



LUCID
ECONOMICS

Byron Shire Business, Industry and
Visitor Economy Strategy
Council Workshop
September 2023

Methodology

Phases

Outputs

1. Project Start-up

- Review existing strategies and strategic documents
- Conduct project start-up meeting to discuss project background, methodology, deliverables and timing
- Conduct an inspection tour of the region

Inception Report
Detailed Project Plan

2. Research and Analysis

- Develop a detailed economic profile for the region (including 2021 Census)
- Develop a detailed visitor and events profile
- Conduct a sustainability assessment for the region

Background Report

3. Stakeholder Engagement

- Develop a comprehensive communication and engagement plan
- Conduct engagement of business and industry community as well as Council

Consultation Summary

4. Strategic Development

- Deliver a draft report
- Review with client and make necessary amendments
- Participate with Council in the public exhibition period
- Deliver final report

Byron Business, Industry
and Visitor Economy
Strategy

Community Strategic Plan

Byron has always been a 'meeting place' and continues to attract innovative, creative and smart people.



Vision

Byron Shire is a 'meeting place':

Where people can come together to connect, share, grow, inspire, and create positive change.



Effective Leadership

We have effective decision making and community leadership that is open and informed



Inclusive Community

We have an inclusive and active community where diversity is embraced and everyone is valued



Nurtured Environment

We nurture and enhance the natural environment



Ethical Growth

We manage growth and change responsibly



Connected Infrastructure

We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable.

Byron is unique and different

- The Byron Shire is the traditional home of the Arakwal people from the Bundjalung nation
- The Byron Shire is a collection of beaches, hinterland, towns and villages
- The Byron Shire is a centre of creativity, sustainability and inclusiveness
- The Byron lifestyle, attitude and vibe are unique and attracts a range of creative and innovative people that make up its diverse economy
- This attractive lifestyle is likely Byron's most important competitive advantage

The BIVE is an extension of the CSP



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Ethical Growth

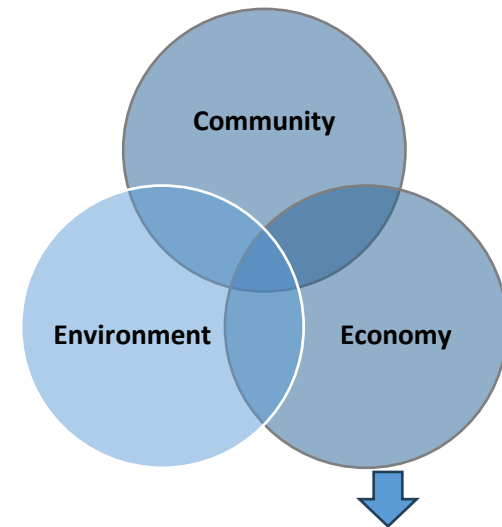
We manage growth and change responsibly



Connected Infrastructure

We have connected infrastructure, transport, and facilities that are safe, accessible, and reliable.

In order to manage growth and change responsibly, a balanced approach across the community, environment and economy is required

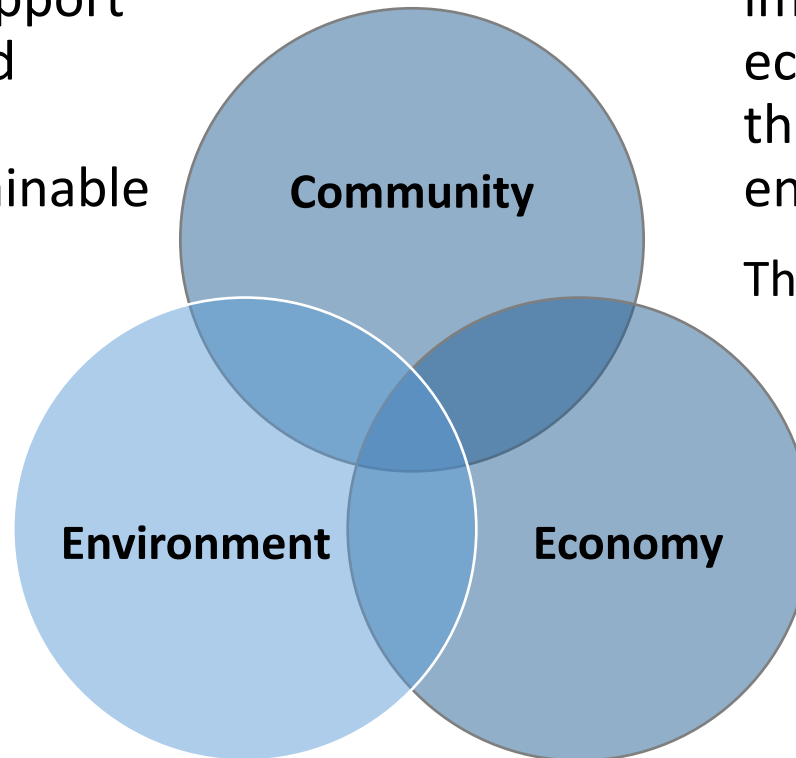


Business, Industry and Visitor Economy Strategy

Business, Industry and Visitor Economy Strategy

The goal should be for the economy to support the community and environment in a balanced and sustainable manner

In order to achieve balance, the economy seeks vibrancy, diversity and resilience



Recognising the important role that the economy has, to support the community and the environment

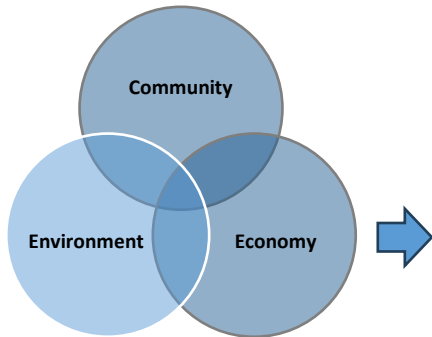
The BIVE should:

- Support sustainability and circularity
- Support the resilience of local businesses
- Encourage emerging sectors to grow
- Build informed and connected businesses

Feedback on current direction

- Community feedback:
 - The goal for the strategy should be for the economy to support the community and environment in a balanced and sustainable manner
 - 82% agree (18/22)
 - In order to achieve balance, the economy seeks vibrancy, diversity and resilience.
 - 73% agree (16/22)
 - Recognising the important role that the economy has to support the community and the environment, the BIVE should:
 - Support sustainability and circularity
 - Support the resilience of local businesses
 - Encourage emerging sectors to grow
 - Build informed and connected businesses
 - 86% agree (19/22)
- BIAC largely in agreement with direction, keen to understand details

Business, Industry and Visitor Economy Strategy



Goal: the economy to support the community and environment in a balanced and sustainable manner.



Fostering Engagement

- Bringing businesses together
- Engaging with businesses
- Encouraging innovation and sustainability
- Supporting regional engagement



Celebrating Our Identity

- Defining our visitor economy identity
- Promoting our innovative and circular business environment
- Celebrating our towns and villages



Planning for a Sustainable Future

- Ensuring spaces for businesses and residents
- Streamlining regulatory processes
- Supporting major redevelopment sites
- Augmenting infrastructure

Next Steps

- Develop action plan (Sept 2023)
- Develop BIVE strategy document (Sept 2023)
- Discuss with ET (Oct 2023)
- Discuss with Business Industry and Advisory Committee (Oct 2023)
- Council workshop (Nov 2023)
- Public exhibition (Nov 2023)
- Presented to Council for adoption (Feb 2024)

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