

## ITEM 22

## NOTICE OF MOTION - COUNCILLOR WALTERS - TRIAL OF BEACH CLUB AT NORTH WOLLONGONG BEACH 2019/2020

Councillor Walters has submitted the following Notice of Motion –

“I formally move that Wollongong City Council -

- 1 Investigate the opportunities offered to our ongoing tourism growth by holding a trial of a “Beach Club” at North Wollongong Beach over the summer of 2019/2020 season.
- 2 Council deliver to Councillors, in the form of a briefing note, the results of the following investigations, as soon as possible -
  - a Council work in collaboration with Destination Wollongong to investigate running a “Beach Club” trial at North Wollongong Beach
  - b The scope of the term “Beach Club” will cover, but not be limited to, the service of alcohol, food, seating, tables, sun chairs and live music
  - c Consideration is given to running the trial during the months of December, January and February
  - d Outline the benefits in both economic terms, and as an area attractor/activator, that this type of opportunity has already delivered to areas where such clubs currently exist
  - e Investigate what partnerships, within the local community, could be developed
  - f Report on what the Development Application implications of such a proposal could be and how other clubs from around Australia have managed this type of offering
  - g Investigate the possible environmental impacts a “Beach Club” could have on the surrounding area
  - h Outline what times would be suitable for a “Beach Club” to operate.

### Background Information

Wollongong has 17 total patrolled beaches within the Local Government Area (LGA) with very little differentiation in service provided at these locations. The Wollongong Beach Club trial would look at changing this by offering a unique service and a one of a kind for NSW. If enabled after the ensuing investigation, New South Wales’ first beach club would offer an enriching experience providing a place for members of the community and visitors to relax and unwind.

This presents the City of Wollongong with great opportunity and benefits that have been shown at South Australia’s Moseley Beach Club trial at Glenelg. This has seen the trial result in economic benefits of \$3.6 million into local businesses and the community, employment of 40 new staff members in addition 20 musicians that were employed during operating hours, and significant tourism figures of up to 600 people per day during peak periods and 30,000 visitors over the trial period that included more than 18,000 international visitors. Furthermore, the trial saw 80% of residents in the local area of Moseley Beach in favour or indifferent of the Moseley Beach Club trial.