

Appendix 2

Lord Mayor Roundtables and Online Workshops Summary

Workshop	Date	Attendees
Facilitated workshop with Retail Sector	12 May 2020	20 pax
Facilitated workshop with Creative and Late Night Sectors (including the Creative and Night-time advisory panel)	19 & 20 May 2020	26 pax
Facilitated workshop with Local Business	21 May 2020	18 pax
Facilitated workshop with Tech Start-Up sector	25 May 2020	14 pax
Lord Mayor Roundtable on Arts and Culture	9 June 2020	18 pax
Lord Mayor Roundtable with Resident Action Groups	12 June 2020	16 pax
Lord Mayor Roundtable on Community & Food Security	16 June 2020	14 pax
Lord Mayor Roundtable with Hotels & Tourism	17 June 2020	16 pax
Facilitated discussion with Inclusion (Disability) Advisory Panel	17 June 2020	10 pax
Lord Mayor Roundtable with Small Business	18 June 2020	13 pax

Attendees	
Chantal Abouchar, The Studio	Ronni Kahn, OzHarvest
Deb Achhorner, Two Design Lovers	Renata Kaldor, City Recital Hall Limited
Esther Anatolitis, National Association for the Visual Arts (NAVA)	Keiran Kevans, Glebe Youth Service
Brian Adams, Surry Hills Business Alliance	Carolyn Kelly, Surry Hills Liquor Accord
Dimitri Argeres, Liquor & Gaming NSW	Illa Kim, Soul Dining
Monica Armesto, Sydney Airport Corporation Ltd	Carole Ann King
Gunjan Aylawadi, Flyover - Indian Fritterrie & Chai Bar	Vanessa Knight, Alexandria Residents' Action Group Inc (ARAG)

Attendees	
Jessica Baird Walsh, Gift from Afar	Karina Kreminski, Surry Hills Neighbourhood Centre
Justine Baker, Solotel Hospitality Group	Albert Kruger, Sydney Gay & Lesbian Mardi Gras
Rosanna Barbero, Addison Road Community Centre	Wes Lambert, Restaurant & Catering Australia
Deb Barwick, NSW Indigenous Chamber of Commerce	Mikey Leung, Social Enterprise Council of NSW & ACT
Yasmina Bonnet, Millers Point Community Resident Action Group	Karen Levin, South Sydney Business Chamber
David Borella, BIKESydney	Justin Macdonnell, Anzarts Institute
Scott Boyes, AccorHotels	Cheryl Mack, Stone & Chalk
Michael Brand, Art Gallery of New South Wales	James Makarewicz, Darling Harbour Liquor Accord
Carrington Brigham, Potts Point Partnership	Brandon Martignago, Dulcie's
Poppy Brown, Australian Red Cross	Justin Marmot, The Shirt Bar
Jennifer Brown, InterContinental Sydney	Katherine Maver, Sydney Gay & Lesbian Business Association Inc
Shane Brown, Sydney Local Health District - Clinical Services Integration	Peter May, CBD Chamber of Commerce
Siobhan Bryson, WEAVE Youth & Community Services	Andrew McDonald, A. McDonald Shoemaker
Hans Bui, GoPavel	Isabel McIntosh, Friends of Erskineville
Sally Burgess, Radisson Hotel & Suites Sydney	Katherine McKernan, Homelessness NSW
Jennie Burn, Glebe Chamber of Commerce	Julie Millard, Inclusion (Disability) Advisory Panel
Max Burt, Inclusion (Disability) Advisory Panel	Bridie Moran, 4A Centre for Contemporary Asian Art
Lexie Buscholtz, Nighttime Industries Association	Sture Myrmell, Carnival Australia and P&O Cruises
Phillippa Carnemolla, Inclusion (Disability) Advisory Panel	Leila Naja Hibri, Australian Fashion Council
Simon Chan, Haymarket Chamber of Commerce	Joy Ng, The Bearded Tit

Attendees	
Fairina Cheng, Fairina Cheng	Nicole O'Brien, Fishburners
Shaun Christie-David, Colombo-Social	Katherine O'Regan, Sydney Business Chamber
Laura Cochrane, Foundation Theatres Pty Ltd	Julie Osborne, Centennial Park Residents' Association
Morwenna Collett, Inclusion (Disability) Advisory Panel	Margy Osmond, TTF Australia Limited
Jacob Collier, Glebe Chamber of Commerce	Pastor Jon Owen, The Wayside Chapel
Emily Collins, Music NSW	Nathan Plummer, Venture Cafe
Emilya Colliver, Art Pharmacy	Creel Price, Investible
Kerry Comerford, Accessible Arts	Belinda Rankine, Paddington partnership
Barry Corr, Irish Australian Chamber of Commerce	Joy Roche, Thai Town Business and the Thai Community Association
Steve Cox, Destination NSW	Frances Rush, Asylum Seekers Centre of NSW
Kate Davidson, Ultimo Village Voice	Karl Schlothauer, House of and NSW Independent Bars Association
Sam Davison, Barangaroo Orthopaedic & Sports Injury Clinic (BOSIC)	Ann Schoefer, University of Technology Sydney
Lisa Day, Root'd	Clr Jess Scully, City of Sydney
Julie Demsey, Springboard Enterprises Australia	Yimmy Seifert, Ultimo Village Voice
Jack de Groot, St Vincent de Paul Society (NSW)	Michael Shafran, Brooklyn Boy Bagels
Sue Donnelly, Belvoir	Nidhi Shekaran, Inclusion (Disability) Advisory Panel
Kat Dopper, Heaps Gay	Christopher Sheldrick, Passiontree Velvet
Ted Dow, The Tea Centre	Maxine Sherrin, Spark Festival
Steve Drissell, Staves Brewery	Karen Soo, Haymarket Chamber of Commerce
Jacques Dumont, Nutie	Steven Speed, City North Liquor Accord
Emma Dunch, Sydney Symphony Orchestra	Glen Spencer, BaptistCare
Natasha Dwyer, Arthur Avenue	Jacqui Stanton
Elizabeth Elenius, Pyrmont Action	Ben Stephens, Kings Cross Liquor Accord / Solotel

