



STRATEGIC PLANNING AND DEVELOPMENT COMMITTEE MEETING

ATTACHMENTS UNDER SEPARATE COVER

7.30 PM, TUESDAY 7 AUGUST 2018

Waverley Council
PO Box 9
Bondi Junction NSW 1355
DX 12006 Bondi Junction
Tel. 9083 8000
E-mail: info@waverley.nsw.gov.au

ATTACHMENTS UNDER SEPARATE COVER

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WAVERLEY CEMETERY MASTER PLAN

For Waverley Council

21 June 2018

Issue	Title	Date	Prepared	Checked
1	Draft Review	22.5.18	TF	SH
2	Final Review	21.6.18	TF	SH

WAVERLEY CEMETERY MASTER PLAN

For Waverley Council

2 May 2018

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1.0 EXECUTIVE SUMMARY

1.1 EXECUTIVE SUMMARY

1.1.1 Introduction

Waverley Cemetery is a iconic landscape set in an enclosing shallow valley, perched on the cliffs above the Tasman Sea. The distinctive Cemetery is characterised by the open and exposed landscape of vertical monuments facing the open ocean.

Waverley Cemetery faces the same challenges as many cemeteries around the country of an increased population of diverse cultures and changing trends in ceremonial and burial practices. The Cemetery does have several unique challenges such as the Heritage significance of the site and monuments, the coastal landscape setting, sloping topography. Waverley Council wants to address these challenges creatively and sensitively.

Group GSA and City Plan Services have been engaged to explore the opportunities that will enhance the overall experience and quality of service as well as allowing the cemetery to continue to operate as an active cemetery. The Master Plan will set the vision and framework for how the Cemetery is to be developed to meet the present and future needs of the surrounding communities.

1.1.2 Vision

The unpinning philosophy of the Waverley Cemetery Master Plan is to encourage and the strengthen the sense of the place, and to enrich the heritage significance of the site.

The cemetery will continue to function as an operating entity, offering burial, interment and memorialisation. The ongoing function of the site is important to maintaining its heritage significance and meaning.

The cemetery will be an inviting place for people to visit and learn about the history and significance of the site, and have opportunity to pass through the cemetery as well as to find places to pause and reflect.

1.1.3 Key Objectives

The Master Plan focusses on the unique qualities and opportunities that the Cemetery has to offer. The plan builds upon the vision and values outlined by Council and other stakeholders, utilising many of the existing elements to improve the long-term beauty and amenity of the Cemetery. The plan also seeks to ensure that the outcomes are fully integrated with the existing and future operations and that it complements the community values with the surrounding Bronte neighbourhood.

The key objectives of the Master Plan, include:

- Identify relevant landscape, heritage and operational opportunities and constraints
- Optimise the use of the land available within the site, through the

enhancement of existing amenities, improvements to circulation and added points of interest.

- Protect and respect environmental and cultural values through sensitive and sustainable outcomes and approaches.
- Provide strategic formwork for the enhancement and development; that is realistic, achievable and within reasonable resources available to the Council and community.

1.1.4 Project Methodology

The following methodology has been adopted to prepare the Master Plan:

- Site visits and analysis of existing features and facilities.
- Previous consultation with the community and local user groups.
- Review and update of the Conservation Management Plan. (CMP) by City Plan Services.
- Development of a Master Plan Concept and ideas of enhancements to current operational works.
- Following review and feedback from Council and stakeholder input, the finalisation of the Master Plan.







2.0 PROJECT BACKGROUND

2.1 PROJECT DESCRIPTION

2.1.1 Background

Waverley Cemetery is an important living landmark for local people and for the wider Sydney region and beyond. It is located in the suburb of Bronte on Sydney's coastline. The Cemetery's location is unique overlooking scenic sandstone cliffs out to the Pacific Ocean whilst still sitting within an urban setting.

The first purchase of land to start the Cemetery took place in 1875, design and styling of the landscape took place including important drainage, roads and fencing drawing on popular 'Gadren-Esque' movement. The first part of the cemetery was officially finished and opened on the 1st of August 1877, with the first interment taking place on the afternoon of the 4th August 1877. Since then more than 83,000 interments have taken place in 50,000 gravesites and memorials. The operation of the cemetery has resulted in a collection of significant and high quality memorials and monuments which are the resting place of many influential and significant men and women who helped develop and shape Sydney NSW and Australia on the international stage. The Cemetery after more than 130 years of operating remains 100% self-funded business. It has never been funded by the public or council ratepayers, with the individual sites being maintained for a fee.

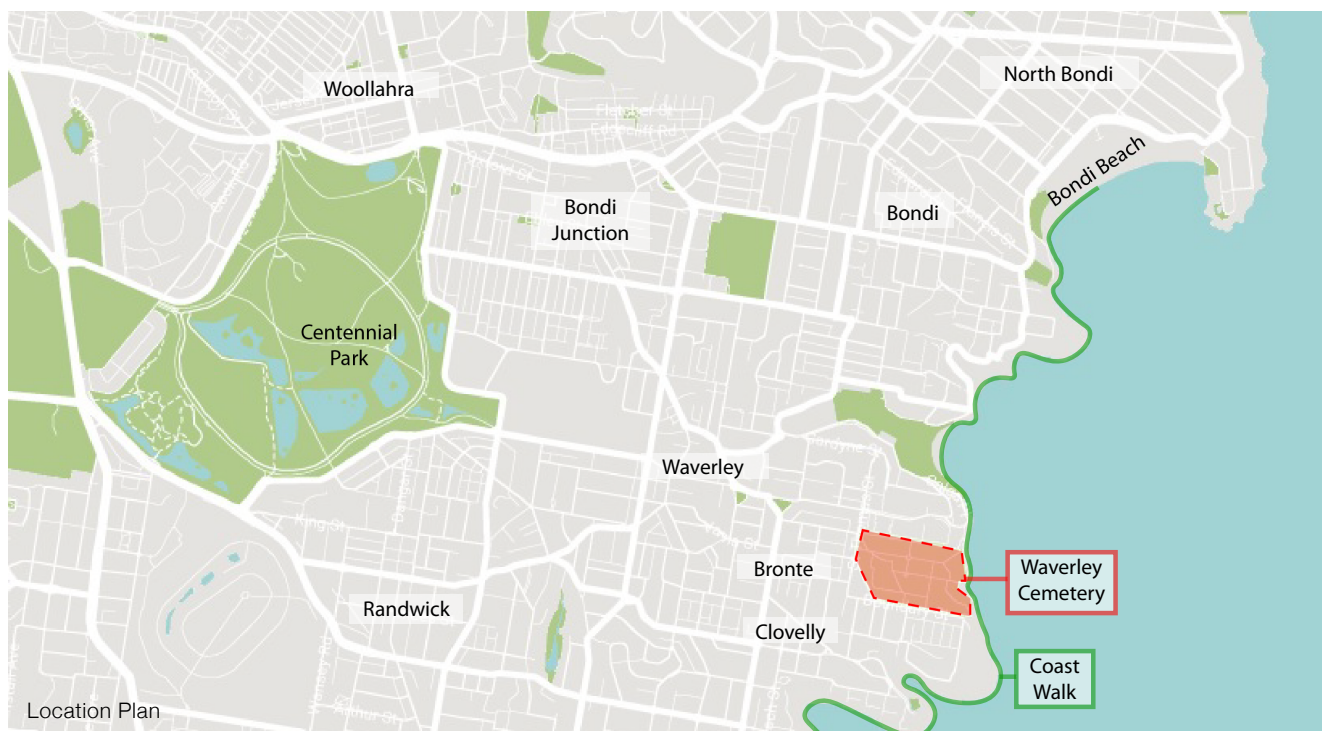
Waverley Cemetery faces the same challenges as many cemeteries around the country of an increased population of diverse cultures and changing trends in ceremonial and burial practices.

2.1.2 Site Context

Waverley Cemetery is bordered by Boundary, Saint Thomas and Trafalgar Street and the Tasman Sea to the east in the suburb of Bronte. The main access to the Cemetery is located on Sir Thomas Road with secondary pedestrian access along Boundary Street and the Bondi to Bronte Coastal Walk. The site sits approximately 8km from the Sydney CBD.

2.1.3 Character of the Cemetery

Waverley Cemetery shares numerous features that are typical of cemeteries opened in the Victorian period, especially the nature and appearance of its monuments. A comparative analysis was conducted by heritage consultants (City Plan) to determine the significance and representativeness in both a state and national context. It has shown that Waverley Cemetery is not the only operational urban historic cemetery in NSW. It is amongst the oldest cemetery in the state, all dating to the late nineteenth century, but is not the eldest established burial ground still in operation. However, it is one of the few cemeteries that have a coastal setting. It is one of the largest, if not the largest, coastal cemetery in Australia. Like many other historic cemeteries, its main aesthetic characteristic, beyond its coastal setting, is the splendor of the white carrara marble monuments that dominate its landscape.









3.0 SITE APPRECIATION

3.1 SITE CONDITIONS

3.1.1 Land Use

TYPE OF USE	DESCRIPTION
Primary Use	– Burials in ground or entombment.
	– Interment of ashes in existing coffin interment allotments or in specifically created memorial gardens.
	– Visitation of graves and memorials or the cemetery to pay respects or for reflection.
	– Inquires concerning funerals, burials, ash interments, purchase of pre-need and at-need sales.
Other Key Uses	– Passive recreation in the cemetery grounds.
	– Informal walkway connection by local community members.
	– Research by genealogists, historians and individuals, historians and individuals.
	– Educational purposes.
	– Filming and photography, by permission of Waverley Council.
	– Cultural tours.
Coastal Walk	– Passive recreation.
Existing Facilities	– Existing site offices and administration building.
	– Former care takers residence.
	– Maintenance sheds and buildings.
	– Reflection shelters.



3.1.2 Interment and Memorialisation

There are a range of interment and memorialisation options and typologies throughout the cemetery. The cemetery is the resting place for approximately 90,000 people within graves, tombs or interred ashes.

In-ground Burial

The grave sites and monuments dominate the landscape of the cemetery.

Entombment Burial

There are a number of above grounds vaults and mausolea within Waverley Cemetery. These are typically located in groups including the north-western corner near the entrance, along the main retaining wall at the south east corner of the site, as well as other discrete parts of the cemetery.

Ash Interment and Niche Walls

Waverley Cemetery has adapted to the increased demand for memorial sites through providing a range of places for cremated remains.

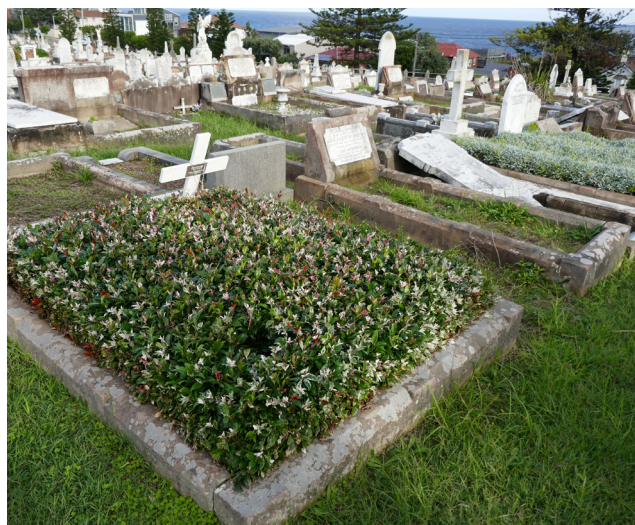
Ashes may be placed within existing graves, with inscriptions added to the existing monuments in the same style as the original monument. This allows descendants of those buried in the cemetery to have their ashes placed in the vicinity of their forebears.

Places for scattering ashes with associated memorial plaques have been integrated into the gardens located in the cemetery such as the central roundel on Lawson Road.

A series of niche walls have been developed along the Trafalgar Street boundary.

Memorialisation

Apart from burial and ashes interment, the cemetery has developed opportunities for memorialisation through places for small plaques to be installed. These plaques are integrated to walls and built elements in the cemetery. They create places for people to visit and remember.



3.1.3 Landform

The landform of the Cemetery is a gently sloping, shallow valley perched on cliffs above the Tasman Sea. The valley is defined by ridge roads along the North and Western boundaries of the site (Trafalgar and St Thomas Streets). The entry to the Cemetery is from the corner of these streets, which is the highest part of the site, and the entry road (Davie Ave) through the Cemetery affords views across the valley and out to sea, looking south and east.

Within the Cemetery, the landform contains a variety of steep slopes, sandstone ledges and outcrops, small cliffs and gullies. The landform within the site has informed the layout of the cemetery along with the road and path layout.

A secondary highpoint within the Cemetery is the location of some key monuments and mausoleum burials.

The lower slopes towards the cliff edge has largely been created by filling.

3.1.4 Views

The views within the site and across the Cemetery graves and memorials to the sea beyond is a key characteristic of the site. The valley landform creates a semi-enclosed setting for the Cemetery. The homogeneity of the vertical, predominantly marble monuments and memorials with the strong geometry of the grave plots and grassed planted areas creates a distinctive cemetery 'townscape'.

Views within the cemetery look out to the ocean. From easterly sections of the cemetery, there are views along the rocky coastal edge and along the coastline.

The formal road layout, particularly east west running roads of Hargrave and Lawson Street are aligned along the valley floor. These create dramatic vista lines through the cemetery landscape focussing on the open ocean beyond.

3.1.5 Vegetation and Plantings

The vegetation within the cemetery comprises of surviving indigenous coastal heath vegetation, remnant cultural plantings, and self seeded/ colonising plantings which are intermixed within the cemetery landscape. The variety of planting creating seasonal colour and differences is an important landscape character for the cemetery.

The framework of graves, memorials and associated planting, is all framed within an organised structure of mown grass.

Coastal Heath

The areas of native low coastal vegetation are located in pockets generally associated with sandstone outcrop edges and periphery of the site.

Cultural Plantings

Planting includes exotic and native Australian plants.

The strongest tree planting is the Norfolk Island Pines (*Araucaria heterophylla*) on the northern and southern street frontage of the Cemetery (Trafalgar Street and Boundary Street).

Individual trees, predominantly Canary Island Palms, punctuate the valley of the cemetery. These have largely self seeded amongst the grave plots.

A number of garden beds are located through the cemetery. These are often located at geographic features and edges, or alongside roads. These are now often used as ash scattering and interment areas.

The roundabout **NAME** contains the most defined and formal garden space.

Colonising Plants and Grave Planting

It is a key characteristic of the cemetery is the variety of self seeded plants of both native and exotic plant species. Many of these would be considered weeds, but the wild and almost 'rampant' character of the self seeded and colonising plants contribute to the romantic character of the cemetery.

Within the cemetery, there are many grave areas with planting associated with them. Some of the planting is well maintained, whilst other areas, the planting is more 'wild and overflowing'. These sites again contribute to the garden character of the cemetery.

3.1.6 Internal Roads

The roads layout are key to understanding the layout of the cemetery as they reflect the stages of development, and respond to topography and landform. The current roads are a remnant of the original road layout. Some of the former roads have been removed and adapted into grave sites.



3.2 SITE CONDITIONS

3.2.1 Heritage Significance

The grounds of the cemetery are recognised for their significance to the people of NSW on the NSW State Heritage Register under the NSW Heritage Register 1977, as well as an item of local landscape significance under Schedule 5 of the Waverley LEP. 2012.

As part of this Master Plan process, a concurrent Conservation Management Plan has been prepared by City Plan Services. The aim of the CMP is to identify the cultural significance of the place by investing its history.

As Waverley Cemetery is listed as a State Heritage item, any proposal for change or development must undergo a rigorous assessment to determine its compliance with the CMP. Works may then be required to be submitted to relevant authorities for approval.

Key to the basis of cultural significance include:

- the importance of the place as a historically significant cemetery that demonstrates the norms around death and burial in the Victorian period.
- the layered evidence provided by the site's physical fabric for the evolution of social attitudes toward death throughout the 150 years of its use.
- The importance of many of the interred remains of the people to the history of NSW and Australia.
- The aesthetic contribution of both the uncommon cliff top setting with uninhibited views of the Pacific Ocean and the enclosed townscape character of the cemetery itself; and
- The aesthetic contribution of the dominant white marble monuments.



3.2.2 Site Integrity

Overall, the Cemetery is in a reasonable condition for its age. This may be attributed to its operation as a self-sustaining facility that is funded entirely by the sale of grave plots and interments, which has allowed sufficient funds to be allocated to maintenance of the Cemetery over its lifetime. Some grave plots are in a more degraded condition than others as maintenance of individual plots is the responsibility of the family of the deceased.

Many grave monuments and headstones have sustained damage either through the ravages of time, the elements, or vandalism. Some headstones are leaning or have fallen while some taller and larger monuments have been fractured with their constituent pieces lying in disrepair. The micro-climate of the Cemetery, enabled by the proximity to the open ocean, has led to a unique series of conservation issues. Stone monuments are threatened by wind erosion, metalwork has been attacked by corrosive salts deposited by sea breezes, and algae and lichens threaten the integrity of the stone.

As part of the Cemetery was established on landfill, subsidence of the ground is affecting large numbers of graves and monuments. Many older graves and the heavy stone slabs placed over them have succumbed to sinking, which has led to fracture of the stone.

Towards the coast, a number of roads have subsided into a sink-hole, leading to its destruction and later repair. Some original sandstone retaining walls are threatened by erosion of the foundational soil, threatening the loss of graves and monuments. In addition, the original sandstone retaining walls are not intact in their entirety, with spaces between intact sections filled with concrete reinforced by pylons.

Landslip and erosion of the coast has been continuing for several years, but the recent destructive storm of June 2016 led to a loss of approximately 77,000sqm of the landfill embankment or gully in the centre of the coastal perimeter of the Cemetery. Although there was no loss of graves or monuments, it was the loss of the coastal walk which has subsequently been redirected through the Cemetery site for safety reasons.

In recent times, newer materials have been introduced into the Cemetery in the form of modern headstones and inscriptions that have started to take away from the prominence of the Victorian character of the Cemetery. An ad-hoc approach has also begun to take shape within the central garden space with ash interments.



3.3 OPERATIONS AND MAINTENANCE

Operations

As with most cemeteries within Sydney and over Australia burial space is at a crisis point, as capacities are reached in many of the city's large public cemeteries. Prolonging the life of these cemeteries in both an operational and functional sense has become subject of interest.

Waverley Cemetery faces the same reality as the once open and separated spacious landscapes have been enmeshed within the urban fabric. Finding creative ways and solutions to allow the cemetery to continue to run is vital for the longevity of keeping Waverley Cemetery operating under its current conditions.

The outlined objectives and recommendations need to be endorsed by Waverley Council and its members as well as being made available to the public to help engage and promote the changes that are necessary.

RECOMMENDATIONS - SHORT TERM

Additional space needs to be found for burial and for interment of ash.

- Finalise all record keeping and ground truthing of existing burial plots into a digital format
- Finding unused space in the cemetery itself - e.g. under existing pathways, in grave sites that have been purchased but not used, remediation and/or conversion of previously unused areas (e.g. steep slopes, high water table), using single graves for multiple interments, usually from the same family.
- Conversion of other memorial areas, e.g. gardens or seating areas in the cemetery to burial sites or ash interment walls.
- Purchase of surrounding vacant lands for conversion into cemetery space

RECOMMENDATIONS - LONG TERM

There needs to be a shift towards more efficient use of space in cemeteries through changing burial and management practices

- Allowing for the reuse of grave sites over time e.g. renewable tenure in graves or mausoleums, green burial + gradual rotation of cemetery landscapes.
- Encouraging uptake of cremation and interment of ashes in the cemetery landscape.
- The associated rise in informal burial, where ashes are scattered in a place of personal significance

Maintenance

The Cemetery is currently operated by Waverley Council and is a self running Cemetery. There is a full time Cemetery manager who operates and manages the ground staff, the ground staff maintain the site from mowing, plant maintenance and upkeep as well as excavating new burials all by hand due to the steep nature of the site.

As with most open lawn cemeteries there is an extensive management and maintenance regime required to sustain tidy, weed free lawns and memorial plantings. In particular the steep nature of the site creates its challenges for mowing and maintaining tidy and neat lawn paths and connections.

RECOMMENDATIONS

- Increase in maintenance staff both full time and part time with the increase in operational requirements
- High maintenance regime
- Upgrades to drainage infrastructure
- Employing full time stone mason for rectification works to existing headstones and memorial

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4.0 CONCEPT DEVELOPMENT

4.1 DESIGN STRATEGIES

4.1.1 Site Principles

The design strategies embodied in this master plan are aimed at enhancing the amenity for people visiting the site as well as increasing the opportunity and diversity of burial and memorialisation in the cemetery.

Enhancing the Cemetery Experience

Waverley cemetery is visited by people coming to the site to see and understand the heritage rich landscape, and to experience the drama of the coastal landscape. Many people are also just passing through the cemetery as part of the Coastal Walk, or a scenic deviation from the walk.

Importantly, the cemetery is also visited by people coming to the burial grounds of the deceased.

As part of the master plan, designs are proposed for the development of enhanced amenity for the different visitors with areas for seating, pausing and reflection. These areas include landscape treatments of planting and discreet seating opportunities.

Diversity for Burial and Memorialisation

To cater for the changing needs and preferences of the community as well as to ensure the ongoing viability in operation of the cemetery, there are a series of burial and memorialisation opportunities put forward in this master plan. These are focussed on new areas for ash interment, niche walls and scatter gardens.

Vision for the Cemetery

The Vision for the cemetery is defined as :

The unpinning philosophy of the Waverley Cemetery Master Plan is to encourage and the strengthen the sense of the place, and to enrich the heritage significance of the site.

The cemetery will continue to function as an operating entity, offering burial, interment and memorialisation. The ongoing function of the site is important to maintaining its heritage significance and meaning.

The cemetery will be an inviting place for people to visit and learn about the history and significance of the site, and have opportunity to pass through the cemetery as well as to find places to pause and reflect.

The design principles embodied in the master plan are based in the implementation of the vision.

Design Principles

The key principles underpinning the development of the Master Plan are summarised as per below.

Maintain the Strong Presence of the Landscape and Landform

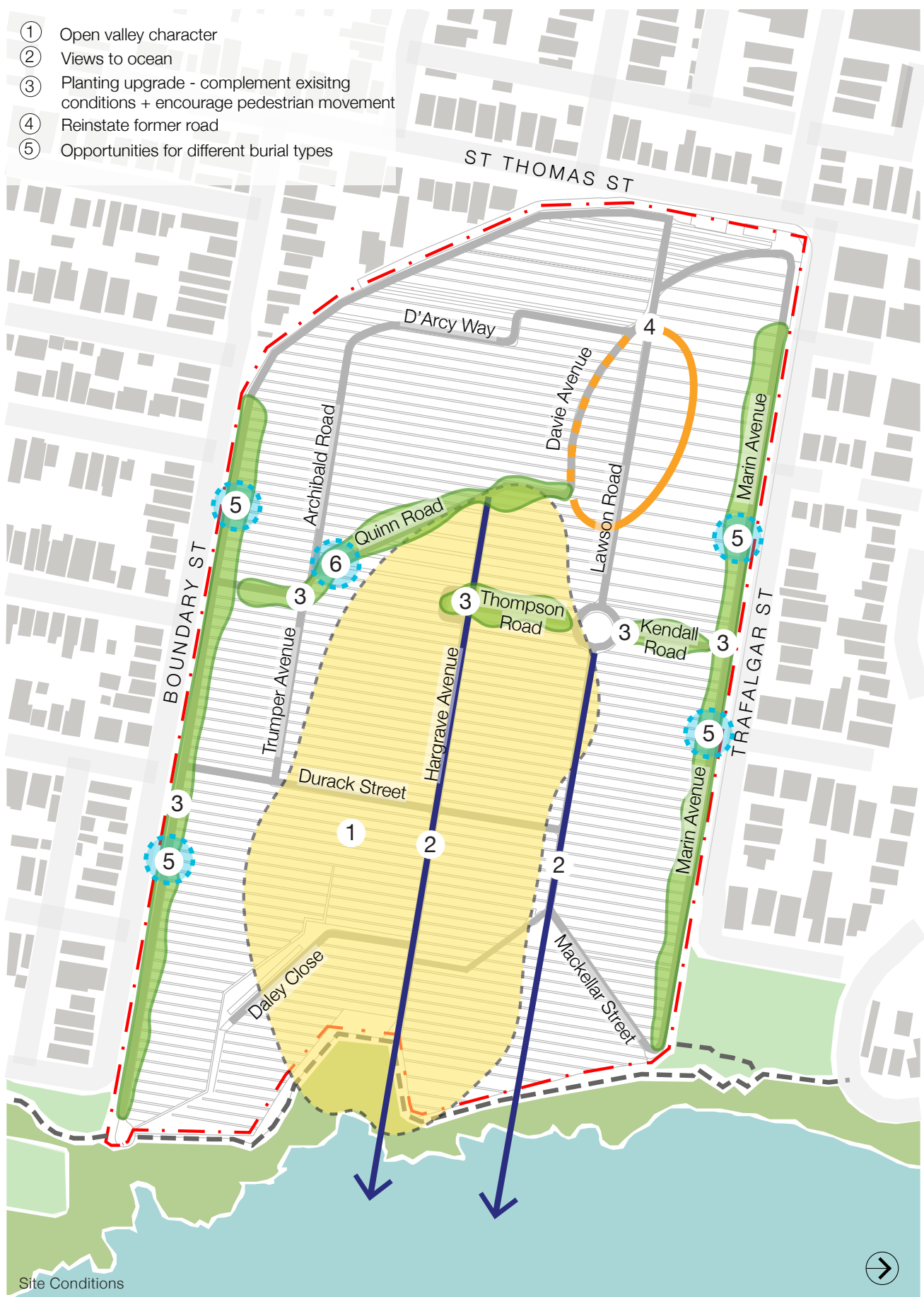
1. Retain the open valley character of the cemetery.
2. Maintain views across the valley, as well as through and across the valley to the ocean.

Reinstate elements of the Gardenesque character and layout of the cemetery

3. Utilise planting to enhance and frame the built elements of the cemetery.
4. Develop landscape and planting settings for people to utilise and inhabit.
5. Reinstate the presence of former road.

Diversify and Expand Burial Opportunities

6. Create additional opportunities for different types of burials and memorialisation to increase the desirability and longevity of the site



4.1.2 Site Development

The following section outlines the major improvements that are suggested for the Waverley Cemetery. Although several of these elements are interrelated they have been itemised and separated for clarity and illustration purposes only.

The main site development and improvement opportunities of the proposed Master Plan are summarised as:

1. Rationalise the vehicular and pedestrian network to improve safety, circulation and general amenity
2. Utilise the roads in the cemetery to create pedestrian friendly spaces and places to pause and reflect.
3. Utilise landscaping to enhance, frame and soften the Cemetery and reinforce the character and views to and from the site, increasing its desirability
4. Create additional opportunities for different types of burials and memorialisation to increase the desirability and longevity of the site
5. Rejuvenate and re-purpose existing structures and built elements within the Cemetery
6. Building efficiencies through a targeted works program focused on improved resources and support



4.2 TRANSFORMING INTERNAL ROADS

4.2.3 Circulation and Access

Existing Conditions

Roads within the Cemetery are bitumen surfaced and their conditions varies. Most roads have early sandstone kerbing and guttering, although many consist of concrete kerb and gutter which are generally of a more recent date. In some cases, this concrete kerbing and gutter indicates the former locations of roads which have since been closed off to allow for additional grave plots.

Paths are mostly concrete construction and are very limited throughout the site. Many follow the lines of retaining walls, forming linear elements within the larger composition of the place. Other paths are located on the sites of former roads which have been reverted to turf paths. The conditions of the paths are generally poor as they have cracked as a result of settlement behind retaining walls and sub-surface movements generally.

Opportunities

- One way roads to alleviate vehicular traffic
- Reclaiming of existing roadways to create shared roadways and dedicated pedestrian zones (while maintaining maintenance and operational service to all areas of the Cemetery)
- Reduction of hardscape
- Reclaiming existing roadways for potential new burial sites and niche walls
- New pedestrian entries and gateways
- Reinstating sandstone kerb and gutter
- Enhance and improve the existing drainage conditions

Considerations

- Modifying current Cemetery operations
- Visual interruptions to the legibility of the cemetery layout
- Topography of site restricts DDA compliant access to all areas
- Existing roads and paths are in varying conditions
- Unknown state of existing infrastructure below ground
- Potential of unidentified graves in proposed area of revitalisation





Circulation + Access Plan

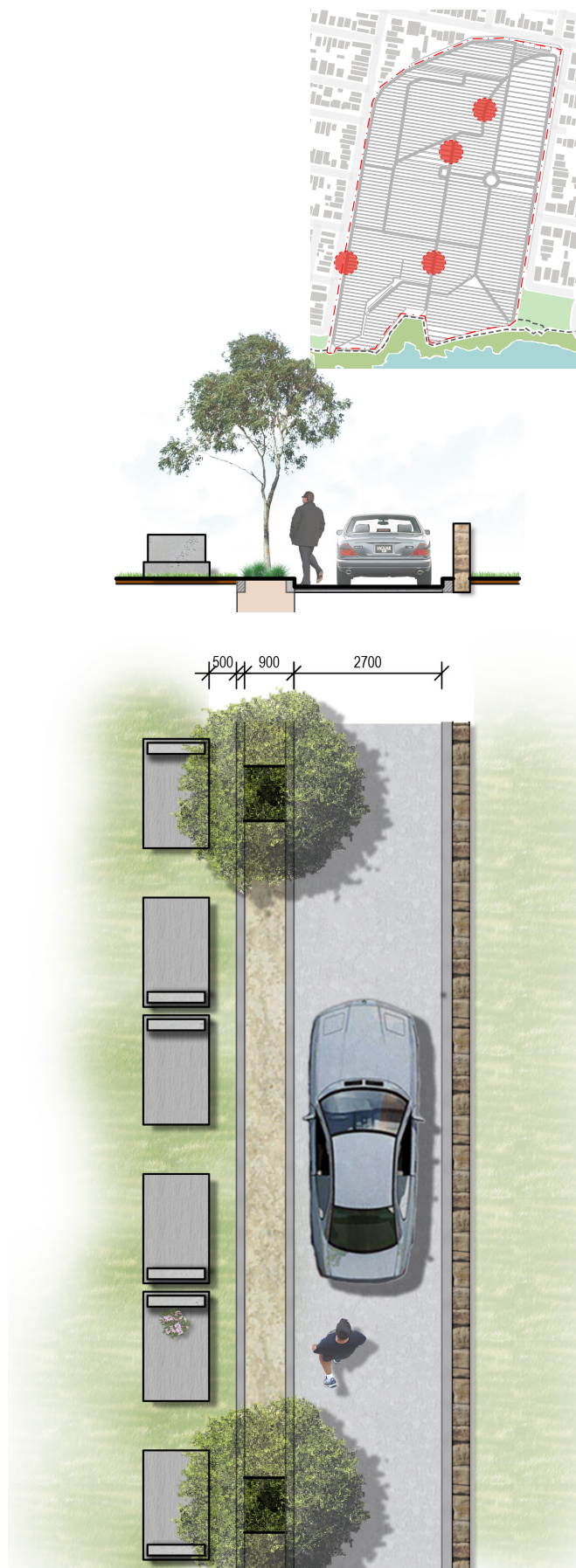
4.2.4 Roads for Defined Pedestrian and Access Vehicular Circulation

Aim

Develop parts of the internal road system with space that provides enhanced amenity for people, with defined places to walk, pause and sit.

Design Proposal

- Establish a green verge along the edge of the road, reducing the width of asphalt pavement.
- Provide planting opportunities in the green verge.
- Utilise the verge garden areas for scatter gardens or ash interments.
- Establish tree planting for shade and definition along special streets such as Boundary Street and Davie Avenue.
- Utilise low level planting in other roads (Hargrave Avenue) to ensure clear view lines across and through the cemetery.
- Protect the existing sandstone kerbing within the green verge.
- Ensure road widths are preserved for vehicle access.



Typical Plan: Pedestrian and Maintenance Access



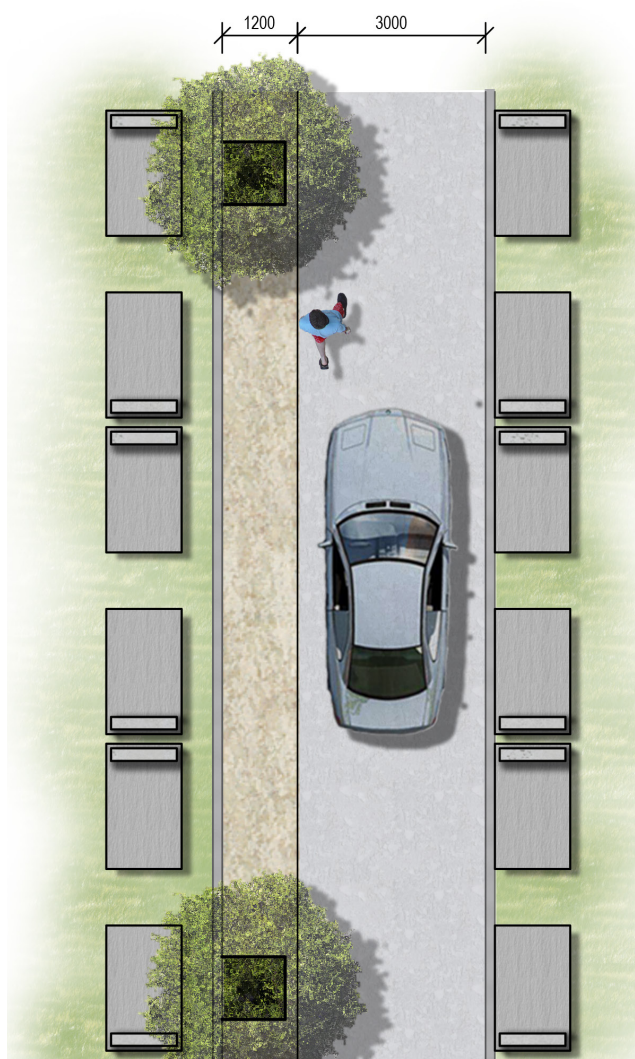
4.2.5 Roads with Shared Vehicular and Pedestrian Circulation

Aim

Develop parts of the internal road system with space that provides enhanced amenity for people, whilst maintaining space for vehicle movement and also allows spaces for vehicles to park within the road.

Design Proposal

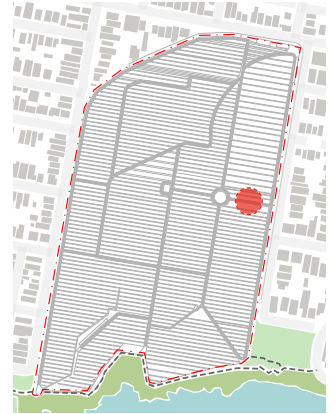
- Define a space along the edge of the road reducing the visual width of asphalt pavement.
- Provide planting opportunities in the edge space.
- Utilise the small planted garden areas as small scatter gardens.
- Establish tree planting for shade and definition along special streets such as Thompson Road and Kendall Road.
- Utilise low level planting in other roads such as Hargrave Avenue and Lawson Road to ensure clear view lines across and through the cemetery.
- Protect the existing sandstone kerbing within the road edge verge.
- Ensure road widths are preserved for vehicle access.
- Allow space for informal parking within the road.



Typical Plan: Vehicular and Shared Circulation Road



Existing site conditions Kendall Road



Proposed shared road with street tree planting

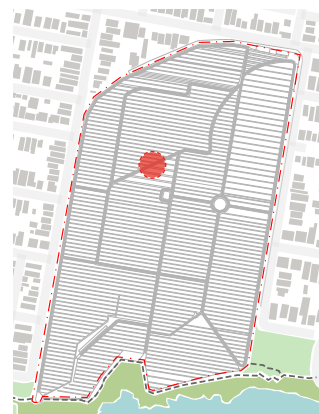
4.2.6 Green Link

Aim

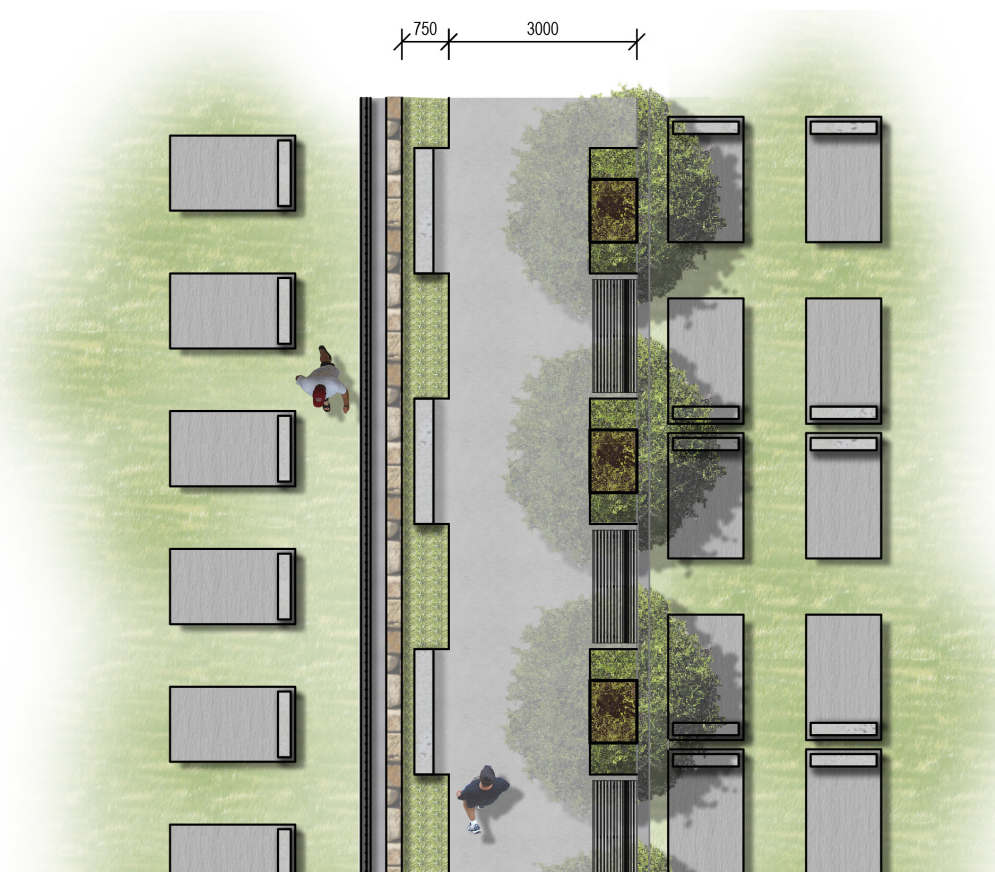
Quinn Street is located at the base of a large sandstone wall. The discreet situation opportunity is to create a green link space that provides enhanced amenity for people, with defined places to walk, pause and sit.

Design Proposal

- Establish a green verge along the edge of the road.
- Provide planting and seating in the green verge.
- Utilise the verge garden areas for scatter gardens or ash interments.
- Potential for niche walls along the wall edge, separated from the existing sandstone wall.
- Establish tree planting for shade and definition.
- Protect the existing sandstone kerbing within the green verge.
- Ensure road widths are preserved for vehicle access.



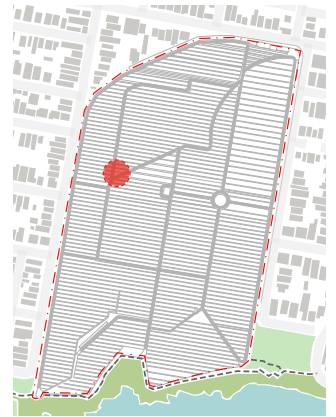
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Plan: Green Link



Existing conditions along Quinn Road



Proposed memorial walk with niche walls and rest points

4.2.7 Ash Interment and Scatter Gardens

Existing Conditions

The Cemetery is predominately occupied by in-ground burials and sections for masulouems, as all cemeteries within Sydney and around Australia usable space is becoming more and more scarce. A trend towards cremation has become apparent in recent times which offers opportunities within cemetery grounds to provide niche walls and scatter gardens as an option for mourning and remembrance.

Within Waverley Cemetery, small informal scatter gardens are randomly located throughout the site, but over time have been left unattended and lack vibrance and an aesthetic quality. Two niche walls have been installed along the Trafalgar Street boundary which sit within the Cemetery successfully while not dominating or changing the Cemetery boundary.



Opportunities

- Sensitively integrate new low niche walls.
- Create consistent palette for new walls and plaques throughout the cemetery.
- Plinths with plaques within gardens for remembrance
- Develop gardens within the cemetery which can be used for scattering of ashes.

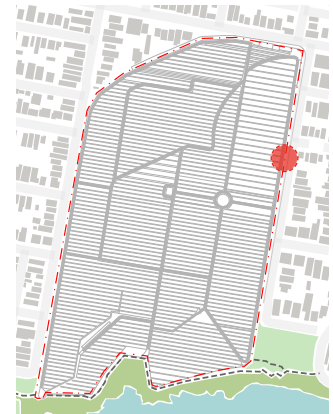
Considerations

- Impact of cemetery boundaries.
- Sensitivity of visual location.
- Impact on established trees with significant root systems.
- Cumulative impact of proliferation of plaques and niches without visual 'breathing room'.
- Additional maintenance required.





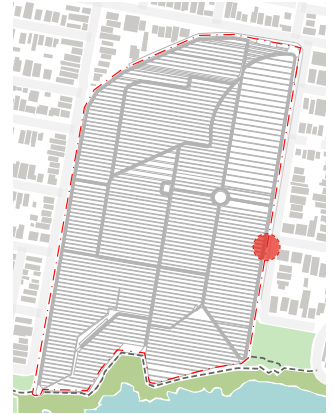
Niche Walls and Scatter Gardens Plan



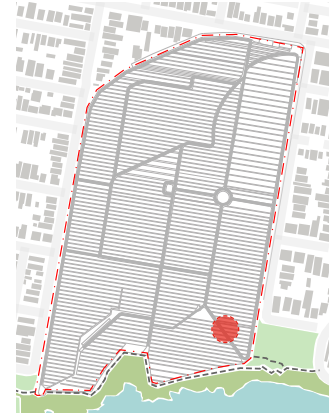
Proposed niche walls with decomposed granite surrounds



Existing Trafalgar Street boundary with steeper grades



Proposed niche walls within massed planting



Existing corner pockets within cemetery



Memorial plaques within scatter gardens

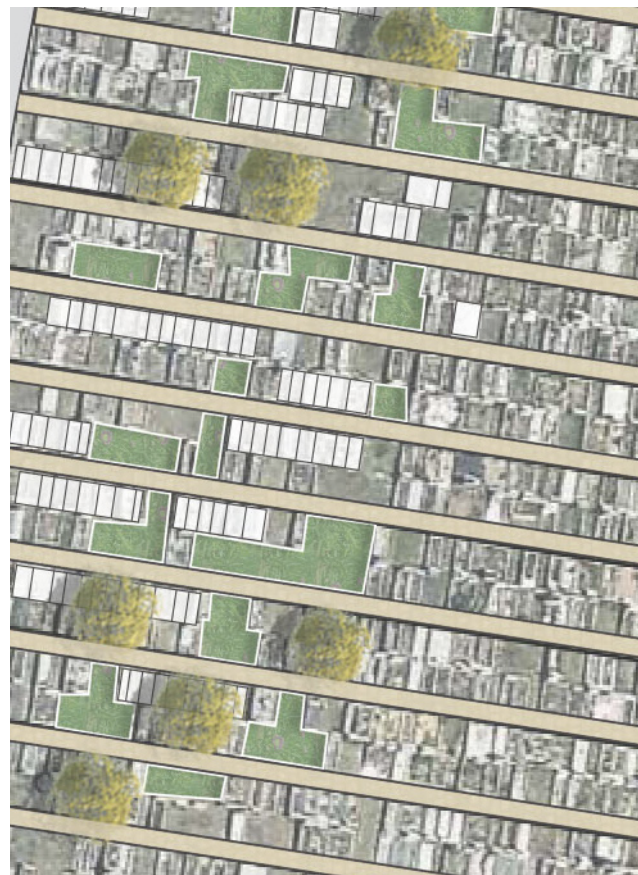
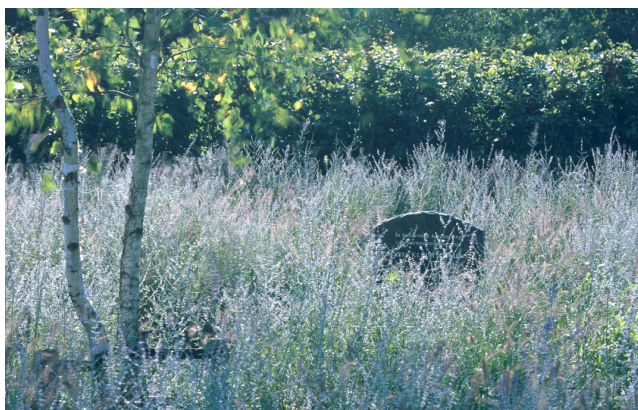
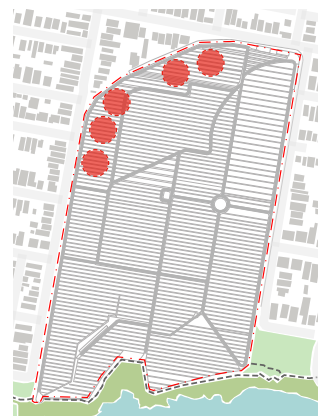
4.2.8 New Gardens

Aim

Create small garden areas within the grave area which can be used for ash interments or scatter gardens. The gardens are intended to be interspersed amongst the graves so as not to disrupt from the dominant grave and monument landscape character.

Design Proposal

- Reclaiming unused graves sites when available in groups of 4 or more.
- Utilise these grouped sites to create a new form of gardens within the cemetery which allow ash interments and or scatter gardens.
- Tree planting to occur within the small gardens to create a layer of gardenesque planting opportunities in the site.
- Locate the small gardens within the upper levels and western rear of the cemetery to not disrupt the valley floor of grave sites and monuments.



4.2.9 Cemetery Planting

Existing Conditions

The Cemetery's vegetation is comprised of either remnant surviving indigenous flora or exotic plants which have been introduced by design or accident. Some exotic plants have been introduced to gardens and grave plots and have self seeded to adjacent areas.

Coastal Heath is a dominant vegetation structure which survives in a depauperate state, clinging to the exposed sandstone habitats along the coastal edge of the cemetery lands and parts of Calga Reserve.

Smaller garden beds are located between grave plots and the road alignment, they contain a mixture of shrub species and ornamental plantings that have been planted by families of the deceased. Some plants have been left to over run the grave plots which offer a unique look and feel, whilst others have damaged some of the built fabric.

Grassing is the dominant planting element throughout the Cemetery and provides a contrasting setting for the hard edged grave plots. The grassing acts as both pathway and field for the integration of grave plots and monuments.

Rows of Norfolk Island Pines planting are represented along the boundaries which reinforce the coastal setting which occurs up and down the Sydney Coast line.

Opportunities

- Upgrade and rejuvenation of corner plantings.
- Potential for small scale scatter gardens with low niche walls for plaques / ash interments.
- Introduce resting areas and seats (potential for memorial plaques).

Considerations

- Increase in maintenance.
- Unmarked grave sites and or access to underground chambers in what seems to be vacant plots.
- Structural integrity of subsoil for new walls and structures.





Planting Palette

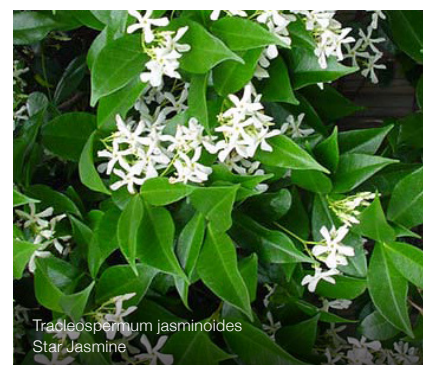
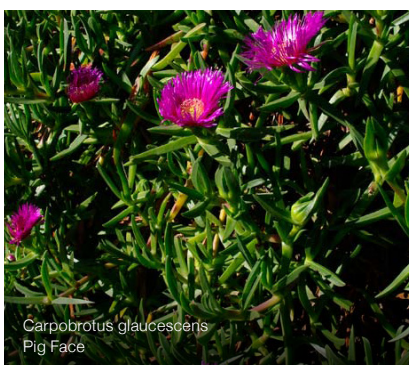
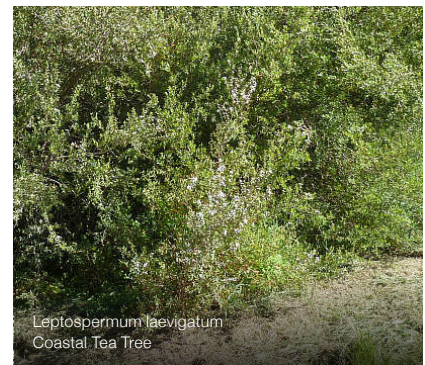
A proposed mix of hardy coastal plantings are proposed for the Cemetery and its surroundings.

Future tree planting should be chosen specifically to suit the space and function immediately surrounding the tree. The planting shall:

- Provide screening and softening to the landscape
- Provide shade, in particular, to seating areas
- Contribute to the open space appeal and provide a range of sensory and seasonal variation
- Be positioned so there is no disruption to any existing or proposed burial plots
- Minimal maintenance required
- Located to have minimal impact on existing underground services or overall Cemetery operations

Any new trees and plant species selected will need to be able to tolerate strong varying coastal conditions. Strong winds, summer heat, extended dry conditions and high salt spray. The trees and plants selected should be capable of surviving an average dry period in reasonable condition without irrigation or reliance on regular maintenance.

The below images provide a list of the proposed plants that are to be used for the Waverley Cemetery and to guide future planting selections.







Existing planting within corner pockets



Native grasses and coastal planting within corner pockets

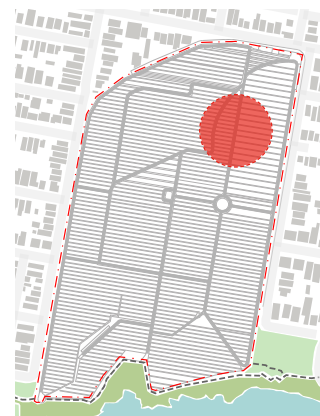
4.2.10 Reference to Former Road Layout

Aim

The layout of the former curved road is still evident in the cemetery. The remaining curved section of Davie Avenue is a remnant of the larger elliptical road layout. On the northern side of Lawson Road it is defined through the absence of monuments. The layout is an important form in the cemetery and shows evidence of the changing layout of the cemetery throughout its history. The design proposal is to make the former road layout clearer through a subtle ground planting treatment.

Design Proposal

- Meadow planting installed along the alignment of the former curved road in the north western area of the cemetery.
- The planting will be seasonal which reveals the road layout more strongly at times of the year when the selected plant is in flower.



4.2.11 Memorial Walk

Existing Conditions

The proposed area of the 'Memorial Walk' is currently situated at the base of the largest level change within the Cemetery. Part of the wall is large old sandstone block-work, and part of the wall is new concrete walling which was built to stabilise the terrace.

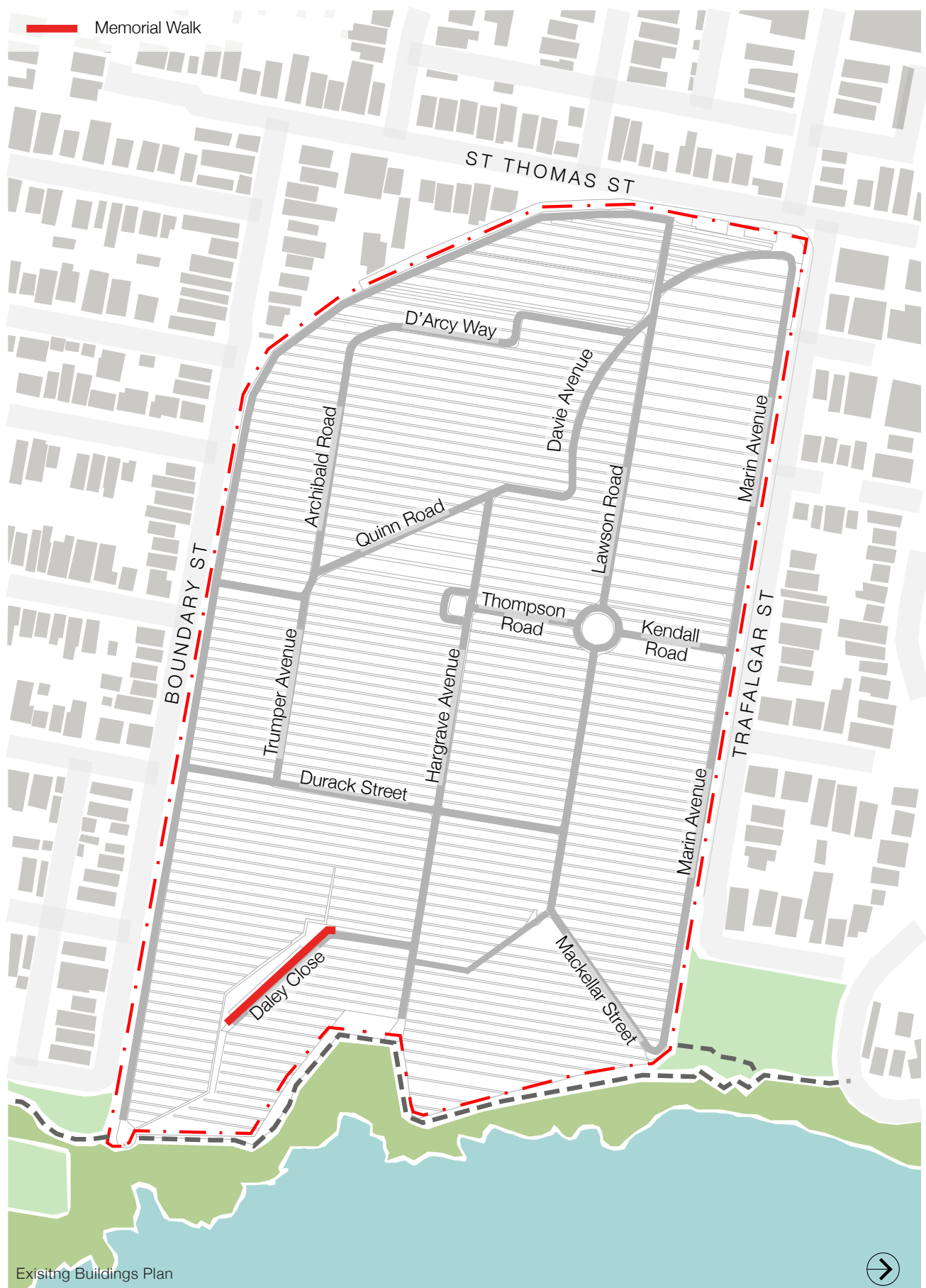
Opportunities

- Creation of remembrance wall above existing vaults and crypts.
- Develop a unique place for memorial and naming plaques.
- Utilisation of vertical space within Cemetery as well as incorporating existing site elements into memorial and Cemetery infrastructure.
- Reinforce and enhance plantings to terraces behind vaults and mausoleums.
- Captures picturesque views towards Bondi.

Considerations

- Structural integrity of the area with the recent wall collapse
- Required room and space for structure
- Cost implications
- Families of the adjacent vaults and crypts





Existing Buildings Plan



Memorial Walk Visualisation

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4.2.12 Buildings

Waverley Cemetery includes a number of small buildings located across the site. They buildings are mostly sandstone block construction. They range from small 'grotto' type shelters to larger buildings. The largest and most significant is the Cemetery Office located near the main entry.

The small shelter buildings are important built form elements and contribute to the character of the cemetery. They are useful as incidental seating and rest spots in the cemetery.

Building Adaption

There is potential for the buildings to be adapted as small gathering spaces pending their size and condition. The smaller shelters are generally too small to be useful venues for groups of people and are more suited to be used as informal seating areas.

The Cemetery Office and associated residence has the greatest potential to be adapted as a venue suitable for small gatherings such as wakes or remembrance services.



4.2.13 The Cemetery Office

The cemetery office is located immediately south of the small car park at the entrance to the cemetery, on its St Thomas Street perimeter. It is a single-storey building of rusticated rock face sandstone constructed in a Gothic-derived style. The building features steep pitched gabled roofs, as well as smaller, decorative pyramidal roofs. The northern part of the office building consists of a waiting room open on the east and north, with timber bench running along its two closed sides. The building has been fitted out internally for administrative purposes and also contains the Cemetery's physical archives.



The Cemetery Residence

The Cemetery residence is located directly south of the Cemetery office along St Thomas Street. Like the office, the building is one of the rusticated rock face sandstone constructed in a Gothic-derived style. It is of a two storey domestic design, with mirrored features of the Cemetery Office adjacent. On the buildings north side, a small room with its own steeply pitched roof is attached.

Viewing Shelters

Currently four mourning shelters sit withing Waverley Cemetery, these to date have become unwelcoming areas of the site due to the dark and moldy interiors. The potential for upgrades whilst maintaing the heritage fabric and feel of these shelters could create areas of mounring or small gatherings after a funeral / burial has occured. Opening the structures to allow more natural light and enhanced ventilation could transform these spaces and create new opportunities for the cemetery.













5.0 OVERALL MASTER PLAN

5.1 MASTER PLAN

5.1.1 Master Plan Key Items

Places for People

1. Develop Shared Streets
2. Green Link
3. Pedestrian only Path

Interment and Memorialisation

4. Memorial Walk
5. Scatter Gardens / Ash Interment Places
6. Niche Walls

Planting and Landscape Enhancement

7. Meadow Planting reference to the former road layout
8. Development of Small Gardens
9. Garden Enhancement
10. Perimeter Tree Planting and Garden Enhancement



5.1.2 Actions to Achieve the Plan

To achieve the best results from the Master Plan process and the proposed outcomes the following steps need to be taken to ensure a successful implementation.

- Council to endorse the Master Plan and agree to the priorities outlined for implementation
- Set and agree to annual budget to implement the Landscape Master Plan
- Engage with the local community and user groups to gain support and potential to capitalise on their resources
- Set up parameters for the staging of works, which allows the continual operation and minimises disturbances
- Report annually back to Council and the community on what has been achieved in the previous year and what is planned for the forthcoming year
- Review the Master Plan after 5 years and determine any changes or modifications needed

5.1.3 The Staging Plan

A staged approach needs to be taken to achieve the aims and objectives outlined in the Waverley Cemetery Master Plan. This staged approach takes into account the realistic staff resources and budget of the Council and will allow the work to be prioritised as needed.

The following is a suggested staging plan. It is to be driven by construction logic rather than interment demand. It is also based on the assumption that approximately 50 burial interments a year.

STAGE 1

- Conduct a feature and level survey of the site
- Conduct thorough investigations prior to finalising internal road upgrades for presence of graves
- Develop a comprehensive drainage strategy
- Contact Friends Groups and organise regular activities (planting, weeding, documenting grave sites)
- Finalise and implement suite of materials, plaques, plant selection and ash interment
- Alert local residents and cemetery users of upgrades and changes to road network

STAGE 2

- The planting of new trees to line road as indicated
- New niche walls to eastern boundary - installation of two walls to test the market
- Upgrades to pocket landscape treatments and allocate areas for future scatter gardens
- Amendments to road network - one way and road closures only

STAGE 3

- Undertake construction of green link and installation of niche walls at nominated locations
- New site furniture and rest points along green link
- Meadow planting to reference heritage internal loop road

STAGE 4

- Upgrades to link roads along Kendall Road, Thompson Road and Boundary Street (internal road). To include pedestrian upgrades, tree planting and the potential for further scatter gardens

STAGE 5

- Construction of Memorial Boardwalk
- Enhancements and upgrades to existing mourning shelters throughout the cemetery.

FUTURE WORKS

- Reclaiming unused graves sites when available in groups of 4 or more.







6.0 CONCLUSION

6.1.4 Conclusion

The Master Plan for Waverley Cemetery is a document to help stimulate development for a long term outcome. The meaning of the Cemetery is contingent upon the ongoing uses and operations of burial and interment.

The Cemetery is long established however, has seen monumental changes throughout its lifespan. This proposal aims to achieve a desirable, functional and usable landscape that creates many different opportunities to allow the cemetery to continue to operate at a self sufficient level.

The main focus of the Plan and Report is to try and achieve an appropriate balance between community views, site restrictions and opportunities. The document has attempted to provide:

- A sympathetic response to the constraints, opportunities and significance of the Cemetery
- Response to the existing burial layouts
- A documented way forward that responds to the CMP produced by City Plan

At its core is the proposal of a attractive, connected and enhanced Waverley Cemetery that ties into its surrounds and its unique landscape setting.

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Bondi Surf Bathers Life Saving Club Queen Elizabeth Drive, Bondi Beach



Conservation Management Plan

Prepared for
Waverley Council

JULY 2018 • Issue D

Jean Rice Architect
ABN 81 002 171 253

13 St John Street
Newtown 2042 Australia
T: +61 2 9029 5982

Version	Issued	Date	Endorsed / Signed Off
A	Draft History issued	May 2016	
B	Draft up to policies issued to BSLSC	April 2017	Comments received from BSLSC
C	Final Draft	February 2018	Revision all sections. Club proposals for additions
D	Final Draft	July 2018	Review comments incorporated

Jean Rice Architect

13 St John St Newtown NSW 2042

ABN: 81 002 171 253

Architect Registration No.: 4349

Daytime Ph 9029 5982 Mobile Ph 0430 082 440 Email: jean@jeanrice.com.au



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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

Bondi Surf Bathers Life Saving Club (BSBLSC) is within the Bondi Beach Cultural Landscape (BBCL) which is of outstanding significance to the nation - listed on the National Heritage List, State Heritage Register and Waverley LEP. It is in a Crown Reserve managed by Waverley Council. The separate CMP for the BBCL should be referred to for general issues. The surf club site is leased by BSBLSC from Crown Lands through Council as Trustee. This Conservation Management Plan (CMP) for the BSBLSC should be referred to for detail conservation guidelines about the building.

This report analyses the history and surviving physical fabric of the BSBLSC based on historical research and site inspections. Heritage significance is assessed revealing the historic and aesthetic values of the building and the historical and social significance, particularly the importance of the club's surf life saving activities and the intangible values of the 'Bondi Lifesaver'.

The Club's and Council's constraints and opportunities are considered and policies developed to:

1. Conserve the cultural heritage values of the BSBLSC and consider individual listing.
2. Manage the BSBLSC in accord with this CMP as a heritage asset and for surf bathing, life saving and other compatible uses. Minimise the heritage impact of any development.
3. Encourage and support significant ongoing uses as part of the heritage value and allow new compatible uses that support and do not damage heritage values.
4. Protect and conserve the significant building within the significant cultural landscape.
5. Be aware of the Aboriginal stories of the place and of potential archaeology when excavating.
6. Conserve and manage moveable heritage and records and make them available for research and display.
7. Conserve fabric according to its level of significance by stabilisation, repair, and maintenance. Aim to remove or improve intrusive items. Use appropriately skilled people to undertake conservation works.
8. Maintain significant building fabric and prioritise stabilisation works and works to slow deterioration. New works and facilities may be added particularly to replace intrusive structures.
9. Encourage use by club members and the community and interpret the significance and history of the place, including to tourists and other visitors.
10. Keep records of work and monitor the condition of the place. Make the collection of historic documents and research reports accessible and encourage further research.

The implementation section addresses building management and maintenance and discusses areas for future development recommending analysis of the public domain use in the vicinity to guide any change. Collection management is discussed and potential funding sources.

Appendices include detailed research information on the building sourced for this report.

1.2 REPORT OBJECTIVES AND RELATIONSHIP OF DOCUMENTS

This Conservation Management Plan (CMP) has been prepared by Jean Rice Architect for Waverley Council, to guide the design and documentation of works to the place and to be submitted as part of the approvals phase of the proposed upgrade of the Bondi Surf Bathers Life Saving Club.

A Conservation Management Plan was prepared for the Bondi Pavilion in 1997 which included a partial assessment of the adjacent surf club. This document for the Pavilion was revised in 2015-16. An overall CMP was prepared for the overall Bondi Beach Cultural Landscape (BBCL) in 2016 and is being considered for endorsement under the NSW Heritage Act. This BSBLSCL CMP has been amended to generally respond to the relevant draft comments received from the NSW Heritage Division on the overall BBCL CMP. The CMPs are generally consistent - the overall BBCL CMP addressing broader scale issues and the individual building CMPs providing detailed analysis of significance and significant fabric and guidance for each building. The relationship of these documents is shown on the following diagram.

1.3 SITE AND OWNERSHIP

The site is located at the centre of Bondi Beach immediately 'north' of the Bondi Pavilion (see following aerial photos). Bondi Beach actually faces southeast but common usage is for the northeast end of the beach to be referred to as North Bondi and the southwest end as South Bondi. This convention was used in the overall BBCL CMP and is continued in this CMP. The Council's works yard is at the rear of the Bondi Surf Bathers Life Saving Club. The surf club building and its surrounds are located within a crown reserve managed by Waverley Council and are within a local, state and nationally listed cultural landscape. The surf club site is a Crown Lease to the BSBLSCL.

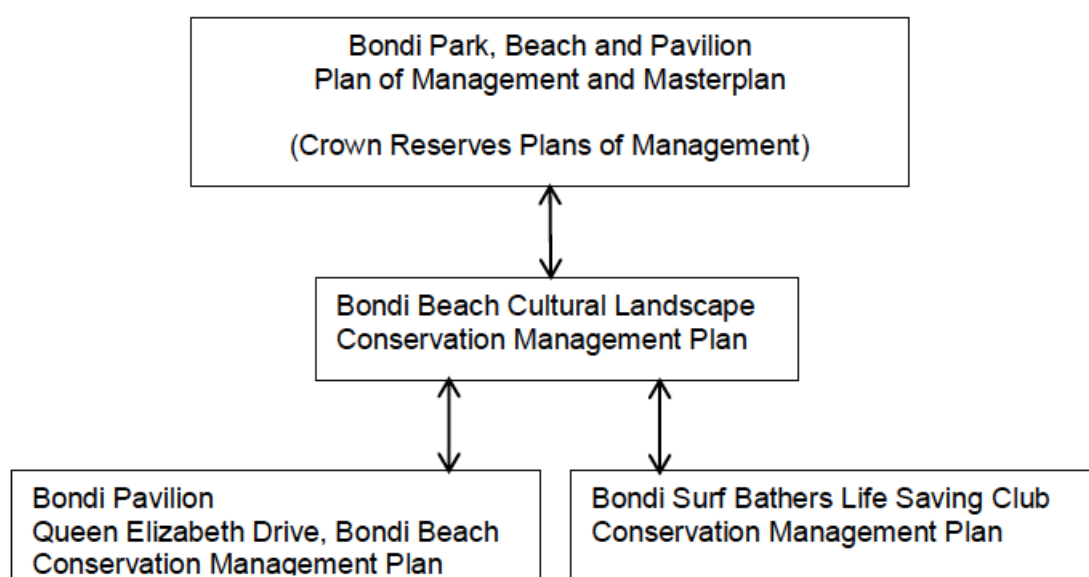




Figure I.1: 2016 front view of the Bondi Surf Bathers Life Saving Club. Subsequently repainted. Source: Jean Rice Architect



Figure I.2: Aerial View of Bondi Beach showing the general location of the Bondi Surf Bathers Life Saving Club. Source: Google Maps. Annotations by Jean Rice Architect



Figure 1.3: 2016 views of the side entrance and the rear works yard of the Bondi Surf Bathers Life Saving Club. Subsequently repainted. Source: Jean Rice Architect



Figure 1.4: Aerial View of Bondi Beach showing the location of the Bondi Pavilion, the Bondi Surf Bathers Life Saving Club and Works Yard. Source: Google Maps. Annotations by Jean Rice Architect

1.4 STUDY AREA

The study area is shown on the aerial photograph below shaded in blue (Figure 1.5). The area includes the buildings of the BSBLSC, areas used to store boats and trailers and the Waverley Council works yard. The study area also includes surrounding park up to the alignment of the major pedestrian paths in the section of the park where the BSBLSC and the Waverley Council works yard are located.. This area was set to include areas that are also used for club and works yard activities such as vehicle movements, entry and exit to facilities, gatherings of groups such as Nippers, barbeques, event stalls and similar activities and detailed consideration is needed of conservation management of these areas.

Figure 1.6 following is repeated from the BBCL CMP and shows the names used in the text in both reports for features in the area and the location of those features.



Figure 1.5: Recent aerial view of the BSBLSC with the site area for this CMP shaded in blue.
Source: SIX Viewer, colour overlay by Jean Rice Architects



Jean Rice Architect

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1.5 CURRENT SITUATION AND BUILDING PLANS

In late 2015 upgrading of Bondi Surf Bathers Life Saving Club and Works Yard was proposed and a development and s60 Application lodged, which was withdrawn in mid 2017. Prior to this the Surf Club proposed additions and alterations whilst Council was developing a proposal for the Works Yard. It was decided that these projects should be combined so facilities such as toilets, meeting and lunch rooms and training facilities could be shared between the two adjacent sites and a common design approach could be developed so as to provide a consistent visual presentation. Concerns regarding the scale of the combined building and Council changes resulted in the proposal being abandoned.

The works proposed followed the Plan of Management for Bondi Beach (2014) which was adopted by Waverley Council. At the same time an overall scheme for the Bondi Pavilion adjacent was developed. Following the presentation of both schemes to the NSW Heritage Council and subsequent advice it was decided to complete a Conservation Management Plan (CMP) for the Bondi Beach Cultural Landscape and a separate CMP for Bondi Surf Bathers Life Saving Club (BSBLSC). The overall park is heritage listed by Waverley Council as well as being listed as a Cultural Landscape on the State and National Heritage Registers. The surf club is within this listed area but is not an individually listed heritage item.

The following plans of the BSBLSC show the current room names and locations. They are based on drawings prepared by Tonkin Zulaikha Greer (TZG Architects) for the 2016 proposal and are not accurate in detail and are not measured drawings. No accurate current floor plans were found.



Figure 1.4: 2016 view of the Bondi Surf Bathers Life Saving Club showing the first floor addition. Subsequently repainted.
Source: Jean Rice Architect

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GROUND FLOOR PLAN

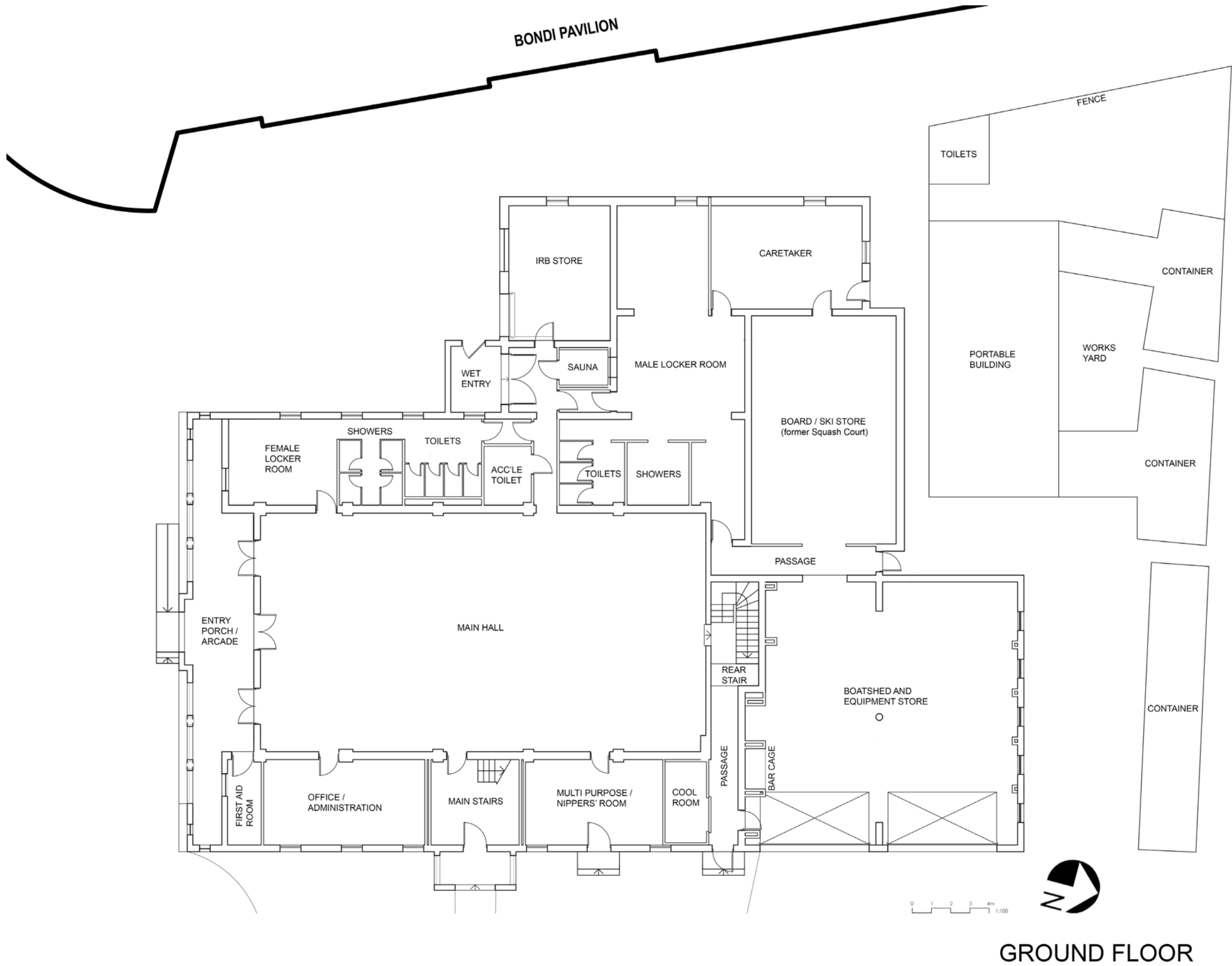


Figure 1.5: Ground Floor Plan
Jean Rice Architect

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FIRST FLOOR PLAN

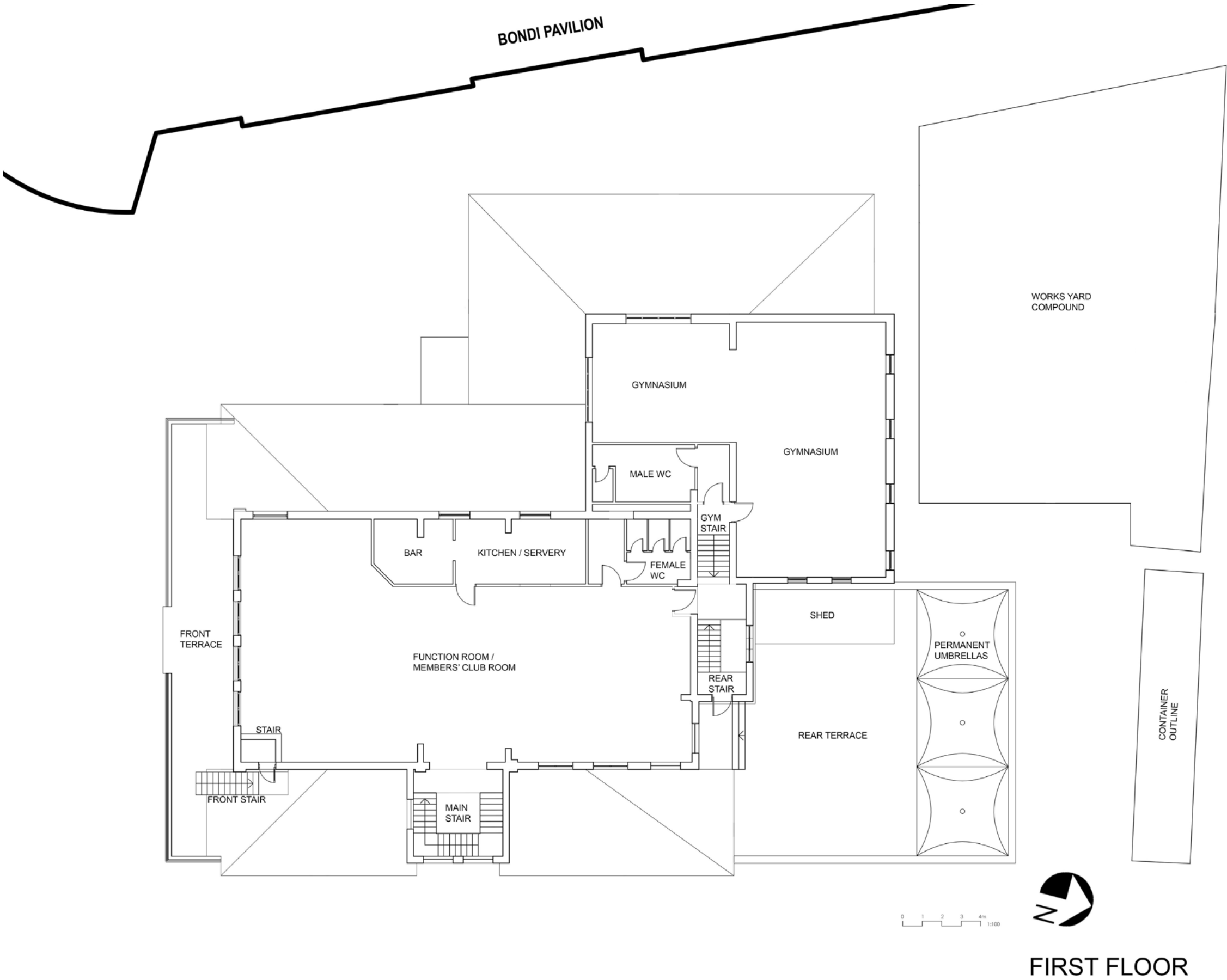


Figure 1.6: First Floor Plan

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1.6 METHODOLOGY

This Conservation Management Plan follows the guidelines set out in the Australia ICOMOS Charter for the Conservation of Places of Cultural Significance (Burra Charter 1999). The Burra Charter provides the Australia-wide accepted guidelines for heritage conservation and is included as an Appendix. Section 2 (Conservation and Management) of the charter states:

- 2.1 Places of cultural significance should be conserved;
- 2.2 The aim of conservation is to retain the cultural significance of a place;
- 2.3 Conservation is an integral part of good management of places of cultural significance;
- 2.4 Places of cultural significance should be safeguarded and not put at risk or left in a vulnerable state.

The methodology for this report is based on the established methodology for the preparation of Conservation Management Plans and Conservation Management Strategies, as per the NSW Heritage Branch guidelines and also on the Australian Government Guideline for preparing management plans for national heritage places. The report is also consistent with the guidelines of the International Cultural Tourism Charter (as adopted by ICOMOS 1999), Australian Heritage Commission Australian Natural Heritage Charter, and NSW Heritage Manual. The report's underlying approach is based on James Semple Kerr's 'The Conservation Plan'.

Rather than using a thematic approach, the historical material has been compiled chronologically, in order that the extent of the survival of fabric from each phase can be determined. This chronological approach is the approach developed by J S Kerr and is particularly useful for complex buildings where there have been a number of additions throughout the life of the building. The history is consistent with the histories in the BBCL CMP, which has been integrated into this report.

