Kingscliff Matters
Forum
Feedback
Introduction

On Thursday 12 March 2015, Tweed Shire Council in collaboration with Kingscliff and District Chamber of Commerce and Kingscliff Ratepayers and Progress Association, hosted a breakfast forum at the Kingscliff Beach Bowls Club titled: "Kingscliff Matters".

The initial purpose of this forum was to engage with a range of local stakeholders, regarding the rise in requests to Council for festivals and events to be held at Kingscliff. In assessing these requests, Council is keen to seek feedback from community and business representatives, giving consideration to striking the right balance of maintaining Kingscliff's sought after lifestyle and community ambience with opportunities to contribute to the ongoing economic and social development of the town.

An increased focus on Kingscliff in some local media outlets prior to the forum date provided Council with the opportunity to incorporate an update on the Kingscliff Locality Plan, Coastal Zone Management Plan and traffic flows and usage of Marine Parade on to the forum agenda.

The forum was attended by approximately 60 participants representing a range of local stakeholders including business, community, schools/educational institutions, churches, sporting organisations, event managers, tourism bodies, service clubs and aged care facilities. A complete listing of organisations invited to attend the forum is included as Appendix 1. A number of Tweed Shire Council Officers were also in attendance and are included in the attendee list as Appendix 1. Councillors Youngblutt, Byrne, Longland and Milne were also in attendance and Cr Polglase forwarded an apology as he was unwell and in hospital at the time of the forum and unable to attend.

Background

The scenic coastal town of Kingscliff is home to approximately 8,500 people and one of the Tweed's most popular tourism destinations, attracting thousands of visitors every year.

Because it is so well loved, the Kingscliff locality has grown for more than a decade, making it the fastest growing area in the Tweed.

In response to this growth, Council has led several important planning processes for the Kingscliff community in the past few years. Naturally, the people who live work and play in Kingscliff, and those who love to visit, have played an important role in these processes, providing input and feedback to help shape the outcomes.

Council has been working on a range of plans, projects and initiatives to manage the growth of Kingscliff. It is important these are viewed holistically because they are all linked in some way and they all play a role in bringing the vision for Kingscliff to fruition.

One of the most significant factors in the development and implementation of these plans is that the unique characteristics intrinsic to Kingscliff be retained, respected and appropriately incorporated.

Tweed Shire Council has been receiving an increasing number of requests and applications for events, festivals and sporting and community activities to be held in Kingscliff.
While these events and activities bring economic and social benefits to the local community, they can also present challenges and temporary inconveniences to local residents and businesses. Most of these challenges have in the past related to pedestrian and vehicle access and parking in the centre of the town.

With the increased number of requests to Council for staging of these types of events, Council is keen to develop a process of assessment to measure such requests against criteria that has been created with the inclusion of feedback from a range of stakeholders.

**Forum Overview**

The format of the forum was conducted with the following agenda:

**Welcome**
Troy Green - General Manager Tweed Shire Council  
Dot Holdom - President Kingscliff Ratepayers & Progress Association  
Don Neale - President Kingscliff & District Chamber of Commerce

**Introduction - Forum Outline**
Liz Collyer - Tweed Shire Council

**Setting the Scene**
Kingscliff Locality Plan - Jonathon Lynch - Tweed Shire Council  
Kingscliff Coastal Zone Management Plan - Jane Lofthouse -Tweed Shire Council  
Traffic Movements and Modelling - David Oxenham - Tweed Shire Council

**Events, Festivals & Activities - An Overview**
Liz Collyer

**Interactive Forum Session**
Events, Festivals & Activities - Getting the right balance  
Facilitated by Liz Collyer & Scott Green - Tweed Shire Council

**Where to from here?**
Troy Green

**Other business**
All

**Meeting close, conclusion and wrap up**
Councillor Phil Youngblutt - Deputy Mayor  
*Councillors Carolyn Byrne, Barry Longland and Katie Milne also provided support of the process and thanked attendees for their participation and contributions.*
Forum Feedback

The interactive session of the forum included an open discussion inviting participation from all attendees with the following trigger questions:

- Why do you think Kingscliff is such an attractive location for festivals and events?
- What are the best events held in Kingscliff?
- What makes these events work well?
- What contributes to their success?
- Are there any challenges you see with these events?
- How could these challenges be overcome?
- Are there events you wish were held in Kingscliff?
- What do you believe these would bring to Kingscliff?
- Do you have any ideas on any community driven events that you believe should be given consideration for staging in Kingscliff?
- In assessing future requests for events to be held in Kingscliff what elements should form Council's criteria in relation to local community, businesses and the broader Tweed region?