Attendees

Tara Elliffe, Inclusion (Disability) Advisory Panel	Tim Stern, The Wayside Chapel
Wesley Enoch, Sydney Festival	Scott Sullivan, Lendlease
Mitchell Evans, The Salvation Army	Mark Tonga, Inclusion (Disability) Advisory Panel
Warren Fahey, Potts Pointers Community Group	Dennis Tritaris, Walsh Bay Arts and Commerce
Felicity Fenner, Public Art Advisory Panel & UNSW Art & Design	Geoff Turnbull, REDWatch Incorporated
John Ferris, TMRW Music	Lissa Twomey, Bangarra Dance Theatre
Eamon Flack, Belvoir	Duco van Breemen, Haymarket HQ
Mike Galvin, Darlo Darlings	Ronald van Weezel, Hilton Sydney
Kerri Glasscock, Sydney Fringe Festival	Amanda Verratti, Newtown Liquor Accord
Bjorn Godwin, Knox Street Bar	Amanda Visser, The Star Entertainment Group
Michelle Grand-Milkovic, Love Fish	Phillip Wadds, University of NSW
John Green, Australian Hotels Association NSW	Janet Wahlquist, The Glebe Society
Joshua Green, Millet Group	Michael Waters, Retail Drinks Australia
Lisa Green, GreenGoods	Richard Weeks, Waterloo Public Housing Action Group
Piers Grove, EnergyLab	Zoe White, Australian Chinese Finance Organisation
Stephan Gyory, Darlinghurst Business Partnership	Kate Wickett, Sydney WorldPride
Jonathan Harley, Canva	Pasan Wijesena, Vice President, NSW Independent Bars Association
Amylia Harris, Darlinghurst Theatre Company	Jan Wilson, Coalition of Glebe Groups
Leigh Harris, Surry Hills creative precinct	James Winter, Brand X
Judy Harwood, Inclusion (Disability) Advisory Panel	Ian Wood, Merlin Entertainments
Charmilla Herath, Coterie by Milla	Nicola Woolfrey, Trolley'D
Louise Herron, Sydney Opera House	Monica Wulff, WeWork

Attendees

Sabrina Houssami-Richardson, Inclusion (Disability) Advisory Panel

Michael Wynn-Jones, UTS

Leonie Jackson, Inclusion (Disability) Advisory Panel

Jessie Xiao, Umi Group

Rory Jeffes, Opera Australia

Marina Zarnitsy, Lendlease

Patricia Johnson, Friends of Ultimo

Natalie Zelinsky, Take Kare Program

Antony Jones, Merivale

Christopher Zerial, Scentre Group

Nina Juhl, Incubate

*note: some attendees were invited to more than one session

Outcomes from consultation with vulnerable communities

Impact of the pandemic

- Significant expansion in demand for services, including delivery of food hampers.
- International students are a new and the largest cohort requiring services.
- Non-citizens who are not eligible for government assistance (i.e. Jobkeeper or Jobseeker) are some of the most vulnerable in our community. None more so than asylum seekers. The consequences when jobs are lost are dire.
- Mental health concerns regarding trauma of bushfires followed so closely by Covid-19. There have been increased presentations to mental health services for stress, anxiety, depression and domestic violence.
- Focus for services has been provision of meals, medical and other advice, maintaining social connections, and financial support for those not eligible for government assistance and those who are socially isolated. Provision of community information, phone support and home visits support the food provision.
- Distribution of toiletries, food and blankets has been made possible through support from NGO's and major retailers.
- Significant expansion in demand for meals. Commercial chefs have helped OzHarvest cook the meals.
- Demand for accommodation has increased. There has been some success with the provision of temporary accommodation (with wrap around services) which has translated into an opportunity to move into longer term accommodation.
- Online programs have reached more people, but for some, there is greater anxiety about management of drug and alcohol addiction without access to face-to-face services.
- Concern over equity of access to digital technology (cost of devices, connectivity, digital literacy).
- The impacts of videoconferencing to teleconferencing – i.e. 'Zoom fatigue' – on people with sensory disability. In the deaf community, trying to interpret a 3D language (AUSLAN) in a 2D format – can be exhausting after a long day of meetings.

