

Newcastle After Dark



Acknowledgment

City of Newcastle acknowledges the traditional country of the Awabakal and Worimi peoples. We recognise and respect their cultural heritage, beliefs and continuing relationship with the land, and that they are the proud survivors of more than two hundred years of dispossession. Council reiterates its commitment to addressing disadvantages and attaining justice for Aboriginal and Torres Strait Islander peoples of this community.

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Cover image: Evening event at Fort Scratchley



The 17 Sustainable Development Goals are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

The *Newcastle After Dark strategy* contributes to the following Goals.



Goal 3: Ensure healthy lives and promote well-being for all at all ages



Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all



Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation



Goal 11: Make cities inclusive, safe, resilient and sustainable



Goal 12: Ensure sustainable consumption and production patterns



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1.0 Our City at Night

The city is different at night. Shifting patterns of darkness and light change our sense of place. The mix of living, working and playing in the city centre alters as people pursue diverse entertainment options and a different cultural scene emerges in venues and on the streets. The nightlife of a city has close links to its cultural and community life. The leisure and consumer patterns of the city at night have evolved over decades to meet this demand for spaces that facilitate public and civic life and allow cultural activity to flourish. Yet, the night-time economy is equally a place of work and productivity, directly employing over twelve thousand Newcastle residents and accounting for 5.4% of the total Newcastle economy (\$1.358 billion in 2015). The Newcastle night-time economy is significant at a national and regional scale; presently it is the sixth largest night-time economy in the country.

A well-planned city night-time economy has a central role to play in city centre revitalisation, as well as exerting a major influence over the visitor and cultural economies of the city and the region.

The broader understanding of the economic and cultural value of nightlife has been steadily improving. At the same time, the role of alcohol in the night-time economy remains prominent, and the social and economic risks of its unmitigated and irresponsible supply and consumption are sharply in focus.

In light of this, it is critical that Council develop a comprehensive and positive strategic direction for the city at night.

Over the last decade Newcastle's night-time economy has mainly been known for the so-called 'Newcastle Intervention'. These supply-side-focused interventions have contributed to a decrease in alcohol-related violence and anti-social behaviour in the area that has drawn the attention of city governments and policy-makers alike. Based on these sustained successes, Newcastle is considered as a pioneer in strategic alcohol management. 'Lockout and last drinks' models have been replicated in nightlife precincts in Sydney and Queensland with varying effects.

Now, several years on, this work should be seen as an opportunity for re-visioning a safe and vibrant nightlife. Newcastle is not the city it was ten years ago. The city is evolving as revitalisation gathers momentum. The challenges we face now are different. Our approaches to managing the city at night must evolve apace.

Since implementation of the interventions, Newcastle has undergone significant change led by a strong growth in smaller, 'low impact' venues and a burgeoning creative and dining scene. This evolution of the city's nightlife towards more diverse venues attractive to broader demographics is in a direction that deserves further encouragement.

Coinciding with this has been an increasing pace of urban renewal projects coming through the pipeline into fruition. City centre residential density is increasing as city living rises in popularity. With this comes the challenge of balancing the needs of those calling the city centre home, and those who visit solely for entertainment. The growing University of Newcastle city campus is bringing thousands of students into the city centre and with them the demand for more diverse nightlife options. Streetscape and public domain improvements across the city centre represent an unprecedented opportunity to create a dynamic and secure public culture of nightlife marked by ease of access, public activation and enticing and interactive public domain.

These challenges are complex, but can be managed. The role of alcohol in the night-time economy remains an important consideration with flow on effects for both nightlife participants and city residents. At the same time, we look to other cities seeking to encourage night-time leisure and commercial activity not solely linked to licensed premises, but through a more holistic understanding of what can and should happen in a city at night.

The shifting culture of nightlife in Newcastle necessitates a broadening scope of what kinds of night-time activities and city planning issues fall within the scope of a strategy for the night-time economy. *Newcastle After Dark* is our response to this important challenge.





2.0 Newcastle After Dark

Vision

A city night-time economy characterised by its creative, vibrant and safe nightlife and that contributes significantly to the cultural and economic revitalisation of Newcastle.

Principles

In order to achieve this vision a set of shared principles were developed as the guiding framework for assessing initiatives throughout the strategy. The following principles and their definitions were collaboratively identified, tested and confirmed in the community engagement process.

Newcastle After Dark Principles	
Safe	A safe city at night is one in which people are confident they will not experience threat or harm
Diverse	A diverse night-time city has a wide range of options and offerings available
Inclusive	An inclusive city after dark welcomes and enables all kinds of people to participate
Vibrant	A vibrant night time city is renowned for a lively and energetic atmosphere or ambience
Creative	A creative Newcastle at night is a source of innovation and cultural production enhancing city life

3.0 About This Strategy

The *Newcastle After Dark: Night-time Economy Strategy* is Newcastle’s first specific strategy for guiding the development of the city’s night-time economy.

Newcastle After Dark identifies strategic principles to shape the Newcastle night-time economy over the next decade, and a four (4) year framework of programs and actions to ensure the safety, amenity and economic value of the city at night. It will guide decision-making around investment, planning and project implementation across Council, and also provide direction for key stakeholders and partners in a safe and vibrant night-time city.

The Strategy delivers on key components of Newcastle 2030, Council’s Community Strategic Plan. *Newcastle 2030* is grounded in extensive consultation and focuses on seven core themes reflecting the desires and ambitions of the local community. *Newcastle After Dark* supports outcomes in the following core themes of *Newcastle 2030*.

2030 Core Themes*	
Integrated and Accessible Transport	Effective and integrated public transport
Vibrant Safe and Active Public Places	Public Places that provide for diverse activity and strengthen our social connections
	Culture, heritage and place are valued, shared and celebrated
	Safe and activated places that are used by people day and night
Inclusive Community	A welcoming community that cares and looks after each other
Liveable Built Environment	A built environment that maintains and enhances our sense of identity
	Mixed-use urban villages supported by integrated transport networks
Smart and innovative	A culture that supports and encourages innovation and creativity at all levels
	A thriving city that attracts people to live, work, invest and visit
Open and collaborative leadership	Integrated, sustainable and long-term planning for Newcastle and the Region

*Newcastle 2030 Newcastle Community Strategic Plan (Revised 2018)

3.1 Parallel Planning

Newcastle After Dark has significant strategic links with a range of other Council planning documents.



Economic Development Strategy 2016-2019



Local Planning Strategy



Smart City Strategy 2017-2021



Safe City Plan 2017-2020



Cultural Strategy 2016-2019



Newcastle Transport Strategy 2014



Events Plan 2016-2019



Destination Management Plan 2016-2019



Social Strategy 2016-2019



4.0 Defining Challenges and Key Opportunities

Newcastle is both the second largest non-capital urban centre, and the second oldest city in Australia. The Newcastle Local Government Area (LGA) is home to 152,948 people (2016 census) and at current projections is expected to grow by an additional 32,000 people by 2036. The city welcomes about 4.1 million visitors each year. Newcastle is at the centre of the Lower Hunter region (600,000 people) serving as the primary provider of business, health, education and professional services.

The city has undergone a major transformation over the last two decades, with strong growth in services, activity and employment. In particular, there has been growth in knowledge industries, with the expansion of health, higher education, professional and technical services and the creative economy. These industries, along with the traditional energy and engineering sectors, are providing the foundation for growth of Newcastle and the broader region.

These demographic and economic changes are exerting an influence over all aspects of city planning, community life and business activity. The performance of the city at night is not exempt. Within these broader structural changes there are a range of opportunities for the ongoing development of a safe, diverse and vibrant night-time economy and creative and inclusive cultural life of the city at night. Three in particular stand out as defining the present challenge:

1. Venue Diversity, Density and Availability
2. Noise and Land Use Conflicts
3. Alcohol-related Violence, Lockouts and Last Drinks

4.1 Venue Diversity, Density and Availability

When planning for density and diversity of nightlife it is important to consider that nightlife is more than licensed venues. It also takes place in a wide variety of public and commercial spaces and involves many activities unrelated to the consumption of alcohol. This broader understanding of venue diversity, beyond traditional stereotypical understandings of alcohol-led entertainment, is at the heart of the Newcastle After Dark strategy. Night-time active leisure, late opening museums and art galleries, all ages venues, late sittings of restaurants, late trading retail and educational seminars all form part of an active and vibrant night-time economy appealing to a wider range of demographics. Supporting the growth of diverse options will provide greater accessibility to the city at night and increase the overall level of participation.

A diversity of venues is understood as a key contributor to a sense of vibrancy. A cluster of homogenous venues can facilitate a dominant culture that is limited and exclusive. A diverse mix of venue styles and types will in contrast attract a diverse range of participants, in turn contributing to improved perceptions of safety. Venue diversity is also important for the development of cultural spaces and broader social diversity which are important preconditions for an inclusive society accepting of gender, ethnic and subcultural difference.

Yet there is no doubt that alcohol consumption remains prominently associated with night-time leisure, and must be robustly managed to ensure the safety and amenity of participants and surrounding areas.

It is established that liquor license density can be a strong predictor of alcohol-related violence. Research acknowledges that the type of alcohol outlet matters



in terms of the quantity of alcohol sold, the level of adherence to responsible service guidelines, the type of license, the trading hours, patron numbers, patron demographics, type of beverage consumed, as do socio-economic factors, environmental characteristics and the total alcohol outlet density.

For these reasons Newcastle After Dark will develop holistic planning for clusters that work with cumulative impacts and precinct saturation thresholds, and engage in new research to establish relationships between venue operational models, licensing conditions, environmental characteristics and community safety impacts. Ultimately, the After Dark strategy seeks to steer growth in licensed premises density toward low impact venues, and ensure that liquor licenses density reflects an appropriate mix of venue types including non-alcohol-related entertainment options, and adequate public infrastructure to mitigate potential negative outcomes and support safe and activated public places.

Our partners in a safe night-time city, including police, emergency services and community advocates, agree that the city has experienced an increase in the number of licensed premises under the Newcastle model conditions. This increase, documented by NSW Police in 2016 as a 110% in total licensed premises and a 140% increase in liquor licenses associated with low impact venues (for example licensed restaurants and small bars), has led to a better mix of premises in a more diverse NTE. Importantly, this growth has occurred without a concomitant rise in alcohol-related violence.