Responses received in the open discussion from participants are as follows:

**From the floor**

Why is Kingscliff an attractive location?

- The destination - beauty, tranquillity, community values, friendly
- Comes from the heart - capacity to find solutions - hard to define - 'living heart'
- Geography - climate, natural attributes
- Safe area
- Village atmosphere - cafes, unique shops, local shops, individual styles
- Locality - close to Brisbane/Gold Coast - roads lead to Kingscliff
- Beach/creek - north facing, safe
- Council's willingness to cooperate with road closures etc
- Escape the crowds
- Airport - domestic/international flights
What are the best events held in Kingscliff?

- Night markets - once a month - engage with the local community
  - bringing people back into town
  - alcohol free event
  - family friendly
- Surf Life Saving championships - school based, local, country
- Relay for Life - community spirit
- IRB - winter based, bringing different people in
- To come freely and go into the town - bring more spectators, enjoy local community
- Battle on the Border
- Triathlon
- Private events, birthdays and picnics
- Long Table Dinner - local business promotion
- Touch Football comp - 10 year Anniversary

What are some of the challenges of these events?

- Need parking away from the CBD - locals can't get to the shopping centre
- One solution is keeping everyone other than locals out of the shopping centre carpark - volunteers from 4.30am
- Park 'n ride worked well for World Rally
- Challenge for small business owners/staff to get to work and park, beat road closures
- Possible solution could be designated special parking for shop owners
- Communication re events fall short - more notice needed (Feros Care Aged Care locked gate with access via the emergency gate as a solution listed as an example)
- All new developments in Marine Parade should have underground parking
- Triathlon solution - re-route bike leg away from CBD south rather than north, more parking towards creek,
- A little bit of inconvenience in the short term is worth the economic development.
- Innovation - such as volunteers getting up early to block parking
- Small business should support community - not vice versa

What events would you like to be held in Kingscliff?

- TSC, Destination Tweed - World Rally back from Coffs
- Gold Coast City Council - Bleach - Tugun

What do we need to consider for an events and festivals assessment criteria?

- Parking
- Duplication of traders when events are in town
- Look at existing business mix
- Application - should include some level of community consultation as part of their process
- Noise/parking/food
- People movements - shuttle bus drive
- Exclusivity of trade - should not be council business
- External market holders - come from out of town, have no connection
- Ratings - impact on business - parking - high/low/medium - frequency - matrix developed to assess and measure impacts
Employment

Timing of events - some considerations and possibilities

- Winter time - May-July slower season so events at these times would assist
- Accommodation - lowest occupancy rates in year are Feb and early Dec
- Mon-Wed are days where more activity could assist local businesses
- Weather - spring/summer highest rainfall

In addition to the interactive open forum session involving the trigger questions, participants were also provided with printed copies of the questions as part of a feedback form. Participants were encouraged to also complete the feedback form which was handed back at the end of the breakfast forum. The following includes the list of responses from the feedback forms collected on the day. Numbers indicate multiple responses on a topic.

Questionnaire Feedback Form Responses

What makes Kingscliff an attractive location for festivals and events?

- Village atmosphere - no high rise
- People, geography, climate, safety, village cafes, local shops, not big brand, locality, infrastructure, safe beach/creek, council cooperation, escape crowds, airport proximity, destination
- Beach - natural assets
- Friendly people, location, village atmosphere, airport
- Ease of application through Council
- Location
- Council's willingness to close off public parks and roads, a willingness to inconvenience residents and visitors
- Desirable destination, diversity, beauty, community, shops, access, relaxed, quaintness, friendliness, ambience
- Clean safe beach and creek, foreshore open space, accommodation availability at Salt
- Small town, village atmosphere. Location close to highway, airport, Brisbane and Gold Coast
- Climate and location, facilities available, foreshore, Cudgen Creek, toilets, tables etc, shops, geographic attribute, beach, road system, foreshore development, accommodation

What are the best events held in Kingscliff?