1.7 KEY DOCUMENTARY SOURCES

Plan of Management

Waverley Council, Bondi Park, Beach and Pavilion Plan of Management, 2014-2024

Heritage Reviews

Mayne-Wilson & Associates, Bondi Park and Pavilion Heritage Review, 2012

Dominic Steele Consulting Archaeology, Waverley Aboriginal Cultural Heritage Study, 2009

Dominic Steele Consulting Archaeology, Aboriginal and Historical Archaeological Assessment Bondi Pavilion [and Surf Club], Bondi Beach (draft), April 2016

Conservation Management Plans

Clive Lucas Stapleton and Partners, Bondi Pavilion, Surf Club and Surrounds, Conservation Analysis and Guidelines, 1997

TKD Architects (Tanner Kibble Denton), Bondi Pavilion, Queen Elizabeth Drive, Bondi Beach, Conservation Management Plan – prepared as an update to the above report, 2015-18

Jean Rice Architect, Bondi Beach Cultural Landscape, Conservation Management Plan, 2016-18
(as submitted to the NSW Heritage Council for Endorsement)

Statements of Heritage Impact

Jean Rice Architect, Statement of Heritage Impact, Bondi Surf Bathers Life Saving Club and Works Yard, December 2015

Jean Rice Architect, Statement of Heritage Impact, North Bondi Amenities, August 2015

Urbis, Heritage Impact Statement, North Bondi Surf Life Saving Club, May 2009

Jean Rice Architect, Statement of Heritage Impact, Waverley Council Bondi Beach Works Yard, May 2017

1.8 REPORT LIMITATIONS

Original research has been restricted to easily accessible sources such as the Waverley Local Studies Library and online resources. The Surf Club has archival material that is currently stored off site and is not accessible. There will undoubtedly be key information available in such sources which may lead to differing conclusions or provide detail for interpretation.

Whilst every attempt has been made to confirm the dates of establishment and construction and the location of earlier club buildings that no longer exist, the evidence is not decisive. Also some of the historic materials and photographs utilised in previous studies had not been fully referenced and as a result the current location of some of this material has not been able to be determined. The indexes and scanned material at State Records are in the process of being migrated to a new catalogue and as a result online access has been restricted. In addition some material in the State Library has been withdrawn from circulation as it is being digitised including maps and images in the Small Pictures File. State Library Digital image numbers for collections such as Home and Away videodisks were correct at the time of preparing the first draft however some of these images can no longer be accessed online, only the cataloguing information is available, not the scanned image. The images can still be consulted in the Mitchell Library.

Council supplied aerial images which have been used for analysis and to map phases of development and heritage items. No current 'as-built' or measured drawings of the site exist. The plans used as a basis for marking levels of significance were provided by Tonkin Zulaikha Greer, architects for the 2016 proposal, and are based on previous architectural drawings. They are not accurate and it is possible that features have been overlooked because of this.

1.9 REPORT STATUS AND AUTHORS

This plan has the status of an unpublished report. No copyright clearance has been obtained for the historic material used to determine the sequence of development of the place. This work may be used for private study, information and non-commercial research and is not for commercial publication. High resolution copies of images have not always been obtained, the copies made available online for research purposes by libraries and archives have been used. The plan has been prepared by Jean Rice Architect, Angel Hayes Pty Ltd by the following project team:

Jean Rice, Director and Senior Conservation Architect
Dr Noni Boyd, Architectural Historian and Heritage Consultant
Jenny Snowdon, Interior Design and Heritage Conservation

1.10 STAKEHOLDERS, CONTRIBUTORS AND ACKNOWLEDGEMENTS

Staff members and the heritage advisor of Waverley Council were consulted as part of the preparation of this CMP and information was provided by:

Fleur Mellor
Julia Hardiman
Andrew Best
Surb Bhatti
Col Brady
Cathy Henderson

Extensive assistance was provided by the previous Local Studies Librarian Sophia Smiley.

Material from the cultural landscape CMP has been used in this report, including the Aboriginal consultation

Dominic Steele, Archaeologist DSCA
La Perouse Local Aboriginal Land Council:
David Ingrey
Chris Ingrey
Alison Dejanovic, Australian Museum

The following people from the BSBLSC are acknowledged for their assistance in preparing of this plan

Allan Scott, Archives
Paul Ure, BSBLSC Building Sub-Committee
Charles Cotton, Captain of Lifesaving
Gary Emmerton, Master's Captain
Simon Watkins, former Director of Surf Sports and Swim Captain
Dr John de Launey, IRB Captain
Scott Ryan, Director of Junior Activities
Ms Vivian Veckranges, Former Office Manager

1.1.1 CONSERVATION PLANNING TERMS AND ABBREVIATIONS

The following terminology and abbreviations have been used in the report. The definitions explain the terms commonly used in Conservation Planning. The terms have been drawn from the Burra Charter and from the NSW Heritage Office publication, Heritage Terms and Abbreviations (1996).

Aboriginal Significance - An item is of Aboriginal Heritage Significance if it demonstrates Aboriginal history and culture. The National Parks and Wildlife Service has the primary responsibility for items of Aboriginal significance in NSW.

Adaptation - means modifying a place to suit the existing use or a proposed use.

Aesthetic significance - An item having this value is significant because it has visual or sensory appeal, landmark qualities and/or creative or technical excellence.

Archaeological Assessment - A study that is undertaken to establish the archaeological significance (or research potential) of a particular site and to propose appropriate management actions.

Archaeological Significance - A category of significance referring to scientific value or 'research potential' that is, the ability to yield information through further investigation.

Archaeological Site - A place that contains evidence of past human activity. Below-ground archaeological sites include building foundations, occupation deposits, features and artefacts. Above ground archaeological sites include buildings, works, industrial structures and relics that are intact or ruined.

Archaeological Zoning Plan - A graphic plan of a place indicating relative archaeological potential of areas or zones within this. An archaeological zoning plan is prepared by undertaking broad scale archaeological assessment over a large area.

Associations - means the special connections that exist between people and a place.

Burra Charter (and its guidelines) - Charter adopted by Australia ICOMOS which establishes the nationally accepted principles for the conservation of places of cultural significance.

Conservation - means all the processes of looking after a place so as to retain all its cultural significance. The earlier version of the Burra Charter noted that conservation includes maintenance and may according to circumstance include preservation, restoration and adaptation and will more commonly be a combination of these.

Contemporary Community Esteem - The valuing of a heritage item by a recognised local, regional or state-wide community because it forms a strong part of their cultural identity.

Compatible Use - means a use which respects the cultural significance of a place. Such a use involves no, or minimal, impact on cultural significance.

Cultural Landscape - Those areas of the landscape which have been significantly modified by human activity. They include rural lands such as farms, villages and mining towns as well as country towns.

Cultural Significance - means aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects. Places may have a range of values for different individual components, fixtures, contents and objects.

Curtilage - The geographical area that provides the physical context for an item and which contributes to its heritage significance. Land title boundaries and heritage curtilages do not necessarily coincide.

Development Control Plan (DCP) - A plan prepared by a local council to provide more detailed development controls and guidelines to accompany an LEP. Often used for Heritage Conservation Areas.

Environment Protection and Assessment Act (1979) (EP&A Act) - The statutory framework for planning in NSW. The Act under which LEPs and DCPs are made.

Environmental Heritage - means those places, buildings, works, relics, moveable objects and precincts, of State or local heritage significance (Section 4 of the Heritage Act 1977).

Excavation Permit - A permit issued by the Heritage Council of NSW under Section 60 or Section 140 of the Heritage Act 1977 to disturb or excavate a relic.

Exemptions - Work on heritage items covered by conservation orders which can be exempted under Section 57 (2) of the Heritage Act from the requirements to obtain the Heritage Council's consent.

Fabric - means all the physical material of the place including components, fixtures, contents and objects.

Heritage Act 1977 (as amended 1999) - The statutory framework for identification and conservation of heritage in NSW. The Act also describes the composition and powers of the Heritage Council.

Heritage Item - A landscape, place, building, structure, relic or other work of heritage significance. See also the Heritage Act 1977.

Heritage Significance - of aesthetic, historic, scientific, cultural, social, archaeological, natural or aesthetic value for past, present or future generations.

Historical Significance - An item having this value is significant because of the importance of its relationship to the evolving pattern of our cultural history.

Interim Heritage Order (IHO) - An order made under Part 3 of the Heritage Amendment Act 1998. The Minister may make an interim heritage order for a place, building, work, relic, moveable object or precinct that the Minister considers may, on further inquiry or investigation, be found to be of state or local Heritage Significance. The Minister may delegate the power to place IHOs to local councils however in general the orders will be made by the Minister, following recommendations by the Heritage Council.

Integrity - A heritage item is said to have integrity if its assessment and statement of significance is supported by sound research and analysis, and its fabric and curtilage are largely intact.

Interpretation - means all of the ways of presenting the cultural significance of a place.

Local Environmental Plan (LEP) - A statutory plan prepared by a local council in accordance with the EP&A Act. An LEP regulates the carrying out of development within a local government area and controls the use and development of land and the conditions under which change may occur.

Local Significance - Items of Heritage Significance which are fine examples, or rare, at the local community level.

Maintenance - means the continuous protective care of the fabric, contents and setting of a place, and is to be distinguished from repair. Repair involves restoration or reconstruction.

Meanings - denote what a place signifies, indicates, evokes or expresses.

Moveable Heritage - items not fixed to a site or place, for example, furniture, locomotives and archives.

National Parks and Wildlife Act 1974 (NPW Act) (as amended 2002) - Statutory framework for the care and control and management of reserved lands and Aboriginal objects and places in New South Wales. Non Aboriginal cultural relics on sites owned by the NPWS also come under the jurisdiction of the National Parks and Wildlife Act.

Oral Histories - Historical research carried out by interviewing people associated with a heritage item, in a planned manner to answer questions which is archival recording on audio equipment so that it can be transcribed and analysed.

Place - means site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces and views.

Permanent Conservation Order (PCO) - Prior to 1998 an order made under Section 44 of the Heritage Act 1977 to protect a significant heritage item in NSW. The order remained in place indefinitely unless revoked. Under the 1998 changes to the Heritage Act 1977 PCO's have been replaced by inclusion on the State Heritage Register (SHR) and IHOs.

Preservation - means maintaining the fabric of a place in its existing state and retarding deterioration.

Rarity - An item having this value is significant because it represents a rare, endangered or unusual aspect of our history or cultural heritage.

Reconstruction - means returning a place to a known earlier state and it is distinguished by the introduction of new material into the fabric.

Regional Environmental Plan (REP) - Prepared by the Director-General of the Department of Urban Affairs and Planning (now Planning NSW) and made by the Minister for Urban Affairs and Planning following public exhibition. It deals with matters important to a specific region such as land use, development and the conservation of heritage places.

Related Object - means an object that contributes to the cultural significance of the place, but is not at that place.

Related Place - means a place that contributes to the cultural significance of another place.

Representativeness - Items having this value are significant because they are fine representative examples of an important class of significant items or environments.

Restoration - means returning the existing fabric of a place to a known earlier state by removing accretions or by reassembling existing components without the introduction of new material.

Section 60 Application - An application made under Section 60 of the Heritage Act 1977, for approval to make changes to an item on the State Heritage Register. Routine maintenance, and other works which do not affect the significance of an item are exempt from Heritage Council Approval.

Section 170 Register - Section 170 of the Heritage Act 1977 requires each NSW Government Agency to prepare and maintain a register of heritage items in their ownership or under their control. This provision continues under the amended act, with extended responsibilities for Government Agencies.

Setting - means the area around a place, which may include the visual catchment.

Social Significance - Items having this value are significant through their social, spiritual or cultural association with a recognisable community.

State Heritage Inventory (SHI) - An inventory of items and places that have statutory protection, including items of State heritage significance.

State Heritage Register (SHR) - This register, required under Part 3A of the Heritage Amendment Act 1998, lists items of State Heritage Significance. It is maintained by the NSW Heritage Branch and is available on the internet at www.heritage.nsw.gov.au. Part 3A notes "the automatic listing of items that were formerly the subject of a Permanent Conservation Order, or that are owned by Government Instrumentalities and identified as being of State Heritage Significance".

State Heritage Significance - in relation to a place, building, work, relic, moveable object or precinct, means significance to the state in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic value of an item (Section 4A (1) of the Heritage Act 1977).

State Significance - Items and places that have been assessed to have importance to the people of the State of New South Wales.

Statement of Heritage Impact - Analyses the impact of proposed works on the significance of a heritage item.

Technical/Research Significance - Items having this value are significant because of their contribution or potential contribution to an understanding of our cultural history or environment.

Use - means the functions of a place, as well as the activities and practice that may occur at the place.

The following abbreviations have been used in the text

AHC	Australian Heritage Commission (now Council)
AIF	Australian Imperial Forces
AO	Archives Office (now NSW State Records. This prefix is still used for maps and plans)
ATCJ	Australian Town and Country Journal
ATV	All terrain vehicle
BBCL	Bondi Beach Cultural Landscape
BCA	Building Code of Australia
BSBLSC	Bondi Surf Bathers Life Saving Club
BOOS	Bondi Ocean Outfall Sewer
C&LGJ	Construction and Local Government Journal
CMP	Conservation Management Plan
CP	Conservation Plan
DA	Development Application
DCP	Development Control Plan
DDA	Disability Discrimination Act
DOP	Planning NSW (or PlanningNSW) (formerly Department of Planning)
DPWS	former Department of Public Works and Services
EP&A	Environment Planning and Assessment Act
EPBC	Environmental Protection and Biodiversity Conservation Act
FF	First Floor
GF	Ground Floor
GPO	former Government Printer's Office
HCA	Heritage Conservation Area
HLRV	Historic Lands Record Viewer
ICOMOS	International Council on Monument and Sites
IRB	Inflatable rescue boat (Rubber ducky)
LEP	Local Environmental Plan
LGA	Local Government Area
LHS	Left Hand Side
MP	Master Plan
ML	Mitchell Library
NLA	National Library of Australia
NSWSR	NSW State Records (see AO)
NF&SA	National Film and Sound Archive
NT	National Trust
POM	Plan of Management
REP	Regional Environmental Plan
RNE	Register of the National Estate
RHS	Right Hand Side

SHI	State Heritage Inventory
SHR	State Heritage Register
SLC	Surf Lifesaving Club
SMH	Sydney Morning Herald
WC LSC	Waverley Council Local Studies Collection

Abbreviations of Report Titles

BBCL CMP	Jean Rice Architect Conservation Management Plan for the Bondi Beach Cultural Landscape (final draft October 2017)
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HIS NBSLSC	Urbis, Heritage Impact Statement, North Bondi Surf Life Saving Club, May 2009
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HR BB	Warwick Mayne Wilson & Associates, Heritage Review of Bondi Beach, 2012
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Local Government Changes

During 2016 Council amalgamations were proposed affecting the area. At the time of writing this report the Local Government Area was still controlled by Waverley Council.

Punctuation

We have not used apostrophes in item names, following the standard set by the Geographic Names Board and where the word in question could be singular or plural. We also have not used full stops in abbreviations according to modern practice and for brevity in tables.

Figure Numbers and Footnotes

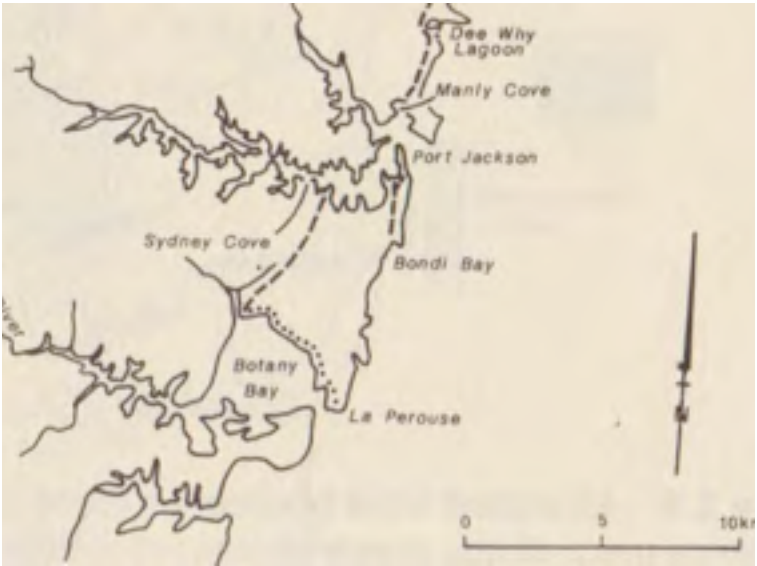

Due to the complexity of this CMP, figure numbers relate to the relevant section and are numbered beginning with 1. (eg first figure in Section 1 is Figure 1.1)



Footnotes are numbered within each new section beginning with 1.



2.0 HISTORICAL OUTLINE



2.1 CHRONOLOGY



Note that text in this table in the middle and right column is generally quoted from the source indicated.


Date	Event	Image and/or Source
PHASE I (refer diagram in Section 3)		VISITING BONDI BEACH
Long-standing Aboriginal occupation of the Bondi area	Carvings on the headland to the north and south of Bondi Beach. Area used for fishing and gathering shellfish, burials, tool making	
		Extract of a map showing major Aboriginal paths in the Sydney region as deduced from the available ethnohistorical evidence. The path near Bondi is believed to be that described by Bradley in 1788. Source: Ross in Aplin, Sydney Before Macquarie, A Difficult Infant, fig 2.3
1810	200 acres granted to William Roberts. Grant later shown on Reuss and Brownes' 1857 map of subdivisions in Sydney	
		NLA Map F108



Date	Event	Image and/or Source
1841	Bondi Bay; a place that, amongst all the splendid natural beauties of which Australia can boast, is certainly unsurpassed... a spot so picturesque and enchanting as Bondi..	Mr Stubbs quoting from the Australian Sketch Book, in his advertisement for sale of Villa lots at North Bondi. Sydney Herald 24 May 1841
1850	City apprentice drowns whilst bathing with friends at Bondi Bay	SMH 16 April 1850
1855	100 foot foreshore strip reserved as Crown Land. Contemporary maps show the curve of bay and sand hills behind.	
		MLZ/M3 811.15/1857/1
1858	William Stanley Jevons' photograph album contains two images of Bondi Beach dated March 1858	
		Jevons collection from John Rylands Library, Manchester UK



Date	Event	Image and/or Source
1858	William Stanley Jevons photograph album contains two images of Bondi Beach dated March 1858	
		Jevons collection from John Rylands Library, Manchester UK
1859	Waverley Council incorporated.	SMH 13 Dec 1859
1863	Joey Goosgog and Jasper Spindle's Trip to Bondi Bay	By Old Boomerang, Sydney Mail 8 August 1863, part based on tales of friends who went to Bondi Bay to bathe.
1869	Temporary refreshment kiosk on the beach	Erected by the proprietor of the Bondi Hotel on the Queen's birthday. SMH 19 May 1869
1870s	Photographs taken by the American & Australasian Photographic Company show the beach and dunes in the 1870s.	
		Early 1870s photo of Bondi Beach shows the sand dune and outlet of the lagoon. Source: SLNSW Home & Away digital order a2825024
1876	Description of a visit to Bondi Beach and reminiscences of being saved from drowning by a Maori fisherman. Maoris and Kanaka swim whereas 'white men' paddle.	Rolf Boldrewood, The Colonial Reformer, published in instalments in the ATCJ ATCJ 21 October 1876


Date	Event	Image and/or Source
1882	Aboriginal people seen walking to good coastal fishing spots carrying their canoes	McCormick, Bondi Rock Carvings, Dictionary of Sydney
1882	Resumption of land for public use. Crown Plan 19.2063	
By 1884	Tram line extension to Bondi Beach	SMH 30 June 1884
1883-84	Bondi Baths commenced by Waverley Council, following calls for proper baths	
		Waverley Local Studies Collection
1885	Bondi Park gazetted	Messes. Trickett and Butcher, MLAs for Paddington, have received an answer to their application, from the Minister for Mines, stating that the Bondi Park, now being gazetted under the Parks' Act of 1884, will be placed under the control of the Municipal Council of Waverley as trustees, and that a sum of money for its improvement will then be handed [over]
		SMH 1 August 1885


Date	Event	Image and/or Source
1885	Bondi Park and the lagoon are shown on Higginbotham & Robinson's map of the Waverley municipality.	
		NLA Maps
1886	Smoke concert in Bondi, Mercantile & Marine Social Club	Evening News, 2 May 1886
1880s	Surf Riding reported- as part of travel descriptions	Descriptions of Kanakas surf riding in Sandwich Islands & Hawaiian surf riding board on display in Australia ATCJ 27 October 1888
1889	Bondi [Ocean] Sewer Outfall built by the Public Works Department for the Water Board. Stormwater into the harbour, foul water into the Ocean Outlet	100 Years of the Sydney Water Board
1890s	Post card of Sydney Pleasure Resorts which shows the northern end of Bondi Beach before improvements began.	
		Images of Waverley
1893-94	Survey of the tramway line to Bondi Beach	PWD Annual reports


Date	Event	Image and/or Source
1890s	Demonstration of Life Saving Techniques at the Bondi Baths	The picturesque Bondi baths were crowded on Saturday afternoon, when the Bondi Swimming Club held a national carnival and exhibition of life-saving in aid of the poor of the district. The life-saving exhibition by members of the Waverley branch of the English Life-saving Society proved an interesting item. Several ladies gave an exhibition of fancy swimming, and Mr W F Corbett was the recipient of hearty applause for his tricks in the water and ornamental and fancy exercises. Messrs Hathaway and W Thompson in their high diving display, and the exhibition of life saving by children, were also agreeable items. The Cadet Band under W Norris, played during the afternoon. A polo match between Bondi and Eastern Suburbs swimming clubs was won by Bondi. SMH 17 Dec 1894
c. 1899	Surf Shooting or Shooting the Breakers	A gardener, 'Tommy' Tanna a Kanaka originally from Tanna, Vanuatu, teaches local boys to body surf at Manly.
		encyclopediasurfing.com/entries/ bodysurfing
1899	Large cache of stone tools or Bondi Points found at the northern end of the beach.	McCormick, Bondi Rock Carvings, Dictionary of Sydney Australian Museum. Exact location unknown
1900	Severe Storm	Exposes Aboriginal tool making area (in vicinity of Campbell Parade). Refer to D Steele reports
1904	Deputation to wait on the Minister for Lands,	Seeking permission to erect shelter sheds for bathers SMH 16 June 1905
March 1905	By-law prohibiting daytime surf bathing lifted.	Some aldermen prefer that council-owned baths be used. Tenders to be called by Council for dressing sheds
		Evening News 29 March 1905
		
	Extract from Hall's photograph of Bondi Beach showing facilities erected on the beach by the municipal council including a refreshment kiosk (lettering on roof) and change sheds. The dark coloured roof left of and behind the kiosk is the surf club. ML Hall 35104h	

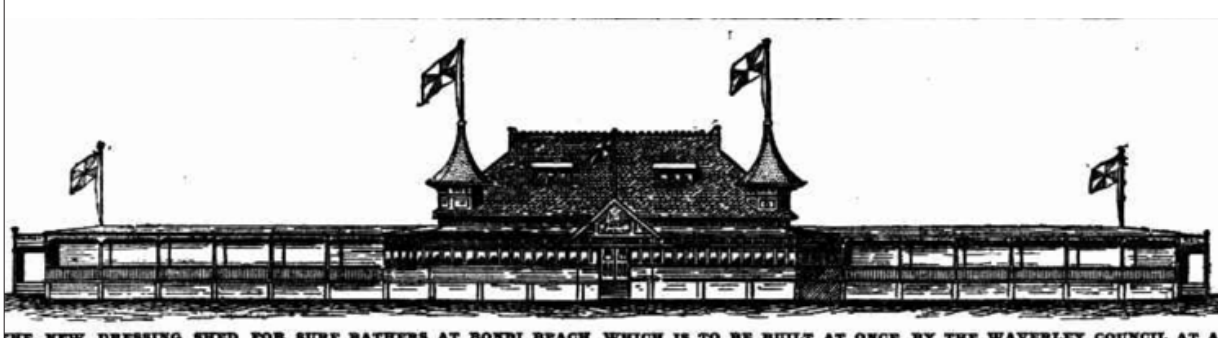

Date	Event	Image and/or Source
November 1905	Minister of Lands approves funds for Shelter Sheds.	Railway Commissioners who built tram loop contribute also.
1906	Council installs life buoys & lifelines but drownings continue.	Various letters to the editor about the dangers.
Feb 1906	Initial date Bondi Surf Bathers Life Saving Club said to be formed. Later this date is painted on life buoys each side of entrance. Note the clubhouse shown in the photo on right was not erected in 1906. Image included for the date painted on life buoys.	 <p>SMH 4 April 1938.</p>
March 1906	Shooting the breakers at Manly and Bondi	 <p>Seaside Number</p>
		And the pleasure of shooting the breakers is so great that unless Mr. Shark interferes with it, it will every year become more popular in Manly and in Bondi.
		Sydney Mail special seaside issue 7 March 1906
December 1906	First use of life saving reel	SMH 4 April 1938



Date	Event	Image and/or Source
1906-07 summer	Canvas tent serves as first club house. Note the refreshment kiosk beyond	
		* [Star] Photo, Bondi Beach, ML PXE 711/183
1906-07 summer	Council to extend the male and female dressing sheds	
		SMH 21 Nov 1906 & Waverley Image Library Pic num 8126
Feb 1907	First meeting registered with Waverley Council, five objectives established.	The Bondi Lifesaver: A History of an Australian Icon. Sean Brawley, page 43
Mar 1907	Bondi Surf Bathers Life Saving Club writes to council describing aims of club, seeks to use council's lifelines.	Evening News 13 March 1907


Date	Event	Image and/or Source
April 1907	Feature article in the Australian Town & Country Journal on the efforts of the Bondi Surf-Bathers Life-Saving Club, includes photo of the initial members. Stage with kiosk roof visible behind and the newly invented surf reel.	
		ATCJ 24 April 1907
May 1907	Thieves steal equipment. Still awaiting permission to erect shed	Evening News 14 May 1907
3rd May 1907	First Annual Report, held by Waverley Council	Since the formation of the Club, we have had a most successful season, although starting rather late in the year. The Club are now recognised by Surf Bathers as a body that cannot be dispensed with, and since their advent to the Beach, there have been no accidents whatever from drowning...Committee bought the line we are now using and also a reel...
September 1907	Smoke concert given by the Bondi Surf Bathers' Life-Saving Club at Woollahra	At a smoke concert given by the Bondi Surf Bathers' Life-Saving Club at Woollahra last night the opportunity was taken of recognising Mr. Eden Love's plucky action in saving a girl's life at Bondi on September 8.
		SMH 12 October 1907
October 1907	Anti-Skirt Demonstrations Display by the 'Bondi Life-saving Club' of use of surf reel, as part of the protest over swim wear regulations	The display was certainly a fine one. A swimmer swam out far beyond the breakers, and, raising his arms, sank. Immediately a swimmer jumped in and went to the rescue, while three others brought a life-saving reel to the edge of the water. While two of them were fixing the reel the third seized the life-line and swam out after the first life-saver. And to show the advantage of the idea of the first man plunging in without waiting for the line, it may be mentioned that the first saver reached the supposed drowning man fully 80 yards ahead of the second rescuer. While the second rescuer was swimming out with the line the third saw that everything was clear and the fourth attended to the reel. Australian Star 21 October 1907
1907	First permanent club house - Refer to section 6.3	



Date	Event	Image and/or Source
Nov 1907	A clubhouse for the 'Bondi Surf Bathers' Life-Saving Club' was opened by the Mayoress of Waverley on Saturday.	
		SMH 4 Nov 1907, BSBLSC image
May 1908	Surf Bathers' [Smoke] Concert	Surf Bathers' Concert. The Bondi Baths Life-saving Club held a smoke concert in the Paddington Town Hall last night.
		Evening News 16 May 1908
Aug 1908	BSBLSC Minute books	Set held at Waverley Council starts 21 August 1908
Oct 1908	Club By-Laws	BSBLSC Minute books 8 October 1908
November 1908	Surf Life Saving Gymkhana	In association with Wonderland at Tamarama. Held and raised profit of 30 pounds. BSBLSC Minute books 24 Nov 1908
December 1908	Smoke concert - on the eve of marriage	Mr. Eden P. Love, ex-captain of the Bondi Surf Bathers Life-saving Club, was entertained by the members at a smoke concert on Tuesday evening on the eve of his marriage. During the evening he was presented, on behalf of the club, with a set of cutlery. The chairman (Mr. Cohen), who made the presentation, praised M. Love for his work in furthering the interests of surf-bathing and life-saving, and was supported by the captain (Mr. L. Ormsby) and Messrs. Donaldson and Cummins. SMH 10 December 1908
Dec 1908	Bondi Ladies [SB] Club formed	BSBLSC Minute books 15 Dec 1908


Date	Event	Image and/or Source
December 1908	Surf Bathing Carnival at Manly continues rivalry	All the lifesaving clubs around Sydney will be invited to send representative teams to walk in the procession in club costume carrying their life saving reels and gear. There will be a number of competitive events on the ocean beach, land drill, surf swimming and shooting and alarm reel races but the chief event of the day will be a rescue competition with lifelines and reels in which twelve teams will probably take part. This event last year caused considerable rivalry, and the Bondi Surf Bathers' Life Saving Club and the Manly Surf Club proved a very close match. The Sly Brothers will give an exhibition of shooting the breakers in the surf boat...
		SMH 31 Dec 1908
Feb 1909	Bondi Surf Bathers' Gymkhana	Thousands visited Wonderland City on Saturday to witness the Bondi Surf Bathers' Gymkhana. To-day the gates will open as usual from 2 p.m. till 10.30 to-night. All the side shows and circuses will continue to run. Bondi trams direct to the gates.
		Evening News 15 Feb 1909
1909	Discussions re lease of premises with Waverley Council	BSBLSC Minute books 15 July 1909
c1910	Kiosk (left) and surf club (right) adjacent in photo	
		Signed JFH 255 Bondi Beach Sydney. JFH not identified
PHASE 2 (refer diagram in Section 3)		THE FIRST BONDI BEACH IMPROVEMENT SCHEME
Feb 1910	Ladies Surf Bathers	Granted use of club room BSBLSC Minute books 3 Feb 1910
Feb 1910	Anniversary of Bondi Surf-Bathers Life-saving club.	...It is now three years since a life has been lost in the surf at Bondi. SMH 21 Feb 1910
April 1910	Bathing accommodation on Bondi beach	The Waverley Council has decided to accept the design of Messrs. Oakley and Midelton for the bathing accommodation on Bondi beach, conditionally upon their supplying the council with the specifications. Two other designs had been submitted. The council has also decided to approach the Government for a moiety of the cost of constructing the new premises.
		Evening News 21 April 1910
June 1910	Club rooms to be opened by Premier Wade, 18 June 1910	BSBLSC Minute books 2 June 1910


Date	Event	Image and/or Source
		
Proposed New Surf Pavilion, Evening News 15 & 17 June 1910		
June 1910	'National Playground'.	Interview with the Minister for Lands re improved surf dressing accommodation. Winning plans from the recent competition by architects Oakley and Midelton were presented. Bondi described as 'National Playground'. Expenditure on additions to Surf Bathers Club (for sanitary arrangements).
		Evening News 15 & 17 June 1910
August 1910	£1,000 grant, building ready for bathing season.	To cater to 750 men and 250 women bathers. Site to be fixed. Design by Oakley & Middleton [sic]
		Evening News 31 August 1910
1911	Timber club house built for the North Bondi Surf Life Saving Club. Name change, dropping the words social club.	
		Digital Masters - North Bondi Surf Lifesaving Club
Feb 1911	Bondi Sea Wall	Flagpole to be erected. Contribution to be made to foundation stone of Bondi Sea Wall BSBLSC Minute books 2 Feb 1911
April 1911	Site of new club room to be inspected, sketch prepared	BSBLSC Minute books 2 April 1911 & 9 April 1911
May 1911	Site halfway between ladies club & new pavilion	BSBLSC Minute books 12 May 1911


Date	Event	Image and/or Source
Mid 1911	First Section of Sea Wall commenced and bathing pavilion erected.	Council undertook improvements including timber pavilion with turrets containing dressing sheds and refreshment room. Also bandstand, toilets, sea wall etc. Clubhouse to be relocated so that seawall can be built. Concession to part of reserve.
		Evening News 9 June 1911, SMH 11 August 1911
		
		Image At Bondi website
1911	Surf club relocation	Detailed article 7 June 1911
1911	Relocation of surf club house	Considering matters connected with the re-erection of the clubhouse, the building having been removed owing to the seawall in course of construction at Bondi running through the original site. The club's quarters are now located on the beach in the vicinity of the steps leading from the tram loop but the roof has not yet been placed in position. After a long discussion it was decided that the roof should be constructed as before and covered with Ruberoid....
		Evening News 9 June 1911
 <p>Surf Pavilion Dressing shed compound Relocated Surf Club</p> <p>Kiosk?</p> <p>SURF BATHERS' BUILDINGS AT BONDI.—FRONT ELEVATION FACING THE OCEAN.</p>		
September 1911	Relocated club rooms formally opened.	WLS Newspaper clippings file, BSBLSC Sydney Sun 8 August 1911 (panorama above) Evening News 4 Sept 1911
January 1912	Surf club to fence in more of reserve refused by council	Evening News 4 Jan 1912


Date	Event	Image and/or Source
May 1912	Beach Improvements proposed.	Pacific Cable company has decided to erect an attractive building as cable and receiving offices. The roof will be able to be used as a bandstand SMH 3 May 1912
Sept 1912	First Annual Ball,	Paddington Town Hall, Wed night last. Decorations by Mrs E W Turner Sunday Times 22 September 1922
October 1912	Tender accepted for the erection of a bandstand and cable house, Ross and Rowe, Architects. Cable landing point relocated from Botany Bay to Bondi. Cable to Auckland	
		SMH 1 October 1912 & Waverley Images
October 1912	Replace danger boards, new danger bell	BSBLSC Minute books 12 October 1912
November 1912	Club to contact council	... asking that a permanent life saver be appointed. BSBLSC Minute books 21 November 1912
July 1913	Surf club sports & gear	Ping Pong tournament, "Olympic Games", Indoor sports challenge, cricket match, picture show benefit. Also painting reels, tender accepted BSBLSC Minute books 4 July 1913
September 1914	Leave of Absence	... for members on active service. BSBLSC Minute books 3 Sept 1914
1915	Visit of the Hawaiian Duke Kahanamoku to Sydney	Boomerang Camp, Freshwater Beach Carves himself a Hawaiian style wooden surf board hwww.mountainman.com.au/the_duke.html
1915	Surfers Smoko held, BSBLSC	SMH 13 March 1915
1915	Baseball club formed among the members	BSBLSC Minute books 5 March 1915
1916	A more substantial Club House erected (refer section 2.4)	

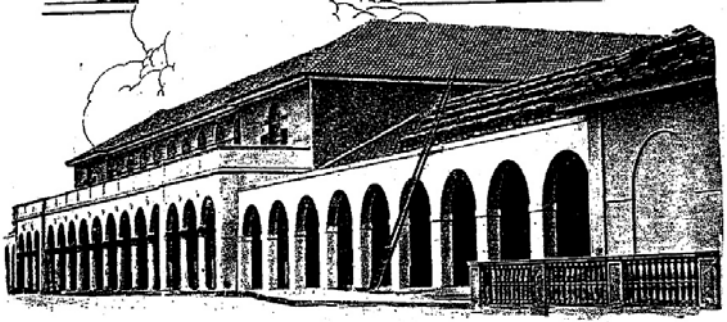

Date	Event	Image and/or Source
1916	New club house with a verandah erected. Contained 50 by 25 ft club room. Area at rear for sunbathing. Designed by honorary architect, Mr Midelton. On the site of the previous club house. Opened December 1916	
		SMH 4 Dec 1916 Digital Masters Image BSLSC 509
	Tennis Club Fence to be finished before the asphalt put down	
		BSLSC image - digital masters 409
1918	North Bondi SLSC writes to Waverley Council to request land for a new club house. Council approves lease	HIS NBSLSC
1919	Plans for a new clubhouse for North Bondi SLSC prepared by City Architect & approved Waverley Council.	Sunday Times 31 Aug 1919
Summer 1919-20	Christmas Carnival	.. to raise funds for new club house at North Bondi. HIS NBSLSC
1919	New casualty room opened [At BSLSC]	In conjunction with Eastern Suburbs Corps of St Johns Ambulance. Evening News 20 November 1919

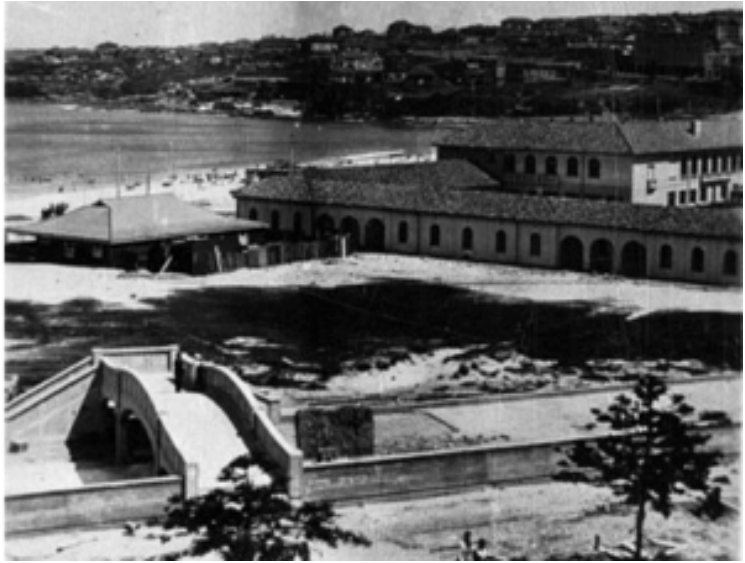


Date	Event	Image and/or Source
	Timber surf club house erected at North Bondi Architect not identified	
		Waverley Images
1921	Honour Roll unveiled	[At Bondi SBLSC] Evening News 10 Jan 1921
PHASE 3 (refer diagram in Section 3)		THE SECOND BONDI BEACH IMPROVEMENT SCHEME
1922	Proposed Cliff Walk	Town Planning Association suggests a cliff walk between the Lighthouse and Bondi Beach. CLGJ 8 Feb 1922
1922	Outcry by Surf Bathers Proposed improvements to the parklands come under fire from surfers who believe the improvements would ruin the beach for surfers	Waverley aldermen will reap a harvest of trouble if they persist in their intention to 'beautify' Bondi Beach in the manner proposed. Every surf-bather in the State will be against the council's latest plans. The 'improvements include a large pavilion, refreshment kiosk, Gymnasium, and band stand, to be erected on the centre of the Park Lands immediately behind the present promenade and sea wall. New public dressing sheds and new quarters for the Bondi and North Bondi Life-saving Clubs, are also to be erected. These buildings will occupy an area of about one thousand feet sea frontage by a depth from the present sea wall of one hundred feet towards the surf, leaving only a few feet of beach to normal high-water mark. A new sea-wall 1600 feet in length is to be erected on the seaward side of the new dressing sheds.
		Sunday Times 11 June 1922
March 1923	No Tinkering with Bondi Beach, A National Asset	2 1/2 hour meeting to consider the Baths & Parks Committee report - Discussion of subways, marine drive and promenade., 45,000 pounds to be spent on improving the beaches and parks in the Municipality Evening News 2 March 1923

Date	Event	Image and/or Source
1923	Bondi Beautification. The Waverley (Sydney) Council is inviting designs from architects, town planners, surveyors, engineers etc resident in the Commonwealth, for a 100,000 pound scheme for the beautification of Bondi Beach and Park.	Prizes of 200 pounds, 125 pounds and 75 pounds are first, second and third prizes respectively and a jury consisting of the Mayor of Waverley (Alderman Kavenagh) and Messers Sulman, Cowdery, Boyd and Jones have been appointed to examine all designs and award the premiums. It is estimated that the park and beach will accommodate 40,000 people. The immediate requirements are a kiosk and surf sheds to provide at least 50% increase in accommodation, with provision to be made for the elimination of cross traffic over the Marine Drive and promenade and for increased capacity of pedestrian and vehicular traffic; three lavatory blocks, a band stand and the layout of the park surrounding the proposed buildings.
		C&LGJ 15 August 1923
1923	Beautification Scheme Competition for Beach Improvements won by architectural firm of Robertson & Marks	
		Perspective drawing of the Robertson & Marks scheme. WLS SKM_C454e16060914270_0001
1924	BONDI BEACH IMPROVEMENTS The Waverley Council last year offered a prize of 200 pounds for the best design for the beautification of Bondi beach, 125 pounds for second best and 75 pounds for the third.	Twenty eight schemes were submitted, as a committee to adjudicate appointed consisting of Mr John Sulman of the Town Planning Association, Mr Sydney Jones of the Institute of Architects, Mr R J Boyd of the Institute of Engineers, Mr E H Cowdery of the Institution of Surveyors and the Mayor of Waverley (Alderman C A Kavenagh). The names of the winners were announced at a meeting of the council last evening, as follows First Prize: Messers Robertson & Marks, 14 Martin Place, Second Prize: Messers Scott and Green, Architects, [?] Pitt Street Third Prize: Mr Donald Turner, Little Collins Street, Melbourne. The committee suggested that the designs should be shown in the exhibition hall of the Education Department...
		SMH 6 March 1924

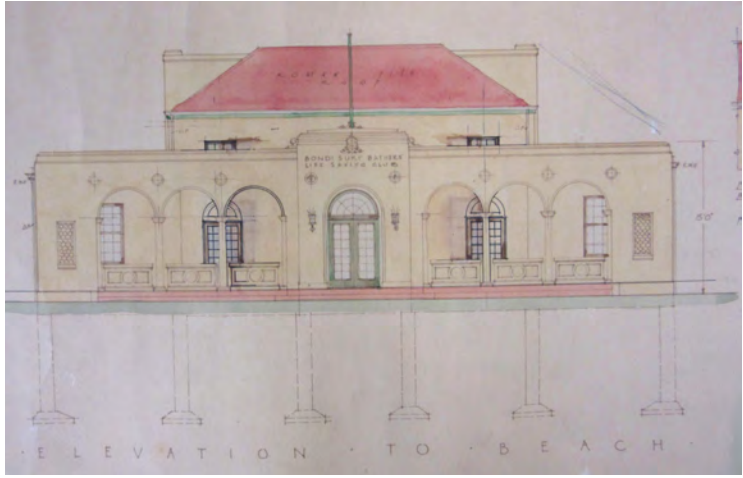
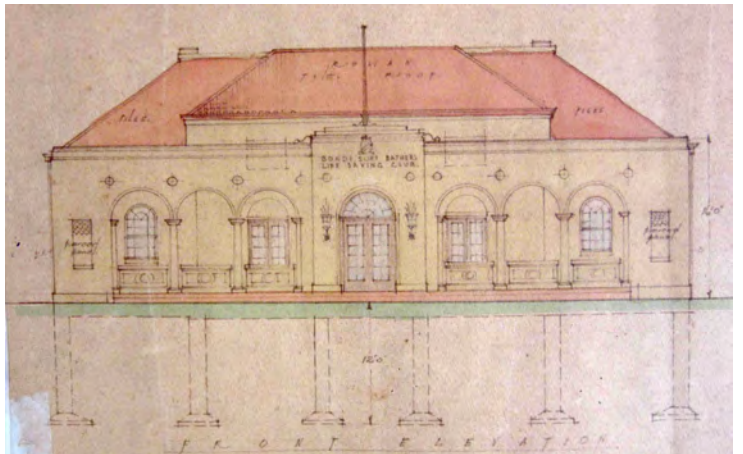
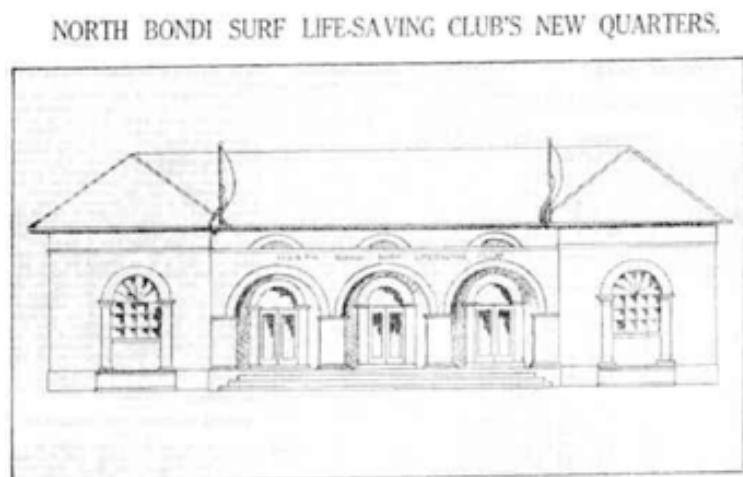
Date	Event	Image and/or Source
1924	Improvement Scheme approved by Council, to be submitted to Department of Local Government. Includes marine drive, subways and a handsome building containing surf sheds. Landscaping to include lawns, flower beds and rockeries. Ground to be laid out first	The Waverley Council appears to have bitten off more than it can chew with regard to the Bondi Beach improvement and beautification scheme, for after accepting designs for a grandiose scheme, embodying surf sheds as the nucleus, it has come to the conclusion that discretion is the better part of valour and that the existing surf sheds, with a little alteration, will meet requirements for several years to come. Consequently amended plans are being prepared, and the new surf sheds will not be proceeded with at present, but construction of the new marine drive and laying out of Bondi Park will be completed. £40,000 is to be borrowed from the Waverley Cemetery Trust to finance the first stage of the work.
		C&LGJ 19 October 1924
1924	Coloured Plaster of Paris model of improvement scheme	presented to Council by Mr Godsell of Robertson & Marks. Evening News 18 December 1924, SMH 19 December 1924 [The Local Studies Library was not able to locate the model].
1925	Club repainted	New uniform and junior trophy introduced. Arrow 25 Nov 1925
1926	Reduced scheme submitted by Robertson & Marks as a cost saving measure.	Drawings of a weatherboard pavilion with verandahs to the front and rear survive in Council's records.
1926	Revised scheme accepted by Council & three of the four previous assessors.	John Sulman, E H Cowdery and R. J. Boyd approved the scheme. Commission of Inquiry held.
1926	Council to obtain loan.	Works include marine drive, new surf sheds, up-to-date café and a small dance hall. The park will be beautified. SMH 20 October 1926
1927	Tenders called by Robertson & Marks	Construction of buildings, roadways and retaining walls and general work in conjunction with the Bondi Beach Improvement Scheme. SMH Wed 23 November 1927
1927	Tender for a new surf club at North Bondi by Joseland and Gilling. [Demolished]	
		North Bondi SLSC historic photographs



Date	Event	Image and/or Source
10 June 1928	Laying of the Foundation stone	To mark the occasion of the laying of the foundation stone of the vast new bathing buildings at Bondi. Mr. G. H. Godsell (for the architects, Messrs. Robertson and Marks) presented the Mayor of Bondi (Alderman David Hunter) with the gavel and trowel, and each alderman with a replica of the trowel. He said that the whole of the beach, he believed, had once been owned by the Jaques family, who had made it over as a most generous gift, to the municipality. There was present to-day, a representative of that family in Mr. H. V. Jaques, the member for Bondi. Sunday Times 10 June 1928
July 1928	New Casino and Surf-Bathing pavilion, expected to be complete in 1930	The new Casino and Surf-bathing pavilion, which is now in course of erection, will be the most complete of its kind, and larger than any other in Australasia. The buildings will be of brick, with a tiled roof and a reinforced concrete foundations. There are to be two stories, the first floor being devoted to bathers, with underground tunnels leading to the beach. This will obviate the necessity of crossing the marine drive. There will be family dressing cabins and general dressing rooms to accommodate 2650 men and 703 women. Turkish baths, private hot water baths and massage rooms will be provided, as well as hair dressing saloons for both sexes. Round three sides of the building will be a handsome arcade, which may be used by the public as luncheon and rest rooms. On the second storey there will be a dance hall 74 by 58 ft, a dining hall 55 by 33 ft and two private dining rooms... The park will be laid out picturesquely and the present cable stations controlled by the Eastern Extension and Pacific Cable companies will be altered to conform with the general scheme. SMH 13 July 1928
1927	Rose Bay Surf Club on Campbell Parade designed by Joseland & Gilling. Extant but altered	
		Reproduced in the Bondi Beach Interwar Study


Date	Event	Image and/or Source
1928	Progressive Bondi Improvement Scheme	Bondi is embarking upon a beautification scheme which will include the erection of a casino, a surf bathing pavilion, Turkish baths massage rooms, a marine drive, and a motor park. Described marine drive, gardens and bridges. Cable Station to be made to match the scheme. [Surf clubs not mentioned] Visitor numbers listed - come by tram or bus. SMH 13 July 1928
1928	Work on the Bondi Pavilion started in May. New pavilion erected on site of earlier surf sheds. Panoramic view published. Change sheds in use in December	
		SMH 30 October 1928 & photograph reproduced from Highways, 1928 (illustrated in the Clive Lucas Stapleton & Partners, Bondi Pavilion, Surf Club and Surrounds, Conservation Analysis & Guidelines, 1997)
1928	Existing North Bondi SLSC clubhouse to be demolished.	[for improvement scheme] SMH 28 July 1928.
1929	Bondi Pavilion and Bondi Park improvements officially opened 21 December 1929. The old surf club remains to the left of the pavilion in the photo at right but has been relocated.	
		E W Searle photo of Bondi Beach improvements c1935 NLA
PHASE 4 (refer diagram in Section 3)		CONTINUING THE IMPROVEMENT SCHEME
1930	Additions to the North Bondi SLSC. Plans by architect H P Hancock.	C&LGJ 19 March 1930

Date	Event	Image and/or Source
1930-33	View showing the 1916 BSBLSC building at left and the new surf pavilion adjacent to the right.	
		ML At Work & At Play 993
1930	Photo of BSBLSC building taken in the early 1930s. Building had been rolled 100ft to the east to make way for the new surf pavilion. It was again moved for the construction of the club house in 1934.	
		ML Sam Wood photos of Bondi Beach
1930	Tenders were called for boat shed at northern side of South Groyne for the BSBLSC. Not known if built or type of structure.	
		SMH 28 June 1930 Image Bondistories.com

Date	Event	Image and/or Source
1930	Tender for Lavatory at the Bondi Surf Club	12 March 1930
		
1931	Argument about proposed shark net	... an unjustifiable tampering with the most beautiful and improved surfing beach in the world. Truth 6 Sept 1931
1931	Bronte Surf Club house opened, designed by H Glencoe Williams	
1932	North Bondi Surf Life Saving Club	... destroyed by fire. Valuable trophies destroyed. Hobart Mercury 11 July 1932
1932	New surf club building for North Bondi	... to be in keeping with Esplanade building [ie the Pavilion] Referee 17 August 1932
1932	A scheme is being promoted by the Waverley Council for the erection of new club buildings for the Bondi and North Bondi Life Saving Clubs.	Advance from the Unemployment Relief Council SMH 6 Sept 1932, SMH 3 Jan 1933 & SMH 1 Jan 1934

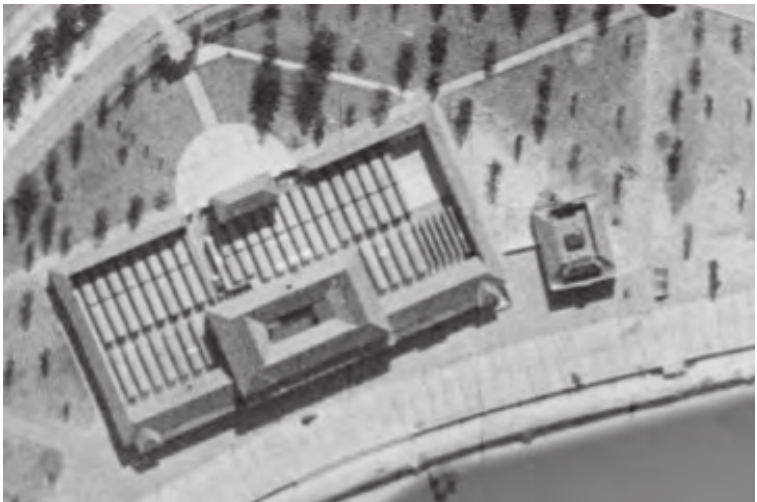

Date	Event	Image and/or Source
November 1932	H E Ross and Rowe prepare drawings of the proposed new club house with flat roofs at the sides	
		Waverley Council Index No 432618
November 1932	H E Ross and Rowe prepare revised drawings of the proposed new club house with pitched roofs added at the sides. The side roofs meant there could no longer be clerestorey windows to light the hall on the sides.	
		Waverley Council Index No 432617
1932	Elevation of proposed new club for North Bondi published. Architect is not identified in article.	 <p>A perspective drawing of the new surf clubhouse for the North Bondi Surf Life-saving Club, which is about to be erected at Bondi Beach. The club will open the season this afternoon with a surf carnival.</p>
		SMH 3 Dec 1932



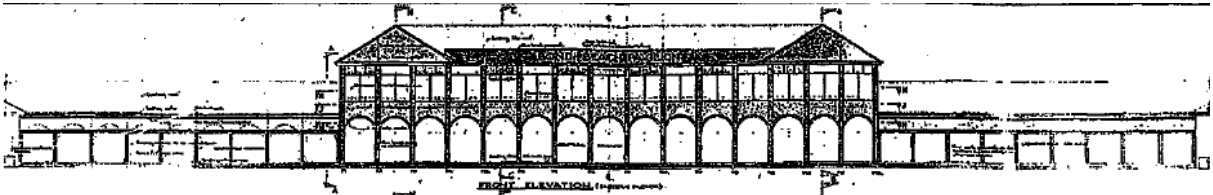
Date	Event	Image and/or Source
August 1933	Club house designed by Harry Ruskin Rowe of H E Ross and Rowe (honorary architect).	Arrangements have been completed for the erection of the new club house. It is expected that a start will be made almost immediately. SMH 5 Aug 1933
October 1933	Complaint that the North Bondi Surf Life Saving Club did not match the 'beautification scheme in Italian architecture'	SMH 4 Nov 1933
1934	One contract had been let for the erection of both new surf clubs.	SMH 1 Jan 1934
July 1934	Fundraising dinner held at Mark Foys ballroom for the Bondi SBLSC	SMH 27 July 1934
1934	Completion of BSBLSC	Original design altered to complement the adjacent surf pavilion.
1934	New Club House opened (refer Section 2.6)	
1934	Aerial view showing both the 1916 club house moved north and the new club house.	
		NLA PIC P838/1276 LOC Album 1124/14
Mid to late 1930s	View showing the original configuration of the rear of the surf club building with the separate roof over the rear stair. Note the composition formed by the lower surf club and the larger pavilion beyond built in a complementary architectural style.	
		SRNSW Series 12932

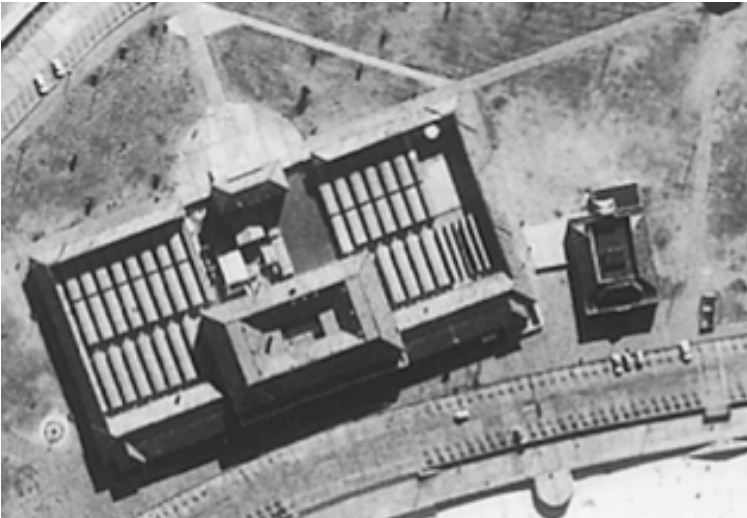


Date	Event	Image and/or Source
late 1930s	View showing the two groynes, the pavilion left and the surf club at the centre.	
1937	Petty thieves causing problem at Club House.	Ceiling damaged. [during break in?] Also general damage to bitumen roof BSBLSC Minutes 10/07/1937
1938	Surf, Sand and Sunshine filmed on Bondi Beach	Wins prize in Japanese film festival [British Empire Amateur Film Festival] The Australasian 22 Jan 1938 NF&SA notes on Surf, Sand & Sunshine, Copy of the film held
1938	Crown Reserve dedicated for public recreation.	Waverley Council as Trustee on behalf of the Minister for Lands HRBB
1939	Internal painting	To be undertaken by Council employees BSBLSC Minutes 2 June 1938









Mid 1930s aerial view of Bondi Beach showing the completed surf clubs and the pavilion. RAHS

Date	Event	Image and/or Source
PHASE 5 (refer diagram in Section 3)		THE WAR YEARS AND BEYOND
1940	Honorary Architects report	Painting not included in estimates, held over. Problems with hot water BSBLSC Minutes June & October 1940
1940	Fox Australia newsreel	includes wartime scenes and Surf Scenes at Bondi Western Australian 5 Jan 1940
1942	Roof of club house damaged by debris	Blasting to remove groynes also damaged the roof tiles of the pavilion & surf club.
1942	Rose Bay Surf club and Public School	Various buildings commandeered to accommodate the Army. Associated with coastal engineering works for defence. NAA
1943	Aerial photo shows configuration of the roof. Note the central lantern in the otherwise flat central section of the roof. The lantern provided natural light to the hall below.	
		DMR From the Skies via SIX Viewer
1951	Gear room added to rear of Surf Club	Waverley Council Engineers office 22691 I & tenders
1950-60	Roof line is still as it was in 1934. Note tiles form a coping to a section of the parapet and there are no eaves at the right. Note also the effect of light and shade created by the arcades on the surf club and pavilion.	
		Waverley Images
1952 - 1960	Publication of the Bondi Surfer	Copies held SLNSW & NLA

Date	Event	Image and/or Source
Late 1950s	Photographs show that the roof is still as it was	
		Waverley images [1960s given as date on the web] but similar images of the roofline appear in the BSLSC Annual report from 1956.
1960	Proposed addition of four squash courts by Kevin Rice Architect	Waverley Local studies collection drawing 988
	The following series of aerial photographs were supplied by Waverley Council.	
1961	Aerial shows that the gear room had been erected to the north east corner of the surf club. Part of the area between the Surf Pavilion and the Surf Club is paved.	
		Waverley images
1962	Trans Tasman Cable	Laid.
		
1965	Proposed addition	... of arcade to link the Surf Pavilion and the Surf Club. Kurzer and Haber, Not built. Image reproduced in the Bondi Pavilion Conservation Analysis & Guidelines 1997
1965	Bondi Life Boys (later nippers) introduced	Bondi Surf Club website

Date	Event	Image and/or Source
1966	Proposed alterations	by K Rice of Oser and Fomberteaux. Not built Waverley Council Engineers set 73712
PHASE 6 (refer diagram in Section 3)		COMMUNITY USES
1971	Shows rear gear room and a structure between the surf club and pavilion. This light coloured structure may be a marquee as the extensions date from 1974.	
1973	Proposed remodelling	... by Stephen Klein & Associates. Plan layout adopted Waverley Council Local Studies Collection drawing 442
1974	Substantial addition proposed	... proposed by Paynter & Dixon - building altered not built entirely to this scheme Waverley Council Local Studies Collection drawing 984
1974	Severe storm damages beach front	Collection of images held by the UNSW Water Research lab. Bondi not online, only Manly
1973-74 season	Fire destroys gear room above the main entry.	
		Tool room burnt out, damage also to offices below and roof framing. BSBLSC AR 1973-74
1974	Additional land approved	Approval received from the Minister for Lands to extend club house into the reserve. BSBLSC AR 1973-74
1975	Upper floor room added to the Bondi BSBLSC to serve as a radio room. The roof line appears to be altered with an eave at the side. The roof terrace remained behind.	
		Image courtesy Bondi BSBLSC

Date	Event	Image and/or Source
PHASE 7 (refer diagram in Section 3)		REVIVAL
1987	Storm damage Bondi Beach	Images held Waverley Local Studies collection
1989-90	First floor increased in size, pitched roof added and detail of upper floor windows altered to arch headed.	
		Image courtesy Bondi BSBLSC
By 1991	Though poor quality this aerial photos shows that by this date there were extensive additions to the north west (rear). Children's Playground added to the east	
		1991 aerial image courtesy of Waverley Council.
1996	Reserve Trust	Established to manage the park
2002	Aerial shows yard and white building to the northwest. Building added as communication centre for the Olympics and later used as a works depot. The remaining club roof terrace appears to have been covered in artificial turf.	
		2002 aerial image courtesy of Waverley Council.
c. 2005/06	Relocation of Souter mural	The mural was re-installed at the National Maritime Museum and was on display until June 2018. Some trophies are in storage at Bondi Junction (former Cinesound building).

Date	Event	Image and/or Source
2006/07	Surf club's Centennial	Renewed debate about the date for formation
2007	The Bondi Lifesaver	A History of an Australian Icon - book by Sean Brawley
by 2007 (drawing dated 2005)	Extensive alterations by Hosking Munroe. Upper level pitched roof extended to the rear and new side entrance and stair constructed to east. Central rear stair has pitched roof (no tower). Containers in park at rear of club building.	
		2007 aerial image courtesy of Waverley Council.
After 2007 and by 2009	Shade structures added to the adjacent children's playground and to the upper level terrace at the rear of the club	
2008	Heritage listings	State and National Heritage Register listings for the overall Cultural Landscape
2009-2010	North Bondi Surf Life Saving Club	Proposal for new club house.
2013	New North Bondi SLSC opened	Replaced much altered 1930s building
2014-15	The current aerial view shows storage container at the rear and boats parked out on the grass. Shows solar panels installed on the roof near the side entry.	

Date	Event	Image and/or Source
2015	DA for extensions to Club House	Not proceeded with
2015	NSW Heritage Office requests CMPs	Overall CMP for the Bondi Beach Cultural Landscape & an individual CMP for the Surf Club
2016	Severe Storms	Storm damage to Bondi Beach & particularly the coastal walk
2017	Proposals put on hold	Proposals for the upgrading of the Pavilion and for substantial additions to the rear of the BSBLSC for use as a works depot put on hold
2017-2018	BSBLSC CMP	This Conservation Management Plan for Bondi Surf Bathers Life Saving Club developed in consultation with Surf Club and Waverley Council officers and staff

2.2 BONDY BEACH BEFORE THE FIRST CLUB HOUSE (TO 1907)

This historical outline focuses on the design and erection of a sequence of surf club buildings on the beach front at Bondi and how they were used on a day to day basis by the surf life saving club. The historical outline has been prepared to assist with the assessment of cultural significance and is not intended to be a definitive history of the wide range of social and sporting activities of the surf club, as it only focuses on the activities documented as taking place within the club house. The patrol work and competition successes of the club's members is recorded in Annual Reports and recent published histories.

2.2.1 CONTINUED ABORIGINAL OCCUPATION

The complexity and probable antiquity of the prehistoric Aboriginal use of Bondi was evidenced by the discovery of a major archaeological site 'at the back of the beach' after it was exposed by storms in 1899 and by the 'persistent' occupation of Bondi by Aboriginal people that continued until the 1870s and possibly the early 1920s.¹ Refer to Sections 4.0 and 6.0 for discussions of the location of the recorded Aboriginal sites and the more detailed CMP for the whole Bondi Beach Cultural Landscape for an analysis of the occupation of the beach area generally and the lagoons beyond.

Historical records document Aboriginal camping in the 'Bondi Sand Hills' (BSH) throughout the 'settler period' continuing Aboriginal occupation extending back into prehistory. Collections of Aboriginal stone objects (artefacts), most likely used by Aboriginal people living in the BSH in the late nineteenth century, are a tangible expression of the continued Aboriginal historical occupation of the place. At the time that the O'Brien's homestead was erected in the 1840s the coastal strip and hinterland was sparsely settled by whites, was distant from Sydney Cove, and was largely unaltered 'Aboriginal country' with multiple attractive and predictable landscape attributes, elements and resources including sources of food and raw materials.

The surviving Aboriginal carvings on headlands in the Waverley area and the late nineteenth century archaeological finds at the back of Bondi Beach demonstrate the long-standing use of the place by Aboriginal people. Aboriginal people continued to live autonomously in Bondi after 1788 and probably throughout the nineteenth century until at least the 1870s on both vacant and settled land where the absence of racial hostility, space and lack of competition for resources permitted. Many Aboriginal camps appear to have been chosen specifically to be away from direct settler surveillance and interference. The country beyond the beach and lagoons at Bondi was rugged sandstone and extensive dune-field that was not easily crossed by settlers initially. For the eastern Sydney Aboriginal population it was a landscape easily linked, by the foreshore and coastal gullies, with lands to the north, west and south.

The Aboriginal occupation of the Bondi Sand Hills throughout most of the nineteenth century is likely to be explained by the presence and predictability of drainage and freshwater lagoons, shelter provided by the dunes and rock overhangs, extensive, flat and smooth sandstone platforms suitable for working, camping and engraving, and the proximity of sandy beaches and rocky shores for a variety of shell fish and

¹ 'Persistent' occupation is one of the categories of occupation utilised by archaeologists.

seafood and possibly the accessible, workable (and tradable) basalt from Murrivierie, North Bondi - before the basalt from the Murrivierie quarry was exhausted by O'Brien. William Bradley's journal mentions an existing track leading from Rose Bay to Bondi Beach however the exact location of the track or Aboriginal camp sites believed to have been located along the beach have not been determined. Observers writing in the 1880s recount that Aboriginal people were seen carrying their canoes down to Bondi Beach. There were selected locations along the coast where the fishing was good, or the shellfish were plentiful.

2.2.2 VISITING BONDI BEACH

There has been considerable modification as the land was subdivided and post 1900 there were progressive beach front improvement programs.² Bondi Beach itself was a long curve of sand, with sand dunes and semi-permanent lagoons beyond (near Hall Street), the outlet of which has been piped. Photographs dating from the late 1850s to the 1890s show the beach and the shifting sand dunes before any of the improvements were made (refer to the Chronology). These dunes have all been flattened (refer to the Bondi Beach Cultural Landscape CMP where the taming of the Bondi Sandhills is explained in detail).

In 1900 a severe storm resulted in the redistribution of the sand of Bondi and Maroubra beaches exposing a much older surface. The NSW Geological Survey collected numerous Aboriginal artefacts from what was described as being open air tool making 'workshops'.

A series of heavy gales displaced the sand hummocks at Bondi and Maroubra Bays...exposing what appeared to be an old land surface... [of] what we had never before imagined to exist, a series of aboriginal 'workshops' here for generations the blacks of the Port Jackson District must have manufactured chips, splinters and points for installation along the distal margins of their spears and for other purposes. The old land surface at Bondi...was covered with thousands of these chips, some of them exquisitely made...The lithological character of the material used was very varied, from pure white crystalline quartz, opaque amorphous quartz, every variety of chert and quartzite, to rocks of a metamorphic character. It is quite clear that the siliceous material was derived in a great measure from the surrounding Hawkesbury Sandstone, but the others were probably obtained from distant sources...

The "workshops" at Bondi were far more extensive than those at Maroubra, the whole length of the back of the beach was more or less covered with tons of stones, all of which had been taken here and put to some use. In the centre of the beach there was a kind of delta upon which the coarser materials were deposited, the sand having been washed away on this area; thousands of implements, which had evidently been used, were found, and chips or flakes were few and far between. For many months the original ground at Maroubra, and also the more extended area at Bondi, yielded an abundance of implements and at each visit we invariably returned with as much as we could carry. Unfortunately the new road across Bondi has now covered most of the sites that afforded the best ground for collecting....³

2 Refer to the studies of the Aboriginal history of Waverley by Dominic Steele who quotes Etheridge and Whitledge
3 Quoted by Dominic Steele in his report on the Aboriginal History of Bronte House

The description indicates that the workshop site was further inland than the site of the Club house, under the road formed c1907 (ie now the route of Campbell Parade).

2.2.3 BEACH IMPROVEMENTS

At the weekends visitors flocked to Sydney's beaches in large numbers. The initial improvements made by Waverley Council included the construction of ocean baths. Once the tram line was extended down to Bondi Beach, the location began to rival Manly in popularity. Descriptions from 1884 show that Bondi Beach was also popular in the winter. In August 1884 it was reported that

The facility afforded to the public by the recent extension of the tram line to Bondi beach was fully availed of, and a large number of persons bent upon enjoying the day quietly and pleasantly visited that favourite resort. Ample means of enjoyment were provided in the shape of billiards, skittles and swings for those who felt inclined to indulge in such pastimes, and there was dancing in the pavilion to the strains of a band engaged for the occasion.⁴

Life Saving techniques had been introduced at Bondi Beach in the mid 1890s, with a demonstration given at the Bondi Baths on Commemoration Day in 1895. Following the lifting of the ban on daytime surf bathing, protests by bathers at the start of the summer of 1902/03 saw an organised attempt to change Waverley's Council's attitudes to sea bathing. Many locals simply ignored the local ordinances.

As a result of the aldermanic and police crusade, the regular beach bathers decided to go to the beach in force yesterday - there are several hundreds of them - and give the police some work to do in collecting names...Mr Oakes says that he thinks the council, instead of harassing men who are doing no harm, should encourage sea bathing, and work in concord and amity with those who practise it by spending a few pounds in erecting dressing sheds. He certainly thinks that the present time - when it is so important, owing to the shortage of water - that home bathing should be minimised as far as possible - is an inopportune one at which to interfere with a practice which has been in existence for years.⁵

Improvements to the beach for the use of surf bathers began to be made, with approval sought from the Minister for Lands to build bathing sheds in 1904. The location of the changing sheds was later criticised, the sheds having been constructed at the more dangerous (western) end of the beach. In September 1905 it was reported that

An explanatory sketch forwarded by the Lands Department regarding the proposed accommodation for bathers at Bondi Beach was considered by the Waverley Council at its last meeting. Provision was made for bathers of both sexes, with the exception that the accommodation for women would include a number of narrow partitions, thus securing more privacy for the occupants. The screen in front, would be closer to the fence as a further safeguard from observation. From 20 to 25 women could be thus accommodated. The cost

4 SMH 30 June 1884

5 Evening News 15 November 1902

of construction would be about £40. The men's shelters would accommodate 250 and would cost £160.⁶

Waverley Council finally erected a single line of bathing sheds, using funds from the Minister of Lands and the Railway Commissioners (who had constructed the adjacent tram line). These facilities were located towards the southern end of the beach, as was the tent initially used as a club house for the Bondi Surf Bathers Life Saving Club (BSBLSC) during its first season, the summer of 1906-07. The change sheds proved so popular that they were soon doubled in size. Photographs survive that show both the single and double changing shed configurations. Successive designs for dressing sheds continued to cater for much larger numbers of male than female bathers. Surf bathing was to continue to be viewed as a male dominated activity, as was life saving. It was not until the 1980s that women were finally admitted as surf club members and professional life savers.

The formation of the tram turning circle, opened in 1905, made visiting Bondi Beach even easier and in August the Council lifted its ban on daytime surf bathing.

Waverley Council is encouraging surf bathing on Bondi Beach. At the last meeting the parks and baths committee adopted the following bylaw on the motion of Alderman Cox: 'It shall be lawful for all persons whether male or female, to bathe in the sea at all times and at all hours of the day at those portions of the sea beach within the borough of Waverley duly set apart for such bathing, provided that such persons shall be clothed and covered from the neck and shoulders to the knees with a suitable bathing costume, and all children above the age of 8 years, male or female, shall be also properly clothed.

Any person infringing the bylaw will be liable to a penalty not exceeding £5 [pounds], and not less than 10s [shillings].⁷

Once the lifting of daytime surf bathing restrictions had occurred, the popularity of the beaches increased rapidly. A special seaside issue of the Sydney Mail in March 1906 described 'shooting the breakers' (ie body surfing) and featured photographs of daytime bathers at beaches at Bondi and Manly. In 1907, when Waverley Council tried to introduce regulation on surf bathing costumes, the locals once again came out in force, this time dressed in women's skirts as protest at Council's proposal that bathing costumes with skirts be introduced for men and women. Protests were held at Bondi, Coogee and Manly, with the Bondi protest being the largest, with many spectators arriving to watch what was described in the press as 'Burlesque at Bondi'. Amongst those who championed for the rights of bathers during the 'skirt controversy' were members of the newly formed Bondi Surf Bathers Life Saving Club.⁸ It was not just the perceived indecency of the bathing costumes when wet that was an issue, but sunbaking was also considered to be somewhat immoral. The tennis champion Doctor Bowker commenting that

6 SMH 28 September 1905

7 SMH 10 August 1905

8 Evening News 19 October 1907



Figure 2.1: A version of the photograph held by the Surf Club is captioned with the following original members' names. In the back row Lyster Ormsby, Percy Flynn, Syd Fullwood, Keith Piddington, E Love, Corbett, Sid Duncan, D O'Brien, Carew [Cadden], G Ormsby, Geo[rge] Henriques. In the 2nd row L H Harris, H Evans, Bert Fullwood, W O Bond, Frank Craven, Rae. The front row was F Turner, E R Abagail, C Dennis, Rupert O'Brien with Spencer Dennis lying in front. Source: Digital Masters BSLSC 14

I take it that it is not so much the present general costume that is cavilled at, but the promiscuous laying about after a dip. Well, then, my idea is to insist on the neck to knee is also [to] allot a certain space to be fenced off on every beach in which to do the sun bathing.⁹

The objections to sunbathing resulted in screened sunbaking, or sun basking, areas becoming part of surf clubs facilities, initially at ground level and later as an upper terrace. Sunbaking terraces on an upper floor came to be included in designs when larger club houses were erected during the 1930s and 1940s. Post World War II moral objections to sunbaking were gradually replaced with health concerns.

2.2.4 FORMATION OF THE BONDI SURF BATHERS LIFE SAVING CLUB

Of the series of life saving clubs formed between 1900 and 1910, the Bondi Surf Bathers Life Saving Club holds the distinction of being the first club to hold a formal Annual General Meeting, the records of which are held in the Mitchell Library. The 44th Annual report gives the date of formation of the club as February 1907, as do newspaper reports from the late 1930s and this date is now painted on the front facade of the current club house. The life saving rings on the front of the second (1916) club house were dated 1906. Press reports describing the new organisation also date from early 1907 however the Annual Report of May 1907 is for the entire summer season, ie 1906-07.¹⁰

9 Evening News 14 October 1907

10 SMH 4 April 1938 and Waverley Council Local Studies Collection, First Annual Report May 1907



Figure 2.2: Bondi Beach taken by the Star Photographic Company showing the single row of dressing sheds (LHS), the tent occupied by the Bondi Surf Bathers Life Saving Club and the Refreshment Kiosk. Source: ML PXE 711/183 digital order a116183

The Waverley Council has received a letter from the secretary of the Bondi Surf-Bathers' Life-Saving Club, stating that the club, which was affiliated to the New South Wales Royal Life-Saving Society, had been formed to encourage the use of life-saving methods and to arrange for classes of such a kind to be held; to be a body representative of the surf-bathers of Bondi Beach; and most important of all, to reduce the loss of life among the surf-bathers. Permission was asked for the free use of the lifelines on the beach for practising purposes, in order that members might make themselves proficient regarding their proper handling, as it was their intention at an early date to give displays of life-saving drill, and the methods of resuscitation. It was also stated that it was the club's intention to make a collection among the surf-bathers of the beach, the proceeds to be devoted entirely to the purchasing of more life-lines, jackets, etc. The council would be informed of the date of the display. It was decided to grant the request, and to extend the council's patronage to the display.¹¹

By April 1907 the club had begun to get publicity for their efforts, with an article showing life saving in action appearing in the *Australian Town and Country Journal*.¹² This article included a photograph of the original members posing in front of their temporary club house, a tent erected on the beach near the refreshment kiosk (figure 2.1). By the time this image was taken in March 1907, the members had club logos sewn onto their costumes and had just begun to experiment with the 'alarm reel' or surf reel developed by club members. The reel later became to be the logo of other clubs as well as BSBLSC.

Of the suggestions which have from time to time been advanced by newspaper correspondents as to the best means of preventing the surf bathing fatalities that occur each season on the

11 Evening News 13 March 1907

12 AT&CJ 24 April 1907

ocean beaches around Sydney, some are absurd, many are impracticable, and but few appear to have been written by anyone possessing any knowledge of the subject. Yet the question is an important one, for year by year the health-giving and exhilarating recreation of disporting among the foam-crested breakers gains thousands of new devotees. Undoubtedly the best safeguard yet suggested is the formation, at each of the popular resorts; where beach-swimming is carried on, of life-saving clubs. The provision of plenty of serviceable and readily-accessible life-lines, and the general spread of a knowledge of their proper use, combined with the skilfulness in rough water swimming which the regular bathers have already acquired in large numbers, form the surest guarantee against that loss of life which in the past has but too often resulted from adventurous inexperience. The first step in this direction has been taken at Bondi; which already rivals Manly in popularity as a resort of surf bathers of both sexes. The Bondi Life Saving Club has been formed, and its members hold periodical drills, with a view of perfecting themselves in a knowledge of the best methods to adopt in rescuing persons carried away from shore by the outward current; of the most prompt and expeditious use of the life-saving gear, as well as of the approved steps to be taken as a means of restoring to life persons who are suffering from the effects of prolonged immersion or partial drowning.¹³

A tent donated by Councillor Abigail was erected each weekend to serve as the club house until a more permanent club house could be erected. As there was no secure storage area, equipment had to be taken home each day by the individual members, with the exception of the reel which was chained up in the park. As well as housing the equipment, members stored their personal effects in the tent.

A photograph taken by the Star Photographic company shows the weekend tent located between the single row of surf sheds and the refreshment room (figure 2.2). Waverley Council had advertised a three year lease of the kiosk in October 1906. Some previous studies have mistaken the refreshment kiosk for the first club house, however the refreshment kiosk can be distinguished by its verandah and painted signage on the roof.¹⁴ Meetings to discuss the club's aims were held in local venues, the tent not being suitable for such gatherings. Regular patrols were established and the patrol cap came into use, so that the lifesavers could be identified. During the first season of the club's existence there were no drownings and the life saving displays proved to be popular.

2.3 THE FIRST PERMANENT CLUB HOUSE (1907)

An initial suggestion was put forward by a local landowner Wally Weekes that a club house be erected at the north eastern end of the beach where he owned land. Council deemed the location to be unacceptable, preferring that the club should be built on public land as it served a public function. Approval had to be sought from the Minister for Lands to erect a club house to house the club's gear and this took a long time to eventuate. In May 1907 some of the club's life saving equipment was tampered with and the corks used for flotation were stolen, an event that demonstrated the need for a more permanent and lockable facility for the club. The Evening News reporting

¹³ ATCJ 24 April 1907

¹⁴ SMH 3 October 1906.



Figure 2.3: Official opening of the Bondi Surf Bathers Life Saving Club drill shed. This photograph is believed to date from November 1907 however the date has been added later. Source: Digital Masters BSBLSC 002

Mean Thieves at Bondi Beach

Some time during last week thieves cut the corks out of the lifebelt of the Bondi Surf Bathers' Life-Saving Club. Although members have given up time and money in purchasing life lines and belts, and a reel, and in drilling in all weathers, yet no provision has been made for housing their appliances. The club is prepared to build a shed at its own expense, but awaits permission from the Government to do so. Only that the members are enthusiasts in the good work, writes a correspondent, their spirits would be so damped by the wretched discouragement that they would disband.¹⁵

Secure storage would continue to be a necessity for the surf club, theft of equipment and members property was an issue in each generation of club house, particularly in times of economic hardship.

Approval to build a temporary shed was finally forthcoming. At the end of the 1906-07 season the club obtained permission to build. Prior to the club house being completed the first Annual Meeting was held at Waverley Council Chambers in August 1907.¹⁶ On 2 November 1907, the new building, which had been described in council minutes as a drill shed was officially opened.

¹⁵ Evening News 14 May 1907

¹⁶ SMH 30 August 1907

A club house for the Bondi Surf Bathers' Life-Saving Club was opened by the Mayoress of Waverley (Mrs Watkins) on Saturday. The movement, which originated among a few enthusiasts about eight months ago, has developed into a club membership of 35, most of whom in addition to being expert swimmers, have, under a systematic course of training, become efficient in life-saving drill, and the handling of appliances used in cases of emergency on the beach. Their services have been the means of saving victims from the undertow, and the Waverley Council, recognising their utility, have decided to render all the assistance which it is possible for them to do...¹⁷

Funding was provided by Waverley Council, the local Progress Association and the Railway Commissioners. The club retains a photograph of the opening of the weatherboard club house or 'drill room' as the building was also referred to in the press (figure 2.3). No tender notices have been located, nor have any plans of the building or site plans been found that would show the exact location of the structure as erected in 1907. Reports from 1911 place the building near the stormwater outlet at the south western end of the beach and photos suggest it was initially located adjacent the refreshment room.

