e.c.	9
Other Machinery and Equipment Repair and Maintenance	1
Other Personal Services n.e.c.	16
Other Repair and Maintenance n.e.c.	3
Religious Services	2

## Professional, Scientific and Technical Services

Accounting Services	15
Advertising Services	4
Architectural Services	17
Computer System Design and Related Services	28
Engineering Design and Engineering Consulting Services	9
Legal Services	7
Management Advice and Related Consulting Services	43
Market Research and Statistical Services	2
Other Professional, Scientific and Technical Services n.e.c.	4
Other Specialised Design Services	28
Professional Photographic Services	10
Scientific Research Services	4
Surveying and Mapping Services	1
Veterinary Services	1

## Public Administration and Safety

Fire Protection and Other Emergency Services	1
Investigation and Security Services	1

## Rental, Hiring and Real Estate Services

Non-Financial Intangible Assets (Except Copyrights) Leasing	3
Non-Residential Property Operators	14
Other Goods and Equipment Rental and Hiring n.e.c.	6
Other Motor Vehicle and Transport Equipment Rental and Hiring	1
Passenger Car Rental and Hiring	1
Real Estate Services	8
Residential Property Operators	9

## Retail Trade

Antique and Used Goods Retailing	2
Clothing Retailing	13
Computer and Computer Peripheral Retailing	1
Floor Coverings Retailing	1
Flower Retailing	1
Footwear Retailing	1
Furniture Retailing	1
Hardware and Building Supplies Retailing	2
Houseware Retailing	1
Manchester and Other Textile Goods Retailing	1

Motor Cycle Retailing	1
Newspaper and Book Retailing	1
Non-Store Retailing	13
Other Personal Accessory Retailing	1
Other Specialised Food Retailing	8
Other Store-Based Retailing n.e.c.	8
Pharmaceutical, Cosmetic and Toiletry Goods Retailing	2
Retail Commission-Based Buying and/or Selling	1
Stationery Goods Retailing	1
Supermarket and Grocery Stores	4
Toy and Game Retailing	2
Trailer and Other Motor Vehicle Retailing	1
Tyre Retailing	1
Watch and Jewellery Retailing	2
<b>Transport, Postal and Warehousing</b>	
Airport Operations and Other Air Transport Support Services	1
Courier Pick-up and Delivery Services	1
Interurban and Rural Bus Transport	1
Other Transport Support Services n.e.c.	6
Postal Services	2
Road Freight Transport	3
Taxi and Other Road Transport	5
<b>Wholesale Trade</b>	
Clothing and Footwear Wholesaling	4
Commission-Based Wholesaling	5
Fish and Seafood Wholesaling	1
Furniture and Floor Covering Wholesaling	1
Kitchen and Diningware Wholesaling	1
Other Agricultural Product Wholesaling	2
Other Electrical and Electronic Goods Wholesaling	2
Other Goods Wholesaling n.e.c.	2
Other Grocery Wholesaling	9
Paper Product Wholesaling	1
Pharmaceutical and Toiletry Goods Wholesaling	1
Plumbing Goods Wholesaling	1
Professional and Scientific Goods Wholesaling	1
Textile Product Wholesaling	2
Toy and Sporting Goods Wholesaling	1
<b>Weblink</b>	
Unknown ( as they used the web link rather than an email)	47
<b>Grand Total</b>	<b>1020</b>

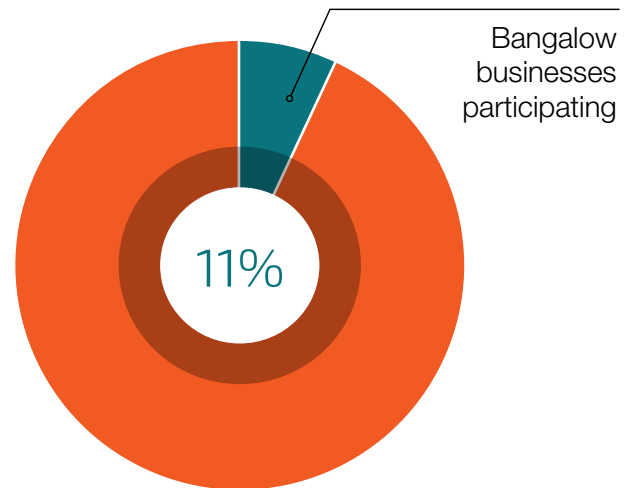


## APPENDIX B – Byron Shire Business Research – Regional Summaries

### BANGALOW

# 115

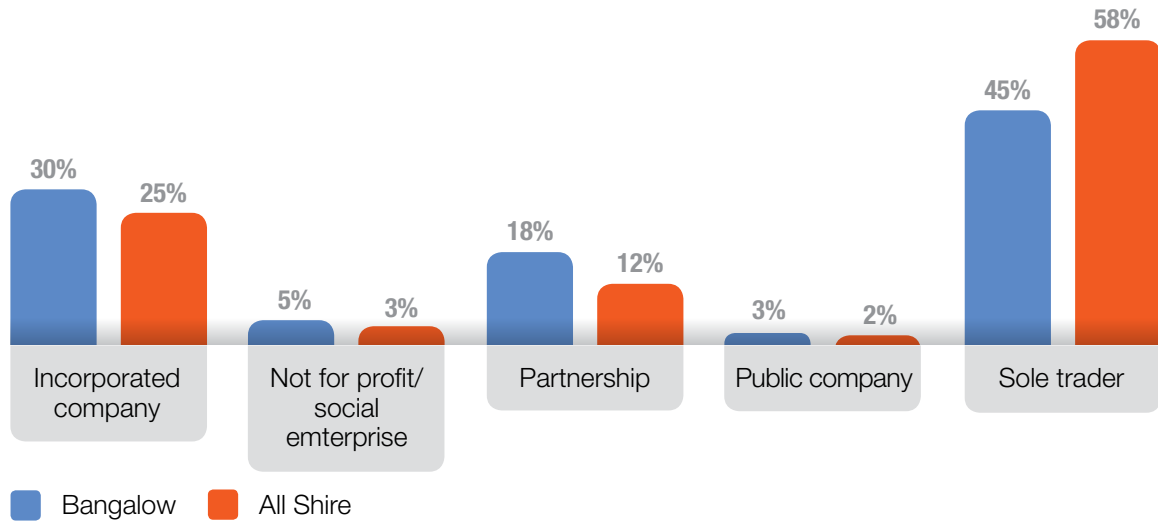
115 businesses from Bangalow participated in the Byron Shire Business Survey, which was 11% of all participants. Bangalow has many consultants and service providers, working from home either in the town or the surrounding area. Businesses are confident in their outlook. There was an overall sense of the need to maintain and protect the culture and community of the area; both the township and the surrounding agricultural businesses. There was also a strong focus on the arts. At the same time Bangalow businesses would like to see tourists encouraged to explore the area.



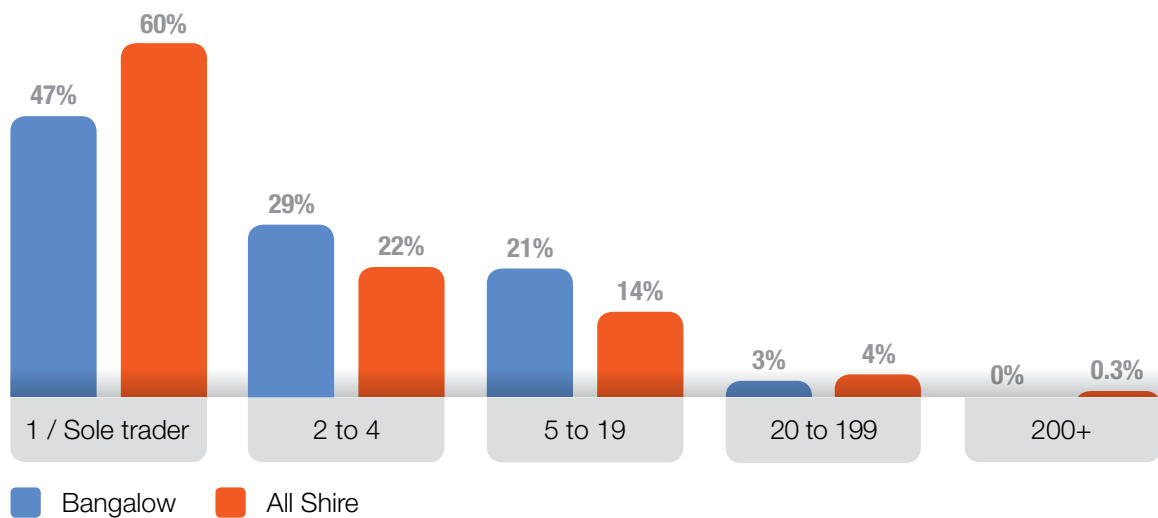
	Bangalow	All Shire
Business services and trades	23%	21%
Creative sector and knowledge industries	16%	26%
Environmental industries	3%	3%
Agriculture - food and fibre	5%	22%
Food economy including production and value added manufacturing	4%	5%
Health and wellbeing	10%	14%
IT and information services	2%	5%
Property, leasing and construction	6%	3%
Retail	18%	5%
Visitor economy including accommodation	0%	3%
Hospitality including restaurants and cafes	6%	2%
Education and training	3%	7%
Other	11%	13%

“Other” included hairdressing, art creation and sales, oil and gas development, clothing design & manufacturing, house cleaning, film production & locations, and manufacturing (plastic moulders - bottles and caps), architecture, graphic design and advertising, interior design and property styling, online directory, personal Assistant, and stationery design.

## Type of business



## Number of employees



Businesses in Bangalow are active in networks; almost half were members of the Bangalow Chamber of Commerce (44%), 10% were members of Bangalow Business Women, 3% were members of Sourdough and one was a member of Northern Rivers Screenworks.

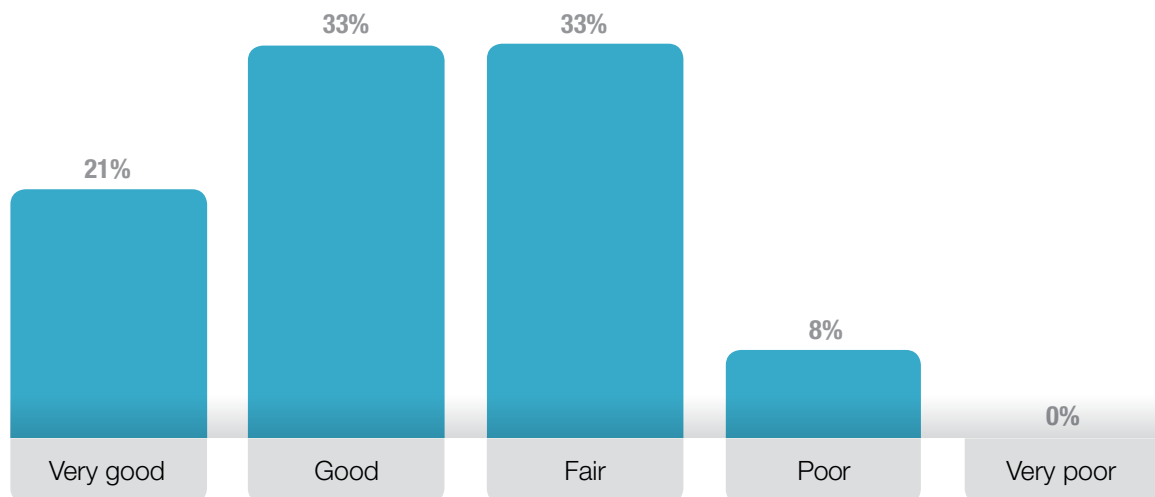
## Top five of Bryon Shire Council's strategic priorities for Bangalow businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council developing new infrastructure (roundabouts, vacant lots, town centres)
3. Council providing water, sewerage, waste, recycling, roads, emergency management services
4. Council protecting and enhancing the natural environment
5. Council planning for future transport, community facilities, water, sewerage and land use

Most Bangalow businesses anticipate small scale, or no major changes to their infrastructure or utilities requirements in the year ahead. Looking out five to ten years, some businesses anticipated larger scale additional requirements (12% in 5 years, 22% in 10 years), although the majority did not.

Businesses are confident in their outlook over the next 12 months. Over a third (36%) intend to employ more people in the next 12 months, while 58% expect to employ the same number (only 6% expect to employ less people). 60% anticipate increased sales in their business and 34% anticipate increasing their capacity. Most are planning to stay in the same location (83%).

## Business outlook over the next 12 months



## BANGALOW - SPECIFIC IDEAS/NEEDS/PROJECTS

### Internet

*Better internet. I know that is not council but it needs to be pushed*

*High speed internet (2) at a reasonable price*

*Improve internet (2) and mobile coverage in Bangalow (2)*

*Need better internet connection and mobile phone coverage if my business is going to stay in the Proper broadband is essential to my work*

*Technology is high speed broadband and mobile coverage across network is our key challenge in this area.*

*FTTP [Fibre to the premises]*

### Roads, traffic and transport

*Fixing the roads*

*Public transport*

*Bangalow town centre shared traffic zone*

*Footpaths locally*

*A Southbound exit put in at bangalow - now that the dust has settled and also with the congestion at the Byron exit - I feel there would be strong support for this. There has been a downturn in trade within the town. Use the rails - ideally as a light rails for local and tourist (public transport very sadly lacking) would definitely increase trade and decrease car traffic.*

*The speed limit outside business needs to change from 80 to 50 km (99 Lismore Rd Bangalow) maybe up to the industrial estate.*

*Carpark and road concerns*

*Roads without huge potholes*

### On parking

*No paid parking/parking metres (3)*

*Definitely no paid parking as this will kill Retail - 70% of my retail trade are visitors, some who have who wandered up Station St to look at the A & I. The A & I has huge potential to attract events and functions.*

*Having lived in Byron Shire for 34 years and now operating my first business in the quaint village of Bangalow (where my children were born and grew up) I believe that paid parking would destroy the village atmosphere and the small businesses struggling to survive under high rent and minimal trade.*

### Infrastructure

*Closed loop solutions, release control from larger government bodies so the community can manage its own systems, have infrastructure for transportation alternatives and setup personal connection for council to consult its already well informed but time poor knowledge leaders.*

*Rail trail*

# UNDERSTANDING BUSINESS IN BYRON

*Recycling depot or business*

*To include The Club into recreational and Bangalow town planning. Consider the future growth of the Club will be large.*

*Property and accommodation*

*More choice of professional office space - outside Byron Industrial Estate*

*More accommodation in Bangalow, motels*

*Investment in arts infrastructure (performance, rehearsal spaces etc); subsidised rental for creative industries.*

*Increased density of housing and commercial builds*

*More affordable rent for warehousing.*

## Support

*We are not completely aware of support that we could receive from the Byron Shire as a small business. If there are an exceptions or support or subsidies that we could reach out to grow our business.*

*Creating networking groups that introduce Byron Shire businesses to Brisbane, Sydney and Melbourne based customers*

*Need for incentives, support for small business to stay in small towns.*

*Support for the arts and creative industries*

*Working and supporting arts in the local community*

*BSC to be more filming friendly... having trained/knowledgeable film liaison officer as contact person for filming enquiries and applications.*

*Byron has a large population of artist, including many who are nationally recognised....yet we don't have a Regional Gallery here, (we do however have a large, rarely used sports centre, paid for with rated payers' money!) I think a regional gallery would be a great idea!*

