



Snapshot

Towards a 24-Hour Economy



northern
beaches
council



9%

NTE accounts for approximately **9%** of all Northern Beaches jobs

The way we live, work and play are changing. New technologies and shifting workforce trends present opportunities for interacting with our natural and built environment. Our community has identified that they want a diverse, innovative and vibrant economy that supports their lifestyle now and into the future.



38%

NTE represents **over a third** of total Northern Beaches expenditure (Feb 22 – Jan 23)

The Night-Time Economy (NTE) plays a vital role in positively contributing to the productivity, culture and liveability of appropriate places on the Northern Beaches. This concept has evolved beyond the traditional views of just congregating in bars, pubs and restaurants at night to include a diverse range of recreational, cultural and economic activities.

Incorporating the consideration of an NTE into all future place-based investigations will assist in responding to antisocial behaviour, address tensions between conflicting land uses and create a range of activities and opportunities for all demographics.

Definition of Night-Time Economy

The Night-Time Economy (NTE) includes all the commercial activity that takes place outside the traditional business day, across the evening (6pm-9pm), night time (9pm-2am), and late night (2am to 6am).

The range of industries involved in the NTE is diverse and broad, including core functions such as live music venues, restaurants, and bars; as well as supporting businesses including transport, retail, and accommodation services – NSW Treasury

To foster a vibrant NTE, Council aims to encourage the best of both worlds to protect existing land uses while improving and diversifying opportunities for businesses and the community. A best-practice approach acknowledges that residents, visitors and businesses who use a public space or employment centre are equally responsible for contributing to a thriving and diverse NTE.

It's also important to consider how our places transition from the afternoon into the evening (3pm to 6pm). Late afternoon presents unique opportunities for creating a sense of community connection and encouraging economic prosperity.

Council has developed a broad set of principles to guide us in considering a NTE, which seek to balance the social and economic aspects of our places and positively impact all stakeholders.



Snapshot Towards a 24-Hour Economy



Principles for a Night-Time Economy

Each of our employment centres is unique, and the community's needs and aspirations will be at the centre of all considerations. These broad principles provide a starting point to consider a night-time economy (NTE) for each Northern Beaches location. They will help frame what a future NTE could look like and guide us in improving local economies.



Foster a thriving and creative Night-Time Economy reflecting local identity



Build partnerships and capability for businesses and the community to deliver exciting and unique night-time experiences



Encourage a diversity of night-time offerings catering to all demographics



Create a night-time economy that leverages and enhances natural beauty and built environment



Support safe and accessible places that welcome locals, workers and visitors





northern
beaches
council

northernbeaches.nsw.gov.au