The position and proximity of licensed premises relative to one another is an important factor. An extensive study into liquor license density and cumulative impact

conducted for NSW Office of Liquor Gaming and Racing in 2012 found that clustering of liquor licenses had both positive and negative economic and social impacts. Despite ranking near the top of state-wide rankings for the total number of premises across major categories of liquor license, Newcastle ranked low in actual density (15th). This can be attributed to the traditional east-west structure of the city centre and the extended nature of Hunter Street, which still sees four nightlife precincts situated along its length (East End to Hamilton). The density of licensed venues in Newcastle city centre is of course greater than that of the LGA as a whole.

Current city revitalisation planning (*Hunter Street Masterplan 2010; Newcastle Urban Renewal Strategy 2014*) is to establish nodes or 'activity centres' along Hunter Street rather than attempt to foster activity the full length of the Australia's longest main street. This model is creating north-south connections, and improving mobility along the east-west spine. These same principles stand for night-time economic development. While clusters of venues can generate adverse cumulative impacts if unmanaged, the alternative – to have a widely dispersed and dislocated nightlife – extends both the effective geography of the governance task and the degree of residential impact. The challenge is to foster nightlife clusters of diverse venues and appropriate public spaces and facilities, and to effectively manage their growth to leverage shared infrastructure benefits and network effects, while also mitigating social harms and amenity impacts. The After Dark strategy is committed to working with partner agencies and researchers to develop and utilise new tools for understanding both the location and density of night-time activities, and also clear and effective criteria for cumulative impact and licensed venue saturation.



4.2 Noise and Land Use Conflicts

As the regional centre of culture for the Hunter Region, the city has served as the primary entertainment mecca. It has been a key stop on the national touring circuit and has traditionally boasted strong live music and performance scenes. Sometimes this prominent role has strayed into notoriety (as with the Star Hotel riot of 1979) but more often the city centre serves as a place of entertainment for multiple generations. This rich cultural life of the city at night is intimately interwoven into the identity of Newcastle.

The Newcastle city centre is experiencing regeneration as a place to live, work, invest and visit. In 2016-17 private investment development pushed through the \$1 billion milestone. 2017-18 is likely to see development exceed \$1.5 billion. A considerable proportion of this is investment into new residential living, particularly in the East End and West End/Wickham areas. This has coincided with the growing pace of urban renewal projects transforming the city to result in a rapidly increasing city centre residential population (5,888 at the 2016 census; an increase of 1930 people from 2006). In many ways, the investment of residents into the city centre is a key dimension of the city's successful revitalisation. Residents taking up city living are helping to transform the city, and provide a valuable local base for participation in nightlife activity.

The majority of residential growth in the city centre occurs within mixed use zoning. By definition this means that residential uses must co-exist with other approved uses such as commercial and retail. The Newcastle 2030 community strategic plan, recently re-endorsed by the community and Council (2018), identifies the ambition for a city centre comprised of vibrant mixed use villages. A vibrant city nightlife forms a central part of that vision. The use of s149

certificates can assist in managing the expectations of city residents regarding levels of background noise. At the same time, the right of residents to not be unduly impacted by noise late at night is a responsibility taken seriously. After Dark, and the forthcoming Live Music Strategy, support a more coordinated sound management regime to be implemented by various responsible agencies. One policy approach to managing this tension between the valuable social, cultural and creative benefits of live music and performance, and the legitimate demands of city residents not to be unduly disturbed, is called the 'Agent of Change' principle. This legal principle outlines that the entity responsible for introducing a change into the built environment carries the onus of mitigating the impacts of that change. Applied to city living and the night-time economy, Agent of Change would imply that a developer responsible for building a residential complex needs to 'design in' reasonable noise mitigation (for example double glazing). Conversely, a late night venue seeking to extend venue space or hours of live performance would need to ensure noise impacts are managed. Agent of Change distributes risk and cost fairly, while providing a level of protection for valuable live music and performance space.

There is an expectation that life in a city centre is going to involve denser social and business interactions, and that these will extend beyond the comparative time periods of suburban neighbourhoods. The premiere city nightlife precincts will have different approved uses including later trading venues and increased noise levels, whether from live entertainment or generally heightened levels of social activity. One benefit of clustering is a 'containment' effect of these potential land-use conflicts. However, ultimately there needs to be acceptance on behalf of city centre residents that city life involves a degree of noise and activity.



4.3 Alcohol-related Violence, Lockouts and Last Drinks

Newcastle City Council has a longstanding interest in supporting effective management of alcohol consumption and its effects. 'Alcohol and Drug related Crime' was identified as one of five key themes in the Council's Crime Prevention Plan 2001. Alcohol-specific strategies in this plan focused on managing changing consumption patterns and enhancing responsible service of alcohol. The Plan specifically identified a trend of an alcohol-centric night-time economy and youth culture of binge drinking, and the importance of responsible service and quality venue management.

Community concern regarding rates of alcohol-related violence and anti-social behaviour peaked in 2007 and 2008 prompting a range of State Government agencies to develop a suite of strategies, collectively called the Newcastle 'Intervention' or 'Model', focused on the late-trading licensed premises of the Newcastle city centre. These initiatives were introduced in a voluntary capacity in the nightlife precinct of Hamilton in 2010. At their core these strategies focus on restricting supply of alcohol. The key elements of the interventions, led by the NSW Police and Liquor and Gaming NSW (LGNSW) are:

- Earlier closing times; no later than 3.30am
- 1.00am or 1.30am restricted entry policies (lock outs)
- Drink restrictions after 10pm including:

- No shots
- No more than four drinks
- No drinks stronger than 30mls of alcohol
- No Ready to Drink stronger than 5% alcohol volume

The Safe Newcastle: Alcohol Management Strategy 2010-2013 (AMS) was developed and implemented by Newcastle City Council in response to a growing understanding and community expectation of the need to manage potentially detrimental impacts of alcohol in the city. This award-winning strategy proposed a wide range of initiatives across multiple areas. Many initiatives have been successfully established as continuing activities, and together with those of partner agencies, have had a marked effect on the extent of alcohol-related harms.

Independent research has verified that a sustained decrease in alcohol-related violence was achieved through these combined interventions including reduction in public assaults and presentations to emergency departments.

The dominant culture of nightlife in Newcastle has changed in terms of the behaviour of participants, the styles of venues that are popular, and the broader community expectations of acceptable risks and harms. This is partially due to the Newcastle interventions. The view of combined emergency service workers is that the primary business models that relied on the harmful



distribution of alcohol have been changed, and that venues that retail alcohol should continue to be subject to robust regulatory frameworks.

Despite the success of the interventions, Newcastle continues to rank above the NSW State average for public violence. These impacts continue to be of concern for city officials, our partners in a safe city including police and emergency services, and residents and the broader community directly affected by alcohol-related antisocial behaviour, and indirectly by the broader social costs associated with irresponsible supply and consumption of alcohol.

These rates of risk indicate that there is still further work to be done in community safety. The After Dark strategy retains strategic alcohol management as a foremost strategic priority. It positions the City of Newcastle to be an active participant in cross-sector and multi-agency efforts to sustain and further increase the community safety gains of the Newcastle model.

The After Dark approach does consider the role of more diversity in liquor license premises in terms of a range of different venue sizes and styles to attract more diverse demographics as nightlife participants. For example, a venue trading under a small bar license for an extra hour may not have an equivalent impact on late night incidents by virtue of a different clientele, culture and management model.

The City of Newcastle will continue the case-by-case determination of premise trading hours through its

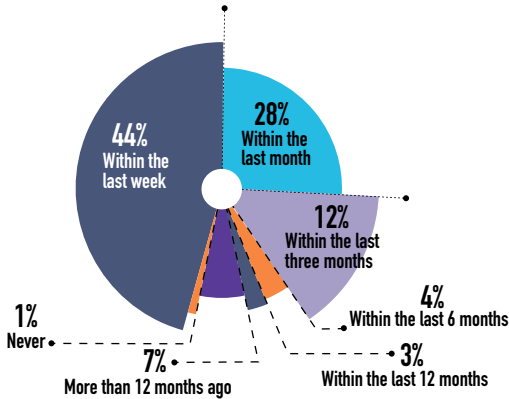
development assessment process and consider the status of a licensed venue as low, medium or high impact within all development assessments. Low impact venues would be approved to trade beyond 12am, in accordance with the restrictions of the relevant liquor license category.

With the right suite of measures, support and compliance monitoring, classification as a low impact venue could be achievable by a range of venues including cinemas, restaurants, craft beer and wine bars, live music and performance venues (acoustic performance, micro theatre, stand-up comedy and poetry). Importantly, we will work with cross-sector agencies and partners, including researchers, to establish the criteria, venue characteristics and impact considerations that inform the low impact venues framework.

Through Newcastle After Dark, the City of Newcastle is working towards a framework that reflects the present cultural and economic state of the city at night, with a focus on supporting and incentivising further growth in diverse and low impact venues. The opportunity is to build on the successes of the interventions a decade ago, to sustain gains in community safety, while charting a course to a future city that is simultaneously safe, diverse, inclusive, creative and vibrant.

5.0 Snapshot

FREQUENCY OF PARTICIPATION IN THE NEWCASTLE NIGHT-TIME ECONOMY



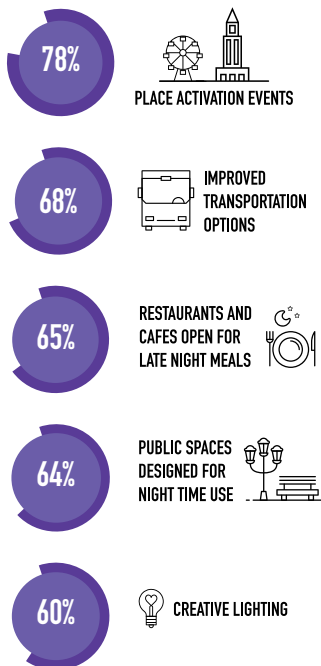
Source: Newcastle After Dark Survey 2015, Newcastle City Council