*More support for local radio*

## Communities

*Support the knowledge and creative based industries, the region is growing as families choose our incredible environment and lifestyle to live in and have changed their working styles to allow this.*

*You must at all cost protect valuable items (environment, close knit communities, culture, arts and heritage) over pure economic gain. Retain the natural lands and look to promote business and industry which doesn't scar or negatively affect region. Simply continuing the rampant development of land, pushing for great population and tourism growth will ruin our region and ultimately causing its self-destruction. Focus on the needs of our regional communities now and for the future. Reducing the overzealous tourism sector by restricting holiday letting in residential areas and defining tourism accommodation zones, will free up housing for residents and avoid your need to keep carving up our natural landscape. Yes we need to have employment lands but with knowledge based industry we don't need to carve up rural areas, these are low impact businesses. Yes we need to provide employment for the younger generations but really most children will look to leave the nest as many have done, so we can't base all our decisions on providing for them, surely we should focus on providing the right business and community focused environment that wants to make them to return here one day with greater skills and*



# UNDERSTANDING BUSINESS IN BYRON

*knowledge. Building factories to provide manual labour jobs is not the answer.*

*We need a council who understands the symbiotic relationship between business, sustainable development and the community. Suggesting that the Bangalow Industrial Food Hub goes to another shire indicates to me that we have a naive group of councillors.*

*Affordable local housing*

*Wider mental health services*

## **Other**

*Allow CSG companies a fair involvement*

*Keep our towns community focused, not bundled into tourist cash grabs, which is the essence of why we have visitors in the first place.*

*Rural Industries provide real jobs. The Bangalow food Hub is an example of a small number of anti-development residents having no vision of the future for maintaining agriculture. If we stop value adding rural industries because they are growing and successful then I predict the Shire will grow houses in the future. This will be a disaster for viable agriculture.*

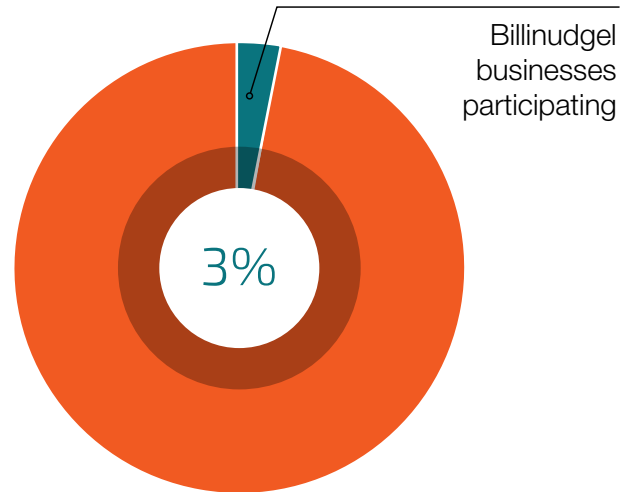
*We need to encourage visitors to explore the hinterland and the small villages surrounding Byron Bay through tourism promotional videos, etc.*

*Would be great to have free or cheap platform to advertise*

## BILLINUDGEL – SPECIFIC IDEAS/NEEDS/PROJECTS

35 businesses from the Billinudgel area (Billinudgel, Middle Pocket, The Pocket, Yelgun) participated in the Byron Shire Business Survey, which was 3% of all participants. Bangalow has many business services and trades, as well as agriculture, creative arts and retail businesses.

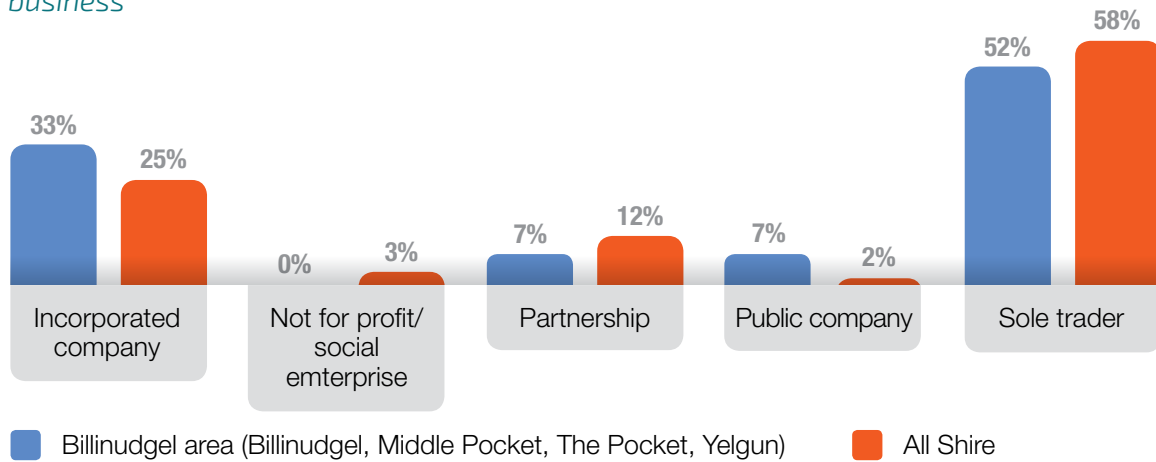
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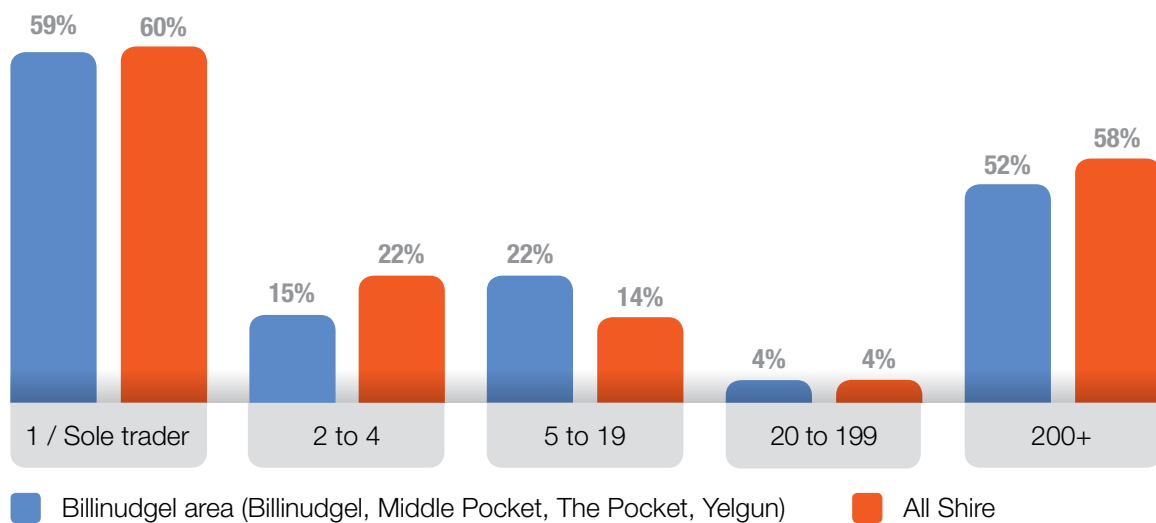
	Billinudgel Area	All Shire
Business services and trades	42%	25%
Creative sector and knowledge industries	12%	19%
Environmental industries	6%	4%
Agriculture - food and fibre	12%	5%
Food economy including production and value added manufacturing	3%	4%
Health and wellbeing	3%	14%
IT and information services	3%	5%
Property, leasing and construction	6%	7%
Retail	12%	10%
Visitor economy including accommodation	0%	3%
Hospitality including restaurants and cafes	3%	7%
Education and training	6%	7%
Other (please specify)	9%	12%

“Other” included design and innovation, landscape gardening, manufacturing and retail.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Billinudgel area businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council providing water, sewerage, waste, recycling, roads, emergency management services
3. Council planning for future transport, community facilities, water, sewerage and land use
4. Council supporting a low carbon community (food security, renewables, climate change)
5. Council championing equitable community services (healthcare, education, housing)

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industry.



## BILLINUDGEL AREA (BILLINUDGEL, MIDDLE POCKET, THE POCKET, YELGUN) - SPECIFIC IDEAS/NEEDS/PROJECTS

### **Postal services, electricity and the internet**

*One thing is get the Post service working. Australia post has been disgraceful and incompetent. They don't pick up in our area or deliver. We are out of Post express networks by 20 KM and this severely hurts our region and has on many occasions made us consider moving to Tweed Shire. We have already moved to DHL in August as Australia Post continued to lose or severely delay international parcels out of the region. 6 weeks to Sydney was not abnormal and when an entire day's shipments is delayed by 6 weeks we have to refund and manage hundreds of complaints. This lead to 70K in refunds or reshipments last fiscal year due to Australia Post. Thus we found an alternative supplier. We hope their domestic game picks up so we can continue to serve Australia market as there is NO alternative for our standard letter size shipments.*

*Electricity and Internet and key to any business so minimizing outages should be a key focus.*

### **Affordable housing**

*I also think affordability is getting hard. While it's an incredible area I fear young persons may migrate out of area and those older may not be able to remain. I'm not sure of the solution here. I certainly don't think allowing people to park caravans in their backyard and building granny flats so we have dense dwellings with no room to swing a cat like Tallowoods the answer. However, it does seem to me there is a lot of land in the area so perhaps getting infrastructure to these would help so we can get more developments like Tallowood going. Not sure. Could just be a short term property bubble Australia wide too and we should just wait for a correction.*

### **Roads**

*Roads to be rebuilt and maintained around the Byron Shire area to be out of this present 3rd world state and to make it safe for driving.*

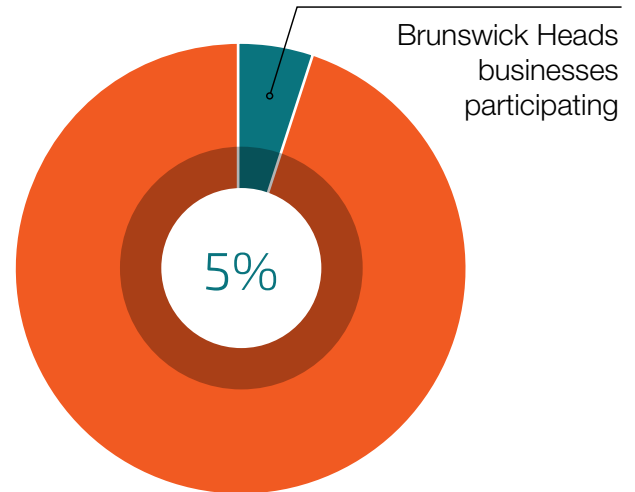
### **Flood prevention**

*My feeling is it's the government's and local government's jobs to focus on infrastructure and stay out of businesses' way. Obviously flood prevention. I don't know the answer but certainly didn't expect an approved industrial estate to get two feet of water through it. We've not invested 50K into flood prevention by raising our 500K production line and building a 2nd story in a "rented" factory. However, my understanding is you closed river accesses to beach and had mass block ups in river ways and storm drains. I don't know cause but the fact we invested almost a million in our business and had it flooded was a nightmare. Also, the lack of communication and immediate help was strange. Yes, things were picked up days afterwards but this was long after I had already taken several loads to the tip which I had to pay for and haven't had time to get reimbursed and worked around the clock for 3 days to get up and running. We don't have the luxury of time so we were up and running before we saw any help start to move.*

## BRUNSWICK HEADS

49 businesses from Brunswick Heads participated in the Byron Shire Business Survey, which was 5% of all participants. Brunswick Heads has many business services and trades, as well as creative sector and knowledge industries and health and wellbeing.

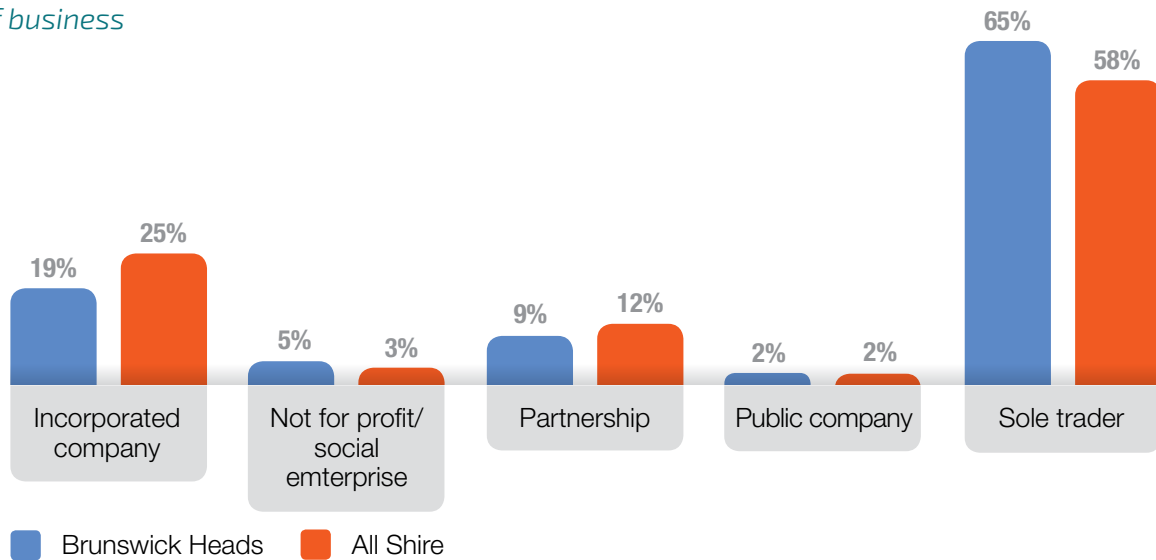
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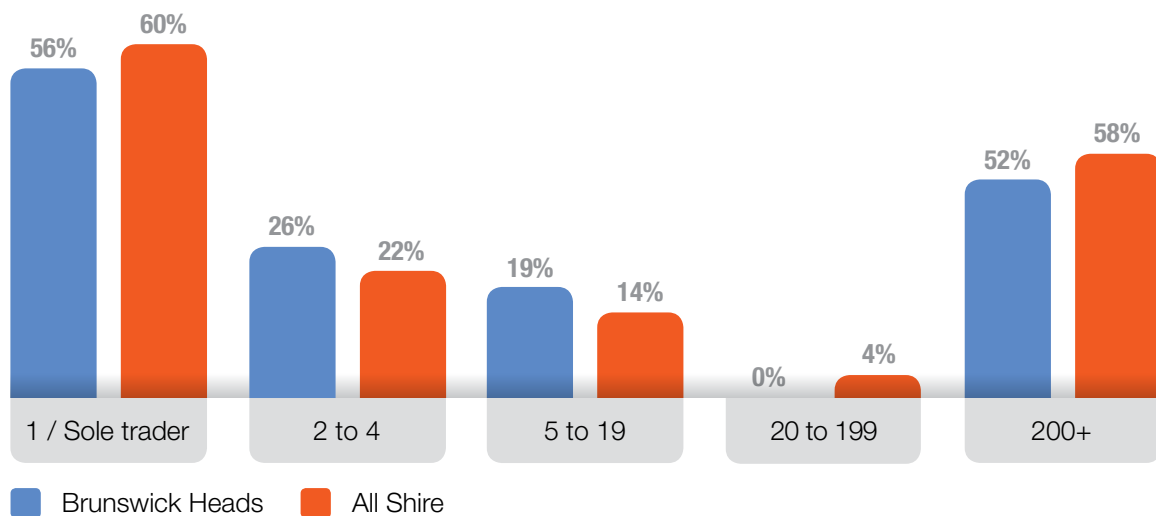
	Brunswick Heads	All Shire
Business services and trades	26%	25%
Creative sector and knowledge industries	19%	19%
Environmental industries	2%	4%
Agriculture - food and fibre	2%	5%
Food economy including production and value added manufacturing	4%	4%
Health and wellbeing	15%	14%
IT and information services	0%	5%
Property, leasing and construction	6%	7%
Retail	11%	10%
Visitor economy including accommodation	4%	3%
Hospitality including restaurants and cafes	11%	7%
Education and training	4%	7%
Other (please specify)	13%	12%

“Other” included Construction, Entertainment (2), Hairdresser, International development capacity building, Offline matchmaking service and the Wedding industry.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Brunswick Head businesses:

1. Council planning for future transport, community facilities, water, sewerage and land use
2. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
3. Council providing water, sewerage, waste, recycling, roads, emergency management services
4. Council protecting and enhancing the natural environment
5. Council championing equitable community services (healthcare, education, housing) AND (equal fifth) Council supporting a sustainable tourism industry

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industry.