- Triathlon, less concentration on beach events ie running, cycling
- Night Markets - return people to town centre, SLSC Champs - brings people at different times, Relay for Life, Events - spectator based, leave town open to local participation, Tri and Battle of the Border. Family based parties in the park. Long table dinner. World Rally. Casuarina Cup (touch football)
- Lions Markets, Surf Championships when held north of the bowls club. Any small event that doesn't close roads
- All events that showcase the area and the community
- Kid's birthday parties in the parks. Family picnics
- Kingscliff night markets, family focused alcohol free, inclusive. Food events are
universal, family friendly and popular as they drive the local economy. Kingy Tri and sports based events

- A variety of events for different audiences - all good.
- Surf Life Saving, Night markets, Triathlon
- SLSC. Carols
- One that allows people to roam freely and attract spectators. Not ones that closes the town completely. Perhaps rethink the route of some events
- The Triathlon although it may disadvantage many businesses and locals on the day, always brings visitors back for holidays or weekends. I know, I ask people constantly.

What makes these events work well?

- Involve young people - competing and volunteering
- Volunteers. Brings people to town
- None of these events occur in the town centre
- Co-operation of community and organisers
- They are not intrusive
- Community support. Council supporting event organisers
- When parking managed and short term. Notification of events. Volunteers
- Organisation. Promoting the healthy lifestyle
- Weather and location
- Long board. Wave ski
- Good organisation - organisers listening to locals concerns

What contributes to their success?

- Organisation
- Planning. Problem solving, consultation with groups by organisers
- Community support
- Low impact. The good feeling they give residents and visitors
- People focus. Good organisation. Tourism benefit. Business support
- Well managed and run (when they are). Council co-operation and setting adequate conditions
- Support from the community and Council
- Also attracts visitors without taking over. Actually brings more income to town instead of replacing usual income
- Management by Council and the organisation

Are there any challenges you see with these events?

- Better communication - signs on highway - road marshals hand out exit points
- Parking - manage away from CBD - park and ride. Shopping centre issues. Challenges - access to premises before and after
- Parking and shutting down CBD
- The challenge is this loaded questionnaire. Why not find out first what percentage of residents want any events at all. Then structure a neutral poll form
- Negativity of people
- None. They are not demanding. They just need grass, trees and some cover
- Triathlon - Cudgen Leagues Club where 80% of members are elderly people. No one
can get to the club except by walking. The Club might be insignificant in the eyes of many but as the heading on this is "Kingscliff Matters" to our members Cudgen Leagues "matters" to them also. Last Triathlon an elderly gent parked his car in Sand St and walked to the Club. He didn't make it. Fell over broke nose and skinned arm and leg. Ambulance to hospital where he spent 4 days

- The same small few complaining. Weather factors. Ongoing funding and sustainability
- Parking. Access to local cafes and shops
- Re Triathlon - Locals unable to get to town. Getting to work at 6.30am. No locals (at most a couple) visit cafes on this weekend. Not a lot of business from visitors on these weekends. Shuts down CBD. Access to town re road closures etc
- Parking taken up, keeping locals away. Duplication of traders by itinerants who make money out of the town
- Parking!!! Parking Parking!!!
- Surf Carnival and Triathlon - parking and effective lockout of residents to the shopping strip

How could these challenges be overcome?

- Designated areas. Notification - contacts, clearer instructions in advance. Onsite parking with all developments.
- Triathlon - reroute bike leg south to free up CBD
- Parking outside town - park and ride - shuttle bus
- Get off the front foot and prepare traffic and car parking management plans for different scale of events. This could include dedicated parking (free) for visitors. Freeing up car spaces for locals. Education and information for community so they understand
- Normal park maintenance and development
- Why block off one of the main entry roads in the area. Why completely close a business for half a day, Cudgen Leagues. Only use Marine Parade, leaving your main artery open. Representative from Wommin Bay Hostel needs notice to have access out the back of Cudgen Leagues Club. However you can't get out of car park at Leagues Club because Wommin Bay Road is blocked off.
- More support from Council and business
- Large events to have organised parking
- Support from Council
- Move (night) market to other end of town to free up parking at southern end of town

Are there events you wish were held in Kingscliff?