LICENSED VENUES BY CATEGORY IN NEWCASTLE LGA IN 2017



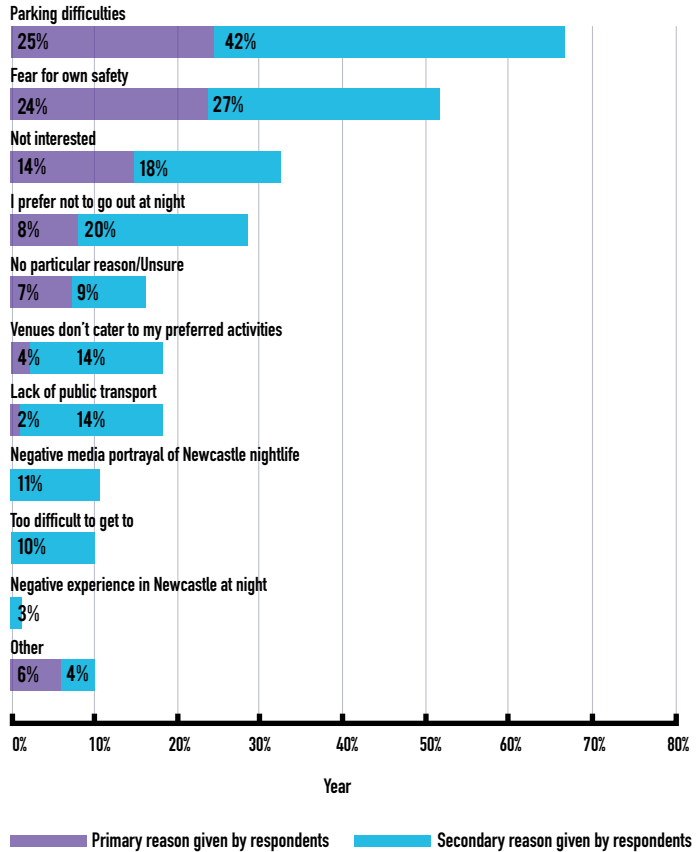
Source: NSW Liquor and Gaming 2017

ACTIVITIES AND INITIATIVES THE COMMUNITY WANTS TO SEE MORE OF AFTER DARK



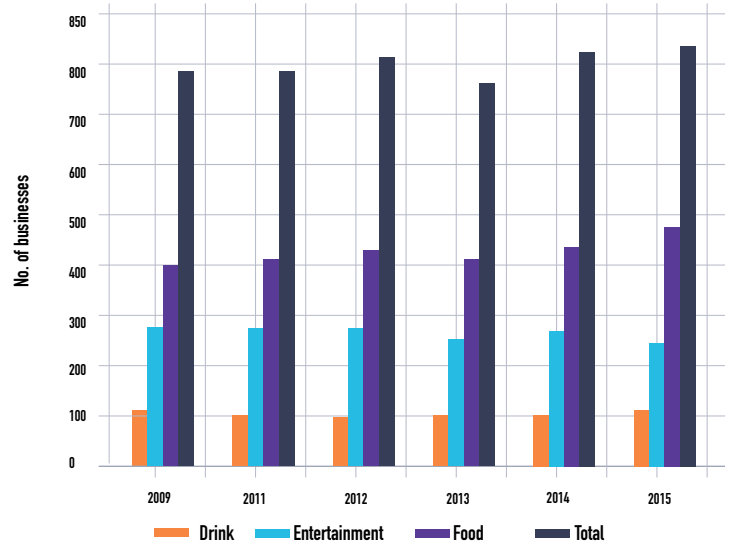
Source: Newcastle After Dark Survey 2015, Newcastle City Council

REASONS PEOPLE DON'T PARTICIPATE IN THE NEWCASTLE NIGHT-TIME ECONOMY



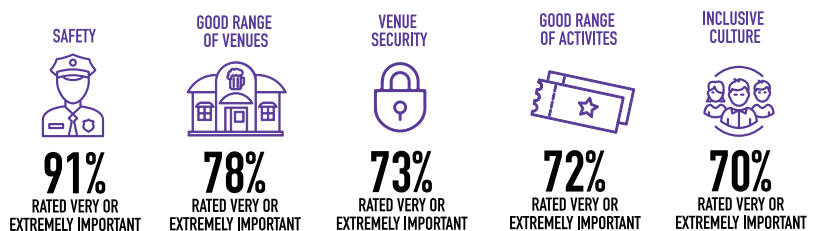
Source: Newcastle After Dark Survey 2015, Newcastle City Council

GROWTH IN NIGHT-TIME ECONOMY BUSINESSES



Source: The Australian Night-time Economy Research Report 2017

FACTORS IMPORTANT IN ENSURING AN ENJOYABLE NIGHT OUT



Source: Newcastle After Dark Survey 2015, Newcastle City Council

ECONOMIC OUTPUT

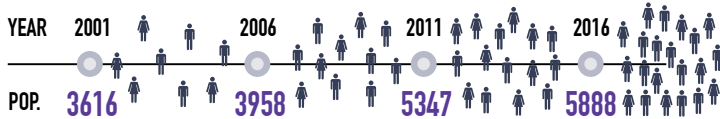
The Newcastle NTE had a turnover of \$1.274bn in 2015.



Economic output of the Newcastle NTE is up 26% since 2009 (up from \$1.011bn)

Source: The Australian Night-time Economy Research Report 2017

CITY CENTRE RESIDENTIAL POPULATION



Source: Australian Bureau of Statistics 2017

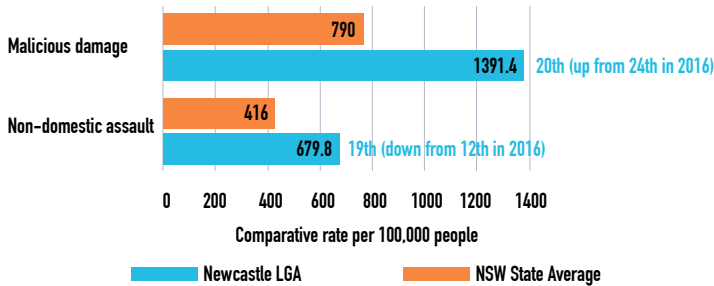
EVENTS

Events sponsored by Council 2017-2018 **10**

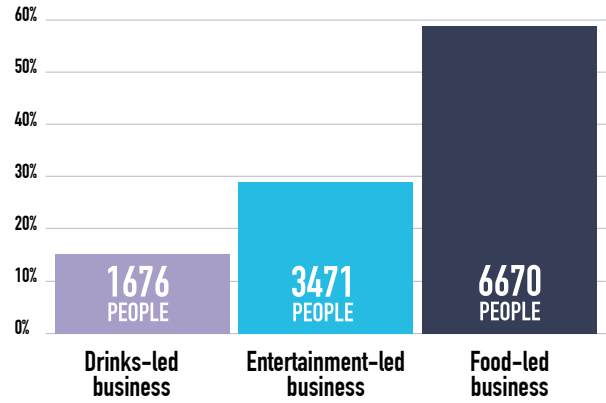
Events approved by Council 2017-2018 **249**

Source: City of Newcastle

IMPACTS IN NEWCASTLE VERSUS NSW AVERAGE 2017



NIGHT-TIME ECONOMICS: EMPLOYMENT



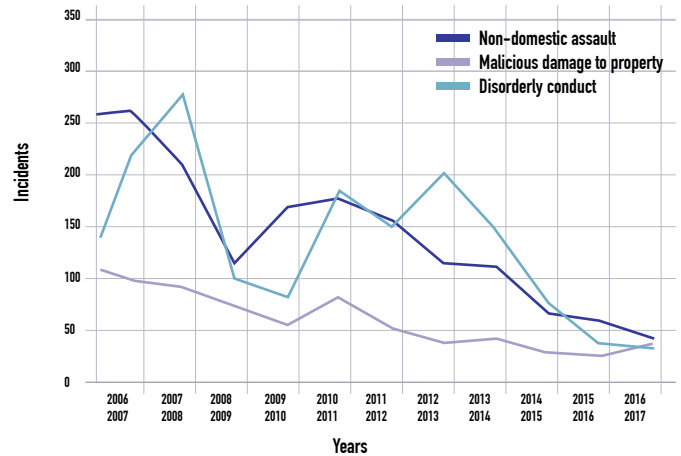
Employment in the NTE is up 18% from 10,059 in 2009 to 11,877 in 2015

The drinks-led and entertainment-led business sectors both employ less people than in 2009 -63 (drinks-led) and -360 (entertainment-led) employees respectively.

Source: The Australian Night-time Economy Research Report 2017

NEWCASTLE CITY CENTRE LATE NIGHT SAFETY

Number of incidents of selected offences recorded by NSW Police occurring in Newcastle and Newcastle West. Friday and Saturday night. 10pm to 6am



Source: Bureau of Crime Statistics and Research

Food-focused business represents **57%** of all NTE businesses in the Newcastle LGA. This is a **66%** increase since 2009. Food-led businesses also account for **47%** of licensed premises.

CREATIVE INDUSTRIES IN NEWCASTLE

The number of people employed in creative industries occupations in the city is estimated at **4070**

Source: Research Report into the Creative Industries in the Hunter

MOST POPULAR PRECINCTS



Source: Newcastle After Dark Survey 2015, Newcastle City Council

Council's Role







6.0 Our Role

The Newcastle night-time economy has major impacts on the safety and amenity of the city and local centres. We perform many key functions that influence and support the community including at night. Some of these are: safety and safe workplaces, ensuring a consistent approach to development, and encouraging economic and cultural activity in the city.

We work collaboratively with all tiers of

government, as well as community-based organisations, to ensure that adequate resources are targeted towards needs, and that we work collectively to maximise opportunities and to add value to relevant agencies work programs.

We have a range of roles related to developing and ensuring a safe, culturally diverse and economically prosperous night-time economy.

Our Roles		
	Provider	We provide a range of infrastructure, services, facilities and programs that meet the needs of the community. This includes Council's provision of a regulatory function with relation to certain requirements as laid out in the Local Government Act (year), and monitoring community and commercial behaviour to manage compliance with those regulations
	Leader	We identify key community issues and mobilise both local and external stakeholders to respond where appropriate. Plan and provide direction through policy and practices
	Collaborator	We support and partner with the community, private and government organisations to deliver tangible benefits to the community
	Planner	We will use our professional expertise to undertake research, provide information, and in consultation with community stakeholder, develop and evaluate ways to resolve identified issues. We will undertake this work from a whole of community perspective
	Capacity builder	We work with community groups and agencies to meet local needs. We mentor and/or assist community groups to obtain the necessary resources through partnerships with other agencies. We also distribute funding through competitive and transparent process to support activities in community and economic development
	Advocate	We give a voice to the community by advocating to achieve benefits and best possible outcomes for Newcastle

7.0 Our Key Approaches

Ours is a positive vision of the city at night. The Newcastle night-time economy encapsulates all kinds of cultural and economic activity after dark. Activity occurs throughout the city evening and into the late night. The *Newcastle After Dark strategy* aims to steer and encourage all night-time activity in ways that position it as a positive element in the revitalisation of Newcastle. A safe, diverse, creative city at night is one where people want to work, visit, live and play.