## BRUNSWICK HEADS - SPECIFIC IDEAS/NEEDS/PROJECTS

### **Bike paths**

*A bike/walking track along the Brunswick river between Mullumbimby and Brunswick Heads.*

*Development of bicycle ways interlinking the community can provide a massive amount of work for the local area.*

*Traffic, transport and pedestrians*

*Public transport would be useful*

*Public transport link to Varsity Lakes train station and Southern Cross University Gold Coast campus*

*Pedestrian and traffic management*

*Roads*

### **Paid parking**

*Paid parking will be detrimental to my business, so no paid parking. I need council to here this. People come to see me at Brunswick because it is easy to get parking, Paid Parking will turn clients off from coming here.*

### **Internet**

*Updated internet infrastructure for Byron Shire*

### **Public toilets**

*I need public toilet facilities in Brunswick Heads to be properly maintained.*

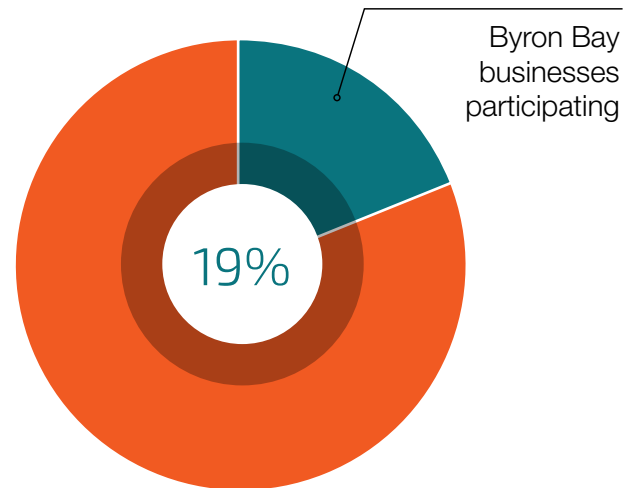
### **Business incubator**

*Establishment of a business incubator for small / social business*

## BYRON BAY (EXCLUDING THE ARTS AND INDUSTRIAL ESTATE)

**193** businesses from Byron Bay (excluding the Arts and Industrial Estate) participated in the Byron Shire Business Survey, which was 19% of all participants. Byron has many business services and trades, as well as hospitality (including restaurants and cafes). They were more likely to be incorporated companies and less likely to be sole traders, compared the average across the Shire (although there are still many sole traders).

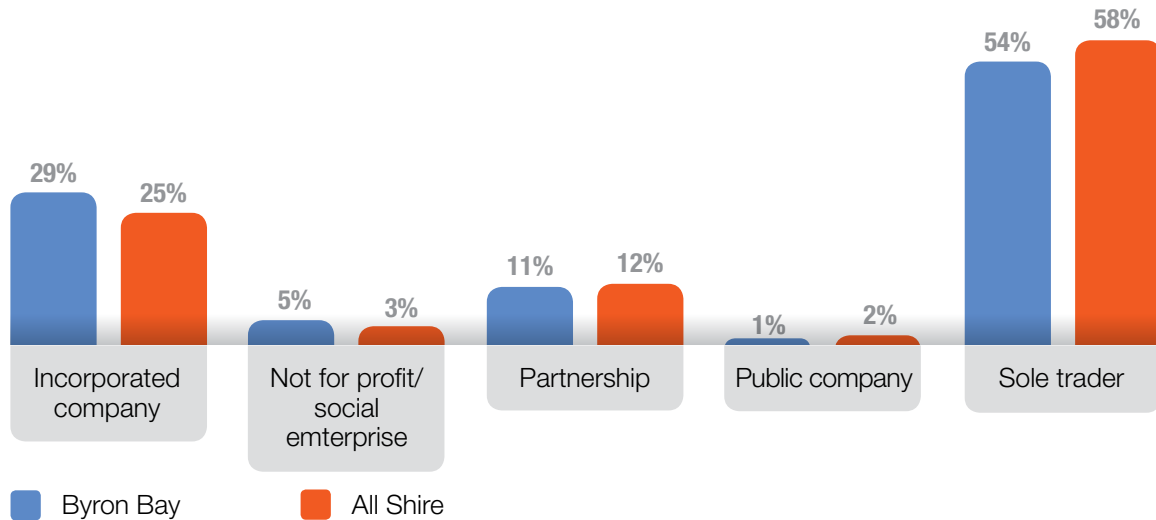
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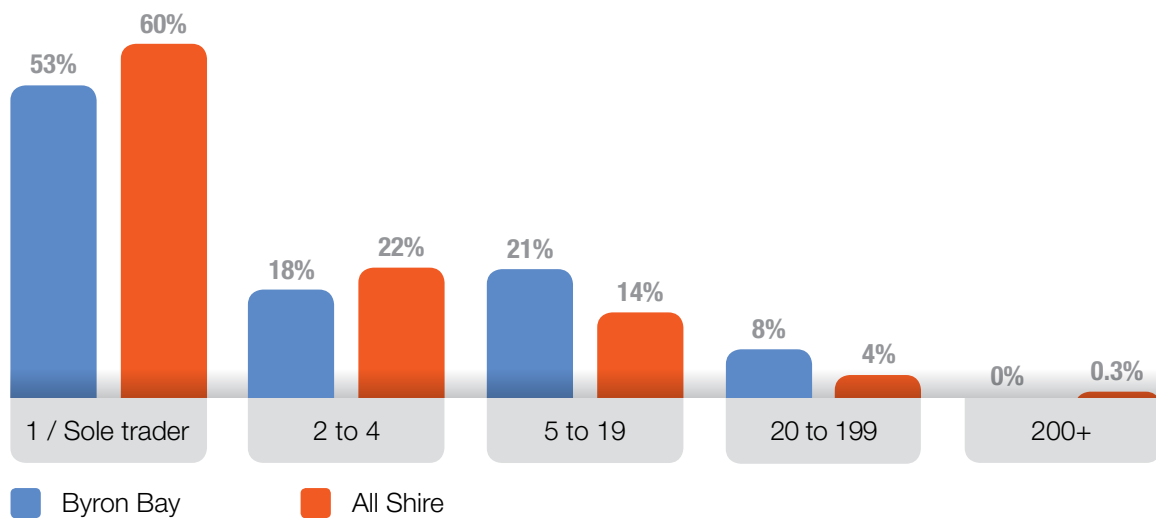
	Byron Bay	All Shire
Business services and trades	26%	25%
Creative sector and knowledge industries	11%	19%
Environmental industries	4%	4%
Agriculture - food and fibre	1%	5%
Food economy including production and value added manufacturing	2%	4%
Health and wellbeing	17%	14%
IT and information services	3%	5%
Property, leasing and construction	9%	7%
Retail	12%	10%
Visitor economy including accommodation	7%	3%
Hospitality including restaurants and cafes	18%	7%
Education and training	6%	7%
Other (please specify)	9%	12%

“Other” included Accounting, Small Business Advice & Tax Consulting, Cleaning services, Community services, Event coordination, Fashion, swimwear development and freelance work for other small businesses, Finance broker, Legal, Limo service, Live Music Entertainment, Marriage Celebrant, Mechatronic Innovation in Ergonomics, Policy analysis, Social welfare, Tourism, Fitness, Transport, and Weddings.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Byron Bay businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council planning for future transport, community facilities, water, sewerage and land use
3. Council providing water, sewerage, waste, recycling, roads, emergency management services
4. Council protecting and enhancing the natural environment
5. Council supporting a sustainable tourism industry

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.



# UNDERSTANDING BUSINESS IN BYRON

## BYRON BAY - SPECIFIC IDEAS/NEEDS/PROJECTS (EXCLUDES BYRON ARTS AND INDUSTRIAL ESTATE)

### Internet

*Faster broadband/bandwidth (6)*

*FTTP with NBN in the area would be good. As other progressive councils have taken a proactive stand for, to demand/ build their case for.*

*Get the NBN hooked up faster, if possible. OR provide a shared working space with good, FAST internet we can access and a coffee cart. (Look at what is bad internet by trying to use the internet at the Byron Library). I mean, I live in Byron town and cannot get reliable or affordable internet access at my home because EVERY portal has been used on my street (I am advised by Telstra that is because there are more homes on the streets than when the ports were put in - we can blame excessive sub-division) and Telstra will not extend the services to allow new ports to be put in because it would prefer to wait for the NBN. Which, originally was to be delivered in September but is now pushed out to December and possibly later. If you're wanting to know what the new and upcoming businesses need and look like - look no further than reliable internet and a way to access this. This is why new business - online businesses, the way of the future - struggle with Byron Bay. I shouldn't have to be tethering my laptop to my mobile phone's internet.*

*Need NBN if we are to stay in the Shire. Doesn't exist where we are... and we are told there are no plans for it to reach us. We will need to leave Byron Shire if this doesn't change in next 2 years. Cannot survive with archaic infrastructure.*

*Courier and postal delivery times*

### Roads, traffic and infrastructure

*We need a genuine solution to Ewingsdale Rd, a bypass from Red Evils on Bangalow Rd to beyond the Caltex on Shirley St. We need more affordable office space in Byron Town Centre.*

*Better infrastructure ie roads [and] public transport*

*Better roads are needed*

*Bypass of Jonson / Lawson Street roundabout via Butler Street - Rail corridor*

*Byron Bay town bypass*

*Byron Bay's traffic congestion needs to be fixed with better road access in and out of town, and a town bypass. Ewingsdale Road is choked and cannot sustain a development at Byron West. It is all impeding patient access to my practice in a timely and relaxed manner.*

*Decent roads and local administration which administers not wastes taxpayers money on socio-political court battles*

*Get the roads up to a at lease reasonable standard without spending a fortune. Stop with the roundabouts they don't work with peak traffic, bring in traffic light trials*

*I think there is a LOT that needs to change/ improve about Byron. I'm moving to Sydney because I simply cannot deal with Byron Bay anymore. Not to mention the fact that our tax paying dollars are going towards roundabouts that don't need to be there and power line poles that are concreted into the MIDDLE OF THE ROAD that in turn make road works carry out for an extra 3 months. How do you f\* that up!? Sorry for the rant. Just happy to be leaving to be honest. Byron just isn't sustainable for life anymore.*

# UNDERSTANDING BUSINESS IN BYRON

*Solve the problem of traffic congestion in Byron!! We spend all day on the road going from job to job. It at times takes 40mins to get from one job to another just in the Byron town centre. Costs alot in staff costs for us.*

*Traffic congestion a huge issue as we are a food delivery business and traffic congestion almost makes out business unable to operate when the town is gridlocked*

*Addressing traffic issues by using the now completed rail line from the industrial estate where Council can have a free or nominally priced parking area.*

*Infrastructure, particularly roads need to improve dramatically and immediately*

*Public amenities need improving, roads obviously, less time in litigation by Byron Shire Council wasting money on transient projects rather than public needs future thoughts such as how to cope with growth, rubbish, sewage, power..??*

*Byron is an iconic destination. Most iconic destinations in the world do not allow massive change to what makes the place iconic. They charge taxes to enter the town & tax those who do not contribute to the community (ie, absentee landlords) Finally and most importantly they keep large vehicles [out] and control the flow of traffic by building large carparks on the perimeter of towns and providing public transport to bring visitors into the town.*

## **People, pedestrians and community**

*Less cars, more bicycles. Empower people, not penalise them with parking tickets & fines.*

*More seating, more shade, better safer footpaths, pedestrian malls, no paid parking*

*To work with the youth with work experience and household duties more. To keep them grounded responsible and respectful to the home family friends and communities. The youth need to have the psychology of the planet addressed and developed in the likeness of a spiritual being and grounded in the simple aspects of the physical world. Otherwise humanity or the community in general will fall asleep in materialism*

*Utilise open spaces and adopt a European mindset/Melbourne mindset in terms of street and nightlife. Close off streets and open up more to public*

*Improved public transport to connect the different villages in the Byron Shire*

*Place making*

## **Accommodation and community**

*Byron has to keep its unique culture but also find a balance to grow by providing affordable accommodation etc*

*Rents inflated. Too many unapproved "air BnB" and accommodations.*

*Free up some land for thoughtful settlements*

*I have land that I need to be re-zoned so I can offer more housing*

*Need for more local, long term employees in the lesser skilled sectors, such as holiday accommodation services and hospitality*

*None of the above will be applicable if we build dreadful housing communities like west Byron where we aren't capable of decent,workable,infrastructure to cater for our population and inevitable tourist visitors*



## Parking

*Do not make the paid parking higher. We noticed a drop in sales since that has been put in due to potential tourists visiting places like Bruns instead as they don't have to pay extortionate parking fees*

*No paid parking*

*Paid parking has affected my tenant's income. It needs to [be] implemented throughout the Shire so as to fairly generate income for the shire. Byron Bay is not the cash cow.*

## Environment

*Eco lighting and design*

*Establishing an online education facility leading to a global Earth regeneration conference in Byron Bay with 5 years. Starting a series of workshops over next 3 years [the] in shire.*

*Less concrete, more nature conservation*

*More solar*

*NRM projects to enhance the natural areas of the Shire*

*Increase the wellbeing of Byron Shire residence, through effective role-modelling, wholesome beliefs and good law. Scrap CCTV cameras. Encourage 'picking up litter' & no single use disposable items. Show world class leadership on environmental law i.e. no single use take-away containers. Empower the trust in people, creating a town that leads the world in the right direction. Doesn't just follow.*

## Planning

*Encourage more office space through planning*

*How can we support more projects like the farm Byron Bay to support young local people get a start in running their own business.*

*Implementation of the Master Plan and CBD By-Pass*

*Limiting urban growth*

*Maintain strict building codes in line with current trends.*

*Master plan / infrastructure / AFFORDABLE housing / maintain community spirit and environmental aspects - (this point of difference shall have much larger economic returns in the long run)*

## Markets

*Limit amounts of markets to be held in Byron. Small business is affected immediately*

## Business

*Open more business*

*Permanent ban by state govt on coal seam gas.*

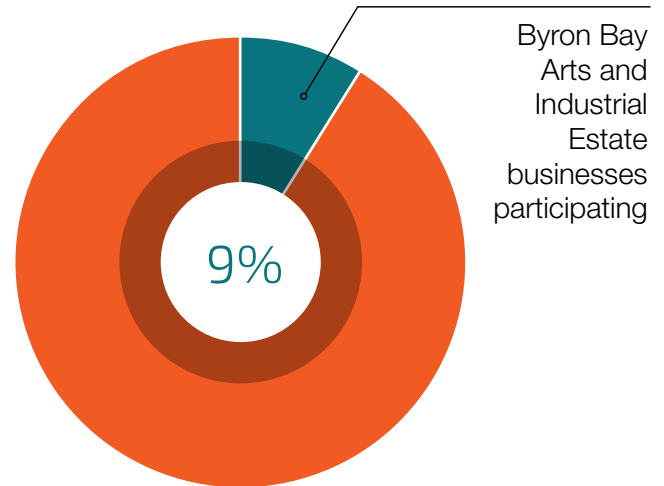
*To make community initiatives that value local musicians. To create venues that foster the arts / music scene without being driven by sales of alcohol.*

*Too many cafes/coffee food places. Not enough general stores. Prices inflated.*

## BYRON ARTS AND INDUSTRIAL ESTATE

91 businesses from Byron Arts and Industrial Estate participated in the Byron Shire Business Survey, which was 9% of all participants. Businesses in Byron Arts and Industrial Estate were more likely than the Shire average to be in the Food economy, Retail and Environmental industries.