Other than the view of the visitors at the opening of the club house, no images of the club house in its original location in the vicinity of the refreshment kiosk have been located. Contemporary reports describe the facility as a drill room and it seems to have contained a single room. Drill rooms were a common building type in the years leading up to World War One and were frequently constructed of oiled timber weatherboards. The architect of the building has not been determined, however a local architect Mr Oakley, the stepfather of one of the initial members Tom Midelton may have been involved. By 1909 Midelton had gone into partnership with Oakley and subsequent facilities erected at Bondi Beach were by this firm. One of the photographs of club members with their trophies appears to have been taken in this timber building.

In December 1907 a lease had been agreed to which gave the BSBLSC a much wider mandate than just surf patrol and the lease of the recently completed 'drill shed', the club also had sole rights to the sale of refreshments and the hire of bathing costumes, towels and deck chairs and were to enforce ordinances relating to surf bathing. Political pressure soon saw this arrangement curtailed and the sale and hire aspects were dealt with by Council under separate agreements. Although not specifically mentioned in relation to Bondi, an article describing life saving on ocean beaches noted that first aid was administered in club rooms when they were available or on a mat on the beach.¹⁸

2.3.1 SMOKE CONCERTS AND OTHER SOCIAL EVENTS

Prior to the opening of the BSBLSC Club house in November 1907 the club was already holding social events, but had to use other venues in the Eastern Suburbs. The initial social events held by the club were 'smoke concerts'. The 'smoke concert' was a form of entertainment popular in Australia between the

¹⁷ SMH 4 November 1907

¹⁸ Argus 10 Jan 1910

1880s and World War II. Characteristically the concerts, which originated in Germany, were male only affairs, where, as the name suggests, smoking was permitted. If the event was held in a larger venue like a town hall, women were permitted, segregated in the gallery. The smoke concerts were to recognise the life-saving efforts of club members but also served as one of the forerunners of the 'buck's night'.

Mr. Eden P. Love, ex-captain of the Bondi Surf Bathers Life-saving Club, was entertained by the members at a smoke concert on Tuesday evening on the eve of his marriage. During the evening he was presented, on behalf of the club, with a set of cutlery. The chairman (Mr. Cohen), who made the presentation, praised Mr. Love for his work in furthering the interests of surf-bathing and life-saving, and was supported by the captain (Mr. L. Ormsby) and Messrs. Donaldson and Cummins.¹⁹

A number of the social events were held during the winter, which was the off-season so patrols were not required. During the surf bathing season demonstrations were given at other clubs, events which assisted in the formation of clubs at other beaches including Cronulla, Helensburgh, Newcastle and Wollongong. Life Saving Gymkhana's were held by the BSBLSCL at the Wonderland Amusement Park at Tamarama. These events, the forerunner of the competitive surf carnival, were held in 1908 and 1909, the initial event marking the club's anniversary. The Evening News described the 1909 Gymkhana:

Thousands visited Wonderland City on Saturday to witness the Bondi Surf Bathers' Gymkhana. To-day the gates will open as usual from 2 p.m. till 10.30 to-night. All the side shows and circuses will continue to run. Bondi trams direct to the gates.²⁰

The use of the club house for meetings, annual general meetings and presentations was to continue. In 1908 a Ladies Surf Bathing Club had been formed, and two years later the minutes recall that an agreement had been reached that permitted the ladies to use the clubroom, however the exact arrangements were not noted. The Bondi Ladies Surf Bathing Club was short lived, deemed to be a social club without a patrol role and therefore not entitled to a beach front location under the 1912 Surf Commission rules.²¹ The prejudice of the Surf Life Saving Association against women members lasted for many years, women were only allowed to attend, and assist with the decorations for, certain types of social events. It was not until World War II that women were able to demonstrate that they were quite able to undertake a wide range of tasks previously reserved for men, including obtaining life saving bronze medallions.

2.3.2 THE NEED FOR ADDITIONAL CLUB FACILITIES

In February 1910 it was reported that:

It is now three years since a life has been lost in the surf at Bondi, though previous to that period there was such a lamentable succession of fatalities as to lead to the beach being

19 SMH 10 December 1908
20 Evening News 15 Feb 1909
21 Brawley p 152

regarded as dangerous. The probabilities are that Bondi beach is just as safe or as dangerous as ever it was. The number of rescues effected from time to time proves that the undertow has not disappeared. The whole credit for Bondi's unique record really rests with the three surf clubs established there, and principally with the Bondi Surf-bathers' Life-saving Club. From the time this club was formed fatalities ceased, and to the excellence of its organisation, and the discipline exerted over its members, the freedom of Bondi beach from drowning cases is largely due. The club celebrates its anniversary this week²²

On the 18th of June 1910 the enlarged BSBLSC premises was opened by the Premier of NSW.²³

The new additions to the quarters of the Bondi Surf Bathers' Life Saving Club were opened by the Premier on Saturday afternoon. The cost of the additions, over £150, was raised by private subscription, and the efforts of the members. In every respect the club is well equipped, and the accommodation now meets with the appreciation and approval of those who compose its members. In declaring the additions open, Mr. Wade said his presence could be taken, not only as a practical manifestation of personal sympathy, but likewise of the practical sympathy the Government felt with the institution of surf bathing. The great progress of the district within the last few years he attributed largely to the popularity of surf bathing and the attraction of the beach.²⁴

Expenditure on the club house is referred to in press coverage as being for sanitary arrangements.²⁵ No detailed photographs or block plans of the building as extended have been located, nor have any descriptions of the rooms or functions that were added to the drill shed. Smoke concerts continued to be held, with shields, medals and wedding presents given out. Presentation nights continued to be an important part of the annual calendar. The Club obtained considerable press coverage for its activities.

On the Bondi Beach the members of the Bondi Surf Bathers' Life Saving Club are known to all surfers, and are respected for their gentlemanly behaviour and admired for their athleticism and physique. To become an active member of this club a young man has to be possessed of more than the mere entrance fee. He has to pass what is really a severe test of surf swimming and rescue work, and has to consent to take up beach duty every week-end, being prepared at a moment's notice to dash away to where the billows [waves] are more than playful, and where a life is already in jeopardy. Though not a condition of membership many of the club's surfers are proficient in first aid work...

"Surf bathing is undoubtedly increasing in popularity," said Mr. Syd Fullwood, the popular captain of the Bondi Surf Bathers' Life Saving Club. "A better class of people is taking it on,

22 SMH 21 Feb 1910

23 BSBLSC Minute books 2 June 1910

24 Evening News 20 June 1910

25 Evening News 15 and 17 June 1910.



Figure 2.4: Surf Bathers building at Bondi, Front Elevation facing the water. The building to the RHS is the relocated club room. The building to the LHS would appear to be the kiosk (but doubled in size since the 1906-07 season). Copy held in the newspaper clippings on the club by WLSC.

and I believe this season will be an absolute record. To anyone who has surfed this is not remarkable. The waves are so delightful, and the recreation so stimulating, that the difficulty is to leave it once you are in it. See how it builds up a man who goes in for it. Look at the members of our club - big, strong, healthy, muscular men, who have proved themselves in rescue work and in competition. We hold the life saving championship of New South Wales for 1909-1910, and have won outright many of the trophies offered for competition in the surf around Sydney. I attribute the success of our men to their consistency in training. We have tip-top rooms, and as an adjunct to the more serious work hold wrestling and boxing tournaments, which have built up some of our men, and brought out some clever athletes. Bondi's greatest drawback in the past has been that the dressing sheds were dilapidated. But that trouble is to be removed. We are to have the magnificent building put up, and it will send Bondi ahead wonderfully. Taking it all round, we will have a great season.²⁶

A substantial new surf bathing pavilion was proposed with three times as much accommodation for male bathers as females. In all 1,000 bathers were to be catered for. The change sheds erected by Council had been doubled in size but were still insufficient to meet the growing demand. In mid 1910 discussions with the Minister for Lands were reported; Bondi Beach was described as being a National Playground.²⁷ Mention was also made of the scheme for beach improvements prepared by the local architects Oakley and Midelton and another scheme by the architects Eaton and Bates, a Queensland architectural firm who had recently set up a Sydney office. The architect Thomas Midelton was one of the initial members of the BSBLSC club. Since around 1909 he had been working in partnership with his stepfather William Alexander Oakley and both lived with the former Mrs Midelton in Penkiville [Penkivil] Street. Oakley and Midelton's initial scheme for a beach pavilion proved too costly and had to be reduced in scale.

2.3.3 RELOCATING THE CLUB HOUSE

The construction of a sea wall, promenade and larger bathing pavilion resulted in the need to relocate the existing BSBLSC club house from its original site near the stormwater outlet at the western end of

²⁶ The Sun 23 Sept 1910

²⁷ Evening News 15-17 June 1910.

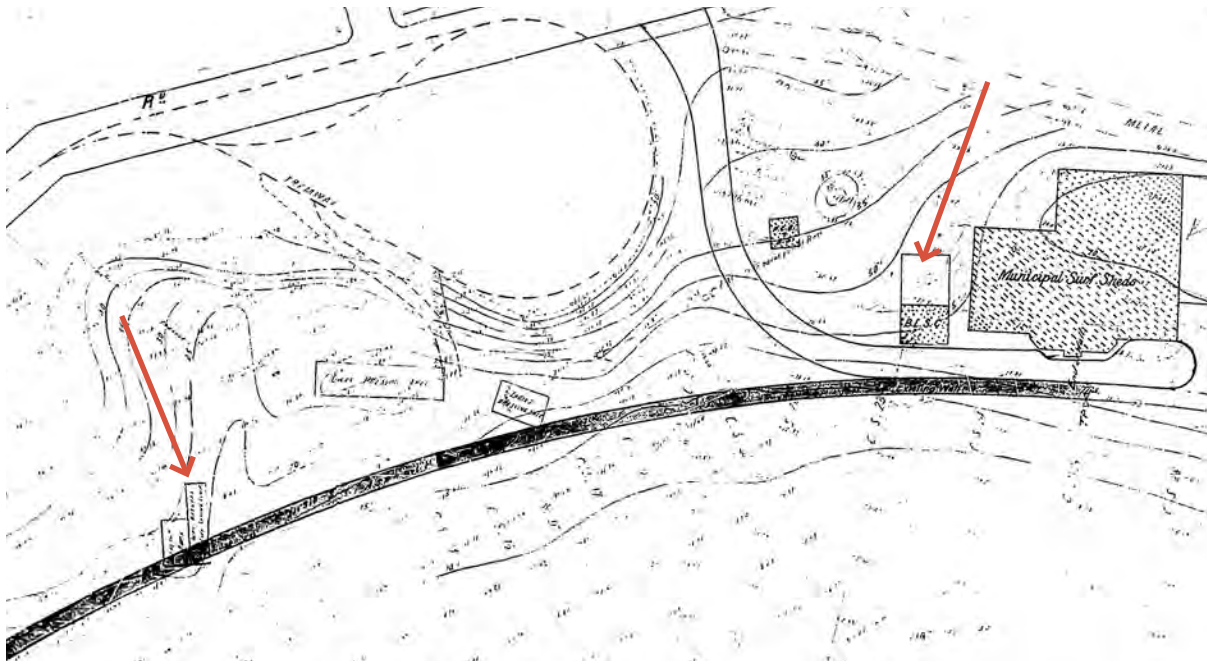


Figure 2.5: Extract of a 1913 contour plan showing the construction of the sea wall and the surf club in its way (arrowed at left). The intended location of the club (BSBLSC) arrowed at right, adjacent the new surf sheds. Source: WLS eng plans 0003935-01

the beach to a new site near to the surf pavilion and the steps down from the tram loop. Works began in February 1911.

Representations were made to the Waverley Council by the Bondi Surf-bathers' Life-saving Club last evening that considerable inconvenience was caused by the stormwater pipes at the rear of the club-house on the beach. The club wrote asking that the pipes should be continued right down the beach. The borough engineer reported that the construction of the sea-wall, which was commenced last week, would necessitate the removal of the club house from its present site.²⁸

These works also included the flattening of the sand dunes to create a level building platform for the pavilion and the integral changing shed compounds. The minutes of the BSBLSC record that committee inspected the proposed new site for the club house in April 1911 and a sketch was prepared.²⁹ The site, it was noted, was to be half way between the ladies club and the new pavilion. None of these buildings survive however photographs from the era show the substantial bathing pavilion designed by local architects Oakley and Midelton and the singled gabled building to the south which was the relocated surf club room. This is not the location shown on the earlier sketch and it has not been confirmed if the building was moved twice or the location altered before the building was moved. The double gabled building to the west is probably the existing refreshment rooms moved to a new location. This building is sometimes described as being the first club house, however the view that was published in 1911 shows the relocated surf club house to the north of the pavilion and the double gabled building to the south (figures 2.4 and 2.5). Reports of delays in the removal appeared in *The Sun* on the 7th June 1911

²⁸ The Sun, 15 Feb 1911

²⁹ Minutes held in the Waverley Local Studies collection



Figure 2.6: 1923 Block plan showing the location of the first sea wall, surf pavilion and second generation of club house.
Source: WLS Engineering Drawings 3930

For three weeks, the club-house of the Bondi Surf Bathers' Life Saving Club has stood on the beach without a roof or covering of any kind upon it. And why? In carrying out the construction of the first section of the sea-wall at the southern end of the beach the Public Works Department labourers found themselves up against the kiosk and club premises. Negotiations had been proceeding for some time previously for the shifting of the club house, and notice that it would have to be removed was given before the sea-wall was commenced, it was not found convenient to remove the pavilion immediately the Government men started work on the wall, because that would have hindered the doings on. Therefore, the wall-builders worked round the back of the premises, and continued, the wall on the northern side.

The winter having set in the Public Works Department undertook the removal of the club-house to another part of the beach so that the gap in the sea-wall might be filled in. The furnishings of the club-house were stored, and members stood by to see the walls of their home torn asunder. The piecing together has not been a very long process, although some dissatisfaction is expressed by members of the club at the manner in which the work is being done. The house was taken to pieces, and some allege that the re-creating has been done by men, who are not carpenters, but who have been engaged on the concreting work of the sea wall. The majority of club members, decline to judge a half-finished job, knowing Government carpenters have yet to get to work on the club-house. They expect that any defects now apparent will then be put right. There seems to be a fairly general complaint, however, that the work has not gone on as briskly as it might have done.³⁰

30 The Sun 7 June 1911



Figure 2.7: Opening the new club house. Source: Digital Masters BSLSC 509

The delay regarding the replacing of the roof seems to be a club concern. The club architect was authorised to make certain small alterations in the style of the roof, with a view to doing away with the supporting pillars. The presence of these pillars robbed the club-house of a clear floor space on which to carry out drills and practices.

Arrangements in regard to the new roof had not been speedily confirmed, with the result that the Public Works Department could not proceed with the finishing touches. It is hoped that all will be settled within a few days, and that the club will soon have a covered habitation, and be able to get ahead with their indoor drills in preparation for a busy summer season...³¹

A published report noted that

...considering matters connected with the re-erection of the club-house, the building having been removed owing to the seawall in course of construction at Bondi running through the original site. The club's quarter's are now located on the beach in the vicinity of the steps leading from the tram loop but the roof has not yet been placed in position. After a long discussion it was decided that the roof should be constructed as before and covered with Ruberoid...³²

31 The Sun 7 June 1911

32 Evening News 9 June 1911



Figure 2.8: Drill in front of the second club house 1917. Source: Digital Masters BSBLSC 506

Ruberoid roofing had been exhibited at the Sydney Show in 1900 and was described as being a suitable substitute for iron, ie corrugated iron roofing.³³ In September 1911 the relocated BSBLSC club rooms were formally reopened. The club hoped to obtain permission to fence in part of the reserve however this request was not acceded to by Council.³⁴ This enclosure is likely to have been a screened sunbathing area. In 1912 the range of social events was extended to include a ball held at the Paddington Town Hall. Unlike the all male smoke concerts, these were mixed affairs. Ladies undertook the decorations for the event however it would not be until 1924 that there was mention of a ladies committee. Later a dedicated social secretary was appointed.

The ever popular Surf carnivals continued and there were calls for a separate casualty room to be established on Bondi Beach. The surf club's social events often followed competitions and included prize giving. Trophies had presumably been displayed in drill sheds. By 1913 a range of sports were undertaken in the off season, including a Ping Pong tournament, 'Olympic Games', an indoor sports challenge and a cricket match.³⁵ The modest club house was not really large enough to cope with the scale of social events that occurred. The club held charitable benefits, initially for other causes such as hospitals rather than to raise money for equipment or premises. The club continued to function throughout the Great War and social events continued to be held at the club house.

A 'surfers' smoko' will also be carried out, under the auspices of the Association, on the night of the carnival, at the Bondi Surf Bathers' Club's headquarters, when all affiliated members will be invited. Advantage will be taken of the chance thus offered to congratulate the winners of the pennant, as well as other championships.³⁶

33 Mudgee Guardian 27 April 1900

34 Evening News 4 Jan 1911

35 BSBLSC Minute books 4 July 1913.

36 SMH 13 March 1915

2.4 A MORE SUBSTANTIAL CLUB HOUSE (1916)

In 1916 a more substantial club house was erected, designed by the honorary architect for the club, one of the original members, the local resident Thomas Brunel Midelton of the firm of Oakley and Midelton.

A new club house facing the parade at Bondi has just been completed for the Bondi Surf Bathers' Life-saving Club, and was formally opened by the Mayor of Waverley, Alderman Dr. L J. Lamrock, on Saturday. The premises command a fine view of the bay. In front there is a verandah 10ft in width, and gives access to a clubroom 50ft by 25ft. An enclosed space at the rear, occupying 110ft by 75ft, gives admirable facility for sun-bathing... The present site had been given by the Waverley Council. The premises had been erected under the supervision of Mr. W. V. Craven, the captain, and Mr. Middleton [sic] had acted as honorary architect... The Mayor of Waverley then opened the clubhouse with a gold key, and the Mayoress (Miss Lamrock) broke [sic] the flag.³⁷

Unlike the previous club house which was similar in form to a boat or drill shed, this building had more of the character and form of tropical plantation club with its characteristic wide verandah, albeit using a building form by then widely in use in Australia (figures 2.7-2.8). The arrangements for the new club house appear to have been carried out by the honorary architect and captain as there is almost no discussion of the planning and construction of the club house in the BSBLSC minutes. The surviving photographs show the first aid room accessible from the verandah. The sign board to the front gable survives and is held in the present club house. The main club room mentioned in newspaper reports may have been centrally located as it was in the 1934 building.³⁸ No plans have been located for this building. To the rear was an enclosed sun bathing area and an asphalt tennis court. A 1923 contour plan held by Waverley Council shows the location of the second Bondi Surf Bathers Life Saving club house in relation to what remained of the dune structure.³⁹ This plan also shows that an area had been fenced off between the club house and the change sheds at the eastern end of the pavilion (figure 2.6).

2.4.1 THE HONOUR BOARDS AND MURALS

Use of the club house continued during the Great War and improvements were made to the tennis court to the rear. In 1915 a baseball club was formed for members, baseball had been played in the Waverley area since 1901 (and in Sydney since 1878). Prior to the completion of the new club house, local resident Tom Midelton had enlisted in the AIF (Australian Imperial Forces) however he did not depart Australia until November 1917.⁴⁰ Other club members also served in the AIF and were given leave of absence.⁴¹ The surf club retains photographs of club members dating from the interwar years (figure 2.10). 1918 saw debate about the proposed honour board, it was determined that only those who had served overseas were to be included.⁴² The new honour board was intended to be unveiled at a special evening event,

37 SMH 4 Dec 1916

38 SMH 4 Dec 1916

39 WLS Waverley Engineers Drawings 3930 parts 1 and 2

40 In the military records and in a number of other sources his name is misspelled as Middleton.

41 BSBLSC Minute books 3 Sept 1914

42 BSBLSC Minute books 29 November 1918



Figure 2.9: Two of the panels of the Souter murals. Source: NMM anmm.wordpress.com/2015/04/28/anzacs-and-surf-lifesavers/ which would also mark the end of the 'periodic dances' held in the winter season. The minutes record that a house flag was to be purchased, if possible in time for the unveiling of the honour rolls. The unveiling service, which was eventually held in early 1921, was to be semi religious, as the ceremony was to reflect on the loss of life of members. When the new club house was erected in 1933-34 the Honour Board from the 1914-1918 war was transferred to the new club room where it remains today. At the end of the war the minute books record that social events continued, as did gymnastic displays. Some of the club's gym equipment was surplus to requirements and the parallel bars were given to council to use at the Municipal Shed. Smoke concerts, now termed 'smokos', continued.

Prior to the unveiling of the honour board in January 1921, David Henry Souter began painting a set of murals for the club house (figure 2.9). Souter was a member of the club but his day job was as a commercial artist. The Arrow, a local sporting gazette, reported the unveiling:

Seventy-two members of the Bondi Club gave up the joys of surfing to bake in Egypt and freeze in France, and eight of them did not come back. Their names have been engraved on an honor roll of simple beauty, and was unveiled at the club house last Sunday afternoon by Mr. W. Marks, M.H.R. The memorial is a beautiful piece of Queensland maple; not elaborate, but beautifully ornamental, and the names are lettered in gold, with the photos of the dead in a row on each side. Mr. Marks did justice to the occasion in his speech, which was short and concise. And Mr. Charlie Oakes, M.L.A., who added some remarks, was eulogistic. The interior of the club house is now distinctly attractive. The walls are panelled, and Bulletin artist Souter has supplied a series of friezes done in his own inimitable style..⁴³

The murals reflect the ANZAC's journey to Gallipoli and those who remained behind at Bondi Beach: women and disabled men. Some of the images may even reflect the personal experiences of other club members, such as Midelton who attended Camouflage school. During mid 1926 the murals were damaged, the club minutes record that a letter be sent to Mr Souter regretting the disfigurement of his painting. The option of glazing the whole of the frieze was considered. Souter's work was relocated from

43 The Arrow, 21 January 1921



Figure 2.10: Members in front of the second club house. Note the sign to the gable. The date of 1910 given for this image would appear to be incorrect. The view dates from after the 1916 club house was moved to make way for the construction of the new Surf Pavilion. Source: BSBLSC Digital Masters 609

the old club house into the new club house in 1934 and another mural, depicting the 1934 Surf Carnival, was added to mark the occasion. The murals are now on display in the Australian National Maritime Museum. Reproductions of some are located in the upstairs function room of the club.

In 1921 the large public war memorials in Australian capital cities were yet to be built, but honour rolls and boards commemorating the war service of Australians were becoming increasingly common in workplaces, local schools and clubs. Souter's allegorical paintings were anything but commonplace. The first and largest panel in the series is more than six metres in length and features an Australian youth answering the call to war. He then wades ashore at Gallipoli, is watched over by the angel of death. Another soldier is poised to defend France. Through the sacrifice of war, the Anzac is transformed from soldier to saviour. He returns home a hero on a dazzle-painted ship and is welcomed by family and friends. In the last section of the panel, Anzacs and bush pioneers stand ready to forge a new nationhood.⁴⁴

Photographs survive of the murals in the 1934 club house however no views of the interior or plans of the 1916 club house have been located that would serve to locate the murals. Given their size, and the fact that they were damaged, indicates that they are likely to have been in the main hall. There is insufficient evidence to determine how many other sporting clubs had similar murals, and most of the buildings have

44 Australian NMM anmm.wordpress.com/2015/04/28/anzacs-and-surf-lifesavers/



Figure 2.11: Shooting the Breakers. Source: BSLSC Digital Masters 007

been replaced by a later generation of club houses. Allegorical murals of a similar era can be found in the Holme building at the University of Sydney painted by Norman Carter.

2.4.2 SHOOTING THE BREAKERS

Hints as to the similarity in the layout of the clubrooms erected in 1916 and the 1934 building can be gained from the Surf Club's minutes. In addition to the main club room there was also a committee room in which was displayed a photograph entitled *Shooting the Breakers*. This image (figure 2.11) had been taken around 1915 by Creighton (Crit) Stevenson using a camera mounted on a long pole. The image remains in the Club's collection (location not confirmed) and in the Waverley Local Studies Collection. In 1918 the BSLSC committee was unhappy that a similar photograph had come into the possession of the Royal Life Saving Society (RLSS).⁴⁵ This photograph was later transferred to the new club house where it remained a popular drawcard. In 1956 the image was reproduced in the published Club history:

The large picture above is one which has long attracted the attention of visitors to the club-house of the Bondi Surf Life Saving Club. Surfers regard it as one of the finest snaps ever taken of 'shooting the breakers'.⁴⁶

Shooting the breakers or surf shooting were early terms for body surfing, reputedly introduced to Sydney by a Kanaka from Tanna in the New Hebrides (Vanuatu). Tommy Tanna taught local boys to surf shoot at Manly in the late 1890s. The term 'shooting the breakers' was also applied to surf boats, becoming an Australian slang term, referring to cutting straight through a crowd. Detailed instructions on how to shoot the breakers appeared in the SMH in January 1907, by which time the pastime had spread to Bondi.

⁴⁵ BSLSC Minute books 9 August 1918

⁴⁶ Sydney Mail 13 March 1935

if you've led a sheltered life (or come from back of beyond) don't miss the illustrated instruction piece titled 'Shooting the Breakers and How to Do it'.⁴⁷

In addition to Shooting the Breakers, the club house now housed trophies and photographs of teams who completed in the surf carnivals, which were transferred into the new club house in 1934. Some of these images, trophies and pennants are still on display in the main hall, whilst others are in storage, particularly the trophies for events no longer held.

2.4.3 RENOVATING THE CLUB HOUSE

In 1919 it was determined that renovations to the club house were needed, and that members could undertake the work. The exposed location of the site on the beach front resulted in the need for frequent repairs to the club building which had only been completed in 1916. Plans showing the layout of the building dating from 1918 survive, showing the central club room, the committee room and the secretary's office, the gear rooms and locker rooms, the caretaker's room, the showers to the rear and the front and rear verandahs (figure 2.12). A sub-committee was established to oversee the repairs. It was decided to ask council to defray the cost of re-roofing. The initial roof appears to have been malthoid. The club house was also to be repainted. Mr Souter, Mr Watts and the honorary architect Mr Midelton were to be involved with the project, with Watts asked to draw up a specification. No specifications for any of the works to the series of club houses, other than the initial construction of the 1934 club house, have been located. At some point the building was re-roofed in more durable diamond pattern asbestos cement sheets which can be seen in the images of the building beside the recently completed Bondi Surf Pavilion and in views of team members (figure 2.10 and 2.13).

The club proposed that a caretaker be appointed in 1920, ideally an ex-seaman. The need for a caretaker would continue, with provision made in the new club house. In 1925 the members undertook the repainting, however the management committee felt the work was unsatisfactory. In 1926 a surf boat was donated by the Johnny Walker distillery and there was discussion of the need for a boat shed. Plans were eventually approved but the location is not known. The whisky distillery donated boats to a number of surf clubs, obtaining free publicity as the boats were named Johnny Walker.

2.4.4 TRAINING AND GEAR

The club house continued to be used for training purposes, with first aid classes held in 1921. The following year the agreement with the North Bondi club was extended, both beach duty and equipment was shared. Both club houses were utilised as secure equipment stores however there is little that describes the extent or location. In 1922 it was proposed that a beach observation ladder be erected. In the two 1930s club houses on Bondi Beach both had roof top terraces that could be used for beach observation. During the 1920s other organisations were invited to utilise the club's facilities, including the Amateur Athletics Association and the staff of the Governor General.

⁴⁷ Sydney Morning Herald in 16 January 1907.

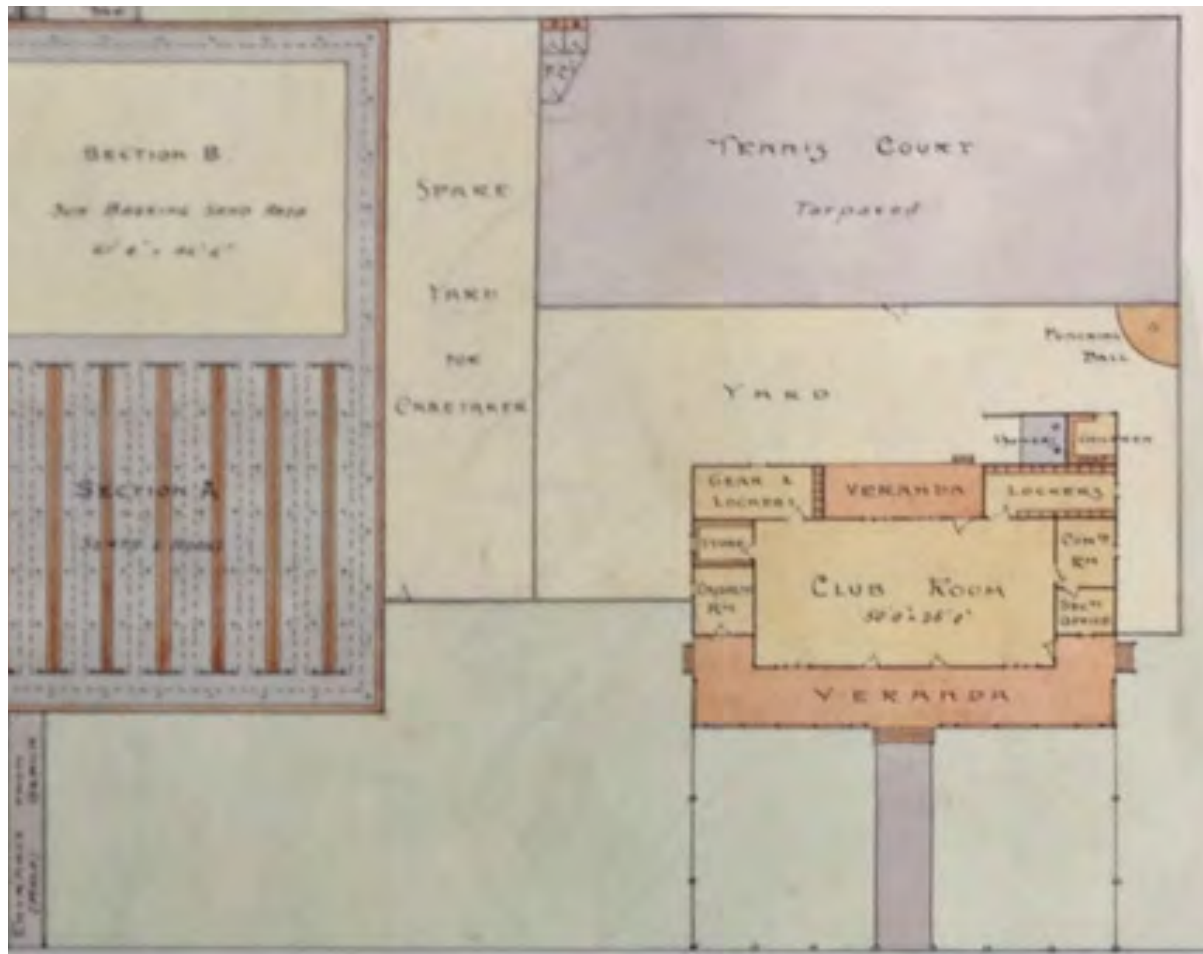


Figure 2.12: The extract of a 1918 plan for additions to the Surf Sheds shows the adjacent surf club and yard and the room functions, Charles W St Julien, Architect and Engineer. Source: WLS Eng Plan 0003908-01, coloured version hanging plan 980

The BSBLSC's continued to provide a range of sporting equipment for the use of members during wet weather in summer and during the winter off season. Some of the sports were social in nature, whilst others were intended to maintain fitness levels. During the Great War members had supplied materials so that a ping pong table could be constructed. Originally an English parlour game played with cigar box lids known as table tennis the game evolved into sport. The game had been played in Australia since at least around the turn of the century. Ping Pong was played in all three club houses (1907, 1916 and 1934). Post 1900 Ping Pong was popular in Australia however it was not until the 1920s that official organisations were set up. The BSBLSC was involved in tournaments with other clubs such as North Steyne.

The 1923 minutes record more about the sporting equipment purchased than the maintenance of the club rooms. A punching bag was purchased in October 1923. Boxing would continue to be an important part of training at the club and long standing members can still remember training in the main hall. A rubbing down table was to be constructed by Mr Reg Black, for use after strenuous sporting activity. Other improvements made in 1925 include repainting and the installation of a 'needle shower'. In the mid 1920s showers were not nearly as common as they are today. Needle showers, in which the water jets were directed at the torso, were popular in athletic clubs and were believed to also massage internal organs. The date that lockers were first installed has not been determined, the second club house contained lockers for members which were removed and transferred to the third club house.

2.4.5 ANNUAL BALLS AND SURF CLUB DANCES

The annual balls continued intermittently, as they took considerable organisation. At the ball in August 1921 a jazz orchestra, the Jazarimba Orchestra, billed as the most accomplished and skilled dance musicians in the state, provided the entertainment.⁴⁸ Jazz, which had evolved in America, had made its way to Australia in 1918. The surf clubs continued to embrace imported dance styles and music until at least the 1960s. Town Halls and ballrooms were used during the interwar years for balls, with money raised often going to support hospitals. More informal dances were also held and the smoke concerts continued. Funds from the more informal smoke concerts were to support club members injured in sporting events like football matches. Once the economic conditions worsened the clubs began to raise money to cover running costs, new equipment, team travel and new facilities.

The surf clubs became well known for their surf dances. Surf Club dances had begun around 1908, with dances held in Wollongong specifically known as 'surf club dances'. The idea soon spread, the Bondi Ladies club held a surf club dance in 1911. In 1925 the Bondi Surf Club held a White Dance at the nearby Casino de Luxe, a venue advertised as being Sydney's Coolest Dancing Palais.⁴⁹ Coolness in this case referring to temperature, the walls were lattice allowing sea breezes to pass through. In the mid 1920s the band leader at the Bondi Casino was Frank Coughlan. Coughlan moved onto the Trocadero and the short lived casino was redeveloped as the Kings Cinema in 1937. For decades dances continued to be held at Bondi Beach, in the Pavilion and in the beach front Surf Clubs. The dances were as much about showing off prowess on the dance floor, which required a high fitness level, as meeting girls. Waverley Council notes that the 1923 Casino at Bondi Beach is reputed to have been the first night club in Sydney however the use of the location for dances was already established by the beachfront surf clubs.

By 1925 dances were being held by the BSBLSC to fund improvements to the club house such as resurfacing the tennis court.⁵⁰ The same year it was necessary to provide ladies toilets at the club house. As the lifesaving activities continued to be male only for decades, these alterations were primarily for use at the social events. In 1930 it was reported that among the clubs:

Dances are responsible for raising revenue for quite a number of surf clubs, Bondi, Coogee, North Narrabeen, Dee Why, Freshwater &c hold dances regularly in their club-houses and in this way augment club funds.⁵¹

Dancing was one of the activities that the 1934 club house was designed to cater for, the dais where the surf reels were stored when not in use could also be used for the orchestra. A multi-purpose room labelled massage on the original plans contained a toilet and could be used by ladies during social events. This long standing use contributed to the inclusion of a ballroom on the first floor of the Bondi Surf pavilion. The rebuilt surf clubs at Bondi and North Bondi both contained large central halls which not only

48 Pasted into BSBLSC Minute books, 8 August 1921

49 SMH 11 November 1925

50 Reminiscences held on file at Waverley Library record the use of the tennis court in detail.

51 Referee 5 Nov 1930

contained trophies and club photographs, but could be used for sports training, presentation dinners and dancing during the winter. There are photographs of a formal dinner held in the North Bondi Surf Life Saving Club and photographs of dances in the hall of BSBLSC. The two halls were similar in configuration, with a main door to the arcade fronting the beach and high level windows. No photographs have been located of the halls/club room of the second generation of club houses at Bondi and North Bondi.

2.4.6 THE AMBULANCE ROOM

For some years discussions had been held regarding the provision of a casualty room or Ambulance Room for the Red Cross. Initial discussions regarding a casualty room were held in 1912 and in July it was reported that in addition to new life saving gear, a casualty room had been erected and a telephone installed in the first club house. The location of this room has not been determined. By the 1920s a room on the south western corner of the second club house was known as the ambulance room and the facility stocked with equipment such as hot water bottles. The verandah outside of the Ambulance Room was sometimes used to store surf reels however photographs show that the verandah was also used as an area to relax in the shade. In 1926 a separate Ambulance station was erected at Bondi Beach designed by Oakley and Midelton to house 'motor ambulances'. This was a need that had been identified in 1922. Further research may be able to locate images or plans of this building. With the exception of Paddington the majority of the small suburban ambulances erected throughout Sydney do not survive.

2.5 THE BONDI BEACH BEAUTIFICATION SCHEME (FROM 1922)

The proposals in the 1920s for a substantial new surf pavilion and the overall beautification of the beach eventuated in the need to move the existing club house to the east. There was an outcry by surf bathers over the improvement proposal, who believed the scheme would ruin the beach for surfers. The Sydney architectural firm of Robertson and Marks received first prize in the competition for the new surf bathing pavilion in 1924 however construction work did not start until 1928. The changing or surf sheds were to be ready for the start of the 1928/29 season. The Improvement Scheme was officially opened on 21 December 1929. Photographs survive that show the existing club house resting temporarily on bricks in its new location, having been rolled further to the east of the newly completed surf pavilion (figure 2.13 and 2.15). It would be another five years before the new surf club houses were commenced.

Back in 1926 the BSBLSC had begun to plan for a new club house. The Building Sub-Committee approached Mr Midelton to submit sketch and plan of a new Club House under Waverley Council's improvement scheme. Nothing had been received by January 1927 so the club determined that Midelton, despite being a long term member, would no longer be their honorary architect. Prices were sought from Robertson and Marks and schemes for new timber surf clubhouses survive in Council's records however this work did not proceed. These timber buildings do not appear to have been built. The floor plan shows the proposed building to have contained a large locker room, lavatories, a committee room and an ambulance room. The yard was labelled 'sun basking yard'. In this layout the locker room would have doubled as the club room but was not really suitable for social functions, which had become an important part of the club's annual calendar. Nor did the design provide space for year-round sports training.



Figure 2.13: Members and surf reels in front of the second club house after it had been relocated (circa 1931). Note the existing paving. Source: BSBLSC Digital Masters 399

In 1927 the club's Advisory Committee had approached Waverley Council regarding erecting new club premises. In January 1928 the possible demolition of the existing club house was discussed. Some council members were authorised to inspect and approve a design for a new club house. Discussions continued all year, including with the architects in charge of the overall improvement scheme. Little progress was made until 1932 when Ruskin Rowe was appointed to a sub-committee to 'coagulate' with the North Bondi club to obtain loan money to rebuild the club houses. Rowe was instructed to insist on the present site. In 1930 the club had appointed Harry Ruskin Rowe of the firm H E Ross and Rowe as their honorary architect. Harry Ruskin Rowe, the son of the prominent Sydney architect Thomas Rowe, had decided not to continue working in the firm that his father had established, and sought experience on larger scale projects. After having completed his training Ruskin Rowe worked briefly in the Government Architect's Branch before going into partnership with Herbert Ross. By the late 1920s the firm of H E Ross and Rowe were one of the leading architectural practices in the city. At the time of his appointment Ruskin Rowe lived in the Eastern suburbs. He took his role as honorary architect seriously, both he and his wife attended fund raising events. Ruskin Rowe continued as Honorary Architect until at least 1943.

Waverley Council offered to rebuild two surf club houses through a loan from the Unemployment Relief Fund. Each of the clubs was to repay the loan over 20 years however the clubs were to be refunded if the works were declared a national work. Each new club house was to be erected on the site of the old club house. In September 1932 three tenders were received from builders, all were too expensive. The following month one of the building companies Wood and Farrell withdrew their tender. The worsening economic conditions resulted in the abandoning of the proposal to move the clubhouse, the existing club house was to be removed or dismantled. Instead the club determined to negotiate to acquire quarters in adjacent surf shed [ie Pavilion]. Rather than move into part of the Pavilion, another price was sought from a building company. William Hughes and Co submitted a tender price of 3,950 pounds however this was still too expensive and the architects were instructed to draw up a list of alterations so that the cost could be reduced by 440 pounds. The size of the building was not to be altered. The foundation stone

was omitted and the roof of the lantern, which was not visible from ground level, was changed, omitting the tiled roof. The builders offered to lend funds to allow the construction to proceed.

Drawings of the surf club dated November 1932 survive which show that the roof line was altered to be more in keeping with the adjacent pavilion (figure 2.16). The specification notes that the tiled roof was to match the tiles of the Pavilion. The elevation notes that 'Roman tiles' were to be used. In January 1933 the SMH reported on the Signs of Prosperity returning to the Eastern Suburbs and that:

Waverley Council proposed to construct two up-to-date surf life-saving club-houses for the Bondi and North Bondi Surf Life-Saving Clubs. The retiring Mayor of Waverley (Alderman C. Fenton) stated that the council was contemplating a marine drive along the entire waterfront of the municipality, from South Head towards and through Bondi Park, and extending along the foreshores to Tamarama and Bronte. Other councils also obtained funds for surf clubs. Randwick Council obtained grants of £1500 and £300 for surf sheds at Maroubra and Long Bay respectively. At Long Bay the local surf life-saving club commenced to erect sheds, but were unable to complete them. Randwick Council now had the work in hand.⁵²

2.5.1 FUNDING THE NEW CLUB HOUSE

There was still an issue funding the works. The BSBLSC minute books record that their balance sheets were to be forwarded to Waverley Council and that a draft letter to appeal for funds was to be prepared.⁵³ Economic conditions continued to hamper progress. In March 1933 the Arrow reported that:

Extensive arrangements are now being made by the executive of the Bondi Surf Club to launch a series of functions in an effort to raise funds for their new building. The new club house has been hanging fire for some time now, and it is only through the financial difficulties that the building has not been realised. It is confidently anticipated that increased revenue will be raised as the greatest efforts of both the committee and the club members will be combined in true club spirit in the running of these functions.⁵⁴

Although an offer had been received from an individual to construct a new club house, the club deemed that it would be impractical to accept this. Two alderman, Fenton Griffiths and Mr Orchard assisted with obtaining funds and by August 1933 the Sydney Morning Herald reported that the committee could now finally report that 'arrangements have been completed for the erection of the new club house. It is expected that a start will be made almost immediately'.⁵⁵ The same month an advertisement appears seeking prices for bricklaying. Local labour was wanted, an important consideration during the Depression.⁵⁶ The surf club also continued to participate in fund raising events for charitable causes, giving an athletic and wrestling display at the Anti-Tuberculosis Association, held at the Bondi Beach Auditorium.

52 SMH 3 Jan 1933

53 BSBLSC Minute books 5 March 1933

54 Arrow 10 March 1933

55 SMH 5 August 1933

56 SMH 15 August 1933



Figure 2.14: Earl Beauchamp on Bondi Beach. Source: NLA PIC/15611/12783 LOC Cold store PIC/15611

Funds for the new club house, and a range of new equipment, were donated by William Lygon, Earl Beauchamp who was a frequent visitor to Sydney. Beauchamp had served as Governor of NSW, arriving in 1899. He returned to Sydney in 1930 and started to learn to surf, becoming an honorary member of the club. Following his self imposed exile from Britain having been outed as a homosexual by his brother-in-law, he returned to Sydney on more than one occasion, spending much of his time at the Surf Club. He was very generous in his donations to the club, wiring funds for the new building and donating a wireless, new billiard and ping pong tables and a trophy in his name. Beauchamp, whose family life was the model for Evelyn Waugh's *Brideshead Revisited*, found that for a gay man Sydney was one of four tolerant cities in the world in the 1930s, the others being Paris, San Francisco and Venice. Accordingly he divided his time between them. On one visit he was accompanied by his son Hugh, and both would spend their afternoons surfing at Bondi Beach. His attendance at surf carnivals, where he would give out the trophies, was frequently reported in the press.⁵⁷ When in Sydney it was reported that Earl Beauchamp seldom missed 'an opportunity of seeing his youthful friends in action. Bondi members vote him a great fellow'.⁵⁸ His club membership was frequently mentioned in press comments. Photographs survive of Earl Beauchamp on Bondi Beach surrounded by lifesavers with their wooden surf boards (figure 2.14).

John Kingsmill later recounted that in the 1920s and 1930s surf boards were only used by the lifesavers as they were heavy and made of timber. Wooden surf boards have been retained by the club and converted into memorial tablets in the main hall. Surfing has become a more general pastime and is no longer specifically associated with surf clubs however the clubs also provided board storage for members, and this use continues today.

⁵⁷ Ex-Governor gave trophies at Surf Events, Referee 5 Nov 1930

⁵⁸ Arrow 2 Dec 1932

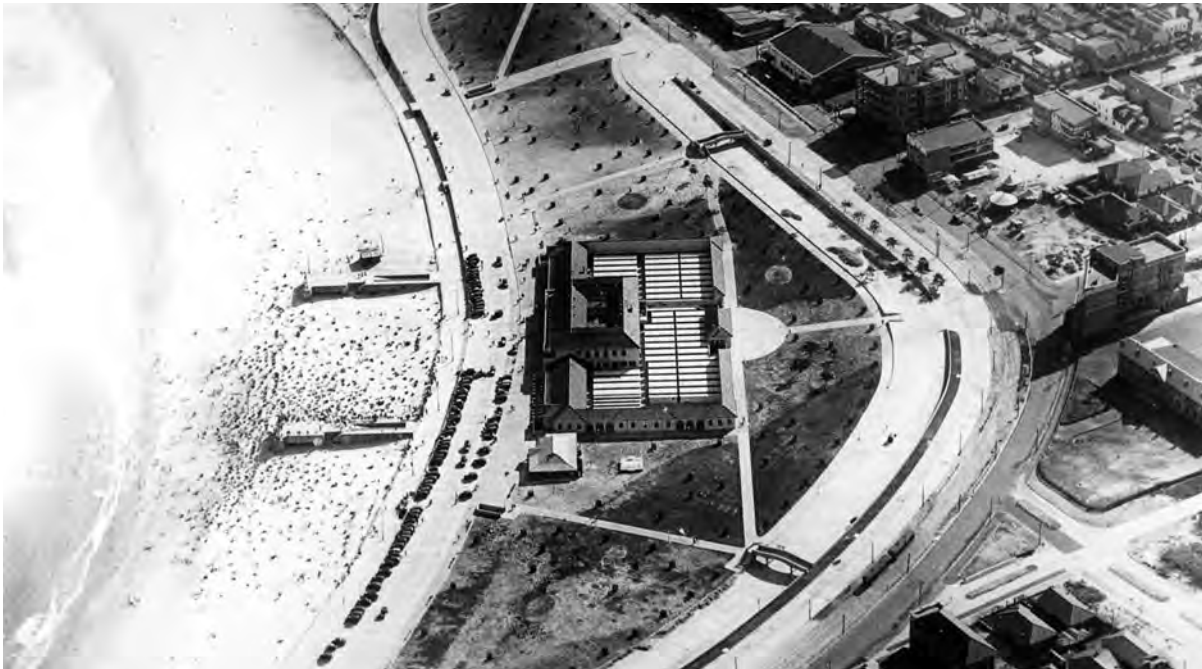


Figure 2.15: 1930 Aerial view showing the surf pavilion with the changing cubicles in the courtyards and the relocated club house, bridges, paths, subway entrances and groynes. Source: Bondi Stories

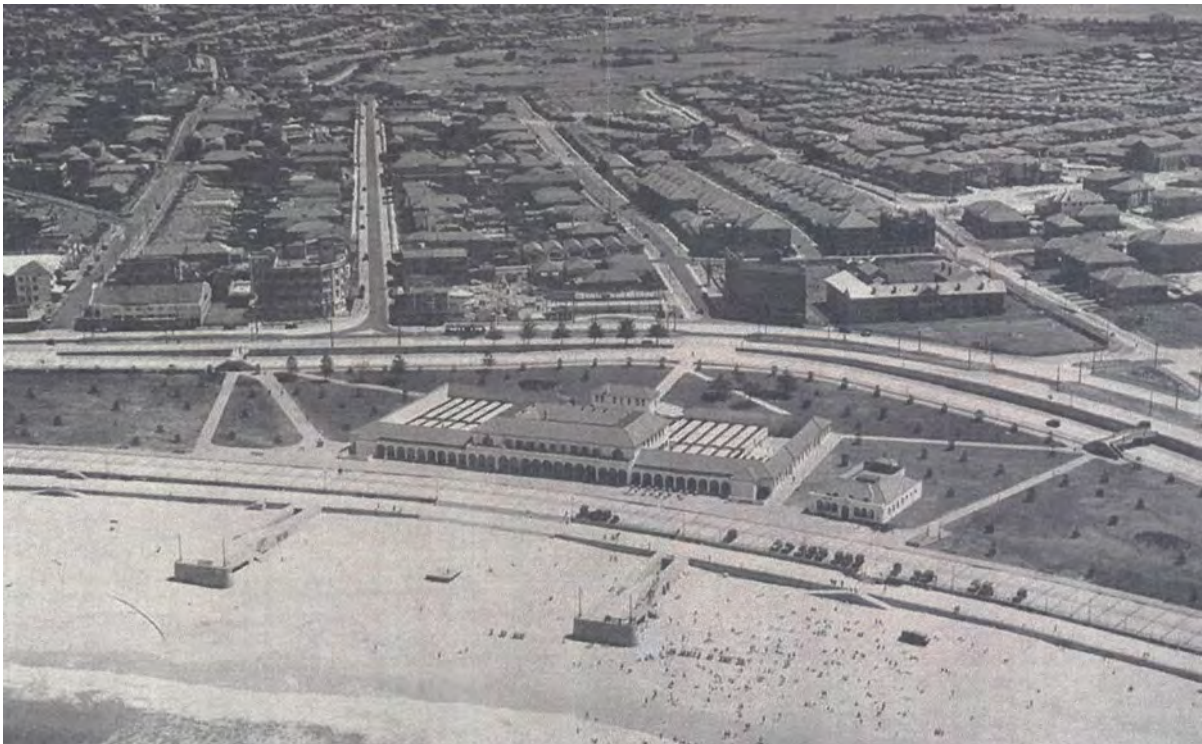


Figure 2.15a: c1940 Aerial view showing the surf pavilion and park from the northeast showing bridges, paths, subway entrances and groynes. The second storey has been added to the rear central building. The new BSLSC club house is complete and the planting in the park. Behind Campbell Parade the similar scale and courtyard form of the school is visible. Source: Scan provided by Council staff. Original location not known. Not in Trove, WLS, NLA, Adastra or Fairfax archive. Add source when known and better scan.

2.5.2 THE REUNION SMOKO

The minute books record that during 1932 Waverley Council had arranged to obtain an advance of £7,000 from the Unemployment Relief Council for the erection of two surf club houses in Bondi Park, one for the Bondi Surf Bathers' Life Saving Club, and the other for the North Bondi Surf Life Saving Club. Contracts were let to the one contractor after the calling of public tenders for amounts aggregating approximately £8500, with the clubs contributing the difference between the advance made by the Government and the contract price by partly a lump sum contribution and the balance over a term of the occupation of the building, and also £1500 each as a licence fee.⁵⁹ Subject to Council approval the old (1916) club house was to be sold in 1934. It was a relatively common practice prior to World War II to sell buildings for removal rather than demolish outright. Components such as joinery or the entire building would then be salvaged and reused.

Prior to vacating their present premises the Bondi Surf Bathers Life Saving Club decided to hold a reunion of past and present members. Discussions on the subject were held in September 1933.⁶⁰ The 'Reunion Smoko' was eventually held in February, 1934, ten days before relocation into the new premises occurred. A contemporary aerial photograph shows the new surf pavilion and the relocated 1916 club house prior to the erection of the new surf club. At the last minute changes had to be made to the design. Waverley Council made an alteration to the layout of the footings for the new club. The minute books record that:

Furthermore, municipal councils spent annually hundreds of pounds in the payment of lifesavers and beach inspectors. The present Government had allocated £150,000 for loans to councils to enable them to promote swimming and surfing by building baths and club houses. The two surf club houses being built on Bondi Beach were being financed by a loan of £7000 made available by the Government. Mr. Weir's advice to the contrary notwithstanding, he (the Minister) would continue to advocate Government assistance to the great lifesaving movements on every possible occasion.⁶¹

By December 1933 the specification for the removal of the old Club House had been submitted by Mr Potter of H E Ross and Rowe. Other issues under discussion were the colouring of the walls and the installation of picture rails in the new building. Even before the construction had started the committee was planning the opening night, a gala event for which evening dress would be required.⁶² Changes to the design were still being considered, including a flat roof over the verandah [arcade].

No public complaints appear to have been made regarding the style of the proposed design, which had been altered to better conform with the larger surf pavilion and the style of the overall improvement scheme. In October 1933 the new surf club building for North Bondi was criticised by a local, D White, as it was erected with face brickwork.

59 SMH 1 Jan 1934

60 BSBLSC Minute books 7 September 1933

61 BSBLSC Minute books 5 October 1933

62 BSBLSC Minute books 14 December 1933

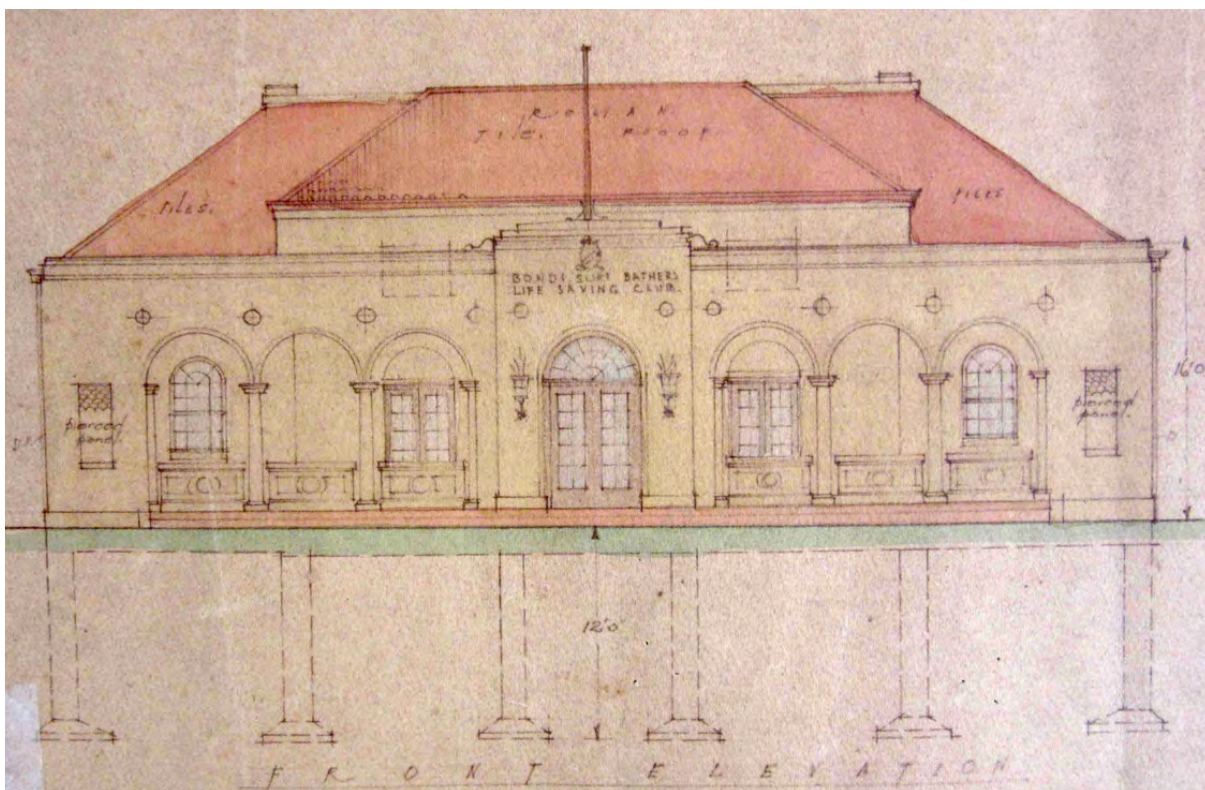
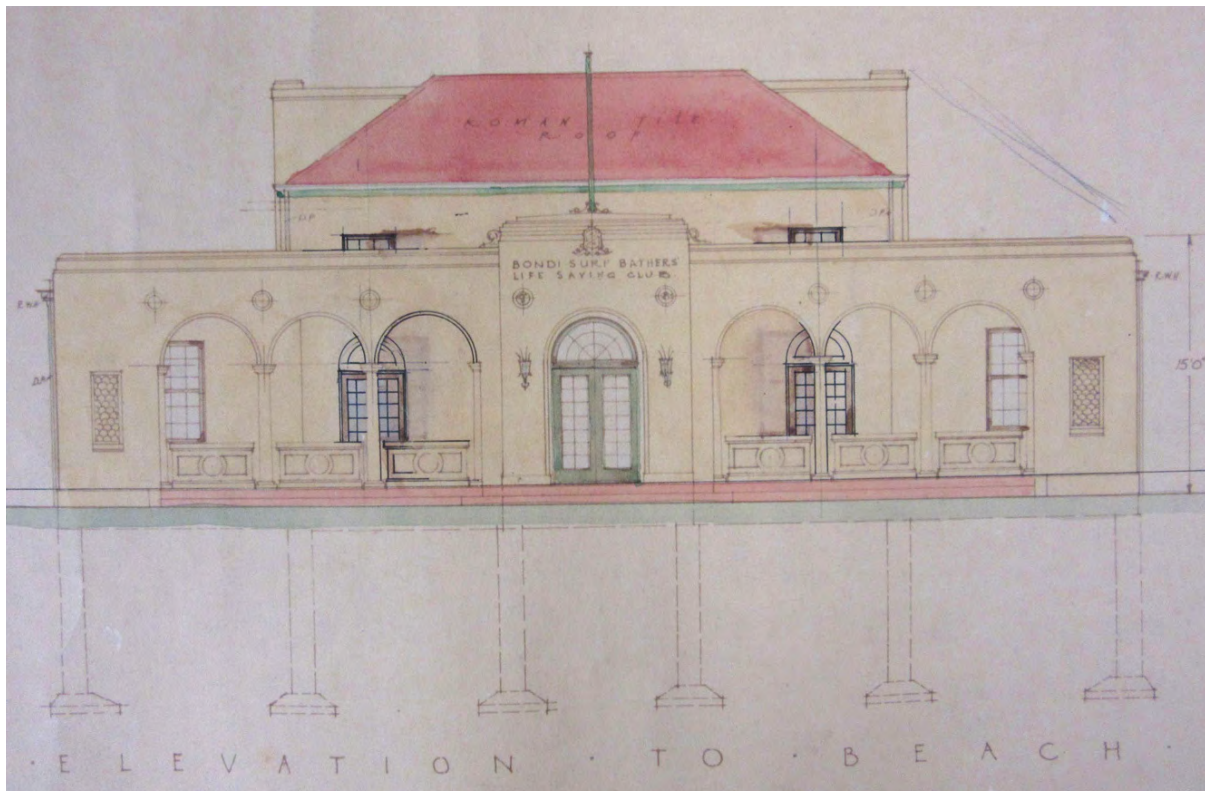


Figure 2.16: The two schemes for the new club house roof. The lower scheme is the design built though the location of the doors flanking the front door differ from this drawing. Note the deep foundation piers shown in both drawings. Source: Waverley Council Local Studies collection Index No 432618 and 432716. Plan Cabinet 786 and 990

An unfortunate example of disunity in architecture is unfolding itself at Bondi Beach, where the Waverley Council, upon the advice of Sir John Sulman and other town-planning experts, adopted a beautification scheme in Italian architecture. The effect was as if the sun had suddenly emerged from behind a black cloud, and spread its effulgence over the whole beach front. Park, pavilion, and fringing sands presented a harmonising picture in green and gold. In continuance of the scheme Waverley Council decided to erect two Surf Club houses, giving the clubs freedom to select their own architects and their own designs, and the result one architect wisely decides to blend his architecture with the existing scheme, and the other, unwisely, I respectfully contend, sheers off into the sombre brick of the cottage building, thus disturbing the harmony of the picture. This clash, I regret to say went on under the eyes of a Government department which had power to prevent it.⁶³

By 1934 the remarkable growth of the Surf Life Saving movement in NSW was commented upon in the Western Australian. Membership in NSW it was noted was over 3,000, there were now 24 clubs in Sydney, 10 in Newcastle, 7 clubs in the Mid North Coast branch, 6 clubs in the North Coast branch and a further 7 clubs on the Far North Coast and the Illawarra boasted 8 clubs.⁶⁴ Many municipal councils had taken the opportunity to obtain funds from the Unemployment Relief fund for civic improvements. NSW Government loaned money to municipal councils at 3% for the erection of surf club houses including:

Maroubra 3,000 pounds,
 Bondi and North Bondi 4,000 pounds
 Steyne 6,000 pounds
 Curl Curl 600 pounds
 Freshwater 2,000 pounds
 Newport 6,000 pounds.⁶⁵

Other municipal improvements to parks and foreshores were also undertaken using the Unemployment Relief Fund. Some of these works were undertaken in areas that were still military reserves and during World War II the land had to be handed back.

2.6 THE NEW CLUB HOUSE (1934)

The completed club house opened on Saturday 3 March 1934 with two hours set aside for inspection by the public. Photographs of the opening show the original configuration of the front of the building with the now removed lights and now altered French doors and windows (figure 2.17). No overall views of the full extent of the front of the building dating from the 1930s survive, the photograph utilised in the Annual Reports to show the original configuration dates from the 1950s. There are numerous photographs of champions, officials and teams with the arcade in the background and some distant views showing the roof. These views show that the ambulance room (identified by a painted cross) was located

⁶³ SMH 4 November 1933

⁶⁴ West Australian 26 Jan 1934

⁶⁵ West Australian 26 Jan 1934



Figure 2.17: The opening ceremony of the new club house. This view also shows the original configuration of the French doors and the arch headed windows as well as the now removed lamps. Source: Digital Masters BSBLSC 045

at the southwest corner of the building (the same position that it had occupied in the 1916 club house) (figure 2.18). The roof terrace above the arcade was accessed by a ladder adjacent to the ambulance room and the arcade itself was shaded by canvas blinds. The use of a ladder indicates that the terrace was intended largely for observation purposes rather than social gatherings (figures 2.19 and 2.23).

The minute books do not include much detail regarding the overall scheme for the new club house for the Bondi Surf Bathers Life Saving Club, however some more detailed discussions regarding the transfer of fittings were recorded. Considerable detail as to the original configuration can also be found in the architect's specification, including the types of windows, internal and external doors and the intended finish to the sunbaking terrace. Cost cutting measures resulted in some of the details such as the roof lantern being simplified. External details such as the columns and the vents were all precast in concrete. The aerial photographs of the relocated 1916 club house show that the paving in front of the building was contemporary with the pavilion rather than the surf club. Rather than the larger lockable cubicles that once filled the courtyards of the pavilions, the surf clubs provided shared locker rooms. It was proposed to renovate old lockers however there would also be new lockers in a second larger room of the new club house, which were to be provided at members own expense. The smaller locker room adjacent to the shower room presumably contained the renovated lockers transferred from the earlier club. The date when lockers were first used has not been determined however locker rooms were a feature of Golf Club houses built just before World War I. The renting of lockers provided surf clubs with additional income. The earliest view located showing lockers is of the 1970s extensions.

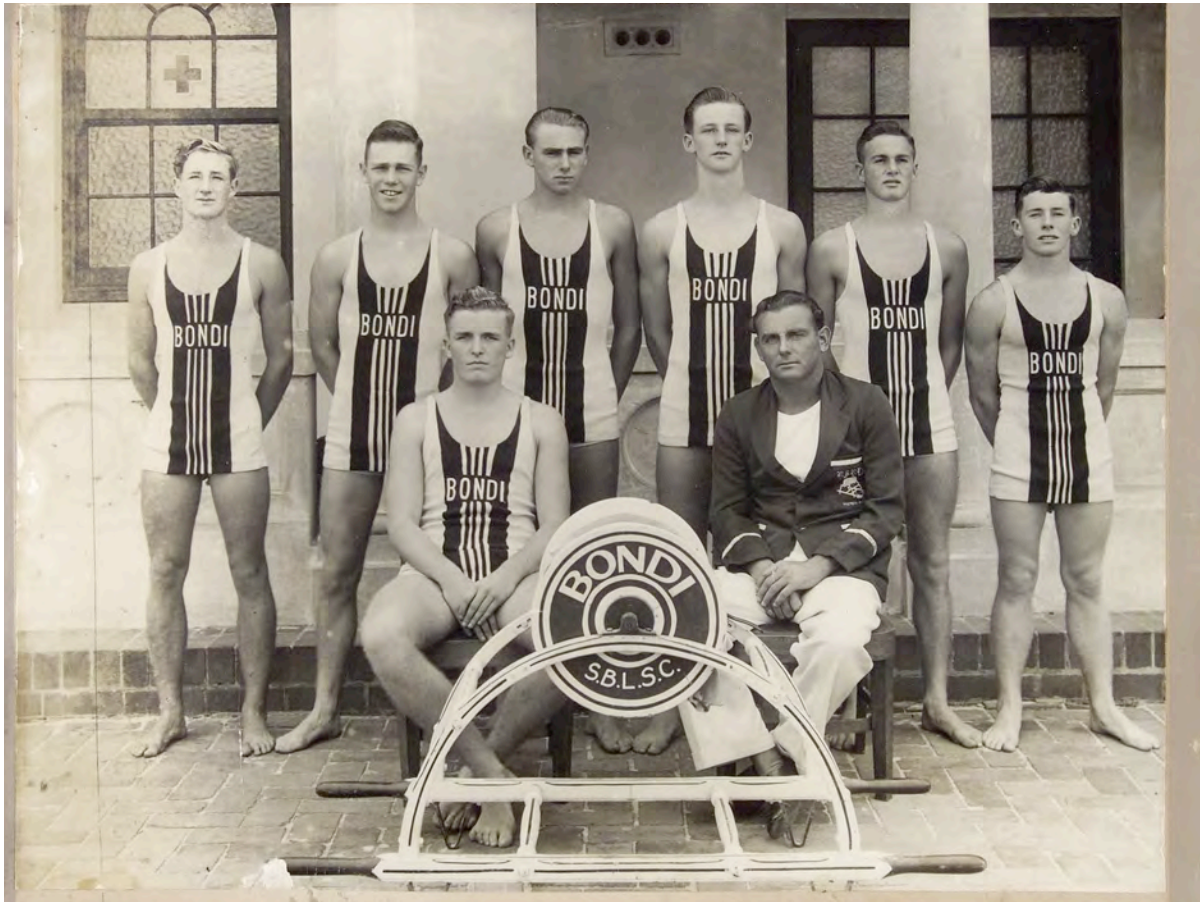


Figure 2.18: The team for the State Championships, held 10 March 1945, showing the first aid room in the south western corner. Source: Digital Masters BSLSC 058



Figure 2.19: 1937 aerial showing the surf clubs erected in 1934, both of which had a rooftop sunbaking area and an observation deck. Source: Adastra (via RAHS)



Figure 2.20: View showing the original configuration of the stage, with the mural, decorative brickwork and trophy cabinets.
Source: Digital Masters BSBLSC 493

Some of the equipment from the old club house was to be reconditioned including the lockers already mentioned and the billiard table. The Earl of Beauchamp also donated a new ping pong table. The minutes also record that an extra light point was required in the ladies. There is no 'ladies' shown on the plans held by council, however the massage room, which contained a toilet, probably doubled as the ladies during social events, part of the area still occupied by the Ladies Change Rooms today. Three rooms were to be painted with Duracote - the Secretary's room, the massage room and the Ambulance [or First Aid] Room. These rooms are the rooms likely to have been visited by members of the public. Duracote was a cold water paint that its manufacturers BALM claimed would not rub off or scale. Timber seats and rails had been ordered however the question of floor coverings was deferred. Fixed timber seats lined the walls of the central club room and the sunbaking deck above. Photographs show that below the ornamental brick band in the Main Hall were trophy cabinets and above the band were the set of murals by Souter. The additional mural painted in 1934 was located to the left of the stage (figure 2.20). The decorative brick work was initially exposed, but was later painted and covered in the ever increasing set of photographs of club teams and individual photographs.

There was also discussion of a caretaker's room and although this is not shown on the plans as such nonetheless an Attendant's room is shown, adjacent to the Locker Room. Even though the new building had been opened, the club continued to hold social events to raise funds for their premises, major events and to cover their ever increasing running expenses.



Figure 2.21: Extract from a view of Bondi Park showing the original configuration of the roof and terraces. At right is an enlarged section of the photo showing the people on the roof terrace. Source: Waverley Council Local Studies collection

To defray the expenses of the Bondi Surf Life-Saving Club's annual ball at Mark Foy's on July 20, a 'dress night' dance will be held this evening at the club-house.⁶⁶

Funds from dances held on New Years Eve were now directed towards club activities rather than charities. As was common with amateur sporting clubs, funds were raised to assist injured or sick members. In March 1935 a Benefit Dance for Vic Besomo was held which was jointly run between the Surf Club and the Amateur Swimming Club. The fundraiser was held at the club house. Besomo had contracted a serious illness and was not able to swim competitively for a couple of years. The minutes also record the new club house also became an assembly point for Amateur Athletic Club road races held in 1935.⁶⁷ Both the sunbaking terrace and the terrace over the arcade were used as viewing areas during major events such as the surf carnivals (as can be seen in figure 2.21). Visitors from other states were also suitably impressed with the Council's improvement scheme, including the newly completed club houses:

A concrete road runs the full length of the beach just behind the parking area. Up-to date pavilions, life saving club houses, dressing pavilions, dance halls and band auditoriums occupy the foreshore, surrounded by lawns, flower beds and small ornamental trees. All these buildings are solidly built to a similar design, the corporation insisting that the architectural beauty of the foreshore building must be preserved.⁶⁸

Between Earl Beauchamp's visit in 1932 and 1935 the new club house was erected and opened. He was amongst the mourners at the funeral of David Souter in 1935 as were other surf club members, educationalists, artists and architects.⁶⁹ Shortly before he died Souter painted one additional mural for the new club house. The surviving mid 1930s photographs show that the side elevations of the surf club

66 SMH 7 July 1934

67 Referee 28 May 1935

68 Port Lincoln Times 9 Feb 1934

69 SMH 25 Sept 1935



Figure 2.22: Crowds watching a surf carnival, with the club house to the rear. Source: Digital Masters BSBLSC 445

house had also been designed to complement the side elevations of the larger pavilion beyond (figure 2.21). The new club house attracted visitors, as did the photograph 'shooting the breakers', now housed in the new premises.⁷⁰ After the new premises had been opened Beauchamp continued to donate money.

2.6.1 FILMS AND NEWSREELS OF BONDI BEACH

During the 1930s Bondi Beach was used as a location for film shoots. Club members assisted with the surfing scenes for Ken Hall's *Squatter's daughter* in 1933 however the new club house had not been erected. Scenes of Bondi Beach were included in an entry in a film festival held in Japan in 1938. Following the outbreak of war, Fox Australia included scenes of Australia in its popular newsreels. Once again Bondi Beach was featured. In this film footage there may be a view of the club house in its original configuration. The surviving views are either aerials or photographs of life savers taken in front of the arcade. The upper portion of the building is not shown. A glimpse of the original roof line can be seen in views of the Hotel Astra surf boat (figure 2.22) and in the aerial photographs taken by Frank Hurley (figure 2.25). The view widely believed to show the original configuration of the club house first appears in an annual report of the 1950s. Other views which seem to date from the 1950s show the club house however the extent to which the roof tiles were altered following damage during the war years has not been determined.

⁷⁰ Sydney Mail 13 March 1935



Figure 2.23: 1953-54 view showing the arcade and ladder to the roof terrace (LHS). Source: Digital Masters BSBLSC 291



Figure 2.24: Club members dressed for their variety acts. Source: Digital Masters BSBLSC 028



Figure 2.25: Enlargement of a Hurley view showing the original form of the building. Source: Hurley NLA order

2.6.2 USING THE CLUB HOUSE

At the start of the 1936-37 season the Annual Report figures were published, the club had 367 members, 422 rescues were undertaken, no drownings whilst club members were on patrol. There had been 2201 rescues over the last decade. The minutes from 1937 describe problems with thieves, both in the locker room and in the committee room. The ceiling of the committee room needed to be repaired, as it would appear that access had been gained into the building via the Gear Room on the roof.⁷¹ From 1938 onwards a resident 'honorary member' or caretaker lived on the premises undertaking minor tasks such as window cleaning. Repairs to elements such as window catches to the skylight were co-ordinated by the gear steward. The caretaker, the minutes note, occupied the Billiard Room, however this room was needed during dances and he had to move out. This room is most probably the room between the first aid room and the dais discussed earlier in relation to the location of facilities for ladies. The club house also contained a library for members, which must have had a fair few books as in July 1937 48 books could not be accounted for.⁷² By 1938 this figure was over 90. The honorary librarian was a school teacher by training. The library was maintained during the 1930s and the war years, evidence of a time when there was little disposable income so purchases like books were circulated for others to enjoy. The room used for the library has not been identified, but is likely to have either been the committee room or the office.

By the late 1930s life saving teams had begun to compete internationally and fund raising events were held to raise the necessary money to send the teams overseas. In 1939 a 'Honolulu Ball' was held at the Trocadero Ballroom, the proceeds of which was to support the team that would represent Australia on a tour of Hawaii. The Hawaiian theme of the ball included an interpretation of Hawaiian dancing by members of the 'surf club ballet'. Some of the photographs held by the club show participants in the 'male surfer's ballet' dressed as women surf bathers and Hawaiian women. These humorous 'male ballets' were features of surf clubs across Australia from the 1930s until at least the 1950s and were advertised on

71 BSBLSC Minutes 10/07/1937

72 BSBLSC Minutes 10/07/1937



Figure 2.26: Social gathering on the roof prior to the destruction of the groynes in 1942. Source: Digital Masters BSLSC 031



Figure 2.27: Group photograph taken on the sunbaking terrace showing the timber seating and the roof membrane. Source: Digital Masters BSLSC 051

the flyers for the surf club dances. Surf Ballets had started off as a female variety show act but this lapsed in the 1920s with the introduction of the cinema. By the mid 1930s 'surf ballet dancers' in NSW were a humorous male act, performed to entertain members and guests at surf club fundraisers (figure 2.24).

2.6.3 THE SUNBAKING TERRACE

The minute books record that the roof terrace was known as the sunbaking terrace and it is referred to as this on Ross and Rowe's drawings. One of the events held to mark the club house opening was a party on the roof. Annual members only functions were held there at Christmas and photographs survive showing events in 1935 and 1947. John Kingsmill, who grew up in Bondi, knew of the sunbaking terrace.

On the beach, the crowds grew and grew, during the 1930s almost to bursting point. 80,000 on Bondi, newspaper headlines would shout, and once, 100,000 jam Bondi! Newspapers got their facts any way they could. The story was that a journalist would telephone Bondi Surf Club on a Sunday afternoon and ask how many people there were on the beach. The fellow who took the call would yell to his mate sunbaking on the surf club's flat roof, 'Eh Joe! How many on the beach d'y'reckon? Joe would not even get up to count them: 'Hundred thousand!' and that would be the headline the next day.⁷³

The specification called for 'natural asphalt' [ie probably the val de travers type of asphalt] however the surface was subsequently described as bitumen, which by 1937, was 'cracking badly and was in urgent need of repair'. Waverley Council was to be written to regarding this issue.⁷⁴

The sunbaking terrace was used for member's social events, particularly late afternoon drinks. Numerous photographs held by the club shows members having a beer on the roof (figure 2.26 and 2.27). Kegs of beer would have had to have been hauled or carried up. Unlike the dances held in the club room below, none of these views show any women present and the men are very informally dressed. The sunbaking terrace was used for nude sunbathing until the advent of women using the radio room in the late 1980s.

The roof of the now demolished lantern over the hall served a dual purpose as impromptu stage and table.⁷⁵ Timber seats lined the perimeter of the terrace and there was a shower beside the staircase. The aerial photographs show white towels spread out to dry. In 1942 when the roof was damaged it was described as being Malthoid, a bitumen impregnated felt. The roof lantern survived until the 1990s, and it appears to have been roofed in a similar material as the terrace. No detailed documentation relating to repairs undertaken during the war years have been located. Harry Ruskin Rowe still held the position of honorary architect in 1943 so is likely to have been involved. The sunbaking terrace was a feature of both the surf clubs at Bondi and at other club houses such as the now demolished surf club pavilion at the southern end of Manly Beach erected in the late 1940s. After the war, warnings began to be issued that excessive sunbaking could be harmful however the Medical Officer Dr Meyers, commented on the widely held view that obtaining a tan was beneficial, describing the:

73 Kingsmill Australia St p12
 Page 96 BSBLSC Minutes 10/07/1937
 75 interview with BSBLSC Archivist



Figure 2.28: Frank Hurley's view of Bondi Beach before the removal of the groynes. Source: NLA PIC FH/I 10 LOC Cold store PIC HURL 10/I

...‘sun tan’ which is’ so highly prized by our true swimmer during the summer. After repeated exposures, ‘sun tan’ will protect against further sunburn.⁷⁶

Thanks to the photographs taken by Max Dupain in the late 1930s, Bondi Beach became as well known for its sunbakers as it is for its surf and its surf lifesavers. Subsequent medical concerns have seen changes to the practice of sunbaking. Surf Clubs with sheltered sunbaking terraces are a thing of the past. Both the Bondi and North Bondi clubs had an observation deck and a sunbaking terrace. Only the altered observation deck of the BSBLSC survives, and has been converted into a terrace with tables.

2.7 THE WAR YEARS

During the war years the surf club continued to operate with reduced numbers of members available for patrol. Between 1941 and 1943 access to the beach for the public, fisherman and the surf clubs was officially restricted. The exact dates have not been determined. In addition numerous waterfront buildings such as boat sheds, surf sheds and surf clubs were requisitioned for temporary use by the Army but not this premises. In 1941 the Volunteer Defence force occupied the main surf pavilion. In February 1941 the surf club packed up its records and photographs and put them into storage in the gear room. To meet official black out regulations ‘three ply’ was purchased for the front doors and cylinders were to be installed on the lights in the locker room.⁷⁷ After some debate the December 1941 Committee meeting determined that club rooms should be blacked out so annual functions such as the New Years Eve dance could continue. A building warden was appointed and a fire extinguisher, rake and shovel were purchased. Other clubs such as the Bondi Icebergs were permitted to hold dances in the club house.

As the threat of attack by the Japanese increased coastal defences works were undertaken in earnest. Barbed wire had been erected at the beach by February 1942. More than one newspaper reported broadcasts in English by the Japanese taunting both the Australians and the Americans:

⁷⁶ Picton Post 19 December 1946

⁷⁷ BSBLSC Minutes 5 Feb 1942



Figure 2.29: 1943 aerial of Bondi Beach showing the extent of removal of the groynes. Source: SIX viewer

“Hullo’ Yanks! So you are at Hotel Brisbane? We’ll be seeing you later. Hullo Bondi ! Hullo Coogee ! You’ve barb wired your beaches. You had no need to do that just yet.”⁷⁸

Bondi Beach was fenced with barbed wire, the sand was off limits and the area patrolled by sentries. An entire company, A Company [1st Infantry Battalion?] was stationed at Bondi Beach during 1942, occupying part of the Hotel Astra, the Rose Bay surf club on Campbell Parade, the public school and other local premises. Troops were accommodated in a local ballroom and various cottages. Coastal defence works were erected to prevent a Japanese landing and machine gun posts established. The Surf Club house was not requisitioned however the original tiled roof and the sunbaking terrace were damaged in early 1942, as was the roof of the adjacent Surf Pavilion. The Army blew up the groynes on the beach in order that the foreshore could be more easily defended (figures 2.28 and 2.29). Flying debris from the concrete groynes damaged the roof of both buildings. In June 1942 the club began to seek action from Waverley Council, however due to the wartime restriction the repairs were a long time coming.