- Increase in telehealth services and decrease in visits to general practitioners which are not ideal for some sectors of the community (i.e. deaf community, people who need privacy such as young people and people experiencing DV).
- A positive impact for people for whom it is hard to leave the house has been more contact with family and friends as they have been online more and are getting used to new ways of communicating.
- There have been certain services (e.g. special shopping times etc.) that people on NDIS and pensioners qualify for, but there are many people living with disability (especially invisible illness) who do not qualify.
- One of the positive outcomes from the pandemic has been the opening up of temporary accommodation for rough sleepers and then the commitments by the NSW Government to create longer term accommodation opportunities.
- There are fears that with rising unemployment, the rate of homelessness will increase across NSW, generating greater demand for affordable accommodation.
- Concerns around funding, employment targets and the economic outlook will make it harder for people with disability in the competitive employment market, particularly impacting on young as they transition into employment and independent living.
- Carers and support workers have been significantly impacted and voices should be heard.
- The pandemic has seen a greater collaborative approach to service delivery in Woolloomooloo and this will continue. There is potential for a 'community development strategy' to be developed collectively for Woolloomooloo.
- Support for vulnerable communities in Redfern and Waterloo has been a priority.

Needs for recovery

- Maintenance of Jobkeeper beyond September and Jobseeker (at current rate) is crucial to avoid pending social and economic crisis.
- Key advocacy position is for financial support from Federal and NSW Government for non-citizens.
- Initiatives to support mental health and wellbeing will be required.
- Programs to increase budgeting and cooking skills to maintain healthy eating.
- Initiatives to keep people connected are vital through the pandemic as well as on an ongoing basis throughout recovery.
- Demand for food programs has never been higher and there is concern that demand will rise again later in 2020.
- There are genuine concerns that the programs cannot be funded for as long as is necessary to meet current, or future projected demand.
- There is further concern about the sustainability of the NGO sector, having lost much of their fundraising capacity.
- Donor fatigue following bushfire season is also a factor.
- Initiatives to support mental health and wellbeing will be required.
- Programs to maintain healthy eating, food independence.
- Initiatives to focus on youth employment and supporting those who are without work and young people with disability who are transitioning into employment and independent living.
- Initiatives to support mental health and wellbeing, drug and alcohol dependence will be required.

- Clarity on public health messages, particularly for vulnerable people are required.
- Opportunity to improve the range and format of communication (especially around Covid-19 messaging, but also broader services) for people living with disability.
- Advocate for investment in social housing as stimulus – 5,000 per year for 10 years.
- Prioritise support for Aboriginal and Torres Strait Islander people and non-citizens who are homeless or at risk of homelessness.
- More information provided in easy read English – where do we go for clear and consistent information provided in different formats for people with intellectual disability and other people with low literacy and English as a second language.
- Using different communication formats and channels (phone, email, social media, video, easy-read English, large-print versions, accessible websites, smaller online groups/workshops, captioning and AUSLAN etc.)
- Focus on the sustainability of the sector. There is concern that organisations and workers providing support during the initial crisis will be hit again when Federal financial support finishing in September and will not have the resources to continue with such high levels of demand.

Role the City can play in recovery

The City needs to use its voice and join more loudly in critical advocacy campaigns:

- Ending homelessness
- Investment in 5,000 social housing dwellings per year for 10 years
- Maintaining current level of Jobseeker payments
- Extending Jobkeeper payments (duration and inclusion of non-citizens)
- Support for NGOs
- Continuing and building on accessible and inclusive communication

Opportunity for Sydney

- Addressing homeless and finding permanent accommodation for rough sleepers.
- More collaboration at the local level e.g. there is potential for a ‘community development strategy’ to be developed collectively for Woolloomooloo.
- A greater understanding of the circumstances of many people living with disability who are not able to easily leave home. Broader society has now experienced this and have adapted to this, leading to an environment where there are more opportunities to connect from home.
- Increased opportunities to digitally attend events, exercise programs, workshops, conferences and training.
- Good to see AUSLAN being used initially in news reports but this is tapering off. This is an opportunity to improve how Government communicates and improve accessibility with more formats – AUSLAN, easy-read English.

Outcomes from consultation with resident groups

The impact of the pandemic

Increased community connection and concern

- The pandemic has brought the community closer. Some local precincts that are normally full of tourists, are now full of locals.
- Communities have had the opportunity to meet their neighbours and create campaigns to help promote their local businesses.
- Some resident groups experienced an increase in membership and activism, by those concerned for their local communities and businesses.
- Local restaurants also tried to connect with their local residents by providing packaged meals and delivery.

Increased dependence on online connections

- More activities had to be carried out online. This often allowed for communities to feel in touch and more connected.
- This also raised issues regarding a digital divide in the community. Engagement with the elderly, social housing tenants and vulnerable community members appeared to decrease. There is a need to ensure these communities remain connected, without digital means.

Use of public space

- The use of public space became very importance for residents during the pandemic.
- Local parks were used more frequently and by a larger range of users
- Substantial increase in bike riding as a transport mode.

Waste

- There seemed to be an increase in waste
- More waste was being dumped near residential apartment blocks, as residents were using the lockdown as an opportunity to clean.
- Businesses providing food in take away containers also increased waste.