The *Newcastle After Dark strategy*, in its strategic priorities and initiatives, has been developed to account for and support the key trends driving city revitalisation. Through alignment with these major drivers, the creation of a safe and vibrant night-time economy adds great value to the renewal of Newcastle.

University of Newcastle Campus



The expansion of the University of Newcastle city campus will dramatically re-shape the Civic and Honeysuckle Precincts. The major NEW Space building, refurbishment of University House, forthcoming Innovation Hub, and further University of Newcastle spaces and facilities in Honeysuckle and rail corridor land are increasing capacity for thousands of students creating demand for a wide variety of venues across the city. The staff and servicing of the city campus also drives considerable broader employment, often well beyond traditional 9-5 work hours.

City Living

Newcastle city centre, including Wickham, is undergoing a dramatic increase in housing supply which will increase the city centre residential population by an estimated 3000 people over the next five years.

City centre residential living is an important factor in a sustainable night-time economy, increasing casual demand for venues and activities.

Flagship Urban Renewal Projects

A range of major urban renewal projects are maturing which will substantially influence urban planning and economy across the Newcastle. Among these major projects are the Newcastle Transport Interchange and redevelopment of the adjacent Store building; the development of the rail corridor creating new north-south connections and new public spaces; mixed-use development of the former Hunter Street Mall; the redevelopment of the old Newcastle Train Station as an entertainment precinct, and the long-awaited renewal of the Victoria Theatre as a live performance destination.

Renewed Public Domain

Council is in the process of progressively upgrading public domains throughout the city centre to provide an enhanced residential and visitor experience of the city's public spaces. Public domains scheduled for renewal include Newcastle East End parks and streets, the Civic Park precinct and Newcastle West including Birdwood Park. These city centre improvements are in addition to the ongoing improvements to the Newcastle coastline through the award-winning Bathers Way project. Honeysuckle continues to progressively extend westward with increased residential and commercial buildings, including a new Hotel at the Cottage Creek site. These developments will continue delivery of high quality public domain along the harbour shore.

Smart City

The Newcastle Smart City project is guiding the transition of Newcastle in ways that maximise opportunities presented through integrated technology and data, toward ultimate goals of improved liveability, sustainability and economic diversity of the City. The smart city will create enhanced digital connectivity and technology-integrated infrastructure, and seed a Digital Precinct to support entrepreneurs, tech and knowledge-related start-ups in the digital economy and creative industries. It is delivering into the city centre a range of advanced technologies including Wi-Fi, digitally-interactive places and mobility advances.

Light Rail/ Integrated Transport

The introduction of light rail into the Newcastle city centre, alongside the development of a well-planned integrated transport strategy for the Hunter, will have major positive effects on the night-time economy. The East-West connectivity of the light rail will provide an easy mode of transport increasing circulation between city nightlife precincts.

In addition to the general positioning of night-time economy as a positive element of revitalisation, *Newcastle After Dark* adopts four central approaches to underpin the strategy.

7.1 Collaborative Partnership-based Approach

A key aspect of Council's approach to managing Newcastle after dark is a multi-agency, multi-sector approach demonstrating the importance of collaboration between all levels of government and with non-government agencies, business and the wider community.

7.2 Precinct Level Planning

Newcastle After Dark has embraced the emergence of distinct precincts. Acknowledging that night-time activity happens in a variety of locations across the city and each has a diverse local character and identity, mix of offerings and cultural dynamics. The majority of Newcastle's night-time economy takes place across seven nightlife precincts: East End, Civic-CBD, West End, Hamilton, Darby Street, Honeysuckle, and Junction-Merewether. These precincts are existing City of Newcastle planning elements, and are established ways of understanding the nightlife areas of the city centre. Precincts will form the basis for developing unique nightlife destinations through marketing and promotion, as well as understanding important considerations such as cumulative impact.

7.3 Cluster Planning and Curation

Night-time venues tend to cluster together and our approach to planning celebrates this and aims to strategically encourage cluster development.

A night-time cluster includes entertainment venues, and the surrounding public spaces and streetscapes. A good cluster is well serviced with a variety of options for activity and connectivity. Different clusters emerge to prominence at different times of night and are increasingly understood and experienced as entertainment destinations.

We acknowledge three varieties of nightlife cluster that have differing planning and management requirements:

- 1. Planned Cluster:** A self-sufficient planned arrangement of venues and spaces collectively targeting night-time leisure
- 2. Organic Cluster:** An unplanned grouping of venues around appropriate public spaces and facilities, often led by a cultural focus or leisure theme
- 3. Emerging Cluster:** A cluster currently growing in popularity as a destination, and progressively gathering additional cluster characteristics

Across these varieties are a range of characteristics that define a nightlife cluster contributing to night-time cultural vibrancy without unduly impacting the surrounding areas.

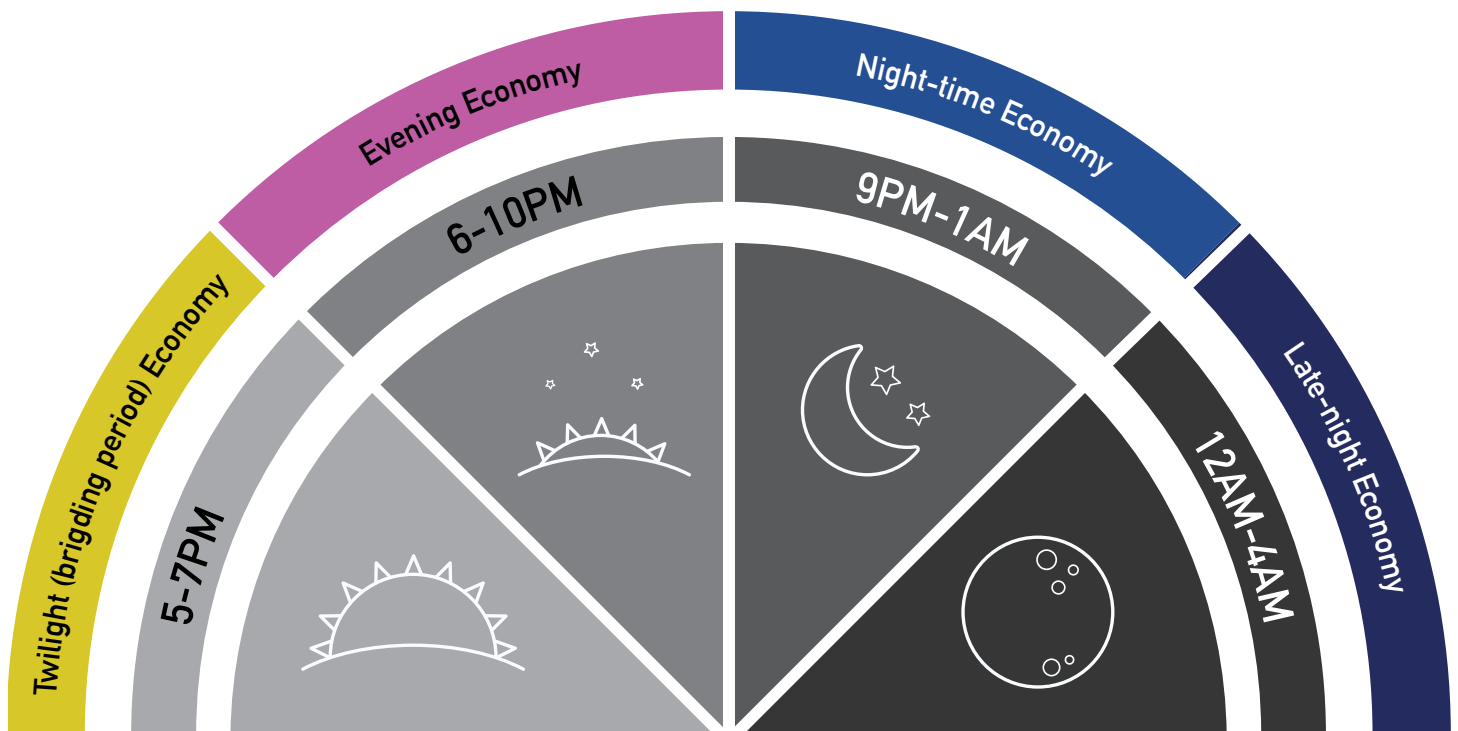
- A mix of different venue types and sizes
- One or more destination venues
- A mix of licensed and unlicensed venues
- A mix of venue-based and public entertainment options
- Managed impacts on surrounding residents in terms of sound and anti-social behaviour
- A point of difference and a sense of place
- Transport connectivity
- Walkability within the cluster and between neighbouring clusters
- Good opportunities for people watching
- Resilience to change in venue mix

7.4 Time-of-night Planning

Just as activity happens across the city in different places, it also happens in different ways throughout the night. As the night goes on, different demographics and nightlife cultures emerge to prominence, and with them different kinds of activity, service needs and risk profiles.

Newcastle After Dark adopts a model that acknowledges several distinct 'layers' of activity, each with its own unique character and set of opportunities for alcohol management, cultural experience and economic development.

There are key times of night that signal a major change in the kinds and diversity of venues available or the easy access to public transport, or that introduce a changed compliance environment such as noise thresholds. Targeting initiatives at a specific time of night ensures a more nuanced strategic approach.



Of particular strategic interest are the overlap between these time periods, as they involve shifting demographics and can produce increased demand on resources (for example, taxis). By demarcating an overlap between time periods, this approach ensures that any initiative targeted at a key time of night must also acknowledge and accommodate the tail and emergence of the time periods both prior and following. Importantly, the boundaries of these time periods are not set in stone, but are the product of policy, culture and venue availability. They are open to change as we create our city at night.

There are also key growth periods that present greater opportunity for economic development and cultural activity of the kinds that contribute to the *Newcastle After Dark* vision of a safe and vibrant night-time economy. For instance, the Twilight period, while not strongly associated with the Night-time economy is important for capturing the activity of the daytime economy and transitioning into strong levels of evening economy activity in nightlife precincts. Research shows that if people can be retained through the twilight period then night-time dining and cultural activity can be significantly strengthened.

There is widespread consensus across Newcastle that any growth in the Late-Night Economy should represent

low impact venues and be aimed at the earlier part of that period. For example, the City of Newcastle will be seeking to encourage suitably well managed low impact venues (for example small bars) to trade until 2am to facilitate continued progress in venue diversity. The primary focus of *Newcastle After Dark* is on the Evening and Night-time Economy periods.