Mr Ray Halliday raised the question of damage done to club property during the blasting on the beach. Many tiles on the roof of the club house premises were broken and five surf reels on the beach were damaged. It was resolved that the council be written to and asked to repair the damage to the roof and the malthoid covering on the sun-area.⁷⁹

The club continued to write to Council for the next two years regarding the roof repairs however the matter was out of Council’s hands. Materials were hard to obtain as they were reserved for essential building projects. In September 1944 Waverley Council were still ‘awaiting the issue of a Permit from

78 Manilla express 20 Feb 1942

79 BSBLSC Minutes June 1942

the Department of War Organisation and Industry'.⁸⁰ In the interim the Club had requested that the Council's engineer look at the roof damage and the leak that was occurring below the roof. A view taken in the 1960s shows the fully repaired roof (figure 2.32)

Not all Sydneysiders took the threat of attack seriously, as 'surf shorts' with a barbed wire pattern could be purchased at the department store, Farmers. Civilians who ignored the sentries commands and went down onto the beach were actually shot. In June 1942 Bondi was shelled from the sea by the Japanese, forcing residents into air raid shelters. Beach access was not restricted for long. The club minutes include newspaper clippings about discussions with Waverley Council in October 1942 regarding obtaining beach access. In the case of the Bondi Surf Lifesavers Club House, the premises were not requisitioned, rather the club premises were used for training sessions by the RAAF. The RAAF stationed at the flying boat station in Rose Bay, the Air Training Cadets and the RAAF Pacific Annex were all trained in surf lifesaving techniques at the club house. The RAAF used flying boats (Catalinas) for coastal patrols, so training in the surf was necessary. Selected military personnel were still allowed to swim at the beach and the area became popular during R & R breaks.

2.7.1 'COMFORTS' FOR MEMBERS

A special Comfort Fund committee was set up and 'comforts' including canteen vouchers, tins of Christmas Cake and a club newsletter 'Doins' were dispatched to cheer up members serving overseas. Dances and 'Housie Housie' [bingo] nights were held at the club house to raise funds to purchase 'comforts'. For those who returned, occasional Welcome Home functions were held. The additional usage of the hall caused problems, with wear and tear to furniture, additional glasses had to be purchased as well as a new piano and the Souter murals were being damaged by the temporary erection of loud speakers for the Sunday night Comfort Fund dances. As these were held on a Sunday, liquor was not permitted. The club was not a licensed venue however liquor was 'donated' for special events such as the Christmas day party.

New honour boards, in memory of club members who had died during the war were erected in the main hall. Wartime trophies such as a Japanese helmet were to be polished up for use as a club trophy. Annual smoke concerts also continued to be held. Plans to have a change room furnished on the opposite side of the building were put forward in 1944, and discussions were held regarding building an external porch. The minutes record that during the war the office (presumably the room shown on the 1934 plans as the secretary's room) was to be used as a additional change room. One of the views of a social on the sunbaking terrace was clearly taken during the war years as many of the men are in their uniform. The premises were now too small to accommodate the range of activities that occurred. In October 1944 the club's minutes record that:

...it was decided that some action should be taken with a view to enlarging the club house.
Before taking any action it was decided to obtain the opinion of the honorary architect.

The minutes record that Waverley Council advised the club that in regards to:

80 BSLSC Minutes Sept 1944



Figure 2.29A: c1945 aerial of Bondi Beach taken by RAAF trainee pilot Neal Brearley Mitchell. Evidence of wartime infrastructure remains. Source: Family collection donated to Sydney Harbour Foreshore Authority but not accessioned at time of writing.

...erection of external porch and notifying the club, that the cost would have to be met by the Club. It was decided [by the committee] to refer the Council's attention to previous correspondence, which would indicate that the cost would be borne [sic] by council. On the question of the need for renewing the doors it was decided to inform the council that in the opinion of the committee, urgent repairs were necessary.

Shortages of materials saw the proposal for a porch shelved indefinitely.

2.7.2 JITTERBUGGING AND OTHER AMERICAN FADS

In 1944 the Americans had applied to use the club's first aid room as a 'dispensary' however the Surf Club had resisted this use. The dispensary was required to supply the Americans with prophylactics and premises had also been applied for on Campbell Parade. As had occurred in World War One, overseas dance crazes such as Jitterbugging soon reached Bondi Beach, spread via newsreels and visiting services personnel. At the New Years Eve celebrations in December 1941:

A party of young men and women "jitterbugged" on the road in front of the surfing pavilion. At midnight, the Bondi and North Bondi Surf Life Saving Club members staged their annual New Year's procession. The crowd was orderly.⁸¹



Figure 2.30: Social event in the main hall of the Surf Club. Source: Digital Masters BSLSC 501

George Caddy's photographs of jitterbugging show that dancing was not confined to the club houses, ballrooms and dance halls, but also took place on the promenade. John Kingsmill remembered that

Bondi beach had always been a dancing place...Some Saturday and holiday nights, there were dances not only at the Pavilion but also at the Bondi and North Bondi surf clubs, and sometimes one or other of these dances would be 'dress affairs', in which case it was nothing to see crowds of people in evening dress like film stars. Fred Astaire! Ginger Rodgers! On such nights, the entire promenade blazed with light – the great milky globes illuminating the grand driveway, the lights in the ballrooms, the strings of coloured lights tracing the outlines of the surf club buildings and running high up the top of the flagpoles...⁸²

There was never any question about what we were doing Sunday nights – we were going dancing. Where depends on our mood, for we could choose from any of the three local surf clubs, Bondi, North Bondi and Bronte. Our crowd moved from one to the other in six or seven week bursts, so did most other dancers, comparing bands, comparing girls, comparing atmosphere, comparing chuckers-out, otherwise known as bouncers. Surf clubs, being semi-military in their discipline, had rules about what you wore, what you did and what state you were in at their dances. For one thing, jitterbugging was barred.⁸³

82 Kingsmill, Australia Street, p.142

83 Kingsmill, Australia Street, p.159

No photographs of the exterior of the club house with decorations have been located from this period however there are aerial shots that show the 'milky globes'. The light poles mentioned were located at the entrance to the tunnel to the east of the surf club. These aerial views also show the original configuration of the roof terrace and the clerestorey windows to the front of the hall. During the wartime Venetian Carnivals were held in December by the Surf Club which lasted for some ten days. Such events are likely to have also involved temporary lights and stalls. Similar carnivals were held at Manly.

Jitterbugging was popular in Sydney from the early 1940s onwards. In his book 'Australia Street' Kingsmill recalls the craze starting at Bronte Surf Club and spreading to dances at the Bondi and North Bondi surf clubs, once the bouncers had spread the word that Jitterbugging was 'OK'. The outfits and hair cuts of the jitterbugging 'beach boys' who surfed at North Bondi was reported interstate, their haircuts and clothes were modelled on American Jitterbug enthusiasts.⁸⁴ In his book Kingsmill recalled a distinct surf club style:

which simply evolved out of our own leaping creativity and vigour, had more to do with rhythm than it did with show...We danced in a cool but zesty way, controlled but expressive, neat as a pin, economical as to space (a consideration in crowded hall), featuring amazing footwork, taken at its top, to high athletic peaks. It was beautiful to do. It was beautiful to watch.

The jitterbug is an energetic dance, perfect for maintaining a high level of fitness. In 1946 files held at Waverley Council record that monthly dances resumed at Bondi Surf Bathers Life Saving Club, the 'Old Club house' was artistically decorated for the return of old friends.⁸⁵ Some images of groups in themed costumes in the club house survive, but are not dated (figure 2.30). These views also show the honour boards, trophies, murals and the coat hooks along the back wall, with crepe paper streamers added as decorations. Additional 'clothes pegs' were added in 1937, extending from the stage on one side to the honour board on the other. These can be seen in photographs and were utilised during social events. Above the clothes hooks were the club champions photographs, which were taken every year. Many of these are still in the club, but have to be taken down and re-hung following repainting. Others are in storage at the old Cinesound building in Bondi Junction.

2.7.3 THE FIRST AID ROOM

In the late 1930s the Club received a subsidy from Waverley Council for the operation of its Ambulance room, on the south western corner of the club house, but during the war this subsidy had been halved. A gas heater had been installed in the Ambulance room by 1938 which the Gas Company was to service.

The Council appointed 'Beach Inspectors' had keys to both the Ambulance Room and the telephone in the Club. The 1950 Annual report did not contain any reference to building works, however expenditure of 27 pounds 6 shilling 9 pence was noted for replacements and additions to the Club's furniture and fittings, most of which was to provide 'essential and adequate facilities for the Social Committee to cater for Club functions'.⁸⁶ It was also noted that:

84 Northern Miner 2 Dec 1946

85 Waverley Local Studis Collection

86 BSBLSC Annual reports, 1950, WLS Collection

With the opening of the Council's First Aid Room at the commencement of the season, for the treatment of casualties, the Club's Room was not in use. However, the Management Committee have decided to maintain our room fully equipped for immediate use should the occasion arise.

The location of Council's First Aid Room has not been determined, newspaper reports simply refer to the facility as being the First Aid Room at Bondi Beach. A photograph of the front of the club house shows a ladder to the roof terrace in the south western corner of the building. The adjacent room is shown as being the first aid room on Ross and Rowe's plan and has a cross logo on the glass in the dating from the 1944-45 season.⁸⁷ The room could be accessed via a door to the arcade (subsequently converted into a window) and from within the hall. In 1943 the minutes report that the thefts of first aid material from the Ambulance room were costly to replace so the room was to remain locked at all times. Additional blankets were to be purchased for Bronze Instruction, so the Ambulance room could be kept locked. Throughout the 1930s and during the war years the club had problems with petty theft, medical supplies, liquor and light globes were stolen, as well as members property from their lockers.

2.8 ADDITIONS AND ALTERATIONS

The continuation of wartime restrictions on building materials until the early 1950s put paid to the proposals to extend the club house. The members had to make do with renovating the existing building. Minor alteration such as new doors were however undertaken. As the gear was stored at roof level the sunbaking terrace was used for gear preparation, a photograph of the life lines being tested and rewound in preparation for the 1947/1948 season appeared in the Sydney Morning Herald.⁸⁸

2.8.1 RENOVATIONS (1947)

Just after the war minor renovations were undertaken, including works by the interior designer Marion Hall Best. In December 1947 'ideas for curtains' were reported,

including the attractive nautical pattern designed by Mrs. Marion Hall Best for curtains which have been installed by the Bondi Surf Club. In red, to contrast with the yellow ochre walls, they are appropriately patterned in starfish...⁸⁹

These screen printed fabrics included designs by Sydney artists such as Douglas Annand and Thea Procter, with a new range released in 1946. A fire in the late 1940s at the Gilke's Camperdown factory where the fabrics were printed, destroyed the silk screens and original designs. A selection of these 1940s fabric designs were included in the recent exhibition on Marion Hall Best's work at the Museum of Sydney. As yet the starfish pattern has not been located and the club house curtains do not survive. This design may survive in the archive of Marion Hall Best designs held at Sydney Living Museums or in the design

87 Digital Masters BSLSC image 58

88 SMH 8 September 1947

89 SMH 11 December 1947. No mention in the online listing for the Marion Hall Best collection, Caroline Simpson Resource Centre, SLM however during the 1940s Marion Hall Best collaborated with Douglas Annand in the design of fabrics including Sea Maidens, designed in 1945

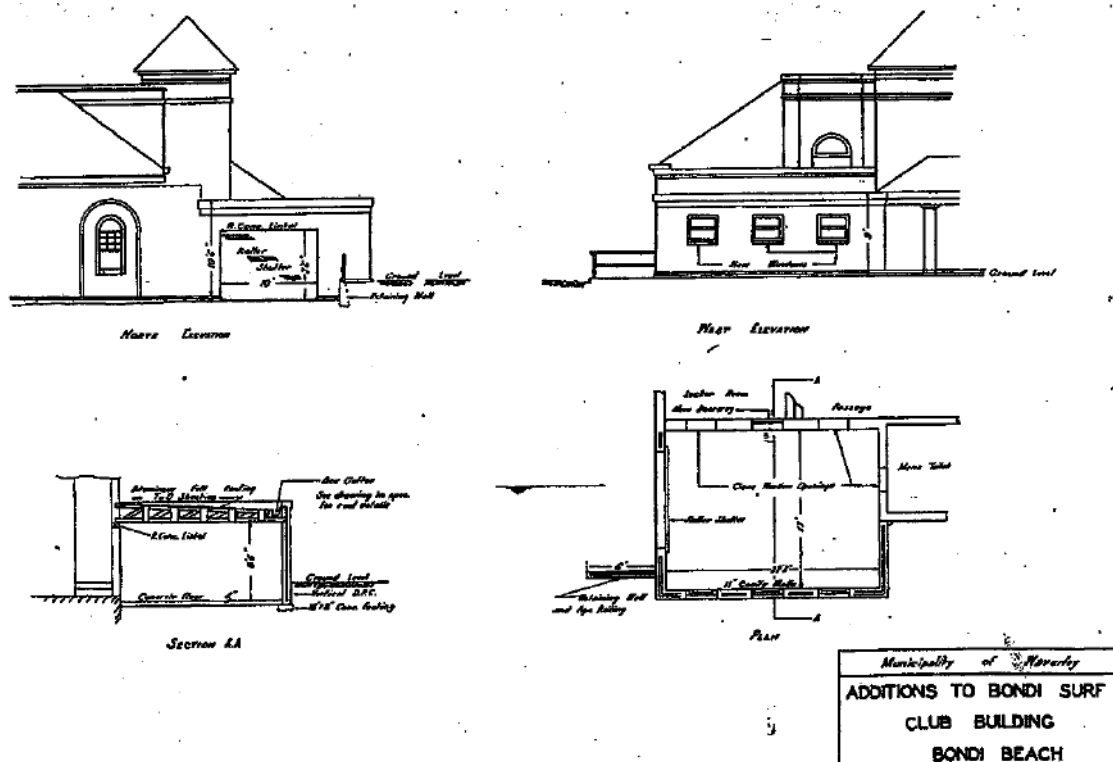


Figure 2.31: The gear room addition. Source: Waverley Council Engineers Drawings 0002269-01

registrations submitted by Hall Best in the 1940s as part of her Marion Best Fabrics range.⁹⁰

As yet no photographs have been located showing the interiors of the club house accurately dated to the late 1940s. There are external views of this era, with the arcade in the background. These show the windows and doors in the same configuration as in the 1930s. Timber benches (referred to as verandah seats in the minutes) were within the arcade and there were canvas blinds which could be rolled up and secured. Three timber seats for the verandah were purchased in late 1937, as were additional seats for the patrol's area.⁹¹ Undated photographs of the main hall show gym gear and surf reels stored on the dais.

2.8.2 THE GEAR ROOM (1951)

In 1951 a gear room was added to the surf club premises, the drawings for which are still held by Waverley Council (figure 2.31). This single storey addition is shown to have been proposed to be constructed adjacent to the men's toilet at the rear of the building. No photographs of the rear of the building have been located from this date however the room can be seen on later aerial photographs. In the initial scheme, gear was stored in a small room on the roof which was accessed from the sunbaking terrace. The location to the rear at ground level was much more convenient. Minor alterations were also made. One of the two sketches for the proposed new squash court prepared by the architect Kevin Rice in 1960 shows the extent of the gear room. At some point before between 1953 and 1956 the front door was altered from glass french doors to panelled doors. In 1954 improvements were made to the showers, the annual report noting that 'work on the existing shower room was completed and we now have three hot showers and one cold'.⁹²

⁹⁰ <https://sydneylivingmuseums.com.au/stories/marion-best-fabrics-artist-designed-textiles>

⁹¹ BSLSC Minutes Nov and Dec 1937

⁹² 1954 AR

The events held by the surf club ranged from regular dances held at the club to special events staged in larger venues. The souvenir program for events such as the 1952 Boxing Day 'Surfistication' and the 1955 Surf Club Ball are in Council's Collection. The life savers were dismissive of showier dance styles and behaviour particularly the invasion of Bodgies and Widgies in the early 1950s, complaining that the Bodgies and their female companions, known as Widgies, were given to performing suggestive dances and kissing in public on the lawns beside Bondi Beach.

The surf club held its jubilee in 1956, reflecting the belief held by a number of members that the club had been formed in 1906, a belief which tallies with the paperwork held at Waverley Council (now in the Local Studies Collection). Photographs of the initial tent and current photographs of the 1934 club house were published, with the caption, 'Bondi-club house fifty years later'. This image is widely believed to have been taken in 1934 but is not dated in the 1956 publication. It shows the roof after the war damage had been repaired. Other views of this era show the building to largely be unchanged externally except for the gear room to the rear. Allan Scott recalls the layout of the club premises when he joined in 1957.⁹³ The hall still had a stage and the walls were lined with honour boards with the names of committee members, most of which are now in storage. Souter's murals were still in place.

The hall was used for Bronze Medallion and fitness training. Brass plates were set into the floor for the shuttlecock nets and boxing. On the eastern side of the club house was the larger of the two locker rooms, the caretaker's room (for the pensioner who lived in) and a room divided into two by a screen and utilised by the Captain in one half and the Secretary in the other. When meetings were held the divider was folded back, as can be seen in figure 2.33.

The roof terrace, which was used for member's functions such as the Christmas drinks was still covered in bitumen, as was the skylight roof. The shower on the roof only had cold water. The men's toilets were located to the rear of the stair to the roof (as they had been in 1934). There was not enough space in the club for board storage, so member's boards were stored in the pedestrian tunnels, as were the surf craft.

2.8.3 THE 1960s

The annual report for 1962-63 noted that:

The club house and gear has been maintained in excellent condition throughout the year...In the club house, the major improvement carried out was the alterations to the Shower Room. The terrazzo partitions between the showers were removed and were re-tiled with first quality tiles. The walls above the tiles were cement rendered and painted. A new hand basin and a stainless steel bubbler were installed and the piping layout to the showers was re-arranged to give two efficient hot showers, with provision for a future second heater to be installed to serve the remaining two showers. The expenditure of 405 pounds /3/2 on the Shower Room is amply rewarded by its pleasing appearance and the excellent showers...A new typewriter

⁹³ Interview with Alan Scott, 8 March 2016



Figure 2.32: View of the club house showing the roof as finally repaired after the war damage. Dated on the source image as 1960s. Source: petebowes.com/2016/04/06/a-bondi-slideshow/

and a filing cabinet were added to the office equipment and strip heaters were installed in the Hon[orary] Resident Members Room.

The following year (1963-64) it was reported in the Annual Report that:

The club house and gear has been maintained in excellent condition throughout the year... Repairs were made during the season to the Member's Recreation Room. We found it necessary to install a new partition, and later in the season the room was repainted and vinyl tiles laid on the floor. The furniture was replaced and in all the room is a big improvement on what is was previously. At present negotiations are being made with the Australian Gaslight Company to have an additional heater installed in the Shower Room. The present heater only supplies hot water to two showers, this being its maximum capacity. The mains service is not large enough to carry the amount of gas required to supply two heaters, and we are making enquiries to have this service re-laid giving us a larger service.

The member's recreation room is not identified on any contemporary plans however Allan Scott remembers that when he joined the club in 1957 the room adjacent to the stage was mostly used by members for playing card games when it was raining. This room was a multipurpose room since construction, doubling as the Ladies during mixed social functions in the adjacent hall. Scott also recalls that the stage had not yet been infilled and was used by dance bands.

In 1964-65 the Annual Report stated that:

Once again this year it is pleasing to report that the Club House and gear has been maintained in excellent condition... A Building Committee was formed, to report regularly to the



Figure 2.33: Presentation in the Committee room. This view was taken prior to the fire of 1973/74. Source: Digital Masters BSLSC 102

Management Committee on the condition of the Club House and gear. At the time of writing, this Committee was looking into the possibility of extending the Club House, and thus making it more attractive and providing more amenities for the Members.

In 1965-66 the Annual Report stated that:

The general condition of the Club House has been maintained, though it is difficult to agree with previous reports, in describing the condition as excellent. All three front doors were replaced and numerous repairs have been carried out or are planned at the time of writing. Our roof is in urgent need of repairs as flooded floors on several occasions indicate and no doubt the new committee will commence negotiations with Waverley Council as soon as possible.

By the mid 1960s there was an additional focus to winter training, now described as 'Winter recreation' including shuttle tennis, boxing, wrestling and beach football. More serious sporting activities were Rugby Union and Calisthenics. There were now two 'Get Healthy' groups. Both surf clubs, Bondi and North Bondi participated in the Get Healthy program. The hall was used for Calisthenics (exercise classes) (figure 2.38).

2.8.4 THE STOMP

One particular dance craze, the Stomp arrived from America in 1963 and soon there were locally produced songs, with local titles, including Bondi Stomp and the Maroubra Stomp. The BSLSC was one of the venues where the Stomp was regularly performed. Waverley Council banned the performance of the dance in the Pavilion as it believed that the dance had the potential to damage the floor structure.

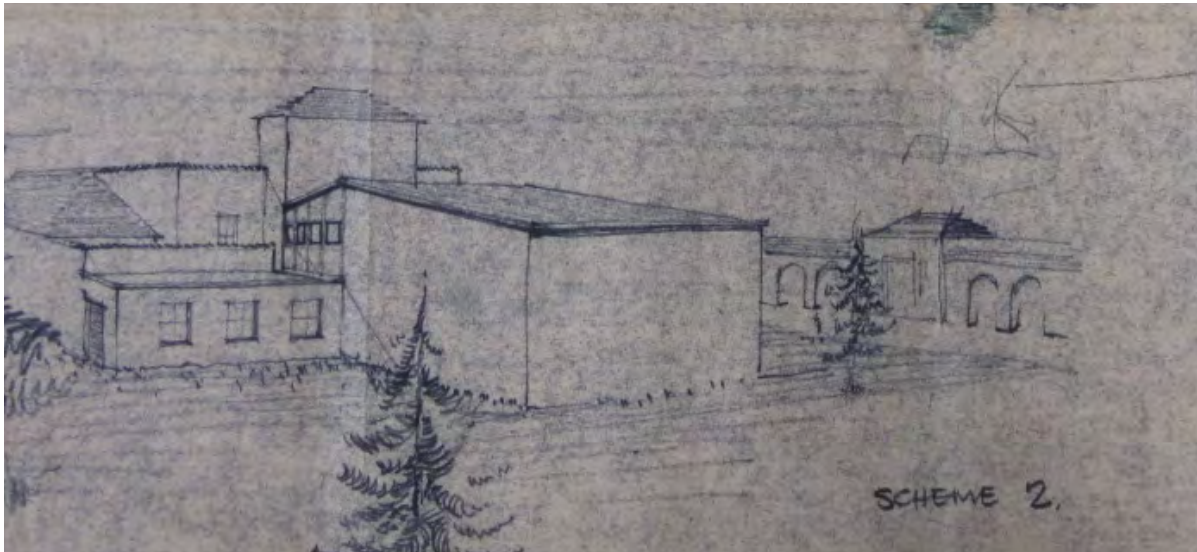


Figure 2.34: Proposed Squash Court addition by Kevin Rice. Source: Waverley Council Local Studies - Plan Cabinet 998

Allan Scott recalls that the regular dances continued at the surf club during the 1960s. Larger balls were held elsewhere however club presentation dinners were held in the main hall amidst the trophies and honour board. Trestle tables were set up. Photographs survive showing the similar central hall in the now demolished North Bondi club set up for a dinner. There was a hierarchy of social events, cabarets were dances where grog was permitted. Sunday night dances were held however alcohol was not allowed. The male only presentation dinners and smokos continued until women members were admitted. Smokos evolved into 'Prawn Nights' but were still held on the terrace.

During the 1960s and early 1970s a series of schemes for additions to the club were drawn up. The first proposal was by architect Kevin Rice in 1960 however this did not proceed. Rice drew up two variations for the addition of a squash court to the rear, adjacent to the 1951 gear room extension (figure 2.34). This scheme would have extended the foot print of the building and an application was made to the Lands Department. By the mid 1960s the club was planning to add an additional storey to the building. The next scheme, prepared in 1966, was also by Rice, who was now working for the architectural firm set up by H P Oser, Oser, Fomberteaux and Associates. These schemes were abandoned as engineering advice resulted in the proposal having to be altered to take the existing structure into consideration. The club decided to demolish the existing club house however the scheme prepared by Kevin Rice was estimated to cost \$100,000, three times the cost of additions. Although approval had been obtained from the Lands Department in 1967 to extend the premises into the park at the rear, this work was not undertaken until the 1970s. Kevin Rice had been undertaking this work on an honorary basis.

2.8.5 THE 1970s EXTENSIONS

In the early 1970s the surf club decided to commission a design build company however the available funds from the club, which were topped up by Council, were not sufficient to build the large scheme that the club proposed. Council records include a scheme prepared by Paynter and Dixon in 1970 and further schemes in 1973-74. The 1971 aerial shows a white structure between the Surf Club and the



Figure 2.35: The fire-damaged club house forms a backdrop to members and inspectors checking the surf. Note the broken windows in the office area and the damaged section of roof above. Source: BSLSC AR 1973-74

Pavilion which may be an marquee or some other form of temporary structure. No records associated with this structure have been located. Building costs continued to rise, with the cost of a new building now considerably more than it had been in the 1960s. In 1973 Stephen Klein and Associates prepared a scheme for the addition of a squash court in a similar location to that first proposed by Kevin Rice in 1960. Approval to extend the club into the park had to be obtained once again from the Lands Department and permission was finally received in March 1974.

The Ministry of Lands approved the grant of additional land for the use of the club as amenities in the form of a squash court, bunk room and gear store⁹⁴.

The 1973-74 Annual Report also contains a series of images of a fire that destroyed the 'tool room' on the roof (figures 2.35):

An addition to the agreed reconstruction is the "Radio & Observation Room" to be situated across the front of the club 35 ft by 12 ft in place of the burnt-out tool room. This room will command an uninterrupted view of the beach and the patrol will be in direct contact will all facilities needed to carry out efficient duties. We need to raise an additional \$6,000 to complete the facility.

The mid 1970s works were undertaken by the builders Paynter and Dixon. Unlike the previous proposals, Paynter and Dixon proposed extensive alterations to the front of the club which would have diminished the size of the hall. The drawings for this proposal are held by Council however part of the planned works were undertaken, the alterations to the main facade did not go ahead. The radio room was



Figure 2.36: View showing the progress of the rear additions, 1974. Source: 1973-74 BSBLSC AR



Figure 2.37: View of club following the addition of the radio room in 1975. Note that the roof has been replaced and the eaves and sash detail to the side elevation altered. Source: Digital Masters BSBLSC 511



Figure 2.38: Squash court viewed from the Gallery. Source: Digital Masters BSBLSC. 324



Figure 2.39: The new locker room. Source: Digital Masters BSBLSC 321

accessed from the roof top terrace and additional windows were also added to this elevation. No plans have been located to show the layout or the equipment contained in the Radio Room. Around the same time alterations were made to the roof terrace, adding a bar and reducing the size of the sunbaking area. The exact date of the work has not been determined.

The Paynter and Dixon drawings also show substantial internal alterations, more substantial accommodation for a caretaker, with the committee room converted into a living room and bedroom. The office was moved to the north, with one room for the Secretary and Treasurer and another for the Captain. New doors were to be installed from the hall into these rooms. The remainder of the former locker room was to become a board store and the wall between the original section of the club house and the 1951 gear room addition was to be removed. This area was now being used as a boat shed.

The rear clerestorey windows to the hall were bricked up however their outline can still be seen. This alteration reduced the amount of daylighting in the main hall. The men's toilets and stairs up to the roof remained as they had been, however an additional stair (now removed) was added in the north west corner of the hall. This stair led to the VIP room (now removed). The surviving floor plans do not tally, as this stair is not shown on the first floor plan, the VIP Room and the spectator's gallery to the squash court are shown as being accessed from the existing stair. Allan Scott remembers that the timber stair was built in the corner of the main hall to access the VIP room adjacent to the squash court.

A dedicated ladies' toilet was to be created and additional WCs and showers for men added. To provide privacy the heights of the windows facing the Pavilion were altered. The surviving plans make no mention of infilling the dais to extend the male changing rooms, and it is possible that this work had already occurred (however the stage was still there in 1957). There was no longer a room dedicated to first aid and the room was shown as kitchen on the plan, able to be accessed from the exterior and from within the hall. The corresponding door opposite was to be infilled and the adjacent window converted into a door to the caretaker's living room. Part of the verandah adjacent was to be infilled to create a broom cupboard. As the roof ladder is not shown, there must have been some other means of access from the Radio Room onto the observation deck. No detailed views of the completed rear of the building have been located to show the treatment of each elevation. A view that appeared in the 1973/74 Annual Report shows the arched motif had been continued.

Views survive of the locker room and board store (figure 2.37) and Squash Court (figure 2.36). The architectural vocabulary of arches was followed. The new west entrance was a pair of arched doors leading into a light court in which an existing window was retained (now altered). The gear store off the western entry has blind arches initially however a roller door has now been added into one of the arches. A new rear entry was added and a corridor separating the squash court from the boat shed. The building was closed during winter in 1974 and the 'resident member' or caretaker was temporarily accommodated in a caravan nearby. A fire damaged part of the building whilst the alterations were taking place. The new facilities were not completed until early 1975 and the club was now able to offer its members:

facilities never before possible. Surf Board Racks – to hold over 100 boards. Own 3' 6" locker, Spacious Gymnasium, Modern Showers and Toilets. Squash court⁹⁵

Allan Scott recalls that one of the North Bondi club members was a squash champion so a squash court was added to their building. The Bondi Surf Bathers Life Saving Club followed suit. Scott recalled that squash was very popular in the 1970s however the popularity of the sport with the lifesavers was short lived, and the area was turned over to board storage. Demographic changes in the Bondi area saw a reduction in new members applying to join and the club had to look further afield for patrol members and cadets. Scott recalls that a bunk room was set up to accommodate boys from the western suburbs who would stay over on Saturday nights. A bus collected the boys from Central Station (figure 2.39). This scheme only lasted a season or two. Sources vary as to where the youths were accommodated however plans show the 'Bunk Room' in the location of the current Caretakers Room.

A view of the main hall shows a women's fitness class in progress. This view was taken from the steps at the rear of the hall and it shows the doors along the eastern side, as well as the murals above so dates from after 1975. The floor of the hall was lined out as a 'shuttlecock tennis' or Badminton court. The arched fanlight and main entrance door can also be seen, as can the french doors on either side. Calls for women to be admitted as members were frequent during the 1970s, however it was not until the end

⁹⁵ Pamphlet held in the Local Studies Collection at Waverley Council



Figure 2.40: Exercise class in the main hall. Source: Digital Masters BSLSC 262

of the decade that women were finally admitted as members. The occasional use of the room beside the stage for women became permanent, to the dismay of some members. Having women in the patrol teams and in the radio room in particular meant that nude sunbathing on the roof was banned. Initially the integration did not work well, the women complaining that they felt like 'second class citizens'. It was not just handing over part of the club house that was an issue, some of the members also did not want to see women at their annual events such as the 'Christmas Cheer'.

2.8.6 FACILITIES FOR WOMEN MEMBERS 1985-90

The next round of alterations was largely undertaken to improve the accommodation for members, including additional facilities for women members. A permanent women's change room had been added in 1985 however the alterations carried out in 1989-90 saw the women's facilities extended and a new members lounge on the upper level, created by infilling of part of the sunbaking terrace. Toilets were erected in the northwest corner and the radio room was doubled in size, creating a room that could be used for club functions. A hipped roof was added and the style of the windows overlooking the beach was altered to arch headed windows thought to be more in keeping with the overall architectural style of the surf club and the adjacent surf pavilion. No plans of this phase have been located however from the photographs it appears that there was initially no connection between the function room and the front terrace over the arcade.



Figure 2.41: View showing the club room added in 1989-89 and the club bus [foreground]. Source: Digital Masters BSBLSC 102

A colour photograph in the surf club's collection shows that a different colour and style of roof tiles was used in the club room addition (figure 2.39). Other alterations were carried out at ground floor level. The women's changing facilities were extended into the area occupied by the former first aid room. The addition of the club room resulted in the removal of the roof lantern, the outline of which can still be seen in the main hall below. This further served to reduce the amount of daylighting in the hall, which is now only lit by the clerestorey windows to the southern (beach front) elevation. One of the windows on the eastern elevations was converted into a door. This door accessed the room shown as the Secretary/Treasurers room on the 1970s plans. A photograph of the main hall shows a series of rescue craft on display, as well as the Souter mural, trophy cabinets and honour boards. This view also shows that the windows flanking the door were once again glazed, with a series of horizontal divisions. Surf reels once stored on the dais in the hall are now stored in the boat shed rather than being on display for visitors. Attempts to set up a surf museum at Bondi Icebergs proved to be short lived.

2.8.7 FUNCTION ROOM AND BOAT SHED EXTENSION 2004-05

Substantial alterations to the club house were undertaken in 2005 including the addition of a second stair to the room on the roof, with its own external entry. In this scheme the last remnant of the sunbaking terrace was roofed in. These works, designed by Hoskin and Munro included:

not only refurbishment, but also some additions to the building within the curtilage of the site including a new boat shed, an education and training room on the ground floor and additions to the [members] lounge on the first floor.⁹⁶

96 Bawley p 309

Although Council approval had been received in February 2004, works were not to commence until after the 2004-05 season. The works were estimated to cost \$1.5 Million but in fact cost \$2.25 Million. Council provided approximately one third of the funding for the building works, with the balance provided by club members, sponsorship, grants and donors. These works saw the squash court subdivided into a board store with a gymnasium above. The timber staircase added in the previous works was removed. A side porch and stair to the first floor were added, as was a terrace to the rear that replaced the sunbaking terrace. The works were ready for the club to celebrate its centennial in early 2007. Subsequent minor alterations have been made to room uses since these works were undertaken.

725 photographs from the club's collection have been scanned and are now online, hosted by Digital Masters Australasia. This work was undertaken circa 2006 just prior to the centenary. In addition to the images on line, the club retains a set at high resolution. During the last phase of works the club's records and many of the trophies for events no longer held and honour and committee boards were moved into storage at Bondi Junction.

In early 2015 the Souter murals were installed as part of the permanent display in the Navy Gallery of the Australian Maritime Museum in Darling Harbour, having been carefully removed from the Surf Club some time previously.⁹⁷ Copies have recently been installed in the upstairs function room. The date of removal of the murals from the club house walls has not yet been confirmed and is likely to be contained in BSBLSC records.

The first floor function room was redecorated in 2016 in a nautical scheme by interior designer, Sibella Court. The rear terrace was paved and an outdoor bar installed in front of the storage shed.

2.8.8 THE TEMPORARY WORKS DEPOT

The open space behind the surf club is reputed to have been used in the 1980s as a plant nursery for the park but nothing is evident on the 1991 aerial photo. The yard is evident in the 2002 aerial and is understood to have been established prior to the 2000 Sydney Olympics when there was an increased need for maintenance and equipment storage. Plans prepared by the Olympic Co-ordination Authority held by Waverley Council show the area at the rear used for 'Technology' with a separate designated area for the Council to the south west of the Pavilion and the temporary Beach Volley ball courts. The temporary works depot consists of a series of shipping containers and portable offices connected by makeshift roofs and walkways and enclosed by a chain wire fence. Although classified as a temporary informal Council works yard, the site has continuously accommodated Council staff and equipment since the 2000s. The area is used as a base for beach and park maintenance and storage of plant and equipment such as mowers, trailers, tractors and sand rakes. By 2007 the yard had expanded to the east with some dark green painted shipping containers used for storage for the surf club outside the fenced area.

97 <https://www.facebook.com/anmmuseum/posts/10153262632388564> dated 28 April 2015, accessed 29 August 2017

WHEN CONSTRUCTION WORKS elsewhere in the park where underway in 2016/17 the fenced area was expanded to the adjacent path for storage of construction barriers and seating and tables that were being installed in the park. The fence has now been returned to its original location.

2.9 ASSOCIATED FIGURES

THE ASSOCIATIONS WITH significant people contributes to cultural significance. Those associated with BSBLSC are many, some mentioned in the preceding text. Biographies of some important associated figures follow to demonstrate the associations but there are many others.

2.9.1 PROMINENT CLUB MEMBERS

BSBLSC is associated with prominent figures from the life saving movement. Biographic details of some examples of these figures follow. This is not a definitive list and the details and achievements of members and others associated is an area for further research. The information about members is primarily from Brawley and the Club's 50th anniversary publication with other sources indicated in the text following.

W H Kelly (1877-1960) First President

The Member of Parliament, William Henry Kelly, served as the first president of the BSBLSC and remained in office until 1918. Born in Sydney, he was educated at Bathurst and Eton. Kelly retired from politics in 1919. He also acted as patron to the Coogee Surf Club. The ADB entry for Kelly notes:

'Willie was known for his physical courage and love of motor cars. William represented Wentworth in the House of Representatives as a Liberal (later Nationalist) in 1903-19. A perpetrator of practical jokes, he at first 'gained a reputation for levity and irresponsibility'. Nevertheless, despite his 'Eton drawl', his party found his 'skill in argument and mordant wit were of incalculable value in a party fight. In baiting a Minister or upsetting the composure of a dangerous opponent he was without equal in the House'. He spoke frequently on defence matters and in 1905 drew attention to German naval expansion; he constantly urged the necessity to contribute to the cost of Imperial naval defence.

Lyster (Lester) Charles Ormsby (1885-1941) First Captain

Lyster Ormsby was born at Erambie Station near Molong in 1885. By 1902 he worked in the Attorney General's Department in Sydney. He was also a keen wrestler, competing under the alias 'Slugger' and spent weekends with other amateur sportsmen at camps on Wally Weekes land at North Bondi. Ormsby was a founder member of BSBLSC and of the combined Life Saving Association. He is widely credited with having developed the surf reel, along with other club members. Ormsby served during World War I (as did his wife). He also served as Chief Instructor Royal Life Saving Society (as did Fullwood).⁹⁸

98 The Sun 15 Feb 1915

He served another term on the Surf Club executive - as president from 1921 to 1923. In a 1921 newspaper article on a foiled burglary at his Woollahra home Ormsby was described as 'an art connoisseur at Tyrrell's Ltd Booksellers' by day and an athlete by night, a 'big surf-bather, life-saver, amateur boxer, amateur wrestler, footballer and boxing referee'.⁹⁹ By 1926 he had opened rooms in Hunter Street and dealt in antiques, including wares from Asia. In 1928 he opened The Galleries in Pitt Street, showcasing Australian Art. In 1934 he was described as an art collector and critic. Prior to his death in 1941 aged 56, Ormsby had been living at Erambie, a substantial property in Pennant Hills

Major John Bond (c.1854-1927)

Bond migrated from the United Kingdom with his parents and grew up in South Australia and Victoria. He trained as a coach builder but after an accident in 1880 moved to NSW and joined a family joinery business at Parramatta. He was a member of military volunteer groups in Victoria and NSW. He worked for the railways for a time but joined the Army Medical Corps in 1888. From 1892 he was promoted to Sergeant Major, stationed at Victoria Barracks, moving to Waverley with his family in 1893 and joining Waverley Amateur Swimming Club. He served in the Boer War as instructor for the Ambulance Corps.

In 1894 a branch of the English Life Saving Society was formed with Bond as its drill instructor holding the first life saving class in NSW. Training was held at Bronte Baths and Bond's trained squad of volunteers later formed into a permanent group which became the Bronte Surf Life Saving Club. Bond was invited to an early meeting of the BSBLSC for advice about life saving training and became honorary instructor. Training began immediately. He became an office bearer at the BSBLSC and was instrumental in developing the life saving reel along with Ormsby and Flynn. He was made a life member of the club two years later. He also continued as an office bearer for the Bronte club from 1912 and had a long association with the St John Ambulance Brigade. For many years he was the proprietor of the Bronte Baths. He died in 1927 and is buried at Waverley cemetery.¹⁰⁰ His obituary noted that:

The recent death of Major John Bond at the age of 72 years, severed another link with the early military and civil history of the Commonwealth. Born in England, he came out to Australia with his parents when only three years of age, and spent the early part of his life in South Australia, where his father became a pioneer farmer. Coming to New South Wales some 40 years ago he entered the railway service. When the 1st Army Medical Corps was established several years later by Surgeon General Williams, he resigned from the railway department, and entered on his military career. One of the first members of the corps (his name was third on the original roll), Major Bond rapidly became a warrant officer, and left Australia with the first contingent for the South African war. He saw active service throughout the campaign, and when he returned to Australia was transferred to the A. and I. Staff of the Commonwealth Military Forces, with a captain's rank. He retired from the Defence Department with the rank of major. Since 1906 Major Bond was associated with the work of the St. John's Ambulance Brigade, and for the past 20 years acted as instructor and as examiner.¹⁰¹

⁹⁹ The Sun 20 August 1921

¹⁰⁰ Waverley Cemetery Archives, Brawley, Australian Genius 50 Great Ideas and The Australian Life Saver

¹⁰¹ SMH 28 Feb 1927

Percy H Flynn

Percy Flynn is the third person involved in the development of the life saving reel but less information was found about him. He is recorded as undertaking a surf rescue in 1907 (whilst fully dressed) and as being in Bond's life saving class at BSBLSC. He continued to be involved in rescues and a newspaper article states that Flynn suggested the reel while visiting Ormsby's residence with Bond.¹⁰² He was still at Bondi in 1923.

Syd Fullwood

Syd Fullwood was an original member and he served as Secretary and later Captain of the club. He was an Honorary Instructor for Maroubra in 1909 (Royal Life Saving Society awards). He was awarded the first Surf Bronze Medallion of the SLSC. He resigned from BSBLSC in 1911 as he could not dedicate enough time.¹⁰³ In 1913 a newspaper article said:

A presentation is to be made to Mr Syd Fullwood at the Bondi Surf-bathers' Club House this morning. It is in connection with his approaching marriage. Mr Fullwood has always been one of the 'big' men of the club, both in the administration of its affairs and in its active representation in sporting events. Moreover, he has always been as popular as he been popular in advancing its interest...¹⁰⁴

He commanded two teams for the Roth Challenge in 1915 and won medal for best instructor at State Lifesaving Championships and Chief Instructor Royal Life Saving Society and was in charge of arrangements for a carnival in 1921.¹⁰⁵ He was reported to still be in Bondi in 1929.¹⁰⁶

Eden P Love (?-1947)

Love was another founding member and was the second Captain of the BSBLSC and an Honorary Instructor for the Royal Life Savers. He had gone to the Boer War as a Lance Corporal in the 2nd NSW Mounted Rifles. He was mentioned in special remarks – for gallantry in the field, Sergeant E P Love. He married in 1909 and lived in Burwood. He was less involved with the surf club after his marriage. His son was Eden William Love, who was a Rugby player and vet. Eden died in Tasmania 1947.

Carew Dillon Cadden, First Secretary

Cadden was another founding member and the first secretary of the BSBLSC. In 1900 he had won events in swimming and diving at an Eastern Suburbs Schools Carnival. He was the first Australian to obtain the Royal Life Saving Society's Silver medal (Sun 15 Nov 1908). The records show he was Honorary Instructor at Bondi Superior Public School 1909, an Inspector for the State Wheat Board 1918. He was living in Roseville in 1918 when his son was born. He was playing golf for Roseville Club in 1936 and must have died soon after as he was noted as 'the late C D Cadden' on the death of [his wife?] Helen Hannah Cadden in 1938. His son was living in Manly in 1945.

¹⁰² Arrow 23 Feb 1923

¹⁰³ Sun 19 Jan 1911

¹⁰⁴ SundayTimes 16 Nov 1913

¹⁰⁵ Sun 15 Feb 1915, Arrow 15 Feb 1921

¹⁰⁶ The Truth 08 Dec 1929

H D (Hayden or Haden) Spyer (1872-1967)

Spyer was born in London where he grew up and trained as a watchmaker, migrating to Sydney in 1893. Initially unable to find work he survived on the gold fields by repairing clocks and doing odd jobs. He joined the police force in Sydney in 1893 working the beat in Darlinghurst. He was a Presbyterian and an active Freemason (initiated 1895) and was tall with a moustache. He enlisted in the NSW Medical Corps in 1900 and served in the Transvaal during the Boer War where he contracted malaria and was invalided to Australia. Visiting London in 1901 he met and married, returning with his wife to Sydney and his police position. In 1903 he became a constable and played in the police band. He was an advocate of lifesaving and resuscitation techniques and was chief instructor of the RLSS in 1909-10 and at BSBLSC from 1911-15. He had joined the club as a result of his friendship with founding member Bond who was also an instructor and served in the Boer War. Spyer coached the BSBLSC winning team for the Roth Shield in the 1912-13 season and his photo with the team and the shield shows him in formal (police?) dress with a cap and badge.

He was promoted senior constable and placed in charge of prosecutions at the Water Police Court in 1910, becoming sergeant in 1915 and inspector 1st class in 1921. He became a senior police prosecutor. He served from 1924 on the new Police Appeal Board and handled several confidential inquiries and oversaw the establishment of a wireless room at headquarters. Despite the incumbent's recommendation, he did not become commissioner and was suddenly moved to Bathurst in 1929. He retired in 1932 to his Bronte home, and died in 1967.¹⁰⁷

W J (Bill) Bennett (1874-1956)

Bill Bennett was a Queenslander who moved to Sydney in 1908 as manager of the South Australian Land Credit Company and a member of the Sydney stock exchange. As a young man in Queensland he was a skilled athlete - a boxing champion, rower and rugby player. He became a member of the BSBLSC and in 1911 was elected Vice President while continuing to undertake beach patrols. He served two terms as President from 1918 to 1920 and from 1926 to 1945. He had been elected a life member in 1935 and became a patron in 1950. He was known for introducing many prominent men to the club and just before World War 2 a surf boat was named after him. He died in 1956 and his ashes were scattered in the bay by the senior boat crew.

David Henry Souter (1862-1935)

Souter was an illustrator, writer and playwright who was born in 1862 in Aberdeen, Scotland. He was living at Boronia, Birrell Street, Bondi in 1901. He was a surf club member and served as President in 1920-21. He painted the murals formerly in the surf club and now in the Australian Maritime Museum. As an artist he had entered design competition for the Federal Seal, drew the Sun Horses and is famous for his drawings of cats which appeared on Royal Doulton China. He may have designed the club logo. Souter died suddenly in 1935 aged 73 when the following was published:

¹⁰⁷ ADB entry for H D Spyer

Mr. Souter was 73 years old. Born in Aberdeen, Scotland, he studied there at the local branch of the South Kensington School, and presently joined the staff of the periodical, "Bon Accord." In 1881, he went to South Africa. He remained there for five years; and then, at the age of 23, came on to Sydney. He began work here under the auspices of John Sands. During the 12 years in which he held that position, he did cartoons for the "Tribune." Then (in 1892) he began the series of drawings for the "Bulletin" which brought him his greatest measure of fame. These drawings included amongst their subjects the celebrated "Souter cat." From the office of John Sands, Mr. Souter transferred to that of William Brooks and Company. He illustrated the first set of school books which Brooks issued, and illustrated the works of several Australian writers. In 1904, he became art editor of "Art and Architecture," and acted in this capacity for seven years. Latterly, he had been on the editorial staff of "Country, Life." Mr. Souter had many friends among the artists; for his personality was frank and genial. In the early days, he was one of the founders of the Brush Club, an organisation which counted Sydney Long, A. Dattilo-Rubbo, and many other well-known artists among its members. He exhibited with the Royal Art Society when the Society of Artists was formed, he was amongst its founders, and for a period of a few weeks, in succession to Mr. Long, he became its president. Then the two societies amalgamated. Apart from his pictures, Mr. Souter attracted some notice as an author of short stories and verse. His volume, "Bush Bubs", has been published by the Endeavour Press; and amateur organisations have produced several plays by him.¹⁰⁸

Tom Farranridge (?-1938)

Tom was the Honorary Medical officer of the surf club. His early education was at Sydney High School and he studied medicine at the University of Sydney and was a University medallist. After serving with No. 4 Australian General Hospital, Randwick, he joined A.I.F. on the 20th April, 1918. He sailed on the 9th November, and was at A.I.F. Headquarters, Cairo. Was later R.M.O. 8th for the Australian Light Horse (ALH) Regiment in Syria then with the 11th in Palestine and with the 1st A.L.H. Field Ambulance in Egypt. As a doctor he was Honorary Surgeon at the Royal Hospital for Women, a Macquarie Street specialist, a tutor in Surgery at Sydney University and a Assistant Surgeon at RPAH. He was known for his assistance to members during the Great Depression. He died 1938 and the Dr Tom Farranridge Memorial Trophy is awarded for the A-grade surf race.

TW (Tom) Meagher

Tom joined the club in 1922 (34 years ago, written in 1956). He was Vice Captain and served five years as Captain from 1928 to 1932 and was club president from 1951 to 1964. He was a swimmer in titles joining the Amateur Swimming Club in 1918. He won belt swimming records and represented NSW at Water Polo. Tom became a beach inspector in 1938 and was involved in the Black Sunday rescue. He competed in inter club competitions for Bondi in 1926 and was in the team who won surf premiership in 1926 and between 1922 and 1938 competed in Australian R & R championships and belt races. He swam in titles for 18 years and was chief beach inspector during the Black Sunday rescues. He was awarded a

¹⁰⁸ SMH 24 Nov 1935

Royal Humane Society Bronze medal for a rescue at Mackenzies Point in 1939 and another at Bondi in 1941. He was involved in Life Saving in the Army, was awarded the Coronation Medal, became a Life Member Surf Life Saving Association and was awarded an OBE.¹⁰⁹

H B (Tibby) Fletcher

Fletcher was a swimmer and sportsman, prominent in the Bondi Swimming Club but also participated in roller skating, cycling, lacrosse and wrestling. He joined the surf club in 1912 and was in the 1914-15 champion R & R team and remained in the team until 1928 leading it to 4 other premierships. He was an instructor and held many administrative positions including Captain from 1920 to 1928. He also held positions with the SLSA and was involved in many rescues.¹¹⁰

Bill Craven

Bill Craven was a prominent instructor in the club from as early as 1924 and in SLSA and was involved in an instructional tour of the south coast of NSW resulting in the formation of South Coast clubs. He had died by 1956 when the 50 years anniversary publication records that there was an annual competition for a shield commemorating him.¹¹¹

W A (Big Bill) (Tiny) Douglas

Bill joined North Bondi in 1911 and transferred to BSBLSC in 1914. He served overseas in the First Infantry Battalion. He was made a life member in 1928. He was Vice Captain from 1922 to 1927 and Captain from 1933 to 1927. He was Chief Instructor for several seasons and in the R & R team from 1914 to 1925 (except for his war service). He was a member of the swimming club and a brilliant rugby union player representing NSW against the All Blacks.¹¹²

Vic (Tiny) Besomo

Vic Besomo of the Bondi club in Sydney was a member of the first Australian water polo team in 1938. Besomo was a large and very powerful man with an amazing turn of speed and a very accurate shot. He played in the New South Wales teams in 1931, 1932, 1934(c), 1937, 1938 and 1940. He was also an excellent swimmer capturing the NSW ASA Championship for 220 yards freestyle in 1931, and was a successful surf lifesaver with the Bondi Surf Bathing Life Saving Club where he recorded a string of victories in state and national championship.¹¹³

Stan McDonald and son Basil McDonald

Stan and son Basil were well known and considered a Bondi institution. Stan was born in New Zealand and emigrated to South Australia where he was known as a boxer. He moved with his family to Sydney and became assistant beach inspector for Council in about 1915. Stan was beach inspector and club member and was involved with a rescue after a shark attack in 1928 and another in 1929. He was

¹⁰⁹ SMH 11 Jan 1945

¹¹⁰ History of Bondi Surf Bathing Life Saving Club, 1906-1956

¹¹¹ History of Bondi Surf Bathing Life Saving Club, 1906-1956

¹¹² History of Bondi Surf Bathing Life Saving Club, 1906-1956

¹¹³ Water Polo Australia website

awarded a silver medal of the Royal Humane Society and a merit award of the SLSA. He was employed as a professional life saver by 1921 (for eight years) and was recorded as living in the club in 1921. He is mentioned as a famous chief beach inspector in 1935 and as having had 20 years experience in doing so. On retirement he developed a concession operating from the end of the groyne near the club hiring 'surf-o-planes', beach chairs and mutton oil tan spray. The tunnel became known as McDonald's tunnel and the concession was taken over by his son Basil.

Basil McDonald was a strong swimmer, a member of several Bondi beach clubs and a long standing member of BSBLSC and patron from 1970 to 1986. He was awarded an OAM in 1977. The 75th Stan and Basil McDonald relay, hosted alternately by the Bondi and North Bondi Clubs, was run in 2017. Publicity for the relay contained the following:

The 1942/43 surf season marked the inaugural running of the Stan McDonald Relay, a twenty person-a-side surf relay between Bondi and North Bondi surf clubs. The race is now in its seventy-fifth consecutive year and is one of Australian sports most revered rivalries. It was in the 1942/43 surf season that Stan McDonald, head lifeguard on Bondi Beach and also commonly regarded as 'The King of Bondi,' initiated the relay between the two clubs in an attempt to enhance camaraderie between North and South. Stan was a member of both clubs and devoted 47 years of his life to the service of visitors to Bondi Beach.

In 1933, Stan retired as a beach inspector and began the family business. Mac's Beach Hire provided deck chairs, umbrellas, surfplanes, surf boards, and oil spraying to swimmers and sunbathers. Stan McDonald passed away in 1959 at age 77. Stan's son Basil took over the family business. Basil McDonald soon became known as 'Mr Bondi' and was a legend in his own right.

Basil joined Bondi Surf Bathers' Life Saving Club at age fifteen and would eventually become a President, Patron and Life member. He was also a life member of the Bondi Amateur Men's Swimming Club, The Union of Old Swimmers, Bondi Icebergs Club, and the Bondi Junior S.L.S.C of which he was founding President. The Sydney Morning Herald also noted Basil as one of the "men who have been mentioned officially for acts of bravery in risking their lives in raging surf to save drowning people" on the infamous Black Sunday in 1938 where five people drowned. In the 1986/87 season, upon Basil's passing, The Great Race was renamed the Stan and Basil McDonald Memorial Relay.

John (Jack) F Cox

Preliminary paragraph only to be verified and added to (from memorial board in hall). Confusingly there is another John Frank Cox, property developer and solicitor, who was involved with the club 1907-11. John F Cox is memorialised in the BSBLSC on a memorial board. The timber board was donated to the club by his parents after his death. Cox became a member in 1926 competing in events such as the Australian Surf Teams Championship 1930-31 and the Australian Premier R & R team 1935-37 and was a member of the club R & R team from 1932-39. He served the club as Honorary Registrar 1931-33,

Honorary Secretary 1933-37 and Vice President 1937-41. He was a regular carnival director for SLSA championships. He enlisted in the AIF (8th Division) in 1940. He was taken prisoner of war in February 1942 with the fall of Singapore and was one of seven club members who were prisoners of the Japanese. He was sent to work on the Thai Burma railway and died as a prisoner of war in November 1943.

2.9.2 THE DESIGNERS

Oakley & Midelton

William Alexander Oakley & his stepson Thomas Brunel Midelton (sometimes spelt Midleton) entered into partnership around 1909. The pair resided in Penkivil Street, Bondi. The firm of Oakley and Midelton undertook numerous residential commissions in the Eastern suburbs, including villas in Bellevue Hill, houses on Bondi Beach (not identified) and cottages in Waverley and Bondi. The firm also undertook commercial projects, designing shops in Bondi and fruit stores near the city markets. Midelton served as an Engineer and was awarded a medal for his 'efficient work at the front'¹¹⁴. He also served as an Alderman and played a role in ensuring improvements to the area received official attention, including the proposed marine drive. Their works within the study area include Surf Sheds (1910), reduced scheme, Castle Pavilion (1911), BSLSC Club House 1916 (Second Club House) and the Marine Drive Proposal (Midelton, 1929). The full extent of the design work of the partnership of Oakley and Midelton has not been determined and there are likely to be more Waverley examples.

Harry Ruskin Rowe, Honorary Architect

Harry Ruskin Rowe succeeded T B Midelton as the honorary architect for the Bondi Surf Bathers Life Saving Club and he was given the commission to design a new club house. Ruskin Rowe, the son of the architect Thomas Rowe, had trained with his late father's firm however once he had finished his qualifications he did not remain with the firm. This may have been as he was sent to country towns to supervise the erection of stores designed by Spain and Cosh who now ran his father's firm. From around 1907-1910 he worked in the Government Architect's Office gaining experience designing public buildings. Ruskin Rowe was clearly a talented architect, he was the youngest architect to be accepted an associate of the Institute of Architects. By 1912 Ruskin Rowe was in partnership with the architect and engineer Herbert E Ross. Widely referred to as simply Ross and Rowe, the partnership was actually known as H E Ross & Rowe when the new surf club house was designed.

In addition to the club house at Bondi Beach, Ruskin Rowe designed a number of buildings at Avalon on the Northern Beaches and was a member of the [Avalon] surf club. Rowe was related by marriage to A J Small who subdivided the area. Although he is more widely known for his involvement in the subdivision and design of buildings at Avalon, Rowe and his wife (formerly Vera Connell) lived in the Eastern Suburbs for many years hence his involvement with buildings in the Waverley municipality. During the Depression Mr and Mrs Ruskin Rowe lived on a pastoral property in country NSW.

¹¹⁴ The Sun 31 December 1919

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3.0 PHASES OF DEVELOPMENT

3.1 IDENTIFICATION OF THE PHASES OF DEVELOPMENT

Analysis of the phases of historical development of a place is a tool for understanding the historical development and identifying heritage values and items. The analysis is based on research into the historical records and in particular historical plans and photographs. The following phases of development have been identified for the BSBLSC:

Historical Development	Date Range	Summary of Phase	Building/Activity around Building
PHASE I		VISITING BONDI BEACH	
Visiting Bondi Beach Beach Improvements	by 1900	Tram to beach brings more users. Temporary uses on Public Holidays and special trams Southern slopes known as 'The Reserve'	Waverley Council - Minor works Concessions Pool Expansion - Bondi Baths Temporary structures – Public Holidays, eg refreshment booths Transport / infrastructure Tram extension and loop
Permanent Facilities	by 1910	Permanent facilities for bathers, clubs, refreshments Adjacent facilities for tourists – Balconies Tea Rooms Bathing restrictions relaxed (but not swimwear regulations) Protests over regulation of beach use Mixed bathing Birth of the life saving movement	Municipal improvements Dressing sheds Refreshment kiosk Concessions / leases Skating Rink and adjacent American merry go round/ razzle dazzle Taming the Bondi Sandhills
BSBLSC		Formation of Bondi Surf Bathers Life Saving Club. Smoke Concerts and other events	Tent The first permanent club house (1907)

Historical Development	Date Range	Summary of Phase	Building/Activity around Building
PHASE 2		THE FIRST BONDI BEACH IMPROVEMENT SCHEME	
First Bondi Beach Improvement Scheme	by 1920	Planned improvement to include buildings and civil engineering works. Extending roads in the vicinity – sandhills deviation. Extended tram line. Guesthouses erected overlooking beach at each end. Walk up flats in neighbouring streets. Weekend camps. War re-enactments and fund raising for widows	Waverley Council Castle pavilion / dressing sheds Conveniences Bandstands Shelter sheds on lawn and paths Public works Promenade / sea wall / railway to carry stone Campbell Parade formed Concessions and leases Cable stations and associated bandstand
BSBLSC Shooting the Breakers		The need for additional club facilities	Larger surf club and other club houses Relocating the club house A more substantial club house (1916) The honour board and murals
PHASE 3		THE SECOND BONDI BEACH IMPROVEMENT SCHEME	
Second Bondi Beach Improvement Scheme (The Bondi Beach Beautification Scheme from 1922)	by 1930	Larger scale planned improvement to include buildings and civil engineering works Buildings in vicinity include dance halls/night clubs/ refreshments rooms/hotel/cabaret – first 'nightclub' More flats in surrounding streets Introduction of town planning Tourist attraction – shore visits by American cruise liners	Municipal works Surf pavilion and tunnels Groynes Marine Drive above promenade Children's playground and fitness equipment Concessions Pools extended and additional pool created Transport / infrastructure Low level sewerage pumping station
BSBLSC Annual balls and surf club dances		Renovating the club house	Training and gear The ambulance room

Historical Development	Date Range	Summary of Phase	Building/Activity around Building
PHASE 4		CONTINUING THE IMPROVEMENT SCHEME	
Continuing the Beautification Scheme	by 1940	Military reserves become parks New buildings to conform with the Beautification Scheme Extend tram to North Bondi, widen Campbell Pde for Tram Waterfront houses replaced by apartment blocks – Ramsgate Ave. Continued arguments over regulation swimwear, Bondi sets standards Newsreels and travelogues Beach acrobatics (beachobatics)	Municipal works Depression works – coastal walkway Shacks removed New club houses – surf clubs, Icebergs Transport / infrastructure Notts Avenue formed
BSBLSC The Reunion Smoko		The New Club House (1934)	Funding the new club house Films and newsreels of Bondi Beach Using the club house The sunbaking terrace
PHASE 5		THE WAR YEARS AND BEYOND	
The War Years Post War	by 1970	Improvements for beach users Additional reserves and playgrounds. Infrastructure upgrades	Municipal works Demolition of Beach Court and creation of Biddigal Reserve Marks Park facilities: playground and playing field Additional conveniences Larger shelter sheds in park First aid Concessions Fishermens club and slipway Additional baths (Lions club pool) Extend club houses Transport / infrastructure Stormwater improvements Undersea cable upgrades Art Mermaid sculptures
BSBLSC Jitterbugging and other American fads The 1960s The stomp		Additions and Alterations	Comfort for members The first aid room Renovations (1947) The gear room (1951) The 1974 extensions (following the fire)

Historical Development	Date Range	Summary of Phase	Building/Activity around Building
PHASE 6		COMMUNITY USES	
Community Uses	by 1985	Infrastructure upgrades continue Facilities and reserves upgraded by council and renamed Major storm in 1974 Beginning of 'Backpacker' tourism	Municipal works Theatre in pavilion Life saving tower Additional amenities blocks Concessions / leases Additional sports facilities added to clubs
PHASE 7		REVIVAL	
Revival	by 2016	Bicentenary Annual events such as sculpture by the sea Initiatives by Council to bring people to the beach.	Municipal works New surf club house North Bondi Paving and paths Concessions / leases Icebergs redevelopment Art, permanent sculptures in Hunter Park, murals and sculptures in Bondi Park
<u>BSBLSC</u>		Additions and Alterations	Facilities for women members 1985-90 Temporary depot (2000 Olympics) First floor and side entrance BSBLSC and boat shed extensions 2004-05 New entrance and stairs, function room 2005

3.2 BASIS FOR THE PHASES OF DEVELOPMENT PLANS

The phases of development plans in this section have been produced by overlaying historic maps, plans, drawings and aerial photographs onto a 2014 aerial photograph of the Bondi Beach (provided by Waverley Council). This technique shows Bondi Beach as a whole in relation to the BSBLSC at earlier periods and locates each club building at different times. There may be some inconsistencies, for example due to the original plans being inaccurate, items not being built according to plans or the original linen plans distorting over time. A3 copies of the overlays are included in an appendix.

3.3 PHASES OF DEVELOPMENT PLANS (A3)

The phases of development plans following show the relevant part of the plans prepared for the Bondi Beach Cultural Landscape in each identified phase. On each plan items shown in red came into existence during that period, items shown in black existed prior to that period. Where an item was removed or demolished in a period it has been removed from the next plan, to show its relationship to new items during that same period. The following plans are all on the same base aerial photo, also used for the site identification plan. The scale of the area means it is not practical to show tree plantings and garden development on these plans.

The plans shown in this report have been reduced to fit into the report on an A3 page.

The area plans are followed by floor plans of the current BSBLSC building. The colours indicate the period of the additions. Following the coloured plans are the same plans with notes indicating in more detail changes to the building over time. The base drawing was provided by Tonkin Zulaikha Greer, architects for the additions proposed in 2016 amended by the authors of this report. These drawings are not accurate measured drawings and some details are not correctly drawn however they serve to locate the elements such as windows.

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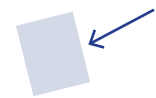
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Figure 3.1: Phase I - Visiting Bondi Beach
showing development by 1910
Location for first BSBLSC and tent on beach.
Source: Jean Rice Architect

- 1855 Foreshore strip reserved as Crown Land
- 1859 Waverley Council incorporated
- 1869 Temporary refreshment kiosk on the beach
- 1882 Resumption of land for public use
- 1884 Tram line by then extended to Bondi Beach
Bondi Baths commenced
- 1885 Bondi Park gazetted
- 1886 Smoke concert in Bondi
- 1889 Bondi Sewer Outfall built
- 1890s Demonstration of Life Saving Techniques at Bondi Baths
- 1899 Surf Shooting or Shooting the Breakers first reported
- 1906 Council installs life buoys and lifelines
- 1906 Bondi Surf Bathers Life Saving Club said to be formed
First use of life saving reel
Canvas tent serves as first club house
Council to extend male and female dressing sheds
- 1907 First BSBLSC House opened
- 1907 Skating Rink (destroyed by fire in 1911)
- 1910 Photo shows Kiosk and club adjacent

Note that the phase numbers relate to this CMP, in the overall CMP the phase numbering differs as the study relates to the earlier reserves.

The BSBLSC is highlighted transparent blue as below.
Note that this is not visible on later plans where the building is solid black on the plans.



The former locations of the BSBLSC are arrowed



PHASES OF DEVELOPMENT PLANS
BONDI BEACH



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Figure 3.2: Phase 2 -
The First Bondi Beach Improvement Scheme

Development by 1920

Location for first club house (black), first relocated (red x 2) next to Castle Pavilion and second BSBLSC (far right red).

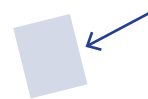
Note: First building indicated as extant in the same position at the beginning of decade, building moved for construction of sea wall and later from the western to eastern side of the Castle Pavilion. The second club house was built in 1917 replacing the first building.

Source: Jean Rice Architect

- | | |
|---------|--|
| 1911 | Timber club house built for the NBSLSC |
| | Bondi Sea Wall |
| | Bathing Pavilion erected |
| | New site for club house chosen, building relocated |
| 1912 | Band stand and cable house |
| | Cables |
| | Beach Improvements |
| 1916/17 | New BSBLSC club house |
| 1916 | Sea wall extended to the north |
| 1919 | New timber surf club house at North Bondi |

Note that the phase numbers relate to this CMP, in the overall CMP the phase numbering differs as the study relates to the earlier reserves.

The BSBLSC is highlighted transparent blue as below. Note that this is not visible on later plans where the building is solid black on the plans.



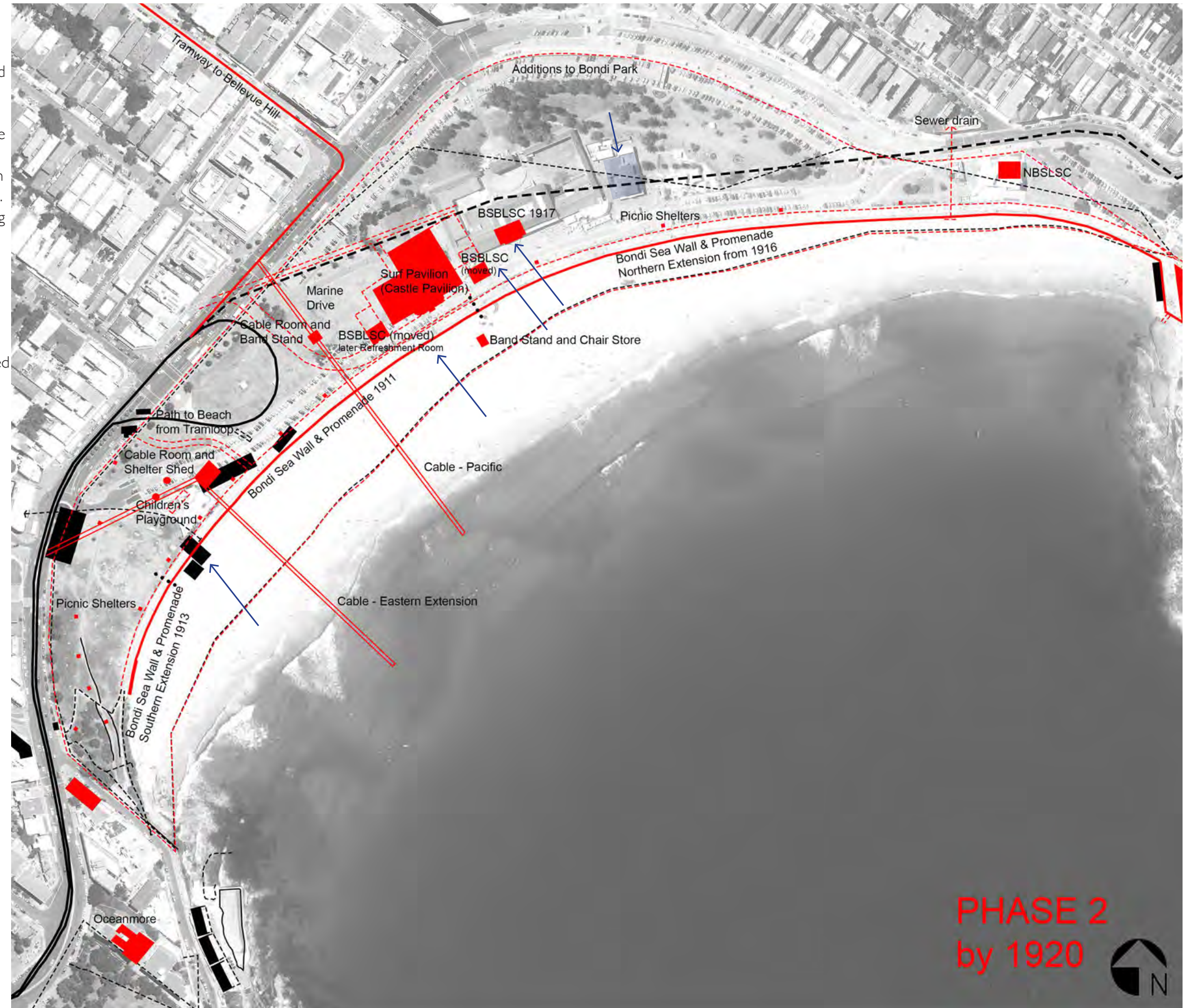
The former locations of the BSBLSC are arrowed



Jean Rice Architect

PHASES OF DEVELOPMENT PLANS

BONDI BEACH



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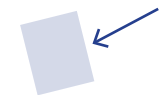
PHASES OF DEVELOPMENT PLANS
BONDI BEACH

Figure 3.3: Phase 3 -
The Second Bondi Beach Improvement Scheme
Development by 1930
Bondi Beach Improvement scheme built during
this time, no apparent change to the 1916/17 club
house.
Source: Jean Rice Architect

1923 Bondi Beautification Scheme competition
1924 Bondi Beach improvements approved by Council
1925 Club repainted
1928 Pavilion foundation stone laid
1929 Bondi Pavilion and Bondi Park improvements
opened
By 1930 1916/17 Club House rolled further north to make
way for construction of new pavilion

Note that the phase numbers relate to this CMP, in the
overall CMP the phase numbering differs as the study
relates to the earlier reserves.

The BSBLSC is highlighted transparent blue as below.
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building is solid black on the plans.



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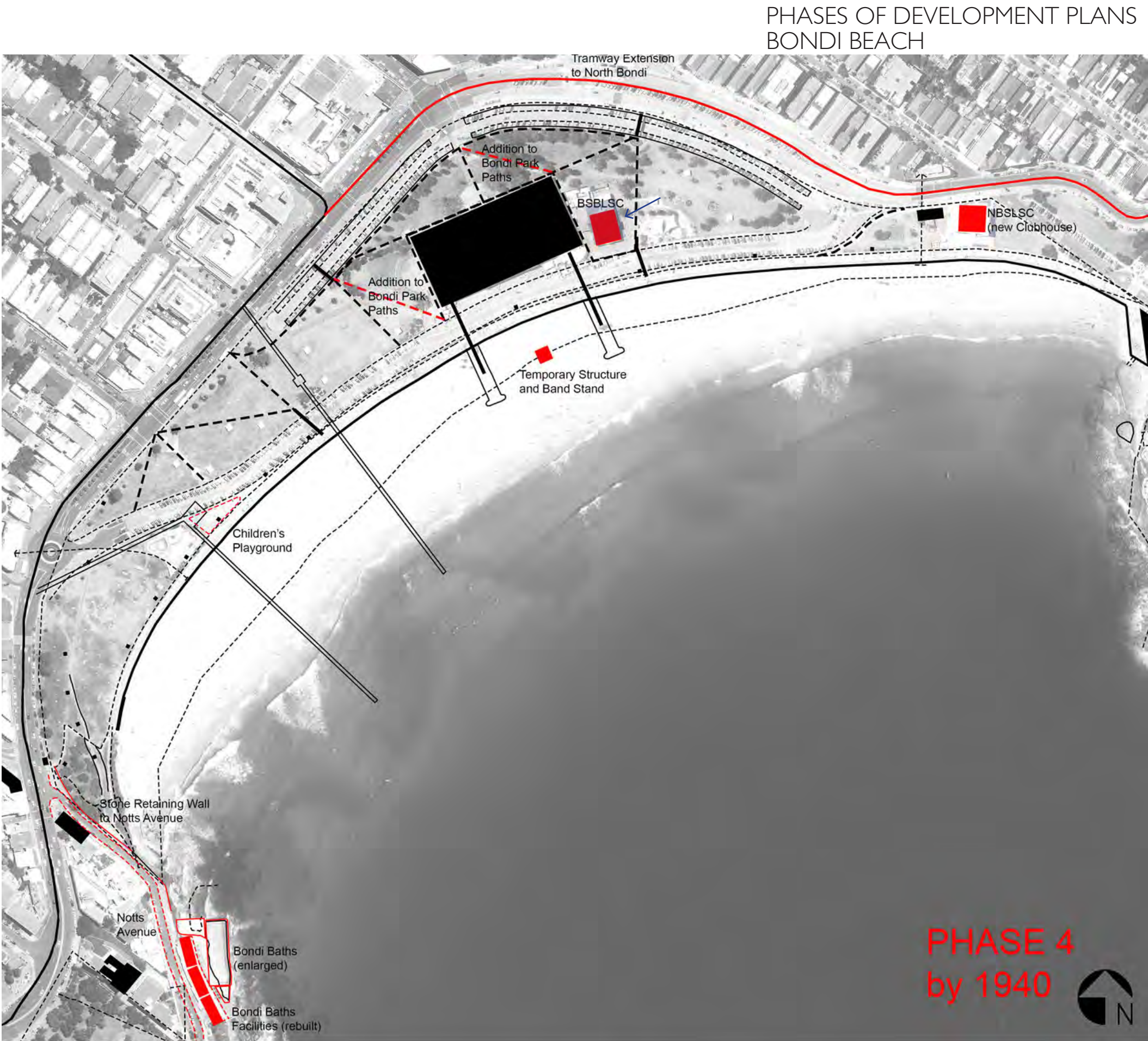
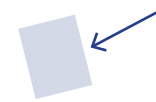
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Figure 3.4: Phase 4 -
Continuing the Beach Improvement Scheme

- Development by 1940
- Minor additions to the paths in Bondi Park and new buildings for BSBLSC (1934) and NBSLSC
 - Source: Jean Rice Architect
- 1932 North Bondi Surf Club destroyed by fire
New buildings for both NBSLSC and BSBLSC proposed
- 1934 Completion of two new surf club houses
- 1939 Internal painting of the club house

Note that the phase numbers relate to this CMP, in the overall CMP the phase numbering differs as the study relates to the earlier reserves.

The BSBLSC is highlighted transparent blue as below.
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PHASE 4
by 1940

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Figure 3.5: Phase 5 -
The War Years and Beyond

- Development by 1970
 - Additions to BSBLSC (c1950)
 - Source: Jean Rice Architect
- 1942 Roof of club house damaged in blast from removing groynes.
Repaired eventually
- 1951 Gear room added to rear
- 1961 Paving between the Surf Pavilion and Surf Club
- 1966 Proposed alterations

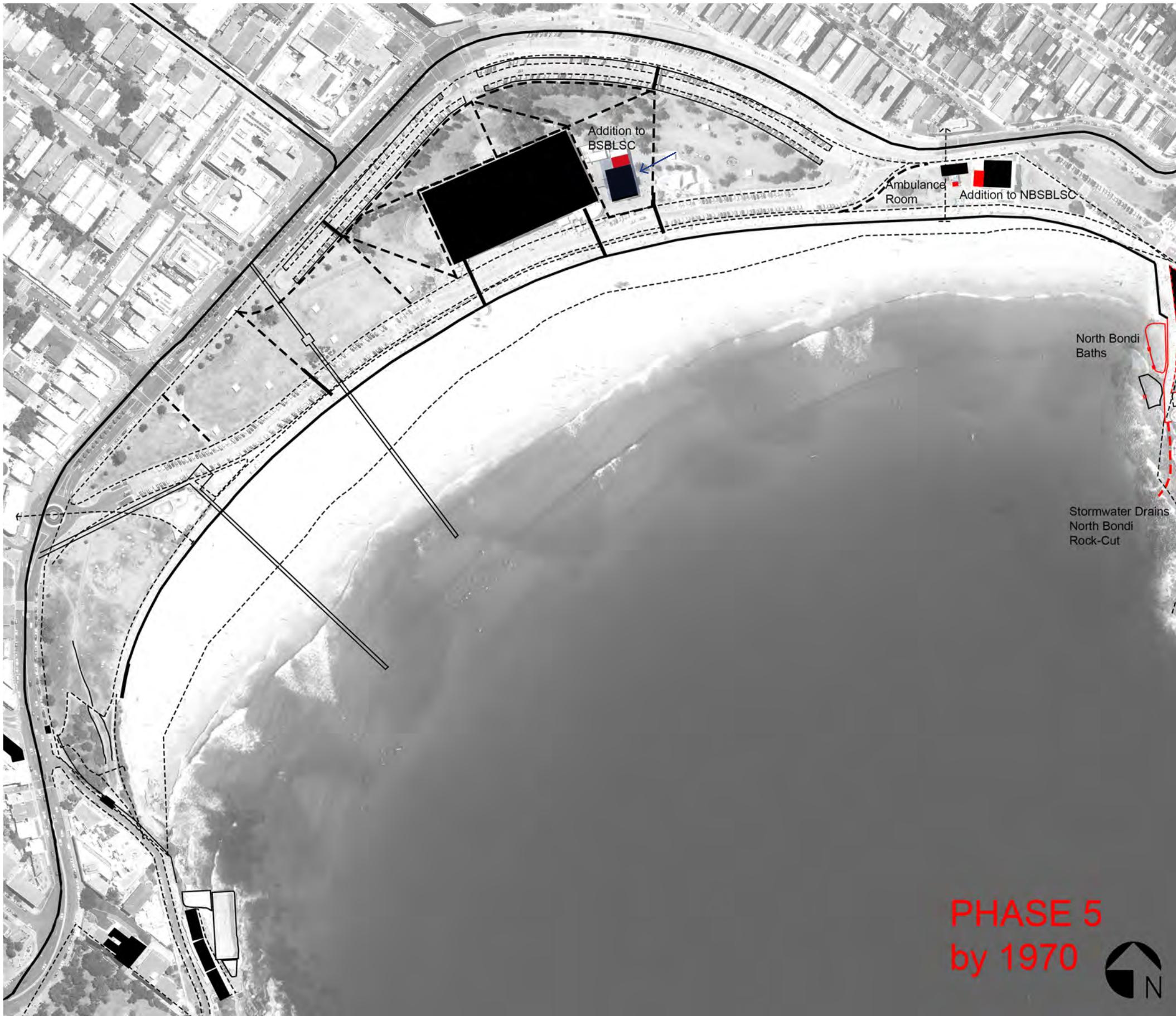
Note that the phase numbers relate to this CMP, in the overall CMP the phase numbering differs as the study relates to the earlier reserves.