Needs for recovery

- Wider footpaths to feel safe
- More parks especially in high density areas.
- Local businesses still need support - they are continuing to suffer.
- Better relationships with the State Government in relation to planning
- More transport options such as cycling although road closures can cause issues for locals who rely on vehicle access
- Support for those who have mental health issues, as it is getting worst.
- Ways for the community to connect that doesn't rely only on digital platforms. We need to ensure no one is left behind.
- Continue to care for our most vulnerable, including homeless people.

The role the City should play in recovery

Advocate with the State Government

- The City needs to be more involved in strategic thinking with the State government, especially in regards to land planning and transport.
- Continue to advocate for not moving the Powerhouse Museum and on the Pyrmont Peninsula Place Strategy.

Planning for Public Space

- Public spaces need to be clean, attractive and accessible for all.
- Public parks and pathways are very important for community exercise and transport.
- The City should examine all public space across the City and its foreshore, where active transport has increased during the pandemic, to ensure the paths are wide and safe. This is especially important as more pop up cycle ways are being introduced.
- Concerns about touching surfaces in public areas. Need for the City to keep all public surfaces clean.
- Continue ‘pop up’ temporary cycle lanes. It reinforces the safety, health & travel options. Also helps to educate the community and change its’ culture.

Revitalise the neighbourhood’s highstreets

- Create plans to help revitalise the City’s highstreets. Areas that were highlighted included Glebe Pont Road, George Street in the CBD and Pyrmont. Plans can include:
 - More opportunities for commercial enterprises and creative hubs.
 - Economic assistance to help maintain and improve properties that are looking run down.
 - Considerations for a vacancy tax, to help encourage owners of long term vacant properties to seek a tenant.
 - Installation of umbrellas and extension of café seating to make the street feel more alive.
- Improve safety of pedestrians on footpaths
- Consider large public information screens in public locations to advise of upcoming events and issues.

Involve the community

- Host a city wide Celebration Day – close roads to cars for a day and host a large scale community picnic to celebrate the end of the pandemic.
- The continued support of Glebe Youth Service Community Resilience Program which has been assisting local families during Covid-19 in staying connected to necessary supports and receiving food packages.
- The City practicing more sustainable procurement practices to support local businesses.
- Reopening community centres for those residents who feel disconnected, especially the Ultimo community centre.

Opportunities for Sydney’s future

Community connection and readiness

Re think our building design and open spaces. Raise the question about what if this happens again - do we need to make open space mandatory for apartments.

- Encourage free or low cost internet connection for social housing and free Wi-Fi in parks.
- Provide infrastructure in the City to have neighbours checking in on other neighbours, including a buddy system and shopping for each other.
- Provide more mental health programs and training for a variety of community members.

Cultural events and celebrations

- Small music venues offering online music at cheaper prices. Enabling a broader audience to help people find ways to be connected.
- Host a storytelling event of how we've been affected. Couple this with a large arts event.

- More public art and street mural recognising the local community. The recent mural of Adam Goodes has really energised people.
- Village celebration day in all of precincts. Organised by locals. Then end with BBQ in the local parks.

Public Spaces

- More outdoor eating and cafes. Creating destinations for more Sydneysiders. Remove difficulties with business permits, allowing more businesses to trade in local parks.
- Annual clean-up our city day - implemented in each local precinct.
- Create more opportunities for walking, exercising and riding by reviewing local streets and pathways to better connect to developments and the foreshore.

Transport

- Make more streets walkable and rideable by providing more traffic calming and road narrowing
- Encourage cargo bikes for deliveries and local logistics - good for business support.
- Explore Sydney campaigns with guided bike rides - connect bike service providers with tourism providers.

Working life flexibility

- Encourage 4 day working weeks. Continue to leverage from the recent changes work practices.

Outcomes from consultation with arts, culture and night-time sectors

The impact of the pandemic

- Impact on creative and cultural sector has been devastating and need to re-open to survive. Some businesses have seen losses in the excess of \$50 million, stood down 80% of staff and a significant amount of their workforce are not eligible for Jobkeeper.
- Lack of funding support for the creative sector during the pandemic. Concern that sole traders and small businesses in the creative sector and artists have been overlooked and that Sydney will lose our artists and performers who are already struggling with the costs of working and living here.
- The sector will be the last to reopen and recover as it doesn't make financial sense to open a theatre or performance venue with current physical distancing rules– most could only run at 15% capacity but need 75% capacity to be viable.
- Important to consider the ongoing impacts on income for cultural organisations from investors and donors.
- Concern about the works that were put on hold and not enough creative spaces available once things re-open.
- Using venues for recordings and online live performances has helped continue activity and connection with audiences.
- Breaking the mindset brought on by having takeaway/home delivery only – continuing these after the pandemic

- Staffing levels of bodies that support the sector (e.g. Chambers of Commerce) have been affected. This limits their ability to provide assistance to their members and therefore greater reliance on Council to help.
- Licensed venues must still adhere to licensing conditions even though they are serving less patrons (e.g. still required to have min. number of security guards). It's challenging to meet those conditions whilst trying to remain commercially viable. Would like to see adaptability and flexibility around the licensed conditions.
- For licensed venues, lack of cohesion across authorities on what is/isn't allowed. Would like to see greater cooperation across agencies so they are provided with similar advice and alignment across regulations, particularly around liquor licensing and compliance approaches.