Overall, the strategy for *Newcastle After Dark* is to grow and expand the types of nightlife activity and amenity associated with the evening economy later into the night. These characteristics include high venue diversity, a wide variety of entertainment options, diverse and multigenerational set of participants, easy and regular transport access, and a safe public space.

Consultation

8.1 Consultation Summary

The *Newcastle After Dark strategy* is the culmination of extensive research and community consultation. The following research, reports and community engagement activities provide a wealth of material specifically pertaining to the management and experience of Newcastle at night.

This research, consultation and engagement activities provides an evidence-base for understanding the complex dynamics of the local night-time economy. Integration of this body of work has informed key issues, and identified areas for collaboration as Council and partners work towards the development and maintenance of a safe and attractive nightlife in the city.

Report/Engagement	Type	Author	Year
Managing the Night-time Economy in Newcastle	Consultant's Report	Dr John Montgomery	2009
Newcastle by Night	Public Consultation	Newcastle Voice Newcastle City Council	2010
Dealing with Alcohol-related Harm and the Night-time Economy	Research Report	Hunter New England Health & Deakin University	2011
The Australian Night-time Economy 2009-2011	Research Report	National Local Government Drug and Alcohol Advisory Committee (NLGDAAC)	2012
Newcastle Night-time Economy Intercept Survey	Public Survey and Report	Key Insights	2012
Newcastle at Night: Young People and the Night-time Economy	Public Survey and Report	Newcastle Youth Council	2013
Night-time Economy Discussion Paper	Public consultation and Discussion Paper	Strategic Planning Newcastle City Council	2013
After Dark: Idea bombing Newie	Public Consultation Event	Idea Bombing Newie	2014
The Australian Night-time Economy 2009-2013	Research Report	NLGDAAC	2015
Newcastle After Dark	Public Survey and Report	NCC - Newcastle Voice	2015
The Australian Night-time Economy 2009-2014	Research Report	NLGDAAC	2016

8.2 Community Consultation









The local night-time economy has been rapidly evolving as a new culture of nightlife emerges in Newcastle in response to both local governance arrangements and reflecting national trends. It is important that the new strategy for the city at night reflects these changes and responds to the present set of city issues and opportunities.

The *Newcastle After Dark* community consultation program was designed to encapsulate the existing evidence base, and to provide widespread opportunity for community and stakeholder input into the

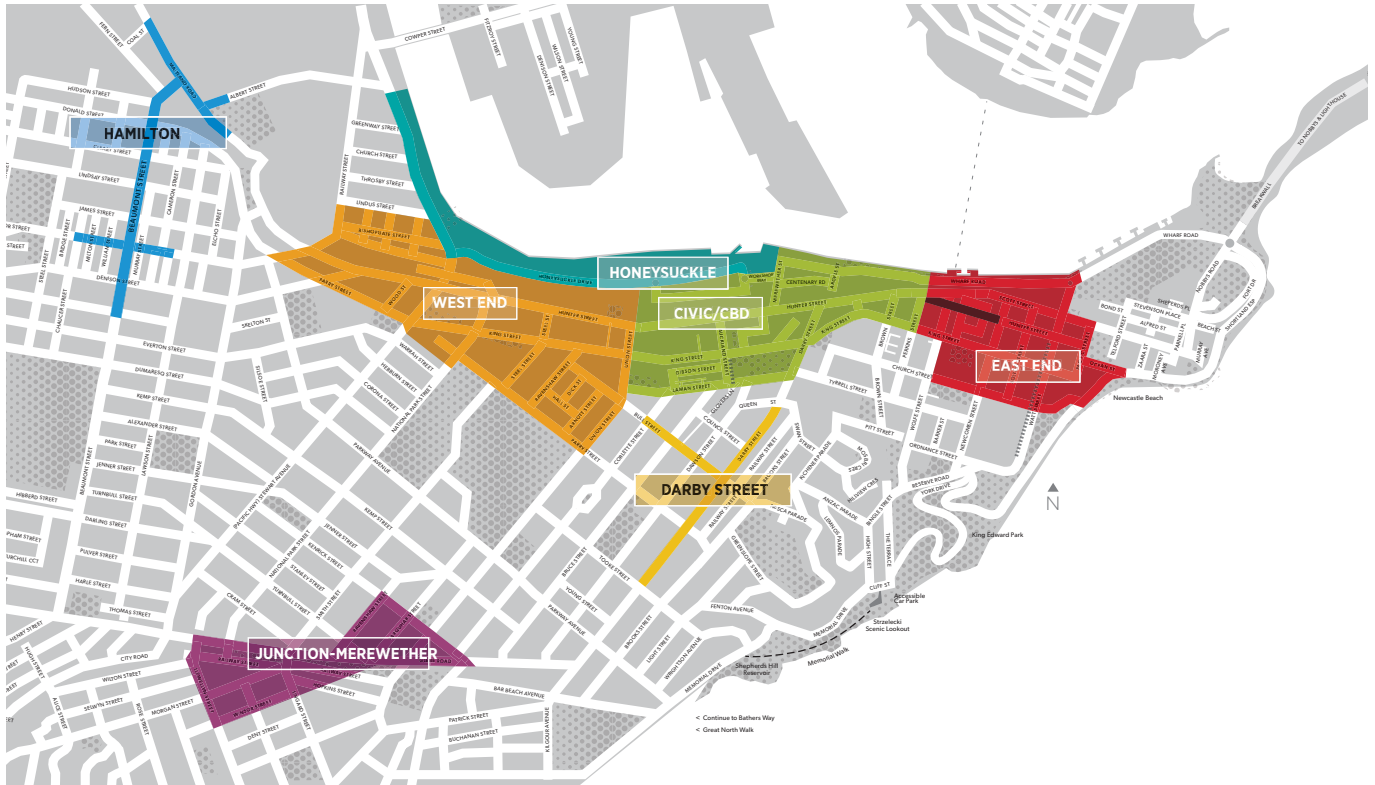
identification of issues and development of strategies.

The consultation was multi-phase and included a range of engagement activities to reach different audiences. When combined with the existing knowledge base it has provided a powerful platform on which to build a positive and forward-thinking approach to creating the city at night that the Newcastle community is seeking: safe, diverse, inclusive, vibrant and creative.

The following elements made up the *Newcastle After Dark* engagement:

AFTER DARK SURVEY	The Newcastle After Dark Survey sought to identify patterns of visitation and to understand motivations and preferences of participants in the night-time economy.	 853 <small>RESPONDENTS</small>
COMMUNITY IDEA BOMBING SESSION	Free community event aimed at youth and young at heart. The Idea Bombing session featured a series of short talks followed by an ideas gathering session. Predominantly attended by individuals from the creative industries.	 72 <small>PARTICIPANTS</small>
SOCIAL SERVICES CONSULTATION	Sector specific consultation with social and human services coordinated through the Newcastle Interagency network	 31 <small>ORGANISATIONS</small>
STRATEGIC WORKSHOPS	The strategic workshops provided the opportunity for a diverse range of stakeholders to engage with the key issues underpinning Newcastle After Dark. These events were highly interactive and in particular enabled participants to identify objectives across priority areas and to develop the programs which deliver the strategy.	 83 <small>PARTICIPANTS</small> 3 <small>SESSIONS</small> <small>(53 ORGANISATIONS REPRESENTED)</small>
NIGHT WALKS AND WORKSHOPS	The night walks involved a guided tour through different precincts to understand the local characteristics and opportunities, culminating in an interactive workshop where participants engaged in collaborative precinct planning aimed at acknowledging existing and potential centres of night-time activity.	 5 <small>PRECINCTS</small>  92 <small>PARTICIPANTS</small>
STAKEHOLDER ENGAGEMENTS	A series of workshops, presentations and feedback gathering sessions with key sectors and partners in the delivery of the strategy. Including: NSW Police, Liquor and Gaming NSW, Hunter New England Health, Newcastle Now, Hamilton Business Chamber, Mayfield Business Group, Scentre Group Management, Newcastle Tourism Industry Group, CBD Liquor Accord, Hamilton Liquor Accord.	 11 <small>SESSIONS</small>
LIVE MUSIC ROUND TABLE	A roundtable meeting with representatives from the live music industry including musicians and artists, venues, local, state and federal level members.	 30 <small>PARTICIPANTS</small>

9.0 Overview

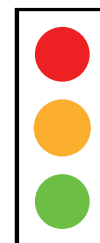


Each precinct has its own significant sense of local character, alongside a unique set of challenges and opportunities. *Newcastle After Dark* focuses on these unique characteristics as key resources in the development of night-time economy that reflects a diversity of participants and a range of leisure, cultural and lifestyle options. This section explores the seven city centre nightlife precincts in detail.

The major town centres across the Local Government Area support minor nightlife clusters which are important in their own right, and which also play a key role in the wider city dynamics of Newcastle at night. These town centres include Wallsend, Mayfield, Lambton and Kotara.

Traffic lights

Green, amber and red ‘traffic light’ colours have been used to demonstrate where a precinct has been rated by survey participants in terms of being: Safe, Inclusive, Diverse or Vibrant





NEWCASTLE'S HERITAGE PRECINCT IS HOME TO A GROWING RANGE OF COOL AND CLASSY BARS CLUSTERED AROUND A FEW ICONIC HOTELS.

Two glasses icon. The East End is such a unique city opportunity, amazing heritage streetscapes and old buildings waiting to be brought back to the glory days... Better lighting would promote this precinct's walkable nature. Two glasses icon.

Challenges

1. Planning controls and complexity of development linked to the heritage building stock
2. A non-central location in the city has represented a mobility challenge to attract participants
3. The legacy of the former mall continues to affect perceptions of safety, but is also a great opportunity for reinvention

Opportunities

Major opportunities in the East End Precinct relate to the proximity to the port and the beach, the incredible heritage streetscapes that give this precinct a unique feel, and three major clusters in development as destinations: Market Street, Newcastle Train Station and Hunter Street. More small bars would be welcome here.

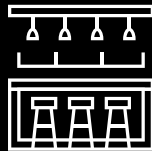
PRECINCT CHARACTERISTICS

- SAFE
- INCLUSIVE
- DIVERSE
- VIBRANT

TIME-OF-NIGHT
Twilight through to night-time economy



WHAT MAKES THE PRECINCT UNIQUE?



More wine bars & small bars than traditional pubs

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



TOP 5 THINGS PEOPLE DO





AT THE GEOGRAPHIC CENTRE OF THE CITY'S NIGHTLIFE, THIS PRECINCT CAN ALSO EMERGE TO BE THE HEART AND SOUL OF THE CITY WITH DIVERSE VENUES APPEALING TO BAR HOPPERS, CULTURE HUNTERS AND LATE NIGHT REVELLERS ALIKE.

