

9.4 TAMWORTH REGIONAL COUNCIL DRAFT NIGHT TIME ECONOMY STRATEGY 2026-2031

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1 ANNEXURES ATTACHED

RECOMMENDATION

That in relation to the report “Tamworth Regional Council Draft Night Time Economy Strategy 2026-2031”, Council:

- (i) endorse the Tamworth Regional Council Draft Night Time Economy Strategy 2026-2031 for the purpose of public exhibition;*
- (ii) place the Draft Strategy on public exhibition for a period of 28 days; and*
- (iii) following the public exhibition period receive a further report on community feedback and any amendments to the Strategy for consideration and adoption.*

SUMMARY

The purpose of this report is to seek Council's approval to place the Tamworth Regional Council Draft Night Time Economy Strategy 2026-2031 on Public Exhibition for 28 days.

COMMENTARY

The Draft Night Time Economy Strategy 2026-2031, is **ATTACHED**, refer **ANNEXURE 1**, and was prepared by Urban Enterprise in consultation with Tamworth Regional Council and Community group stakeholders. The intent of the Draft Strategy is to provide a roadmap, outlining Council's action plan and demonstrating the measures Council will implement to strengthen the Tamworth regions 24-hour economy and reinforce Tamworth's standing as the Capital of Country. The Strategy is divided into six main sections as follows:

(i) Introduction

The introduction includes:

- Background;
- What is the Night Time Economy?
- What are the benefits of the Night Time Economy?
- Council's role in the Night Time Economy; and
- Special Entertainment Precincts and the Night Time Economy.

(ii) Existing Situation

This section gives an overview of how the Tamworth region is currently positioned in the after dark landscape including:

- Demographic snapshot;
- Visitor economy profile;
- Night Time Economy business audit; and
- Night Time Economy Spend Analysis.

(iii) Strategic Context

To ensure alignment with relevant strategies at National, State, Regional and Local levels and current night-time trends, the following was investigated:

- Strategic alignment; and
- Trends in Night Time Economies.

(iv) Consultation Outcomes

This section details the results following engagement that was carried out online and on location, including:

- Survey outcomes; and
- SWOT analysis.

(v) Strategic Framework

Strategic framework includes:

- Vision;
- Objectives; and
- Themes.

(vi) Action Plan

The action plan identifies four key themes which will act as a framework for targeted strategies moving forward. The key themes are:

- Safety, diversity and inclusion;
- Dynamic programming and activations;
- Strong leadership and governance; and
- Supporting facilities and infrastructure.

The plan outlines a description of each action, the priority, a timeframe for implementation and investment channel.

Also included are four key projects that have been proposed for implementation by Council to enhance the Night Time Economy based on all factors explored in the Strategy. The projects include:

- Night Rider Transport Pilot;
- Tamworth Busk Stops;
- Illumination Event; and
- Tamworth Performing Arts Centre and Cultural Precinct.

(a) Policy Implications

Nil

(b) Financial Implications

Many of the actions within the plan can be funded through existing budgets. Projects within the plan will need to be funded through grants and external sources such as grant opportunities. The Draft Night Time Economy Strategy 2026-2031 development is funded through grant funding Council received to develop Special Entertainment Precincts (SEPS).

(c) Legal Implications

Nil

(d) Community Consultation

In the preparation of the Draft Night Time Economy Strategy, a range of stakeholders were consulted including:

- Tamworth Region business owners
- Tamworth Region community members, including from Manilla and Nundle (via drop-in sessions)
- Tamworth Regional Council key directorate stakeholders
- Special Entertainment Precinct Project Advisory Group

Further community consultation will be enabled by placing the Draft Night Time Economy Strategy on public exhibition for 28 days.

(e) Delivery Program Objective/Strategy

Focus Area 3 – Prosperity and Innovation

Focus Area 5 – Connect Our Region and its Citizens

Focus Area 9 – A Strong and Vibrant Identity