Needs for recovery

- Building audience confidence so they feel safe to return.
- Immediate need for clarity and understanding of the rules – still unclear who it applies to and who can be exempt. It can be difficult to understand how to recover and function your business.
- Need for certainty to be able to plan ahead.
- Need clear timelines on when they should open, so they can be adequately prepared
- Want to know what is beyond Stage 3, to enable better planning
- Need for rate relief once they re-open.
- Need for late / extended trading hours, more outdoor space to accommodate for the social distancing regulations. They may be serving less customers but can do it more often.
- In the long term, need to rebuild customer confidence in terms of safety and get assistance to do it. Suggestion that an authority or trusted figure can help audiences feel safe to come back to venues again.
- Licensed venues need further easing of restrictions before they can really plan long-term. Would like to see gatherings of 100 people by July and be able to have full capacity by September.
- Need to know intentions of landlord with rent and plans for the property. Tenants are concerned they will plan for recovery but then have the landlord sell or knock-down the premises in 6 months' time.
- Need to bring foot traffic back to their area. Information from the government/tourism authorities plans on how they plan to bring people back to their precincts (e.g. Circular Quay / The Rocks) would be helpful.
- Larger creative venues need 75% capacity to be viable.
- Grants are helpful in assisting businesses pivot, transform or help themselves afloat a little longer.
- Venues need training on how to manage their audiences and make audiences feel safe.
- In addition to building business and audience confidence, also need to rebuild artist and musician confidence. Need to support artists to participate in creative economy. Touring is expensive, already in financial deficit.

The role the City should play in recovery

Promoting Sydney with 'local' marketing campaigns

- Promoting Sydney as safe to build confidence for people to return to going out.

- Support the #sydneylocal and possibly #shoplocal campaigns. Marketing and promoting profiling local artists, performers, venues, businesses, neighbourhood character, information on what is open and things to do. Key target – local residents, esp. those who are working from home and those who may have more disposable income due to travel restrictions.
- Campaign targeting visitors and workers from greater Sydney and regional NSW. Call to action: “Come back into Sydney”. Showcase the suburbs have been heavily impacted by the loss of workers, travellers and international students – e.g. Haymarket, the Rocks, CDB. Content to include how to safely get in and out, attractions and things to do.

New ways of using public space for cultural activities

- Identifying opportunities for cultural and community gatherings in low risk public domain areas. Look for opportunities to quickly and efficiently open these to the cultural sector e.g. permanently close smaller streets, provide infrastructure that allows for street activations and support the use of these spaces by the cultural community with grants and easier approval process.

Moving to 24 hour economy across the LGA

- Work with big business to encourage staggering their employees’ hours. Allowing for local businesses’ customer hours to be extended beyond 9-5. This will help with social distancing and public transport capacities. City to promote opportunities through the Late Night DCP to local businesses and creatives. The City needs to be active in working with local businesses and coordinating with government authorities.

Advocacy and coordinating with government authorities

- Support the reopening of the economy and bringing people back to city. City of Sydney to help ensure all authorities are providing similar advice and alignment across regulations, particularly around liquor licensing and compliance approaches. The City also has a role to play in advocating to state government for temporary changes to regulations that are needed to support financial viability of operators.

Need for business certainty

- Greater clarity to all sectors of businesses to plan for their future and for reopening their business. Businesses needs greater lead times for developing products, services and hiring staff. Clear guidelines are also needed to ensure all businesses are applying social distancing and others regulations correctly.

Ongoing support through subsidised fees and charges

- It is important for the City as well as other levels of government to provide fee relief for their operations beyond the initial 6-month period from March. For example, the City could provide rate relief, footway dining fee subsidies and Liquor and Gaming could provide fee relief for liquor licences.

Supporting local long-term tenants in any activations for recovery

- The City and State government to engage with local businesses in local areas where activations may be proposed, giving local businesses priority to participate before pitching to external parties.

Opportunities for Sydney’s future

- Opportunity to celebrate Sydney for its culture and not just its natural beauty. Have a summer campaign of culture in Sydney - a chance to focus on local artists, performers, cultural groups.
- Using venues for recordings and online live performances has helped continue activity and connection with existing and new audiences.

- There are lots of locally produced works before and during the pandemic that are ready to go live.
- Time to rethink space: reimagine the city as a venue, open more opportunities to use public space for the arts or find other large underutilised spaces to accommodate social distancing.
- Coordinated effort to share common services amongst small businesses (e.g. waste, cleaning) to benefit all involved.
- Opportunity to reshape the public environment because of having to social distance – e.g. widening footpaths, more outdoor space for economic, cultural and community activity.
- Opportunity to promote local and bespoke – shop local, locally made.
- Capitalise on local customers as they aren't travelling, restricted international shopping, etc.
- Chance to rethink festivals. How can they be changed to be more useful for local economic development?
- Taking advantage of fee waivers offered by the City. One less stress and will help businesses recover faster.
- Opportunity to better support long term tenants and not just pop ups. Long term tenants want to see more support as they have been contributing to the local economy for a long time.
- Opportunity for businesses and industry bodies to review broader policy issues and identify what needs to change for their new futures
- Opportunity for collaboration – for example, a venue with a seating bank can offer it to the City as a possible outdoor summer venue.