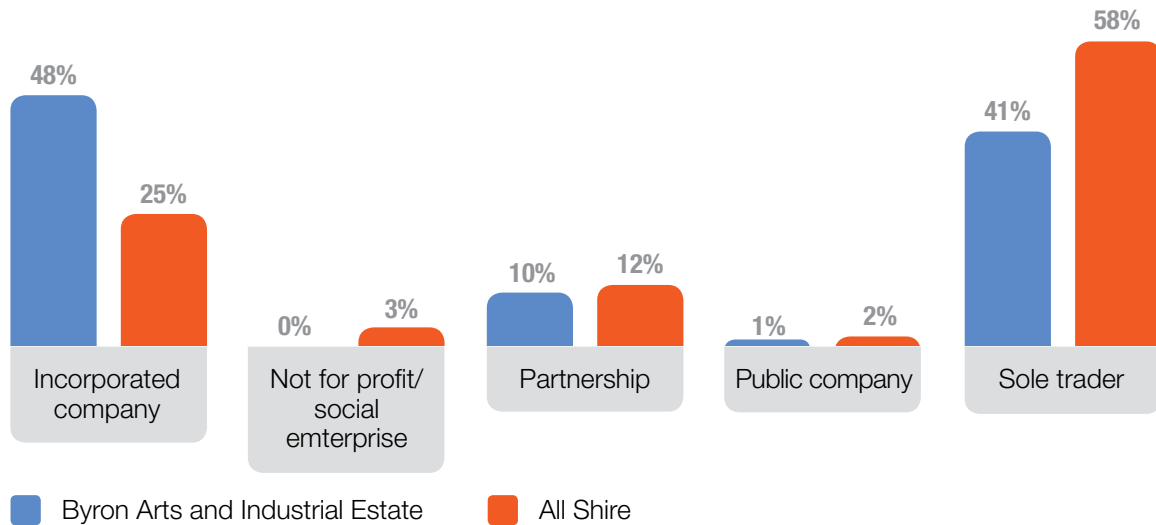
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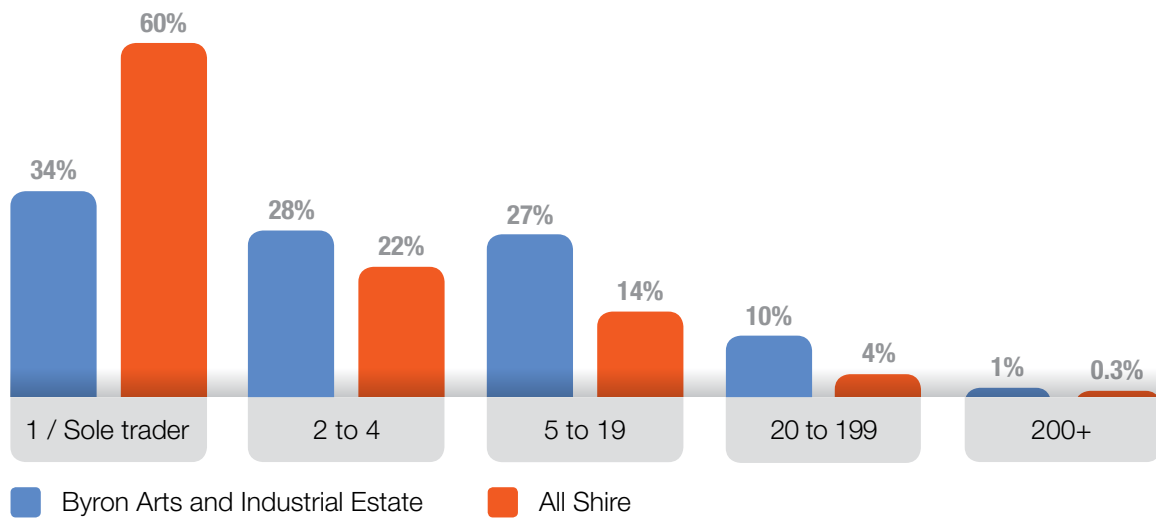
	Byron Arts and Industrial Estate	All Shire
Business services and trades	21%	25%
Creative sector and knowledge industries	20%	19%
Environmental industries	7%	4%
Agriculture - food and fibre	2%	5%
Food economy including production and value added manufacturing	8%	4%
Health and wellbeing	13%	14%
IT and information services	1%	5%
Property, leasing and construction	5%	7%
Retail	18%	10%
Visitor economy including accommodation	5%	3%
Hospitality including restaurants and cafes	8%	7%
Education and training	7%	7%
Other (please specify)	21%	12%

“Other” included Automotive, Bike rental, Childcare, Entertainment, Film and television, Manufacturing (4), Medical Sales, Music Production, Social hub, high skill craft workshop, Transport (3), Veterinary, Wholesale (4), and Retail clothing.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Byron Arts and Industrial Estate businesses:

1. Council planning for future transport, community facilities, water, sewerage and land use
2. Council providing water, sewerage, waste, recycling, roads, emergency management services
3. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
4. Council creating sustainable villages (environment, social and character)
5. Council protecting and enhancing the natural environment

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.

## BYRON ARTS AND INDUSTRIAL ESTATE - SPECIFIC IDEAS/NEEDS/PROJECTS

### Internet

*Better internet is required for online training options.*

*Byron Industrial Estate is rapidly turning into a business hub with thousands of workers. We need more infrastructure, particularly parking and high speed internet. Council should not sell any more land in the industrial estate, it should create parking solutions so our businesses can function easier*

*INTERNET! Industrial Estate needs some road markings.*

*NBN! We need faster internet Technology is high speed broadband and mobile coverage across network is our key challenge in this area.*

*NBN must be rolled out properly.*

### Roads, traffic and transport

*Public transport*

*Need: Provision of a modern an efficient bus terminal for Byron CBD. (Not in Jonson St).*

*Cargobikes should be used by local council, bike infra structure should be given a high priority and not like now not given any at all.*

*We would like to assist with decongesting Byron roads by providing more transport for visitors*

*It is now very busy and the roads are narrow and people drive in the middle of the road a lot. It is not great for consumers. It feels dangerous.*

*Industrial Estate needs some road markings.*

*Bayshore Drive/Ewingsdale road roundabout would be good.*

*No further development on Ewingsdale road near the hospital until road infrastructure is upgraded. Ewingsdale road is the only way in and out for a lot of people and development on Ewingsdale road disrupts and strangles business in town and the Arts and Industrial Estate.*

*Fix the pot holes in Ocean Shores and New Brighton*

*Footpaths in Byron Arts and Industrial Estate to allow safe pedestrian access. Also needed in Ocean Shores and New Brighton*

*Make Centennial circuit in the arts/industrial estate a one way street. People park on both sides of the road and with trucks coming through the road all day never ending jam for 2 cars/trucks passing each other. A one way street would be a lot easier flow.*

*Making Centennial Circuit a one way street to allow for better traffic flow.*

*Fix the two round-about out of the Industrial estate so when leaving there are not people causing accidents turning left first and doing a u turn up the road and causing traffic hazards for everyone heading out of town.*

## On parking

*Byron Shire introduced a one hour parking limit on street outside my business but many appointments take over one hour. Longer limit would be great.*

*Make the industrial estate a second retail hub for the town. To do this we need people to be able to walk around the area - footpaths and parking*

*Need for better parking and traffic management in the industrial estate. Need for less red tape and approvals for small businesses trying to execute modern or innovative business ideas*

*Parking in the Byron Industrial Estate is a major issue due to so many illegitimate businesses being used as housing. Traffic access to and from Byron Township along Ewingsdale Rd needs major attention as it affects tradesmen and trade businesses greatly with time delays.*

## Accommodation

*We need professional accommodation options for travelling workers. Holiday accommodation is too expensive and doesn't fit the needs of out of region business travellers.*

*Smarter, more mixed use zoning to allow small business to grow and develop in a variety of locations throughout the shire.*

*Not related to my business and I own a house, but we need more affordable housing and heavy holiday house tax then money goes back to helping the poorer vulnerable community*

## We have to talk about housing density

*Better infrastructure, more affordable housing so staff is able to live in the same shire they work, address the traffic problem.*

*"Better understanding of growing permanent communities, not making the region an Airbnb, ""transient"" hub. Only tourism and more destruction benefit from that. ""Real"" businesses supplying valuable commodities of products and services require that people actually want to live here and they do! Keep locals living locally."*

## Postal services

*The postal service needs to be improved, it is too unreliable and too slow. I know we are considered a 'country' area but I feel as though this could be looked at.*

## Childcare

*The biggest current challenge in my return to work is the difficulty in finding suitable childcare. Waiting lists are too long and seriously impact my ability to return to work.*

## Infrastructure

*Just make sure you work hard with the infrastructure. The number of people are growing. The infrastructure must correlate with that to make it sustainable.*

## Other

*Dredge Marshalls Creek to reduce impact of regular flooding in New Brighton*

*More zoning in the sunrise or art/industrial area that health and medical service can go into. I have been looking for a bigger location for 2 years with only a very small area allowing for my business. I am limited completely by my current size.*

*More employment lands*

*Byron council is completely non cooperative in finding business solutions for the food hub despite 4 years of consultation*

*they have had no suggestions or solutions*

*It is important to broaden the concept of "local" in all the business working in Byron not only tourism and hospitality. If this town aims to be more than a holiday place (very dangerous primarily for the environment) I think it could be better to enforce the concept/philosophy of the beauty and the quality of life. Byron is attracting a lot of money (you want it or not) and if it's not spend (sic) in high quality standards targets it could turn in the huge disaster of the consumption and devastation of the environment. Good infrastructures and a car free town centre could be the start. "Byron the city of the beauty" could be a possible project and a great slogan.*

*I also own Village Guides which is a curated guide to small businesses in Byron Bay and surrounds. Support of distribution would benefit me*

*Control of pollution of our natural resources by tourists destroying natural habitats and littering of bush and beaches.*

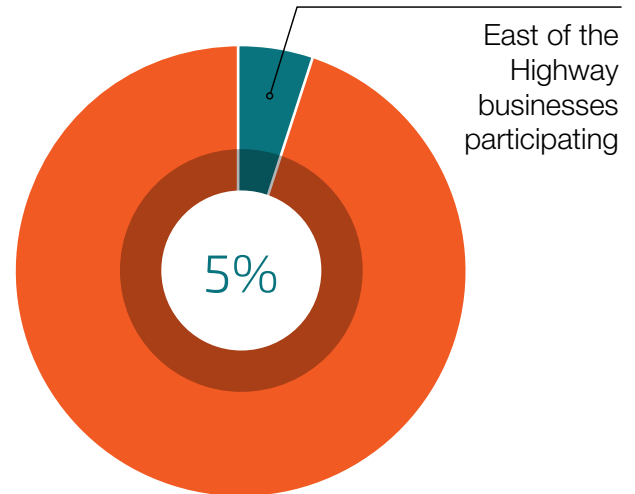
*Easier platform to gain permission for pop up events and promotions that incorporate local business. It currently feels like councils go to response is NO*

*Byron Shire is way too expensive to expand & grow my business*

## HINTERLAND - EAST OF THE HIGHWAY

55 businesses from the Hinterland - East of the Highway (Coopers Shoot, Ewingsdale, St Helena, Hayters Hill, McLeods Shoot, Possum Creek, Skinners Shoot, Talofa, Tyagarah) participated in the Byron Shire Business Survey, which was 5% of all participants. Businesses were more likely than the Shire average to be Creative sector and knowledge industries, Health and Wellbeing, Education and Training and Visitor economy.

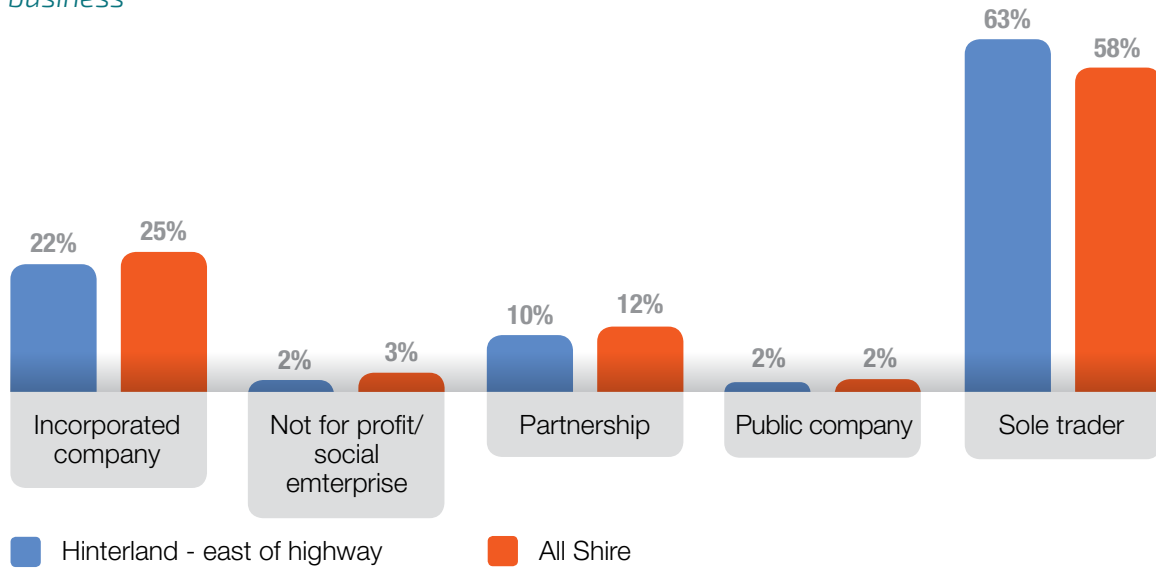
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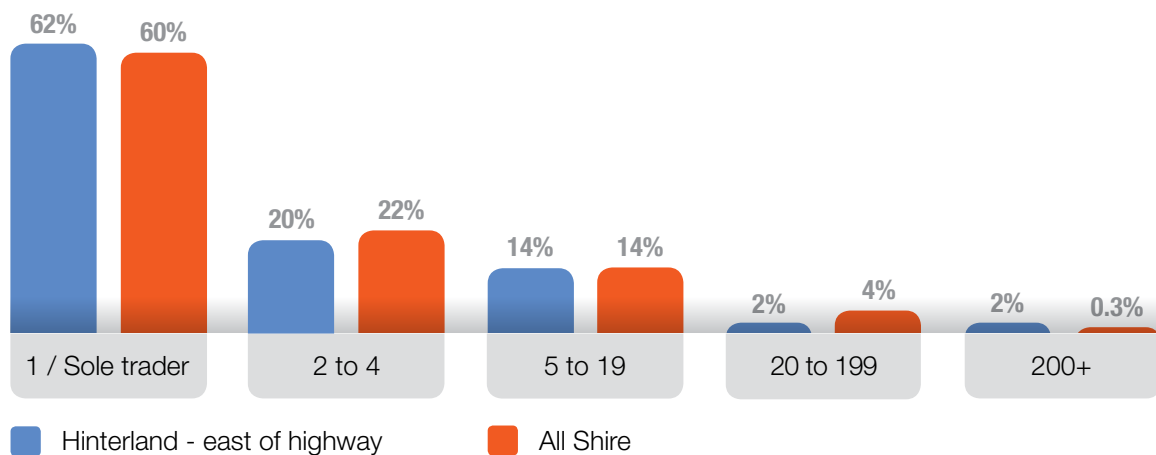
	Hinterland East of HW	All Shire
Business services and trades	17%	25%
Creative sector and knowledge industries	23%	19%
Environmental industries	4%	4%
Agriculture - food and fibre	11%	5%
Food economy including production and value added manufacturing	0%	4%
Health and wellbeing	19%	14%
IT and information services	6%	5%
Property, leasing and construction	6%	7%
Retail	0%	10%
Visitor economy including accommodation	6%	3%
Hospitality including restaurants and cafes	2%	7%
Education and training	9%	7%
Other (please specify)	21%	12%