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Jean Rice Architect

PHASES OF DEVELOPMENT PLANS
BONDI BEACH



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**Figure 3.6: Phase 6 -
Community uses**

Development by 1985
Additions to BSBLSC (1973).
Source: Jean Rice Architect

1973-74 Fire destroys part of club house
1974 Radio Room added above arcade
Roof line altered with eave at side
Additional facilities added including
Squash court and new side entry to change
rooms.

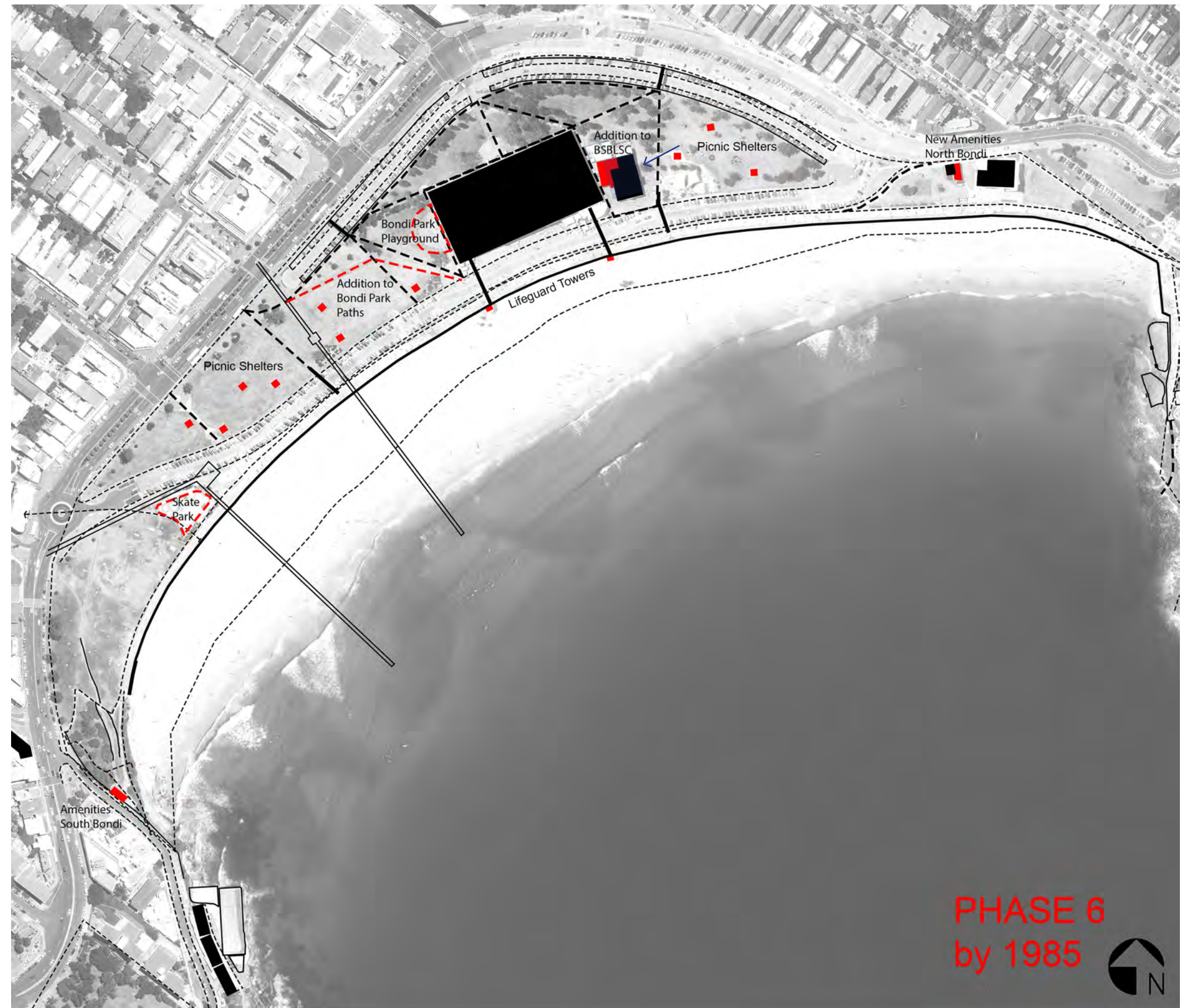
Note that the phase numbers relate to this CMP, in the overall CMP the phase numbering differs as the study relates to the earlier reserves.

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PHASES OF DEVELOPMENT PLANS BONDI BEACH



**PHASE 6
by 1985**



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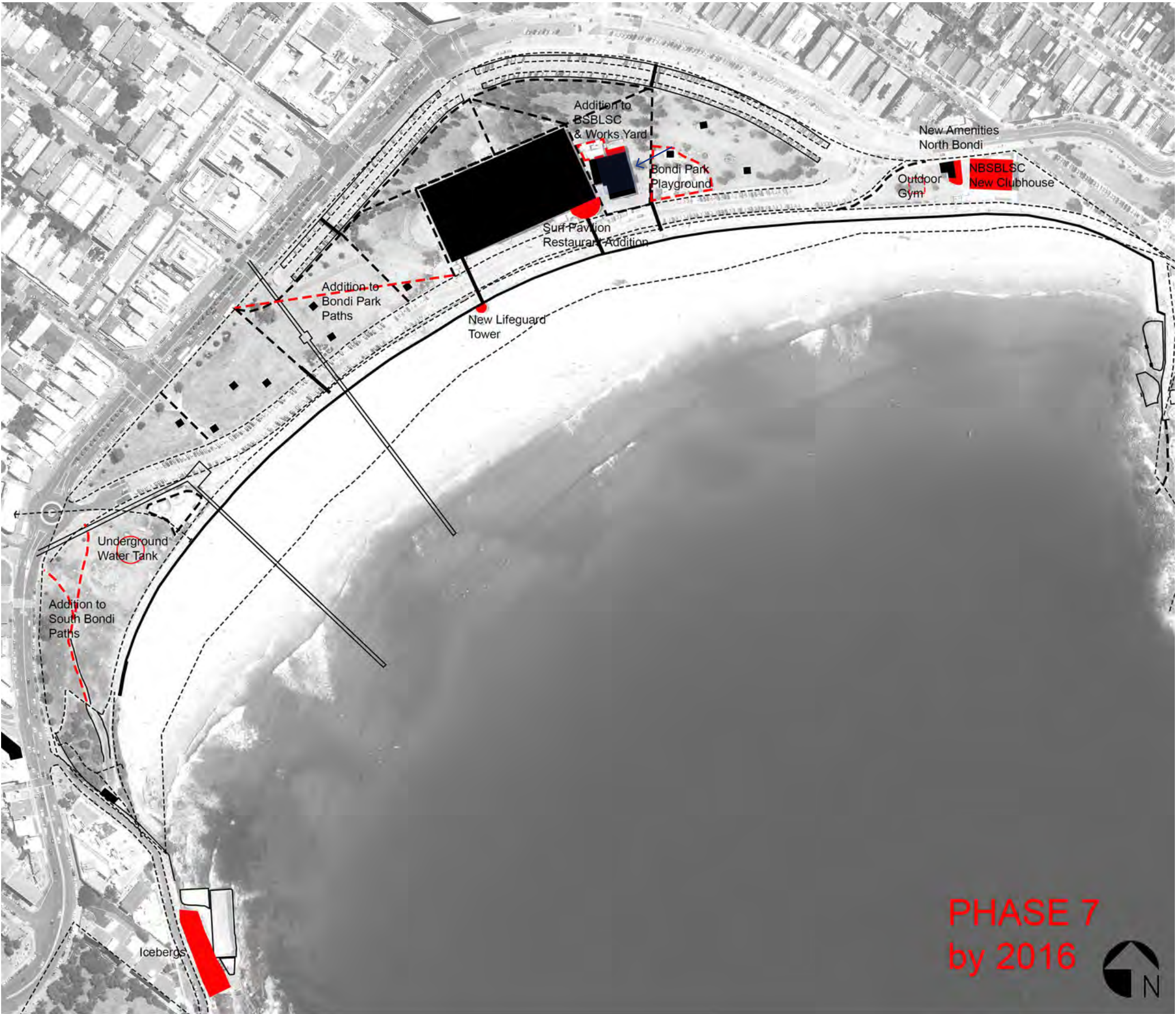
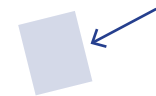
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Figure 3.7: Phase 7 - Revival

- Development by 2016
Additions to BSBLSC 1990 and 2005 and Waverley Council Works Yard (2000).
Source: Jean Rice Architect
- 1990 First floor increased in size
Pitched roof added
Detail of upper floor windows altered to arch headed
- 1991 Additions to north west (rear)
Children's playground added to the east
- 2000 Works yard added
- 2001 New lifeguard tower
- 2004 'Bucket List' restaurant addition to Pavilion
- 2005/6 Relocation of Mural
- 2007 Extensive alterations
Upper level pitched roof extended to the rear
New side entrance
New stair to east
Central rear stair pitched roof
Containers in park at rear of club building
- 2013 New North Bondi SLC opened

Note that the phase numbers relate to this CMP, in the overall CMP the phase numbering differs as the study relates to the earlier reserves.

The BSBLSC is highlighted transparent blue as below. Note that this is not visible on later plans where the building is solid black on the plans.



PHASE 7
by 2016



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GROUND FLOOR PLAN



Figure 3.8:
GROUND FLOOR PLAN
Areas of the building constructed at different dates are shown in different colours. Where an additional space was later altered colours for both periods are shown with a diagonal division. Refer to the following elevations and plans with notes and the physical description for more detailed information. Source: Jean Rice Architect, over floor plan by TZG

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FIRST FLOOR PLAN

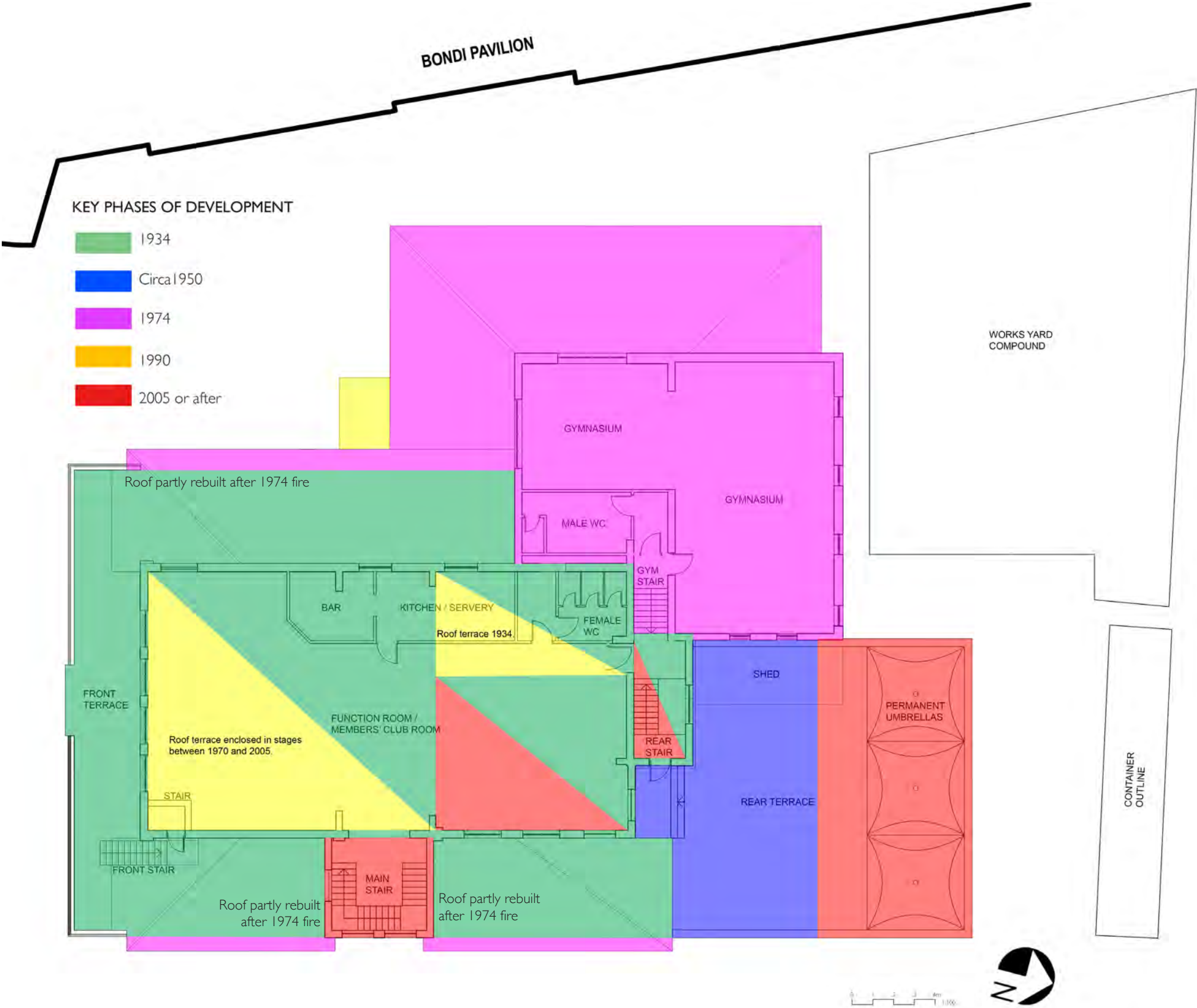


Figure 3.9:
FIRST FLOOR PLAN
Areas of the building constructed at different dates are shown in different colours. Where an additional space was later altered colours for both periods are shown with a diagonal division. Refer to the following elevations and plans with notes and the physical description for more detailed information. Source: Jean Rice Architect over floor plan by TZG

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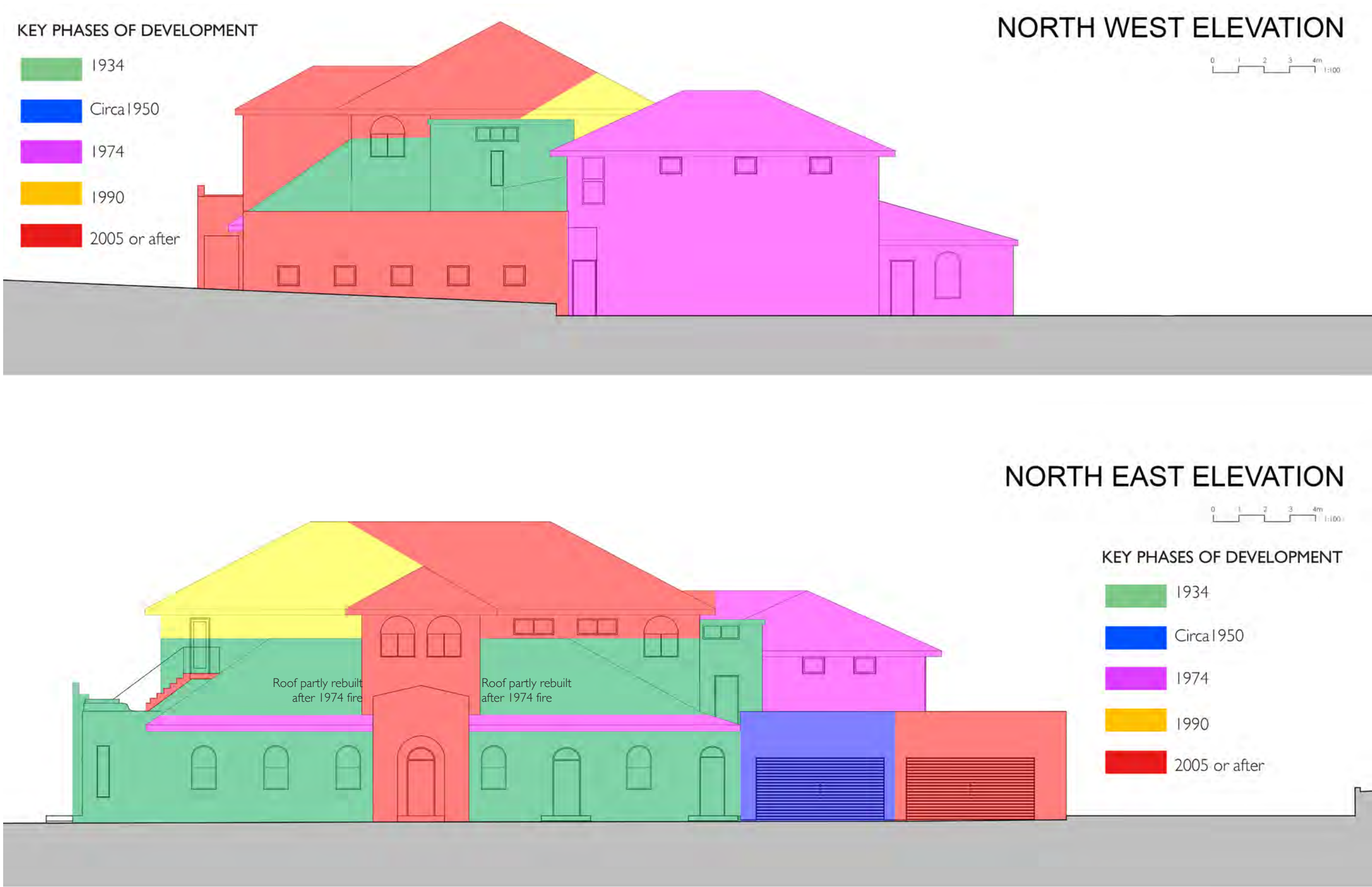


Figure 3.10: NORTHWEST AND NORTH EAST ELEVATIONS
Areas of the building constructed at different dates are shown in different colours. Refer to the previous plans and the following plans with notes and the physical description for more detailed information. Source: Jean Rice Architect over elevations by TZG

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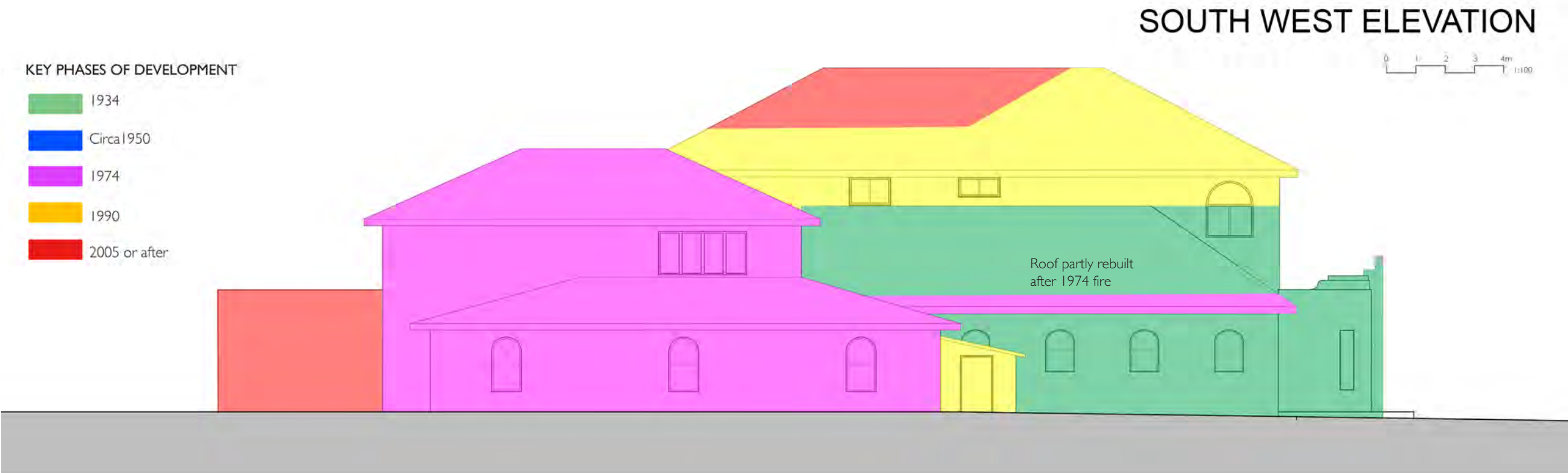
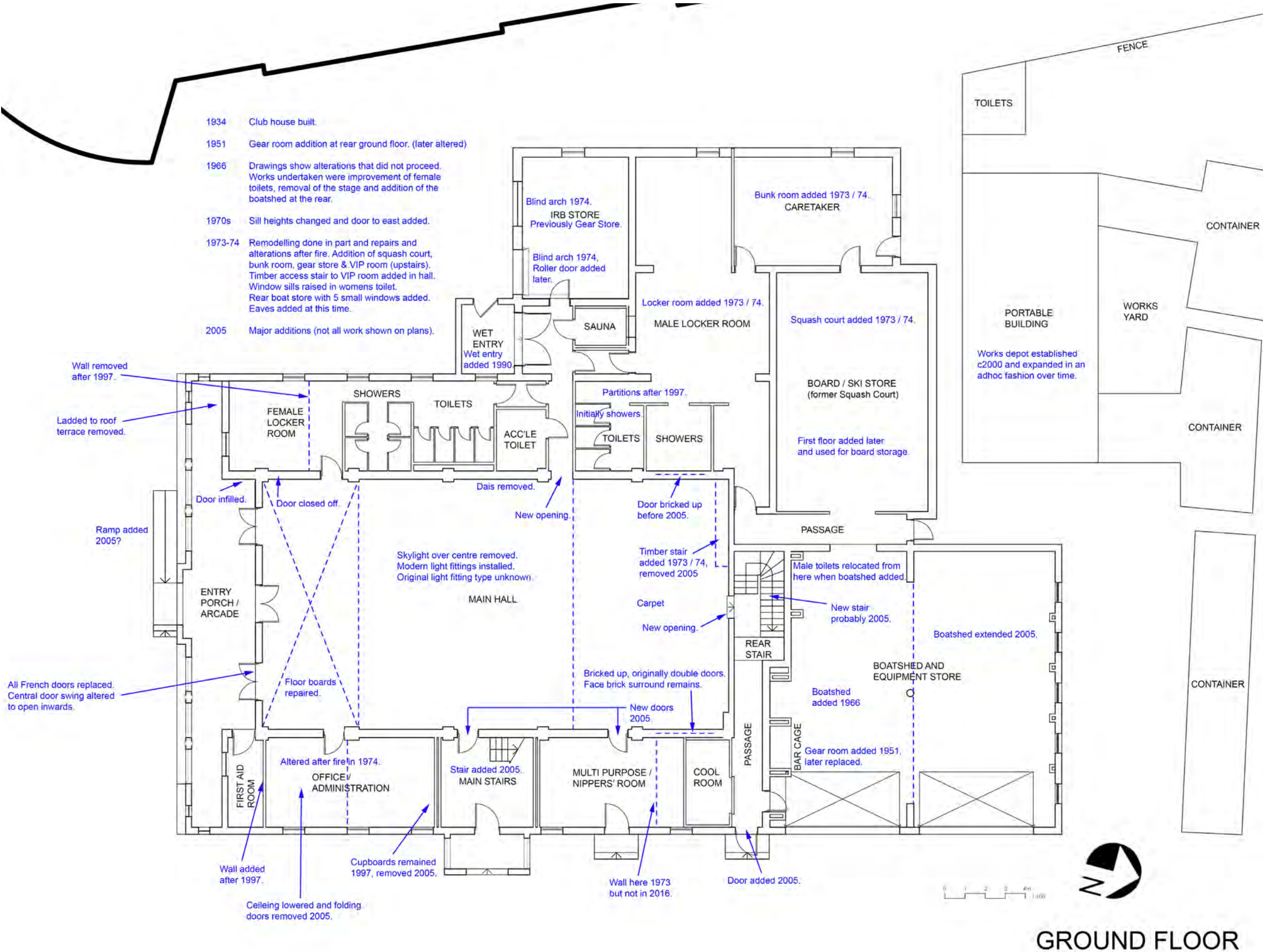


Figure 3.11: SOUTHEAST AND SOUTHWEST ELEVATIONS
Areas of the building constructed at different dates are shown in different colours. Refer to the previous plans and the following plans with notes and the physical description for more detailed information. Source: Jean Rice Architect over elevations by TZG

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Figure 3.12:
GROUND FLOOR PLAN
Notes on this plan indicated the changes to the building over time. Refer to the physical description for more detailed information. Source: Jean Rice Architect, over floor plan by TZG

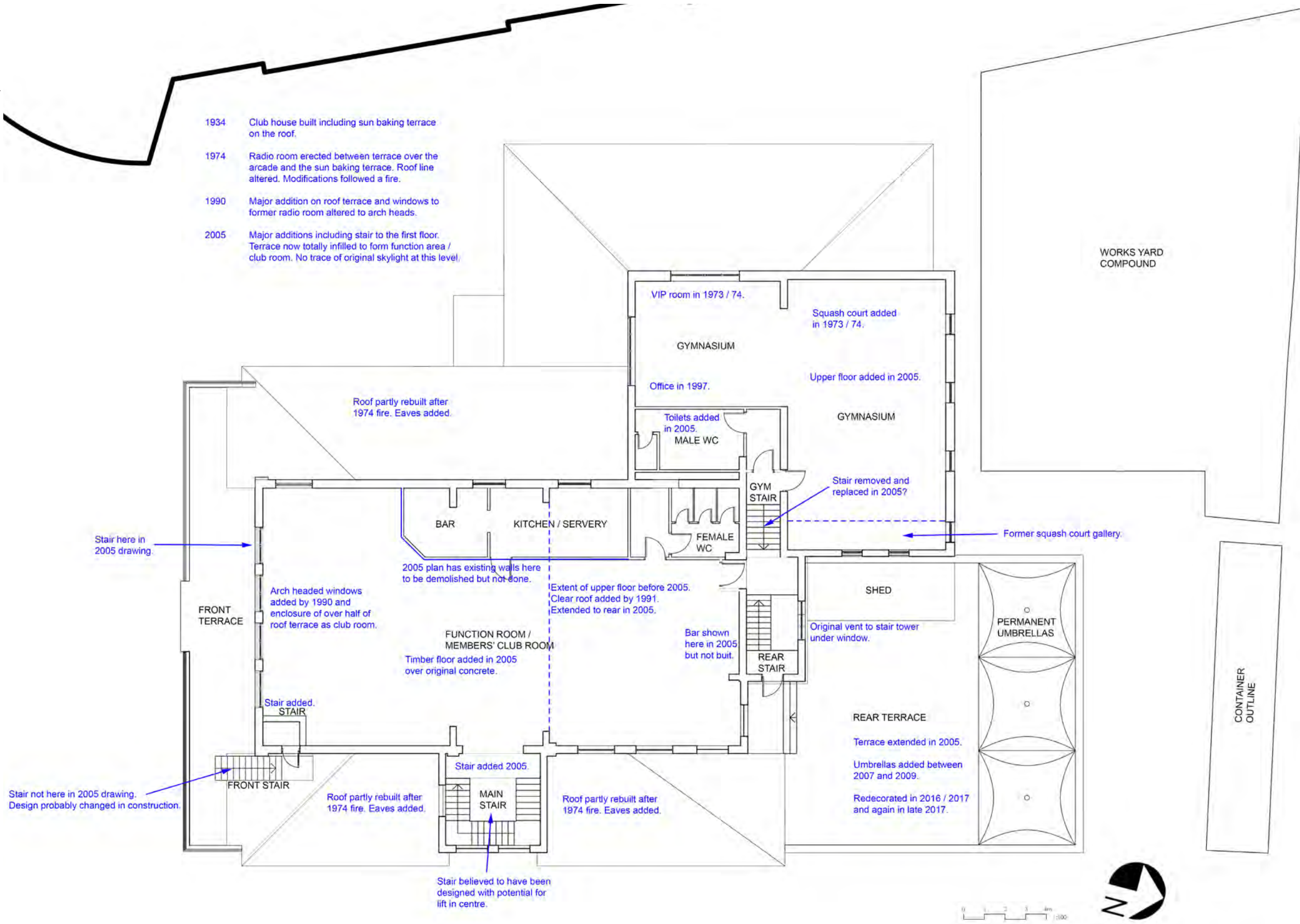


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Figure 3.13:
FIRST FLOOR PLAN
Notes on this plan indicated the changes to the building over time. Refer to the physical description for more detailed information. Source: Jean Rice Architect over floor plan by TZG

FIRST FLOOR PLAN

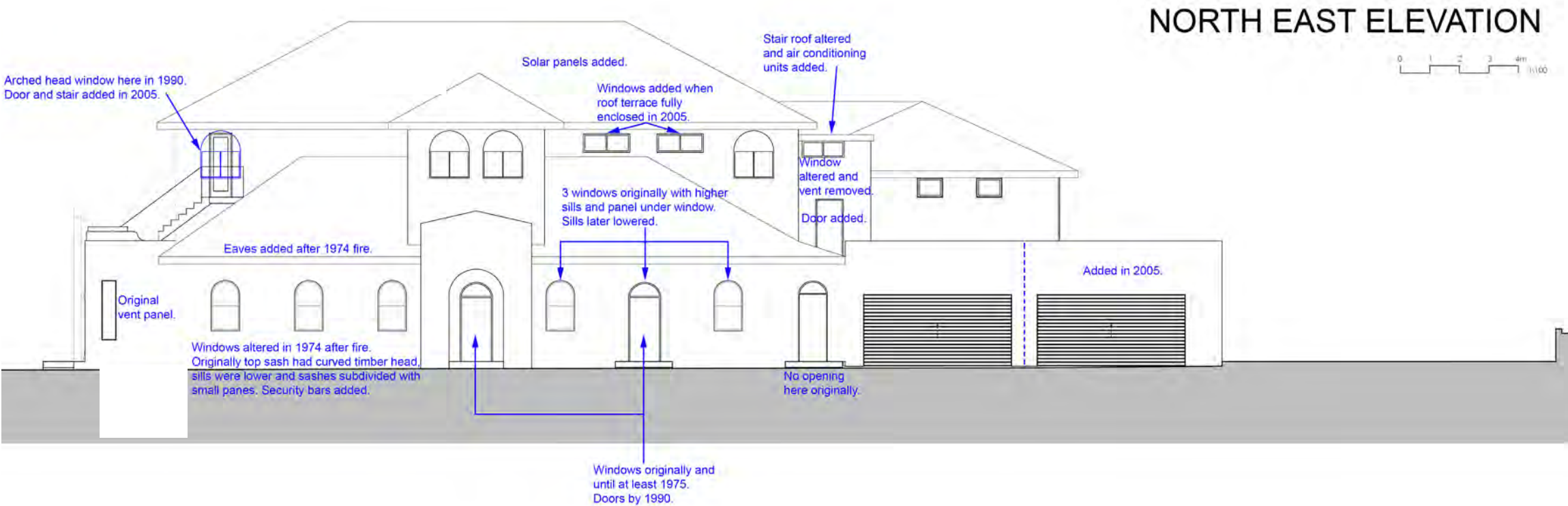
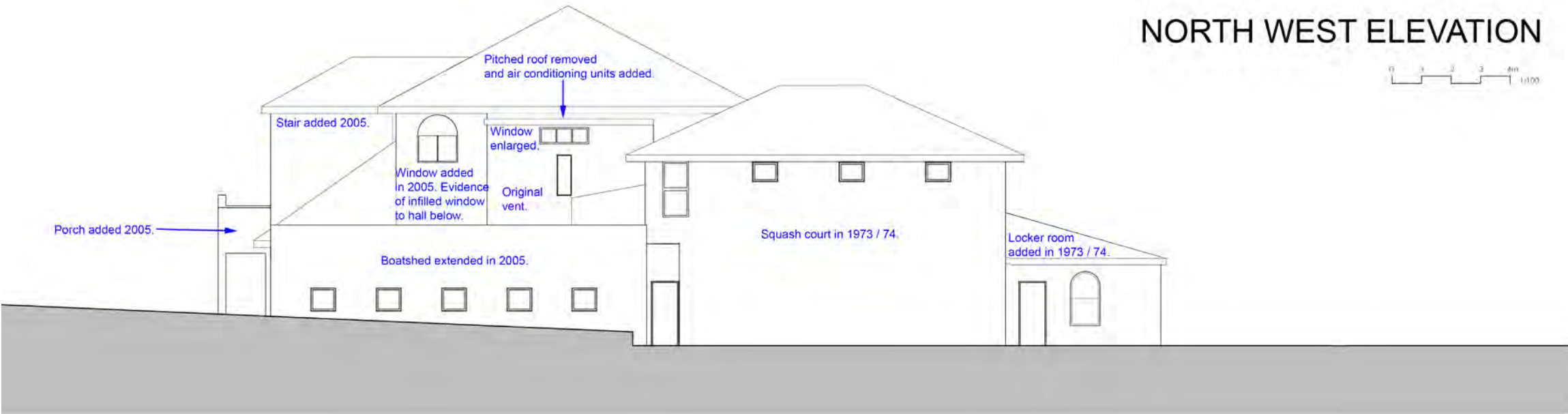


FIRST FLOOR

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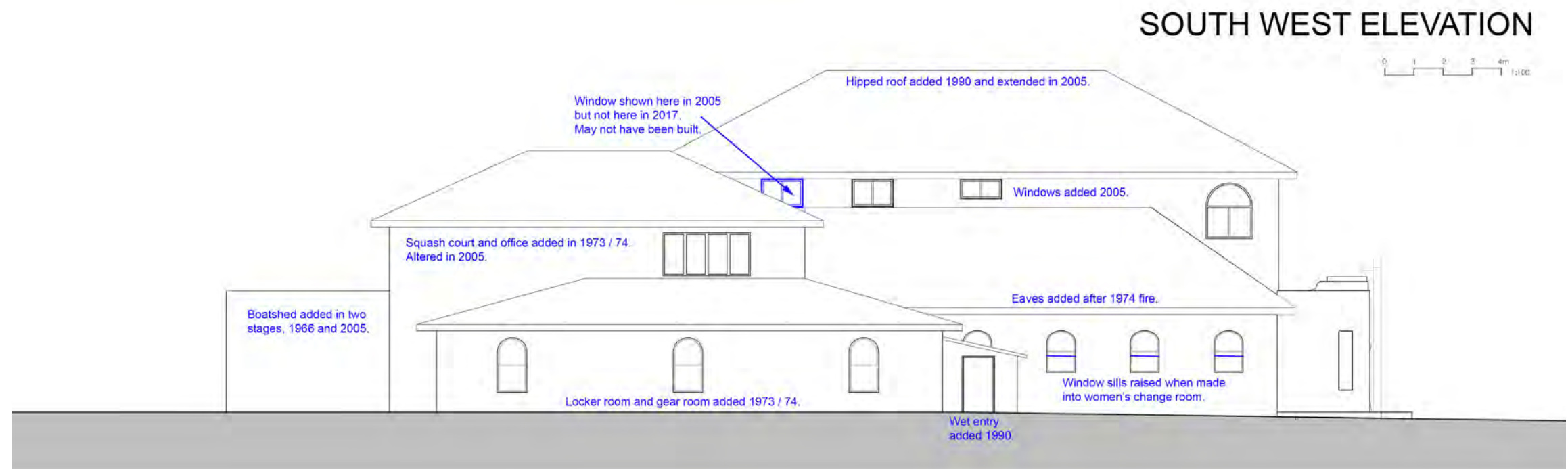
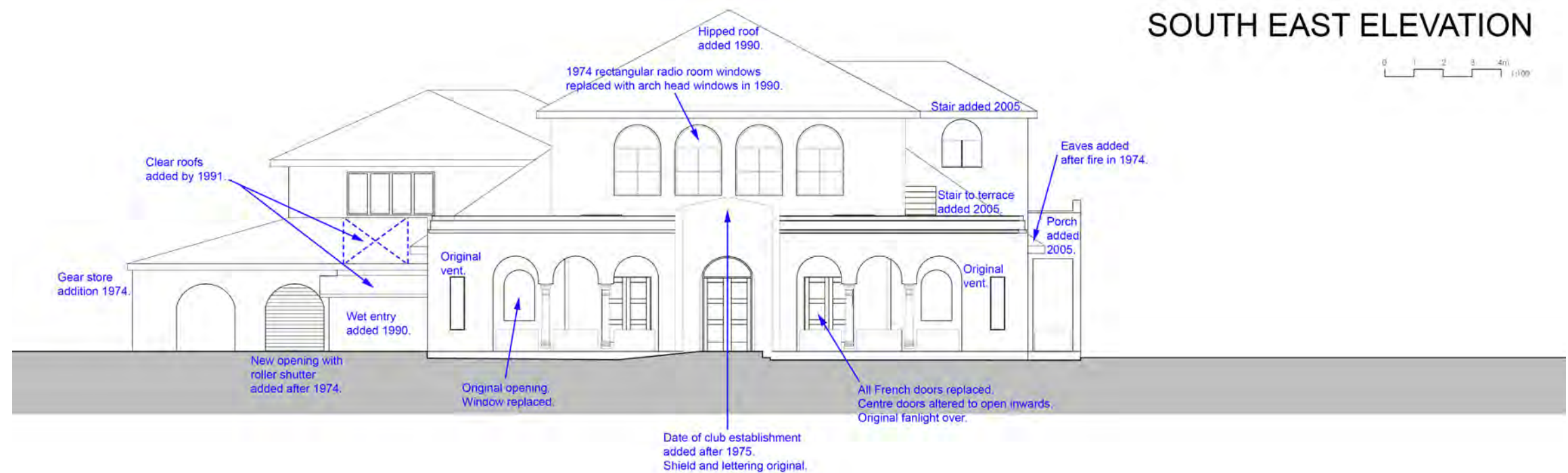
Figure 3.14:
NORTH AND EAST ELEVATIONS
Notes on this plan indicated the changes to the building over time. Refer to the physical description for more detailed information. Source: Jean Rice Architect over elevations by TZG



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Figure 3.15:
SOUTH AND WEST ELEVATIONS
Notes on this plan indicated the changes to the building over time. Refer to the physical description for more detailed information. Source: Jean Rice Architect over elevations by TZG



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4.0 THE PHYSICAL FABRIC

4.1 SETTING AND VIEWS

The BSBLSC is set on Bondi Beach adjacent and immediately to the 'north' (actually northeast) of Bondi Pavilion. It looks southeast to the beach over Queen Elizabeth Drive which has parking on each side and a pedestrian walkway at a lower level along the sea wall. There are disused tunnels under the road that formerly gave pedestrian access to the beach, including a tunnel just to north of the surf club which has recently been repaired and partly filled with sand. The Pavilion and Surf Club sit side by side in Bondi Park between the beach side drive and Campbell Parade, with their main entrances facing the beach.

The Park with its axial pathways and picnic shelters was developed with its surrounding paths and esplanade, and the Pavilion and Club, as part of an overall 1920s planned improvement scheme. The park is generally grassed with formal tree plantings originally mostly Norfolk Island pines. Immediately northeast of the BSBLSC is a recently developed children's playground. Historic views of the pavilion with the surf club beyond confirm that the recent additions and clutter in front of the pavilion have obscured views of the arcade of the surf club (Fig 4.2 and 4.3). The surf club arcade was specifically designed to complement the pavilion. Although the surf club has been extended its original arcade remains and cast detailing to the front facade, including the perforated vents, remain intact. Likewise views from the north to the pavilion with the Surf Club in the foreground have been partly obscured by the playground and plantings and are now dominated by roof-mounted solar panels.

In the BBCL CMP significant views within the park have been mapped (see BBCL CMP section 9 Implementation). Viewing the place and views within the place are an important aspect of significance. They are dependent on a range of factors such as the natural setting, sand and beach and the urban interface. The Improvement Scheme buildings provide a refined and considered form – intended to be viewed in the round as structures in the landscape. The arcaded 'Mediterranean' design was considered suitable and likely chosen as an appropriate aesthetic for the beach as well as to provide shade. Artworks and photos over many years illustrate the views that people love at Bondi. For the BSBLSC views of the beach were also important for life saving reasons and there was briefly an observation area in the first floor addition. Mostly observation and patrols are located on the beach or the separate lifeguard tower.

4.2 EVOLUTION OF THE BUILDING

The Bondi Surf Bathers Life Saving Club is now a one and two storey masonry building with a series of hipped tiled roofs, the profile of which has been altered over time. Several wings have been added. The original section of the building remains within these additions and is most evident at the front. The main space is a central hall, entered from an arcade. The external wall has a parapet and a central projecting entry bay and three arches on each side of the central entry. The façade is designed to match the pavilion with semicircular arches supported on round columns with patera on the wall over the columns. The architectural order of the column capitals and bases is simpler than the pavilion. Solid masonry spandrel panels with relief patterns enclose the verandah between columns, but are designed to be separate elements, revealing the form of the column externally and within the arcade.



Figure 4.1: Historical view of the Bondi Pavilion with the former Surf Club beyond. Source: ML



Figure 4.2: Historical view of the Bondi Pavilion with the newly built Surf Club beyond showing the relationship between the arcades and roof forms which has been obscured by later additions. Source: Hurley NLA




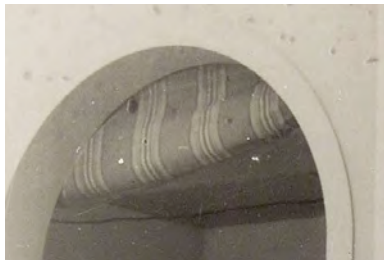




Figure 4.3: Current view of the Bondi Pavilion with the Surf Club beyond. The clutter obscures the original surf club arcade and the modern first floor surf club addition dominates. Source: Jean Rice Architect







The exterior was always rendered and painted however the type of paint used has varied. At each end of the verandah and on the sides are precast cement panels providing ventilation. The detail of these panels is repeated through the building and can also be seen in the rear wall of the stair tower at the rear of the building. The vents in the rear stair tower provided fresh air within the staircase however one of the vent panels has since been removed and a door added below to access the terrace over the rear boatsheds.





The rear additions occurred progressively, with a gear room added in 1951 and a boat shed in 1966. In 2005 the boatshed was doubled in size and its roof functions as an outdoor terrace, replacing the terrace over the central hall which was progressively enclosed to form the room now used as a function area. The addition of the boat shed also saw the relocation of the men's toilet from the rear. All the wet areas, the change and locker facilities were relocated to the southwest rooms and the addition to the southwest. The original pattern of fenestration reflected the wet and the dry areas, the wet areas had higher window sills for privacy whereas the dry areas, used for meetings, offices and for the caretaker, had larger windows. The first floor rooms are additions, built in stages starting in 1974 and later reworked to appear of a similar style (refer to the phases of development plans at figures 3.8-3.11). The 1974 works followed on from a fire that damaged the Gear Room and the two adjacent sections of the roof over rooms that flanked the central hall.



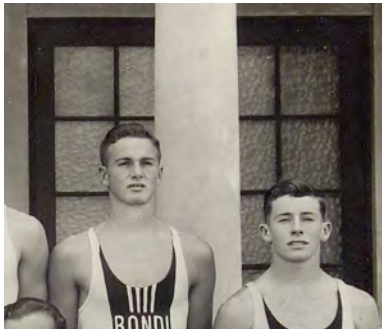

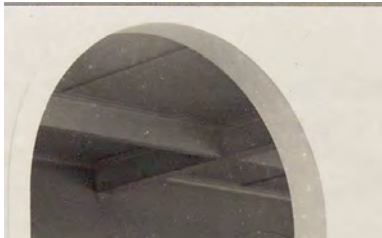
The lower portion of the front first floor wall is original, as it is part of the hall. The addition makes the original section of the building hard to read. After the fire the lower roof line over the rooms adjacent the hall was been extended to form an eave. The eastern entrance is a later addition (2005), but has been designed to match. The building was designed as a free standing pavilion in the park however this character has been reduced by the accretions to the rear of the building including the addition of utilitarian boat sheds. The naturally ventilated stair has been buried within these accretions. As a result of the amount of natural ventilation being decreased by the additions and alterations, air conditioning units have been added. If natural ventilation systems are functioning air conditioning should not be needed in this location as there are regular sea breezes that provide natural ventilation. The original design of the main hall also relied on passive ventilation, however some of the vents have been closed off and high level windows removed or made inoperable.

The original elements are shown in the following table, as are the main elements that have been altered, such as the doors. Changes to the external detailing were often made as the original element had been damaged or deteriorated in the salt-laden air. Elements such as the front doors have been replaced at least three times. Damage to the building during break-ins and by fire also resulted in changes to the detail. The following table shows the original details that have been identified from historic photographs held by the BSBLSC. The details are cropped from photographs that are used in full elsewhere in this plan where their source is indicated. The source is not indicated in the table.

AREA	ELEMENT	ORIGINAL	DATE ALTERED	BSBLSC DM	THUMBNAIL
Arcade	Columns and Arches	Original. Columns precast reinforced concrete and appear to have been unpainted (or a sand finish) in this photo.	Not substantially altered.. Columns have now been painted white. Some parts of the projecting capital are missing.	Image 42	
Arcade	Canvas blind	Possibly original or added by c1950, now removed. Metal brackets in wall possibly remains of fixings	Unknown	Image 54	
Arcade	Solid balustrade. Cement rendered brick	Original	Not altered	Image 54	
Front wall	Patera, shield and wording	Original. Precast synthetic stone as described in specification	Not altered, Date painted on post 1975	Image 291	
					

AREA	ELEMENT	ORIGINAL	DATE ALTERED	BSBLSC DM	THUMBNAIL
Front wall	Brick Plinth	Original. Front steps were also brick.	TBC Plinth remains but front steps covered by concrete ramp	Image 54	
Walls	Triple vent	Original. Precast cement vent. Same detail used internally	Not altered	Image 58	
	Screen	Original. Precast cement screen composed of a series of precast elements of a similar detail to the wall vent.	Not altered other than paint colour change (with the exception of the stair tower where vents have been removed).	Image 123	
Front wall	Wall mounted lamp	Removed	Date of removal not known. Similar examples survive on contemporary buildings eg former Manly Bathing Pavilion	Image 45	
Exterior walls	White colour scheme. One coat lime water and two coats lime wash (lime, tallow and fine rice powder, 'tinted as directed')	Original white walls and dark painted windows.	Repainted, wall colour darker by c1950. Columns, windows, front bay painted white by c1965. 2017 repainted original colour	Image 406	
Exterior walls	Concealed gutter with no eave.	Downpipe connecting through top of wall. Roof tiles 'Roman' half round terracotta	Altered after 1974 fire. Eaves added by extending rafters down resulting in a lower gutter..	1949 ANMS I405[524]	

AREA	ELEMENT	ORIGINAL	DATE ALTERED	BSBLSC DM	THUMBNAİL
Windows	Double hung, small paned, cast glass	Modified. All original sashes replaced. Not confirmed if frames replaced	Many remained in 1974 but believed to have been replaced in 1974 after the fire.	Image 366	
Windows	Red Cross sign to ambulance or first aid room. To southern window on verandah	Sign Removed	By 1958	Image 58	
Windows	Double hung, small paned, cast glass	Modified. All original sashes replaced. Not confirmed if frames replaced	After 1974 fire. Window sill raised. Top sash with curved head replaced with sash with squared top going up behind masonry wall.	1949 ANMS 1405[524]	
Front Door	Fanlight	Original. Timber with obscure glass panes	Not altered	Image 45	

AREA	ELEMENT	ORIGINAL	DATE ALTERED	BSBLSC DM	THUMBNAIL
Front Door	Multi pane glazed double doors	10 panes of obscure glass each door. Timber rails and glazing bars.	c1955. Four panelled doors below shown in 1956. Later replaced with modern doors with different glazing divisions and changed to open inwards.	Image 33	
Front Door	Pairs of doors with four timber panels each	Replaced the original glazed doors	Replaced original by 1956. These in turn have been replaced by modern doors with 4 smaller glazed panels	Image 593	
Flanking Doors	Multi pane glazed double doors	10 panes of obscure glass each door. Timber rails and glazing bars.	Replaced with modern solid doors with fake mouldings. After 1961 when shown in photo DM 694.	Image 57	
Verandah / Arcade Flooring	Modern tiles. Substrate not known. May be modern concrete or fibre cement sheet.	Replacing earlier timber flooring (tallowwood) with mat recess at door (as shown in photo)	Unknown	Image 389	
Ceiling	Sheeting with battens over joins. Included manhole for ladder access to terrace over to change flag.	Fibro (asbestos cement) sheeting. Beam in photo under gear room above.	Likely to have been replaced after 1973/4 fire	Image 054	





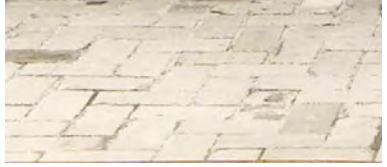
AREA	ELEMENT	ORIGINAL	DATE ALTERED	BSBLSC DM	THUMBNAIL
Light Fitting on verandah	Opaline glass light shade	Pendant light fitting with glass shade	Replaced	Image 45	
Light Fitting on verandah	Bare light bulb	Shade possibly broken	Ceiling now replaced and light is modern Oyster fitting	Image 97	
Roof Terrace	Ladder to Roof Terrace	At south end of verandah. Visible in various photos.	Removed, probably following the fire in 1973/74	Image 97	
Perimeter	Timber seating outside building	Steel frame with timber slats	Modern seating in park. Not adjacent to the building	Image 196	
Paving	Brick herringbone Paving	Herringbone brick paving in common bricks	Probably replaced mid 1980s as part of improvements to QE Drive	Image 376	



Figure 4.4: View of the building in the 1950s showing its original configuration (albeit with the replacement roof tiles). Source: Bondi Surf Bathers Life Saving Club

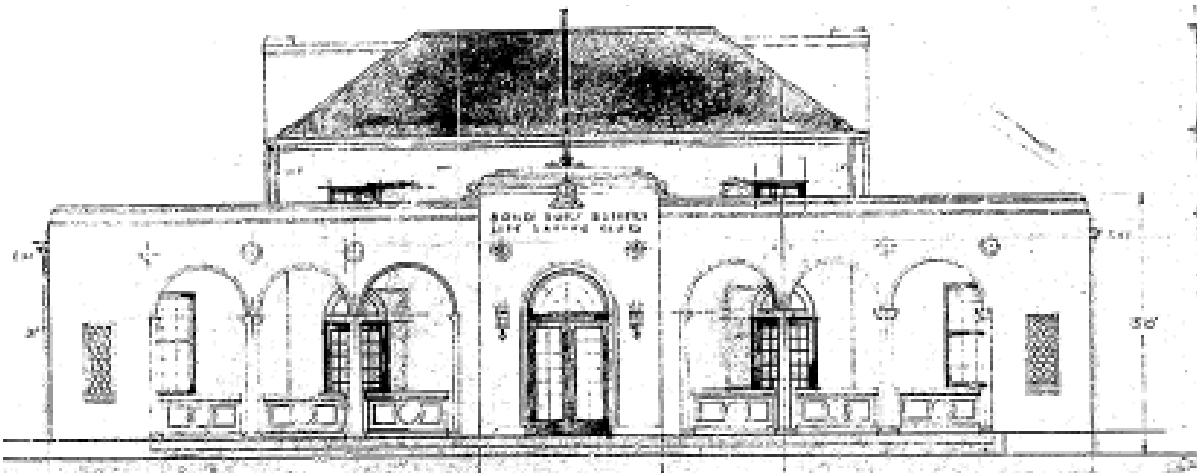


Figure 4.5: Detail of Ruskin Rowe's original 1932 proposal for the Surf Club. The design was changed to have pitched tiled roofs. Source: Waverley Council



Figure 4.6: View of the front of the Surf Club in 2016. Source: Jean Rice Architect



Figure 4.7: Drawing showing the original design of the surf club with the side rooms having flat roofs. The front elevation is similar to the revised scheme but the walls of the sunbaking terrace are exposed on the side elevations. Source: Jean Rice Architect, photographed at WLS.

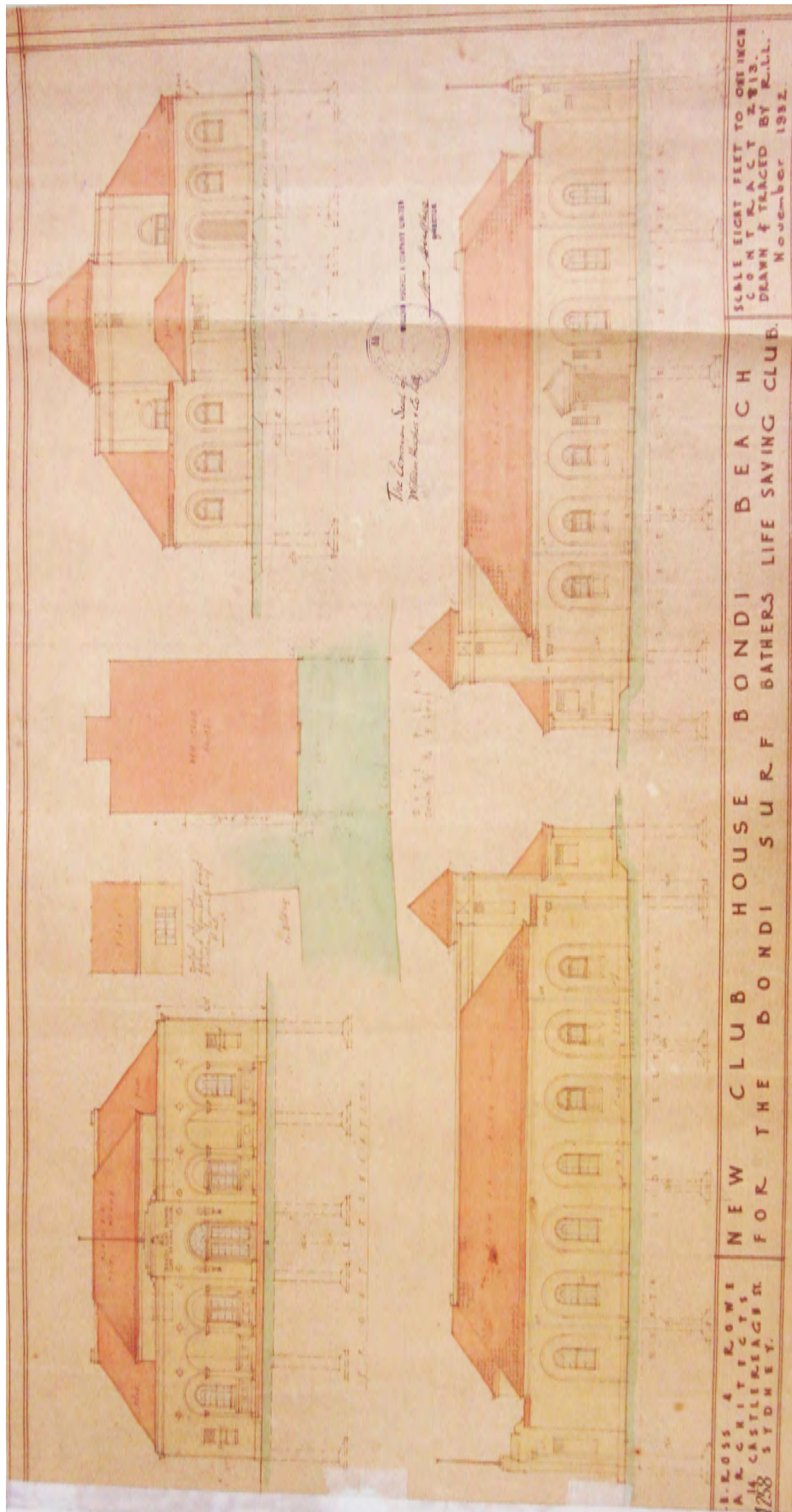


Figure 4.8: Drawing showing the revised (as built) design of the surf club with the side rooms having pitched roofs. The front elevation is similar but the walls of the sunbaking terrace are hidden by the added roofs and semi-circular headed windows and recesses have been added to the side elevations. Source: Jean Rice Architect, photographed at WLS.



Figure 4.9: Front facade of the Bondi Surf Bathers Life Saving Club showing the original arcade and the first floor addition and the disabled access ramp. 2015
Source: Jean Rice Architect



Figure 4.10: View of the north corner showing the first floor addition and the access stair to the terrace behind the parapet and the precast cement ventilation panels on the ground floor. 2015 Source: Jean Rice Architect



Figure 4.11: View of the rear of the Surf Club, showing the addition to house the boats. The second floor and projecting bay at the left of the photo is also an addition. The only original part is the wall at the lower left of the photo and the stairwell behind the umbrella structure. 2015 Source: Jean Rice Architect



Figure 4.12: View of the southwest side of the Surf Club showing additions and temporary works yards accommodation. 2015 Source: Jean Rice Architect



Original 'cast cement ventilating panel' or grille to rear stair which allowed fresh air into the staircase.
Source: Jean Rice Architect

Figure 4.13: View of the rear of the Surf Club from the north, showing the remnant of the original stair and vent grille. Note also the intrusive air conditioning units and signage. Source: Jean Rice Architect

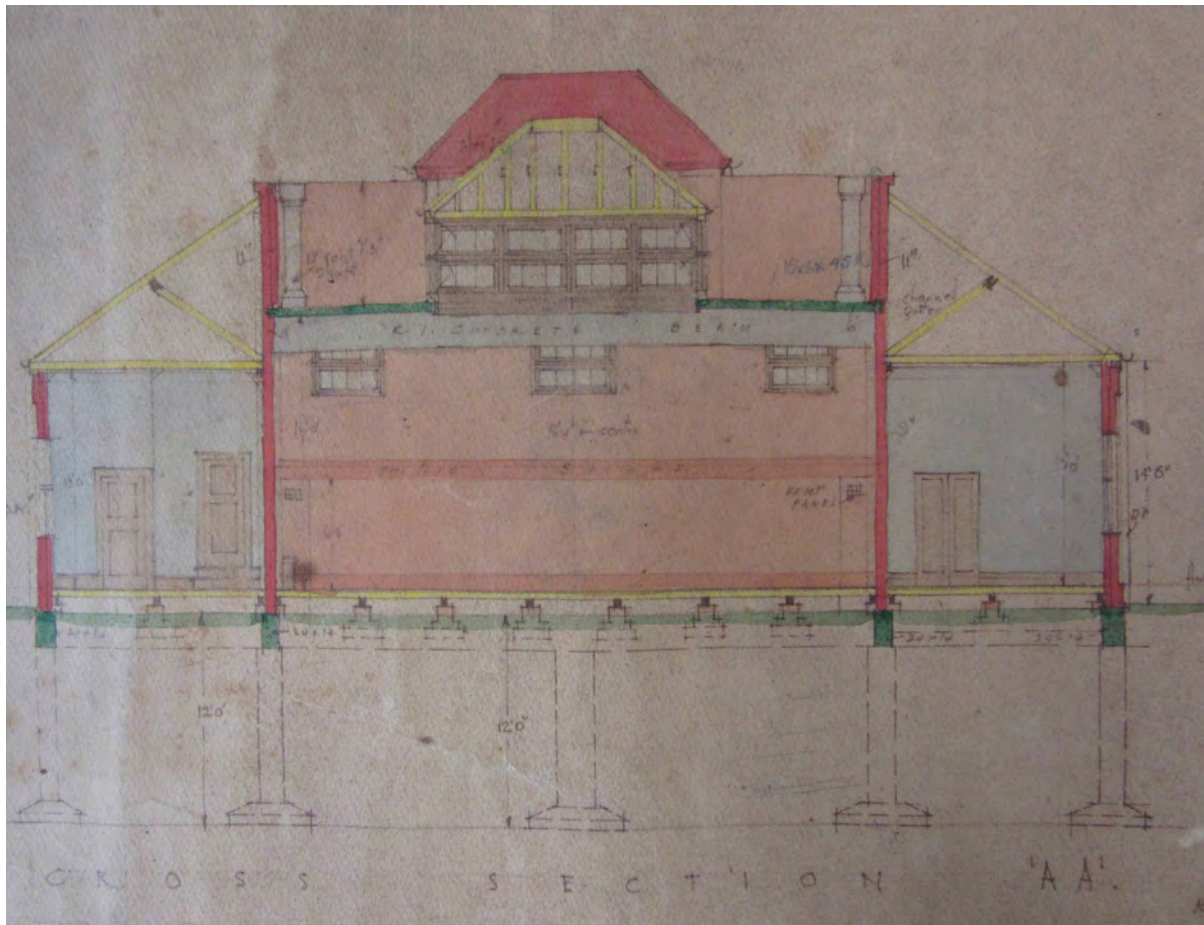


Figure 4.14: Cross Section of construction drawing showing the original position of the lantern and the stair to the rear - with the dark coloured roof. The pitched roof to the lantern was not built. A lower cost flat roof was built. The piles and piers are shown. Source: Waverley Council



Figure 4.15: Detail of a wall vent that opens into the roofspace. Below the concrete beam the walls are face brick - now painted. Source: Jean Rice Architect



Figure 4.16: View of the infilled dais with the surf club crest over. The soldier course of bricks that forms the skirting is also visible. Source: Jean Rice Architect



Figure 4.17: View of the central hall showing the surviving semi-circular fanlight over the front door (centre) and the three highlights above. These were originally intended to be on the sides as well but were eliminated and the, now removed, central lantern added when the design was changed to have pitched roofs on the outer side of the wall. The infilled dais is to the right. In the central bay of the ceiling, with a light on each side, is the infilled former light well / lantern location. The ceiling and beams were originally kalsomined. Source: Jean Rice Architect



Figure 4.18: View showing the open space behind the parapet at the front. This area is at a lower level and was not originally linked to the sunbaking terrace. The highlight windows in the front wall of the hall open onto this terrace. The level of the parapet has been raised with glass panels, presumably for safety. The current stair is in a different location to that shown on the 2005 drawings but the location may have been changed during construction. Source: Jean Rice Architect

4.3 STRUCTURE (INCLUDING FOUNDATIONS)

Unlike the majority of buildings in Sydney of this era, the drawings for the surf club show that the building was erected using a series of tall brick piers on deep concrete pads. The structure is shown in both the original and amended architectural drawings. The main walls are supported on concrete pads 4m (12') below ground level with brick and concrete piers (see following illustrations). This means that the ground in the vicinity of the piers will be highly disturbed in terms of potential archaeology. There is a 600mm deep concrete beam at ground level under all walls. The timber floors are supported separately on smaller brick piers and concrete footings. The details of the reinforcing of all the concrete works is shown in detail in the engineering drawings held by Waverley Council.

The specification notes that the contractors were to allow for a depth of 12 feet below natural ground. The condition of the substrate is recorded on a drawing held by Council (see below). The bottom right, hole 3 (but number cut off) has 11'6" drift sand at the top, then 3' garbage, then 5'3" sand filling at which point they hit water at 19'9". This was halfway between the pavilion and surf club. In hole 1, was a 4' layer of grey sand starting at 12' deep. Hole 2 has the grey sand at 10'6" deep. In hole 5 it is still white sand at 16' deep. This is key information as it informs assessment of Aboriginal archaeological sensitivity. The white sand is windblown beach sand and unlikely to contain undisturbed archaeological strata whereas the grey sand may be undisturbed deposits. Similarly the garbage indicates that it is fill and will not contain undisturbed archaeological strata. In addition the specification indicates that rubble drains were to be constructed 12' away from each downpipe for the dispersal of stormwater away from the building.

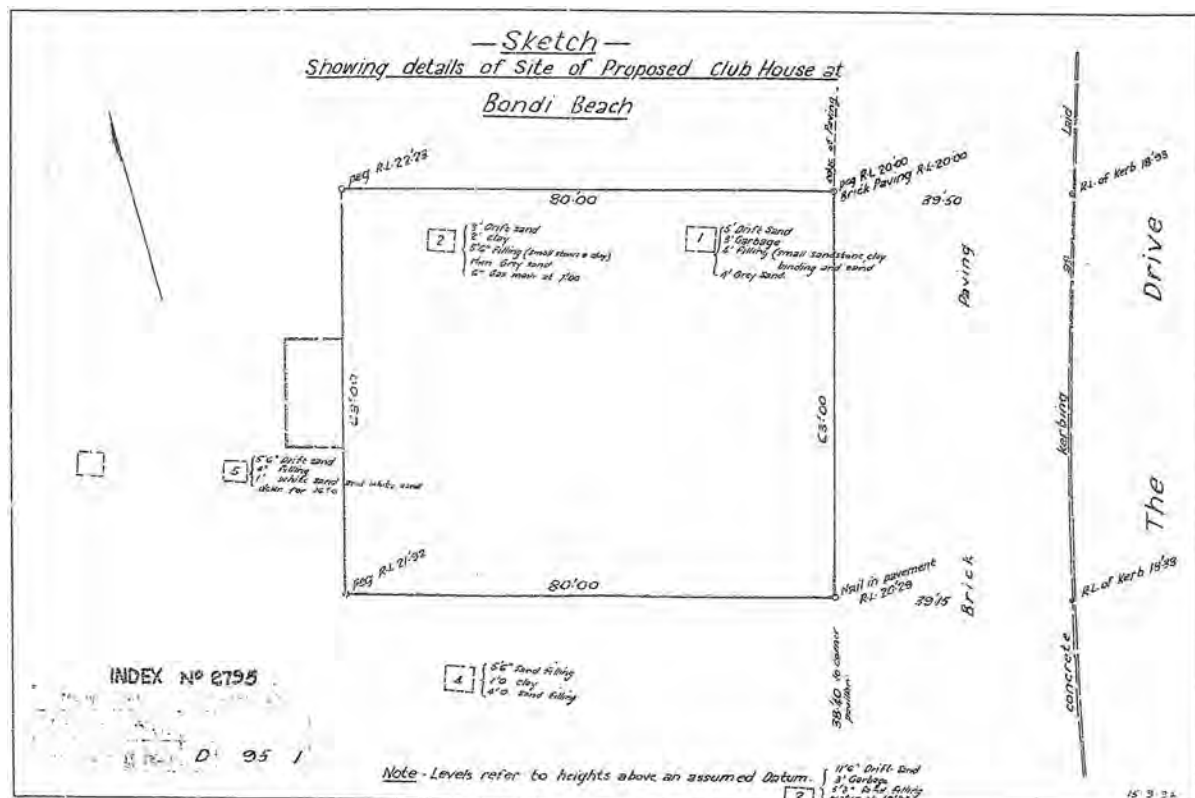


Figure 4.19: Sub soil investigation undertaken in 1932 prior to construction of surf club and indicating soil conditions and fill.
Source: WLS Engineers drawings

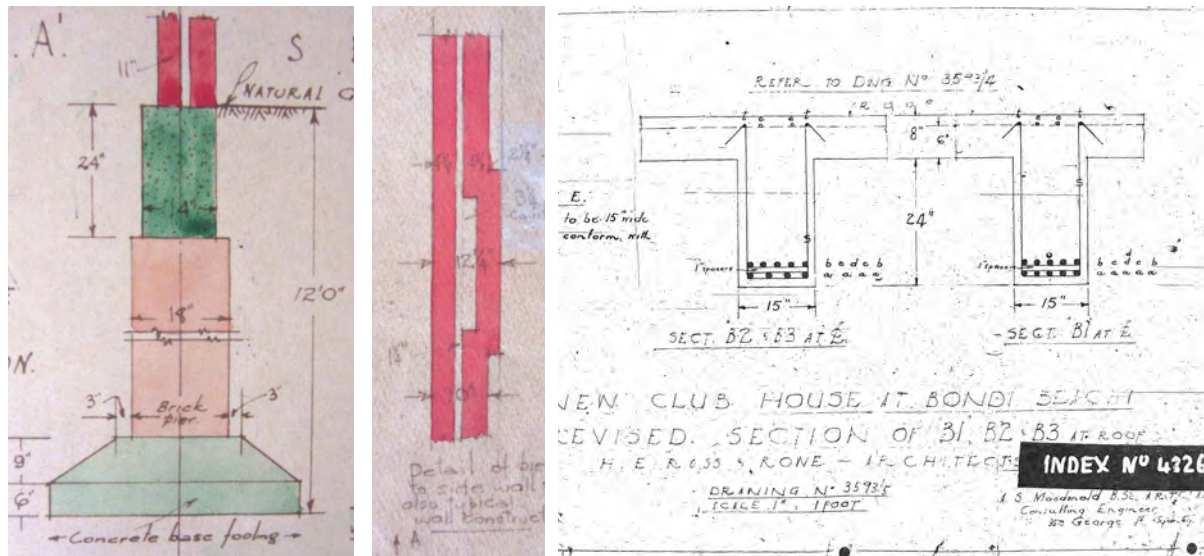


Figure 4.20: The original drawings show the 12' deep footing structure in section at left and the brick cavity wall structure in plan at right. Drawing conventions and note indicate the concrete pale green/green and brickwork pink/red. Source: WLS drawings Waverley Council Index No 432619 (left and centre) and No 432603 (right)

The cavity brickwork is shown on the drawings as being 10 inches thick in total with galvanised iron cavity ties and lead dampcourses. At the piers the cavity is larger creating a larger void at the centre of the pier. The purpose of this is not known. The bricks are set in cement mortar. Hoop iron straps were built into brick courses (4 strands in external walls) and wall plates were held down with hoop iron straps. The main roof (now floor of the first floor room) is concrete, overall flat but falling to drains and is supported by deep concrete beams. Both the architects and engineers drawings survive showing the construction in detail, including reinforcing to concrete. The pitched roofs have traditional timber structural framing.

4.4 MAIN HALL

The main space in the building is a central hall on the ground floor that maintains its original form internally with a high ceiling and concrete beams spanning across the hall, however the hall is no longer lit by a skylight as it was originally. The concrete ceiling originally also served as the floor of an external sun bathing deck but this has since been enclosed to form the club room above. It is likely that the original concrete slab remains under the timber flooring above. There are steel loops cast into the bottom of the beams presumably for suspending equipment within the space.

The hall was designed to be unpainted, with face brick walls internally with a soldier course forming the skirting. There is another soldier course at door height with a projecting course of bricks above. There is also a projecting course at the level of the base of the concrete beams and the wall and ceiling above this level is smooth plaster or render. The specification called for special bricks (Wilson's textured bricks) to be used for the jambs and door heads of the door openings internally to the hall, the jambs of the stage recess, string course to hall walls at door head height and panel above the stage opening to be of special bricks. This was changed before construction to plain rather than texture bricks but still as unpainted features. The sequence of historic photographs shows that the brick detailing at door head height remained unpainted for some time after the remainder of the walls were painted with kalsomine.

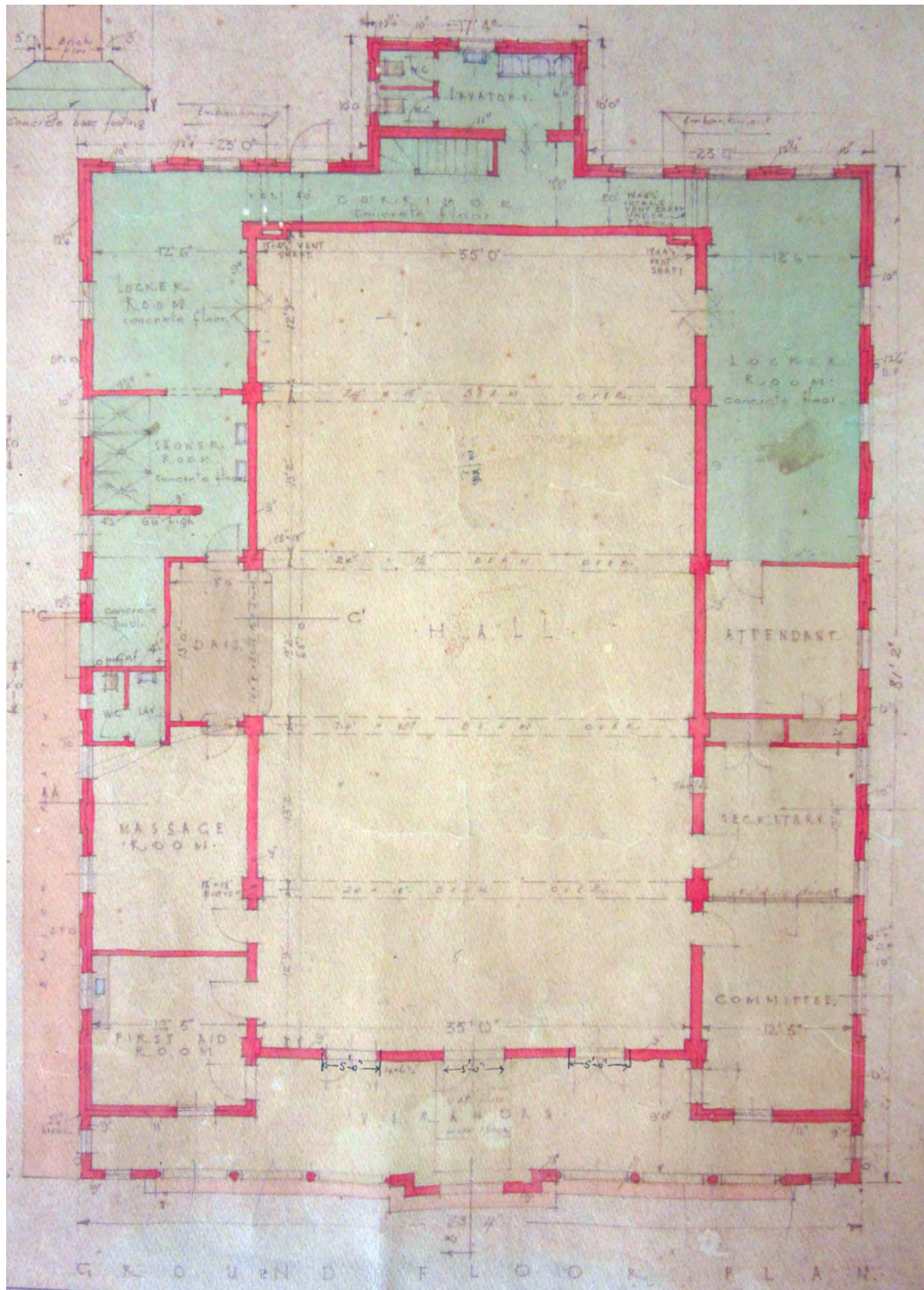


Figure 4.21: The ground floor plan shows the rooms similar to the plan Index No 432616 but that plan has a side passage that was not built. Instead the attendants room and cupboards were built as shown on this plan. Note the colours are the standard drawing convention, green indicates concrete flooring to the wet areas, red indicates brick and yellow indicates timber. Source: Waverley Council Index No 432619

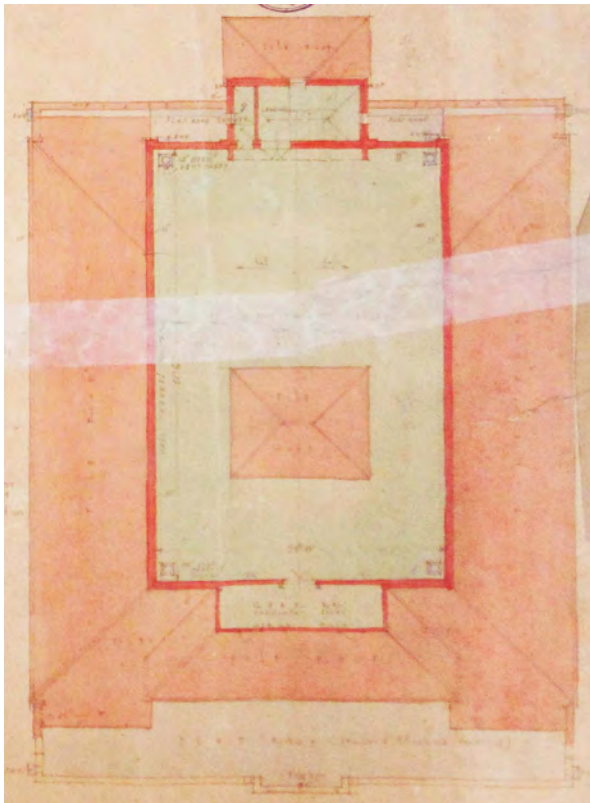


Figure 4.22: Original first floor plan showing the lantern and the sunbaking terrace and gear room. The walls shown red have been extended up from the hall below. The central lantern was not built with a pitched roof. The specification indicates it was altered to be a flat roof as a cost saving measure. The height of the wall surrounding the roof terrace was also reduced. The room added in 1975 was in the area of the gear room (bottom of the plan).

Source: Waverley Council Index No 432619

Different brick colours can be discerned in historic photos indicating careful selection and placement of dark and light coloured bricks, with the colour in the soldier course contrasting with the colour of the header course above. The brickwork is now all painted white with the soldier courses picked out in dark blue. Whereas joints to be rendered were specified to be left rough the face brick joints were to be finished with a raked joint $\frac{3}{8}$ " deep.

The decorative brickwork on each side of the original openings survives, a detail that also indicates the location of former openings now bricked in - such as that to the former locker room in the north corner shown to be bricked up in the 2005 drawings. At the rear corners of the hall, projecting brickwork forms vents which in the original design are shown continuing through to roof top vents and under the adjacent floor at ground level to the outside. It is not known if these are still connected above ceiling height however the intake grilles survive, which are the same detail as the cast vents that survive throughout. These vents may no longer function due to inadvertent alterations.

In the original design the hall was lit by high level windows. These exist on the southeast wall of the building where they open onto the upper level front deck and are bricked up on the northwest wall. The highlights at the sides were eliminated when the design was revised in 1932 and the flat side roofs replaced with pitched roofs. These roofs meant that the highlights would have opened into the roof space and they were eliminated and replaced by vents only. A roof lantern was added to provide light. This was located in the centre of the hall and the recess in the ceiling is evident today. The lantern was probably removed in about 1990 when the upper floor was increased in size. It can be seen clearly in the 1975 aerial photos.

There are three pairs of double doors at the front, the centre pair with a semi circular fanlight over, divided by fine timber glazing bars. The fanlight is believed to be the only surviving piece of original joinery. The other two doors appear to never have had fanlights (not shown on the original architectural drawings) but instead have blind panels – evident in early photos as such. All the French doors have been replaced.

4.5 SIDE ROOMS (GROUND FLOOR)

On each side of the hall are single storey rooms, the front two originally opening onto the front verandah as well as the hall. In the original design these had flat roofs but this was amended to have pitched tiled roofs. The rooms on the west were a First Aid Room, Massage Room with toilet, the Dais and side entry, a Shower Room and the Locker Room. On the east was the Committee Room with folding doors to the Secretary, Attendant Room and Locker Room.

Most of these rooms remain but are altered, in particular the Attendant Room is the new side entrance and stair. Historical plans differ on if there was a side passage. The earliest photos however show the opening in the north wall was a window, not a door. It was changed to a door by 1990. There are now lower false ceilings in these rooms added in 2005. The external walls are rendered brick with semi-circular arched head window openings set in recessed panels. Some have been obscured by additions and other windows changed to doors. The window sashes originally had curved heads and were divided into small panes but these were replaced with the current windows in 1974 or before.

4.6 SUNBAKING TERRACE (NOW FUNCTION ROOM)

The stair to the original first floor sunbaking deck was located centrally at the rear. It was accessed from the two locker rooms via three steps on either side with a corridor at an intermediate level. The hall wall vents ran under this elevated passage. A new opening has been made in the rear wall of the hall giving access via two narrow steep steps to this corridor. The concrete stair itself was in a separate structure to the rear of the main part of the building. It continued to the upper sunbaking deck and was expressed externally as a separate tower form with a hipped roof. Aerial photos indicate this roof remained in 2002 in some form but was removed by 2007. The 2005 architectural drawings for alterations show retention of a flat roof over the stair, demolition of the stair and a new concrete stair (not known if this was done). At least part of the wall of the stair tower is retained, including the pierced panel.

The original sunbaking terrace had brick walls 1950mm (6' 6") high above the surface of a concrete floor and over the hall walls below. In the original design these were expressed as walls on both the interior and exterior and there was a flat concrete roof over the ground floor side rooms. The design was altered and pitched tiled roofs were built with the apex at the top of the terrace side walls. The original drawings describe the roof tiles as being "Roman tiles" and the profile is shown as curved. It is likely that the walls of the sunbaking terrace remain - built into the later structure when the deck was enclosed to form a room.