Concerns for Sydney's future

- Removal of relaxed regulations that have been keeping certain small businesses afloat. For example, some small bars can sell alcohol with their takeaway. Would like to see this flexibility in place until they are fully recovered.
- Policies are not considering place and size of the business.
- Losing artists permanently if there is a lack of opportunity and it is too expensive to be based in the city.

Outcomes from consultation with the tourism & hospitality sector

Impacts of the pandemic

- Expecting a long-term lack of international tourists and visitors.
- Arrivals into Australia declined 98% in month of May. Traffic to the airport is down 97%, with the majority of people travelling are on repatriation flights. Precinct car parking, retail and hotels associated with Sydney Airport are also struggling
- As borders open between states, the focus will be on keeping travellers feeling safe. Travellers have said they want shops open in the airport terminal so they can spend money. Still having conversations about support for international carriers.
- Signs of strong demand for domestic travel sector week-on-week with double-digit growth. No signs of international travel but increased search for Australia inbound travel, particularly from US, Taiwan, HK, mainland China which are encouraging signs.

- The biggest challenge is restoring consumer confidence and this is going to be a long haul problem. Cabin fever is resulting in a boom in overnight stays.
- Hotel business has been stripped back to ground zero. Many hotels have been closed for three months and are still working out when to open doors, conscious that JobKeeper is propping everything up.
- Concern for hospitality workers not eligible for JobKeeper and proud of the role of hotels to accommodate repatriation.
- Corporate and group hotel bookings are the major concerning gaps. Corporate groups and meetings no longer possible.
- CBD revival is dependent on workers returning to the office and not likely until next year. American companies based in Sydney are required to abide by one rule applied across all of their international offices. Deloitte have announced that workers will not return until February.
- Sydney Gay and Lesbian Mardi Gras are exploring 12 different scenarios around the festival, taking into account a deep recession, which would involve a stronger drive for corporate partnerships.
- Hospitality & backpacker accommodation revenue has declined over 90% and they are relying on minimal staff including management team and those on JobKeeper.
- Compliance has been an additional stress for management.
- Cruises have no revenue due to the ban on cruising until mid-September, if this extends into summer the economic losses would be in the billions given other surrounding CBD businesses who rely on cruising customers. They are using the time now to address WHS protocols to ensure safety of crew and passengers into the future. Bookings in 2021 are on par with previous years so there is still demand, though there are concerns bans will not be lifted, resulting in a decimation of the industry.
- As liquor retail was deemed an essential service during the pandemic, the focus for this industry has been accessing information about welfare and mental health support, as well as tools and guides regarding in-store safety guidelines.
- Many independent bars have seen 30-50% revenue coming back, takeaway sales have kept some businesses alive and strengthened relationship with communities.
- Social distancing will not allow many small bars to even reach the 50 people capacity limit due to the size.
- The Star Sydney ceased all operations except hotels since March, stood down over 90% of staff. Many aspects of the business do not have an open date and as at 1 July, it is likely that only 50% of the business will be operational.
- Tourism attractions are planning to be affected for 18-24 months even after international borders are open.
- Potential talent drain down the track especially for the hospitality industry. Workers moving away from Sydney due to drop in jobs and cost of living. Sydney may struggle to find talent to fill roles when we recover.

Needs

- Maintenance of Jobkeeper beyond September and Jobseeker (at current rate) is crucial to avoid pending social and economic crisis
- In advance of the Trans-Tasman bubble opening we need to put Sydney front of mind.
- Build confidence over time with internationals to return for next years' events and future event
- Explore the possibility of a 24 hour economy in CBD and see how venues can respond/service these customers.

Role of the City of Sydney

- Make it as easy as possible for businesses to trade, activating and opening up spaces, cutting red tape, new late trading hours.
- Maintain production of NYE and support for Vivid as key drivers of visitation
- Lobby to add hospitality casuals to JobKeeper.
- Work with partners to market Sydney beyond the iconic experiences
- Strategic vision of how Sydney will be promoted to local, intra & interstate audiences – led by Destination NSW.
- Plan small to medium size activations over the next six months growing to a summer of activations of all scale and size - indoors & outdoors
- Demonstrate 24 hour economy opportunities – one-stop shop to secure permits, licences and support.

Opportunities

- Destination NSW is focusing on driving interstate and intrastate visitation to Sydney. Love NSW campaign launched in May and will run until end of July. They are working to elevate Sydney brand out of pandemic, building out their content library focused on “secret” Sydney, laneways, cultural offering. Continuing to invest in brand marketing internationally, focusing on markets that might open up first.
- Focus will on driving domestic customer base in the short term.
- Bring the best parts of holidays to the city, e.g. beach bars
- Create a Sydney at night time campaign, which must include family type events and activities as well the traditional unique flavours, entertainment & live music offerings to broaden the appeal and attract new audiences

Outcomes from consultation with small business

The impact of the pandemic

- City grant process was well-received, however unsuccessful businesses are still asking about why they did not get a grant. More grants are needed.
- The end of Job keeper is daunting for businesses, as they don't know how they will survive once it has ended.
- Chinatown was one of the first hit and 50-80% of businesses impacted and revenue down by 30% on average. Owners are starting to feel more positive now the lockdown is over. Local businesses formed a community watch group in response to fears of vandalism, based on negative racist comments on social media
- Dramatic revenue losses due to the loss of tourists and the international student customer base.
- Local residents have been very supportive of local businesses, especially food based outlets.
- Pandemic has encouraged businesses to diversify. Businesses have pivoted their modules by introducing; e-commerce, deliveries, diversifying their services and preparing their premises to be safe.
- Reductions in red tape have led to innovation.