“Other” included Publishing, Regulatory affairs, Design Industry, Sport and recreation /agriculture, Manufacturing timber chopping boards, Home services, Marquee hire, Transport, Manufacturing, Wholesale and retail, and Travel.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Hinterland - East of highway businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council protecting and enhancing the natural environment
3. Council planning for future transport, community facilities, water, sewerage and land use
4. Council providing water, sewerage, waste, recycling, roads, emergency management services
5. Council supporting a sustainable tourism industry

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.



## HINTERLAND - EAST OF HIGHWAY - SPECIFIC IDEAS/NEEDS/PROJECTS

### Internet

*NBN to continue to invest with upgrades within the shire*

### Roads and public transport

*Fix the roads and public transport*

*Public transport & a rail trail*

### Accommodation

*Affordable housing*

*Rates holidays for small businesses, rather than ignoring rating of hundreds of illegal dwellings.  
Council to provide industrial zoned land for product fulfilment and distribution near Pac Hwy, between  
Ewingsdale & Brunswick Heads.*

### Support for local business

*Would be great if the small local businesses were promoted on a "Made In Byron" type directory website.  
This area has a lot of "market" artisans who need support to grow their business.*

### Planning and regulation

*Council needs to identify operators in the tourism industry that are not registered business operators or approved accommodation houses, Bnb or share houses and ensure all are registered pay extra rates and contribute something back. At present some being legal and others who council allow to run ad hoc businesses through IT platforms like Air Bnb and create more traffic, congestion, an unfair playing field for legal operators. Basically why should there be rules for some and not others. It is destroying our social fabric our community is eroding and because people now can't live in town we have "peak hour" morning and afternoon from locals leaving town. It should never have been left to get this far. It is a disgrace and it can be seen in the town where people have little respect for our town.*

*Byron Shire Council do not understand the implications of bringing large scale tourism and commercial into the rural protection zonings. We have already had substantial financial and time losses from Byron Shire Council's inability to control development in the rural zones. 500,000 per year people visiting large scale tourism in a ru1 zoning opens the agricultural zones to biosecurity hazard, an inability to long term plan, manipulation of LEP's, land use conflicts, unnecessary neighbourhood conflicts, loss of privacy and amenity issues, plus exposes existing businesses by not ensuring the existing agricultural business have adequate protection. Byron Shire Council is not qualified to introduce mixed uses zonings on the rural protection zone as they do not have the necessary expertise and knowledge of the agricultural industry. When people who do not understand agriculture, make decision on agriculture, then the consequences of these decisions are then borne by the genuine farmers in the industry. Byron Shire Council need to protect the farming land at Ewingsdale instead of trying to open it up for development. This is a unique parcel of land East of the Highway, that should be preserved. This parcels of lands need to be removed from the Residential strategy and preserved for the unique, high food producing agricultural productivity value they have always been used for. Tourism should not take preference over businesses that do not rely on the tourist \$ in our Shire.*



# UNDERSTANDING BUSINESS IN BYRON

*Smoother and better council access and approvals*

## **Other**

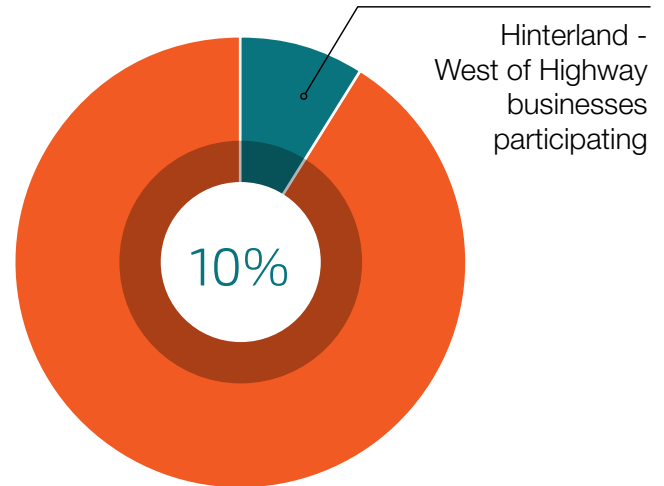
*Building locally food production system that give community Food security*

*Toilets and showers at Belongal*

## HINTERLAND - WEST OF THE HIGHWAY

102 businesses from the Hinterland - West of the Highway (Binna Burra, Coorabell, Eureka, Federal, Goonengerry, Montecollum, Nashua) participated in the Byron Shire Business Survey, which was 10% of all participants. Businesses were more likely than the average across the Shire to be in Agriculture and the Creative sector and knowledge industries.

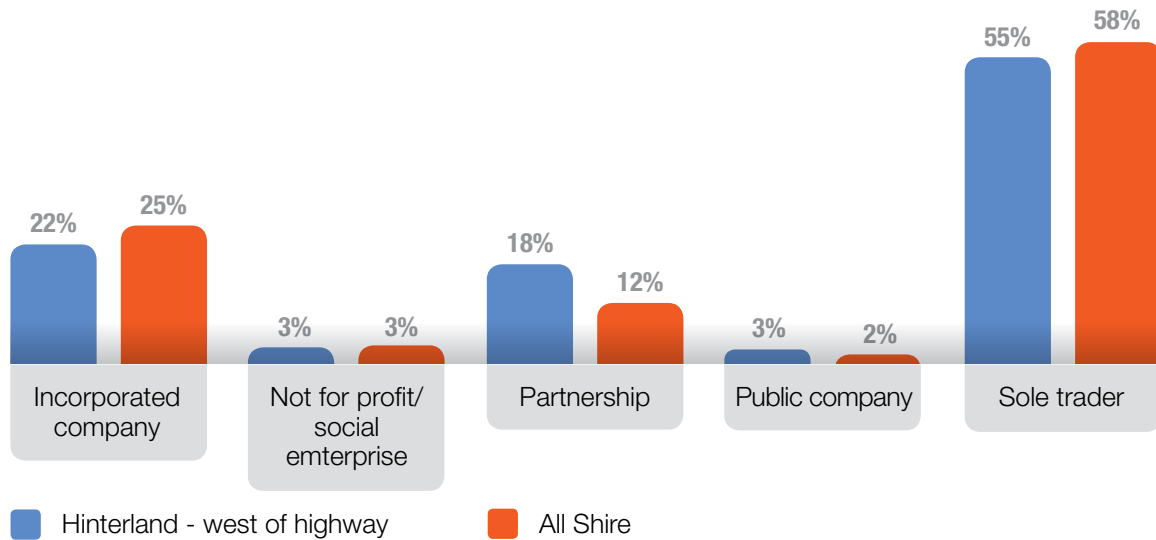
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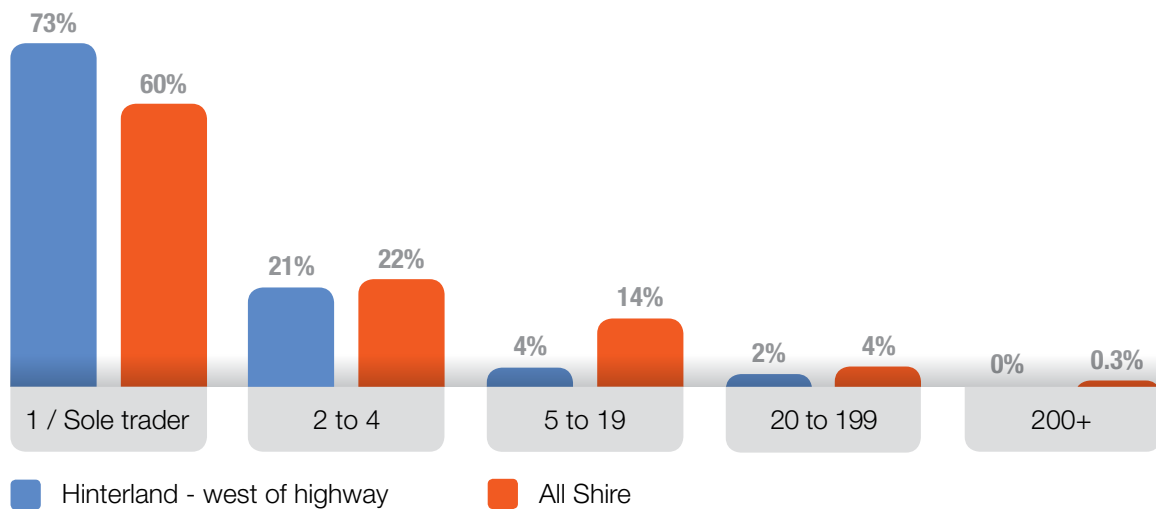
	Hinterland West of HW	All Shire
Business services and trades	21%	25%
Creative sector and knowledge industries	26%	19%
Environmental industries	3%	4%
Agriculture - food and fibre	22%	5%
Food economy including production and value added manufacturing	5%	4%
Health and wellbeing	14%	14%
IT and information services	5%	5%
Property, leasing and construction	3%	7%
Retail	5%	10%
Visitor economy including accommodation	3%	3%
Hospitality including restaurants and cafes	2%	7%
Education and training	7%	7%
Other (please specify)	13%	12%

“Other” included Art & Design, Consulting, Sound and light technician, Professional Supervision - counsellors, health & allied health staff, pastors, social workers, Forestry, Bank, Farm forestry, custom electronic devices for musicians, R&D and product development fresh and novel foods, Horse Riding Tours, Transport and Rideshare.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Hinterland - West of highway businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council providing water, sewerage, waste, recycling, roads, emergency management services
3. Council planning for future transport, community facilities, water, sewerage and land use
4. Council protecting and enhancing the natural environment
5. Council supporting a low carbon community (food security, renewables, climate change)

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.

## HINTERLAND - WEST OF HIGHWAY - SPECIFIC IDEAS/NEEDS/PROJECTS

### **Internet and mobile network**

*High speed reliable internet*

*Improve the internet. Options are very limited and it is too slow and unreliable – I had 15 years of cable internet in London and feel I have gone back to the dialup speeds of the 20th century. There is no mobile phone signal where I live and Telstra told me to move house. There is no public transport and I will have to learn to drive and buy a car and put another vehicle on the road – this is necessary as I need to be able to get about when phone and internet services are unavailable.*

*FUNCTIONAL MOBILE NETWORK*

### **Roads and transport**

*Transport is slow and time consuming. Roads are Third World hopeless and worse than 100 years ago! Council should be ashamed. Better roads, more thoroughfares through Byron, to kill congestion.*

### **Environment and development**

*No over development, keep the high-rise down, maintain natural environment, no CSG in the Shire or neighbouring shires, we and visitors need extended periods of time with no building works or roadworks disrupting business and daily life.*

*Stop turning the shire into a Gold Coast light. Big industrial/town developments are not needed. Keep big international chains out. Byron's main industry will always remain tourism and if Byron turns out to be like everywhere else, people will go somewhere else. If that means people only have the choice to be a barista, so it be, or don't move up here from Sydney. If you do want a wider variety of jobs/options and a city lifestyle in a country setting, stay in your city or move to a city but don't turn something you like for what it is in something you wanted to get away from in the first place. Instead, turn Byron into a place that attracts innovative businesses in the it and intellectual property sector. An industry with a high market capitalisatio (sic) that doesn't require major developments on environment, natural landscapes or infrastructure- with the exception of high speed networks.*

*We believe Byron Shire is uniquely placed to benefit from a long term investment in preserving native flora and fauna habitats, compatible with stable regional population and economic growth. Too much emphasis on economic/population growth will inevitably lead to a less desirable overall environment for locals and visitors. We ourselves have just designated approximately 1.5 hectares as a native sanctuary on our property.*

*10 MW Solar Farm development*

*Large areas require removal of camphor laurel, privet & lantana on creek banks & farm - need to revegetate - funding required to employ labour to carry out works. Improving soils etc.*

### **Office/retail space**

*Funds for career advancement and research/need for exhibition space for individual artists*

*More spaces like the library for drop in work - btw Mullum library is packed most days*

## Support

*An online retail hub or community listing similar to ETSY. An online portal for visitors to easily access and search market stalls etc*

*Improved services*

*It'd be great to have a clear pathway to becoming a council supplier - I know the ad pops up in the classifieds from time to time but if you miss that week then it's a big miss*

*Very tired of my industry (as with many creative industries) being always asked to work for free or exchange. Would be lovely if there was more emphasis put on the value of creative work and intellectual property in the area.*

## Planning

*Preserve the Byron ethos, protecting nature, clear and concise planning policies*

*Potential new Byron market location! If the location needs to change I feel it is important keeping the market all together in one location, if a new venue was required I'd suggest the 'Cavanbah Centre' or similar as a possible option or an area that can be utilised on the edge of town, rather than scattered through the old railway station area.*

*Differentiate Byron by encouraging jobs (and skills) not found elsewhere; strong focus on jobs in renewables*

## Business

*Easy access to sustainable building materials*

*Nimbyism and BSC's complete and abject failure to recognise the need for diversity in economic activity outside tourism and hospitality related business means we are likely to continue to grow our business outside BSC. In fact we only have direct employment of less than 4 people out of 100 our business employs. Ten years ago, we chose to exclude Byron Shire when selecting a site for a \$5 million intensive horticulture development that proceeded in an adjoining LGA and now employs in excess of forty FTE's.*

## Agriculture

*Fresh food production / sustainable farming / genuine local branding / accessible farmers market that isn't influenced by commercial pressures that in some instances allow produce to be sold that isn't local unbeknownst to consumers*

*None of above is relevant to agricultural businesses*

*Expand primary industry: Honey production*

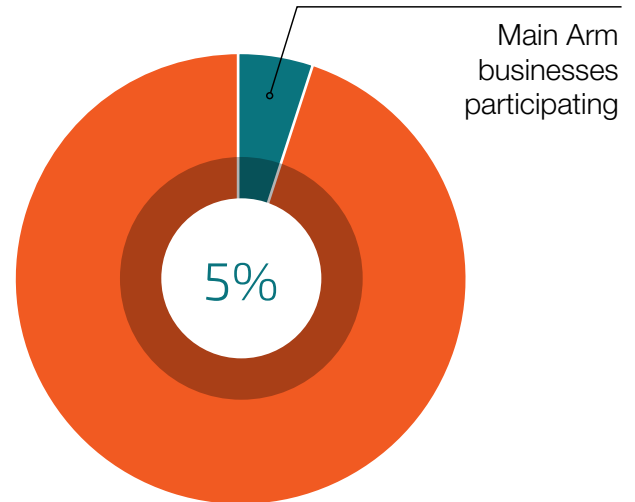
*Rights to farmers to farm*

*Open up commercial opportunities in small farming, entertainment and tourism and spinoffs*

## MAIN ARM

38 businesses from Main Arm (Hounbrook, Main Arm, Upper Main Arm, Upper Wilsons Creek, Wanganui, Wilsons Creek) participated in the Byron Shire Business Survey, which was 5% of all participants. Businesses were more likely than the average across the Shire to be in Agriculture, Environmental industries, the Creative sector and knowledge industries, and Education and Training.