At the south of the deck, at the front of the building, was a small gear room and the tiled roof stepped out to enclose this room. By 1975 a room was built in this area, probably for viewing the beach. It was



Figure 4. 23: View showing temporary equipment storage area to the north west. Source: Jean Rice Architect

full width of the sun deck but narrow, probably about 3m deep. It had a flat roof and picture windows to the southeast. At this date the "Roman tiles" had been removed from the side roofs and replaced with modern profile tiles and the configuration altered to create an eave (after the 1974 fire). Much of the original roof structure remains within the roof space, some charred where there was a fire. By 1990 there was a major new addition on the roof taking up about two thirds of the sunbaking terrace. It had a large low pitch hipped roof with wide eaves and over-scaled, poorly detailed arched headed windows. A lower rear structure on the first floor is evident in aerial images, probably providing undercover access from the original stair to the new room. Further changes were made recently and the function room was redecorated.

4.7 ADDITIONS ADJACENT

The 1991 aerial also shows additions of one and two storey structures to the northwest of the original building. At the east a single storey boatshed was built in the location of the former yard. To the west the structures housed a double height squash court and toilets, locker rooms and showers at the lower level. At the upper level was a 'VIP' Room, also used as an office. These additions are poorly detailed with low pitched roofs, wide eaves and openings which do not match the design of the original surf club or the adjoining pavilion.

In the most recent development, with drawings dated 2005 and built by 2007, the whole of the upper deck was enclosed with the roof form and pitch and building proportions and window details matching the 1990 sections. At this time a new stair and northeast entry was created with a projecting bay and parapet at ground level and a new hipped roof at first floor level. The boat storage area was extended to the northwest with roller door entries and a flat roofed terrace over. Three permanent sun-shading structures have since been added to the northwest side of this terrace. The squash court was subdivided with an intermediate floor - the upper level used as a gym and the lower as board and ski storage. More toilets were added on both floors.

The series of additions have compromised the original club that was designed to match the pavilion. Much of the original fabric remains though some details have been lost such as the external lamps on the front wall and the 'Roman tiles'. The additions are over scaled and dwarf the original structure and are poorly detailed in relation to the early buildings with poorly proportioned openings and inappropriate domestic style roof forms.

4.8 EXTERNAL PAINTING AND REPAINTING

The BSBLSC was repainted by Council in 2017, as was the pavilion and the same wall colour was employed, as was the case historically. Some serious issues of paint adhesion were noted – particularly in exposed areas or where there was water entry from above into the wall. The most recent coats of paint on the buildings are a 'plastic' type paint that forms a skin and peels off. The paint films are trapping water behind and bubbling. Bubbles were pierced in several locations on the pavilion and surf club and water poured out and ran down the wall. In some places the water is brown and this may be rust and an indicator of structural problems. The paint film is failing by loss of adhesion often peeling off in many layers back to early dissimilar type paint layers. The earlier paint layers are chalky. The strength and integrity of modern paint means the layer stays intact but its adhesion to the substrate fails. The current paint system being used is Dulux Weathershield.

4.9 WORKS YARD

Immediately north of the club and its additions is an informal Council works yard. The area is used as a base for beach and park maintenance and storage of plant such as mowers, trailers, tractors and sand rakes. This yard is evident in the 2002 aerial and believed to have been established prior to the 2000 Sydney Olympics when there was an increased need for maintenance. By 2007 the yard had expanded with some dark green painted shipping containers used for storage. The demountable buildings and containers are in poor condition and require replacement or alternate accommodation. The IDA for a new structure in this location was withdrawn after an indication it would not be approved. The new Council is investigating alternate sites however the conditions on site are poor for the Council employees.

4.10 THE PATH NETWORK NEAR THE BSBLSC

Photographs of the original topography show high sand dunes on Bondi Beach, particularly to the north. Subsequently a promenade was built but photos prior to the implementation of the Bondi Beach Improvement Scheme in the late 1920s show remnants of sand dunes north of the beach. The level of the promenade at the waters edge appears to be as today.

The diagonal paths and the two bridges over the parking area or 'Motor Park' are an integral part of the late 1920s Improvement Scheme, however the work was undertaken in a series of stages over a number of years. Published descriptions of the proposed improvement scheme describe the access to the promenade and gardens as being via bridges and also describes the Motor Park or parking area below.



Figure 4.24: Extract from one of E W Searle's aerial showing 1916 surf club in its first relocated position to the east of the pavilion, the brick paths and parking bays, the sections of concrete roadway and the subway access to the beach. The pines are very small in this view. Source: NLA Pic 838/1277 LOC Album 1124/14

Only two of the three bridges proposed were eventually built. An undated photograph (see page 46, *ML At Work and Play* 993) shows the partly completed concrete road and the eastern bridge in the foreground and the completed main pavilion and relocated club house behind. Bricks are still being laid in the parking bays. The levelling of the sand between the club house and the parking area beside Campbell Parade had not yet occurred. This view is undated but was taken before the March 1932 surf carnival, as the paths appear completed in the aerial view of the carnival.

1930s aerial photographs show the layout of paths and Motor Park (parking area), two pedestrian bridges from Campbell Parade, the radiating brick-paved paths and island garden beds. A number of concrete street lamp posts can also be seen. One of this series of aerial photographs was taken by E W Searle during a surf carnival in March 1932, by which time paths and bridges were completed, but work had not yet started on the new club house for the Bondi Surf Bathers Life Saving Club.



Figure 4.25: View taken between 1934 when the new club house was finished and 1942 when the groynes were removed. Source: SRNSW Series 12932

Searle's view looking southwest over the Pavilion complex shows that there was no semi-circular garden bed at the intersection of the paths at the eastern Motor Park bridge. Other aerials from the 1930s and 1940s also show that there were also no garden beds at the western bridge. The neatly trimmed garden beds were simply rounded at their point. A row of evenly spaced Norfolk Island pines had been planted on the southern side of the path beside the southern kerb of the motor park. The row of trees continues even though the path did not extend beyond the eastern pedestrian bridge. Tree plantings are dotted throughout the park including behind the surf club.

An undated sketch plan (following) of Bondi Beach and Park shows the layout of the parking area, the bridges, the paths to the subways under the foreshore promenade and the paths to the back of the pavilion from each bridge. There was, and still is, no path alongside the parking area to the east of the easternmost bridge. There are open archways from the parking area, under the stairs to the bridge, to the radiating paths to the Pavilion and foreshore. A photo survives dated 1930 showing the archway to the corresponding bridge at the western end of the parking area. The ground level has since been raised in front of the arches and garden beds added. It is not known if they were ever intended for pedestrian access but the kerb is high elsewhere.

In September 1929 the Council announced that it was to plant 150 additional Norfolk Island Pines. The 1930s aerials show the extent of planting of Norfolk island pines, including in the area behind the surf club. Frank Hurley's aerial photographs show the trees to the rear of the pavilion which were sheltered were doing better than the trees on the open areas of grass near the surf club. Two concrete light stands marked the entrance to the subway to the beach and these can be seen in 1970s photographs.

The series of 1930s aerial photos are of different dates as they show the relocated surf club next to the new pavilion while another (following) shows the new pavilion, the new club and the old club side by side (indicating that the old building was temporarily moved during construction of the new). The new surf club was designed in 1932 and built in 1934. E Searle's series of aerial photographs show that the path network and subway were completed prior to the construction of the new club house in 1934, as the old club house can still be seen in the views.

The paths and parking bays at the promenade and adjacent to the pedestrian bridges are built of herringbone brickwork, which can be seen in 1930s views and later photographs of the pavilion and the various car events held at the park. The brickwork appears to utilise irregular commons, rather than the regular pavers installed more recently in the pedestrian areas. An undated photograph of the front of the pavilion, taken before the groynes were removed, clearly shows herringbone brick paving in front of the pavilion and the sections of concrete forming the roadway.

Views of motoring events held in the 1950s and 1960s also show the paving in detail. During the car trials the bridges and the southern pavement of Campbell Parade were used by spectators to view the cars displayed below. In the 1943 aerial the sheltered trees behind the pavilion and surf club were doing



Figure 4.26: Frank Hurley photo taken showing club house and an indistinct path to the bridge. Note the surf club sun bathing terrace and highlight windows behind the parapet. Source: NLA PIC FH/7542

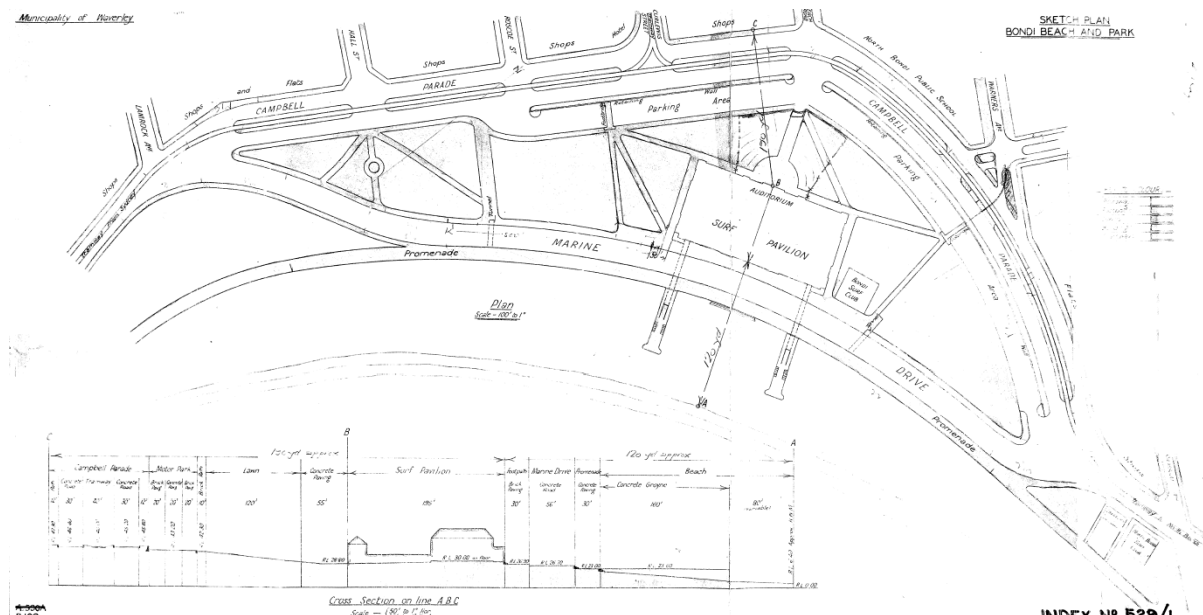


Figure 4.27: Undated plan showing the path layout and an overall section. Source: Held by the Engineering Department of Waverley Council. Plan 529



Figure 4.28: Detail of bathers heading to the beach showing the west pedestrian bridge and the archway under. Source: Waverley Council



Figure 4.29: The opening under the eastern bridge now has a garden bed behind it. Source: Jean Rice 2015



Figure 4.30: Surf Reels in storage in the boat shed.
Source: Jean Rice 2016



Figure 4.31: The evolution of Australian surf boards, part of the Surf City exhibition. Source: SLM Website

much better than the exposed trees to the east of the steps to the pedestrian bridge. The Norfolk Island pines survived until the 1950s however they were decimated by wind blown pollutants, largely detergents, from the Bondi Ocean Outfall Sewer (BOOS). By 1970 only four of the pines planted in the 1920s survived. A comparison between the 1961 and 1970 aerial photographs shows how rapidly the destruction of all of the trees occurred once the use of chemical detergents became widespread.

The paving to the two diagonal paths appears to have been renewed by the early 1990s and this can be seen in aerial photographs, however the circular garden beds had yet to be constructed. These were added more recently, and appear in the 2002 aerial photograph. The type of paving was similar to that installed in other substantial public domain projects in the late 1980s and 1990s. The landscape architects, Conybeare and Morrison, undertook a number of projects of this type, including work at Bondi, however the extent of their work at Bondi has not been confirmed. Views dating from the 1980s survive showing the character of the brick path leading to the rear of the pavilion prior to the upgrading.

The level of the paving has been altered at the base of the eastern bridge, the lower step is no longer a full step. The pathways in the vicinity of the semi circular garden bed have been built up. The intersection of the paths appears to have been altered when these garden beds were added. The installation of the semi circular garden bed has also obscured the archway.

4.11 THE COLLECTION - MOVEABLE HERITAGE, ASSOCIATED ITEMS AND RECORDS

There is a wide range of moveable heritage associated with the BSBLSC that adds substantially to the significance of the place and provides the opportunity for future research. The Waverley local studies library holds a wide range of records and materials relating to the club and Bondi more generally. They include Council minutes, the Waverley Engineers plan collection, collections of photographs, scrapbooks and a range of reports. Specifically for the Surf Club there are meeting minute books, rule books, leases and other records, the original watercolour architectural drawings and the specification and the engineering drawings as scans. Many of the records were accessed for this report but not all.

The David Souter paintings / murals from the BSBLSC are now held in the National Maritime Museum depicting Bondi and World War One and painted in 1921 and 1934. A series of the clubs historic photos have been digitised and are available on line at Digital Masters. The BSBLSC has a large collection within the surf club including trophies and memorials and a range of early surfboards including one which has been turned into a memorial. There are also surf reels, no longer used for rescues but used for competitions. The club also has a display of historic images and a range of papers in storage that are currently inaccessible. Club records are spread between the library, the club and their store. The now closed Museum of Life Saving at Bondi Icebergs holds items such as a surf reel but is currently closed and the current contacts on the website are not up to date. The museum has not been inspected in detail.

Some of the moveable items were displayed in an exhibition at the Museum of Sydney in 2005-6. The items included swimsuits, posters, surf boards and reels, deck chairs, postcards, photos, plans, paintings, signs, flags and many other items. The National Museum of Australia held an exhibition in 2007 called 'Between the Flags: 100 Years of Surf Lifesaving'.

Many libraries hold collections of photos and glass negatives, photo albums, manuscript materials and books about Bondi generally, including the surf club. There is a large range of published literature and art publications. There is also a large range of artistic, and not so artistic, advertising material featuring Bondi - including posters for events such as festivals and surf carnivals. Some of Australia's most prominent and well loved art is about, inspired by or somehow relates to Bondi and earlier artworks are inspiring new generations of artists. It is beyond the scope of this study to identify or catalogue these items but they are clearly extensive and contribute to the cultural significance. They offer research potential in many fields.

4.12 INTANGIBLE HERITAGE - TECHNOLOGY, IDENTITY AND ICONOGRAPHY

The concept of Intangible cultural heritage is a particularly important aspect of cultural significance at Bondi. UNESCO states that

Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.

While fragile, intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.

The importance of intangible cultural heritage is not the cultural manifestation itself but rather the wealth of knowledge and skills that is transmitted through it from one generation to the

next. The social and economic value of this transmission of knowledge is relevant for minority groups and for mainstream social groups within a State, and is as important for developing States as for developed ones.

UNESCO goes on to say that intangible cultural heritage is: traditional, contemporary and living at the same time; inclusive; representative and community-based. This study addresses some of the intangible values and significant uses – in enough depth to establish that intangible values are at a state if not national level. Detailed study of intangible and social values is beyond the scope of this study and could be the subject of standalone studies. There is research potential about Bondi's intangible heritage values.

One key aspect of the place's intangible values are the concepts of the lifesaver, the beach goer and the sun bather. The image of the lifesaver as an icon of masculinity, mateship, fitness and community service, and to an extent misogyny, is intimately linked to the BSBLSC. For example the Bonds Chesty Bond character of the 1930s was depicted as a club member, often at Bondi and at the club. The concept was expressed as follows in 1910:

The lifesavers represent the very highest class. They are the Samurais, the oligarchs, the elite. They strut the beaches with superiority that is insolent, yet at the same time, tolerant ... of lesser breeds - a gladiator class, envied by all the men, adored by all the women.
Lone Hand, 1 January 1910¹

The surf lifesaver is an Australian icon. The visual cues and symbols that inherently attributed to the understanding and perception of the Bondi surf lifesaver are distinctly linked to the gaining in knowledge, evolution of equipment and advances in technology over time, since the club's establishment in 1907. The brand identity of the club (the logo, the flag, the costumes) has naturally evolved and steadily progressed with changes in techniques, technology and bathing laws, concurrently reflecting the essence of lifesaving over time. However the new logos, flags and costumes etc have clearly developed from the old with the club colours remaining blue and white, in quarters for the cap, and the graphics referencing the historical development of the surf reel at Bondi.

The Royal Life Saving Society which had its origins in England in the late nineteenth century, developed still-water rescue and resuscitation techniques. With the start of ocean bathing and the birth of the Australian surf lifesaving movement it soon became apparent that the techniques and equipment developed for regular water rescues were not sufficient for the Australian surf conditions. Early costumes of the Bondi Surf Bathers Life Saving Club present a logo to the left of the chest that is closely modelled on the life buoy logo of the Society. With the formal establishment of the club and the invention of the surf reel as well as an the improvement of the lifesaving techniques, taught by the Society, to adapt to ocean surf lifesaving technique, the Club's logo also changed reflecting a movement in its own right, depicting a life buoy on the outside with a surf reel and the letters of the club name on the inside.

¹ Between the Flags - 100 Years of Lifesaving Exhibition, The National Museum of Australia

The 2007 exhibition at the National Museum of Australia, 'Between the Flags', marked 100 years of lifesaving in Australia and described the invention of the surf reel and developments thereafter as follows:

The Surf Reel

The surf-reel was one of the first pieces of equipment designed for surf lifesaving and replaced the lifebuoy and rope.

Lyster Ormsby and Warrant Officer John Bond made a model using a cotton reel and two hairpins. From this, a local coachbuilder built a full-sized surf reel. It was made of a cedar drum mounted on a wooden frame with a handle to pay out or wind in the rope. A brake was added soon after.

Surf-reels were replaced by rescue tubes in the 1970s.

The Surf Belt

Surf belts connect the line from the surf-reel to the lifesaver.

The first belts were made of cork but swimming in them was difficult and there was no way of removing them in an emergency.

After a lifesaver drowned when his line became tangled, Steve Dowling designed a belt with a quick release pin. Yet the cork belt, now with fewer corks but with no easy release, was preferred.

Following two similar deaths in 1950, the Ross safety belt, a modified version of the Dowling belt, became standard.

The Surf Boat

Walter Biddell of Bronte SLSC designed the first purpose-built surfboat.

The Albatross was a double-ender crewed by three rowers and a sweep.

In 1913 Fred Notting of Manly improved the design, making it long enough for four rowers. Known as a banana boat because of its curved ends, it was equipped with a line and belt, knife, signalling flags and a shark spear.

The banana boat was replaced by tuck-stem boats in 1946.

Since then, the only changes have been in materials, not design.

Patrolling from above

Helicopters enable surf lifesavers to rescue swimmers in heavy seas and transport injured swimmers to hospital for medical attention. They make rescues quicker and safer for all involved.

The surf lifesaving helicopter service began in Sydney in 1973. It expanded to the Gold and Sunshine coasts in Queensland and by the 1980s, was operating in Victoria, South Australia and Western Australia.

The Sly family had been rescuing people from the harbour and the surf at Manly for many years, however their boats were not initially purpose designed. At the Manly surf carnival in 1908/09 it was announced that 'there will be competitions on the beach, and the Sly Brothers will give an exhibition of 'shooting the breakers' in the surf boat.'² Resuscitation techniques in surf life saving have equally improved with advancements in emergency response technology and medical progress as described following:





The Schafer 'prone pressure' method was adopted in the early twentieth century. This method relied upon the patient being laid face-down while the rescuer pressed on the patient's lower back. The technique was designed to force exhalation and drain water from the lungs.




Dr Frank Eve devised the Eve Rocker method in the early 1940s; this method incorporated a board that was used in conjunction with the Schafer method. While successful to some extent, the Eve Rocker/Schafer method combination was eventually found to sometimes cause water in the patient's stomach to drain into their lungs. This led to the eventual adoption of expired air resuscitation (EAR) and cardiopulmonary resuscitation (CPR) techniques, which now assist surf lifesavers in around 25,000 first aid actions across the nation each season. Modern equipment such as oxygen units and defibrillators gives the surf lifesavers a valuable advantage in the resuscitation process.³



Just as important as acknowledging the change of the physical fabric of the BSBLSC building to accommodate increased numbers of members, acquisition of new gear and the change in operations, it is important to view the physical evidence of the development of the club's iconography as an integral component that attributes to the overall significance of the place.





The following table shows the evolution of some of the BSBLSC's movable heritage, the gear, the progress of the Bondi lifesaving movement, changes in the costumes and the logo over the last 110 years. The information in the table depicts only a selection of events, advancements and designs. Further research may be able to construct a complete chronology and more inclusive history of BSBLSC's cultural identity.




Figure numbers have not been used in the table. The majority of the images have been taken from the scanned set of images of the club prepared by Digital Masters (copies of which are held on site and are readily available online). These images are identified as BSBLSC followed by a number. The Annual reports may also contain additional relevant images.





YEAR	EVENT / DESCRIPTION	IMAGE
1870	The 'human chain' surf rescue	
		Source: 1870, Getty Images
1886	Reverend McKeown of Waverley calls for instalment of lifesaving appliances on beaches	Source: Brawley p27
1895	Life Saving Society John Bond and his students perform demonstration of techniques at Bondi Baths.	
		Source: Brawley p15. 1895 demonstration ATCJ 27 July 1895
1903	Public subscription to appoint a surf attendant at Manly (first professional lifeguard) Edward 'Appy' Eyre and occasional use of the Sly brothers with their boat	Source: Brawley p26
1905	Death at Bondi after rescue attempt with an old ship's lifebuoy that was affixed to a pole near the southern end of Bondi	Source: Bawley p27
1905	Requests made to RLSS to provide lifesaving apparatus on Sydney beaches (lifelines and life buoys) static box line - lifeline	Source: Brawley p26
Feb 1907	BSBLSC established Life ring shows date as 1906	
		Source: BSBLSC 509
1907	John Bond begins training BSBLSC members	Source: Brawley p40
1906/1907	First appearance of a surf belt, line and reel on Sydney beaches - alarm reel/surf reel (John Bond, Lyster Ormsby and Percy Flynn) Costume shows the life ring logo that the Royal Life Saving Society used to the left of the chest	
		Source: ATCJ 24 APRIL 1907




YEAR	EVENT / DESCRIPTION	IMAGE
Mar 1907	BSBLSC gives exhibition demonstration of life-saving at Bondi Beach sporting a club badge on the left chest of their costumes (club crest) crest borrowed the life saving buoy from the emblem of the Royal Life Saving Society with an alarm reel within, framed by initials BSBLSC: reel with cork-encrusted harness on belt swimmer, 'life jacket', 'hand seat' Sylvester and Howard method of resuscitation used in rescue	
		Source: Brawley p44
November 1907	Opening of the first Club House. Note the painted name with no logo and the formal dress of the members.	
		Source: BSBLSC 420
1907	Bronte Beach SLS Brigade purchases wooden surfboat, lookout tower and shark bell: purpose-built 'surf boat' "Albatross" and 'Dr Lee's torpedo buoy' Walter Bidell designed?	Source: SLSA website, Brawley p41
1907	Local Bondi fishermen the Doherty brothers had small boat ('Saucy Kate'), used to shoot the breakers occasionally called upon in rescues	Source: Brawley p103
1907/08	Costume - shows the crest with the life ring with reel in the middle	
		Source: Brawley p63




YEAR	EVENT / DESCRIPTION	IMAGE
1908	Blue flag with a white lifebuoy and the name of the club in the centre raised and presented to BSBLSC at opening of the season, members of the club go through a regular course of training in life-saving and resuscitation, first-aid certificates from the Australian Ambulance Association, Royal Life Saving Society's medals for lifesaving and certificates, mention of competitions held over the year	Source: Sunday Sun 13 September 1908
1908	Official opening of the season at Bondi by unfurling of a flag presented to the Bondi Surf Bathers Life Saving Club by Mrs. Onslow at the club's headquarters, flag bears club's device (logo), is white on blue ground	Source: Sydney Morning Herald 14 September 1908
1910	Shaeffer pressure method of resuscitation	
		Source: BSBLSC website
1910	Club logo as portrayed in the 1910 Club Annual Reports	
		Source: BSBLSC Annual Report 1910
by 1912	Life-buoy, well-known devices for the saving of lives in the surf, house flag "BSC Burgee" at the Surf Club Ball used for decoration, blue and white club colours	Source: Sun 19 September 1912




YEAR	EVENT / DESCRIPTION	IMAGE
1912/13	Costume and blazer with logo on left hand side	
		Source: BSBLSC 397
c1916	Costume has logo in the centre of chest, blazer has white piping around the edges and pockets	
		Source: Australian Premiers 1914-1915. Photograph hanging in the club house
1916	Logo on sign above newly opened Club House	
		Source: BSBLSC 509
c1916	Blazer has logo with just reel, life ring no longer frames the design	
		Source: BSBLSC 410





YEAR	EVENT / DESCRIPTION	IMAGE
1917	'The Surf' newspaper established by BSBLSC	
c1917	Costume shows logo on left and in the middle, sign above entry to club house shows ring with reel	
		Source: BSBLSC 506
c1918	First known use of new logo on Blazer	
		Source: BSBLSC 409
1920s	New logo in centre on costume, sign above entry to club slightly different, life ring still around reel	
		Source: BSBLSC 609

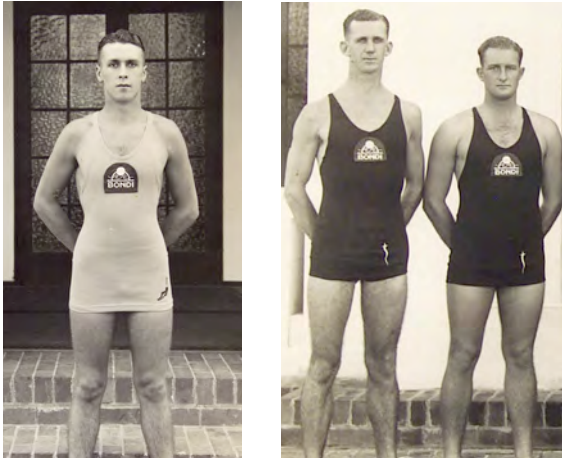


YEAR	EVENT / DESCRIPTION	IMAGE
1921/22	Different style costume in cut as well as previous logo on white background around chest	
		Source: BSBLSC 017
1922	Shark observation from the roof of the club house and talk of buying a boat after a number of shark attacks and deaths	Source: Brawley p105
1923/24	Signs developed to be placed on all patrolled beaches: safe areas to be marked with blue and white flags, dangerous areas with red flags	Source: SLSC website
1925/26	First Surf Boat "The Johnnie Walker" won in competition	
		Source: BSBLSC 217
1926	Logo and blazer	
		Source: BSBLSC 011
1926	Several different logos on blazers	
		Source: BSBLSC 343



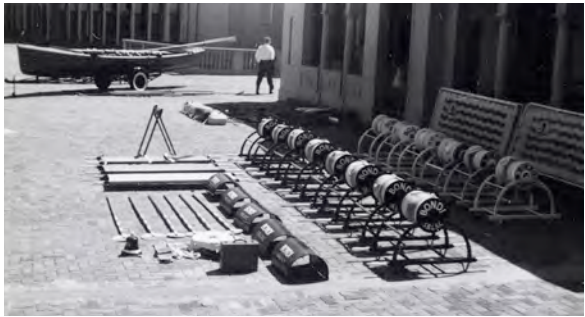
YEAR	EVENT / DESCRIPTION	IMAGE
c1925	Costume with a V-shaped design on the front	
		Source: BSBLSC
1926	Logo as published in Club's Annual Report	
		Source: BSBLSC Annual Report 1926
1928/29	Costume with circular logo and blazer with reel	
		Source: BSBLSC 331



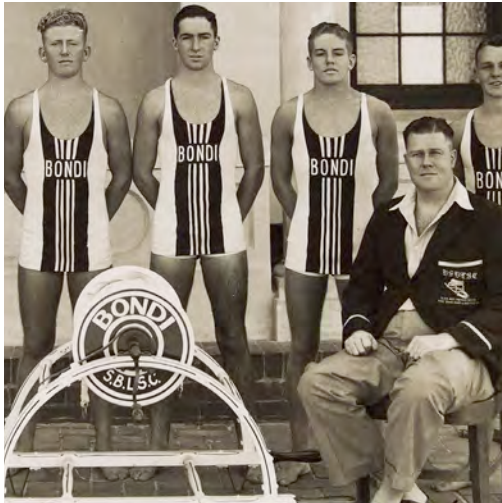
YEAR	EVENT / DESCRIPTION	IMAGE
1928/29	Cork belt still in use	
		Source: BSBLSC 330
c1930	Costume with new logo in the centre	
		Source: BSBLSC 609
c1930	Costume and boards	
		Source: NLA.PIC-vn6303348





YEAR	EVENT / DESCRIPTION	IMAGE
1930s	Costume	
		Source: Brawley p127
1932	Costume and reel	
		Source: BSBLSC 359
1932	Surf Boat "Johnnie Walker II" launched	
		Source: BSBLSC



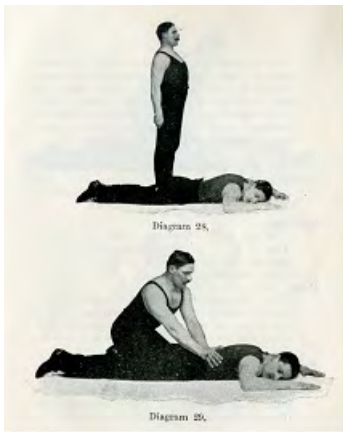
YEAR	EVENT / DESCRIPTION	IMAGE
1933	Costume, floatation neck ring and surf boat	
		Source: BSBLSC 348
1933	Junior costume, floatation neck ring and surf boat	
		Source: BSBLSC 384
1934	Logo in new club house	
		Source: Image courtesy of Jean Rice Architect
1935	Costumes, blazer and reel	
		Source: BSBLSC 376

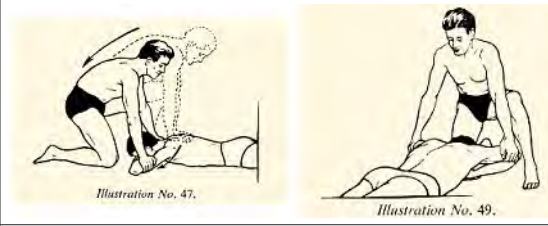
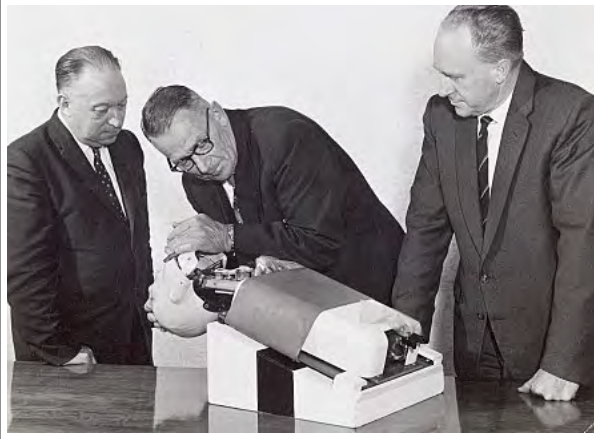


YEAR	EVENT / DESCRIPTION	IMAGE
1935/36	Costume	 <p>Source: BSLSC 389, BSLSC 406</p>
1935	Red and yellow flags introduced, although the colours were divided diagonally, not horizontally	 <p>Source: SLSA website</p>
1938	Costume and blazer	 <p>Source: BSLSC 366</p>





YEAR	EVENT / DESCRIPTION	IMAGE
1938	Blazer	
		Source: Brawley p141
1938	Surf Boat "Bill Bennett" launched	Source: BSBLSC website
1940-1945	Pre-1940s standard (flag) accompanies the Australian troops in the war - members serving together and other lifesavers donated unit colour patches or other insignia which would be sewn onto the pennant (Middle East, Pacific, Philippines) upon returning it became an enduring symbol of the service and sacrifice of Bondi lifesavers	
		Source: BSBLSC website, Brawley p161
1940s	Waverley community donates reel to troops (lifesavers) who patrol beaches overseas for servicemen and general public eg Palestine beaches, train Palestine youth in lifesaving techniques, held surf carnivals as a means of rest and recreation	Source: BSBLSC website, Brawley p161
1940s	Surf club gear laid out in front of club house	
		Source: BSBLSC 220






YEAR	EVENT / DESCRIPTION	IMAGE
1940/41	Blazer	
		Source: BSBLSC 373
1940s	Racing board 'toothpicks' in excess of 16 feet in length	
		Source: Brawley p215
1944/45	Costume and blazer Note: blazer has white stripe around cuffs only	
		Source: BSBLSC

YEAR	EVENT / DESCRIPTION	IMAGE
1945	The surf boat "The Astra" launched	
		Source: BSBLSC 720
1948	The surf boat "Crystal" launched	Source: BSBLSC website
1950	Use of Ross Belt mandatory	
	Source: SLSC website	Source: Australian National Maritime Museum Collections
1950	Logo as depicted in Club's Annual Report	
		Source: BSBLSC 1950 Annual Report
1950s	Costume	
		Source: BSBLSC 361

YEAR	EVENT / DESCRIPTION	IMAGE
1950s	Flag	
		Source: Brawley p190
1951	Junior R & R team costume	
		Source: Brawley p193
1952	<p>SLSA changes its preferred method of resuscitation.</p> <p>Shaeffer method of resuscitation (opposite) replaced by Holger-Nielson method (below)</p>	




YEAR	EVENT / DESCRIPTION	IMAGE
		 <p>Illustration No. 47.</p> <p>Illustration No. 49.</p>
	Source: http://www.lifesavingsociety.com/	
1957	First recorded use of a power craft by Australian surf lifesavers took place on Queensland beaches	
	Source: SLISA website	
1960	Expired Air Resuscitation (EAR - otherwise known as 'mouth-to-mouth') adopted	
	Source: SLISA website	Source: BSBLSC 096
1960s	Trial testing of Jet Rescue Boat (JRB) and IRBs	Source: SLISA website
1962	The image of the Bondi Lifesaver as portrayed in a 1962 cartoon published by BSBLSC on the front cover their Annual Report	
		Source: BSBLSC Annual Report 1962
1962	The BSBLSC and SLISA motto printed with graphic on the back cover of the 1962 Annual Report.	 <p>VIGILANCE AND SERVICE</p>
		Source: BSBLSC 1962 Annual Report

YEAR	EVENT / DESCRIPTION	IMAGE
1965	Surf Boat "Pepsi"	
		Source: BSBLSC Annual Report 1966
1965	Life Boys (now Nippers)	
		Source: BSBLSC
1966	Surf boat "Geoff Nolan" launched	
		Source: BSBLSC 231
1966/67	Helicopter surveillance and rescue service trialled on Gold Coast	Source: SLISA website
1972	Costume	
		Source: Brawley p241

YEAR	EVENT / DESCRIPTION		IMAGE										
1973/74	Introduction of Helicopter Rescue Service in Sydney		Source: SLSC website										
1970s	IRB (inflatable rescue boat) at Bondi												
			Source: Brawley p262										
	<table><tr><th>TYPE OF FLAG</th><th>FLAG</th><th>COLOUR</th><th>MINIMUM SIZE</th><th>DESCRIPTION OF USE</th></tr><tr><td>BEACH PATROL/ LIFEGUARD</td><td></td><td>Red over Yellow PMS 186C PMS 136C</td><td>900 X 750mm</td><td>Used to designate a bathing area by lifesavers or lifeguards</td></tr></table>			TYPE OF FLAG	FLAG	COLOUR	MINIMUM SIZE	DESCRIPTION OF USE	BEACH PATROL/ LIFEGUARD		Red over Yellow PMS 186C PMS 136C	900 X 750mm	Used to designate a bathing area by lifesavers or lifeguards
TYPE OF FLAG	FLAG	COLOUR	MINIMUM SIZE	DESCRIPTION OF USE									
BEACH PATROL/ LIFEGUARD		Red over Yellow PMS 186C PMS 136C	900 X 750mm	Used to designate a bathing area by lifesavers or lifeguards									
1980	Red and yellow flags became an Australian standard according to 'Australian Standard' SLSC		Standard colours sourced from the National Aquatic and Recreation Signage Manual, Third Edition, 2006										
1980s	Youth costume with former logo												
			Source: BSBLSC I 62										

YEAR	EVENT / DESCRIPTION	IMAGE
1990	Blazers and sign from former club house in upstairs club room	
		Source: BSBLSC 562
1990	Surf boat and costumes	
		Source: BSBLSC 699
2003	First women's surf boat launched	
		Source: SLISA website
2007	Year of the Lifesaver	Source: SLISA website
2009	New logo, a modernised version of the former logo	
		Source: BSBLSC website

YEAR	EVENT / DESCRIPTION	IMAGE
2010s	Current surf reel, generally now only used for competition events or historic displays	 <p>Source: BSBLSC website</p>
2010s	Current Nippers costumes	
		 <p>Source: BSBLSC Nippers Handbook</p>
2010s	Current Nippers logo	 <p>Source: BSBLSC Nippers Handbook</p>

YEAR	EVENT / DESCRIPTION	IMAGE
2010s	Current costume	
		Source: BSBLSC website
2010s	Current blazer	
		Source: BSBLSC website
2016-17	Current storage for the surf reels in the boatshed. Reels are now used only for competition events or historic displays	
		Source: JRA 2016

4.13 CONDITION AND INTEGRITY

The integrity of a heritage place, or a component of a heritage place, represents the degree of intactness of that place or component in relation to its assessed significance. As a whole the Bondi Beach Cultural Landscape (BBCL) has a high degree of intactness in terms of its essential landscape form, its uses and from its site planning and layout, such as the roads paths and buildings associated with the 1920s Improvement Scheme and the prominence in that Scheme of the Bondi Surf Pavilion.

While some component buildings in this cultural landscape have been replaced several times, the use and function has remained; mostly in the same location. The Pavilion is the unchanged centrepiece with minor additions and internal changes. The BSBLSC differs from the other clubs in that, though the function has continued, it has been in several locations on the beach, originally much further south. The club remains in its original 1934 building, built as part of the improvement scheme. The club has continued in operation on the beach since its inception. The intangible values have a high degree of integrity.

The place is in an aggressive marine environment where elements, such as air born salts, have a higher impact on condition of materials than in a non-marine environment. Soft timbers subject to dry-rot fungus and ferrous metals subject to corrosion are prone to damage in this environment. The steel reinforced concrete structures are subject to 'concrete cancer' where reinforcement has rusted and cracked the concrete exacerbated by the exposure to the salt air. Regular storms have an additional impact blowing sand across the landscape. A third environmental factor is climate change that is predicted to have impacts from sea level rise and the intensity and frequency of storms (see also Section 7.5).

The visitation to and use of the place are key aspects of identified heritage values – both historic and social values. The high level of visitation to Bondi generally impacts on condition and the need for a higher level of maintenance than that required elsewhere. Overuse in specific areas from repeated activity or from damage that may arise from the nature of the activity or event itself causes deterioration in condition. Another aspect of condition resulting from use is that the visitation levels at some days of the year in summer are enormous and put significant strain on the facilities and the physical condition of the landscape, such as wear and tear on the grass areas and also strain the ability of the club to perform its life saving activities including moving vehicles and equipment onto and off the beach.

The club house itself is generally well maintained. There are extensive additions and alterations some of which are intrusive but the original form is evident. Much of the original masonry remains but little of the external joinery. The hall remains as an undivided space though openings into it have been altered. The growth in size of the club, inclusion of women and young people and changes in life saving techniques have led to the additions and alterations and continues to mean that additional space is essential. Even with the additions the clubs activities are compromised by not having enough suitable spaces particularly for equipment storage, meeting and office spaces.

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Figure 5.1: Balboa Beach Pavilion. Source: Balboapavilion.com



Figure 5.2: Far left: Redondo Beach Pavilion c.1910
Source: Wikipedia



Figure 5.3: Left: Santa Monica beach pavilion
Source: Wikipedia

5.0 COMPARATIVE ANALYSIS

5.1 BEACH PAVILIONS

The idea of a substantial beach pavilion containing dance halls, casinos, swimming baths and a range of other outdoor leisure activities was definitely American. English resorts of a similar period had fewer outdoor activities, but did have dance halls and amusement parks. By 1910 a series of beach pavilions could be found at the major resorts on the Californian coast. One substantial timber example at Balboa survives dating from c. 1906. Its vented roof and encircling verandahs is similar to Federation style pavilions in Australia, but on a much larger scale. By World War I the Spanish influence was replacing the earlier preference for large timber beach clubs, as can be seen at the Redondo Beach Pavilion (1905). Substantial beach pavilions were erected in California at Long Beach, Neptune Beach, Santa Cruz, Redondo Beach (by 1910), the Venice of America (Venice Beach) and Winnipeg Beach. Substantial dance halls were also erected on piers, such as La Monica at Santa Monica in LA. Some of these buildings survived the depression and the war and are now used as function centres. These buildings are invariably of a much larger scale than the Australian examples (figures 5.1-5.3).

The architectural style of exposition pavilions and their landscaping erected in California during World War I were widely reported in the architectural press. Australia had its own pavilion at the Panama-Pacific International Exhibition held in San Francisco, designed by the Commonwealth Works Director George Oakeshott.



Figure 5.4: San Diego Railway Station (Santa Fe depot). Source: Harvey House website



Figure 5.5: Post card of the Venetian Baths, Coral Gables, Florida Source: Flickr



Figure 5.6: The Palmetto Club, Florida Source: Floridamemory

The Panama-California Exposition Exhibition held in San Diego from 1915-1917 to mark the opening of the Panama Canal saw buildings designed using motifs drawn from Spain and the Spanish colonies and missions laid out in a City Beautiful manner. Many of these buildings survive today. There are many similarities in detail between the simpler of the exhibition buildings in San Diego, the associated railway stations and the later series of surf clubs in Sydney and South Queensland (figures 5.8 and 5.9). Post 1900 a number of Australian architects had visited or worked in America and architectural developments were well known.

Specific buildings were no longer a source, rather elements such as the arcade were selected for practical reasons as they provided shelter and shade. In a number of Spanish Missions including Santa Barbara arcades are located on the exterior, providing shelter as well as views over the landscape. This placement was pragmatic, to provide shade for activities deliberately held outside the security of the mission. Inspired by these early Californian buildings the designers of the San Diego exhibition used the arcade for shading. In Sydney in September 1926 the Construction and Local Government Journal (C&LGJ) included a lengthy article on the use of arcades - Arcades for Modern Cities, New Uses for an Old Feature, and gave a Californian example not a European one.

Spanish traditions, that are historically, climatically and aesthetically appropriate are being allowed to distinguish Santa Barbara from other towns.¹

On the island of Catalina off the coast of California nineteenth or early twentieth century timber resort buildings were replaced after World War I by substantial masonry buildings that employed motifs likewise drawn from Spanish and Spanish colonial architectural traditions. Even the small but picturesque airport terminal was built using a similar palette of materials.

Likewise a number of American railway stations were built or rebuilt in a romantic interpretation of the Spanish missions erected in California. Examples in Florida were also reported in the Australian press in the mid 1920s. Motifs drawn from Spanish architecture were widely used in villas, hotels and clubs in Palm Beach, Florida (figures 5.5, 5.6 and 5.7). Examples of Mediterranean inspired buildings such as the 1924 Venetian Pool at Coral Gables in Florida survive today. Descriptions by architects who had visited and admired Coral Gables with its picturesque coloured walls and tiled roofs, particularly Walter Drummond from Melbourne, appeared in 1927-28.

These waterfront resort towns were the 'pleasure grounds of the idle rich' who imported elements salvaged from Spain, a process that occurred in Australia but only rarely. In Australia the forms were used for buildings for a much broader section of the population and motifs such as grilles in the walls were copied in materials that could be obtained locally. Ideas also reached Australia via Hollywood movies and popular magazines.

¹ C&LGJ 8 September 1926



Figure 5.7: Lake Worth Casino and Baths, Florida Source: Theknot.com

5.2 BONDİ BEACH BEAUTIFICATION

The overall style for the buildings for the Bondi Beach Beautification and Improvement Scheme has been described as Interwar Mediterranean however many of the underlying ideas come from areas in America with a similar climate: California and Florida. The broadly termed 'Mediterranean Revival' was adopted in Australia following its use for a number of buildings in Canberra including the arcaded shops in the centre of the city designed by John Sulman. Since his arrival in the colony in the 1880s Sulman had written of his dislike of verandahs, preferring the more formal arcade or colonnade. Sulman's 1919 Vernon Memorial lecture included a discussion of getting rid of ugliness in the form of advertisements, tramway, telegraph, telephone wires, posts and shop verandahs. In their place he advocated arcades and the artistic treatment of the civic centres and transport interchanges. Sulman, representing the Town Planning Association, served as a judge for the Bondi Beach Beautification competition in 1923 and again when the scheme was revised in 1926.

In addition to Sulman's continual promotion of the arcade rather than the verandah, Leslie Wilkinson, the Professor of Architecture at the University of Sydney, promoted buildings of both Southern Italy and Spain as being appropriate precedents for Australia as their climates were similar. As a result of these direct and indirect influences the whole Bondi Beach Improvement scheme was to have a set architectural character.

The Improvement Scheme Competition winners, Robertson and Marks, set the style of the buildings and the palette of building materials including terracotta roof tiles and coloured walls. There are obviously outside influences that altered their choice, as an unbuilt scheme for the beach pavilion shows a different style of pavilion altogether, to be erected in weatherboards. This scheme shows the continuing influence of Federation Architecture in NSW. This influence was presumably that of John Sulman who was one of the judges of the initial Beach Improvement Competition and was one of the three men who were involved with the revised scheme. For whatever reason George Sydney Jones was not involved in the second round. Jones died a year later, so may not have been able to participate.

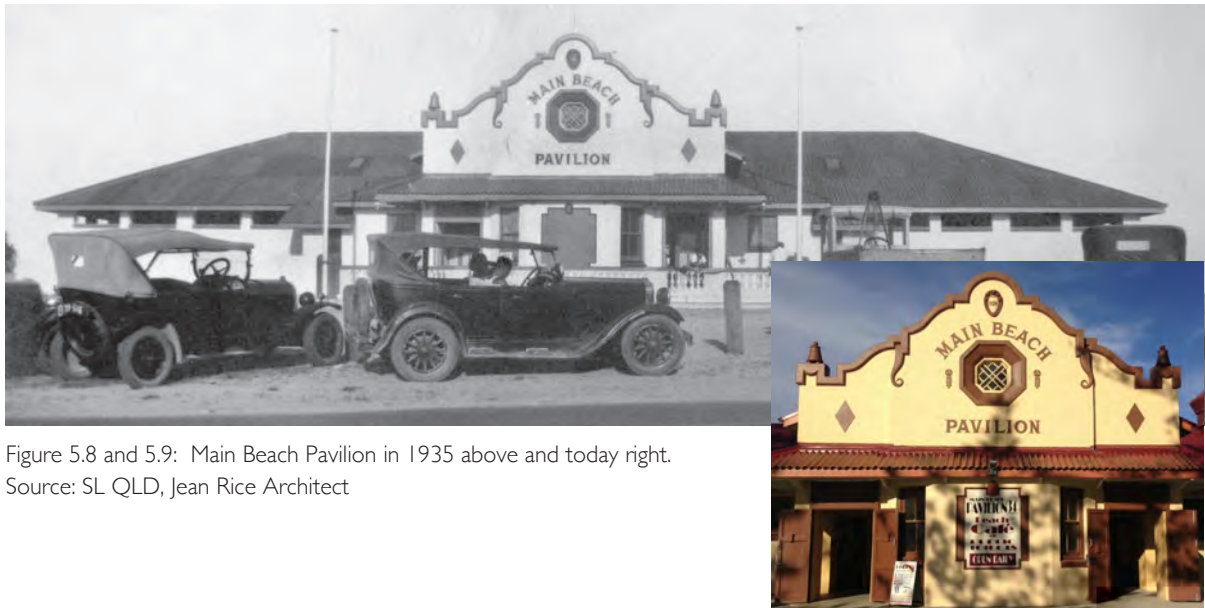


Figure 5.8 and 5.9: Main Beach Pavilion in 1935 above and today right.
Source: SL QLD, Jean Rice Architect

Buildings which did not adhere to the palette of materials and the style were criticised, such as the new club house for the North Bondi Surf Life Saving Club erected at the same time as the Bondi Surf Bathers Life Saving Club House (this building is now demolished). The two existing cable stations (now also demolished) were also to be made to conform to the overriding choice of architectural style. One of these Cable Stations was a relatively recent building, and had been erected with a band rotunda above. Its Art Nouveau detailing was now unfashionable so it went. The first building to be completed, the now altered Sewerage Pumping Station was also given a suitable external architectural treatment, in contrast to the numerous Federation Arts and Crafts style low level pumping stations erected across Sydney.

The series of bridges over the roadway also have similarities with American exposition layouts (and the later Exposition Universale in Seville). In the other layouts however the bridges were over canals not roads. Such bridges could also be found at the Venetian Baths in Coral Gables (figure 5.5) and at the Venice of America (Venice Beach California). Here their origin is far more obviously Venetian. Elements in the park such as the light standards are also similar to American expositions.

5.3 OTHER BEACH BEAUTIFICATION SCHEMES

Bondi Beach was not the only substantial beach improvement scheme, there are also three surf clubs on Manly Ocean beach and a bathing pavilion at the harbour beach however the buildings to the esplanades at Manly were not controlled to the same degree as Bondi, and there does not appear to have been an attempt at an overall scheme of a consistency of architectural style. To date no other 1920s beach improvement schemes of this scale that include major buildings have been identified in Australia and it is difficult to find an international example of this scale. The improvements at Coogee were not of the same scale. Other surf clubs of this period, such as the surf club at Main Beach also used a similar architectural vocabulary as did pavilions for coastal baths such as the now demolished kiosk at the ocean baths at Forster. The Main Beach Pavilion on the Gold Coast, opened in December 1934, was described as being Spanish however the materials used were local - brick, cement and Hardie's fibro sheeting.



Figure 5.10: Oceanic Hotel Coogee, undated, post 1926.

Source: John Henry Harvey photographs, State Library of Victoria

The surf lifesaving club, rebuilt in 1936 following a storm was, like the Bondi example, realigned to match the pavilion and was given a similar gable treatment. The Southport bathing pavilion also features motifs drawn from the Spanish Missions such as the gable treatment (figures 5.8 and 5.9). These buildings are of a consistent style but are located on the ocean beach and lagoon and all were designed by Brisbane architects Hall and Phillips. There is some similarity in the gable treatment of the Main Beach pavilion in Queensland and the central gable of the earlier Redondo Beach pavilion in Los Angeles. At South Port, as at Bondi, there was also a cable station, however the structure was less elaborate and was replaced by a more utilitarian structure which survives.

At Coogee a large hotel, the Oceanic Hotel, was erected overlooking the waterfront park. This park was not of the same scale as Bondi but also included lawns, an esplanade and a surf club. The hotel was designed by Robertson and Marks, the same firm who won the Bondi Beach competition. The architect Theodore Marks was a shareholder in the company who erected the hotel. Like the Florida examples, the hotel had an enclosed court sheltered by an arcade (figure 5.10). The Oceanic Hotel has been replaced by a modern multi storey hotel.

The Bondi Pavilion and Park scheme appears to be the most comprehensive beach improvement scheme undertaken in Australia in the interwar years. Additional detail is provided in the CMP for the overall Cultural Landscape. The close relationship of the buildings to the overall layout of the Park needs to be fully understood. The buildings were pavilions in a park, attention had been paid to the design of side and rear elevations, all of which could be seen when walking over the bridges from Campbell Parade and through the park. Subsequent additions to a number of the buildings has resulted in the loss of features such as the amphitheatre behind the surf pavilion. The increase in the need for back of house facilities has resulted in a loss of areas, intended to be public, near the main pavilion and a loss of views containing the surf club with the pavilion beyond.

It is unfortunate the original architectural intention of the main pavilion has been obscured in part by a series of interventions, including the large white curved restaurant added to the front of the building. Historic photographs show how the new club house related to the larger pavilion in terms of architectural detailing and materials. Alterations to the surf club have also weakened the relationship between the two arcades that overlook the sea. One unbuilt scheme proposed to link the Bondi Surf Pavilion with an arcade and to extend a similar structure to the west (refer to the illustrated chronology page 52, 1965 Proposed addition). This scheme acknowledged the intent of the original design. Changes to individual buildings have, in the past, not been considered on a park-wide basis, but due to the National and State Heritage Register Listings, now have to be.

5.4 DESIGN OF THE NEW SURF CLUB HOUSE

Ross and Rowe's initial design for the new surf club featured a roof terrace behind the parapet, above the central hall. Amendments were made to the design adding tiled roofs to each side, giving the building a roof line thought to be more in keeping with the pavilion. The rhythm created by the light and shade of the arcades of both buildings can be seen in historic photographs, but this is now impeded by the restaurant addition on the eastern corner of the pavilion. Flat roofs and roof terraces were frequently used in American examples, however it only rains on average 6 days a year in California. Such features have proved less successful in Australia where there is high rainfall however historic photographs show that the sunbaking terrace on the roof was well patronised.

In its original configuration the surf club had a terracotta tiled roof, with similar variegated curved terracotta tiles to that of the Bondi Pavilion. Both of these roofs have been altered with modern tiles replacing the curved tiles. The tiles on the BSBLSC are described on the original drawings as "Roman". The tiles used initially may not have been imported as due to the demand for the Mediterranean style tiles in the late 1920s local manufacturers had begun to produce these profiles in Sydney in a range of colours, supplementing the already available Marseilles tiles. Historic views show the roof of the surf club to have been variegated, an effect achieved by carefully selecting a range of tile colours.

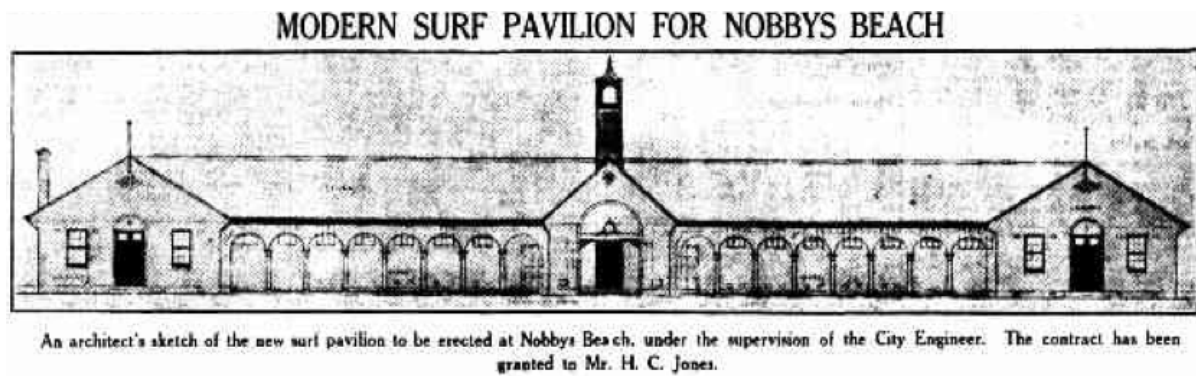


Figure 5.11: Design for Nobby's Beach Surf Pavilion published in the press. Source: Newcastle Morning Herald

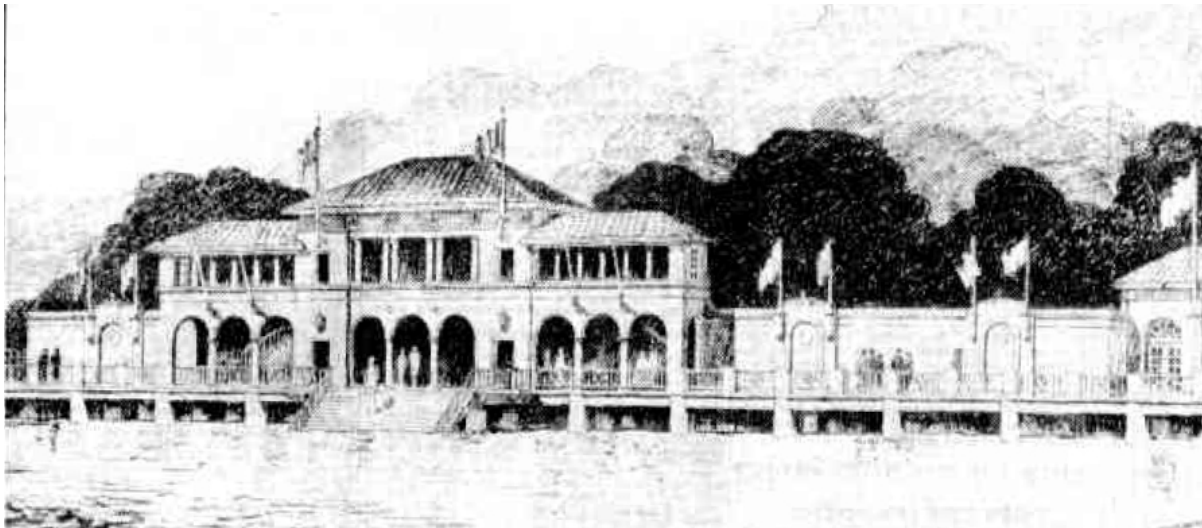


Figure 5.12: Proposed Manly Dressing Pavilion (now converted into a restaurant). Source: SMH 29 Nov 1932



Figure 5.13: New Surfer's Pavilion at Bar Beach after its official opening. Source: Newcastle Morning Herald 9 October 1933

Although the surf club has been extended, the main facade is largely as built, however details such as the decorative metal lamps have been removed. Characteristic details such as the tiled coping to the returns of the parapet have been altered, but can clearly be seen in the early photographs. Arcades can be found in other public buildings of the period including in country NSW and Canberra. The arcade to the front of a building is a feature usually reserved for buildings with a commercial or public use and can be found in South America and in Europe, including in substantial public squares in Spain such as in Salamanca. The arcades served the practical purpose of providing shade and in the surf clubs were employed facing the beach. In the pavilion shade was provided on all the other elevations as well.

5.5 OTHER AUSTRALIAN SURF CLUBS AND PAVILIONS OF THE 1920s AND 1930s

Arcades were typical of the surf pavilions, surf club houses and large scale dressing sheds erected from around 1932 until 1936. Although proposed, few buildings were erected from 1929 to 1932 due to the Depression. A competition held for improvements at Manly Beach in 1929 included surf clubs. The North Steyne club house survives today, being erected in 1934 (figure 5.15) after the economic conditions had begun to improve. The Port Jackson Ferry Company erected its own dressing shed at the western end of the harbour beach (figure 5.12). Prior to the erection of surf clubs, councils erected change sheds at beaches such as Maroubra and Clovelly, some of which had a similar form to the early surf club houses. Clovelly had a vented roof typical of Federation era buildings. Almost none of the Federation era buildings survive. There are also now few surviving 1930s surf clubs and bathing pavilions of this era in Australia and the majority were located in the Waverley, Pittwater/Waringah, Newcastle and Wollongong Council areas and on the Gold Coast. Of these Waverley and the Gold Coast have the more intact buildings.

The Sydney-based architect Alfred Brown's prize winning design for a new surf pavilion at Bar Beach in 1932 (part survives) was described as 'Modern Spanish'. In October 1932 it was announced that:

Work will commence on the erection of the surf pavilion at an early date. This will be of two storeys, constructed in concrete. It will have a flat roof with sun bathing enclosures, whilst, in addition to providing for the general public, it will also contain temporary accommodation for surf club members. Near the pavilion will be a promenade in front of which will be a semi-circular grandstand. There will be public shelters near the pavilion².

Brown, who was an advocate of design control by town planning, also proposed waterfront improvements at Gosford. This second scheme appears not to have been erected due to the Depression. In the mid 1930s the Browns designed their residence 'Fountains' in Killara around a fountain court and the house still retains many of its Spanish style details and the spectacular grounds laid out by Jocelyn Brown. Motifs such as screens (pierced panels) comprising stacked half round terracotta tiles are used, details which can also be found in the pavilions at Bondi. The initial competition designs for Bar Beach were a collaboration with S J Coleman however the detailed design of the Surf Pavilion was by A J Brown.

² Construction and Real Estate Journal 12 October 1932
Jean Rice Architect July 2018 • Issue D

DATE	SURF CLUB or SURF PAVILION	STYLE	ARCHITECT	EXTANT / DEMOLISHED
Federation style buildings and timber surf club or surf pavilion buildings have not been included				
1922	Surf Life Saving Accommodation and Gentlemen's Dressing Room, Cronulla	Image not located	Esmond B Wilshire	Assumed to have been replaced by later facilities
1927	Rose Bay Surf Club	Interwar Mediterranean	Joseland and Gilling	Extant but altered, on Campbell Parade
1929	Bondi Surf Pavilion	Interwar Mediterranean	Robertson and Marks	Extant
1929	New surf club for Coogee	Classical Revival. Replaced earlier timber building of a similar style to the 1916 Bondi Club.	H Dickson, Honorary Architect	Extant but altered
1930	New Surf Club, North Narrabeen	Description not located	Waringah Council	Replaced with a newer block
1931	Bronte Surf Club	Description not located	H Glencoe Williams	Demolished or substantially altered
1932	Tea Gardens Surf Club	Members built small club house on hill. No description	Not identified	Replaced by more modern facility
1932-33	Bar Beach Surf Pavilion	Modern Spanish	A J Brown	Demolished 1990
1932-33	Bathing Pavilion, West Esplanade, Manly	Italian	Port Jackson and Manly Steamship Company, architect unknown.	Extant but altered
1932-34	Bondi SBLSC	Mediterranean Italian	H E Ross and Rowe	Extant but altered
1933	Nobby's Beach, Newcastle	Modern surf pavilion	Under the supervision of the City Engineer	Extant, externally substantially intact
By 1933	Newport	No description located		Extant
1934	Avalon		Bertram W Ford,	Demolished
1934	Southport	Modern Spanish,	Hall and Phillips,	Extant
1934	North Steyne	Freely treated Colonial Georgian	Clifton D Leake	Extant
1934	North Bondi SLSC erected	[Interwar Georgian]	Architect not identified, probably the Honorary Architect	Altered then demolished and replaced
1936	Ladies Club Old Bar, Taree	Not unlike a modern suburban residence, resting verandah	Male club members drew up ladies club	Appears to have been demolished
1937	Palm Beach,	Described as in keeping with modern bungalows around this popular resort	Lindsay G Scott	Appears to have been demolished, current building is later
1937	South Curl Curl	Style not listed, white bricks, tiled roof, undertaken as emergency works. replaced 1909 building	Lindsay G Scott	Extant but altered. Surf sheds part of complex, remain evident
1939	Cooks Hill Surf Club	Style description not located	Newcastle City Architect	Extant but altered
Surf clubs also exist at Austinmer, Cronulla, Freshwater, Mona Vale, Narrabeen, Port Kembla and Thirroul.				



Figure 5.14: Aerial view of the Surf Pavilion at Bar Beach prior to the demolition.

Source: Newcastle Regional Library

The separate but complementary Cooks Hill Surf Life Saving Club house dates from 1939 and appears to have been designed by the Newcastle City Architect. At Bar Beach today only the Surf Club house erected to the south of the pavilion survives, the main surf pavilion was demolished in 1990. 1933 photographs of the completed surf pavilion show perforated screens to a central entrance on the park side of the surf pavilion which were later covered by Spanish style wrought iron grilles. Little evidence of the 'Modern Spanish' character of the complex survives, beyond the Arch headed windows to the side elevation of the surf club. The Surf Pavilion at Nobbys Beach (1933) had also been designed in-house by Newcastle Council and was originally intended to have a Muntz metal roof but appears to have been built with a tile roof instead (figures 5.1 and 5.16).

A description of the Newport Club shows that the designs of other club houses were known about:

The new building, which differs architecturally from other surf life saving clubs along the coast. Is of two stories [sic]. On the ground floor are public dressing sheds, the surf and the ladies' clubs' quarters, and a boatshed The upper portion consists of a fine hall, which will be adequate for all social activities. The building has been placed to give the maximum of convenience to surfers, and those who safeguard the beaches. It is bordered on three sides by approximately five acres of land, which have been levelled out and grassed.³

Newport is the only example located to date where provision was made for a ladies club, there having been a long tradition of female life saving teams dating back to around 1910. The construction of the new facilities seems to have always coincided with seasons, with construction work undertaken during the winter.

3 The Sun, 1 October 1933



Figure 5.15: 1934 view of the North Steyne Surf Club, Manly Beach. Source: ML Ted Hood photo

The Bar Beach Surf Pavilion (figures 5.13 and 14) remained an influential design, as it was exhibited in the 1938 Architecture Exhibition held at the Blaxland Galleries by the Institute of Architects, as was the 1938 competition winning design for the Manly Surf Pavilion by E Andrew and his wife Winsome Andrew (which would later win a Sulman award). Like the earlier surf clubs at Bondi and the surf pavilion at Bar Beach the surf club at the southern end of Manly Beach designed by the Andrews in the late 1930s featured sheltered sunbaking terraces. This building has been demolished and replaced with a building of a similar scale. By around 1937 Functionalist forms had also been introduced such as at North Cronulla. The rivalry between clubs was such that at the opening of this new building it was described as being the best surf club house on the coast

5.6 INTERNAL PLANNING OF SURF CLUBS

The 1932 plan (see earlier in report) shows that originally two separate functions of the Bondi SBLSC were accessed from the front verandah, the first aid room to the left and the committee room to the right. In the centre of both the new Bondi club houses was a large hall. Photographs show that the halls at North Bondi and Bondi were very similar in arrangement however the Bondi example has been modified and the North Bondi example demolished. The 1934 ground floor plan of Bondi follows with the room functions shown. These internal planning arrangements seem to have been typical of surf clubs. Other contemporary surf clubs also contained a central hall intended for social functions like dances and for drilling. A description of the North Steyne Surf Club House erected in 1934 contained similar accommodation (figure 5.15). It was designed by architect Clifton D Leake and described as follows:

The building is planned as a surf pavilion to provide dressing accommodation for both sexes and quarters for the surf club. The construction is of brick, in cement, on a reinforced concrete and pile foundation. The surf pavilion is situated at the beach level, and is approached from

the esplanade down two wide flights of steps leading to the entrance turnstiles. Beyond the turnstiles there is a service counter where locker and cubicle keys may be obtained and costumes and towels hired. To the right and to the left there are situated the entrances to the dressing sections, which are open to the sky and sunlight. Surfers will pass from the dressing sections through turnstiles to the beach, and return at separate entrances through footbaths.

The central portion of the building behind the surf pavilion entrance on the beach level contains dressing, and locker-room accommodation for the surf club members. There is a large shower-room and separate entry and exit to the beach and a wide loggia. An up-to-date well-fitted casualty-room can be conveniently entered from the loggia. Stairs lead directly up to the clubroom on the esplanade level. The clubroom, which is large and airy, has an excellent dancing floor, and it opens on to an observation porch on the beach front.⁴

Likewise the newly completed Bronte Surf Club house (figure 5.18):

The new building is among the finest surf club houses on the coast. The entrance is through a fine colonnaded porch leading to the main club room, which is 62ft long by 30ft wide, with a ceiling height of 16ft. The floor is of tallowwood laid as a dance floor. A brick dado is carried round the room at door height, and the walls above and the ceiling are finished in cream, the panels in the ceiling and the lower portion of the roof trusses being stained a dark brown. The room is provided with permanent seats round the walls, and two trophy cases for displaying the trophies won by the club. The platform for the orchestra is designed in sections, so that in addition it can be used as seating for meetings and seating for visiting members.

The building is constructed of brick, cement rendered externally, with a mottled Marseilles tile roof, and the trim and other woodwork are picked out in club colours of blue and gold. The entrance is flanked by two flagpoles, which are fixed in a specially designed vibration-resisting setting. The building is surmounted by a well-designed clock tower, which is sheathed in copper, and crowned by a weather vane designed as a silhouette of a belt and reel man in action by the artist, Mr. L. de Koningh.⁵

Internally and externally the BSBLSC was a typical example of its day, however the demolition of many of the other examples makes this building more significant, as evidence of the original internal layout survives also. It is also one of few surf clubs designed as part of a comprehensive scheme, complementing a larger surf pavilion (figure 5.17). Other beachfront reserves now have a range of buildings of different ages, largely the result of the rapid deterioration of the fabric due to the exposed locations, whereas at Bondi the Surf Pavilion, the BSBLSC and the pedestrian bridges are all of a complementary style. The facilities at Bondi also formed an example for other clubs and were frequently mentioned in the press.

4 SMH 28th August 1934
 Sean Rice SMH 7 July 1931



Figure 5.16: Nobby's Beach Surf Pavilion showing the arcade, 1954 surf carnival. Source: ML Home and Away still 27363



Figure 5.17: Bondi Beach showing the arcades as original designed. Source: Bondi Stories



Figure 5.18: Bronte Beach, late 1930s showing a variety of building age and style. Source: Flickr

6.0 SIGNIFICANCE

6.1 HERITAGE LISTINGS

Bondi Beach is listed as a Heritage Item in its entirety at a Local, State and National level. The Bondi Surf Bathers Life Saving Club is one of the elements continued within the listed cultural landscape. There are a number of different listings on Schedule 5 of the Waverley LEP that include the site of the surf club however the item itself has not been individually listed.

Waverley LEP 2012 Schedule 5 : Heritage Items		Level	LEP Item Number
Bondi Beach	Campbell Parade	National	I93
	Item bounded by Marks Park (south); Campbell Parade (north west); Ben Buckler (north east) and Tasman Sea (south east)		
Bondi Beach Cultural Landscape	Queen Elizabeth Drive	State	I94
	Item bounded by Notts Avenue (south); Campbell Parade (north west); Ramsgate Avenue East (north east) and the shoreline of Bondi Beach (south east)		
Bondi Pavilion	Queen Elizabeth Drive, Bondi Beach	State	I124
	Early twentieth century building		
Bondi Beach and Park	Campbell Parade	Local	I503
Bondi Beach Conservation Area - General	Shown by a red outline with red hatching and labelled "C2" on the Heritage Map	Local	C2
Bondi Beach and Park Landscape Conservation Area	Shown by a green outline with green hatching and labelled "C25" on the Heritage Map	Local	C25



Figure 6.1: Waverley LEP Heritage Items map. See table above. The map shows the item numbers.

Source: Waverley Council

6.1.1 NATIONAL HERITAGE LIST

'Bondi Beach' was listed on the National Heritage List in 2008. The listing extends from Mackenzies Point at the southern headland to Ben Buckler and includes the bay. The map is shown opposite. The surf club is within the listed area, as are all of the previous club house locations.

The **National Heritage listing** notes that:

Sydney's Bondi Beach is one of Australia's most treasured places. The 1.5 kilometre stretch of shore and its buildings have played a major role in the development of our beach culture. The site is also important as the place where the surf lifesaving movement officially began...

Bondi Beach is listed on the National Heritage List under Criterion A (Events and Processes) and Criterion G (Social Value).

Criterion A (Events and Processes)

Bondi Beach is significant in the course of Australia's cultural history as the site of the foundation of Australia's first recognised surf lifesaving club in 1907. From Bondi the surf lifesaving movement spread initially through NSW, subsequently to the rest of Australia, and then to the world. Along with the 'digger' and the 'bushman', the lifesaver has achieved an iconic place in Australia's cultural imagery. The lifesaver grew to become an accepted feature of the beach and a symbol of what was seen to be good about being Australian.

Under Criterion G, the place has outstanding heritage value to the nation because of the place's strong or special association with a particular community or cultural group for social, cultural or spiritual reasons.

Bondi Beach, Bondi Park and the headland reserves, the Bondi Surf Pavilion, the Bondi Surf Bathers Life Saving Club and North Bondi Surf Lifesaving club house, and the Bondi Pool area and Icebergs building, together constitute an iconic place that is emblematic of the Australian beach experience.

Of importance at a national level is that the BSBLSC, the first official Surf Life Saving club in Australia was founded at Bondi Beach. The total number having grown to 305 in Australia, with overseas patrols also based on the Australian model.

The individual buildings have been identified as contributing to the heritage value of the place. An overall CMP is currently in preparation that identified, and ascribes levels of significance to, the individual elements within the park. Section 7 of this report details the obligations and requirements arising from the National Heritage Listing. Note that the EPBC Act Policy Statement - Significant Impact Guidelines explain how to determine whether an action is likely to have a significant impact on a matter of national environmental significance.



Figure 6.2: Map showing the extent of the National Heritage Listing for Bondi Beach. The subject area has been circled.
Source: National Heritage Listing for Bondi Beach. Annotated by Jean Rice Architect

6.1.2 STATE HERITAGE REGISTER

The Statement of Cultural Significance for the **State Heritage Register listing** of Bondi Beach notes that:

Bondi Beach, Bondi Park, Bondi Surf Pavilion, and the Bondi Surf Bathers Life Saving Club building form a cultural landscape of State significance as an iconic representation of the Australian beach experience. The place is historically significant as the site of many 'firsts' and other significant events in surf lifesaving, and as the largest beach improvement scheme to be carried out in the interwar years. The place demonstrates the rapid increase in popularity of beach-going once restrictions on surf bathing were eased in the early 20th century.

The place is of social and aesthetic significance as a landmark, recognised internationally as a symbol of Australia's popular beach culture. While the Bondi Surf Pavilion has been modified over time, the relationship of the building to the promenade and beach, as well as the park and its intact features (including two concrete pedestrian bridges with standard lamps, the promenade, and numerous pathways in original locations), retains its integrity to the 1928 beach improvement design.

The BSBLSC is noted in the 1997 CMP for the Bondi Pavilion prepared by Clive Lucas Stapleton and Partners as being significant because:

It has considerable social value and historical significance as the home of the Bondi Surf Life Saving Association founded in 1906. It contains the accumulated historical artefacts of the club. As one of Sydney's earliest Surf Life Saving clubs, it has continuously occupied a location at Bondi Beach since 1906.

It is associated with a number of notable events in the surfing history of Sydney, such as the 1954 'Royal Command' Surf Carnival.

Construction in 1934, it is representative of the work of architects Ross and Rowe.

It is a good example of 1920s [sic] architecture in Sydney.

It should be noted that although the building has been added to in the 1970s and 1980s, the Surf Living Saving Club retains evidence of its original external appearance and building fabric.

The revised 2015 CMP for the Bondi Pavilion includes the BSBLSC in the Statement of Significance for Bondi Park as a whole. The Park retains notable and unique site features such as:

The expanse of brick and concrete paved parking area, concrete retaining walls and pedestrian bridges, integral elements of the 1929 Beach Park Improvement Scheme;

The sea wall and promenade, integral elements of the 1911 and 1929 Beach and Park Improvement schemes;

The Bondi Surf Life Saving Club established in 1906 and currently housed in the 1934 building designed by Ross and Rowe, which has subsequently been enlarged.

Section 7 of this report details the obligations and requirements arising from statutory heritage listings.

Heritage Council of New South Wales

Plan under the Heritage Act, 1977



State Heritage Register

Gazettal Date: 23 May 2008

0 25 50 100 150 200
Metres

Scale: 1:5,000

Produced by: Stewart Watters

Legend

- SHR Curtilage
- Land Parcels
- LGAs
- Suburbs
- Water
- Roads
- Railways
- NSW Reserves

Figure 6.3: State Heritage Register map for Bondi Beach Cultural Landscape. Source: OEH website.

6.1.3 STATE HERITAGE INVENTORY (LEP LISTING)

The Statement of Cultural Significance for the **State Heritage Inventory listing** of Bondi Beach notes that:

Bondi Beach is synonymous with Australian beach culture, surfing, and the surf life saving movement. The elegant semi-circular beach, with its golden sand and safety record, is a mecca for swimmers and tourists. The pavilion and ancillary works are a rare example of urban design from the 1920-30 period. A site of State significance.

The surf club house is one of the ancillary works that was an intended part of the initial scheme, however both surf club houses were not built until funding became available in the 1930s. The use of depression relief funding is not mentioned, but is an aspect of significance to the municipality.

6.2 REVIEW OF EXISTING STATEMENTS OF SIGNIFICANCE

The research undertaken for this CMP also indicates that the building is significant as one of the few surviving surf clubs to retain evidence of its original internal layout and its Spanish colonial-inspired detailing selected for its appropriateness as a response to the climate. The previous CMPs discuss architectural style without specifically discussing the relationship of the selection of styles from areas with a similar climate. Leslie Wilkinson, the Professor of Architecture at the University of Sydney, who promoted the use of Mediterranean-inspired forms in the 1920s and 1930s had travelled widely in Spain and Italy drawing up buildings for architectural text books. He experienced buildings designed to cope with the heat first-hand.

This building is also one of only two surf clubs identified to date that are part of a suite of buildings with complementary detailing, the other example being the pavilion at Main Beach (1934) and the adjacent surf club (1936) on the Gold Coast. At other beaches, such as Manly, the pavilions were erected in the style current at the time, rather than as part of an overall scheme. Likewise at Bronte, Nielsen Park and Coogee the improvements were undertaken in a piecemeal fashion, funding was simply not available to execute a grand scheme. The 2015 CMP for the Bondi Pavilion and the overall CMP for the Bondi Beach Cultural Landscape (2016-18) identify other beach improvements schemes dating to the 1930s.

Of the proposed improvements schemes of the late 1920s and 1930s Bondi was, and remains, the most extensive project undertaken in NSW, possibly Australia, much of which utilised unemployment relief funds and labour. This aspect of the history of the place has not been considered in detail in the previous studies. Likewise the wartime use of the place has not been considered. Additional aerial photographs are now available which demonstrate the original extent of the cultural landscape. A comparison between the views dating from 1900-1925 and the aerials shows the degree to which the foreshore was modified. Trees planted to the rear of the club house in the 1930s do not survive however these plantings would have impacted on the archaeological resource, as would the relocating of the 1916 club house and the subsequent construction of a new club house. Plans held by council of the foundations show the extent of modification and record the nature of the fill.

6.3 DISCUSSION OF CURTILAGE AND SETTING

The NSW Heritage Branch publication Heritage Curtilages describes 'Curtilage' as the extent of land around a place, which 'should be defined as encompassing its heritage significance'. The four types are:

- Lot Boundary Curtilage: where the legal boundary of the allotment is defined as the heritage curtilage. The allotment will in general contain all related features, for example outbuildings and gardens within its boundaries.
- Reduced Heritage Curtilage: where an area less than total allotment is defined as the heritage curtilage, and is applicable where not all parts of a property contain places associated with its significance.
- Expanded Heritage Curtilage: where the heritage curtilage is actually larger than the allotment, and is predominantly relevant where views to and / or from a place are significant to the place.
- Composite Heritage Curtilage: relates to a larger area that includes a number of separate places, such as heritage conservation areas based on a block, precinct or whole village.

The curtilage methodology above is based on consideration of individual items and the protection of a setting for such items. The surf club building, with its stair tower to the rear, was designed to be seen in the foreground with the pavilion to the rear in views from the bridge over the motor park and from the promenade and pathway. The setting is discussed in more detail in the overall CMP for the cultural landscape.

Views to and from the building are important, including from the sea.

Views have been identified in Section 4.12.

The area includes land in different, but mostly public, ownership or control.

6.4 SIGNIFICANT CONTINUING USES

A key component of significance is the long term significant uses. A number of these long standing uses are not identified as significant in the existing statements of significance but have been included in the expanded statement in this CMP.

The chart above traces the documented continuing uses from one generation of surf club to the next. The more utilitarian uses are harder to track as there is little mention in the minutes as to the exact nature of the facilities provided. The yellow coloured bars in the table indicate the period over which a use occurs.

