



Byron Shire - Market Value

The Balance between Environment
and Economic Development

What's so special about ...

- The relationship
- "Rivers of Life" - A snapshot of the beauty of the region
- Geography
- Demographics
- Interesting Facts
- Social Impacts & Actions
- Developing a POD - Plans & Policies
- Market Value – A Case Study

... **Byron Shire**



Geography

- The shire covers an area of approx 567 sq kilometres
- It is approx 780 kms north of Sydney and 165 kms south of Brisbane
- There are 7 major areas of settlement - Bangalow, Brunswick Heads, Byron Bay, Mullumbimby, Ocean Shores, South Golden Beach and Suffolk Park
- The headland at Byron Bay is the easternmost point of mainland Australia
- The shire is bordered by 3 other local government areas – Tweed Shire to the north, Lismore City Council to the west and Ballina Shire to the south
- There are over 30 kms of beach in the shire, 8 national parks and reserves nearby and the waters surrounding Byron Bay are a designated Marine Park
- Tropical feel – mild temperatures and high rainfall



Disclaimer: While all reasonable care has been taken to ensure the information contained on this map is up to date and accurate, no warranty is given that the information contained on this map is the property of the user. Please verify the accuracy of the information prior to using it. The information shown on this map is a copyright of the Byron Shire Council and the NSW Department of Land.

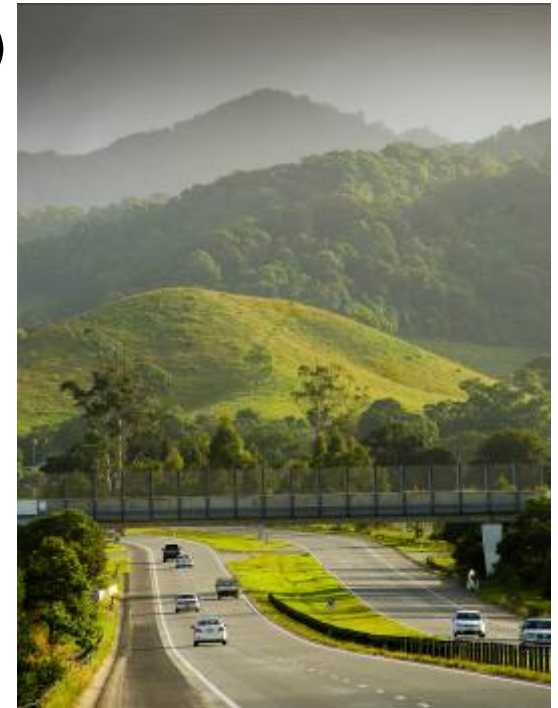
Scale = 1:1,000,000
0 2,000 4,000 6,000 8,000 10,000
(Scale correct at A3 size)



28/11/2010

Demographics

- Population approx 32,000
- Each settlement has a population under 7,000
- Byron Bay's population swells by over 300% during the summer holiday period
- Approx 13,500 ratepayers
- Median age approx 41 (higher than state average)
- Lower than state average weekly income
- 2006 Census data- tertiary education, migration, family make-up
- Employment



Interesting Facts

- Eclectic and passionate mix of residents and visitors
- Became a tourist destination in the 1960's / Hippie movement
- 1.3 to 1.7 million visitors each year
- Second most visited destination in NSW after Sydney
- Historically, some industries had a detrimental environmental impact – sand mining, logging
- Strong primary and growing organic production in the shire and region – dairy, macadamia nuts, berries, coffee, avocados, mangoes, bananas, sugar cane
- NSW State Government regionally significant farmland mapping



Social Impacts and Actions

- Affordable Housing - Limited development and demand affects housing prices / Multiple occupancy, other models
- Education and Employment - Smaller decentralised centres offer limited higher education and employment options / Employment pathways
- Between 1.3 and 1.7 million visitors each year has an impact on local infrastructure / Attracting visitors of benefit
- Community safety and cohesion / United core values

Point of Difference - Plans and Policies

dedicated to sustainable economic development



Recognising the shire's unique position, Council has been creating links within plans and policies to foster the right balance by asking, "What does the community want?"

Tourism Management Plan

- Currently developing a brand for the shire and undertaking research
- Attracting certain types of tourism – volunteer tourism, high yield/low impact
- development of Byron Shire as a world leading, best practice environmentally responsible destination

Community Economic Development Policy

- Focus on key industry areas – including food and agriculture, creative industries and green industry
- Recognises shire strengths and limitations
- Seeks to maximise strengths
- Community Economic Development Strategy is currently in development



- Will link with regional and local plans including the Tourism Management Plan, Markets Within Byron Shire Policy and the Sustainable Agriculture Strategy

Markets Within Byron Shire Policy

- Ensures the management of the markets is charity and community based / net profits must be directed to benefit local charity or community organisations
- Promotes local produce and creativity / Priority must be given to locally grown, home produced, crafted and recycled goods produced in Byron Shire and surrounding regions
- Regulates times and frequency



Market Value - Byron Shire Markets

- Byron Shire is known for its markets which include:
 - 4 Farmers Markets held weekly around the shire
 - 4 Community Markets held monthly
 - Special event and artisan markets periodically
- Anecdotally, the markets are one of the major attractions for tourists
- Triple bottom line impacts



Economic Development Benefits

- Innovation – new business models
- Fosters a sustainable local economy – removal of wholesalers, money circulates in the community longer, knock-on effect of spending on market days
- Business incubation – Byron Bay Cookie Company, Ti-Tree Plantation
- Work flexibility – family operation, employment options, income streaming
- Business networking
- Tourist attraction



Environmental Benefits

- Lessens environmental impacts by promoting sustainable business practices eg local restaurants using local produce, organic production
- Reduction in transport / freight
- Reduction in packaging
- Attracts visitors with a vested interest in the environment



Social Benefits

- Building and strengthening community networks/social cohesion
- Education and training – demonstrations, free information, generating interest
- Fostering healthy eating – “Farm to Fork Food Movement”, eating seasonally fresh food
- Promoting multi-cultural awareness





When one tugs at a single thing in nature, he finds it attached to the rest of the world.

John Muir