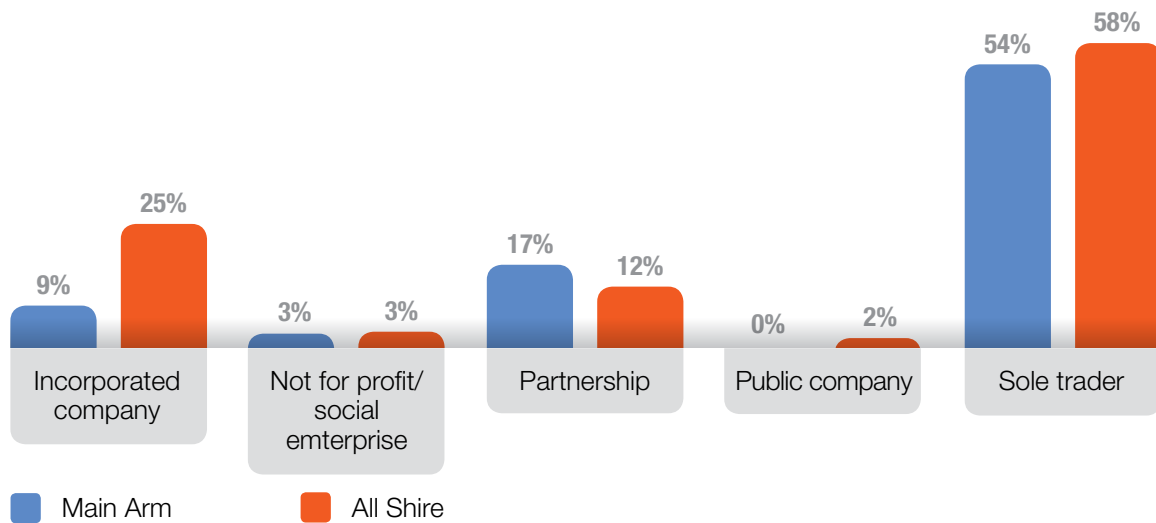
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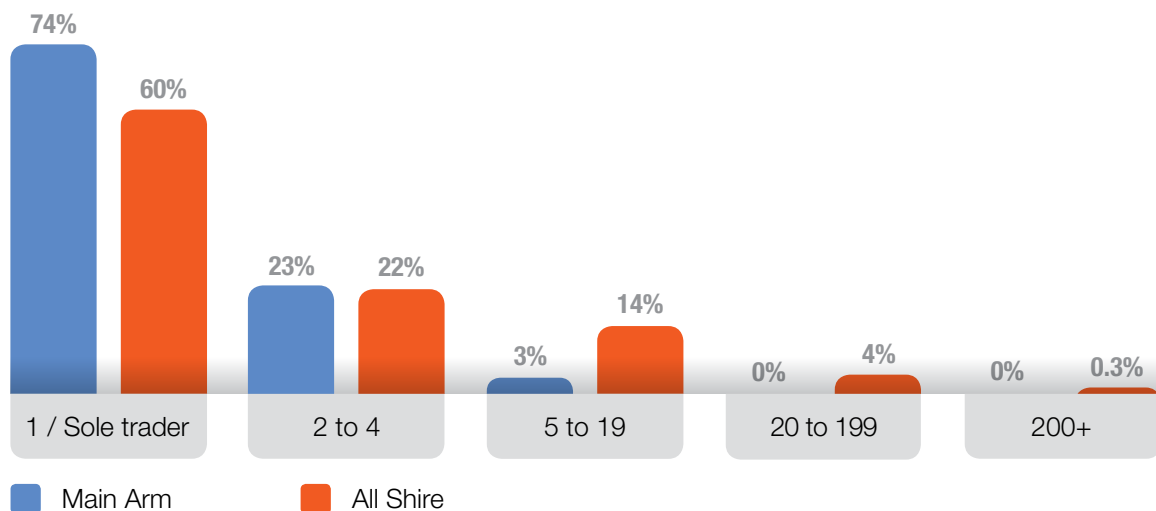
	Main Arm Area	All Shire
Business services and trades	24%	25%
Creative sector and knowledge industries	24%	19%
Environmental industries	13%	4%
Agriculture - food and fibre	13%	5%
Food economy including production and value added manufacturing	3%	4%
Health and wellbeing	16%	14%
IT and information services	5%	5%
Property, leasing and construction	5%	7%
Retail	0%	10%
Visitor economy including accommodation	0%	3%
Hospitality including restaurants and cafes	3%	7%
Education and training	13%	7%
Other (please specify)	8%	12%

“Other” included Installation arts, Management consulting and Manufacturing.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Main Arm businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council protecting and enhancing the natural environment
3. Council creating sustainable villages (environment, social and character)
4. Council providing water, sewerage, waste, recycling, roads, emergency management services
5. Council planning for future transport, community facilities, water, sewerage and land use

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.



## MAIN ARM - SPECIFIC IDEAS/NEEDS/PROJECTS

### Internet

*Access to basic services like (fast) Internet and having telephone reception will greatly improve businesses in the area.  
Improved roads will also help businesses stay and grow in the area.*

*I would like to note that trains don't = connectivity in this day and age!! It's all about digital connectivity which is sadly very poor in the Shire*

### Roads and transport

*Making roads hard - top sealed for safety in all weather conditions is essential. Settlement Road is currently Unsafe: It is too narrow and slow - down signs are needed. It is very slippery in wet weather.*

*Bike paths along Main Arm road. Off road so bike riding can be easy.*

### Environment

*The challenge is balancing the development growth pressures with open spaces quality natural surroundings. It can be done but need to have foresight in the town planning well into the future. Future potential developments should be tailored to meet this objective*

*Public spaces/commercial hubs*

*Hall spaces and services affordable and accessible and parking too.*

*We are a non-profit business with an ethos of sharing and growing together, so more community resource centres specifically for the arts would make us very happy, also better venues to choose from for events. with sound and hours more flexible*

### Agriculture

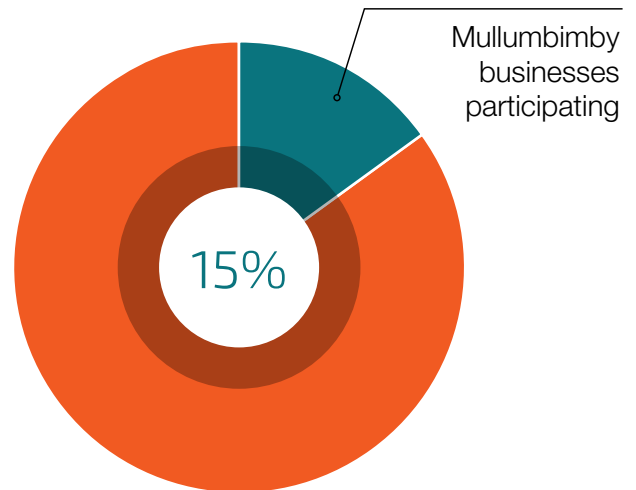
*Food sovereignty education - resilient communities through small scale neighbourhood food production networks.*

*To maintain are prime agriculture land in the shire.*

## MULLUMBIMBY

149 businesses from Mullumbimby participated in the Byron Shire Business Survey, which was 15% of all participants. Businesses in Mullumbimby were more likely than the average across the Shire to be in IT and information services, Education and Training, and the Creative sector and knowledge industries.

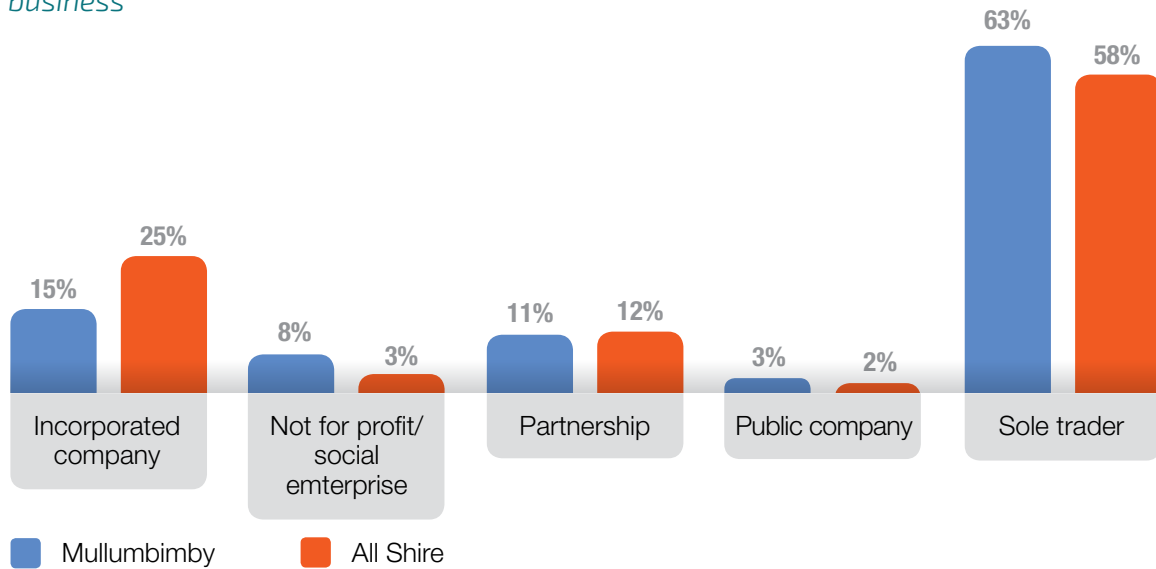
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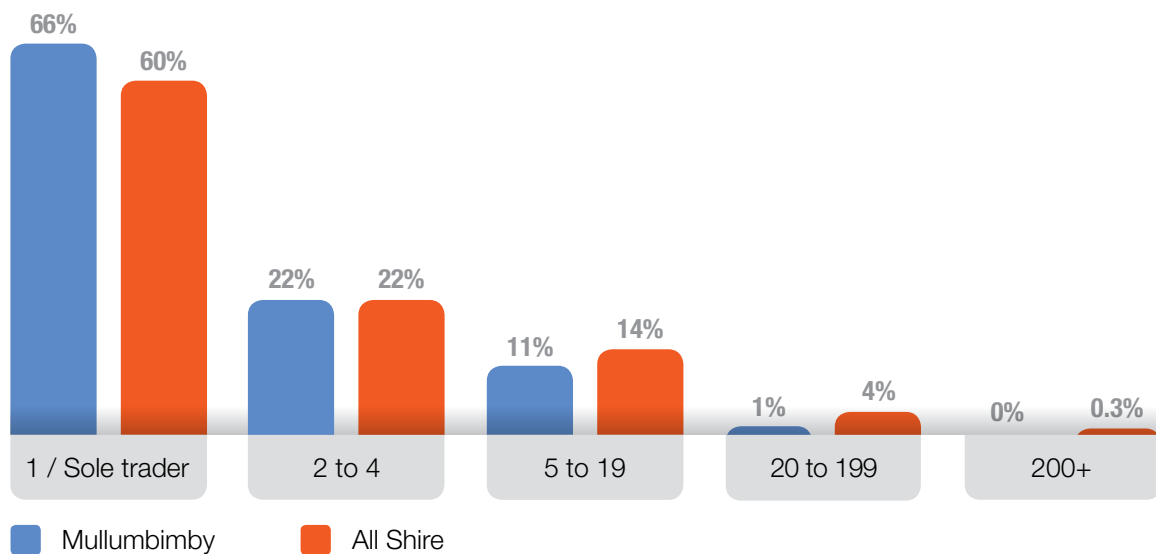
	Mullumbimby	All Shire
Business services and trades	24%	25%
Creative sector and knowledge industries	24%	19%
Environmental industries	5%	4%
Agriculture - food and fibre	3%	5%
Food economy including production and value added manufacturing	6%	4%
Health and wellbeing	15%	14%
IT and information services	12%	5%
Property, leasing and construction	7%	7%
Retail	11%	10%
Visitor economy including accommodation	0%	3%
Hospitality including restaurants and cafes	2%	7%
Education and training	12%	7%
Other (please specify)	9%	12%

“Other” included Financial markets trading, Clothing manufacturing, cosmetics, Jewellery design, Beef cattle, Musician, Lawyers, Cleaning business, Second hand books market stalls, Adventure tourism and Music concert promotion.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Mullumbimby businesses:

1. Council planning for future transport, community facilities, water, sewerage and land use
2. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
3. Council providing water, sewerage, waste, recycling, roads, emergency management services
4. Council protecting and enhancing the natural environment
5. Council supporting a low carbon community (food security, renewables, climate change)

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.