- Changes in customer's priorities have changed. More support for home based activities and local businesses like home cooked meals, games and music. This has had a positive impact on local businesses.
- Starting to see more and more businesses reopen, which is positive.
- Membership for business associations have increased, creating more opportunities to better understand business needs.
- Takeaway and delivery for food and alcohol has allowed many businesses to survive, who may not have been able to otherwise.
- The pandemic has allowed different sized businesses to grow in different ways. Especially smaller businesses who have been able to extend their hours, expand their products and services and delivery models.
- Physical networking events can't take place and moving large networking events online is difficult.
- Jobs in retail particularly affected. CBD significantly impacted due to suburban shopping and lack of customer demand. Need for a renewed focus on what Australian fashion means and what that looks like.
- Excess retail stock is going to be a huge issue and there may be an opportunity for the recycling of textiles.

Needs for recovery

- Rebuilding customer confidence and breaking through fear factor. Make customers feel safe to return to the LGA, informing them on how to move about safely and use public transport.
- Hours of shopping could change given new working hours and click and collect could be helpful for City stores.
- Villages want a reprieve on parking until the end of the year.
- Discounted parking meters and shared loading zones, to help visitors come into the neighbourhoods and highstreets.
- Flexibility to trade in terms of space (outdoor space) so there is more cash flow.
- Relaxing of certain licensing conditions (i.e. security guards) for bars/pubs to keep them commercially viable.
- Simple practical information so businesses know how to function safely.
- Cash flow. Worries about September when Job keeper ends.
- Continued relief for footpath dining fees – at least by one year.
- Promotion of A-frames for business promotion and no associated fees.
- Small wine bars to continue to sell takeaway alcohol. This saved many businesses and revolutionised how residents supports small bars.
- Less reactive compliance from the City and more relationship development, to enable businesses to reopen.
- More tolerance from across the community during recovery and beyond in relation to business operations.
- More certainty in relation to when regulations will be lifted. It's currently difficult for businesses to plan their reopening.
- Streamlining for DAs, especially for cafés and bars. Make it easier to apply and understand relevant controls.

- Streamline customer complaints process.
- Cross promote our services as a community.
- Long term strategic planning, to be ready for when the international borders reopen. Be ready to promote Sydney to new international visitors and students.
- Customers want shopping precincts to be clean, feature safety messages and manage spaces according to the regulations.

The role the City should play in recovery

- Advocate with State Government in relation to regulations for flexible operations; supporting cultural industry; supporting tenants negotiating with landlords; take-away sales.
- One stop shop for businesses grants applications.
- Marketing campaign that rediscovers hidden Sydney & treasures in each village. Target markets: local residents, Sydney metro & regional NSW
- Education campaign: certainty for industry; dealing with perceptions of safety; return to the City balances for all users
- Review of open space use across the LGA allowing for more flexible trading and better movement of people and celebration
- A program that helps develop and support professional services and sole traders e.g. grants, jobs marketplace, awards program, work better with co-working spaces
- Waiving fees and charges till December to eliminate avoidable costs and increase cash flow e.g. outdoor dining, parking
- Continue to engage and partner with the business community on ensuring recovery is developed together.
- Develop precinct plans, which help the City and community to work together on how each precinct will rebuild. To include land planning and promotions.
- Allowing the lifted restriction and red tape to remain - will allow businesses to continue to be innovative
- Ensuring logistics of moving good across the City isn't impacted by the introduction of more active transport options. Needs a balance between business and community and needs.
- Recognise that people are working differently and in different places, see how the City can help reconnect people.

Opportunities for Sydney's future

- Opportunity for continue with alternative revenue streams e.g. small bars selling alcoholic beverages with takeaway.
- Opportunity to change behaviour – buying local, promoting local, creatively changing the street scape like putting buskers at the front of small businesses
- Campaign to promote our villages and drive people to local precincts
- Expansion of outdoor dining, to allow the streets to feel more personal.
- Weekend promotions, where each precinct is highlighted on separate weekends with events and special business offers. Encouraging more people to come back into the City.
- Customers are most looking forward to eating out, spending time with family, going shopping and having beauty treatments.