“The more businesses and people are in there, the better. Look at the multiplier effect of what’s happening in King St - cinema, little shops, Japanese and Italian restaurants, the Lucky. All we need is a little velvet lounge for coffee, dessert, port after a movie and that’d be a full house!”

Challenges

1. Suffers unfairly in terms of safety perceptions - incidences of antisocial behaviour are quite low compared to other precincts, however overall safety perceptions are one of the lowest of all precincts
2. Improvement of major north-south night-time public spaces: Wheeler Place, Civic Park, and connection through to Honeysuckle
3. Needs to manage the transition from a cultural focus of evening economy to late night revelry

Opportunities

The Civic-CBD Precinct connects directly to four other nightlife precincts. In the past this has made the Civic-CBD area a thoroughfare. More recently the emergence of the cultural spine and University precinct has given this part of the city a strong identity. Major opportunities in this precinct relate to improving pedestrian connections, and leveraging off the big activity generators like the Theatre, cinema and University.

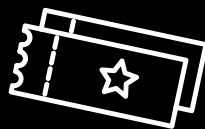
PRECINCT CHARACTERISTICS



TIME-OF-NIGHT
Twilight through to night-time economy

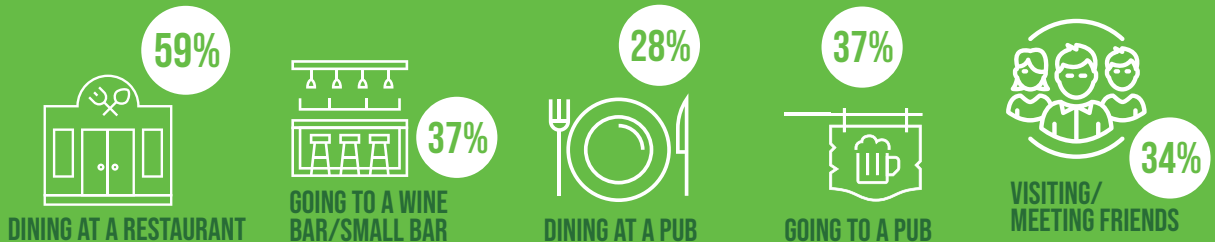


WHAT MAKES THE PRECINCT UNIQUE?



Big cultural venues like the Civic Theatre and cinema

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



TOP 5 THINGS PEOPLE DO





LONG THE NEGLECTED END OF THE CITY, THE WEST END OF NEWCASTLE IS UNDERGOING THE START OF A RENAISSANCE MAKING IT THE PRECINCT WITH THE GREATEST POTENTIAL TO SHAPE THE CITY'S NIGHTLIFE SCENE.

Over the past four years since we returned here, the west end is becoming more vibrant as more development occurs. I think that when the transport hub is developed, the area will come alive.

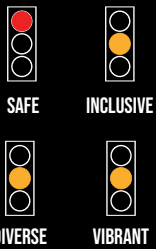
Challenges

1. Maintaining the creative and edgy feel of this precinct through the gentrification process
2. Managing growth in dense residential population by providing high quality public amenity
3. Supporting growth of two emerging diverse venue clusters to balance the late night predominance of larger venues

Opportunities

At present, frequent visitation to the Newcastle West Precinct is low compared to other precincts and it is one of the least positively perceived precincts in terms of safety, diversity and vibrancy. This area has an emerging identity around creative fringes and live music and performance. The major opportunities will be driven by the Transport Interchange/Store redevelopment, the emergence of mixed clusters of bars, and a reimagining of the precincts green spaces and streetscapes.

PRECINCT CHARACTERISTICS



TIME-OF-NIGHT
Twilight through to night-time economy



WHAT MAKES THE PRECINCT UNIQUE?

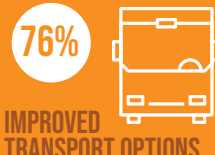


The traditional home of the city's live music scene

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



TOP 5 THINGS PEOPLE DO





HAMILTON NIGHTLIFE PRECINCT IS DOMINATED BY BEAUMONT STREET FEATURING A MULTICULTURAL DINING HERITAGE AND THE DENSEST CONCENTRATION OF TRADITIONAL PUBS IN THE CITY.

“ I love Hamilton so many places to try and it is always busy. The restaurants are the major drawcard for me. Lately the tone of the place has changed a little and safety is sometimes a worry. ”

Challenges

1. The Hamilton precinct has the highest incidence of antisocial behaviour and the lowest safety perceptions of all precincts
2. Diversifying the licensed venues would encourage the diverse demographics of the evening economy to stay later into the night
3. Largely disconnected from the other major nightlife precincts and needs better pedestrian and transport connections

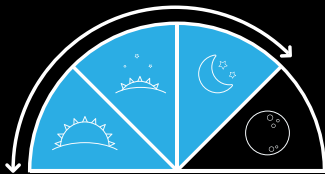
Opportunities

Major opportunities in the Hamilton Precinct relate to maintaining the popular evening economy dining experience, while negotiating the transition into the pub dominated late night-economy. A late night dining scene would be welcome by patrons. The linear nature of Beaumont Street limits natural public gathering spaces for activations and events, or for people to eat their takeaway dining. Live music venues offer a potential point of difference and an expanding small bar scene into Islington would add a new diversity of venues.

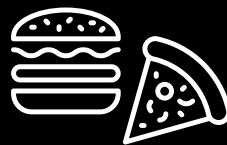
PRECINCT CHARACTERISTICS



TIME-OF-NIGHT
Twilight through to night-time economy



WHAT MAKES THE PRECINCT UNIQUE?

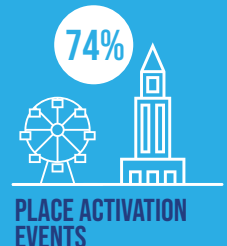
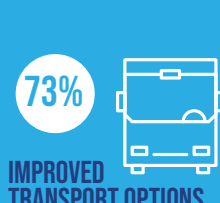


Both established pub culture and dining precinct

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



TOP 5 THINGS PEOPLE DO



9.5 Darby Street



THE DARBY STREET PRECINCT IS NEWCASTLE'S CURRENT EAT STREET. A MIXTURE OF CAFES, RESTAURANTS, OLD-SCHOOL PUBS AND BOUTIQUE SHOPPING GIVE THIS PRECINCT ITS FUNKY VIBE.

The night life in the city is very spread out and requires a lot of walking between venues. It results in a fragmented scene and subsequent loss of atmosphere with the exception of Darby Street...the close concentration of restaurants, bars and only a few big venues is the right mix.

Challenges

1. To grow the evening economy venue mix later into the night while managing the residential amenity of its primarily suburban location
2. An emerging cluster at North Darby has a very different time of night profile and needs to be managed
3. To reinvent and remain relevant as an Eat Street destination as other precincts start to mature and market more strategically

Opportunities

Darby Street is well marketed as a destination compared to other precincts. It is one of the most highly visited precincts drawing a younger crowd, with strong perceptions of safety, inclusivity, diversity, and vibrancy. More small bars and pop-up bars would be welcome additions in this area. Major opportunities relate to a managed growth of low impact venues later into the night, and to establish potential clusters at North Darby and better connect them to the core of Darby Street. Also, an opportunity to leverage twilight retail trade into a stronger evening economy.

PRECINCT CHARACTERISTICS



SAFE



INCLUSIVE



DIVERSE



VIBRANT

TIME-OF-NIGHT

Twilight through to night-time economy



WHAT MAKES THE PRECINCT UNIQUE?



Dining at a cafe or restaurant

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



74%

DINING AT A RESTAURANT



32%

GOING TO A WINE BAR/SMALL BAR

36%



GOING TO A PUB



31%

DINING AT A CAFE



34%

VISITING/MEETING FRIENDS

TOP 5 THINGS PEOPLE DO

65%



IMPROVED TRANSPORT OPTIONS



74%

LATE NIGHT MEALS



75%

PUBLIC SPACES FOR NIGHT TIME USE

69%



MORE SMALL BARS

78%



PLACE ACTIVATION EVENTS

9.6 Honeysuckle



NEWCASTLE'S WATERFRONT PRECINCT IS MATURING NICELY WITH A GOOD MIX OF RESTAURANTS, A FEW LARGER VENUES AND THE BEST VIEWS IN THE CITY. THE VALUE OF THIS PRECINCT TO THE CITY WILL ONLY GROW OVER THE NEXT DECADE.

W Honeysuckle should open later. There is a lack of diversity in late night trading for 30+ patrons. After 11.30pm it is difficult to find somewhere for a drink after a show or dinner if you do not want to frequent a nightclub that targets a younger demographic.

Challenges

1. To ensure a diversity of venue types and styles through the development process
2. Honeysuckle would benefit from more place activation events to encourage visitation on weeknights and to improve diversity perceptions
3. Foster better physical connections between the established and potential clusters (waterfront promenades) and north-south into the city

Opportunities

The Honeysuckle Precinct is one of the most highly visited precincts drawing a young crowd. It has strong perceptions of safety, inclusivity, and vibrancy. Perceptions of diversity are lower in comparison. Major opportunities in Honeysuckle relate to the chance to create new nightlife destination clusters in the ongoing waterfront development towards Cottage Creek and the Marina. Increasing residential density and new tourism infrastructure will continue to drive demand for waterfront dining and leisure venues. New public spaces and the arrival of the University of Newcastle campus are also big opportunities.

PRECINCT CHARACTERISTICS



TIME-OF-NIGHT
Twilight through to evening economy



WHAT MAKES THE PRECINCT UNIQUE?



Meeting up with friends

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



66%

DINING AT A RESTAURANT



29%

GOING TO A WINE BAR/SMALL BAR

41%



GOING TO A PUB

24%



DINING AT A PUB



43%

VISITING/MEETING FRIENDS

TOP 5 THINGS PEOPLE DO

62%



IMPROVED TRANSPORT OPTIONS



61%

LATE NIGHT MEALS



66%

PUBLIC SPACES FOR NIGHT TIME USE



63%

CREATIVE LIGHTING



76%

PLACE ACTIVATION EVENTS

9.7 Junction-Merewether



THE JUNCTION-MEREWETHER PRECINCT IS A STRONG PERFORMER IN THE EVENING ECONOMY WITH A GOOD MIX OF RESTAURANTS AND SEVERAL TRADITIONAL PUBS FORMING A LAUNCHING POINT INTO THE CITY.