## MULLUMBIMBY - SPECIFIC IDEAS/NEEDS/PROJECTS

### Internet

*Better internet services*

*Better internet. Cheaper, better quality, more reliability. Free secure WiFi. Better power supply with no more power cuts.*

*Better internet; better state support for Landcare IN this community, not elsewhere.*

*I think it's quite obvious here that one of the most serious impediments to small business growth in a regional area such as the Northern Rivers is fast internet access! Also, assistance with office space for small businesses would be a great bonus. I note there are already some opportunities for this, but availability seems to be quite limited.*

*Improved internet access*

*Internet and Landline upgrade is needed urgently in order to grow professional business relationships with overseas clients and interstate.*

*Local Currency, Better roads or better transit, more reliable internet*

*More and more my business relies on excellent internet access. Reliability is a key factor. Wireless is a sub-standard solution. Fast fibre optic is the way forward.*

*Much better internet speeds is essential- we have very poor internet speeds which places me at a disadvantage.*

*We need better internet and mobile coverage and speed in the region*

### Roads and transport

*Better public transport*

*Need: Please invest into new roads to improve the local infrastructure. Especially in the rainy season the roads are a true danger factor to your car (and thus the smooth operation of a business) if you're driving throughout the Shire regularly to meet clients and vendors. I am aware that the Shire has a disproportionate influx of visitors using Shire roads, but to me this is a serious factor as far as my business staying in Byron is concerned.*

*A cycle route along old rail line so I can easily get into Byron and back without getting stuck in traffic*

*I'm interested in zero emissions transport growth in the shire.*

### Accommodation (including for commerce)

*Housing is a major issue. If I cannot get a house for my family that is affordable, I cannot work as I work from home*

*I have an interest and involvement in the delivery of affordable housing*

### Environment

*Protection of special places, wetlands & surrounds.*

### Office & retail space

*Small warehousing suitable for micro businesses*

*Interested in public art opportunities, and would like them to be a little more open to all. There is an absolute hard core of those whose work and input is considered valuable, and complete neglect of those who are not 'part of the gang'. There seems to be a real sense of 'keeping it all in the family' regarding local community arts funding and discussion.*

*Safe community spaces for meeting outside*

*Creation of more live/work creative industry hub developments*

*It would be good if there were a warehouse/depot in the shire for the direct transport of goods Australia wide without the expense of initial transport to Brisbane or Sydney. The extra cost can make local manufacture and storage less competitive nationally.*

## **Support**

*A lot of construction and trade projects are given to large Gold Coast businesses. Project managers and architects need to be working with local trades / subcontractors. Our business did not see one insurance claim job following this year's floods - all the tradies drove down from the GC. This was very disappointing for us as we know a lot of people (including ourselves) love supporting other locals and their businesses.*

*I'd love to see a register of sole traders and freelancers working in the shire, and opportunities to connect with others in this space.*

*This business is more a non-profit service than a business. As a solo operator offering support/mentoring facilities I possibly need funding to connect with the target market - solo/micro/start-up businesses needing a supportive facilities. I would particularly like to work with those doing non-profit "community projects".*

*A Byron Service Register/Local Guide*

*Artist run initiatives. Residencies*

*I'd like to be able to use the government NIECE program to help me with my ideas and projects mentoring, as I'm at very early stages at the moment.*

*Inter council networking to expand business regions appropriately.*

*More investment in new and up and coming industries*

*We are working to launch an international digital network aimed at improving life conditions through the accelerated uptake of new thinking and new technologies.*

*I need to learn more about social media.*

## **Planning**

*Streamline the DA planning process. For example have a simple DA process for small projects.*

*Clearer guidelines and easier administrative pathways for BnBs and home office based businesses so legal and insurable operations can flourish*

*Beautifying streets, council allowing more pot plants footpath furniture etc. no paid parking*

## **Business**

*Creating businesses for the unemployed that fits with their skill base and family commitments. And that delivers a living wage not below poverty wage.*

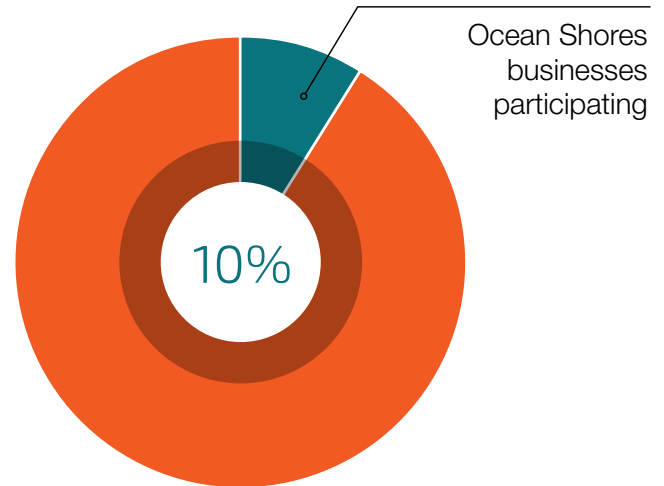
*Less commercialisation*

*Mullum to Byron courier*

## OCEAN SHORES

102 businesses from Ocean Shores (New Brighton, Ocean Shores, South Golden Beach) participated in the Byron Shire Business Survey, which was 10% of all participants. Businesses in Ocean Shore were more likely than the average across the Shire to be in Health and Wellbeing, Business services and trades, IT and information services and Education and Training.

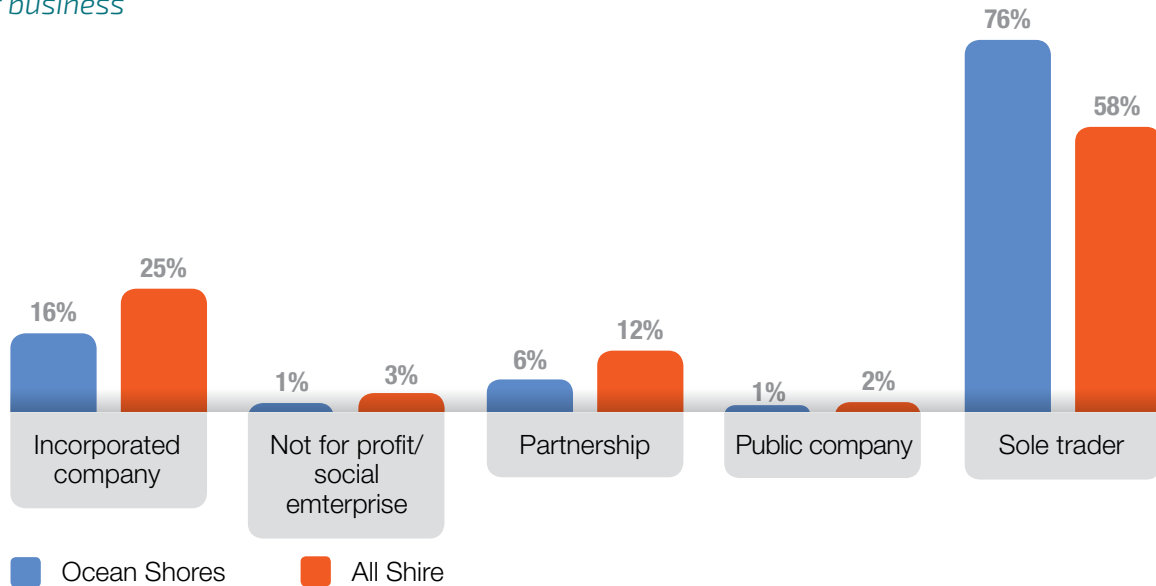
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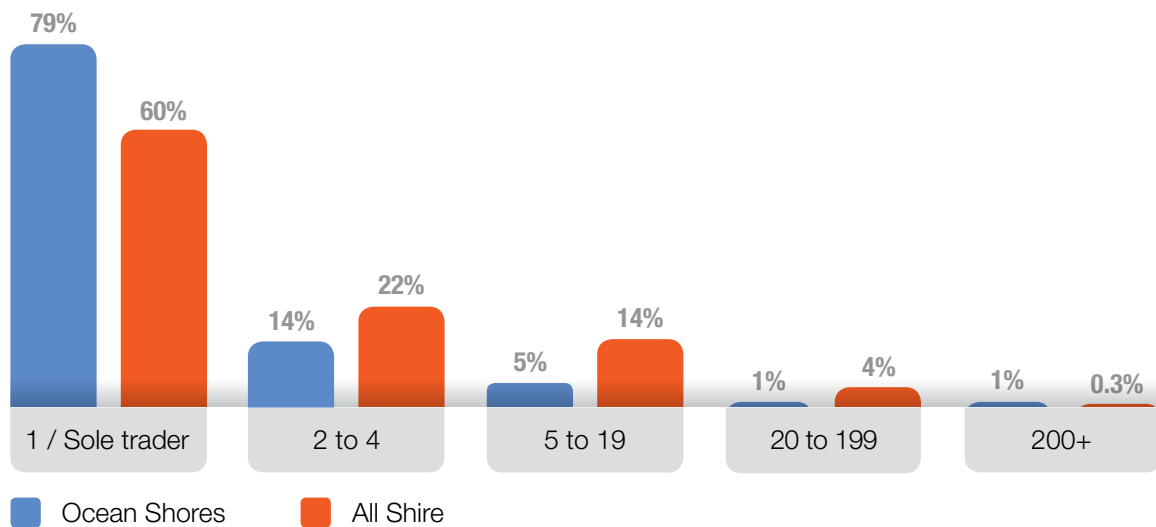
	Ocean Shores Area	All Shire
Business services and trades	29%	25%
Creative sector and knowledge industries	17%	19%
Environmental industries	1%	4%
Agriculture - food and fibre	1%	5%
Food economy including production and value added manufacturing	4%	4%
Health and wellbeing	17%	14%
IT and information services	7%	5%
Property, leasing and construction	4%	7%
Retail	7%	10%
Visitor economy including accommodation	4%	3%
Hospitality including restaurants and cafes	5%	7%
Education and training	12%	7%
Other (please specify)	9%	12%

“Other” included Early childhood care, Accredited translations and interpreting, Tourism, Town Planner, On Line apparel, Cleaning service, Property Maintenance & General Domestic Cleaning, and Aerial photography and survey.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Ocean Shores businesses:

1. Council planning for future transport, community facilities, water, sewerage and land use
2. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
3. Council providing water, sewerage, waste, recycling, roads, emergency management services
4. Council championing equitable community services (healthcare, education, housing)
5. Council protecting and enhancing the natural environment

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.

## OCEAN SHORES - SPECIFIC IDEAS/NEEDS/PROJECTS (NEW BRIGHTON, OCEAN SHORES, SOUTH GOLDEN BEACH)

### **Internet**

*Better internet speed*

*Highly reliant on internet access*

*Internet. It's currently hopeless. Ocean Shores is classed as rural and is treated as such when it comes to communications.*

*Need affordable, fast and reliable internet to run my web store from home like New Zealand has had for years*

*Would be great to have some support for the non-rollout, this is causing major issues for my business.*

### **Roads and transport**

*Byron Town bypass*

*More bike tracks and pedestrian paths within the Ocean Shores area*

### **Accommodation**

*Affordable housing*

*Cap the property price, or provide affordable housing for renters*

*State government funding for subsidised housing that is based on all the aspirations of the above statements*

*Those involved in sustainable housing*

*Would love to see a coming together of retailers to collectively be guided towards contributing to local needs such as housing affordability.*

### **Commercial space**

*I would like to continue to support Council to secure local land and sustainable infrastructure for Heritage local Arts, Tourism and access between the far north side of the Shire, and the far south of the Byron Shire.*

*We are currently developing an Innovation Hub with a large university in Melbourne. My plan is to bring a satellite hub / co-working space to the Byron Shire. Obtaining local and state government support for this will be essential.*

*We need more commercial centres to support business service industry. We are keen to open a small office within the next 2-3 years.*

*Lower the rental prices for small business earning under a certain amount.*

### **Open space**

*Access to recreational spaces, like dog walking beaches and SUP launching amenities, to promote fitness through public health.*

*In the future I would like to expand my business into offering day retreats and longer stay retreats. So if the infrastructure, open community spaces and natural environment in the Byron Shire, particularly in the Northern part of the Byron Shire is improved. It will make it easier to capture a good audience for the services I am wanting to provide.*



## Support

*More support for employment and training for young people*

*Permanent buy local currency raising funds for community benefit projects*

*Sponsorship and support for online and in person events/retreats in Byron are ongoing and at this point we receive satisfactory support from local peers.*

*Creation of a network based solely around digital projects & initiatives. Moving from a model based upon agencies with staff, to a more fluid model based upon collection of experts that collaborate be upon skills required to service specific projects/products.*

## Planning and regulation

*As a food truck we find the NSW policy of requiring separate food permits from each council prohibitive to our business. In Victoria and Queensland, a mobile food business/temporary food business requires certification from one council/body only, and then that is honoured by every other council in the state. I hope the NSW government will look to adopt this in the near future. Food trucks offer a vibrant, safe, enjoyable way of community engagement and place activation and as a newer global phenomenon, I think we should be starting to look at a registration process that is recognised across the county, which allows businesses like ours to cross state borders, and trade on the one federally recognised permit. Living so close to the Qld border, this is particularly pertinent to businesses like ours within the Byron Shire.*

*Byron needs to either become a tourist hub and cater for this or focus on nature protection. The horse has bolted, the secret is out, too many people are visiting and by just making paid parking this flood will keep growing. Build a park and ride, provide better facilities, charge a bed tax.*

*Reduce numbers of public events that impact on Councils ability to maintain infrastructure, ratepayers sick of paying for the Byron Bay CBD.*

## Markets

*I operate my business through local markets so more infrastructure and support for local markets*

*People and community development*

*Business-wise, it is not related to Byron Shire. I live here for the quality of life for my family, so that is important to keep us here: more better services for kids, safe environment, nature and art, staying true to the green hippie culture of the rainbow country. No huge developments, tax air bnb, tax uber - or keep them away. Everyone should pay taxes to benefit society (those services are noxious and should not be used/be allowed in my view). Would not mind safer roads either with less holes in Ocean Shores. Finally, Ocean Shores lacks in infrastructure, council should consider a plan to bring it up to speck and be not only a place to sleep, but a vibrant other area of the shire.*

*The broad community needs to accept business growth, be more accepting that tourism is a very important enterprise in the Shire and also accept that housing density needs to increase to allow for the population that wishes to locate here*

## Other

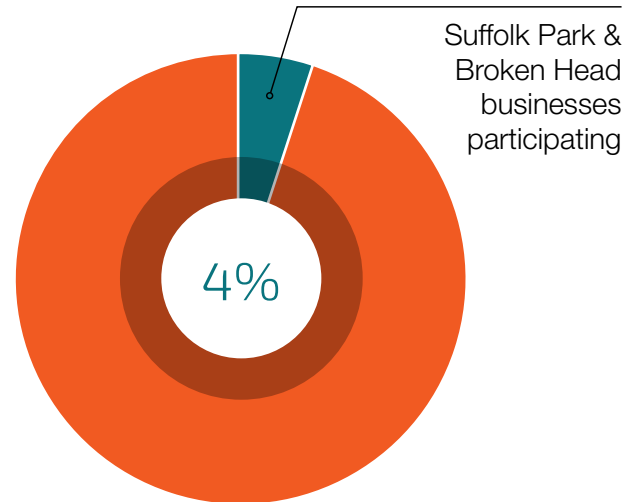
*Aboriginal art and cultural centre is really needed in Byron Shire. Many International visitors are coming to the area and have little or no opportunity to engage with the first people or their culture*

*Hustle & Poppedcreative help to bring together local businesses with ideas for growth & inspiration.*

## SUFFOLK PARK & BROKEN HEAD

91 businesses from Suffolk Park & Broken Head participated in the Byron Shire Business Survey, which was 4% of all participants. Businesses in Suffolk Park & Broken Head were more likely than the average across the Shire to be in Business services and trades, the Creative sector and knowledge industries, Property, leasing and construction, Food economy including production and value added manufacturing and Visitor economy including accommodation.