USES	TENT	1907	1916	1934	EXTENDED
GEAR	Yes	Yes	Yes	Yes	Extended
LOCKERS	No	Unconfirmed	Relocated into 1934 club house	Yes	Extended
CHANGE ROOM	Yes	Yes	Yes	Yes	Women 1980s
CLUB ROOM	Meetings in hotels	Yes	Yes and smaller committee room	Yes and as 1916	
CARETAKER	No	No	No	Yes	Relocated to new position
SANITARY	No	Added 1910	Women's facilities (for socials) added c1930	Yes	1980s Improvements
SHOWERS	No	Unconfirmed	Yes, added 1920s	Yes	Women 1980s
LIFE SAVING DRILLS	No	Yes but too small	Yes	Yes	Yes
CASUALTY	No	No dedicated facility	Yes	Yes	Skin cancer checks in main hall. First Aid Room off Hall, not its original position
HONOUR BOARD	n/a	n/a	Added 1919	Relocated	Part stored off site. ANZAC day. Funerals and memorial services held
BALLS AND FUND RAISERS	No	Too small so annual ball from 1911 at rented venue	Too small. As 1907. Picture show benefits in hall.	Dances, rented a ballroom for larger events	Still used for presentation nights. Band alcove enclosed. Used as polling booth for state, federal, local elections since at least 2011
INFORMAL SMOKE CONCERTS	From 1907, rented venue	In 1908 held in Paddington Town Hall	Yes	Yes	Function Room added - general purpose
SPORTS FITNESS TRAINING	No	Unconfirmed	Punching Ball	Yes	Gymnasium over squash court
SPORTS COMPETITIVE	No	Unconfirmed	Yes - tennis, football	Yes	Change facilities / Admin?
SPORTS SOCIAL	No	Unconfirmed	Ping pong, cricket, indoor sports, 'Olympic Games'	Yes	Yes but declining use
BALL COURTS	No	Unconfirmed	Tennis court at rear	Not in original design	Squash court briefly used - now board store
SUNBAKING	No	Requested extra area but refused	Yes, in outdoor fenced area at rear	Yes, in sunbaking area on roof	Smaller terrace on boat shed roof
OBSERVATION	From beach	Probably from verandah and beach	From verandah and beach	From verandah and beach	Observation room added. Now from beach

6.5 DISCUSSION AND ANALYSIS OF SIGNIFICANCE

The basis of assessment used in this report is the methodology and terminology of the Burra Charter 1999, The Conservation Plan, and the criteria of the NSW Heritage Branch. Article 26.1 of the Burra Charter states that:

Work on a place should be preceded by studies to understand the place which should include analysis of physical, documentary, oral and other evidence, drawing on appropriate knowledge, skills and disciplines.

The cultural significance of the place has been determined by the analysis and assessment of the documentary, oral and physical evidence that is presented in the previous sections of this document. Once the place has been studied, the cultural significance can be assessed. Article 1.2 of the Burra Charter defines cultural significance as the aesthetic, historic, scientific and social or spiritual value for past, present or future generations.

The Bondi Surf Bathers Life Saving Club has occupied a series of club houses on this site, however the basic uses have remained constant, like change rooms and gear storage. The cultural significance of the Bondi Surf Bathers Life Saving Club has been assessed in accordance with the relevant **State Heritage Register Listing** criteria.

State Heritage Criteria	Assessment
Criteria A - Historical significance	The BSBLSC club house is of State significance under this criteria.
a) an item is important in the course, or pattern, of NSW's cultural or natural history;	The BSBLSC club house is the home of Australia's oldest formal surf life saving club. The club has occupied positions on Bondi Beach since its inception in the summer season of 1906/07 and is integral to the birth and development of the now internationally recognised practice of surf lifesaving.
	The BSBLSC developed the surf reel for use in life saving in 1907 and historic examples have been housed in the sequence of club houses. The surf reel features in the club logo. The club and its members continue to play an important role in life saving at Bondi Beach, the Club receiving a Special Meritorious Award by the Surf Life Saving Association of Australia for its bravery in rescue work.
	Significant for its role in assisting Council's paid lifeguards at weekends and public holidays since the club's foundation and for educating members and others about surf swimming and beach safety.
	The club was built in the 1930s under the Unemployment Relief Scheme and is an example of Depression era relief work and is one of the major works undertaken in the Waverley LGA.
	The collection of trophies and photographs of competitors demonstrates that the BSBLSC has played an integral part in the development of life saving carnivals, demonstrations, command performances and competitions in NSW, including assisting other clubs to form.
	The collection and the historical record demonstrate the changes in techniques of surf life saving and surf life saving craft. The club was integral to the development of life saving techniques and practices, such as the surf reel.
	The collection and artwork record the service of members in the world wars. The club provided support for the bereaved and returned servicemen members and later to members in illness or other adversity.
	The association with World Wars is demonstrated by the honour boards, the flag taken to theatres of war and returned to hang in the club and the starting of life saving clubs at beaches in the theatres of war including the Solomon Islands.
	Range of social activities club members organised demonstrates the arrival and Australianisation of fads such as smoke concerts and music and dance styles including jazz, jitterbug, the stomp. Trends in social and recreational activities are reflected in changes to the place.
	The range of sports played demonstrates the need to keep fit during the off season with the sports played changing over time ranging from football and boxing to ping pong, badminton and calisthenics and today gym activities.
	Associated with the range of temporary events held at Bondi Beach - athletics, surf carnivals and with competitive events at other locations.
	Demonstrates the development of junior activities, later called Nippers, and for the surprisingly late admission of women as members in the 1980s.
Criteria B – Associative Significance.	The BSBLSC club house is of local significance under this criteria
b) an item has strong or special association with the life or works of a person, or group of persons, of importance in NSW's cultural or natural history;	The documentary record tells of the role of club members and local aldermen and residents in lobbying and seeking funds for the erection and improvement of the series of club houses and to provide the necessary gear for life saving. Associated with the voluntary efforts of the members and local community for over 100 years

State Heritage Criteria	Assessment
	Associated with prominent patrons and supporters over its history such as Aldermen and Mayors, and with celebrity and official visitors and dignitaries such as Lord Beauchamp, Queen Elizabeth 2 and Prince Phillip and the Royal Command Surf Carnival and Prince Charles.
	Members and their achievements are commemorated at the club. It is associated with members decorated for bravery or with long term contributions such as Bill Bennett, Tibby Fletcher, Tom Meagher, Tiny Douglas, Bill Craven and Stan McDonald. Club events remember prominent associated figures such as the McDonalds.
	Associated with fallen members - remembered in formal honour boards within the building and including a memorial surf board (also a rare type of board)
	Associated with artist David Souter through his artwork for the club, the originals now held in the NMM.
	Associated with the well-known architect of the 1934 club house, Harry Ruskin Rowe, who was honorary architect for many years assisting also with fund raising.
Criteria C - Aesthetic significance	The BSBLSC club house is of State significance under this criteria.
c) an item is important in demonstrating aesthetic characteristics and/or a high degree of creative or technical achievement in NSW;	Part of the Bondi Beach Cultural Landscape comprised of the natural setting and its relationship with the foreshore development, including Bondi Park, Bondi Surf Pavilion and the Bondi Surf Bathers Life Saving Club building. The BBCL is a landmark of the Sydney region and an iconic image of Australia, recognised internationally as a symbol of Australia and the attractions of the country.
	Part of the large scale beach improvement scheme with a defined aesthetic which included the Surf Pavilion and the adjacent club houses, motor park, tunnels and sewerage pumping station.
	The building incorporated technical innovations such as the extensive piers to allow building on sand, the flat concrete roof and the now removed roof lantern for light and ventilation.
	The club, with the Pavilion is part of an architectural group designed to relate to each other in an urban park set at the beach. The building design, altered to match the Pavilion more closely, is a good example of the characteristics of the 'Mediterranean' architectural style with off white stucco [render] walls, an arcaded verandah, arched openings and tiled roofs (though the 'Roman' tiles have been replaced). It features a deliberate approach to design for Australia's climate.
Criteria D - Social significance	The club house and activities of the club contribute substantially at a national level to Australian cultural identity. The culture of beach bathing has the dominated past and present popular image of the Australian outdoors lifestyle.
d) an item has strong or special association with a particular community or cultural group in NSW for social, cultural or spiritual reasons;	Bondi Beach, surf clubs and Bondi life savers are held in very high esteem by the people of Sydney and more generally as a place to visit and as a symbol of the Australian way of life. The esteem is demonstrated in campaigns to protect the beach both historically and today and in popular culture such as television shows centred on life saving at Bondi.
	BSBLSC is important in the development of the volunteer life saving movement seen as an exemplar of an Australian culture of altruism and mateship and as a healthy pastime for participants and making beaches safer for others to enjoy as a healthy recreational activity - expressed in the club motto 'Vigilance and Service'.

State Heritage Criteria	Assessment
	The iconic logo and blue and white swimming costume designs symbolise life saving with events held in historic costume. The club costumes reflect the development of swim wear over time and are part of the 'Bondi Brand' that was evident as early as 1938 with the Chesty Bond character possibly based on a lifesaver.
Criteria E - Research Potential e) an item has potential to yield information that will contribute to an understanding of NSW's cultural or natural history;	The extent of documentary evidence and associated collections (including oral histories) indicates that there is considerable potential for research into the changing methods of life saving in NSW and into beach culture including swim wear, club formal uniforms and the range of activities such as beach and water sports.
Criteria F - Rarity f) an item possesses uncommon, rare or endangered aspects of NSW's cultural or natural history	It is part of the overall beach improvement scheme, the extent of which and the variety of its components is rare: pavilion, smaller surf clubs, motor park, bridges and tunnels etc. No other scheme of this scale appears to have been executed in Australia.
	It is rare as one of the Waverley surf clubs, the earliest in Australia, along with those at Manly, the earliest surf life saving clubs in Australia, that played an important role in the development of the Australian surf life saving movement.
Criteria G - Representativeness g) an item is important in demonstrating the principal characteristics of a class of NSW's	Demonstrating an aspect of beach improvements – which occurred in England, America etc to provide an amenity for city dwellers (in contrast to beaches left in their natural state in National Parks).
- cultural or natural places; or - cultural or natural environments.	The BSBLSC has many phases of development reflecting its early establishment date and it shows the development from tent, to hall, to buildings with facilities and offices and today to house complex rescue equipment.
	The surf pavilion, though previously assessed as representative, was one of few examples part of an overall scheme with a unified architectural character. It is an example that influenced other facilities Australian-wide. Its layout was typical at the time but is now rarer as other examples of the type have been replaced.

6.6 STATEMENT OF SIGNIFICANCE

The BSBLSC and its club house are of cultural significance at state level as the home of Australia's oldest formally constituted surf life saving club. The club has occupied several positions on Bondi Beach since its inception in the summer of 1906/07 and the organisation is integral to the birth and development of the now internationally recognised practice of surf lifesaving. The sequence of club buildings from tent, to timber club house, to substantial buildings reflect the growth and development of the movement and the club's activities on Bondi Beach for over a century.

The club's role is significant, assisting Council's paid lifeguards at weekends and public holidays since the club's foundation and for educating and training members and others about surf swimming and beach safety, including for the Bronze Medallion award. The club developed the surf reel for use in life saving in 1907 with examples retained in the club house and featured in the club logo. The club received a Special Meritorious Award by the Surf Life Saving Association of Australia for its bravery in rescue work and the club and its members continue to play an important role in life saving at Bondi Beach. The club was integral to the development of life saving techniques and practices with long standing practices and patterns of use continuing today including fitness training and competency drills and competition.

The BSBLSC is important in the development of the volunteer life saving movement seen as an exemplar of an Australian culture of altruism and 'mateship', as a healthy pastime for participants and making beaches safer for others to enjoy as a healthy recreational activity - as expressed in the club motto 'Vigilance and Service'. The club and its activities have contributed to Australian cultural identity and the culture of beach bathing as an Australian outdoors lifestyle. Bondi Beach, surf clubs and Bondi lifesavers are held in high esteem by the people of Sydney and Australia both as a place to visit and as a symbol of the Australian way of life. The esteem is demonstrated in campaigns to protect the beach both historically and today and in popular culture such as events staged on site and television shows centred on life saving at Bondi. The iconic logo and blue and white swim wear designs symbolise life saving with commemorative events held in historic costume. The club costumes reflect the development of swim wear over time and are part of the 'Bondi Brand'.

The building is an integral part of the Bondi Beach Cultural Landscape, a landmark of the Sydney region and an iconic image of Australia, recognised internationally as a symbol of Australia and the attractions of the country. It was part of the rare extensive beach improvement scheme with a defined aesthetic, an architectural group designed to relate to each other in an urban park set at the beach. The building design, altered to match the Pavilion more closely, is a good example of the characteristics of the 'Mediterranean' architectural style with off white cement rendered walls, an arcaded verandah, arched openings and tiled roofs (though the 'Roman' tiles have been replaced). It features a deliberate approach to design for climate. It incorporated technical innovations such as the extensive pier to allow building on sand, the flat concrete roof and the now removed roof lantern for light and ventilation.

The club was built in the mid 1930s under the Unemployment Relief Scheme and is an example of the Depression era relief work which contributed greatly to the municipality of Waverley, the legacy of which survives in the surf club houses, coastal walkway and section of Marine Drive at Tamarama.

The collection of trophies and photographs of competitors demonstrates that the BSBLSC has played an integral part in the development of life saving carnivals, demonstrations, command performances and competitions in NSW, including assisting other clubs to form. The collection and historical record demonstrate the changes in techniques of surf life saving and surf craft. The collection and artwork record the service of members in the world wars, demonstrated by the honour boards, the flag taken to theatres of war and the starting of life saving clubs at beaches in the theatres of war. The club provided support for the bereaved and returned servicemen members and later to members in illness or other adversity. The extensive documentary records and associated collections offer potential for research into the changing methods of life saving in NSW, into beach culture including swim wear, club formal uniforms and the range of activities such as beach and water sports.

The range of sports played demonstrates the need to keep fit during the off season with the sports played changing over time ranging from football and boxing to ping pong, badminton and calisthenics and today gym activities. It is associated with the range of temporary events held at Bondi Beach - athletics, surf carnivals and with competitive events at other locations. The history demonstrates the development of junior activities, later called Nippers, and for the surprisingly late admission of women as members in the 1980s. The range of social activities club members organised demonstrates the arrival and 'Australianisation' of fads such as smoke concerts and music and dance styles including jazz, jitterbug and the stomp. Trends in social and recreational activities are reflected in changes to the place.

The BSBLSC is locally significant for its association with the voluntary efforts of the members and local community for over 100 years and the role of club members and local aldermen and residents in lobbying and seeking funds for club houses and gear for life saving. It is associated with prominent patrons and supporters over its history such as Aldermen and Mayors, and with celebrity and official visitors and dignitaries such as Lord Beauchamp, Queen Elizabeth 2 and Prince Phillip, the Royal Command Surf Carnival and Prince Charles. Members and their achievements are commemorated at the club and it is associated with members decorated for bravery or with long term contributions such as Bill Bennett, Tibby Fletcher, Tom Meagher, Tiny Douglas, Bill Craven and Stan McDonald. Club events remember prominent associated figures such as the McDonalds.

The club is associated with local artist David Souter through his artwork for the club, the originals now held in the NMM and with the well-known architect of the 1934 club house, Harry Ruskin Rowe, who was honorary architect for many years assisting also with fund raising.

6.7 LEVELS OF SIGNIFICANCE

This section considers how the components of the place contribute to the overall significance. Key aspects of significance are the long term significant uses. These are detailed in a separate preceding section but are also noted in the table below where the use of an area is significant rather than the items.

The following table details the levels of significance used and the rationale for attributing each level of significance. A table with the recommended treatment for each level of significance is included in the policy section. The levels used are consistent with those in the CMPs for the Pavilion and overall Bondi Beach Cultural Landscape. The 1997 CMP did not ascribe levels of significance to individual elements, rather areas were assessed as to the degree of adaptation that should occur, ranging from preservation to complete alteration.

Levels of significance are not ascribed to the works yard which is all intrusive apart from the use which is neutral as regards heritage but important to the condition of the beach and park.

LEVEL	RATIONALE FOR LEVEL
Exceptional	Element making a direct and irreplaceable contribution to the overall heritage significance of the BSBLSC. Provides evidence of a key phase in the development. Has a high degree of integrity and interpretability to allow the value to be understood and communicated. Any alterations are of a minor nature and generally reversible. Demolition/removal or inappropriate alteration would substantially diminish the heritage significance of the place.
High	Element that makes a substantial contribution to the overall heritage significance of the BSBLSC. It may have alterations that do not detract from its significance and that demonstrate adaptation over time. Easily interpreted providing information about the changing patterns of use or development phase. Demolition/removal or inappropriate alteration would diminish the heritage significance of the place.
Moderate	Element that makes a moderate contribution to the overall heritage significance of the BSBLSC. It may have undergone alteration that detracts from its heritage significance but still contributes to the overall significance of the place. Changes may be significant but relate to the function and historical development and be capable of being interpreted. Demolition/removal or inappropriate alteration may diminish the heritage significance.
Little	Makes only a minor contribution to the overall heritage significance of BSBLSC. It may have undergone substantial and irreversible alteration and be difficult to interpret. Modifications may indicate change over time but the actual fabric or the type of change is not significant. Demolition/removal would not diminish the heritage significance of the place.
Neutral	Has no impact on significance and could remain or be removed with little impact on the heritage significance of the BSBLSC.
Intrusive	Element (or component of an element) that adversely impacts overall heritage significance of the BSBLSC. May be introduced fabric that has resulted in damage to significant fabric or be visually obtrusive and / or obscure the reading of significant fabric or development phases. Demolition/removal would enhance the heritage significance of the place.

The following table considers levels of significance of the “fabric”. There is a recommended treatment for fabric of each level of significance in the policies. The BSBLSC retains an extensive collection of movable items including honour boards, memorials, team photographs, trophies and elements from the earlier buildings. The significance of the individual elements has not been assessed and part of the collection is now in storage and has not been sighted by the authors of this report. In some cases it is not possible to assess the level of significance as the element is concealed, particularly by floor coverings. Where fabric cannot be assessed as it is concealed it is identified in the table as ‘to be confirmed’ (TBC).

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Bondi Surf Bathers Life Saving Club	The traditional use of surf life saving and the location at Bondi Beach is of greatest significance	Exceptional - Use and location
ROOFS		
Over original side rooms	Similar to original pitched roof form. Original concealed gutter removed and roof extended to form eaves. ‘Roman’ tiles replaced with modern concrete.	High - Pitched form Eaves and tiles - Neutral Replacement rafters and alteration following fire - Neutral
Over change room and caretakers room	Hipped roof with wide eaves and concrete tiles. Section of clear roofing over entry (near sauna).	Intrusive
Over first floor lounge at front	Hipped roof with wide eaves and concrete tiles	Intrusive
Over gymnasium at rear	Hipped roof with wide eaves and concrete tiles	Intrusive
Solar panels	To the eastern slope of the roof over the function room	Neutral
Air conditioning units	On the roof of the rear stair.	Intrusive
EXTERIOR - FRONT	ORIGINAL SECTION	SOUTHEAST ELEVATION
Arcade, verandah	Fabric, configuration and intended use as sheltered and shaded area are important, and key to the ‘Mediterranean’ style	Exceptional
Columns	Part of the original design and key to the ‘Mediterranean’ style	Exceptional except for modern paint finish
Brick plinth	Part of the original design	Exceptional
Balustrade panels	Part of the original design	Exceptional
Patera and rosettes	Part of the original design and key to the ‘Mediterranean’ style	Exceptional
Shield with logo and BSBLSC sign in relief	Part of the original design. The date has been added (painted)	Exceptional Painted date - Neutral
Rendered walls, breakfront and parapet	Part of the original design with breakfront denoting the entry. Originally limewashed. Glass added to top of parapet.	Exceptional except for paint type. Neutral - Glass balustrade
Vents and pierced panels in cast cement	Part of the original design for natural ventilation and as a decorative feature	Exceptional except for colour scheme

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Ceiling to arcade	Part of the original design but altered with additional beams to support second storey and new lining (after 1974 fire) Modern oyster lights	High - Ceiling level and sheet (not boarded) lining Little - Fabric Neutral - Lights
Flagpole	Part of the original design	Exceptional
Flooring - modern	Timber with mat well - replaced with concrete and tiles	Neutral
Double hung windows	Form is part of the original design, timber frames and sashes altered. Heads of sashes changed to square instead of semi-circular, set in behind masonry. Glass originally obscure and in small panes.	Exceptional - Double hung form with semi-circular head Neutral - Sashes, frames and glass
Security grilles to windows	Modern steel welded and screwed to masonry	Neutral
Front door frame and fanlight	Part of the original design. Fanlight original. Not confirmed if lower door frame is original.	Exceptional Neutral - Painted blue in club colours not deep green
Double front door	Replacement - fake panelled with no glazing. Third generation of door, originally French doors opening outwards.	Exceptional - location and size of opening. Moderate - form of double doors Neutral - fabric of doors
Replacement flanking doors	Replacement - detail altered and no glazing	Exceptional - location and size of opening. Moderate - form of double doors Neutral - fabric of doors
Doors to side rooms	One remains with fake panelled door. One bricked up - demonstrates changing pattern of use	Moderate - location of openings Neutral - fabric of doors and brick infill
Advertising signs	Fixed to exterior face of front facade	Intrusive
Notification signs, electronic entry pad	Fixed to wall near from door	Neutral generally Intrusive where damaging render
EXTERIOR - FRONT	FIRST FLOOR ADDITION (1990 ON)	
Masonry wall - rendered	Lower part original up to level of internal first floor Upper part added in 1990 (also parts from 1970s) along with demolition of original roof.	Exceptional - lower part of wall including window openings and wall vents Intrusive - upper part
Windows to upstairs lounge	Four oversized windows with arched heads and modern glazing divisions	Intrusive
Windows to hall below	Three windows, originally with operable sashes for ventilation, now fixed glazing	Exceptional - opening location and size Neutral - fixed glazing

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Flooring, terrace	Original timber framing and boarding overlaid with modern floor and ceramic tiles - nature of substrate and existence of membrane not confirmed but allows water entry, ie leaks	High - timber structure and boarding Tiles - neutral Intrusive - tiles where concealing membrane leaks.
Downpipes, first floor	Plastic downpipes discharging onto terrace and blocking outlets from flat roof	Intrusive
Outlet drains from terrace	Openings in rendered brick wall Size restricted by modern plastic pipes	High - openings Intrusive - plastic pipes obstructing
Lights and clock	Fixed to face of upper part of wall.	Neutral
EXTERIOR - SIDE	ORIGINAL SECTION	NORTHEAST ELEVATION
Rendered walls	Part of the original design	Exceptional
Return of parapet	Upper part of rendered wall with curved rendered transition to tiled roof	Exceptional
Double Hung Windows	Form with semi-circular head set in a recessed panel is part of the original design, sill level to many windows and timber frames and sashes altered. Front sills have been altered and rear sills lowered. Panels remain in part under rear windows.	Exceptional - Double hung form with semi-circular head and part of panels under rear windows. Neutral -Sashes and frames
Windows converted to doors and added door	Originally no doors on this side. Converted from windows at centre and added at rear. Demonstrates changing pattern of use	Neutral
Entry porch	Added in association with first floor function room	Intrusive
Air conditioner on ground	In cage below front office window	Intrusive
Downpipes, rainwater head	Plastic downpipes discharging into drains. Downpipes reduced in size	Neutral Intrusive - reduction in size
Lights	Fixed to wall over doors	Neutral
EXTERIOR - SIDE	PORCH (2005)	NORTHEAST ELEVATION
Entry porch	Rendered masonry with parapet at centre of elevation over new side entry door. Balustrade panels at side to match original at front	Neutral
Windows to side of porch	Aluminium frames with fixed glazing	Neutral
Porch roof	Not visible	Not assessed
EXTERIOR - SIDE	FIRST FLOOR ADDITION (1990 ON)	NORTHEAST ELEVATION
Masonry wall - rendered	Lower part original up to level of top of side roofs (partly concealed by roofs) Upper part added in 1990 along with demolition of original roof at porch.	Exceptional - lower part of wall Intrusive - upper part

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Windows to upstairs lounge	Two high level windows to rear of new porch.	Intrusive as part of 2005 addition
Windows to upstairs lounge	One window with arched head and modern glazing divisions	Intrusive as part of 2005 addition
Door to front terrace external stair	Formerly arched headed window as above. Altered to glazed door.	Neutral
External stair from lounge to front terrace	Modern metal stair suspended over roof	Intrusive
Downpipes, first floor	Plastic downpipes discharging onto lower roof to rear of porch	Neutral
Post mix lines	Run externally to rear of porch	Intrusive
Lights	Fixed to wall near glazed door	Neutral
EXTERIOR - SIDE	REAR ADDITIONS (C1950 ON)	NORTHEAST ELEVATION
Boatshed first bay	Masonry wall and roller door. Balustrade added to top to form terrace	Neutral
Boatshed second bay	Masonry wall and roller door. Balustrade added to top to form terrace	Neutral
Two roller doors	To boatshed	Neutral
Advertising signs	Over roller doors	Neutral
Terrace over boatshed	Added over roof of boatshed after the original terrace was built over in stages.	Neutral
Shed on terrace	Informal lean-to pitched off northeast wall of gymnasium	Intrusive
Permanent umbrellas on terrace	Three square 'umbrellas' at rear of terrace. Fitted with gutters and downpipes	Neutral
Temporary marquee on terrace	Clear plastic marquee erected occasionally by operators of Blue Room lounge	Intrusive
EXTERIOR - SIDE	ORIGINAL SECTION	SOUTHWEST ELEVATION
Rendered walls	Part of the original design	Exceptional
Return of parapet	Upper part of rendered wall with curved rendered transition to tiled roof	Exceptional
Double Hung Windows	Form is part of the original design, timber frames and sashes altered. Sill raised on three remaining windows, now into women's change rooms .	Exceptional - Double hung form with semi-circular arched head Neutral -Sashes and frames
Door converted to window	Originally one central door on this side. Drawings show pediment over entry but not known if built. Now an arch headed window opening from wet entry into female toilets	Neutral - window Moderate - opening, not confirmed if arched head is original.
Window part in new opening to passage to hall	Window removed and new opening formed. Door is not in same location as former window. Demonstrates changing pattern of use	Neutral

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Window and part of wall removed, wide opening formed	Rear ground floor - part of wall now internal. One former window now wall. Another former window removed and large opening formed to locker room	Intrusive
Fire hydrant	Neatly mounted centred on window and free standing	Neutral
Water etc pipes	Run vertically and horizontally along wall and fixed to masonry	Intrusive
Ice chest	On ground adjacent building	Intrusive
EXTERIOR - SIDE	REAR ADDITIONS	SOUTHWEST ELEVATION
Wet entry	Replace former internal pool for washing off sand. Lower floor with central drain, taps and tubs for footbaths.	Intrusive - fabric Use - moderate
Wet entry roof	Clear roofing added to former open, but walled, area. Cuts across original opening and in poor condition.	Intrusive
Instantaneous gas water heaters	3 units mounted on wall of wet entry in wire cages	Intrusive but fixed to addition so better than locating on original fabric.
IRB store	Rendered wall, front has blind opening with arched head and roller door in opening with arched head. Side has double hung timber window with arched head, metal security grill in recessed panel	Intrusive - overall form Neutral - fabric and details
Side entry	Rendered wall, double doors with arched head matching adjacent openings. Now concealed by wet entry	Intrusive - overall form Neutral - fabric and details
Locker room	Rendered wall with double hung timber window with arched head, metal security grill in recessed panel	Intrusive - overall form Neutral - fabric and details
Caretaker (former bunk room)	Rendered wall with double hung timber window with arched head, metal security grill in recessed panel	Intrusive - overall form Neutral - fabric and details
Air conditioner	Mounted externally on caretakers wall. Appears disused, rusted and cage rusted.	Intrusive
See also roof		
EXTERIOR - SIDE	FIRST FLOOR ADDITION	SOUTHWEST ELEVATION
Masonry wall - rendered	Lower part original up to level of top of side roofs (partly concealed by roofs) Upper part added in 1990 along with demolition of original roof	Exceptional - lower part of wall Intrusive - upper part
Windows to kitchen	High level windows	Intrusive as part of 2005 addition
Windows to upstairs lounge	One window with arched head and modern glazing divisions	Intrusive as part of 2005 addition

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Downpipes, first floor	Metal downpipes discharging onto lower roof to front and rear of porch	Neutral
Masonry wall - rendered	Walls of squash court and office addition (1974). Area of former office (now part of gym), large windows to front and side.	Intrusive
EXTERIOR - REAR	ORIGINAL SECTION - 2 LEVELS	NORTHWEST ELEVATION
Stairwell	Rendered masonry wall with string course bands and ventilation panel.	Exceptional
Rear wall now internal	Base of stairwell wall above. Now refinished with modern render. Surf reels mounted on this wall.	Exceptional
Remnant male toilet	On ground floor now inside between boatshed and corridor - side wall of original single storey male toilet	Exceptional
Pierced panel in cast cement	Part of the original design for natural ventilation and as a decorative feature	Exceptional
High level windows	Original windows at high level in centre of northeast and northwest walls of stairwell removed and replaced with wider modern windows	Moderate - location of windows Neutral - fabric of windows
Concrete slab roof	Original pitched roof of stair tower demolished between 1974 and 2005. Replaced by concrete slab at similar level to base of former roof.	Intrusive
Rear wall of original first floor	Original fabric remains as external wall on northeast side.. On southwest side now internal wall. Original windows to hall removed and bricked in.	Exceptional
Windows to upstairs lounge	One window with arched head and modern glazing divisions	Intrusive as part of 2005 addition
EXTERIOR - REAR	REAR ADDITIONS - PART 2 LEVELS	NORTHWEST ELEVATION
Masonry walls - Boatshed	Rendered brick with masonry balustrade to terrace	Neutral
Umbrellas on terrace	See north side	-
Five windows	Small squared windows to rear wall of boatshed	Neutral
Masonry walls - gym and board store (former squash court)	Rendered brick to former squash court so no openings at low level.	Intrusive
Three high level windows	Highlights under eave formerly to light squash court	Intrusive
Window to Squash Court	One larger window under eave formerly opened into squash court gallery.	Intrusive

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Fire exit door	Modern door to corridor between boatshed and board store (former squash court). Set back with concrete slab roof forming porch.	Neutral
Water tank	Adjacent wall of boatshed and board store. Convoluted plastic pipe on wall from tent roofs, to first flow diverter to tank. Overflows to stormwater drain but appears to be blocked	Neutral - tank Intrusive - piping and overflow
Caretaker (former bunk room)	Rendered wall with double hung timber window with arched head, metal security grill in recessed panel	Intrusive - overall form Neutral - fabric and details
	Door to room adjacent wall of former squash court	Intrusive as part of 2005 addition, fabric Neutral
Downpipe discharge near caretakers door	Metal downpipe. Floods adjacent room - now protected by a concrete hob	Intrusive
Gas meter	Mounted against wall at ground level	Neutral, cage intrusive
Instantaneous gas water heaters	4 units mounted on wall of caretaker's room in wire cages	Intrusive but fixed to addition so better than to original fabric.
INTERIOR - ORIGINAL SECTION OF THE BUILDING		MAIN HALL
Hall space	Major internal space of building. Use as multi purpose hall significant as well as use by the club to display trophies and memorials.	Exceptional
Ceiling	Reinforced concrete with deep beams spanning across the room. Metals rings cast into beams to support boats etc.	Exceptional
Former roof lantern	Former opening with windows removed when room added on first floor. Filled in but outline visible in ceiling.	Exceptional - evidence of former lantern
Masonry walls	Painted brick with face brick detail including soldier course at door head height, skirting and around doorways. Rendered or plastered frieze above level of base of beams. Vents to exterior or adjoining roof spaces. All now painted.	Exceptional - brick, render and detailing. Intrusive - Painting of face brick details, including surrounds to doorways. Light fittings intrusive (see below)
Masonry walls - vent shaft	At rear corners evidence of vent shafts for passive ventilation. Exterior intake/outlet for vent covered by additions.	Exceptional -- vents and the use of natural ventilation
Dais	Formerly opening in wall to small stage. Infilled but evidence remains	Exceptional - evidence of former dais
Club logo in decorative shield	In artificial stone over dais. Shows logo detail from 1935.	Exceptional
Front door	Doors replaced but in original opening (third generation of front door, each different in design). See also exterior.	Neutral See exterior for fanlight

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Two doors in original openings	Doors replaced but in original opening (probably also third generation of front door, each different).	Exceptional - openings and brick detailing. Modern doors - neutral Intrusive - Painting of face brick details
Bricked in doorways	Face brick detailing indicated location of four original doorways (one remains but is covered on hall side)	Exceptional - face brick detailing at location of former doorways. Neutral - modern brickwork in former openings Intrusive - Painting of face brick details
New openings	To rear stair, side stair, side entry and Nippers	Neutral
Timber floor	Tallowwood T&G, replaced at front, probably intact under carpet. Brass plates in floor	Exceptional
Florescent lighting	Replaced original light fittings, original form unknown	Intrusive (hall was intended to be lit with daylighting from skylight and windows)
INTERIOR - ORIGINAL SECTION OF THE BUILDING		SIDE ROOMS - NE WING
Administration and First Aid. (Former Committee and Secretary's Rooms) South eastern corner	Original administrative spaces. Use is significant as well as scale of the rooms. Timber floor originally - current material not known, now carpeted. Ceiling removed and modern lower plasterboard ceiling added in 2005. Folding doors removed. Cupboard removed. One door to hall bricked in. Small first aid room partitioned off front so office no longer has separate access from verandah.	High - space High - masonry walls, door opening TBC - flooring, not visible Intrusive - modern brickwork in former opening Intrusive - Ceiling, first aid room partition
Side stairs (Former Attendant)	Original administration / support space. New opening to hall and exterior, roof and ceiling removed, floor replaced with concrete before 2005. Built-in cupboards removed.. New concrete stair added	Moderate - space High - masonry walls Neutral - floor, new openings, new stair
Multipurpose / Nippers room and Cool Room (former Locker Room)	Originally one large room for lockers. Old opening to hall bricked up and new one added. Cool room and drinks cabinet within room. New door added to exterior. Modern lower plasterboard ceiling. Floor originally concrete.	High - space High - masonry walls, floor Neutral - modern brickwork in former opening Neutral - new opening to hall Intrusive - Ceiling, cool room

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
INTERIOR - ORIGINAL	SECTION OF THE BUILDING	SIDE ROOMS - SW WING
Female locker room (former first aid room)	Original service space. New use indicates change to allow women members. Timber floor originally - current material concrete or fc sheet with tiles over. TBC if timber remains under. Ceiling removed and modern lower plasterboard ceiling. One door to hall fixed closed and covered and door to front verandah bricked in.	High - space, masonry walls, original door opening Neutral - new openings, Neutral - floor (TBC), lockers and benches, toilet partitions Neutral - brickwork in former opening Intrusive - ceiling
Female showers (former massage room)	Original service space now showers. Introduction indicates change to allow women members. Timber floor originally - current material concrete or fc sheet with tiles over. TBC if timber remains under. Wall removed between former rooms. Ceiling removed and modern lower plasterboard ceiling.	High - space High - masonry walls, door opening Neutral - floor (TBC), toilet partitions Intrusive - ceiling.
Female toilet and accessible toilet (former dais)	Originally dais. Removed, wall bricked in and stage removed. Toilet off massage room and wet entry behind stage removed. Introduction indicates change to allow women and disabled members. Original door to exterior now window. Concrete floor and timber dais originally - replaced with new concrete. Wall removed behind dais. Modern ceiling.	High - sections of original masonry wall Neutral - floor, toilet partitions Intrusive - Ceiling.
Male toilets and showers (former showers and locker room)	Use for showers and locker room is original use but the layout and fabric has been altered.. Original window to exterior now door. Concrete floor originally - TBC if original. Section of external wall removed to create entry into adjacent locker room addition. One door to hall bricked up and one new opening made. Wall between corridor and showers may be original TBC. Modern ceiling.	High - sections of original masonry wall Some - floor (TBC) Neutral - modern partitions Intrusive - 1974 extension

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
Corridor behind hall	Corridor behind hall originally linking side wings to each other and for access to the stair to the sunbaking terrace and too the toilets behind the stairs. Originally there were five windows and one door to exterior. Original floor was concrete with steps down to each locker room. Assumed now new concrete. There were originally vents under the raised corridor from the hall to the exterior. Corridor is now blocked with new stair and the cool room blocks access to the Nippers room (former lockers) Cool room forms 'new' corridor giving gym entry and back of house entry to upstairs lounge.	Exceptional - original masonry walls Some - floor Neutral - modern partitions
INTERIOR	BOATSHEDS	
Part boatshed (former Male Toilets)	Toilet was single storey structure at the rear of the stair. Only a remnant wall and part of concrete floor remains and part of archway of original building. Surf reels are currently stored in this area	Exceptional - Archway Exceptional - Surf Reels Moderate - remnant wall and concrete floor slab
Throughout boatshed	Concrete floor, rubber flooring in part, brick walls and piers. Cage enclosure for gas bottles. Ceiling is the underside of the slab. Fluorescent lights, siren. Storage racks and cages	Neutral
INTERIOR	1974 ADDITIONS	
IRB Store	Brick walls, painted finish, including blind arches, one made into an opening with a roller shutter Concrete floor Timber rafters, concrete tiled roof	Intrusive
Locker / Male Change Room	Brick walls, painted finish, including blind arches, blind arches and arched head windows Concrete floor Timber rafters, concrete tiled roof	Intrusive
Sauna	Modern sauna	Intrusive
Board and Ski Store (former Squash Court)	Timber flooring (narrow boards, line marking still visible) Masonry Wall Concrete ceiling (to later gym)	Intrusive
Caretakers Room (built as Bunk Room)	Brick walls, painted finish, including blind arches, blind arches and arched head windows, external door at rear Concrete floor Timber rafters, concrete tiled roof	Intrusive

ITEM NAME	NATURE OF SIGNIFICANCE	LEVEL
FIRST FLOOR		
Function/Club Room	Volume	Neutral
	Bar/Kitchen area	Neutral
	Window joinery and door to front deck	Intrusive
	Current interior finishes	Neutral
	Replica or part of mural, not in its original location	Neutral (would be preferable to be displayed as Souter intended)
	Substrate (former concrete floor slab to sunbaking terrace)	Exceptional
	Opening to former Lantern, now infilled	Exceptional
Toilets	Modern fit outs	Neutral
Gym	Modern addition installed in 2005	Neutral
Former mezzanine to Squash Court	Modern addition, installed in 2005	Neutral
Upper passage	Reworked	Neutral
Rear Stair	Including evidence of cast cement vent panels	Exceptional
Air Conditioning		Intrusive
VENTILATION		
Cast cement vents	Used to draw breezes into the hall and out through the roof lantern (now removed), ceiling vents (now altered) and wall vents (extant but not all connected)	Exceptional
Closing up of vents		Intrusive

The following diagrams indicate the levels of significance of “fabric” on plans and elevations.. Note that the base drawings used are not accurate however no other floor plans or elevations were available.

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Figure 6.4: Levels of Significance diagram showing the overall levels of significance of fabric on the ground floor plan. This diagram does not cover detail such as every window or door or joinery, rather the overall form and materials. The preceding table in 6.7 should be referred to for detailed information about each space and item. Source: JRA overlay and annotations on TZG plans.



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Figure 6.5: Levels of Significance diagram showing the overall levels of significance of fabric on the first floor plan. This diagram does not cover detail such as every window or door or joinery, rather the overall form and materials. The preceding table in 6.7 should be referred to for detailed information about each space and item. Source: JRA overlay and annotations on TZG plans.



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Figure 6.6: Levels of significance diagram showing the overall levels of significance of fabric on the north west and north east elevation. This diagram does not cover detail such as every window or door or joinery, rather the overall form and materials. The preceding table in 6.7 should be referred to for detailed information about each space and item. Source: JRA overlay and annotations on TZG plans.

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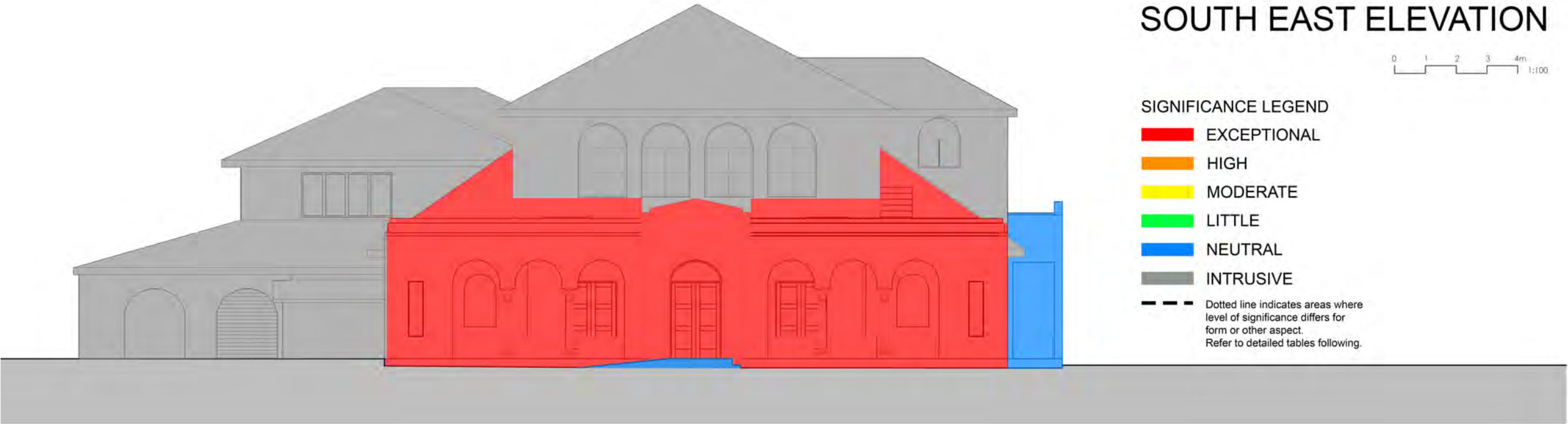


Figure 6.7: Levels of Significance diagram showing the overall levels of significance of fabric on the south east and south west elevation. This diagram does not cover detail such as every window or door or joinery, rather the overall form and materials. The preceding table in 6.7 should be referred to for detailed information about each space and item. Source: JRA overlay and annotations on TZG plans.

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7.0 CONSTRAINTS AND OPPORTUNITIES

7.1 INTRODUCTION

This section builds on the assessment of heritage significance provided in the previous section by identifying the other aspects that need to be considered in developing conservation policy for the BSBLSC, one of the individual buildings within the Bondi Beach Cultural Landscape (BBCL). In addressing these other aspects, the protection and management of the National Heritage values (significance) is the key objective of EPBC Act, 2004, which provides the statutory basis of the National Heritage Listing (NHL).

Commonwealth guidelines for preparing management plans for NHL places require that the following constraints and opportunities be addressed:

- obligations arising from NHL values and the values identified in other heritage registers;
- existing management frameworks (including National, State and Local) and how heritage management of the place will be incorporated into these existing arrangements;
- owners' / managers' needs and operational requirements;
- proposals for change and any potential pressure these may have on the heritage values of the place; and
- processes for making decisions about matters that may have an impact on the heritage values and seeking expert advice.

These matters form the basis of the section that follows. The matters raised in this section need to be given appropriate consideration and weight in developing conservation policy.

7.2 OBLIGATIONS ARISING FROM HERITAGE SIGNIFICANCE

7.2.1 NATIONAL HERITAGE LIST

Bondi Beach was added to the National Heritage list in 2008 as an urban beach cultural landscape. The NHL listing for Bondi Beach, including a map of its listed area, is in Section 6 of this report. To reach the threshold for the NHL, the Australian Heritage Council must determine that a place has 'outstanding' heritage value to the nation. This means that it must be important to the Australian community as a whole. Nine National heritage criteria identified in the EPBC Act. Bondi Beach satisfies two of these criteria:

- Criterion A: Events and Processes (historic significance); and
- Criterion G: Social Values (social significance).

There are four key aspects of the NHL listing, with each having management obligations:

- A beach cultural landscape characterised by water, sand and other natural elements, in a vast open space located within an urban setting;
- The historic importance of Bondi Beach in the history of surf culture, including, day swimming, swimming baths, surf lifesaving and the first surf club in Australia;

- The use of the spaces making up this cultural landscape, including swimming and beach use, the use of the parks promenade, sea baths, surf pavilion and pedestrian bridges; and
- The deep cultural associative significance, identity and sense of place for all Australians and an increasing number of international visitors.

The National Heritage values include the specific built elements within the Cultural Landscape, including the Bondi Surf Pavilion, the two surf clubs and the Bondi Baths. Key constraints arising from the National Heritage values are the need to conserve both the use and social aspects that have created a place of significance to all Australians. Another key constraint is to conserve the physical, tangible, attributes, as well as intangible attributes that reflect these values. Another constraint from the NHL is the process for the consideration of proposals that may impact the National heritage values. This is described further in Section 7.3.

7.2.2 NSW STATE HERITAGE REGISTER

The Bondi Beach Cultural Landscape is included on the NSW State Heritage Register (SHR) as Item 01786. The SHR listing satisfies the following NSW heritage criteria: (a) Historical; (c) Aesthetic; (d) Social; (f) Rarity and (g) Representative. The SHR listing, including a map of its listed area, is included in Section 6. The BSBLSC is specifically mentioned in Criteria A (Historical Significance), Criteria C (Aesthetic / Technical Significance) and Criteria D (Social Significance) and the two surf clubs are mentioned in Criteria F (Rarity).

Constraints arising from the identified SHR significance include the conservation, use and management of the buildings and structures noted in the listing, as well as the association with the development of the life saving movement.

The listing notes that the Bondi Surf Bathers Life Saving Club Building:

Although added to in the 1970s and 1980s, the building substantially retains its original external appearance. The more recent additions have obscured the overall form of the building and also impacted on the composed view towards the pavilion from the bridge to the north of the surf club.

7.2.3 WAVERLEY LOCAL ENVIRONMENT PLAN, 2012

Schedule 5 on the Waverley LEP 2012 includes those heritage items and Conservation Areas considered to be of importance to Waverley LGA. The heritage items and Conservation Areas in the Waverley LEP relevant to the study area are included in a table in Section 6. The BSBLSC is not listed as an individual heritage item but is within the locally listed Bondi Beach Conservation Area, as well as the state and nationally listed areas noted above.

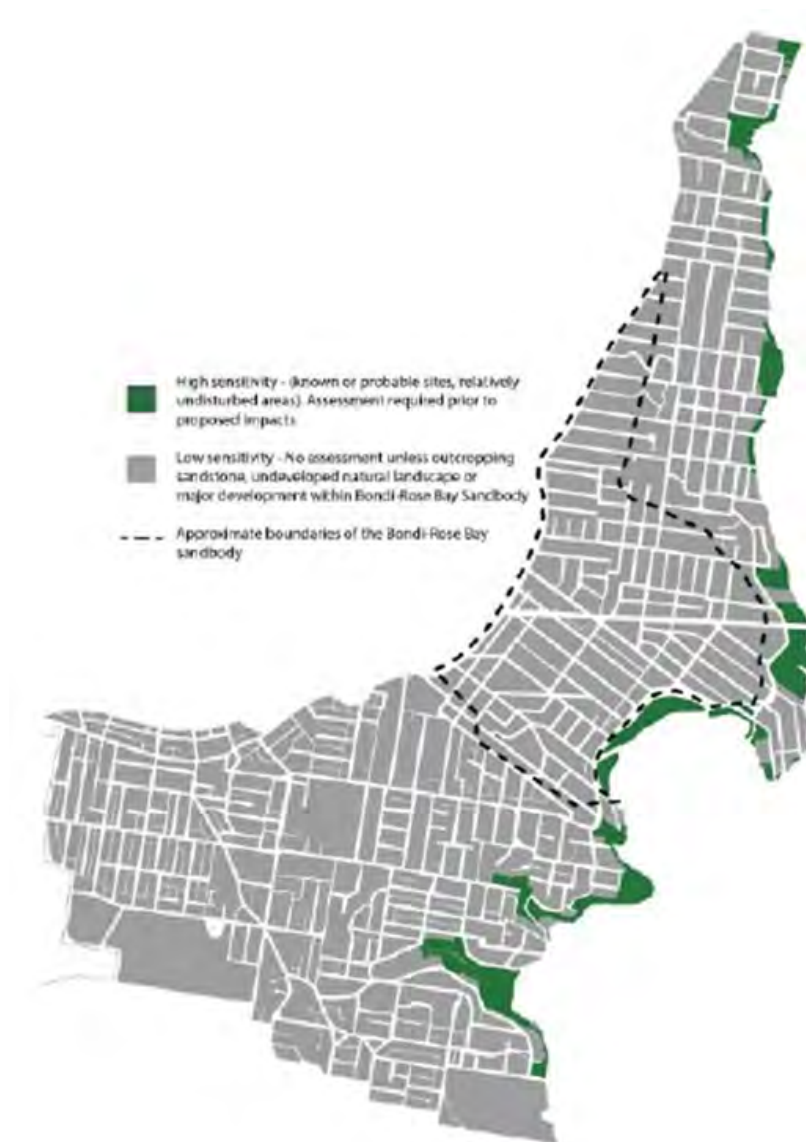


Figure 7.1: Areas of Aboriginal archaeological value. The colour green indicates high sensitivity and the colour grey indicates low sensitivity. The dotted line is the approximate outline of the Bondi-Rose Bay sandbody. Source: Waverley DCP 2012

In addition to the identification of places of Aboriginal heritage value under the National Parks and Wildlife Act 1974 (NPW Act 1974) (see below), Waverley Council has undertaken an Aboriginal cultural heritage study and has identified areas of sensitivity in its DCP 2012 (figure 7.1). The DCP clauses aim to:

- effectively manage and protect currently identified Aboriginal heritage sites; and
- protect any undetected aboriginal heritage sites.

There has been considerable alteration to the foreshore in this area, as part of the extensive improvement works. However, Bondi Park is located within the zone of sensitivity (as identified in the DCP). Aboriginal artefacts have been found at Bondi Beach and there are surviving sites on the two headlands in the study area, as well as a large rock engraving to the north of the study area, but within close proximity. These sites are set out in more detail in the overarching CMP for the Bondi Beach Cultural Landscape.

7.2.4 NATIONAL PARKS AND WILDLIFE ACT, 1974

While there are no 'Aboriginal Places', as defined in the NPW Act, in the study, there are a number of Aboriginal sites or objects that have been recorded within the overall Bondi Park on the OEH Aboriginal Heritage Information Management System (AHIMS) (and also listed by Waverley Council as noted above) and these are identified in Section 6. A separate report considering Aboriginal Cultural Heritage of the State Heritage Register listed area has been prepared.

7.2.5 NON-STATUTORY HERITAGE LISTINGS

National Trust of Australia (NSW)

Bondi Pavilion and Bondi Park are classified in the Register of the National Trust of Australia (NSW). Inclusion of a place in the Register does not have any legal effect, but it is widely recognised as an authoritative statement on the significance of the place. Constraints arising from the National Trust listing include the conservation of uses, associations and structures noted in the listing. The surf club is located within the listed park.

Australian Institute of Architects (NSW Chapter)

The Register of Significant Architecture in NSW is prepared by the Heritage Committee of the Australian Institute of Architects - New South Wales Chapter. A place is included in the AIA List where it is an example which is representative of architectural excellence during the twentieth century. The Bondi Surf Pavilion (Bondi Pavilion) has been included in the Register of Significant Architecture in NSW however the building has not yet been formally assessed. Inclusion of a place in the AIA List does not have any legal effect, but it is widely recognised as an authoritative statement on the significance of the place. The conservation of structures noted in the AIA listing is a constraint arising from significance. The BSBLSC building is not mentioned independently.

Engineers Australia

The Heritage Register, Engineers Australia recognises places that have contributed to the engineering history of Australia. Bondi Beach and associated structures are not included in this register.

There are important aspects that arise from consideration of the place as a cultural landscape that provide both constraints and opportunities for conservation policy. Planning needs to be cognisant of the inter-relationship between natural and cultural values - that to damage one value can impact on this inter-relationship and the cultural landscape. The relationship between elements in the cultural landscape over time (layers of history), between elements and their landscape setting, between elements in the landscape (for example, the hierarchy that existed in the design of the substantial Surf Pavilion, the medium sized club houses and the smaller shelter sheds, pump house and amenities block) and between the cultural landscape and its broader setting, are all important.

7.3 EXISTING MANAGEMENT FRAMEWORK

Statutory Framework

7.3.1 EPBC ACT AND REGULATIONS 2004

The EPBC Act provides protection from actions that are deemed likely to have an impact on a Matter of National Environmental Significance (MNES). National listing is an MNES matter. As the BBCL CMP study area is a National heritage place (and potentially accommodates threatened species and ecological communities that are also MNES matters) any proposed action that could impact these values should be referred to the Minister for the Environment via the Commonwealth Department of the Environment. The Minister will make a decision within 20 business days whether the action is clearly unacceptable or whether approval is required under the EPBC Act and what the process of assessment will be.

The EPBC Act allows for consideration of the impacts of proposals outside of the Nationally listed area. The Australian Government publication 'Matters of National Environmental Significance: Significant Impact Guidelines 1.1 EPBC Act 1999', states that an action is likely to have a significant impact on historic heritage values of a National Heritage place if there is a real chance or possibility that the action will involve the construction of buildings or other structures within, adjacent to, or within important sight lines of, a National Heritage place which are inconsistent with relevant values.

7.3.2 NSW HERITAGE ACT, 1977

Bondi Beach Cultural Landscape, comprising Bondi Beach, Bondi Surf Pavilion and Bondi Park, Bondi Surf Bathers Life Saving Club and the North Bondi Surf Club is listed on the State Heritage Register under the Heritage Act, 1977 (as shown on the map in Section 6, which contains details of the listing).

Any development within the area affected by this listing, including works to the BSBLSC would require approval to be sought from the Heritage Council under Section 60 of the Heritage Act. Any Development Application (DA) would be likely to be deemed as Integrated Development under Section 91 of the EP&A Act 1979 due to the requirement for approval under the Heritage Act 1977.

There are a range of standard exemptions from Section 60 Approval under the Heritage Act however the Guide to the Standard Exemptions notes that these do not apply to:

anything affecting objects, places, items or sites of heritage significance to Aboriginal people or which affect traditional access by Aboriginal people.

There are also a number of Site Specific Exemptions for the Bondi Beach Cultural Landscape item if Waverley Council is satisfied that the works will not affect the significance of the item (refer to the SHR listing in Section 6). These include:

- Minor alterations to buildings and/or works which do not increase the area of a building and will not materially affect the heritage significance of the listed area as a whole or the area in which they are to be undertaken; and
- Any works or activities undertaken in accordance with a current and valid development consent.

There have been no applications under the Heritage Act for recent works undertaken within the Park.

When works are determined by Waverley Council to be exempt from Section 60 Approval, a S57 exemption notification still needs to be made to the NSW Heritage Council. Until a signed notification has been received from the Director of the Division WORKS CANNOT BE COMMENCED

In the past works have been commenced without waiting for notification from the NSW Heritage Office which resulted in delays when work is then stopped until the necessary approvals are obtained. The Site Specific exemptions under the Heritage Act also make reference to any activity that is undertaken in accordance with the 'Bondi Park and Pavilion Plan of Management' which was adopted under the provisions of section 114 of the Crown Lands Act 1989 on 24 November 1995. While a new PoM has been adopted by Waverley Council in 2014, it has not been adopted by the Department that administers the Crown Lands Act. The site specific exemptions under the NSW Heritage Act refer specifically to the previous PoM and therefore this exemption is not currently operative in relation to the PoM 2014.

A Section 60 Approval was made by the NSW Heritage Council on 12 May 2015 for works to Tunnels 3 and 4 to fill the tunnels with sand. The works for Tunnel 3 also include the creation of three storage spaces and two toilets under the promenade and the semi-circular structure where a 'groyne' was located. The north side of this space is being made available to the Bondi Surf Bathers Life Saving Club with the other half to be used by the Lifeguards.

A DA for alterations and additions to the BSBLSC that includes the construction of a new works depot at the rear of the building (DA-567/2015) was submitted for consideration by the Heritage Council of NSW and Waverley Council. The Heritage Council expressed reservations regarding the proposal and the proposal has been withdrawn.

7.3.3 CROWN LANDS ACT 1989 AND CROWN LANDS MANAGEMENT ACT 2016

In 1938, 37 acres of Crown Land was declared as Bondi Park under the Crown Lands Act 1912. The Bondi Park is governed by the Bondi Park Reserve Trust under Section 92 of the Crown Lands Act, 1989. Waverley Council manages the affairs of the Trust and is responsible for the care, control and management of the park, and has been since the formation of the park in the 1880s.

The Crown Lands Act, 1989, sets out how Crown land is to be managed for the benefit of the people of New South Wales. In summary, the principles of Crown land management are:

- Environmental protection principles be observed;
- Natural resources be conserved, wherever possible;
- Public use and enjoyment, and multiple use be encouraged;
- The land and its resources be sustained in perpetuity, and
- It be occupied, sold, or otherwise dealt with consistent with these principles.

The guidelines prepared as part of the comprehensive review of Crown Lands and the ensuing Crown Land Management Act of 2016 notes that the NSW Government will retain Crown Land that is of State Significance and that criteria have been developed to 'guide decisions on what Crown Land is of State Significance'.

The criteria for state significance is land within the Crown Estate that::

- currently provides, or is required for, planned core government services and infrastructure
- is part of a state or regionally significant system or network
- is of high environmental value at a state or regional level and is required for addition to the conservation network, including land identified for future reservation
- is iconic or contains an iconic asset
- has or contains an item of state or heritage importance
- includes beaches, coasts, estuaries and adjoining, contiguous foreshore lands
- produces or has the identified and earmarked potential to produce significant income for the state.¹

Waverley Council Coastal Reserves PoM (about 2003) covers reserves owned by Council or under Council control. It mentions Crown Reserves but is not a PoM under the Crown Lands Act. Waverley Council's Bondi Park, Beach and Pavilion Plan of Management 2014 to 2024 (PoM 2014) sets out specific values and directions for the management of the Reserve.

- Providing a clearly defined and obstacle free circulation network;
- Conserve and maintain the heritage fabric of the site; and
- Ensure landscape and architectural character, and designs reflect best practice and excellence in design.

As noted above, while the PoM 2014 (that includes a Masterplan) has not been adopted by the Minister under the Crown Lands Act, that document most clearly expresses the visions and actions that Waverley Council has adopted for the management of Bondi Beach and Bondi Park. The PoM 2014 therefore forms the basis of the discussion of owners' / managers' requirements discussed in Section 7.4 below. The PoM also identified that 'to date, the heritage values of Bondi have not always been considered in the planning and construction of new work'. This is particularly apparent in the additions to the front of the Pavilion and to the rear surf club and in the temporary uses to the rear of the Surf Club. Alterations have been made to the Surf Club that overpower the original building.

¹ Comprehensive Review of Crown Lands Management fact sheet
Best Owners for the Land : Local Interests to be Managed Locally

In 2016 the NSW Department of Primary Industries prepared a document 'Authorising Surf Life Saving Clubs' use of Crown land in NSW' to provide guidance for the occupation of Crown land in NSW by affiliated SLS Clubs. It outlines the principles and requirements to enable on-going and lawful occupation of Crown land by the surf lifesaving movement. The roles and responsibilities of surf clubs operating on Crown reserves, Crown reserve managers and the government are also described. This document is available on the Crown Lands website.²

Food and Beverages

Subsequent to the Crown Lands Act, the 'Crown Lands Policy for Food and Beverage Outlets on Crown Reserves' was released in 2004. This policy outlines additional requirements which are relevant to surf clubs and sets out the three levels of outlet that are acceptable:

- Kiosks that provide snacks, packaged and prepared light foods with non alcoholic beverages to take away are an acceptable use on public reserves, where they are ancillary and supportive of the use of the reserve.
- Refreshment Rooms, Cafes and Coffee Shops which service snacks, light meals and beverages to take away or to be consumed on the premises are acceptable uses on public purposes reserves, where they are ancillary and supportive of the use of the reserve.
- A bistro, brasserie or restaurant that serves light to substantial meals with beverages to be consumed on the premises is an acceptable use on public purposes reserves, where they are ancillary and supportive of the use of the reserve.

Many NSW surf clubs have a kiosk selling food and beverages or bistros, the aim of which is to provide additional income for the club. In the case of the Avalon surf club, a portion of the council owned building has been leased by Council as a restaurant. Other surf clubs with restaurants include Elouera and Whale Beach. These are the exception. Most food outlets are more informal and are either of the hole-in-the-wall kiosk type such as at Bronte or a bistro as at Coffs Harbour.

7.3.4 NATIONAL PARKS AND WILDLIFE ACT, 1974

Matters of indigenous heritage are protected under the National Parks and Wildlife Act 1974. Proposals that may lead to damage to Aboriginal objects require an Aboriginal Heritage Impact Permit (AHIP) proceeded by a cultural heritage assessment report and consultation with relevant Aboriginal communities. There are requirements under the NPW Act that work on sites is stopped following the discovery of Aboriginal objects and OEHL notified. Under Section 89A of the National Parks and Wildlife Act 1974 it is an offence to not notify OEHL of the location of an Aboriginal object within a reasonable time.

The NPW Act includes the gazettal of Aboriginal Places. While there are currently no Aboriginal Places as defined under the NPW Act gazetted within the BBCL NHL area, a number of Aboriginal objects have been identified within the study area and recorded in the Aboriginal Heritage Information System

² www.crownland.nsw.gov.au/__data/assets/pdf_file/0004/.../sls_crown-land.pdf

(AHIMS) maintained by OEH. A number of these AHIMS sites are included on the Waverley LEP 2012 and a map of Aboriginal archaeological sensitivity in the DCP 2012 (see figure 7.1).

7.3.5 WAVERLEY LOCAL ENVIRONMENTAL PLAN (LEP) 2012 AND DEVELOPMENT CONTROL PLAN (DCP) 2012

The BSBLSC is in the area zoned under Waverley LEP 2012 as being RE1 Public Recreation and included in areas listed on Schedule 5 of the Waverley LEP 2012. Schedule 5 is divided into three parts, namely:

- Part 1 of Schedule 5 includes Heritage Items that are generally buildings but does include the Nationally listed area, the State listed Bondi Beach Cultural Landscape area and state listed Bondi Pavilion, as well as the locally listed Bondi Beach and Park area.
- Part 2 of Schedule 5 includes Conservation Areas and these are listed as either Conservation Areas - General or Conservation Areas - Landscape.
- Part 3 of Schedule 5 is Archaeological Sites and includes both European archaeological sites.

The locally listed Heritage Items and Conservation Areas and Archaeological sites in the LEP that are protected under the LEP are included in a table and maps in Section 6. The BSBLSC has not been listed as a local heritage item but is included within the listed area in Part 2 of Schedule 5 - Conservation area (C2) and landscape conservation area (C25). The research undertaken for this CMP indicates that the item is of a level of significance to warrant listing at a local level and potentially at a state level.

Under Clause 5.10 (4) of the LEP:

The consent authority must, before granting consent under this clause in respect of a heritage item or heritage conservation area [both general and landscape], consider the effect of the proposed development on the heritage significance of the item or area concerned. This sub-clause applies regardless of whether a heritage management document is prepared under sub-clause (5) [a heritage management document such as an Heritage Impact Assessment] or a heritage conservation management plan is submitted under sub-clause (6). Part B of the Waverley DCP contains General Provisions including those relating to Heritage (B9), Landscape Conservation Areas (B9.12) and Aboriginal Sites (B9.15).

Waverley Council has a number of policies that are relevant to their planning for the study area:

- Strategic Asset Management Plan
- Community Safety Plan 2005-2012
- Disability Access Policy and Action Plan 2002
- Recreation Needs Study 2008
- Environmental Action Plan 3, 2012
- Tree Management Plan 2006
- Bondi Basin Master Plan 2007
- Events Policy 2013
- Heritage Policy 2007

- Environmentally Sustainable Events Policy 2011
- Arts Plus Plan 2013-2017
- Waverley Transportation Policy 2002
- Sustainable Transport Action Plan 2007
- Waverley Transport Plan December 2011
- Waverley Bike Plan 1999

In 2007 Waverley Council prepared the Waverley Heritage Policy as a replacement for the earlier Waverley Heritage Assessment. The Waverley Heritage Policy identifies the heritage of Waverley based on an analysis of thematic histories of the municipality and the places reflecting this history, makes recommendations for conservation and recommends heritage promotions and policy on education. Surf clubs are one of the themes mentioned in the historical outline.

1997 Conservation Analysis and Conservation Guidelines

Aspects of the 1997 CMP have not been followed including specific recommendations regarding restoration including reinstating the original paving levels and rationalising the BSBLSC. The 1997 CMP recommended that some activities from within the Pavilion could potentially be relocated.

To provide more space in the pavilion relocate the basket ball courts and maintenance shed to the area behind the surf club house.³

and

Since more space is required in the pavilion some activities need to be relocated into the park where limited space is available. A small degraded area behind the surf club house is appropriate to accommodate these activities. Nevertheless, it is important to contain activities here as much as possible, in order to maintain the maximum area for use as a public park.⁴

This containment has not occurred. The depot has developed on an ad hoc basis without assessment of the impact on the operational needs or the heritage significance of the surf club. The activities undertaken by the club do not solely occur indoors.

In addition the 1997 CMP recommended that

Any alterations or additions to the [BSBLSC] surf club house should take account of its location in relation to the pavilion, in particular, and to the park generally.⁵

The substantial alterations undertaken in 2005 obscured the view of the pavilion beyond the BSBLSC.

3 CLSP, Bondi Pavilion, Surf Club and Surrounds, Conservation Analysis and Conservation Guidelines p137

4 ibid, p126

5 ibid, p122

The 1997 CMP also noted that:

The memorabilia and contents of the [BSBLSC] Surf Life Saving Club can also be identified as contributing to the significance of the place. Items collected before 1970 are particularly significant and form part of the fabric.⁶

The 1970 date would appear to have been an arbitrary one. A detailed schedule of fabric in the surf club house was not undertaken, nor were any moveable items such as the honour boards and trophies identified.

7.3.6 NON STATUTORY CONSTRAINTS

Australia ICOMOS Burra Charter 2013

The Burra Charter is widely acknowledged as the principal guiding document for managing places of cultural significance - it defines the basic principles and procedures that should be followed in the conservation of places of heritage significance. The Burra Charter has been adopted as the standard for best practice conservation of heritage places in Australia. A series of Australia ICOMOS Practice Notes provide additional guidance for professionals assessing or working on heritage places and include Practice Notes on Understanding and Assessing Cultural Significance and Article 22 - New Work.

Cultural Landscapes

A cultural landscape, as defined by the UNESCO World Heritage Committee, is the 'cultural properties [that] represent the combined works of nature and of man.' The World Heritage Committee has defined three main categories of cultural landscapes:

- Clearly defined landscape designed and created intentionally by man;
- An organically evolved landscape that has developed its present form by association with and in response to its natural environment. This second category falls into two sub-categories:
- A relict (or fossil) landscape is one in which an evolutionary process came to an end at some time in the past, and
- Continuing landscape is one which retains an active social role in contemporary society closely associated with the traditional way of life.
- Associative cultural landscapes – those which have the powerful religious, artistic or cultural associations of the natural element rather than material cultural evidence, which may be insignificant or even absent.

This categorisation of World Heritage cultural landscapes is also a useful way of describing the different areas of cultural landscape within this study area. Some areas, such as Bondi Park are a good example of a designed landscape, whereas areas along the headland cliffs represent a continuing evolved landscape. Holistically, the Bondi Beach Cultural Landscape can be described as a 'modified landscape', one which has undergone various phases of adaptive re-formation since the late 1800s, whilst retaining much of the

⁶ CLSP, Bondi Pavilion, Surf Club and Surrounds, Conservation Analysis and Conservation Guidelines p112

fabric and accretions of key periods in the place's historic layering chronology. See also Section 7.2 for a discussion of the cultural landscape values and the obligations arising from these values. These values relate in particular to the surf life saving movement and the continued use of the place as a popular beach, for visitors and locals alike.

7.3.7 THE NCC AND DDA 1992

The National Construction Code was adopted by States and Territories in May 2016. The NCC includes the Building Code of Australia (BCA). The NCC requires standards for new construction. Heritage places may be subject to 'deemed to comply' in relation to some functional areas and aspects. The Disability Discrimination Act requires equality of access for persons with disabilities and this may be an issue in heritage building upgrades such as for the Bondi Pavilion and the adjacent Surf Club. There is currently no lift with the Surf Club premises and there is no disabled access to any of the first floor areas utilised for functions. A ramp has been constructed to the main entrance. The staircase to the function area has a generous stairwell and appears to have been designed to accommodate a lift in the future, once funding becomes available.

7.4 OWNERS / MANAGERS REQUIREMENTS AND OPERATIONAL NEEDS

The Bondi Beach and Park PoM 2014 identified the changes that underscore the issues for the management of the broader Bondi Beach Cultural Landscape. It notes that a growing and ageing population which affects Australia as well as Sydney, has seen an increase in visitation to the eastern beaches which essentially service metropolitan Sydney as a recreation area. Changes to the local demographic have also seen an increase in high-density residential living with an expectation for access to open spaces and recreation facilities. This has placed a reliance on Bondi Park and Beach to meet this increasing demand from both the regional and local population. The expectation for the quality of recreational experiences has also changed. In Waverley Council's 2008 Recreation Needs Study, Bondi Park was classified as a Regional Open Space. Consequently, the parkland now serves to provide recreation facilities to service a regional catchment. The PoM notes that:

Council oversee all of the maintenance requirements of the Park and Beach. The Parks Works Yard is located behind the Bondi Surf Bathers' Life Saving Club and houses the equipment, supplies and staff room used by the parks staff. The area is fenced and contains temporary buildings.

Some of the management issues for facilities noted in the PoM 2014 include:

- Insufficient facilities, particularly toilets, which are in some cases run-down.
- Significant maintenance required for high use buildings and this usage adds to the impact and wear and tear on the park and its facilities, including its heritage fabric;
- Areas designated for bin collection are not designed into the park.

The PoM 2014 identifies the following key values and planning objectives:

Playing and Relaxing: Provide a range of recreational facilities which suit the needs of Bondi's diverse local community and meets its responsibilities as a national, state and local icon. Prioritise activities which are intrinsic to the place and its cultural values or which draw value from being in a beach side location. Allow events with approval of the Reserve Trust Manager

Culture and Heritage: Interpret and tell the story of the place. Strengthen and express the cultural values of the place through community and arts activities. Ensure the cultural landscape is expressed in the design and management of the site. Conserve and maintain the heritage fabric of the Park and Pavilion.

Looking and Feeling Good: Ensure the landscape and architectural character and design, reflect best practice and excellence in design. Provide a memorable experience for all users by celebrating the site's unique character and scenic qualities. Ensure materials and finishes are high quality, robust and designed to befit the setting. Reinforce the sense of arrival to the site.

Management and Maintenance of Facilities: Ensure a clear and effective management structure for the Park, Beach and Pavilion. Review management of finances and resources to improve operational effectiveness. Ensure that the Park, Beach and Pavilion environment are safe for users at all times. Ensure facilities are well maintained and appropriately serviced. Promote programs, activities and events in the Park, Beach and Pavilion to a greater range of people. Review on site regulations and program an enforcement schedule.

The PoM notes that:

The North Bondi Surf Club and the Bondi Surf Bathers' Life Saving Club both train volunteer surf lifesavers and hold competitions on beach and lifesaving events throughout the year.

The PoM 2014, prepared by Waverley Council, identifies seven key ideas that form its Masterplan and also notes that 'to date, the heritage values of Bondi have not always been considered in the planning and construction of new work'. There are a number of development projects that flow from the seven PoM 2014 ideas noted above that include the refurbishment of the Pavilion, the construction of a Junior Skate Park, the construction of a walkway from Bondi Beach to the Bondi Baths/Icebergs, a new Works Yard behind the Bondi Surf Club, the construction of an underground car park behind the Pavilion and shade structures and kiosks along the Promenade. These projects and the potential heritage issues that could arise from these projects are discussed below in Sections 7.5 and 7.6. Refer also to the discussion of the management of Crown Lands.

Staff from Council and the Surf Club were consulted during the preparation of this CMP to identify the heritage issues and opportunities for Council in the management of this place.

Key issues for Council are the::

- ever increasing number of people who visit the beach,
- management of events,
- compliance with safe work and accessibility requirements,
- wear and tear on materials from use,
- the exposed environment,
- the clarity of the consent process, given the various listings and potential exemptions,
- inadequate facilities for equipment storage and staff for essential park and beach maintenance.

Funding for implementing the PoM 2014 will either be allocated for future upgrade works (capital works) or maintenance and management of the Park, Beach and Pavilion provided through Council's annual budget allocation. Council's budget for the PoM was not expected to accommodate all proposals in the short or long term plan. In particular, the more substantial changes, including the underground car park, would be subject to securing additional funding through State and Federal grants; voluntary planning agreements, S94 contributions and partnerships with community groups or businesses. The PoM says:

In the Interim Plan, Council's Parks Yard remains in the current location at the back of the Surf Club, and is upgraded to accommodate the beach rake and improved staff amenities. The building provides a small footprint, limited approximately to that of the present Parks Yard. The building will be scaled to sit within the height of the eaves of the adjoining Bondi Surf Bathers' Life Saving Club. Within the longer term plan, once the Parks Yard and servicing is located underground, future uses of this building would be reviewed.

Servicing the Pavilion would occur via a new delivery and unloading zone at the rear of the Bondi Surf Bathers' Life Saving Club. Access from the unloading zone for vehicles would be from the northern car park access from Campbell Parade to Park Drive. This enables service vehicles and parking to be removed from the rear of the Pavilion. Deliveries from the new loading area to the Pavilion would be through an opening into the north-east [sic] corner of the courtyard.

The Waverley Council Strategic Asset Management Plan aims to ensure Council assets are well maintained to an appropriate standard. Within this plan, the condition of Council assets (including parks infrastructure, landscape and parking infrastructure) are assessed and rated and their replacement considered.

7.5 CURRENT ISSUES

There are a range of issues relating to environmental and population changes that potentially impact the condition, use and management of the elements that make up the BBCL including the surf clubs. The current or mooted proposals for change that have been made in response to these issues are discussed below in Section 7.6. The key issues for the surf club are set out in Section 7.5.5.

7.5.1 ENVIRONMENTAL ISSUES

Climate change has the potential to lead to an increase in major environmental events. A sea level rise of potentially 40 cm by 2050 and of 90 cm by 2100 are possible at Bondi. Even the 2050 level could have impacts on the built landscape elements of Bondi Beach, including the very significant sea wall and promenade, the coastal pools, the cliff faces and the coastal walk.

The PoM 2014 notes the following potential environmental issues which includes works undertaken to the surf club.

- Not all of the existing structures, furniture and materials are environmentally sustainable.
- Lack of shade cover throughout the park.

The arcade to the front of the Surf Club was designed to provide shade (as was the verandah of the previous club building) however this area is largely no longer used for this purpose.

In addition to the potential impact of climate change, it should also be understood that the park itself is a natural landscape subject to the usual range of events such as storms, winds and tides and the on-going impacts from this exposed, south facing, marine location. It was originally sand dunes and is subject to accumulation of wind blown sand. One of the reasons for the frequent replacement of facilities within the park, including the club houses, is storm damage. Timber buildings were particularly susceptible, hence the use of masonry buildings in the 1920s Improvement Scheme. The exposed location also means more frequent maintenance, including painting, is required.

7.5.2 ISSUES OF SETTING AND VIEWS

Section 4.12 and the map in Section 9 of the BBCL CMP identify the key views to and from within the study area. Planning for changes both inside and outside the study area should be made on the basis of the conservation of these key views. A key aspect of these views is the importance of the setting outside the immediate study area and of views to and from the headlands that enclose Bondi Beach.

The original surf club building was intended to be viewed as a 3D element within the park, with all elevations visible. The relationship to the pavilion was carefully conceived. Past additions to the Surf Club have not taken these vistas into consideration, particularly views obtained by pedestrians coming over the bridge to the east of the club house.

7.5.3 ISSUES OF PLACE AND IDENTITY

The PoM 2014 addresses issues of place and identity in relation to: urban furnishing; materials and finishes; public art; way finding and interpretive signage. The PoM 2014 goes on to note that 'the rich history and cultural significance of the place is not being communicated through interpretative signage'. Whilst there are memorials to lives lost, there is little indication, other than the date on the BSBLSC house that the surf club has been active on Bondi Beach for over a century and that the locale is the birthplace of what is now an international movement. Some tour groups currently visit the club house and the club has

compiled a time line that is on the web site. This issue of the lack of communication to visitors of the rich history of the place relates to the entire reserve at Bondi Beach and not only to the surf club and is a lost opportunity.

The main hall continues to be used for funerals and memorials services, including Anzac Day and has contained honour boards since its opening.

7.5.4 ISSUES ARISING FROM USE

An increase in population density over Sydney, as identified by the Metropolitan Plan 2036, indicates that Sydney's parks and recreation spaces will be under greater pressure from a growing population. As a regional parkland Bondi Park, Beach and Pavilion can expect to receive a growing number of visitors to the site. The beach front has been an international tourist destination since the 1920s, with visitation by Sydneysiders dating back to the 1880s.

Use is a key aspect of the place and significant uses have been identified in this CMP and in the overall BBCL CMP. Issues noted in the PoM 2014 in relation to use include:

- Insufficient bathroom amenities to meet visitor's needs.
- Facilities including: picnic shelters, barbecues and toilets are run down.
- The Park, Beach and Pavilion must meet the recreation needs of the local community as well as the needs of visitors to the area.
- There is a desire to balance events and activities to reflect changing and diverse community needs in this intensely used space.

Temporary and seasonally run events are a key aspect of both the history and significance of Bondi Beach. Many of the temporary events are sporting events and the club has a long history of letting other groups use its facilities on a temporary basis.

Waverley Council has a Site Specific Exemption under the Heritage Act in relation to the management of temporary events in sections of the Bondi Beach area, temporary road closures and the installation of temporary buildings and structures, and associated infrastructure for a period of up to 6 months where Waverley Council is satisfied that the activity will not affect critical views to and from Bondi Beach or materially affect the heritage significance of the listed area as a whole or the area in which the temporary events are to be undertaken. There is also a blanket DA that covers temporary events. Proposals by the Surf Club for temporary structures have not gone ahead as an agreement has not been reached with Council about their nature and extent. The club derives a considerable part of its income from sponsorship, particularly at events.

Existing Use Rights

The surf club has occupied premises within the reserve for over a century so has 'existing use rights'. An 'existing use' in planning terms is a use that was lawfully being carried out before it became prohibited by a more modern planning instrument (such as a new LEP). As previously noted, the NSW Department of Primary Industry has sought to regularise surf club usage of foreshore reserves. A standard lease template has been developed. This guiding document notes that the template provides for 'affordable access to Crown land for SLSCs by offering the minimum statutory rent under the Crown Lands Act 1989 and enables SLSCs to conduct fund raising activities relating to the permitted use for revenue generating purposes' (see later). The fund raising activities must relate to the permitted use, ie for surf life saving purposes. Any other uses must be subject to a separate agreement, with the aim being:

Crown land set aside for public recreation generally should be open for the public to use as of a right, and should not be a source of private profit. Revenue earned from Crown land should benefit those Crown lands.

Use of the Club Lounge

As well as club use the Surf Club first floor and the terrace over the Boatshed is currently managed as a function centre known as 'The Blue Room' by the hospitality company Grand Pacific Group, and is one of a series of Sydney venues in historic buildings managed by the group. The function room was redecorated to form the Blue Room and, with the exception of a copy of the Souter murals, is now largely devoid of club memorabilia. The rear terrace has also been redecorated. The standard surf club lease agreement requires that such profit making activities are allowed but are to be carried out by a separate entity to the surf clubs. The use provides much needed revenue for club life saving and educational activities. This use somewhat restricts members access, including to the rear terrace. Since 1934 the members have had access to a protected upper level terrace for relaxation, informal social gatherings and celebrations. Though not available for informal gatherings the function centre is often the venue for club members and their families for dinners etc. Other issues relating to use are set out in the following section on Surf Club operations.