W I attend the Junction often for dinner, sometimes before heading into the city for a night out. It's not far and I would be prepared to walk if the lighting was improved along Union Street and the southern end of Darby. A few small bars would mean you didn't have to leave the local area though. **W**

Challenges

To market the precinct effectively as an evening economy precinct

To grow twilight activity through extended trading retail to enhance participation in the dining culture

To improve physical connections between the Merewether and Junction clusters and into the city precincts through well-lit and walkable promenades.

Opportunities

The Junction-Merewether precinct is very niche in terms of the visitors it attracts; most are aged 40-69yrs. Those who report visiting here most often are less likely than average to want to see new initiatives such as creative lighting or gourmet food vans. The major opportunities for this precinct are to grow popularity beyond its local residential base to establish itself as a premier dining precinct.

PRECINCT CHARACTERISTICS



SAFE



INCLUSIVE



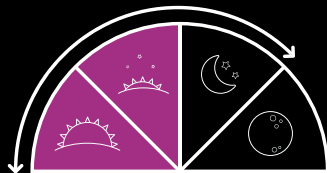
DIVERSE



VIBRANT

TIME-OF-NIGHT

Twilight through to evening economy



WHAT MAKES THE PRECINCT UNIQUE?



Shopping as a night-time economy

TOP 5 THINGS PEOPLE WOULD LIKE TO SEE



78%

DINING AT A RESTAURANT



33%

SHOPPING



47%

GOING TO A PUB



21%

DINING AT A PUB



36%

VISITING/ MEETING FRIENDS

TOP 5 THINGS PEOPLE DO

64%



IMPROVED TRANSPORT OPTIONS



60%

LATE NIGHT MEALS



59%

PUBLIC SPACES FOR NIGHT TIME USE



62%

POLICE FOOT PATROL



60%

PLACE ACTIVATION EVENTS

Strategic Priorities

10.0 Strategic Priorities

These priorities will provide a framework for the City of Newcastle to deliver its vision for a vibrant and inclusive night-time economy.

Priority 1- Strategic Alcohol Management

The City of Newcastle is recognised nationally for its pioneering strategies to reduce alcohol-related harm. The night-time economy has major impacts on the safety and amenity of the city and local centres, and a central role for local government exists in strategic alcohol management. This priority area will retain and enhance a range of initiatives aimed at maintaining and improving public order and responsible supply and consumption of alcohol, harm minimisation strategies, and licensed venue management.

Objective	To prevent and mitigate the harmful and anti-social impacts of irresponsible supply and consumption of alcohol	
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Outcomes	1	The city nightlife precincts are safe and inviting to all
	2	A vibrant nightlife successfully co-exists with a city residential population
	3	Licensed premises do not disproportionately contribute to antisocial behaviour

Priority 2- Night-time Economic Development

The Newcastle night-time economy is significant at a regional and national scale and stands to play an important role in the city's revitalisation by creating a diverse set of nightlife options in the city's nightlife precincts. The night-time economy is much broader than traditional considerations of licensed premises, and includes a wide variety of leisure, entertainment, retail and business. This priority area will identify and encourage new economic opportunities for entrepreneurs and creatives, and support existing businesses to maximise potential and value.

Objective	To encourage and enable a sustainable, safe and diverse night-time economy	
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Outcomes	1	The city at night reflects a diversity of businesses beyond licensed premises
	2	The night-time economy is a source of creative and entrepreneurial enterprise
	3	The Newcastle night-time economy continues to grow and contribute to the regional economy

Priority 3- Night-time Design

The city at night is inclusive of a wide variety of public spaces: parks, plazas, malls and footpaths. These places are intimately woven into the experience of the nightlife precincts of the city. The design of the night-time public domain is a critical element of a safe, vibrant and diverse night-time experience, and fundamental to delivering a public culture of nightlife as sites for activation and community interaction. This priority area will consider and deliver the elements needed to provide public spaces and streetscapes designed for night.

Objective	To design, implement and maintain safe, attractive and engaging public night-time spaces	
------------------	--	--

Outcomes	1	The city centre public domain is activated throughout the evening and night-time
	2	A public culture of nightlife (distinct from licensed premises) is a core part of the city NTE experience
	3	Newcastle is internationally recognised for its creativity and innovation in night-time design

Priority 4- Cultural Participation and Activation

The night-time economies of cities are closely related to leisure and culture. The evening and night are when most people are able to freely choose their activities for themselves. In addition to alcohol consumption – which remains prominent – the night-time economy includes cultural consumption of many forms; in institutions, venues, public events and transitory activations that engage and entice. This priority area will cultivate opportunities for widespread cultural participation, and the cultural production that enables it.

Objective	To enable and support the city after dark as a site of diverse participation in cultural production and consumption	
Outcomes	1	A wide diversity of nightlife participants enjoy a vibrant cultural scene in the Newcastle at night
	2	The night-time economy is a source of creative innovation and cultural production
	3	Live performance is a central part of the city night-time experience

Priority 5- Regulation Planning and Licensing

Effective planning of the night-time city is a constant and complex task. A balance must be struck between enabling innovation and facilitating change on one hand, while also assuring the safe and sustainable development of spaces and economies. This priority area will research and establish the policy and regulatory framework that manages competing interests in the city at night and provides for future development in accord with the principles underpinning the *Newcastle After Dark strategy*.

Objective	To establish and promote a policy and planning framework that enables and supports the <i>Newcastle After Dark</i> vision	
Outcomes	1	The night-time economy develops in a way that supports city revitalisation
	2	The city at night is effectively planned to account for complex issues
	3	A policy and regulatory framework for <i>Newcastle After Dark</i> encourages innovation and sustainable development

Priority 6- Research and Evaluation

The City of Newcastle is committed to developing a strong evidence-base and relevant trend data for monitoring outcomes and benefits emerging from the *Newcastle After Dark strategy*. This program will establish baselines and indicators supporting effective measurement and evaluation, and conduct research and engagement activities in order to inform best and next practice guides to innovation and project implementation.

Objective	To implement research and evaluation programs for guiding innovation and monitoring outcomes	
Outcomes	1	<i>Newcastle After Dark</i> initiatives are based on effective research and locally-specific evidence
	2	<i>Newcastle After Dark</i> initiatives are measured, monitored and evaluated
	3	Innovative methods are developed and deployed for gathering, analysing and leveraging data

11.0 Action Plan



The *Newcastle After Dark* approach includes planning for the diverse activities of nightlife across different locations and times of night. It is fundamentally linked to a collaborative approach with partners and the community.

12.0 Action Plan

Newcastle After Dark is designed to generate positive outcomes across the six strategic priorities. This will be achieved through the delivery of ten separate programs of activity. These programs were developed through consultation and reflect the types of activities the participants in the Newcastle NTE would like to see.

Each program is a coordinated approach to addressing the key issues identified through the research and consultation underpinning the strategy. Many of the issues involved in managing the night-time economy are complex and involve significant cultural change or development of economic and cultural infrastructure. A program of activities allows a more strategic and long-term approach to engaging with these issues as activities build upon one another over time.

Each individual initiative making up the *Newcastle After Dark* action plan has been specifically designed to contribute to the progressive development of a program, while also delivering outcomes within a key strategic priority area. This integrated approach yields a tightly coordinated overall strategy for Newcastle after dark.

How to read the Action Plan

The following pages provide the action plan for delivering the *Newcastle After Dark* vision of a safe and vibrant city at night. In addition to information about key partners and timeframe for delivery, each program is linked to a strategic priority area.

Strategic Priority Areas

1	Not linked at all
2	Mildly linked
3	Moderately linked
4	Strongly linked

11.1 Precincts and Clusters



The Precincts and Clusters program is associated with the following strategic priority areas are:

A nightlife precinct is a defined location. It should be a nightlife destination and have a full mix of entertainment and amenity options. Each precinct has its own unique local character and offerings, and needs to be planned for in ways that can build on these strengths. A cluster is a group of venues and spaces that together make up a place. They can be seeded or grow organically.

Strategic Priority	Level of Contribution
Strategic Alcohol Management	3
Night-time Economic Development	2
Night-time Design	1
Cultural Activation and Participation	1
Regulation, Planning and Licensing	3
Research and Evaluation	2

#	Initiative/Action	Partners	Delivery Year 2018-2022
1.1	Develop the Night-time Activities Mapping Project and utilise to inform strategic development	NSW Police, UoN Researchers, HNE Health, Liquor & Gaming	1-2
1.2	Develop cumulative impact and licensed venue saturation criteria	NSW Police Researchers	2
1.3	Undertake precinct and cluster needs assessment and curation planning	BIAs	1
1.4	Assess and evaluate precincts for access and safety of night-time amenities		1
1.5	Require more stringent Plans of Management from venues for addressing alcohol-related harms and neighbourhood impacts	Licensed Venue Operators, NSW Police	1-4
1.6	Continue to coordinate collaborative approaches to managing alcohol-related impacts in the city through the Licensed Premises Reference Group	NSW Police, UoN Researchers, HNE Health, Liquor & Gaming	1-4

11.2 Diverse Venues and Spaces



The Diverse Venues and Spaces program is associated with the following strategic priority areas:

A diverse range of venues and entertainment options is important because they attract diverse demographics into the night-time economy. Cultures need spaces in which to develop, so venue diversity is about encouraging inclusiveness in the night-time economy. Venue diversity can be about the culture or style of the venue, the entertainment they provide, their size, opening times, or the role of alcohol.

Strategic Priority	Level of Contribution
Strategic Alcohol Management	3
Night-time Economic Development	4
Night-time Design	3
Cultural Activation and Participation	3
Regulation, Planning and Licensing	4
Research and Evaluation	2

#	Initiative/Action	Partners	Delivery Year 2018-2022
2.1	Develop a low impact venue framework for development assessment and evaluation	NSW Police, UoN Researchers, HNE Health, Liquor & Gaming	1
2.2	Enable later closing time for low impact venues to 2am through a trials and comply method with appropriate controls	NSW Police, Liquor & Gaming	2-4
2.3	Continue to incorporate night-time design in public domain plans, ensuring safe and designated walking routes and public transport facilities	BIAs, HDC	1-4
2.4	Increase and integrate Late Opening for Council facilities		1-4
2.5	Evaluate and include well-lit active recreation locations in appropriate public domain designs and planning		1-4
2.6	Identify locations and support non-leisure activities for potential later trading including retail, educational and commercial activity	BIAs	2
2.7	Develop incentives to encourage late night meals in cafes/restaurants	Peak Associations	3

11.3 Mobile and Pop-Up



Mobile activity is a fixed offering, but is not bound to one location, and so can be more flexible about how it can respond to demand. Pop-ups are temporary uses and offerings, often in disused or under-utilised spaces. Contrary to their image, they take lots of pre-planning. Pop-ups are good low cost ways to trial a new idea, service or product. Mobile and Pop-Up activity is a good way to introduce a new layer of economic activity into a city.

