

Strategic Alcohol
Management

Night-time Economic
Development

Public Domain
Designed for Night

Cultural Participation
and Activation

Regulation, Planning
and Licensing

Research and
Evaluation

Outline

The night-time economy has major impacts on the safety and amenity of the city and local centres.

This priority area will develop and enhance initiatives addressing public order and responsible supply and consumption of alcohol, harm minimisation, and venue management

The night-time economy goes beyond licensed premises, including a variety of leisure, entertainment, retail and corporate business. This priority area will identify and support economic opportunities for entrepreneurs, creatives and existing businesses

The design of the night-time public space is critical to a safe and diverse night-time experience. Places for activation and community interaction are fundamental to a public culture of nightlife. This priority area will design and deliver public spaces and streetscapes designed for night

The night-time economies of cities are intimately related to leisure and cultural activities. People exercise their discretionary time through cultural consumption in venues, public events and transitory activations. This priority area will cultivate opportunities for widespread cultural participation, and the making that enables it

Effective planning of the night-time city is a complex task. A balance between enabling innovation, managing change, and assuring sustainable development of places and economies is required. This priority area will establish the framework that manages diverse interests and guides future development

The City of Newcastle is committed to a strong evidence-base. This program will establish systems 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 prevent and mitigate the harmful and anti-social impacts of alcohol

To encourage and enable a sustainable, safe and diverse night-time economy

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

To establish the city after dark as a site of diverse participation in cultural activity

To develop a policy and planning framework enabling the Newcastle After Dark vision

To implement research and evaluation programs guiding innovation and monitoring outcomes

Already Happening

- ▶ The City of Newcastle is recognised nationally for its pioneering strategies to reduce alcohol-related harm
- ▶ Council is piloting a night-time Safe Streets outreach project with Salvation Army to reduce risk in the late-night city
- ▶ The city's **Liquor Accords** are actively supporting and promoting behaviour education strategies like the Feral Behaviors peer responsibility campaign

- ▶ Newcastle Business Centre has been supported by Council to deliver workshops for small businesses in the **night-time economy**
- ▶ Strong growth in small bars and other low-impact venues is changing the experience of Newcastle at night

- ▶ Council is investing in the delivery of improved night-time way finding for the entertainment precincts
- ▶ Projects like *Night OWLS* are harnessing the creative talents of University and TAFE students to develop ideas for creative transformation of streetscapes

- ▶ Planning is underway to create laneways and public sites set up for use for events and performance
- ▶ A new cultural plan for the city will increase cultural production in the city at night
- ▶ **Major cultural events are always being planned for the city e.g. Absinthe**

- ▶ Council is looking at ways to improve approval pathways for pop-up style events and activities
- ▶ The Licensed Premises Reference Group (including Council, Police, OLGR and Hunter New England Health) reviews every licensed application to ensure it's a good fit for the city

- ▶ The Newcastle After Dark Survey will run annually to identify trends and measure outcomes
- ▶ A 3D model of the city is being established that will include night-time economy businesses and services
- ▶ **The Alcohol Mapping Project will integrate licensed venue data, development information and crime statistics to provide a planning tool for the future night-time city**

Some Cool Ideas

- ▶ Late night cafes and book shops to provide entertainment options without alcohol
- ▶ Integrate transport timetables with venue closing times to make it easier to get home

- ▶ Small bars are too big. Newcastle should lead the micro bar movement!
- ▶ **A single source of info on what's happening to better promote what we have**
- ▶ Incentives for regular businesses to stay open till 7pm

- ▶ A fibre-optic sculpture park in Civic Park
- ▶ **Public spaces with iridescent (glow in the dark) play areas like hopscotch and giant chess**

- ▶ Every venue to have some kind of live performance – music, theatre, poetry, street art!
- ▶ Have a "hire a film camera" booth to showcase the city at night, and then have the movies shown publicly
- ▶ Entice galleries to stay open later on Friday nights and link them together with art walks

- ▶ Create incentives to get a late night food culture happening
- ▶ **Put regulations in place to make sure every new inner city development has the best sound proofing**
- ▶ Plan each precinct to feature a "China Town" or "Little Italy"

- ▶ Create a web portal like trip advisor for nightlife users to review the city, venues and activities
- ▶ **Make an expert panel of researchers to design best-practice evaluation programs for Newcastle After Dark initiatives**

Newcastle After Dark will be Newcastle's first specific strategy for guiding the development of the our night-time economy. It will balance diverse priorities of safety, residential and visitor amenity, cultural participation, and economic development. We invite you to participate in the planning process through these three avenues >>>



1. Strategic Workshop

Strategic workshops will be held with key organisations and stakeholders in the city at night to establish priorities and uncover partnership opportunities for co-managing our city at night.

For more information please email:
newcastleafterdark@ncc.nsw.gov.au

2. Precinct Nightwalks

A guided tour through each city precinct will get you thinking about what actually happens in the city at night. Walks will end with a workshop to capture your thoughts on how each precinct can be improved.

To register for a nightwalk please email:
newcastleafterdark@ncc.nsw.gov.au

Information on precinct walks is overleaf.

3. Online: www.newcastle.nsw.gov.au/newcastle-after-dark

If you have a great idea for how Newcastle after dark can be improved, log on to our website above and follow the links to submit your ideas through our social pinpoint portal.



Council is preparing a new strategy for managing our city after dark

Providing safe and activated places that are used by people day and night is a key objective of Council, and strategic alcohol management and planning for the growth of a diverse night-time economy are central to our approach.

Newcastle After Dark will create the framework to support a diverse set of nightlife options characterised by their vibrancy and safety. The strategy will encompass city centre precincts as well as emerging nightlife areas.

The Newcastle night-time economy is nationally significant and a major employer in the region. Done well, it can support revitalisation, and grow our visitor and cultural economies. It is critical that Council develop a positive strategic direction for the city at night.

This flyer outlines what we've got in mind, summarises what you've already told us, and lets you know how to get involved in shaping the future of Newcastle after dark.