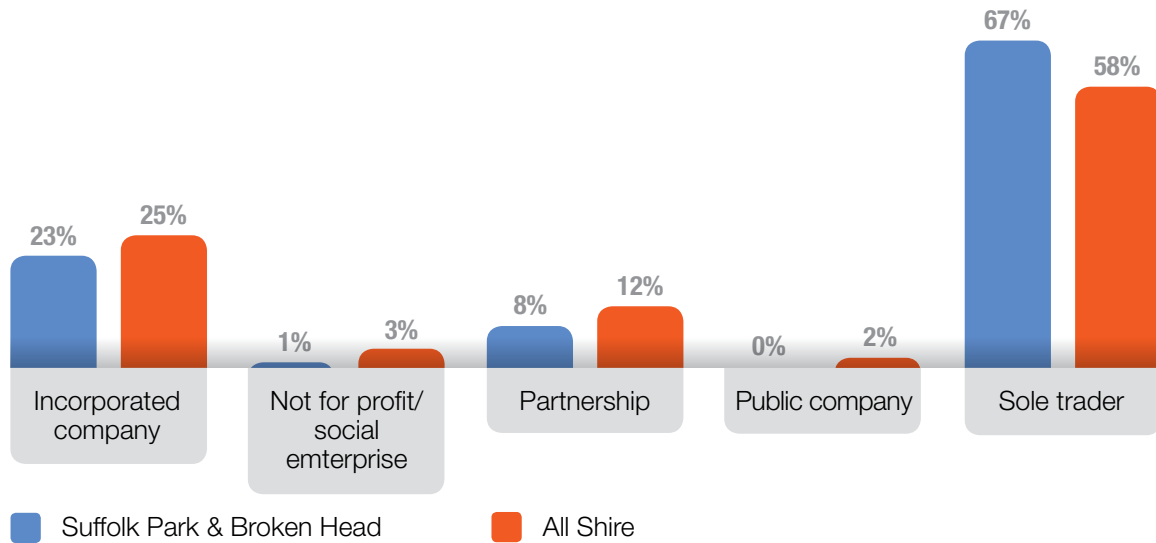
91



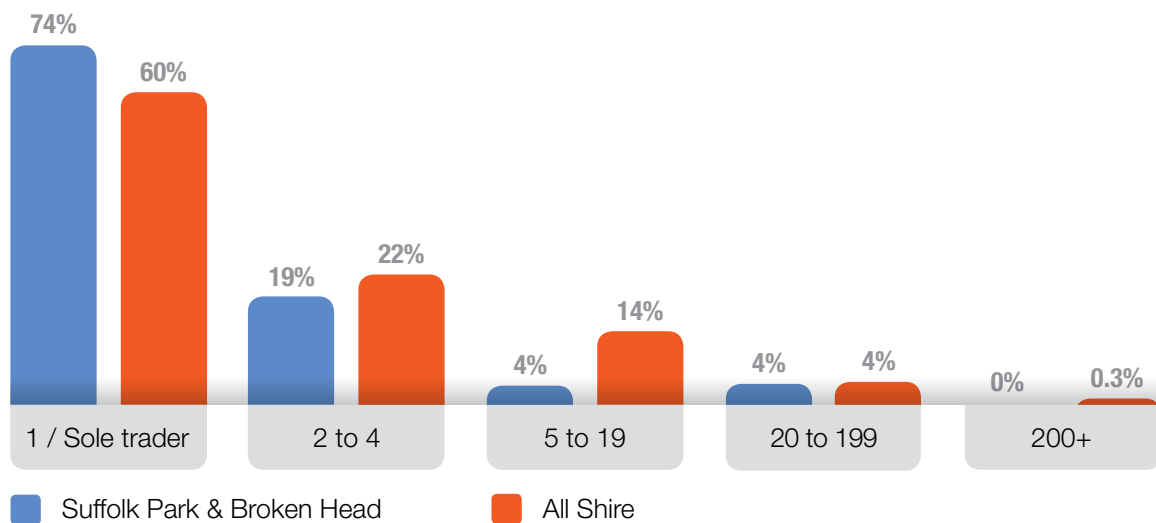
	Suffolk Park Area	All Shire
Business services and trades	33%	25%
Creative sector and knowledge industries	24%	19%
Environmental industries	3%	4%
Agriculture - food and fibre	0%	5%
Food economy including production and value added manufacturing	7%	4%
Health and wellbeing	7%	14%
IT and information services	4%	5%
Property, leasing and construction	11%	7%
Retail	8%	10%
Visitor economy including accommodation	6%	3%
Hospitality including restaurants and cafes	2%	7%
Education and training	2%	7%
Other (please specify)	16%	12%

“Other” included Film, Sport & recreation, Cleaning, Architecture, Research and Education, Video Production, Events, Transportation, Online Seller of imported products, Wedding industry, Consultancy, Financial Services, and the production and sale of locally made craft and cosmetics.

## Type of business



## Number of employees



### Top five of Byron Shire Council's strategic priorities for Suffolk Park and Broken Head businesses:

1. Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)
2. Council planning for future transport, community facilities, water, sewerage and land use
3. Council providing water, sewerage, waste, recycling, roads, emergency management services
4. Council protecting and enhancing the natural environment
5. Council developing new infrastructure (roundabouts, vacant lots, town centres)

Businesses are confident in their outlook over the next 12 months, as well as in the outlook for their industries.

## SUFFOLK PARK & BROKEN HEAD – SPECIFIC IDEAS/NEEDS/PROJECTS

### **Internet**

*Internet connectivity is vital as well as collaborative spaces to work that offer privacy and meeting rooms*

*We need FTTP fast internet services in Suffolk Park to compete on the world stage*

### **Roads**

*Link road between Suffolk & Ind Est*

*Road diversion through Byron Township*

*Roads. Basic infrastructure*

### **Accommodation**

*A continued focus on and accommodation for the conscious living market*

### **Shared hub/business centre**

*A digital hub shared office space that can be hired by a day rate*

*As a business that can bring other businesses to the area, I find it difficult due to affordability of accommodation and lack of appropriate sized, affordable conference venues.*

### **Shared office space - affordable**

*Project to align support for SMEs to make it easy for anyone from idea through growth stage to know easily where to go for help in the area. Working on this informally with key stakeholders at the moment including Todd Sotheren from Byron Chamber of Commerce.*

*Collaborative creative workshops*

### **Local business**

*Promote the use of local trades and suppliers in the building industry, this includes Council sourcing from inside the Shire*

### **Planning**

*Clarity and direction on Local, state, and federal policy on tourism and population growth*

*Help land owners to restore degraded land and restore it to the natural forests that originated*

## APPENDIX C – Potential Participants

	ACTIVE	CANCELLED	NEVER REGISTERED	GRAND TOTAL
Accommodation and Food Services	181	57	210	448
Administrative and Support Services	109	68	913	1090
Agriculture, Forestry and Fishing	137	35	105	277
Arts and Recreation Services	70	66	433	569
Construction	312	142	572	1026
Education and Training	66	43	267	376
Electricity, Gas, Water and Waste Services	8	1	7	16
Financial and Insurance Services	62	21	149	232
Health Care and Social Assistance	195	79	417	691
Information Media and Telecommunications	59	28	125	212
Manufacturing	100	48	181	329
Mining	2	1		3
Not classified	56	52	556	664
Other Services	95	42	398	535
Professional, Scientific and Technical Services	341	216	705	1262
Public Administration and Safety	4	3	12	19
Rental, Hiring and Real Estate Services	226	49	153	428
Retail Trade	219	74	318	611
Transport, Postal and Warehousing	71	23	72	166
Wholesale Trade	106	39	97	242
<b>TOTAL</b>	<b>2419</b>	<b>1087</b>	<b>5690</b>	<b>9196</b>
Duplicate emails (where the same email was listed for multiple businesses)				1591
<b>TOTAL NUMBER OF POTENTIAL PARTICIPANTS</b>				<b>7605</b>

Table 1: GST status for companies that have email addresses



## Byron Shire Council Business Survey

### 1. Introduction

**The results of this research will be used to assist Byron Shire Councils, local Chambers of Commerce and the NSW State Government in supporting our local business community, particularly economic development and infrastructure investment.**

**We realise that your time is valuable and so we have tried to reduce the completion time to 10 minutes.**

**We thank you for your support and a report will be available from the 10th of January 2018. To receive your copy automatically, just tick the box at the end of the survey.**

**For more information contact Tania Crosbie, The Byron Shire Council's Economy and Sustainability Coordinator on [tania.crosbie@byron.nsw.gov.au](mailto:tania.crosbie@byron.nsw.gov.au)**

1. Which industry sector/s best describe your business? (Please select all that apply)

- Business services and trades
- Creative sector and knowledge industries
- Environmental industries
- Agriculture - Food and Fibre
- Food economy including production and value added manufacturing
- Health and wellbeing
- IT and information services
- Property, leasing and construction
- Retail
- Visitor economy including accommodation
- Hospitality including restaurants and cafes
- Education and training
- I no longer operate a business
- Other (please specify)



2.

2. What products or services do you supply?

3. Approximately how many employees do you have?

- One/Sole trader
- 2 to 4
- 5 to 19
- 20 to 199
- 200+

4. What percentage your employees work full time and part time?

Full time (%)

Part time (%)

Casual (%)

5. Which of these categories best describes your organisation?

- Incorporated company
- Not for profit/social enterprise
- Partnership
- Public company
- Sole trader



6. Where is your business based?



### 3. Section 2: Byron Shire

7. Of which business networking groups, if any, are you a member?

- None
- Bangalow Business Women
- Bangalow Chamber of Commerce
- Brunswick Heads Chamber of Commerce
- Byron Networking Group
- Byron Shire Chamber of Commerce
- Mullumbimby Chamber of Commerce
- North Byron Chamber of Commerce
- Sourdough
- Other (please specify)

8. What is the benefit to your business of being a member of a business networking group? (If you're not a member of a networking group leave this blank)

9. How could your business networks be improved?



4. Section 3: Investment in Byron Shire

The following questions on will help to guide the NSW State Government's infrastructure investment priorities and strategic planning in the Byron Shire and Northern Rivers.

Below is an explanation of the NSW State Government's broad strategic outcomes: Liveability, Connectivity, Employment and Innovative delivery. Please indicate which statement is MOST relevant to your business.

10. Liveability

Important if my business is to **stay** Important if my business is to  
 in Byron Shire in the next 5 to 10 **grow** in Byron Shire in the next 5  
 years to 10 years N/A

Liveable and resilient communities delivering a range of housing choice and access to essential services and opportunities that encourage health and wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Conservation and celebration of open space, the natural environment and the region's unique cultural attributes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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11. Connectivity

Important if my business is to **stay** Important if my business is to  
 in Byron Shire in the next 5 to 10 **grow** in Byron Shire in the next 5  
 years to 10 years N/A

Connectivity: An integrated and connected region through smart road, rail and digital infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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## 12. Employment

Important if my business is to **stay** Important if my business is to  
in Byron Shire in the next 5 to 10 **grow** in Byron Shire in the next 5  
years to 10 years

N/A

Employment: Grow the regional economy, increase job density, diversity and opportunity while equipping workers with the skills they need to secure job

## 13. Innovative delivery

Important if my business is to **stay** Important if my business is to  
in Byron Shire in the next 5 to 10 **grow** in Byron Shire in the next 5  
years to 10 years

N/A

Cooperation and partnership in new and innovative ways, delivering solutions locally and globally

14. If you have specific ideas/needs/projects, please outline them here:

15. What do you see as the key opportunities for your business in the next 5 to 10 years?

16. What are the main risks/challenges your business faces in the next 5 to 10 years?

17. In terms of infrastructure or utilities, what changes in your requirements do you anticipate in the future?

	Large scale additional requirements	Medium scale additional requirements	Small scale or no major changes
In the next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the next 5 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the next 10 years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please specify

18. What initiatives could the NSW State Government or Byron Shire Council invest in over the next 5 years that would most support your business?

19. Byron Shire Council has a number of strategic priorities, how important are they to the success of your business?

	Not important	Somewhat important	Important	Very important
Council effectively managing its finances, people, resources and business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council engaging its community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council partnering with all levels of government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community complying with regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council facilitating a diverse economic base	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council supporting a sustainable tourism industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council championing equitable community services (healthcare, education, housing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council supporting community participation (recreational, cultural and community)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not important	Somewhat important	Important	Very important
Council encouraging respect and understanding of Aboriginal heritage and cultural diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council protecting and enhancing the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council creating sustainable villages (environment, social and character)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council supporting a low carbon community (food security, renewables, climate change)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council planning for future transport, community facilities, water, sewerage and land use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council providing water, sewerage, waste, recycling, roads, emergency management services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council renewing and maintaining existing infrastructure (roads, assets, parks, swimming pools, community buildings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council developing new infrastructure (roundabouts, vacant lots, town centres)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Thinking of the next ten years, what do believe will be the highest priority issue within Byron Shire?



5.

21. Using the list below, please indicate what changes, if any, you have seen in the last 12 months (please tick all that apply)

	Increased	Remained the same	Decreased	N/A
Sales in your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehousing space required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office space required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail space required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. What are the main reasons for these changes?

23. How would you rate the outlook of your business over the next 12 months?

- Very good
- Good
- Fair
- Poor
- Very poor

24. What are the main reasons for this?

25. How would you rate the outlook of your industry over the **next 12 months**?

- Very good
- Good
- Fair
- Poor
- Very poor

26. What are the main reasons for this?

27. In the **next 12 months** do you intend to employ?

- More people
- The same number of people
- Less people

28. Approximately how many additional or fewer employees do you anticipate in the year ahead?

29. What are the main reasons for this?



30. Using the list below, please indicate what changes, if any, you expect to see in the next 12 months?

	Increase	Remain the same	Decrease	N/A
Sales in your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacity in your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warehousing space required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office space required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail space required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. What are the main reasons for this?

32. Are you planning to change location in the next 12 months?

- No, we are planning to stay at the same location
- Yes, we are planning to move moving to a new location within the Byron Shire
- Yes, we are planning to move out of the Byron Shire

If you would like to provide more information about your future location needs, please do so here:

\* 33. For each of these sustainability measures, please indicate whether you have them in your business or you plan to have them in the future.

	Yes, we have this/these now	We plan to put this in place in the next 2 years	No, we don't have these (and have no plans of getting them in the near future)
Solar panels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renewable power purchasing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rainwater tanks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edible garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff engagement around sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced air travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible work arrangements to accommodate work/life balance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability reporting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 34. Thinking about the changes in your business requirements, what additional support would you like to see from Byron Shire Council?

None

Byron Shire can help by:



6.

35. Why do you no longer operate a business?



## Byron Shire Council Business Survey

7.

36. Byron Shire Council is establishing a Business Database to assist in the distribution of business specific information, funding opportunities and engagement. If you would like to have your business details collected in this database and receive relevant information from time to time, please tick here:

- Yes, please add me using the details below
- No thanks

37. If you clicked yes above please enter your details here:

<b>Name</b>	<input type="text"/>
<b>Company</b>	<input type="text"/>
<b>Address</b>	<input type="text"/>
<b>Address 2</b>	<input type="text"/>
<b>City/Town</b>	<input type="text"/>
<b>State/Province</b>	<input type="text"/>
<b>ZIP/Postal Code</b>	<input type="text"/>
<b>Email Address</b>	<input type="text"/>
<b>Phone Number</b>	<input type="text"/>

38. Thank you for taking the time to complete the survey!

- If you would like an overview of the results, please tick this box and make sure you have completed the details above so we will forward this to you.

# BUSINESS IN BYRON SHIRE

2017/18 BYRON SHIRE BUSINESS SURVEY RESULTS