Outcomes from consultation with the retail sector

The impact of the pandemic

- Huge loss of revenue (60-90%)
- Ranging from complete operational shutdown (beauty, nightclub, gym, wellness centre) to limited trading (home delivery and online trading only)
- Huge decrease in foot traffic in the CBD as there are no workers, hence no sales. For example, Barangaroo offices are currently at 10% occupancy.
- Inconsistency in income and inability to plan into the future.
- Businesses forced to adapt to digital models (but finding it hard to develop pricing models online and there challenges reaching a new audience online).
- Self-employed business owners who worked from home and had previously met clients in cafes for meetings, found it difficult due social distancing / cafes closed.
- Some businesses have done much better from the pandemic (e.g. online retailers)
- Relying on long term customers was difficult, with revenues falling by 60% (even though their stores were still open).

Needs for recovery

Financial needs

- Immediate need to adapt/pivot which means having to spend money (while no cashflow)
- Need to provide resources & equipment for staff to work at home, as well as looking after staff's mental health and wellbeing
- Cost of legal advice re managing and planning for potential insolvency

Expert advice and digital transformation

- Need to cut costs and go lean. Urgent need to fix inefficiencies in business models
- Need for workshops/skills and advice from experts from their specific sector in order to plan for recovery (hospitality experts, retail experts, etc.)
- Need support with digital transformation; websites, digital media and marketing
- Difficulties finding the best course for their business.
- Need for upskilling on digital, marketing finance and accounting

Promotion & Marketing

- Push to shop local – work with big corporates around town to have a guide to local businesses and support local business to share through their intranets and social media. We need to push the 'Buy Sydney' concept.
- Need for popup spaces to be given to businesses who may not be able to rent long term until solid revenue returns.
- Bring businesses along in activation opportunities so that they can access physical spaces in temporary ways
- Help promote business to new markets
- Live entertainment suffering, awareness campaign needed
- Help with finding new customers - networking & introductions to “warm leads”

The role the City should play in recovery

- Opportunity for the City to push for digital integration for retailers / digital twin platform that allows customers to go from online to offline seamlessly
- City of Sydney could assist in communication, and help with what is required for different sectors at different recovery stages: e.g. sanitation process guides, providing space on streets for takeaway cues, etc.
- Cutting unnecessary red tape and delaying Council rates & fees as much as possible
- Advocacy to government that they consider the differences in business size and business capacity and have restrictions cater to everyone.

Opportunities for Sydney's future

- Many businesses were forced to pivot purely to an online business. Many businesses will be able to leverage newly developed digital models.
- Barangaroo and the City in general: potential to plan for more outdoor space to help boost capacity and allow businesses to cater to that delivery market.
- Keen to participate in opportunities of retailers/businesses co-promotion and directing consumers / traffic to each other - we are all suffering and we need to help each other.
- Look at partnership models with the big corporates in town to promote local businesses to employees pushing shop local – a guide to local businesses and support local business to share through their intranets and social media.

Outcomes from consultation with the tech start up sector

The impact of the pandemic

- Impact on investment cycle:
 - Review sponsored business model as it may not be possible for a while
 - Possibly take 18 months – 5 years to bounce back
- Skills shortage - lack of foreign talent available
- Risks to the industry's eco-system support due to:
 - Inability to receive reduced rent, due to requirement of physical distancing
 - Inability to grow other income streams or receive other income (sponsors, event hire space, studio hire, paid programs)
 - Staff risks (minimal staff, impact on staff)

Needs for recovery

- Need for mental and emotional support – supporting a healthy mindset and helping them work in uncertainty
- Need for certainty
- Need for campaigns that showcase that Sydney is safe and removing barriers that stop people returning to the city e.g. reducing restrictions on public transport
- Challenge of how to make co-working spaces safe and available funding
- A program series possibly run by City of Sydney on how to get through hardship or learn from others about how to get through hard times.

The role the City should play in recovery

- Support for the ‘ecosystem builders’ - if we don’t, it might take up to 5 years to return to pre-pandemic levels. Entrepreneurship is a lonely ride and those that support entrepreneurs, and assist them in connecting to skills, talent and investment are critical.
- Expanding on existing programs that the City runs with a focus on ‘entrepreneurship’- not only connecting them to international talent, yet also; supporting local networks, fostering the local community, improving resilience (business and personal), adapting and learning from each other.
- Commitment from the City for procurement opportunities for our local start-up ecosystem. We have the highest density of tech start-ups in Australia, but still government procurement is low. Advocate other government agencies to follow a similar model.
- The City to foster relationships with the largest head offices and encourage connection and support for start-ups, especially to accelerate innovation.
- Activation of space and public spaces. Ensure the city is perceived to be a safe space to come back to play, educate and work in; repurposing of underutilised spaces to be safe for interactions and connections - as many offices will not be accepting outside visitors or be able to hold external events. Concerns about where entrepreneurs will be able to make connections, interact and form collaborations

Opportunities for Sydney’s future

- Refocusing supply chains to have a more domestic focus
- With our good progress in dealing with Covid-19, Australia could be a ‘safe’ destination for internationals to study and work.
- Review how we use large office spaces. Turn some into co-working spaces.
- Opportunity for sister city programs. Council could partner with international councils to help start-ups grow internationally, share resources and knowledge.
- Opportunity for tech start-ups to connect with the City or other councils to work together to bring internationals back to Sydney. Some start-ups are ready with an ambassador programs but need access to connections.
- Opportunity to recruit new entrepreneurs - lots of excellent talent floating around out there looking for a project or direction.