The Mobile and Pop-Up program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	1
Night-time Economic Development	3
Night-time Design	2
Cultural Activation and Participation	3
Regulation, Planning and Licensing	2
Research and Evaluation	1

#	Initiative/Action	Partners	Delivery Year 2018-2022
3.1	Develop a complying pop-up events approvals pathway and guide including appropriate tools and processes for managing impacts	Liquor & Gaming, NSW Police	1
3.2	Revise Food Trucks Policy to encourage evening and night-time city locations		1
3.3	Consider food truck pads and purpose built locations in appropriate public domain areas		1
3.4	Develop with partners regular Food Truck nights at key city locations		2

11.4 Live Music and Performance



The night-time economy has always been a critical part of the live music scene in Australia. Newcastle has a strong history in Australian music. Live music and performance provides a strong component of entertainment which draws people to participate in the night-time economy. It is also an important space for new creative talent to emerge and develop. Varied genres and styles can help attract diverse demographics to the city, and add to the growth of a cultural scene that can be a strong tourism drawcard.

The Live Music and Performance program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	1
Night-time Economic Development	3
Night-time Design	3
Cultural Activation and Participation	4
Regulation, Planning and Licensing	2
Research and Evaluation	2

#	Initiative/Action	Partners	Delivery Year 2018-2022
4.1	Support a Newcastle Live Music Industry Taskforce	Music Industry	1
4.2	Develop in collaboration with partners a Live Music Strategy	Music Industry, Create NSW, Live Music Office	1
4.3	Evaluate existing sound management policies relevant to national best practice	Live Music Office	1
4.4	Encourage licensed premises to adopt live music as a mitigation method through Low Impact Venues Framework	Liquor Accords, Live Music Office	2-4
4.5	Develop with partners a strategic approach to licensing and supporting quality busking	BIAs	2
4.6	Work with partners to establish a Live Performance public spaces network in key city sites through public domain upgrades	HDC, UON	3-4

11.5 Residential Amenity



The city centre is increasingly home to city residents. Planning and development activities underway in the city centre will increase residential density considerably, in turn transforming our night-time economy. A mixed use precinct must balance the interests of people calling the city home, and those who frequent it as a destination for entertainment. Amenity also involves providing for the needs of residents in terms of access to night-time services and entertainment, making the city a great place to live.

The Residential Amenity program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	3
Night-time Economic Development	2
Night-time Design	2
Cultural Activation and Participation	2
Regulation, Planning and Licensing	4
Research and Evaluation	2

#	Initiative/Action	Partners	Delivery Year 2018-2022
5.1	Develop an evaluation and recommendations on Agent of Change provisions as a method for protecting residential amenity	Live Music Taskforce, City Residents, NSW Dept. of Planning and Environment	1-2
5.2	Continue to monitor and enforce noise thresholds around licensed premises		1-4
5.3	Work with partner agencies to improve coordination of noise assessment and regulation	NSW Dept. of Planning and Environment, Liquor Accords	1-4
5.4	Implement use of s149 Certificates to manage community expectations around sound levels in mixed use business and residential zones and night-time precincts		1-4
5.5	Strengthen noise attenuation criteria in city precincts in DCP	Developers	2
5.6	Provide downloadable sound files of city noise levels at different night-time thresholds		2

11.6 Transport and Wayfinding



Transport is a critical component of the night-time economy. Efficient, flexible and simple to use transport options underpins a safe and vibrant city at night. Transport is concerned both with transporting participants between home and destination, and with maximising their ability to move within and between precincts. Wayfinding relates to the participant's ability to navigate the city at night safely and assuredly. It is particularly important for pedestrians. Both transport and wayfinding define how people can move through the city.

The Transport and Wayfinding program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	3
Night-time Economic Development	3
Night-time Design	4
Cultural Activation and Participation	3
Regulation, Planning and Licensing	3
Research and Evaluation	3

#	Initiative/Action	Partners	Delivery Year 2018-2022
6.1	Develop and implement improved night-time city wayfinding		1-2
6.2	Advocate for transport service timetabling to effectively correspond to peak times of night-time patronage	Transport Operators, TfNSW	1-4
6.3	Advocate for and support provision of real-time transport data through digital platforms (city screens, apps)	TfNSW, Transport Operators	2
6.4	Advocate for a Safe/Managed Transport node per precinct including supporting on-demand rideshare options through identifying cluster set down and pick up locations	Liquor Accords, TfNSW, Transport Operators, Taxis	3
6.5	Encourage safe active travel transport options within precincts at night		3

11.7 Streetscape and Lighting



The use of light in the city at night is very important in communicating a safe environment. Dark spots on city streets are associated with fear regardless of actual risk, and are avoided by people if possible. Creative lighting can be a useful way of creating curiosity or activating a location. It communicates mood and adds a layer of interest to the public domain. Streetscape refers to the look and feel of the footpath and pedestrian routes, including the scale, condition and degree of shop front activation.

The Streetscape and Lighting program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	3
Night-time Economic Development	2
Night-time Design	4
Cultural Activation and Participation	3
Regulation, Planning and Licensing	2
Research and Evaluation	2

#	Initiative/Action	Partners	Delivery Year 2018-2022
7.1	Consider and deliver with partners interactive night-time spaces projects in appropriate public domain sites	BIAs, HDC	1-4
7.2	Enhance precinct pedestrian networks with creative lighting and activation		1-4
7.3	Support projection art programs and competitions		2-4
7.4	Develop a consistent approach to lighting in the city centre and local centres		2
7.5	Hold events brokering relationships between creative night-time place-making projects and funders to promote more and diverse activation options	UON, Creative Industries	2
7.6	Encourage increased shopfront and building illumination to improve street presence and lighting	BIAs	3-4



Events and activation are among the most frequently desired aspects of a dynamic nightlife, and they provide strong economic and cultural development opportunities for the city. Both events and activations are often temporary. Events can be at the scale of very large festivals and shows, or extremely intimate featuring only a few people. Activations are programs that draw people into the city at night and provide opportunity for people to discover and encounter new things. Activations can often be very low cost.

The Events and Activation program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	2
Night-time Economic Development	4
Night-time Design	3
Cultural Activation and Participation	3
Regulation, Planning and Licensing	3
Research and Evaluation	3

#	Initiative/Action	Partners	Delivery Year 2018-2022
8.1	Encourage applications for evening economy events, pop ups and markets in public places to activate the city and local centres at night		1-4
8.2	Promote through Council's digital channels existing calendar of local precinct celebrations of food and music	Local community event operators	1-4
8.3	Revise and simplify 'how to' event and activation guides to streamline approval processes		2
8.4	Develop 'needs assessment' and event outcome survey tools to help people plan and evaluate events		2
8.5	Establish a city night festival in the annual calendar (e.g. white night, winter heat, Newcastle Open)		3-4
8.6	Work with partners to establish a series of micro-activations at public transport nodes and public performance sites	Transport Operators, Live Music Taskforce	3-4

11.9 Community Education and Engagement

Continuing the positive growth of the Newcastle NTE in a way that builds on our local strengths requires that the community is involved and can contribute to activities in *Newcastle After Dark*. Community engagement means providing the opportunities and platforms for people to have a say, and also to collaborate with Council and with each other. Education programs are an important means of communicating expectations around acceptable behaviour, or engaging in behaviour modification strategies.

The Community Education and Engagement program is associated most strongly with the following strategic priority areas:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	4
Night-time Economic Development	2
Night-time Design	1
Cultural Activation and Participation	2
Regulation, Planning and Licensing	3
Research and Evaluation	4

#	Initiative/Action	Partners	Delivery Year 2018-2022
9.1	Investigate the implementation of a 'Night Mayor' or comparable model of independent night-time economy advocacy and ambassador program		1
9.2	Work with researchers to evaluate the interaction of licensing conditions and operational model characteristics at the scale of the liquor license category	NSW Police, UoN Researchers, HNE Health, Liquor & Gaming	1-2
9.3	Develop how-to start up guides for activations, events, live music, pop-up and mobile, low impact venues	Service NSW	2
9.4	Conduct bi-annually the Newcastle After Dark survey to measure longitudinal trends and impacts of strategy		2 and 4
9.5	Hold Newcastle After Dark progress workshops bi-annually to review and revise strategic approaches		2 and 4

11.10 Promotion and Marketing



Newcastle has a great deal happening, and an enormous amount to offer, but a consistent theme is that the city needs to be better at promoting what we have. Marketing involves tailoring offers to specific segments and demographics to increase diversity of the NTE. It also relates to creating precincts as unique destinations. Promotion is communicating more clearly what is on in Newcastle at night, where it's happening and creating programs to drive repeat visitation and loyalty.

The Promotion and Marketing program is associated with the following strategic priority area:

Strategic Priority	Level of Contribution
Strategic Alcohol Management	1
Night-time Economic Development	3
Night-time Design	2
Cultural Activation and Participation	1
Regulation, Planning and Licensing	2
Research and Evaluation	3

#	Initiative/Action	Partners	Delivery Year 2018-2022
10.1	Improve coordinated promotion of night-time events and activities		1-4
10.2	Identify and publish underage venues and performance opportunities	Newcastle Youth Council	1-4
10.3	Provide real-time promotional information on city digital platforms including screens, projections and apps		2
10.4	Promote successes and opportunities of Newcastle After Dark		2-4
10.5	Integrate NTE theming into destination marketing campaigns	NTIG, Cruise Hunter, Destination NSW	2-4
10.6	Support creation of night-time precinct marketing campaigns and evaluation frameworks through business associations	BIAs	2
10.7	Utilise available city data to inform precinct marketing and promotional strategies	BIAs	3



12.0 Acknowledgements

Thanks

Many people and organisations have contributed to the development of this strategy. In particular, we would like to thank all participants in the consultation process. The ideas and knowledge shared by community members from all walks of life have contributed to an ambitious but focused strategic plan that aims to consolidate the recent positive growth of Newcastle at night.

We look forward to working with you to deliver the *Newcastle After Dark* vision over the coming four years.

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