- A Bleach style festival that runs every weekend for a month
- Get World Rally back
- Sandcastle building championships - see GCCC. Use beaches without impacting just one part of town
- Events that can be held outside the immediate town centre - Bowls Club north
- Major events are vital
- Encourage a range of events that have various audiences
- Food and Wine Festivals
• Water events at Chinderah

**What do you believe those events would bring to Kingscliff?**

- People
- Community organisations funding. Exposure of the area. Opportunity for repeat business
- Families and tourism
- Sense of community
- $$$ people business
- Income, tourism, improved restaurants - better quality through competition
- Tourism, repeat business, economic benefit, health benefits and promotion within the community
- Economic

**Do you have any ideas on any community-driven events you believe should be given consideration for holding in Kingscliff?**

- Planning with local Rotary and Probus - watch this space
- Theatre especially comedy and farce, maybe at the community hall
- Community events may not be economic driver
- Please provide example of community driven events
- Yes but you should ask them
- Markets in Salt Village
- Markets, Farmers Markets, Food and Wine Festival, Festivals similar to Bleach and Swell
- Fishing, sailing, rowing, skiing, wake boarding, snorkelling, scuba diving, paddle
- Consider that our "winter" is mild and dry. People in Melbourne/Hobart are in the depths of winter cold and wet.

**In assessing future requests for events in Kingscliff, what elements should form Council’s criteria in relation to local community, businesses and the broader Tweed region?**

- Beautify fig tree roundabout
- Parking, duplication of traders during events, access, noise, community consultation prior to the event, measure impact/frequency
- Don’t shut down CBD - parking out of town (creek side on south or north side)
- No streets should be closed ever, Pay and Ride Parking, Longboard and Triathlon were both on at the same time in 2014, Why are there two Triathlons per year?
- Are market stall offered to local businesses? Interesting to find out the balance of local/imported business at markets
- How to utilise Tuesday, Wednesday and Thursday for events. Byron and Gold Coast are large markets that could sustain such events.
- Tourism benefit, local employment and engagement, family focus and friendly, inclusivity
- Traffic/parking planning, demonstrate use of local traders as priorities
- Parking
- Triathlon - am aware that vouchers etc were given out for coffee to encourage visitors to visit cafes. Perhaps there could be other ways to encourage local business. Maybe have stall set up for local business?
• Not too much duplication of existing traders
• I've just come back from 8 day surfing festival in Noosa. I noticed food stalls they have didn't conflict with any local businesses, this I found to be a well run festival. Please remind competitors to support local business.

**Where to from here**

Distribution of summary from the forum to all participants and loaded up on Kingscliff Matters page on Council's website on Friday 27 March.

Feedback on the notes can be fed through to the "Your Say Tweed" link on the Council website. Distribution of this summary will also be available through the Kingscliff and District Chamber of Commerce and Kingscliff Ratepayers and Progress Association.

Information from the forum will be given further explored and fed into the review of Council's Festival and Events Strategy and related policies that are currently under a co-ordinated review.

A Councillor Workshop will be held in early May 2015 with the view to come back to this stakeholder group on 28 May for another breakfast seeking feedback on the progress of the draft Events and Festivals Strategy and associated policies and will also include an update on the Kingscliff Locality Plan.
# Appendix - List of Invitees

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### Organisation
- Tweed Coast Marketing
- Tweed Valley Triathletes
- Twin Towns Triathlon Club
- Watersports Guru
- Westera Partners Pty Ltd
- Westpac Kingscliff
- Woolworths Supermarket
- Zacaru Zoo
- Kingscliff SDA Church
- Tweed Coast Uniting Church
- St Anthony’s Parish Kingscliff

### Tweed Shire Council Attendees
- Cr Barry Longland
- Cr Phil Youngblutt
- Cr Katie Milne
- Cr Carolyn Byrne
- Troy Green
- Liz Collyer
- Vince Connell
- David Oxenham
- Tracey Stinson
- Grahame Burton
- Jonathon Lynch
- Jane Lofthouse
- Fran Silk
- Scott Green
- Robyn Grigg
- Emma Whittlesea
- Richard Adams
- Mark Tickle
- Barbara Allen