7.5.5 ISSUES ARISING FROM OPERATIONAL REQUIREMENTS OF THE SLSC

BSBLSC Objects and Rules

The BSBLSC is an incorporated organisation affiliated with SLSA and has a detailed set of Objects and Rules, updated last in 2009, that govern its activities. The Club is a charitable community service based institution. The objects for which the Club is incorporated are to:

- (a) Provide life saving patrols upon Bondi Beach, in the Municipality of Waverley (Waverley Council) (or upon such other beaches, reserves or public areas as the BOM may from time to time determine), for the protection and safety of swimmers, surfers and members of the public generally, and to assist the Waverley Council and other public or semi public bodies, in respect to such matters;

- (b) Minimise the loss of life from drowning by providing efficient life saving apparatus;
- (c) Study and practice the methods of Surf Life Saving as taught by the SLSA;
- (d) Promote demonstrations and arrange classes of instruction, and to further the best interests of surf bathing and surf life saving;
- (e) Liaise and cooperate with life saving officers employed by Waverley Council;
- (f) Appoint patrols to render all possible aid to those in distress;
- (g) Organise and conduct carnivals and social functions for the benefit and assistance of the Club in the attainment of the above objects;
- (h) Promote, organise and conduct the training of members with the aim to compete successfully in surf lifesaving competition and carnivals;
- (i) Pursue such commercial arrangements, as are appropriate to further the interests of the Club and of surf life saving generally;
- (j) Carry on any other activity whatsoever calculated directly or indirectly to enhance or further the interests of the Club;
- (k) Promote the economic and community service success, strength and stability of the SLSA, Surf Life Saving New South Wales, and Affiliated Clubs and surf life saving;
- (l) Use and protect the Club's Intellectual Property to benefit the Club.

The rules detail the rights of the club, membership categories, meeting requirements, officers bearers and captains of the club and their duties and establishes Boards of Management; Administration; Finance; Life Saving; Education; Surf Sports; Junior Activities (Bondi Juniors) and Club Marketing and Sponsorship and details the composition and responsibilities of each board. The miscellaneous section requires that the club be strictly non-political and non-sectarian, and states that the Club endorses and practices the NSW State Laws which prohibit discrimination on the grounds of race, sex, disability and religious belief or activity. The rules identify the headquarters as the surf club house located within the reserve at Bondi Beach and the club colours as navy blue and white quartered (for the cap). The club logo is part of the document and badges and blazers are to be as adopted at an annual general meeting with provision also for an honour blazer. The club costume is noted to be a regulation costume of approved design. The rules also establish the position of salaried officer and caretaker (honorary resident member) and archives and WH&S officers.

Authorising Surf Lifesaving Clubs Use of Crown Lands

The new lease template allows similar uses to the existing. The BSBLSC advised that:

At the expiration of the current lease (or more likely in conjunction with the council, as a club joint venture) the 'new lease format' will apply at which time the main parts relevant to the club will be:

- NSW Govt. current policy is that wherever possible, multiple uses should be made of Crown land;

- Waverley Council is the effective landlord for the lease with the standard term being 20 years, with a further option of 20 years. All buildings and structures erected on the land are the property of the Council;
- the Club may only use the premises for the usual lifesaving and associated fundraising activities. Commercial operations are permitted and encouraged (to be undertaken by a separate for - profit entity as part of a stand-alone occupation on Club premises) and are to be subject to a further written agreement between the Club (and only after a competitive tender process), Council and the NSW Department of Primary Industries, with all revenue raised from the commercial operation to be used by the Club to fund its lifesaving and associated activities. The Council has the right to audit the club to ensure all revenue raised from the commercial operation is being used to fund the obligations. Where a Club derives additional income from the premises for commercial uses that are not authorised fundraising activities, the surf club must achieve a market rent for that commercial use;
- the Club may sublease or licence or share possession of the premises so long as it is in relation to conducting its surf lifesaving obligations;
- the Club must (after a request by the Council) consider granting a short-term licence to a third party community user specified by the Council, however the club is not obliged to grant the licence but must reasonably consider it;
- the Council may create an easement or other right over the land so long as it does not materially adverse the Club's rights under the lease;
- the Club must pay the cost of all utility services such as electricity;
- the Club must pay the council's costs incurred by the Council of doing any work or other thing to the premises as a result of the club's failure to comply with a provision of the lease;
- the Club must first seek approval from the council to erect external signs, including sponsors signs;
- the Club must first seek approval from the Council to carry out any renovation, demolition construction which alters the structure of the premises;
- the Club must enter into an agreement with its caretaker, but only if the caretaker is paying rent;
- does not prevent the Club selling liquor in connection with its lifesaving, fund raising or commercial operations activities;
- the Club must maintain and repair the inside of the premises (not including structural) in the usual manner, including fire protection works;
- the Club must maintain insurances include Public Liability whilst the Council must maintain building insurance for the premises and its improvements.

Operational Requirements and Daily Use of the BSBLSC

The following information was provided by the Surf Club. Those who assisted are listed in section 1.

The information provided has been edited to focus on the operational requirements with respect to the building in particular. In 2016 the DPI produced a standard guide Authorising Surf Life Saving Clubs Use of Crown Land which sets out their aim of streamlining the leasing process.

Membership

The Surf Club advised that they currently have 1,274 members, two thirds of whom are men. There is a growing group of older members who no longer compete or undertake patrol duties. For these members the club is the equivalent to a 'men's shed' providing companionship. These older members continue to put back into the club through mentorship and the provision of support facilities (generally within their areas of professional expertise) as necessary. As an indication of the growth, in 1954 there were 445 members, 32 of whom were life members. There were no Nippers (while today there are 386) and no women members. The club house was designed for a much smaller membership, with no provision for women (other than at social events).

As a result areas intended for other uses have been taken over to provide more toilet areas, showers, lockers and storage for Nippers' gear and uniforms. Administrative areas have been reduced in size, the first aid room converted into women's toilets and a change area following the admission of women members in the late 1970s. The floor area used for club purposes has been further reduced by the addition of a second and complying staircase to the first floor. The club's expectations are that the club membership will total 1600 within 5 years with a further 20% growth in a decade, with the Nipper movement accounting for an additional 500.⁷

Lifesaving

The club typically has about 300 active patrolling members, spread across 12 patrols. These 'Active' members are grouped by category, such as (13-15), (15-18) and (18+). There are also some Long Service and Active Reserve members that patrol. Some special category (more flexible patrol hours) members also patrol.

Club members patrol the beach on the weekends.

Patrol sign on times are defined as per the Club's Lifesaving Service Agreement (LSA). They always occur on the hour, typically 9am for Saturdays and 8am for Sundays and public holidays (in peak season). Patrol start times in the roster are shown as 30 minutes ahead of these sign on times. As patrol members turn up at the front of the club house, the first task is to take equipment out of the (cramped) first aid room, and to commence setting it up on the balcony area. First aid bags, oxygen systems, spinal straps, radios (that will be bagged to protect them), binoculars, bum bags and so on.

⁷ Comments on the Draft CMP provided by the BSBLSC 28 August 2017

A separate group goes to the main gear [boat] shed and starts to get the trailer and tent ready for towing to the area near the first aid room. This might typically involve manually manoeuvring the trailer out of the shed, weaving to avoid the bar cage (compressed air bottles, chillers), suspended surf skis and row boat equipment. The tent can then be lifted onto the side of the trailer, all ropes checked to be securing equipment correctly and the ATV attached.

The patrol captain speaks to the Council lifeguards before the morning patrol and agree on a plan for the morning, and decide where the surf lifesavers tent will be erected. The IRB team will have been setting up the equipment ready to tow to the beach on a trailer pulled by an ATV (All Terrain Vehicle). The patrol co-ordinates the moving of the main patrol trailer and IRB trailer, as there is only one ATV for this job. Depending on conditions the nearby ramp to access the beach may be used, or the longer journey made via North Bondi and then back up the beach to the patrol area. Patrol pack up at the end of the day is essentially a reverse procedure, and hosing down of equipment.

Storage

For many years storage has been an issue for the BSBLSC. When the club house was planned in the 1930s large areas of equipment storage were not included and there was only a small area for lockers. The small original roof top gear room (and outdoor terrace) has been replaced by function rooms. The range of items that need to be stored has expanded exponentially. When first formed the surf club did not have their own boats or use surf boards, storage was limited to smaller scale equipment such as the reels. In the 1970s storage for 100 boards and additional lockers was added however the board and surf ski storage now takes up the entire squash court. The boat shed extension to the rear, added in 2005, is full to capacity. The former gear room on the southwest side of the building is now used as the IRB store and for mechanical maintenance on motors. It is dangerously crowded. When the building was built this extent or type of equipment was never envisaged. The issues with respect to IRB storage detailed below are typical:

Inflatable Rescue Boat (IRB) Operations

The IRBs are stored in a former gear room at the southwest corner of the club. The Surf Club advised that the arrangements are as follows:

These craft [IRB] were introduced into surf lifesaving in the late 1980s and are commonly used as the first responders in major rescues and difficult conditions. The surf club provides storage for IRBs, however has major access and OH&S issues arising from the overcrowded and inconvenient layout and allocation of spaces throughout the club. In order for the IRBs to be handled securely and safely, the team is requesting more space and a different configuration of the boat handling areas. At present, boats are stacked on wall racks, not compliant with WH&S regulation.

As all equipment needs to be maintained and cared for adequately, the provision of a safe indoor work space for repairs is requested. In addition to a sheltered space the IRB team need an outdoor space immediately adjacent to the shed door to allow for setup, assembly and disassembly morning and evening. This area is used for working on the engines and should therefore not be done indoors. It needs to be completely free of through traffic as dangers such as smoking, setup/backup and other necessary procedures like fuel cell replenishment are all fire and explosion hazards. In a publicly accessible area, anyone not properly inducted and unaware of the dangers is immediately exposed to the risks of heavy machinery operations and flammable substances and even become a hazard to the workers themselves by crossing through the space. Another issue raised is the location of a commercial licensed premise directly adjacent to the works area, the risk of injury to [bare] feet caused by broken glass is an ongoing problem.

The IRB area, as needed by the team must be secure both from outside the club house and also from within the club. This must be a complete, physical, lockable barrier, preferably opaque. Divisions using the shed as a through-way is unsafe.

There is consideration as to whether the IRB store could use the newly renovated area under the concrete walkway. This has some benefits in the location on the beach but the club has raised the issue of sand blowing up and blocking the doorway area and concern about safety in a shared space, particularly the storage of engines as well as storage of fuel and fuel bladders/cans.

In some past iterations the club had a working area to the rear that was fenced for security reasons and could utilise the paved area in front of the club house for drills and inspections of gear. This fenced area allowed for tasks such as gear maintenance to be undertaken separate to the general day-to-day use of the beach. Theft of gear is an ongoing problem, and has occurred since the club began to operate on the beach in a tent. The drive to erect a purpose built club house was largely due to this problem. Currently the operations are hampered by the lack of space to carry out the day to day activities of the Surf Life Saving Club, activities that relate to its main focus of life saving. An accommodation survey was not undertaken as part of the planned alterations to the rear of the surf club for the works depot. In addition to boat and gear requirements, storage is also needed for uniforms which are sold from the club house, including Nippers' uniforms. The more recent (2005) additions to the rear of the club have been aimed at providing secure gear storage.

The issue of the proximity of the Bucket List restaurant functions to the club house is a problem that has arisen due to encroachments on the form of the pavilion, not all of which have obtained council approval. The BSBLSC was designed with a side entrance to the change rooms facing the Pavilion. This has been the bare foot route to the club house since its completion however adjacent usage now results in broken glass on the pavements resulting from the restaurant uses. Upgrading the pavilion will rationalise the uses adjacent to the surf club but will result in a major new pedestrian access route to the new toilets.

The following text summarises the information provided by the club.

Surf Boats

Surf boats were originally used as rescue craft and for competitive inter club racing and have been part of the club's history for over 100 years. Following the introduction of Inflatable Rescue Crafts (IRB's) in 1969 surf boats moved from being used as rescue boats to being a focus for racing and fitness while assisting in member retention. Occasionally rescues are still carried out by crews training on the beaches and in the harbour.

Bondi boat crews compete in around 12 carnivals a year and also participate in ashes scattering ceremonies and significant events such as the Gallipoli 100 years commemoration on ANZAC day in 2015. Bondi SBLSC has maintained a strong rowing section over the years, providing an opportunity for junior, open and masters competitors to develop teamwork skills, maintain fitness and a solid focus for member retention. Many committee members and sponsors are current or former rowers or sweeps.

In recognition that each of the sections within the club provides opportunities for the broader membership to learn skills or maintain fitness the surf boat section presently offers a weekly Row Fit class. Training rowers involves a lengthy period of skill and fitness development individually and as a team, then surf skills and competition. For complete novices it can take 2-4 months to become competent enough on flat water to then be able to handle surf conditions. Crews train together 2-3 times a week on water, then 1-2 times together on rowing machines to develop skill and race fitness and members then lift weights and complete other training activities in their own time. The normal season begins in August when training beginners and ends in April.

The current strategy is to grow the section to having at least 6 accredited sweeps training at least 8 competitive crews, with pathway opportunities for beginners (both sweeps and rowers) to develop. The club currently has 3 surf boats housed within the building where the necessary safe and secure storage is tight. A fully equipped boat costs around \$ 30,000 on top of which \$ 6,000 is needed for a set of oars and a further \$ 4,000 for a trailer which has an overall length of 9 metres and width of 2 metres. Clear vehicular access to the club is necessary for the safe movement of the surf boats and trailers.

Currently boat sweeps donate their time and provide their own vehicles to tow the surf boats around and train crews on Rose Bay when it's too dark or early, when the beach is too crowded or there is a need for a more controlled environment to learn and practice techniques.

Education and Training

During a typical season four or five Bronze Medallion courses will be run, with about 20 members per course. The Bronze Medallion course is a Lifesaver Course (Certificate II in Public Safety – aquatic rescue). It is an 11 week course, 3 hours Sat/Sun, 2 hours Tue/Wed and access to a pool is required for the swimming test. A training space is needed for training in:



Figure 7.2: Shields, honour boards, team photos and club signage on display in the main hall. Source: JRA 2016

- Surf awareness - How to read and negotiate the surf
- Beach awareness - Learning about the beach and how to read a new beach
- Basic first aid - Bandaging, treating bone, joint, muscular and common beach injuries and how to treat stingers.
- Patient Management - How to approach someone and how to proceed with treatment
- Advanced First Aid - Resuscitation and managing an unconscious patient
- Basic Spinal management – Stabilisation of spinal injuries
- Communication - With Radios and non- verbal communication
- Assisted oxygen - How to administer and when
- Defibrillator - When to use and how
- Rescues - Board, Tube and non-equipment
- Fitness - Running, swimming and paddling in the surf
- Patrol operations - How to be an active member of the patrol and club

Nippers

Bondi Nippers provides a safe, inclusive environment for young members to learn and acquire the skills to become lifesavers. The first intake of Nippers was over 50 years ago when in November 1965 the Nippers commenced life as the 'Life Boys'. Several attended a 50 year reunion last year and some remain members of the club. The Nippers Program is presented by skilled lifesavers and takes place at Bondi Beach. The Nipper program is designed as a fun and educational outlet for young people with a strong accent on general water safety, surf skills and basic first aid. It also contains an educational component specifically relating to the identification of the many dangers presented on our beaches and the appropriate action to take. Participants are progressively taught the skills of swimming and board paddling through the surf, as well as sand sprint running and flags races. On the theory side, they are taught the basic skills of first aid, and resuscitation. Approximately 25 children each year graduate from the U14 age group into the senior club having obtained their first life saving award called the Surf Rescue Certificate. From here they are allocated to patrols, and participate and learn requirements of being a patrolling member.

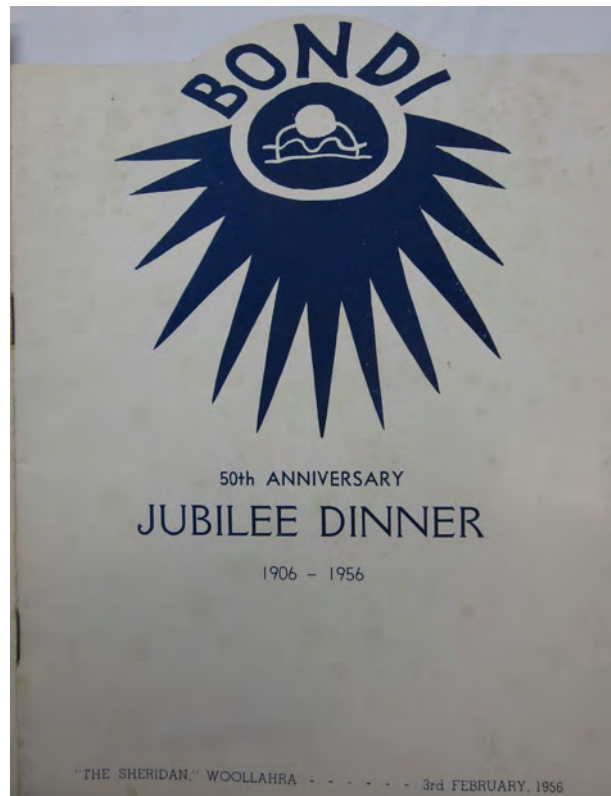
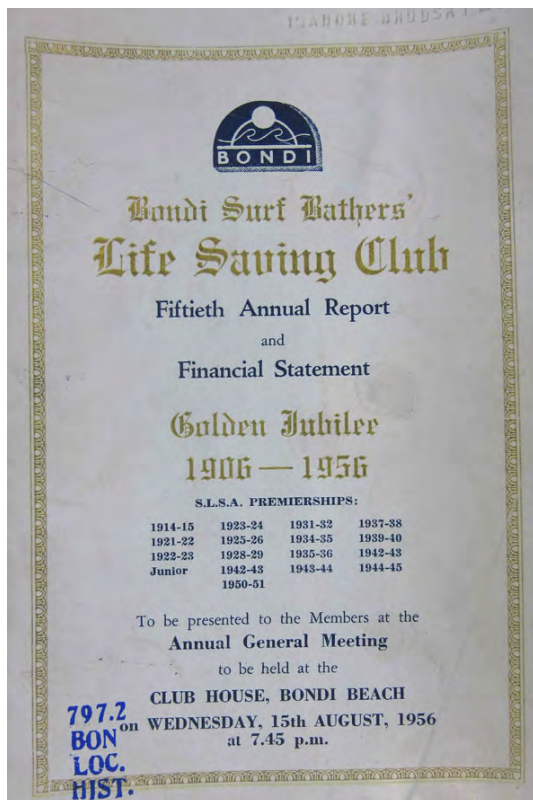


Figure 7.3: Archival material relating to the surf club held in the Waverley Local Studies Collection.

Source: WLS photographed by JRA 2016

Management of the Nippers program takes careful planning and constant maintenance in order to deliver the program each Sunday morning during summer. The program is run by a committee of 12 people, and an administration manager. On the beach each Sunday morning there are two age managers and two or three age helpers per age group, managing nine age groups in total, together with four specialist coaches for the water and beach activities. In the water there are 15-20 qualified water safety personnel, together with an IRB boat to look after the Nippers while they are in the surf.

Currently the program has approximately 400 children. There are plans to grow by approximately 20-30 children per year for the next 5 years. Under the current management system there is an estimated maximum capacity of approx 550 children. Anything beyond this figure would require a significant increase in resources such as building space, training rooms, storage areas, coaches and trainers, and sports management expertise.

Bondi Nippers currently operates out of a small room within the surf club which doubles as a food and drinks storage facility. Equipment such as boards, tents and BBQs are stored in a shipping container on the grass area behind the surf club building. As numbers grow the Nippers organisers would prefer their own dedicated office space, together with a separate food and drinks storage facility. With the growing numbers of boards and lifesaving equipment needed to roll out a modern Nippers program, a dedicated storage facility close to the beach is required in the order of over 80 m².

During the Winter months equipment is rarely used, possibly 1-2 times during this 6 month period. However during the summer months, the boards, BBQs, and tents are required to be accessed mid week as well as on a Sunday morning. The Nippers also have a box trailer to carry boards and tents to surf carnivals, approximately 4 times per year. This trailer is also used by other sections of the club multiple times per year. The trailer is currently stored on the grass area behind the surf club building.

The Nippers program management considers there is a requirement for a dedicated training room. Such a room would need to be approximately 100m², with projector, computer and smart board facilities, so as to deliver modern effective lesson plans. Such room would also require moveable desks and chairs and cupboard space for storage of the training equipment such as oxy-vivas and resuscitation mannequins.

Masters

In recent years the club started a Masters division. In the past members often left when they married and moved away from the area so the club was primarily young men. Starting with 5 participants in 2011 Bondi Masters now boasts 85 plus masters competing at various times who have won multiple carnivals and state championships. Throughout the year seven days a week there are multiple training sessions for all event disciplines with numbers ranging from 5 to 55 members training at any given time and exponentially growing. The Club caters to all water and land based activities inclusive of yoga, cycling and the a winter touch rugby team. A small sports committee from all competitive sections of the club meets every 6 weeks or so to discuss the division and its activities. As well as competing and training the masters division participates in fund raising activities and mentors younger members. The junior mentoring aspect and looking out for those at a junior level who would like to assist with club activities/development is an important consideration of the Masters.

The club has a quieter winter period from May to August. During these months the larger craft such as ocean skis and boats are still being used for endurance strength training and winter and early spring events. The number of craft required for training in the other 8 months of the year is high, necessitating a large area for secure storage and wash down with issues of ingress and egress. This creates at times a degree of conflict for space required for essential lifesaving and club functional equipment. Master activities as well as all other groups access craft on a regular basis. Conflicts arise mainly due to minimal access space when Nipper and cadet groups are active and multiple craft washing after training sessions is underway.

The Main Hall

The main hall has acquired the title of the 'Hall of Champions' (a title also given to the display of photographs in the rebuilt North Bondi Surf Club). The hall was the club room, including these activities:

- Assembly area for competitions
- Bronze Medallion training
- Fitness training
- Boxing and Wrestling
- Shuttlecock

Shelter for Patrols in wet weather
Social events including dinners and dances
Memorial services including ANZAC Day.
and in recent years election polling booths.

The club notes that now the hall is used to provide access to other rooms, is partly carpeted and contains furniture and a TV 'for the comfort of members in wet weather'. The room no longer works well for yoga or other exercise classes due to the position of the front door and foot traffic constantly crossing the space. The main hall has strong heritage value and enough gravitas for ANZAC Day Services and funeral services. For the most part its area remains non-functional becoming a repository for things that can find no other place. CMP Authors note: the external doors to the front rooms in the two side wings have been removed and some rooms subdivided so the hall has become a de-facto corridor. This problem is exacerbated by the lack of storage space in the building for the current range of activities such as Nippers.

Archives and Moveable Heritage

The club has a substantial collection of moveable heritage including trophies, war memorials, framed team and champion photographs and equipment historically used by the club. This CMP concurs with the 1997 CMP note that the 'memorabilia and contents of the Surf Life Saving Club can also be identified as contributing to the significance of the place. Items dating from pre 1970 are particularly significant and form part of the place'.

In 2005 when works were undertaken, archival material and certain trophies were moved to off site storage. Some were returned to the club and the remainder is in storage in poor conditions. The surf club has an archive officer however like other roles, this role is filled by a volunteer, a long standing and expert member, and is not resourced to enable cataloguing. A considerable amount of knowledge regarding the collection of memorabilia held by life members has not been formally documented. Not only is the content of the memorials of importance to the club, but also the form that the memorials take. Wooden surf boards, now rare in their own right, serve as memorials to individuals who did not return from war.

In addition there are items belonging to the club that were displayed in the now closed surf lifesaving museum (once housed in the Icebergs building). Minute books and other items have been transferred to the local studies collection at Waverley Council, as have architectural drawings of the building.

Other

The main office is in the former committee room which has had the folding divider removed and a small area at the front partitioned off for the patrol first aid equipment. Thus the office no longer has an entry off the verandah and is entered through the hall. A buzzer at the front door allows staff to let visitors in. Staff work at two desks in the office. There is no tea room or kitchenette. The club has long had a resident caretaker occupying a room, the location of which has varied over time, and is currently at the west corner of the building. Having a caretaker assists with issues of theft and vandalism.

7.5.6 ISSUES ARISING FROM ACCESS

The PoM 2014 noted that accessible facilities and walkways around the Park, Pavilion and Beach remain an important planning consideration for Council, particularly with a growing family demographic. While the population is not aging as rapidly as had been predicted, Waverley's proportion of older people is substantial and requires careful consideration in the upgrade of individual facilities within the Bondi Beach Cultural Landscape. The main hall is two steps above ground level and a concrete ramp has been erected. There is no lift access to the first floor area which is currently used for functions and club members on an occasional basis. The addition of a lift to the function area would make the facility more usable.

Recent improvement works to the public areas have resulted in the beach access becoming more difficult for the BSBLSC. Large equipment can no longer be taken directly to the beach. This sometimes necessitates driving to North Bondi and entering the beach from the larger ramp there. Minor changes to the location of a shower at the base of the ramp may improve the situation.

There is considerable vehicle / pedestrian conflict associated with moving IRBs, the ATV, trailers, boats, boards and surf skis in the areas around the club. There is a similar situation for the Council works yard at the rear of the club where the tractor and beach rake are based. This conflict was not resolved in the previous club upgrade proposals where the storage for the various surf craft and patrol gear remained as is. The proposed upgrade of the Pavilion expands the provision of toilets and re-opens the former access from the path between the Pavilion and the surf club. There will be increased pedestrian traffic on this path. The proposal also introduces a garbage collection area at the north corner of the Pavilion (at the rear of the surf club) with a new road access and turning circle. Truck movements will generally be early in the morning and not coincide with peak visitor times however, the changed conditions need to be considered in any reworking of the surf club and works yard.

7.5.7 ISSUES ARISING FROM A CHANGING COMMUNITY

The Surf club membership is changing. The pattern of use is that during the week many members use the club before work. During the day on weekdays the gym is used by members, including retirees, and change rooms and toilets are used by gym users and swimmers, including mothers and children.

Some tourist groups visit the main hall where a presentation is given. The administration office is open daily and the rear office is utilised on a part time basis by the co-ordinator for Nippers. Today there is a wide catchment for Nippers, with families coming to Bondi Beach specifically so that the children can attend. Space is needed for storage of records and of Nippers uniforms and other merchandise. Nearly a third of the members are in the younger age group, a use not envisaged when the building was designed. Likewise the provision of change areas for women was not envisaged when the building was designed, as women only attended social functions. A detailed accommodation survey was not carried out during the recent club and works yard proposal and the proposal did not solve these issues.

7.5.8 ISSUES WITH CONDITION AND THE MAINTENANCE OF THE FACILITY

The PoM 2014 noted the following issues in relation to the management and maintenance of facilities:

- Complex management structure for the Park and Pavilion.
- Insufficient facilities, particularly toilets, which are in some cases rundown.
- Significant maintenance required for high use buildings.
- High usage adds to the impact and wear and tear on the park and its facilities.
- Areas designated for bin collection are not designed into the park.

Council is responsible for the maintenance of the surf club building exterior and structure. The exterior was painted in 2017 reinstating what was believed to be the original colour scheme. The surf club is responsible for the maintenance of the interior. The building is generally well maintained and in good condition.

The main issues of concern are with raised paving levels around the building and stormwater disposal. Drains often become blocked - often with sand. The base of several downpipes adjacent vehicle areas has been crushed restricting water flow and possibly causing water to bank up and flow into the building. The front upper terrace has had continuing issues of leaks, made worse by the water from the added first floor roofs being discharged into this area and the outlets from the terrace being restricted by other pipes and by the crushing of the base of the downpipes. Alterations over the years have compromised original details such as the replacement of larger round cast iron downpipes with small rectangular downpipes.

7.5.9 LEGISLATION AND PLANNING CONSENT ISSUES

The PoM 2014 for Bondi Beach and Park was endorsed by Council but not by Crown Lands or NSW Heritage Council or other state government body. The process for Crown Lands has recently changed as part of a broader review of Crown Lands administration in relation to sites that are of State heritage significance. A new Crown Lands Management Act has come into force and endorsement is no longer required. The site specific exemptions under the Heritage Act for the BBCL include works according to a Masterplan but it is a former endorsed Masterplan, not the current Masterplan, so this condition no longer applies. The current Masterplan has few details about the BSBLSC.

There also appears to be a lack of clarity within Council in the use of Standard and Site Specific Exemptions under the NSW Heritage Act. Obtaining early heritage advice from Council heritage specialists on whether the works are potentially exempt, advice from these specialists on design amendments to reduce impacts, liaison with the Heritage Office and preparation of the required S57(2) exemption reports would assist the consent processes. This applies to the reserve generally as well as the surf club.

7.6 PROPOSALS FOR CHANGE

The Interim Plan in the PoM 2014, identifies that Council's works depot will remain at the rear of the BSBLSC, but be upgraded to accommodate the beach rake tractor and improved staff amenities. The PoM 2014 notes that in the longer term plan, once the works depot and servicing is located underground, future uses of this building would be reviewed. The BSBLSC also seeks additional and better designed spaces for their operations and additional space/s for commercial leasing to provide the necessary funds for club life saving related activities. The proposal developed in 2015 was based on this and also provided lift access to the first floor shared by both the works yard and surf club.

An initial presentation to the NSW Heritage Council was made in 2016 about the proposal in preparation for the Pavilion, and about the DA and s60 application that had been lodged for the proposed Works Yard and Surf Club upgrade. The response from the NSW Heritage Council dated 25 February 2016 regarding the IDA for Additions and Alterations to the BSBLSC, including the Works Yard, was:

The Heritage Council of NSW:

1. Notes the information in the paper and presentation and provides the following comments;
2. Express concern in regards to the increase in scale, footprint and bulk of the built form of the Surf Life Saving Club addition which is inconsistent with the overall historical context of the pavilion;
3. Notes that neither a CMP for SLSC nor CMP for the Precinct as a whole has been received;
4. Notes that a draft CMP for Bondi pavilion is currently being reviewed by the Heritage Division. It will be brought to the Heritage Council for endorsement when it is considered acceptable for endorsement;
5. Advises Waverley Council that further assessment of the Integrated Development Application for SLSC is being deferred until the CMPs are received and endorsed by the Heritage Council;
6. Recommend development of a Masterplan for the whole precinct to provide the context of the whole site including the vehicle circulation to assist the Heritage Council in considering individual proposals;
7. Recommend that Waverley Council bring forward the feasibility study for underground parking and maintenance facilities to inform the Masterplan and CMPs for the site.

The DA proposal for the Works Yard and Surf Club upgrade was formally withdrawn in 2017.

A separate Statement of Heritage Impact was prepared in late 2017 for the proposed replacement of the failing demountable buildings in the works yard. This work was not approved as an exemption under the Heritage Act and Waverley Council decided to consider alternate off site locations for the works yard.

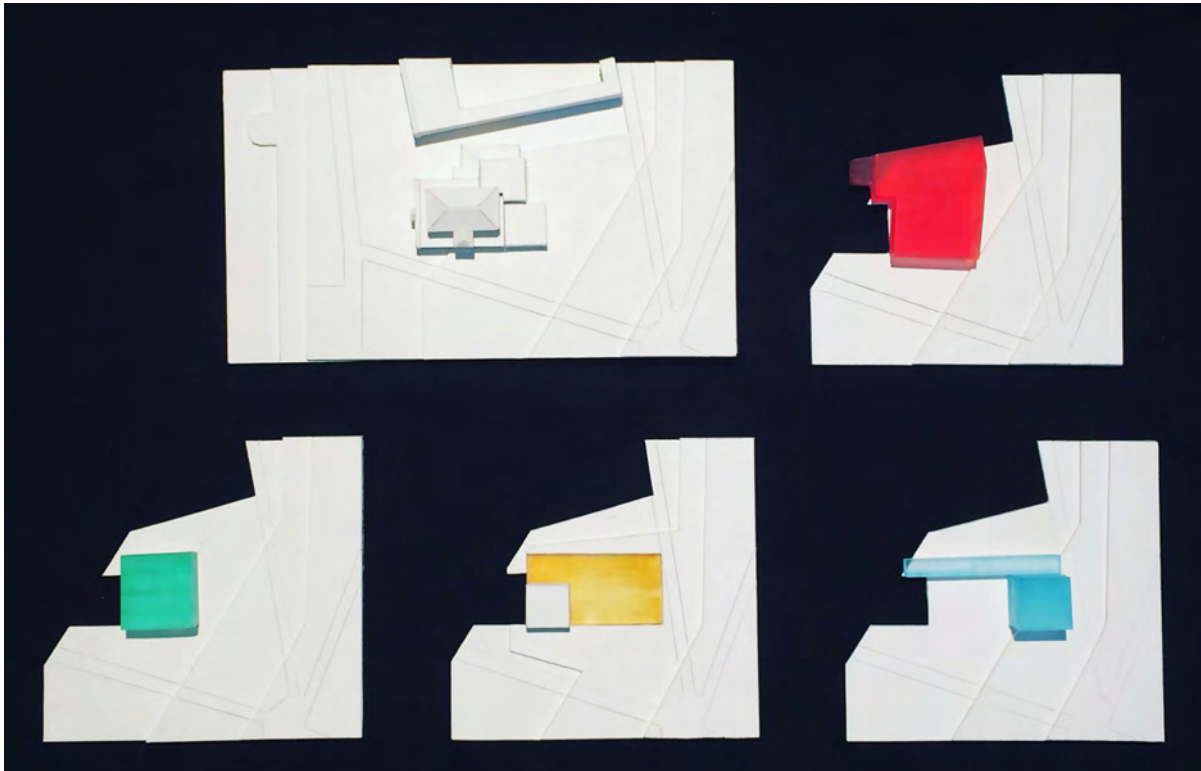


Figure 7.4: Concepts for additions to the surf club. The red model indicates the scheme submitted and withdrawn in 2016/17. The green scheme shows one large structure abutting the existing building, the yellow scheme proposes an underground building and the blue scheme a separate building further from the existing and links by a linear structure that forms a north facing protected outdoor space.

Source: BSBLSCL

The required CMP for the Bondi Beach Cultural Landscape was prepared during 2016 and lodged with the Heritage Division. After comments a revised version was lodged which in early 2017 is still under consideration. An updated CMP for the Pavilion had already been prepared and was amended to match the BBCL CMP and is also in the process of being endorsed. A CMP was also required for the Surf Club and this document has been produced to meet this requirement.

In about September 2017 a feasibility study commenced for the proposal to erect an underground carpark and works depot. A new Council halted the study and is considering alternatives. Works within the park, such as the erection of new picnic shelters, have been undertaken without seeking Heritage Council approval or exemption.

In late 2017 the BSBLSCL engaged its own architect to consider their requirements and develop concepts. A small scale model was prepared illustrating at a very broad level the possible concepts. The concepts were discussed with the authors of this CMP and are illustrated above. They are generally reduced in bulk and scale from the previous proposal which included the works yard, they better meet the club's needs, respond to public access pedestrian and vehicle access needs. They remove intrusive additions and retain the original fabric.

The architect's rationale and photos of the model for each scheme follow.

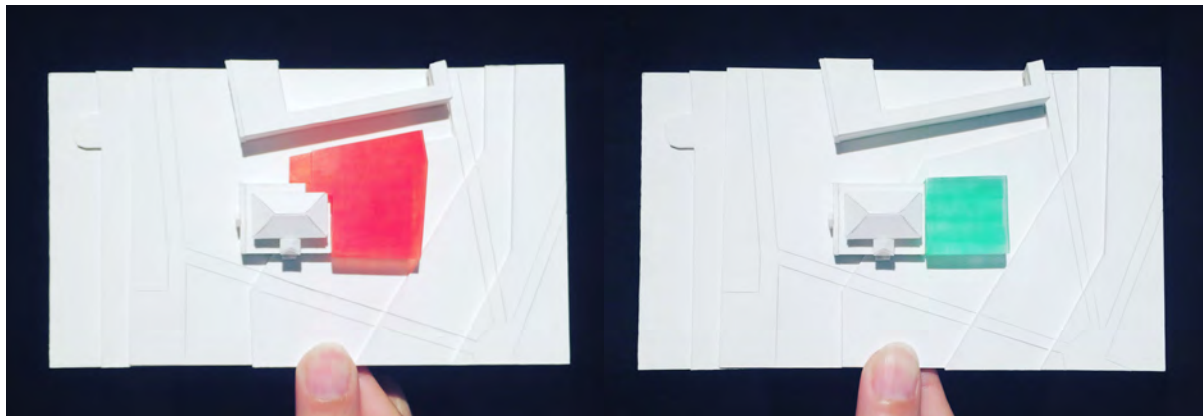


Figure 7.5: 2016/17 proposal shown red on left. Strategy option A shown green at right.
Source: BSBLSCL

On behalf of the Bondi Surf Bathers' Life Saving Club a series of physical models were created by Lockhart-Krause Architects to allow an open and collaborative discussion about potential strategies leading forward. These were accompanied with a strategy document clarifying the key constraints and opportunities, among others, including; brief of functional areas, revenue and membership, functionality, growth and flexibility, traffic, sustainability, liaison, heritage, bulk and scale.

The Bondi Surf Bathers Life Saving Club has grown and evolved over time currently with an approximate building footprint of 900m², 1300m² including the works yard. The draft CMP describes many of the additions as 'intrusive', noting that they 'engulf' parts of the original building. There may be opportunity for some of these 'intrusive' additions on the western side (top of image) to be relocated, conserving the original fabric of the 1934 surf club building and improving the functionality and amenity of the shared lane between the Surf Pavilion and BSBLSCL building.

Shown in red, the most recent proposal contained spaces for the club, and Council works yard. Whilst undergoing an extended 5 year DA approval process, including most recently a proposed joint development with Waverley Council, the OEH Heritage Council raised 'concerns about the bulk and scale' of that proposal. The DA was withdrawn on advice it would not be approved.

Strategy Option A: With an agreement between Waverley Council and the Bondi Surf Bathers' Life Saving Club to dissolve the joint venture, alongside a conversation about relocating the council works yard off site, a significant reduction in area has been achieved. This has allowed a decrease in bulk and scale of the proposal, a key problem raised by the Heritage Council. Option A, shown in green, would be built above the existing boat shed, connecting into the back of the existing club. The design uses the existing building as a starting point, its proportions matching the clubhouse.



Figure 7.6: Strategy option B shown yellow on left. Strategy option C shown blue at right.
Source: BSBLSC

Strategy Option B: Using the same brief requirement of new built area, a single level basement option was tested. This would see an almost invisible outcome, with very little of the building visible above ground. Cost is a key constraint when considering a basement option. To alleviate this, discussion was raised about the potential of integrating with the hill behind the club, half below existing ground, fill added to conceal the upper section, helping to reduce cost. Functional constraints on light, ventilation and accessibility are problematic; however the proposal has the potential to be combined with the other options.

Strategy Option C: Returning to a consideration for an above ground proposal, again using the same brief requirement of new built area, Option C tests the possibility for a carefully sited, small scale pavilion addition rather than one large structure. Respecting the carefully designed formal landscape it aligns with the existing pathway, utilising the currently forgotten space at the rear of the clubhouse this location would help to decrease crime with improved space management, territorial reinforcement and surveillance in the park. The existing clubhouse would be linked using a walkway, arcade or colonnade in keeping with the pattern of development typical of the period, mirroring the adjacent Surf Pavilion.

A small scale pavilion reveals an exciting opportunity for a large outdoor area at the heart of the proposal. Functionally, the club's large membership groups, such as training squads and Nippers, are in need of a safe place to congregate in an open area. This zone could celebrate the history of the club and its activities, serving both as a functional space and a melting pot for interaction between the public and BSBLSC, growing its role as an active and integral part of the Bondi Beach Cultural Landscape.

Option C would see the history of the existing clubhouse celebrated, restoring the club as a '3D element within the park'. Views to the all facades available; in particular, pedestrians arriving over the bridge to the east of the club would again see the rear of the original building.

The construction cost would be the least in this option, with expensive building work to the existing building reduced. Its location allowing efficient construction staging and limited disruption, with the surf club and works yard able to continue running unimpeded during construction.⁸

All the concepts demolish the intrusive additions between the club and the Pavilion creating an improved and larger public space between the buildings and respond to the proposed increased pedestrian and vehicular traffic in that space. There may be issues of potential interference with Aboriginal archaeological remains with the underground scheme and testing would be appropriate to indicate whether undisturbed ground and potential remains exist before such a scheme was fully developed. Options B and C have the potential to enable the original 'in the round' presentation of the BSBLSC building to be re-established and improve the Hall but both these schemes also take additional space in the park and may require revision of the Masterplan. The Masterplan requirement calls for the building footprint to be no bigger than the existing club and yard. From a heritage point of view the mass and scale of structures is more important than footprint. Option C has the potential to provide a sheltered public space but the detailed design would need to be examined to ensure this is the case and the design would need to address the path behind the proposed pavilion. These concepts have potential to meet the club's functional needs while respecting the heritage building and the overall Bondi Park heritage values.

7.7 DECISION MAKING PROCESSES

This CMP addresses the surf club specifically and is consistent with the overall BBCL CMP which can be referred to for more general information including about the surrounding park. A separate CMP has detailed information about the Pavilion and this is also consistent with the BBCL CMP.

The Bondi Beach Cultural Landscape CMP is an overarching document for the whole of the National and State heritage listed area. This document is in the process of being endorsed by the NSW Heritage Council. It provides policy in relation to specific elements that may have their own CMP where policy is required to ensure the retention of the National, State and Local values of the whole cultural landscape. An example is in relation to having policy in this document that requires the scale and character of buildings to be consistent with the Pavilion predominantly in scale. The specific CMP for the Pavilion and this CMP for the BSBLSC provide further details of this aspect as well as more specific issues of conservation and management.

Relationship between statutory heritage listings

There is a hierarchy of precedence and consideration between the various statutory listings. The National Heritage listing and consideration under the EPBC Act is the highest consideration and must precede other considerations. The essential requirement is that the proponent for any change needs to establish that the proposal will not have an impact on the National Heritage values of the place.

⁸ Lockhart-Krause Architects

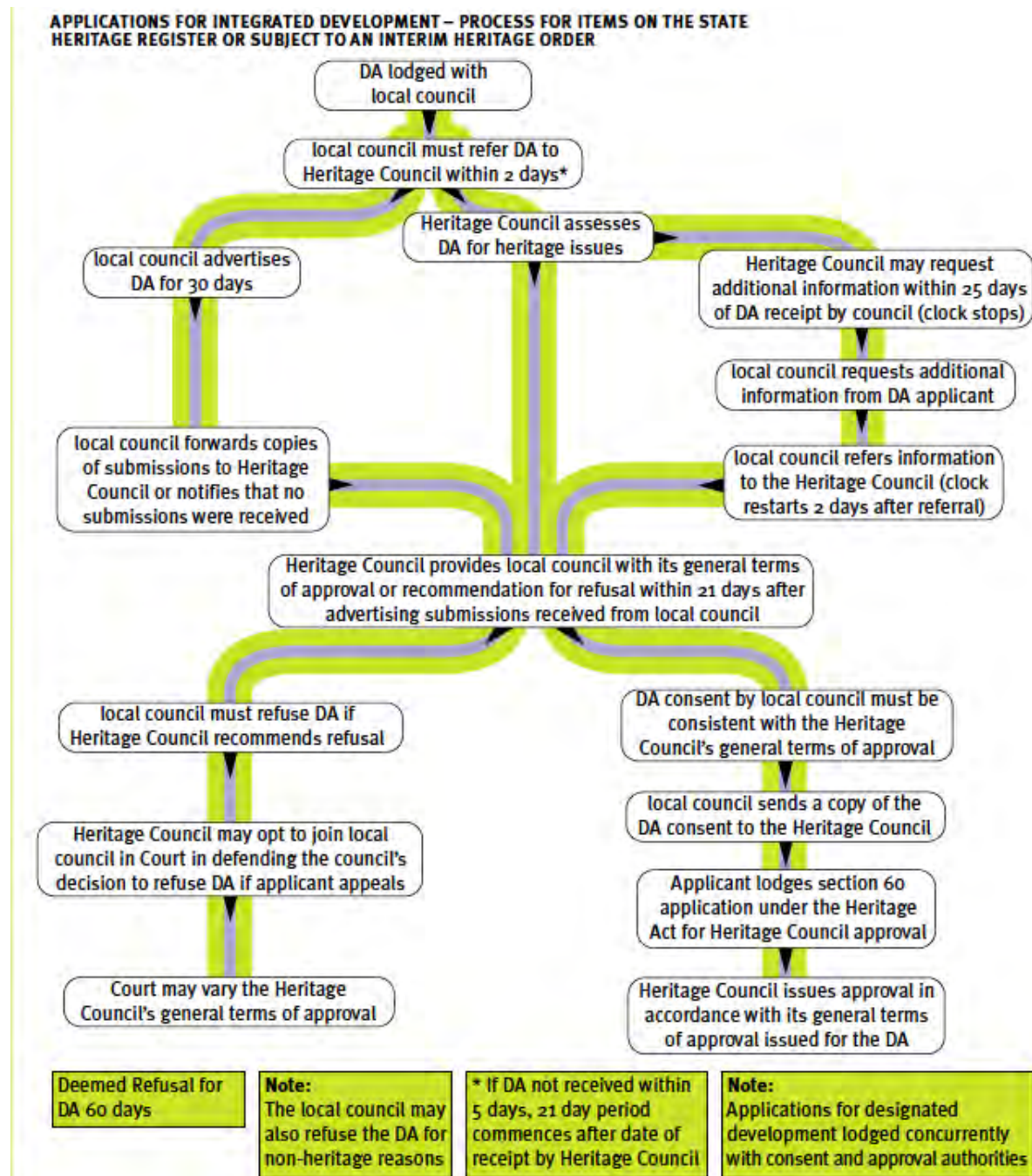


Figure 7.7: Heritage approvals process.

Source: NSW Heritage Division

Prior to any local approval there needs to be applications made under Section 60 of the NSW Heritage Act. However, there are extensive Standard and Site Specific exemptions from S60 Approval available to Council (see Section 6.1). It is important that Council utilises the appropriate heritage expertise it has to allow for a professional assessment as to the extent of heritage impact be made in relation to projects involving Council proposals, including whether Council is able to utilise the Site Specific Exemptions for project approvals.

7.8 OTHER OPPORTUNITIES

The PoM 2014 identified a number of good opportunities in relation to heritage values – see Section 7.4 above. Some of these opportunities are in the process of design and implementation. The PoM 2014, suggests building on the existing character of the buildings and structures at Bondi Beach when making changes and to generally use the traditional materials, such as masonry, that provide for some longevity.

There are opportunities for an improved community liaison process in relation to future change within the Bondi Beach Cultural Landscape. It is important that the national and international users and stakeholders are included in early consultation and liaison, in terms of the national heritage values of the place and cultural heritage associations for all Australians, in addition to local stakeholders.

There are opportunities to better manage the conflicts between vehicle, pedestrian and cycle movement while retaining the social and historical values of the early car access and parking schemes.

There are opportunities to have the various heritage listings and listed areas more consistently defined and fully completed - such as some of the Waverley LEP 2012 inventories that are not complete and should be completed as SHI forms. There are opportunities to clarify for Waverley Council staff the consent processes in relation to heritage items both in terms of the different National, State and local legislation as well as heritage advice on proposals and application of various exemptions.

There is an opportunity to build on knowledge as reports are prepared for heritage places in the study area by updating the existing heritage inventory sets. There is also an opportunity to transfer knowledge from specific projects to a broader GIS system in the management of the cultural landscape.

Interpretation Opportunities

There is a wide range of moveable heritage associated with the surf life saving movement at Bondi that adds substantially to the significance of the BSBLSC and provides the opportunity for future research into the place, organisation and culture. The moveable heritage section of this report describes the material held at the club, at the Waverley Local Studies Library, in storage and at other museums.

The now closed Museum of Life Saving at Bondi Icebergs used to hold a movable heritage collection with items such as a surf reel, historical surfboards and trophies. Due to its closure these items have not been inspected and the extent and condition of the collection is unknown.

Some of the moveable items were displayed in an exhibition at the Museum of Sydney in 2005-6. The items included swimsuits, posters, surf boards and reels, deck chairs, postcards, photos, plans, paintings, signs, flags and many other items. The National Museum of Australia held an exhibition in 2007 called 'Between the Flags: 100 Years of Surf Lifesaving'.

There are opportunities within the new proposals for the Pavilion and Surf Club and the PoM 2014 to interpret and display material associated with Bondi's surf life saving history.

Terry Jenkins, whose family have long associations with Bondi and BSBLSC, is promoting the idea a new 'Historical Surfing Museum' which could be housed in the Pavilion to tell the 'Bondi Story'. He writes that:

Many locals and tourists alike, see the Pavilion as the tangible and intangible 'Heart of Bondi', making it a conclusive preference to display the extensive physical collection and information covering everything from Bondi's swimming and surfing history, legends and champions, surfing industries, events, historic occasions, Bondi's famous surfing identities and characters, evolution of the modern surfboard, festivals and historic beach buildings to Bondi's indigenous history including the naming of Bondi ('BOONDI').

All clubs (life saving, swimming, surfing) have made substantial contributions to Bondi's heritage therefore the establishment of such a museum should be founded in the collaboration between all stakeholders, in order to see how they would like the museum to be set up and what they feel should be included. Input should also be sought by the Bondi locals, who have knowledge of Bondi's history and characters and remember the days and stories that have not made it into the history books.

The overall aim is to record, maintain and exhibit Bondi's iconic surf life saving heritage, acknowledge past and present champions (individuals and families) and exhibit historic artefacts in order to pass the stories on to future generations.

He also suggests:

A Bondi Heritage Walk could be implemented as part of their Heritage Interpretation Strategy, leading from the 'Bergs along the Prom to North Bondi Surf Club' with each club having its own club specific heritage display for visitors and members. Part of the funding for such an undertaking would furthermore help to maintain and restore the plaques near the South Bondi Board Riders Club ('the Hep Pit') that are highly valued by the Bondi Beach community.

These ideas have considerable support and are opportunities to support, promote and interpret the cultural heritage of the BSBLSC and Bondi beach generally. The idea of a walk with each club having a club specific display would be an opportunity for visitors to see the existing display in the club and a possible improved display in the future.

7.9 SUMMARY OF CONSTRAINTS AND OPPORTUNITIES

In the case of the BSBLSC, the presence of the surf club within the park is of significance, however this building is the third permanent facility occupied by the club.

The conservation and adaptive reuse of key elements should aim to retain a largely traditional language of built forms and palate of materials relating primarily to a hierarchy defined by the central place of the Bondi Surf Pavilion within a designed landscape, both in terms of its physical location as well as its design style and character. The adjacent surf club was intended to be a subservient building in views to the pavilion from the north east, however the arcade was of a similar architectural vocabulary, providing a uniform composition to the marine drive. The stair element has now been engulfed.

A key issue in the management of the Bondi Beach Cultural Landscape is the engagement of all communities (including the broad Australian community), as well as experts, early on in a clear approvals process.

This CMP has identified potential new or expanded heritage values and elements, as well as broader setting for the NHL area, that needs to be reflected in heritage policy.

The PoM 2014 together with this CMP provides a sound basis for moving forward with preparing projects to provide for the retention of the heritage values of the Bondi Beach Cultural Landscape however the Pom will require detailed review.

As noted in Section 7.3, DA-567/2015 for alterations and additions to the Bondi Surf Bathers LSC, including the construction of a new Works Yard at the rear of the building, has been withdrawn. The Heritage Council expressed concerns regarding scale of the facility intended to be temporary.

The constraints associated with this site are in the table and comments and recommendations were made during the design process to guide the design.

CONSTRAINT	COMMENT	RECOMMENDATION
The site is within a Nationally listed heritage precinct.	Development Approvals are required. A Statement of Heritage Impact will need to be prepared to accompany any DA.	Heritage advice should be sought throughout the design process to ensure that the impact on the precinct and surviving significant fabric is minimised.

CONSTRAINT	COMMENT	RECOMMENDATION
Heritage Item - identified in reports but not individually listed	The Surf Club house has been identified as having at least local significance and it retains evidence of its original configuration. Previous alterations have been undertaken with little understanding of the original fabric or regard for the original design intention. Later alterations have removed some original fabric but the design intention remains clear.	The original design intention should be considered when planning alterations, as many aspects of the original intention, such as natural ventilation and daylighting, are relevant today, as is the use of roof terraces and storage in the roof space.
The amount of equipment now needed was not envisaged when the building was designed.	This is a common problem with public buildings dating from before World War 2. Areas previously used for storage have been extended to form additional rooms.	Consider storage needs in any future design but do not use significant spaces for storage. An accommodation survey should be undertaken prior to any further detailed proposal.
The range of functions has increased.	Again, this is a common problem with public buildings dating from before World War 2. In this case the works yard has been added to the rear however this has resulted in the Surf Club no longer being a free standing pavilion within the overall beach improvement scheme as intended.	Consider the erection of a separate works yard in a less intrusive location - long term. Consider the use of separate pavilions that are designed 'in the round', ie to be viewed from all sides.
Site exposure and wind blown sand	The original design included a large sunbaking terrace that was sheltered. The current terrace to the rear is less sheltered. The configuration of the windows in the upper floor is intrusive.	Consider reworking the windows to the first floor addition so more in keeping with the first floor of the Pavilion. The arched form was a council requirement however is not consistent with the Pavilion which has flat head arches for first floor openings. Consider exposure to the elements in design of new.

CONSTRAINT	COMMENT	RECOMMENDATION
Existing First Floor Addition	The first floor addition is intrusive. Attempts to improve its appearance and relationship to the Pavilion have not been successful.	Consider reworking the surf club building to lessen the impact of the first floor addition by making it more recessive. This has been achieved in part by recent painting. Rework the upper floor to reflect the form of the original sunbaking area.. Consider options of connection or lighting at the former roof lantern location.

OPPORTUNITIES

A number of opportunities have been identified:

OPPORTUNITY	COMMENT	RECOMMENDATION
To continue the use of the purpose-built surf club	The use of the building as a surf club and its location are significant. The use of this area as a works depot is not of significance and is intrusive.	Continue the use as a surf club, possibly with some facilities shared by the works team, but consider relocation of the depot / machinery storage in a less intrusive location that has better road access.
Original layout - Surf Club	There is considerable opportunity to reinstate some of the original aspects of the design or to interpret them.	Reveal some of the original features including in decoration. Consider the original design intent of the spaces when designing additions and alterations. Possibility to reinstate the Hall lighting and ventilation and improve access to adjacent spaces so it is no longer a thoroughfare.
Original Park Layout	Vistas from the park and the pedestrian bridge to the northeast of the pavilion and surf club have been lost due to accretions to the surf club.	Careful consideration of the design of the rear of the building is required, in order that the surf club can once again be a pavilion in the park as intended with well designed facades when viewed from all sides.
Pedestrian amenity	Pedestrian connections and movement in the vicinity of the club have been negatively impacted by changes to the buildings	There is an opportunity to enhance the western approach from Campbell Parade and improve the walkway between the club and the pavilion.

OPPORTUNITY	COMMENT	RECOMMENDATION
Relationship to the Pavilion	The relationship between the pavilion and the surf club, seen in 1930s photos, has been weakened by alterations to the surf club and pavilion. The amount of shelter provided by the arcades has been reduced in the Pavilion and interrupted by new structures.	Accretions and clutter should be removed so that the perspective effect created by the arcades is re-instated and so the arcades can be used as shelter from the sun and wind as intended. This applies to both buildings.
Public Amenities	The area of the club and adjacent to the children's playground is poorly served by amenities.	Amenities may be able to be incorporated in the new structure to serve the playground without the requirement for an additional building and utilising existing infrastructure.
Tunnels	A number of the pedestrian tunnels in the vicinity are currently not used	There is potential to utilise the tunnels for storage of beach equipment. A scheme has been completed and part of one tunnel is available to the club.
Passive Ventilation	The building was designed with natural ventilation via pierced panels and terracotta vent bricks. Natural ventilation is proving to be healthier than air conditioning and is particularly appropriate for beachside buildings.	The sea breezes should be taken advantage of to naturally ventilate the building. There should be no need for intrusive small air conditioning units.
Sustainability generally	Re-using existing buildings can not only retain significant fabric but is also sustainable.	Carefully adapting the existing building and reinstating features of the original design that have been lost or obscured is a sustainable approach.
Relationship to setting	Areas adjacent buildings are used for rubbish, gas bottle and other storage detracting from the pedestrian environment.	Design new work to relate to the original paths and design so that facilities are integrated into buildings and do not clutter public spaces.
Works Depot	There is considerable opportunity within the park or elsewhere to provide a more suitable location for works depot functions. Functions such as toilets and offices can be shared.	Determine a location relating better to the road network for vehicle storage. Reworking the rear of the building will provide better vistas in the park and reduce visual clutter.
Storage	The roofspace once contained a storage area	New work should provide adequate storage including for archives. There is potential to use hidden spaces for storage areas.

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8.0 CONSERVATION POLICY

8.1 GENERALLY

There is an overall general CMP for the Bondi Beach Cultural Landscape (final draft October 2017) and separate detailed CMPs for the larger structures including The Pavilion and the Bondi Surf Bathers Surf Life Saving Club. The overall CMP for the Bondi Beach Cultural Landscape should be used in guiding decisions when considering proposals that impact on the park eg vehicle and pedestrian access through the park. This CMP should be referred to for detailed policies about the BSBLSC. It should guide conservation works, the preparation of DAs and the preparation of briefs for studies by consultants planning or documenting future works to the BSBLSC complex.

The conservation policies in both the overarching CMP and this detailed CMP provide for the long term conservation of the significant fabric and the retention of the heritage significance of the Bondi Beach Cultural Landscape. The CMPs include recommendations for the appropriate use of the place, including the continuation of significant long-standing patterns of use such as surf lifesaving. Policies are aimed at ensuring future work will retain or enhance, and not result in a loss of the heritage values.

The policies start with general policies covering the overall management and conservation approach. These are then followed by more detailed policies relating to conservation of aspects of the values. Policies taken from the overall CMP that also apply to this building have been identified by the initials BBCL and BSBLSC. Policies that only relate to the Surf Club use the same numbering system but are identified as BSBLSC.

At 8.3 the conservation policy headings are set out as an index, followed by a summary of the main policies in 8.4. This summary is intended to be used for executive and overall management purposes. The detailed policies are in Section 8.5 and at the beginning of each group of policies is a main policy, which summarises the detailed policies (and is used in the summary at 8.4). The policies themselves are set out in italics and are preceded by a short explanation of the reasoning behind the policy. Specific policies for the individual items included in tables in the over arching CMP have been repeated.

8.2 POLICY FORMULATION AND VISION STATEMENT

The CMP polices are to guide the conservation, interpretation, future development and use and are based on an understanding of the significant uses, the surviving physical evidence and of the history of the place and the club. There is an overall vision for the BBCL (repeated from that CMP) and a vision statement for the conservation of the heritage values of the BSBLSC.

The Bondi Beach Cultural Landscape is envisaged to include:

- Part of a continuing cultural landscape conserved and actively managed by the local Council (now Waverley), generally on behalf of Crown Lands.
- A place for ocean swimming, surfing and water sports for young and old
- A passive and active recreational area for the local community and visitors
- The iconic home of surf lifesaving and Australian beach culture
- A place where locals and visitors can enjoy the sun, surf and sand and walk and sit on the rocks and headlands.
- Where people can learn about its heritage values

The vision to conserve the Bondi Surf Bathers Life Saving Club is to:

- Continue to contribute as an integral part of the Bondi Beach Cultural Landscape,
- Provide volunteer surf life saving and associated activities at the club and on Bondi Beach in accord with the rules of the club, assisting in making the place safe for ocean swimming, surfing and water sports for young and old,
- Conserve the original fabric of the 1934 surf club building, and if the opportunity arises remove intrusive additions, while providing adequate and up to date facilities and services for the club's activities.
- Preserve the collection and artwork at and associated with the club.
- Celebrate the history of the club through its activities and by interpreting the place and collection and through events and activities so people can learn about its heritage values.

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8.4 SUMMARY OF CONSERVATION POLICIES

POLICY SECTION 1.0 MANAGEMENT OF HERITAGE SIGNIFICANCE

Conserve the heritage values of the BSBLSC, including social values, according to conservation best practice and consider individual listing.

POLICY SECTION 2.0 SITE MANAGEMENT

Manage the BSBLSC in accord with this CMP as a heritage asset and as a place for surf bathing, surf sports, life saving and other compatible uses. Seek necessary planning approvals and minimise the heritage impact of any development.

POLICY SECTION 3.0 USE

Encourage and support significant ongoing uses, particularly life saving, as an important part of the heritage values, and allow new compatible uses that support and do not damage heritage values.

POLICY SECTION 4.0 CULTURAL LANDSCAPE

Protect and conserve the significant building within the conserved significant cultural landscape.

POLICY SECTION 5.0 ABORIGINAL HERITAGE AND HISTORICAL ARCHAEOLOGY

Be aware of the Aboriginal stories of the place and of potential archaeology when excavating.

POLICY SECTION 6.0 MOVEABLE HERITAGE

Conserve and manage moveable heritage and records on site, in Waverley Local Studies Library and elsewhere, make them available for research and display selected records.

POLICY SECTION 7.0 MANAGING THE BUILT HERITAGE

Conserve fabric according to its level of significance by stabilisation, repair, and maintenance. Conserve, retain or remove other items according to detailed policies. Remove unnecessary intrusive items or alter to minimise intrusion. Use appropriately skilled people to undertake conservation works.

POLICY SECTION 8.0 MAINTENANCE AND NEW WORKS

Maintain significant building fabric and prioritise stabilisation works and works to slow deterioration. New works and facilities may be added to accommodate appropriate uses and replace intrusive structures but must have appropriate scale, form and materials.

POLICY SECTION 9.0 TOURISM AND INTERPRETATION

Encourage use by club members and the community and interpret the significance and history of the place and traditional uses, including to tourists and other visitors.

POLICY SECTION 10.0 RECORDING, MONITORING AND RESEARCH

Keep records of work and monitor the condition of the place. Make the collection of historic documents and research reports accessible and encourage further research.

8.5 CONSERVATION POLICIES

Policy Section 1.0 Management of Heritage Significance

Conserve the heritage values of the BSBLSC, including social values, according to conservation best practice and consider individual listing.

POLICY SECTION 1.1 CONSERVATION PHILOSOPHY AND METHODOLOGY

The Australian ICOMOS Charter for the Conservation of Places of Cultural Significance (Burra Charter) is widely accepted across Australia as the underlying methodology for establishing and protecting heritage values and undertaking works to heritage buildings. This CMP has been prepared using the revised Burra Charter (2013).

BBCL and BSBLSC Policy 1.1.1

Ensure conservation, maintenance and works have regard for:

- *local, state and national values and levels of significance;*
- *the significance of the place as a cultural landscape;*
- *the significance of the place to the members and former members of the BSBLSC*
- *the significance of the place to the Aboriginal community;*
- *the historic patterns of use;*
- *relevant international cultural heritage charters and practice;*
- *relevant ICOMOS Charters and principles;*
- *relevant legislation that protects the heritage values;*
- *the policies of the Bondi Park Plan of Management and Masterplan (non statutory);*
- *the aims and intentions of this CMP and the BBCL CMP.*

POLICY SECTION 1.2 THE BURRA CHARTER

The Burra Charter advocates maintenance and preservation in preference to the replacement of fabric. Article 3.0 states that 'Conservation is based on a respect for the existing fabric, use, associations and meanings. It requires a cautious approach of changing as much as necessary but as little as possible. Changes to a place should not distort the physical evidence or other evidence it provides, nor be based on conjecture.'

Maintenance is a key conservation process prolonging the life of original fabric. The Burra Charter states 'Maintenance is fundamental to conservation and should be undertaken when fabric is of cultural significance and its maintenance is necessary to retain that cultural significance.'

In the case of the surf club, the use is culturally significant and a long-standing use, over a century. The location of the surf club has been altered more than once, relocated to fit in with overall beach improvement schemes but always within what is now Bondi Park.

BSBLSC Policy 1.2.1

Ensure that the conservation of the remaining original fabric at the BSBLSC is undertaken in accordance with the preservation approach of the Australia ICOMOS Burra Charter.

BBCL and BSBLSC Policy 1.2.2

Undertake maintenance of significant fabric as a fundamental conservation process.

BSBLSC Policy 1.2.3

Manage the place as a living heritage site with significant community attachments and continuing culturally significant use as a surf club.

BBCL and BSBLSC Policy 1.2.4

Retain uses identified as being culturally significant.

BSBLSC Policy 1.2.5

Continue to make provision so that the two long standing surf life saving clubs can continue to operate within Bondi Park.

POLICY SECTION 1.3 AUTHENTICITY

The significance of places depends on their authenticity. The real thing has significance that a fake or modern replica does not. The Nara Document on Authenticity (1994 updated 2014) guides the consideration of authenticity. Use and function, and spirit and feeling are also addressed as well as materials. The Nara Document 'assigns responsibility for cultural heritage to specific communities that generated or cared for it' and defines authenticity as:

A culturally contingent quality associated with a heritage place, practice, or object that conveys cultural value; is recognized as a meaningful expression of an evolving cultural tradition; and/or evokes among individuals the social and emotional resonance of group identity.¹

In particular each long-standing pattern of use that contributes to the values and fabric should be retained. The surf club building, erected as part of the 1920s improvement scheme, is of a level of significance that warrants preservation. The form and design of the BSBLSC remain evident despite having been extended a number of times and the limited remaining materials of the original construction are important to the authenticity of the building. The use and function have continued through all the sites and club houses though there has been change in traditions and techniques eg wooden boats are replaced by IRBs for rescues but still used for competition and fitness training. Traditions no longer practiced can be studied in the fabric of the place and its collection of trophies, honour boards and photographs and in its records.

The setting of the Surf Club retains the relationship to the surf, relates to practicalities of life saving activities and gear storage but was also intended to form a picturesque composition with the Bondi Pavilion, part of the overall Bondi Beach Improvement Scheme. The community and members hold the place in high regard.

¹ Nara +20, On Heritage Practices, Cultural Values and the Concept of Authenticity.
www.japan-icomos.org/pdf/nara20_final_eng.pdf

*BBCL and BSBLSC Policy 1.3.1**Conserve the authenticity of the place by:*

- *Supporting public use of the beach and park for recreation particularly swimming;*
- *Interpreting historic patterns of use of the place; including aspects not evident today;*
- *Preserving significant fabric;*
- *Clearly distinguishing authentic historical fabric from modern elements;*
- *Respecting the community regard for the place.*

*BBCL and BSBLSC Policy 1.3.2**Balance retention of significant uses with preservation of authentic fabric, practicality and public risk to conserve the overall heritage significance of the place.**BSBLSC Policy 1.3.3**Interpret missing elements that are necessary to explain how the Surf Life Saving Club was designed to operate like the sunbaking terrace.**BSBLSC Policy 1.3.4**Conserve the character and setting of the place and remaining significant fabric (as set out in the table in Section 6.7)***POLICY SECTION 1.4 RANGE OF VALUES**

The BSBLSC is an integral part of the overall cultural landscape. Overall the cultural landscape is significant for a range of values including natural, Aboriginal, historical, aesthetic (including architectural and technical) and intangible and for its continuing pattern of use. Its significance is a combination of all these aspects. The surf club has historical value, recognised as the first formal surf life saving club established in Australia and the current community regard for the place is an intangible social value. Evidence of the pattern of development of the parks, paths and pools survives in the landscape and in the surviving built fabric as well as in the documentary record. The architectural and technical values relate to the scale and components of the various improvement scheme works undertaken during the twentieth century. The construction of the new surf club during the 1930s was planned as part of the 1920s improvement scheme, but was postponed until funds were available.

*BBCL and BSBLSC Policy 1.4.1**Recognise all the values and consider them together in management of the place.**BSBLSC Policy 1.4.2**Retain evidence of the pattern of development of the BSBLSC including continuing use of a multi-purpose hall.**BBCL and BSBLSC Policy 1.4.3**Recognise that the current uses are part of the heritage value of the place and the retention of this value not only depends on conservation of physical features but on continuing use and a high level of local and Australian community regard.*

POLICY SECTION 1.5 CONSERVATION AND RELATED SITES

The BSBLSC is assessed as having heritage significance as an individual item recognising the value of the building and of the club itself and its activities. It is not listed individually rather as part of Conservation Areas and Landscape Conservation Areas on the national, state and local Heritage Registers. The analysis undertaken for this CMP indicates that the BSBLSC has a level of cultural significance that warrants an individual local heritage listing.

BSBLSC Policy 1.5.1

Recognise that the cultural significance of BSBLSC is interdependent with nearby landscape features and historically with other Sydney beaches.

POLICY SECTION 1.6 REVIEW OF LISTINGS

The BSBLSC is assessed as having heritage significance as an individual item recognising the value of the building and of the club itself and its activities. It is not listed individually rather as part of Conservation Areas and Landscape Conservation Areas on the national, state and local Heritage Registers. The analysis undertaken for this CMP indicates that the BSBLSC has a level of cultural significance that warrants an individual local heritage listing.

BBCL and BSBLSC Policy 1.6.1

Information within this CMP should be used to seek to update the existing National and SHR listings for the site to ensure current and new information is used for conservation of the place.

BBCL and BSBLSC Policy 1.6.2

Use information in this CMP and associated research, undertake new research and update and complete the LEP heritage schedule, map and inventory.

BSBLSC Policy 1.6.3

List the Bondi Surf Bathers Life Saving Club as an individual heritage item in the LEP heritage schedule, including long standing use and beachside location, social value and its moveable collection. Liaise re future listing on the State Heritage Register.

Policy Section 2.0 Management

Manage the BSBLSC in accord with this CMP as a heritage asset and as a place for surf bathing, surf sports, life saving and other compatible uses. Seek necessary planning approvals and minimise the heritage impact of any development.

POLICY SECTION 2.1 CROWN LANDS RESERVE - HERITAGE ITEMS

Bondi Park is Crown Land and subject to a Plan of Management which in part addresses heritage. The park is governed by the Bondi Park Reserve Trust and Waverley Council is trustee of the park and is responsible for its care, control and management. The park is dedicated for 'Public Recreation'. In 2016 the DPI published a new overriding document authorising surf life saving clubs' use of Crown Land in NSW so individual agreements were no longer required and a standard lease template was introduced with a 20 year term. It covers allowable uses including revenue generating activities, identifies reserve managers as 'landlords' and the need to comply with laws and requirements relating to the land - including obtaining of approval from authorities as necessary. The authorising document does not specifically mention heritage but the catch-all compliance requirement would include heritage approvals.

BSBLSC Policy 2.1.1

Manage and maintain the place recognising its as part of a Crown Reserve with significant heritage values.

BSBLSC Policy 2.1.2

Lessees and proponents of projects are required to seek consent under laws and requirements relating to the Crown Reserve and Council managed parkland.

BSBLSC Policy 2.1.3

Where intrusive additions are removed, an equivalent footprint should be allowed for additions that respect the heritage of the original building'

POLICY SECTION 2.2 LEASES AND LICENCES – BRIEFING USERS

The site of the surf club is subject to a licence agreement between the Club and Council for the use of the club house and allowable uses are specified. Council is responsible for maintenance of the building fabric while the Club is responsible for internal fixtures and fittings. Council approval is required for any alterations (structural or otherwise) and external signage. The current 20 year agreement runs until 2023 and it may be replaced by the standard agreement at that time. There is provision for specific clauses to be added to the standard agreement and conservation obligations could be specified. Lease or licence documents should refer to this CMP or to heritage conservation requirements.

Heritage information needs to be available so that all users are aware of the need to care for the particular heritage values of a place. Such information needs to be simple and readily available. It may be a briefing note, a discussion, or other information and should be in all leases, licences and tender documents written for works at the place, including activities such as construction or upgrading of building services.

BBCL and BSBLSC Policy 2.2.1

Consider the cultural significance of the place when issuing long term tenure and re-leasing sites for development.

BBCL and BSBLSC Policy 2.2.2

Monitor leases and licences and associated activity and development and ensure there is no detrimental impact on the cultural significance of the place.

BBCL and BSBLSC Policy 2.2.3

Where relevant, new lease documents should refer to this CMP, the need to assess the heritage impact and obtain approvals for proposed works.

BBCL and BSBLSC Policy 2.2.4

The responsibility for maintenance, the limitations on modifications and the process for obtaining approvals should be clearly set out in any lease, tenancy or occupation agreement.

BBCL and BSBLSC Policy 2.2.5

Brief all those working on the site, including contractors and volunteers, on the significance of the place and the need for care in dealing with significant fabric.

BBCL and BSBLSC Policy 2.2.6

Provide users with a contact for guidance or approval.

BBCL and BSBLSC Policy 2.2.7

Provide a user information sheet detailing cultural significance for any tenants and occupiers

BSBLSC Policy 2.2.8

Temporary signage should be designed so as to not be visually intrusive or prominent in views of the building from pedestrian areas.

POLICY SECTION 2.3 MANAGEMENT ARRANGEMENTS

There is a wide range of site management arrangements for the place as a whole, mostly Waverley Council staff based at offices off site, but in the local area. There are some Council staff based on site including lifeguards and some maintenance staff in the Pavilion and in temporary buildings behind the Surf Club. The surf club has a detailed management structure with a range of Boards, all run by volunteers, and a full-time staff member in the office and many part-time volunteers. The management of the upstairs function room is by a separate organisation, as required by the Crown Lands and Council management agreements. Infrastructure on the site is managed from utility head offices generally in the city. Council is responsible for works to the exterior and the Club to the interior.

BSBLSC Policy 2.3.1

Make Council and Surf Club staff aware of their responsibilities in implementing the CMP. Provide in-house training / induction for new staff and volunteers about heritage matters particularly maintaining community relationships and passing on detailed knowledge about the building and its moveable heritage collection.

BSBLSC Policy 2.3.3

Continue consultative arrangements between Council and the Club about management of the place to coordinate heritage management.

POLICY SECTION 2.4 RISK MANAGEMENT

The Club undertakes required risk management with respect to the building and its use and also its surf life saving and associated activities. Any risk assessment should also consider heritage matters and the risk to heritage items eg to the significant moveable items in the hall or from the fuel / fire sources associated with IRBs and the gas cylinders and glycol required for the post mix drink delivery system.

BBCL and BSBLSC Policy 2.4.1

Undertake risk management assessments for issues and projects; including risks to heritage values.

BBCL and BSBLSC Policy 2.4.2

Program and undertake risk management actions and design to minimise heritage impact.

POLICY SECTION 2.5 FUNDING AND PRIORITISING

Council general revenue funds its maintenance responsibilities for the exterior. The Club funds internal works from members' fees, fund raising activities and revenue earned from the function space. The annual funds available for conservation of heritage fabric are limited by competing demands such as, for Council, public safety, access, beach and park cleaning, weed management and, for the Club, maintaining essential facilities and building services, maintaining and purchasing life saving equipment, funding activities and paying staff. This can result in a lack of funds needed for maintenance of heritage fabric. Funding specifically for conservation works is occasionally available from other sources, eg heritage grants programs. Where funds are limited stabilisation and basic maintenance of heritage fabric should have priority over activities such as new work and interpretation. This includes protection of fabric from deterioration.

BBCL and BSBLSC Policy 2.5.1

Funds should be directed to works that minimise site instability or conserve significant fabric as a priority.

BBCL and BSBLSC Policy 2.5.2

Seek additional funding from other relevant specific programs or initiatives including for detailed research projects.

BBCL and BSBLSC Policy 2.5.3

Review priorities in the light of conservation needs if there is unexpected deterioration or damage.

BBCL and BSBLSC Policy 2.5.4

Plan works in advance according to priority, adjusting as necessary each year.

BSBLSC Policy 2.5.5

Seek additional funding to assess, interpret, conserve the collection and display important elements within the BSBLSC.

POLICY SECTION 2.6 WORKS APPROVALS AND ASSESSING HERITAGE IMPACT

The Club is within the overall BBCL which has several heritage listings. Development and building approval will be required for major work under the Environmental Planning and Assessment Act 1979 (EP&A Act) and the Waverley Local Environment Plan (LEP). Waverley Council is consent authority. The provisions of the EPBC Act and NSW Heritage Act apply to the site. Referral under the EPBC Act is required if the proposal is assessed to negatively impact on the National Heritage values. Approval under Section 60 of the Heritage Act is required for works to SHR listed places. Sections 139-145 of the Heritage Act prevent the excavation or disturbance of land for the purpose of discovering, exposing or moving a relic, except in accordance with an excavation permit. Notification only is required for works listed as exempt from approval in the SHR listing for the Precinct and those covered by standard exemptions or site specific exemptions. For works that may damage registered Aboriginal sites an Aboriginal Heritage Impact Permit (AHIP) is required under the National Parks Act.

Site specific exemptions apply to the BBCL. Where Council considers work is exempt it is still required to submit an exemption notification which will be signed off by the Heritage Division Director if it is agreed it is exempt. Further site specific exemptions could be applied for, eg for works in accord with this CMP or the Pavilion or BBCL CMPs.

Depending on the scale of impact, and the level of significance of the item, assessment is required of the impact of any proposed work or activity on heritage significance. This is done in a Statement of Heritage Impact (SoHI), which should form part of the DA, and which identifies if the proposed works comply with the CMP. The SOHI then provides justification for aspects of the proposal that differ from the endorsed conservation policies and explains why modifications to significant fabric are required. If the impact is too great, changes to the proposal can be requested.

BBCL and BSBLSC Policy 2.6.1

Apply for approvals for activities, leases and works as required by legislation and relevant Crown Lands, Department of Planning and the Waverley LEP guidelines and circulars.

BBCL and BSBLSC Policy 2.6.2

Make referrals under the EPBC Act if there is to be a significant impact on national values.

BBCL and BSBLSC Policy 2.6.3

Apply for Section 60 approval to the NSW Heritage Division OEH, particularly if there may be significant adverse impact, and notify them of work exempt from approval.

BBCL and BSBLSC Policy 2.6.4

Approval applications should address this CMP and comply with its requirements in a SoHI.

BBCL and BSBLSC Policy 2.6.5

Seek specialist heritage advice during the preparation of SoHI.

BBCL and BSBLSC Policy 2.6.6

Assess the heritage impact of works programs and works by contractors.

BBCL and BSBLSC Policy 2.6.7

Consider and minimise the heritage impact of activities and events including providing guidance when permits or licences are granted.

BBCL and BSBLSC Policy 2.6.8

Consider applying for additional site specific exemptions on the basis of this CMP and any other relevant endorsed management documents.

POLICY SECTION 2.7 COMMUNITY LIAISON AND INVOLVEMENT

It is important for links to be maintained with the local community and there has been a long history of public interest and controversy in proposals to redevelop parts of Bondi Park. There was community consultation undertaken during the preparation of the Plan of Management. There is an ongoing and more general community interest reflecting the high esteem held by the community for the place and the social values of the place. In the case of the Club it is a charitable community service based institution run by volunteers and highly valued by its members as well as the community generally. Members are deeply involved in the range of management and functional boards with set duties.

BBCL and BSBLSC Policy 2.7.1

Develop a strategy for continuing communications between the community generally, local groups, Council and consultants and inform the community about conservation management, works proposals and activities.

BBCL and BSBLSC Policy 2.7.2

Encourage and respond positively to community concerns and input.

BBCL and BSBLSC Policy 2.7.3

Inform the community that Conservation Planning is being integrated into development proposals and processes.

BBCL and BSBLSC Policy 2.7.4

Continue to provide opportunities for community comment including through the advertisement of development applications.

BSBLSC Policy 2.7.5

Involve club members in decisions about works or changes that may impact on the social values and community esteem for the place.

POLICY SECTION 2.8 CMP ADOPTION, IMPLEMENTATION AND REVIEW

Long-term conservation requires the continued implementation of management and conservation strategies in this CMP. The document should be made available electronically and in hard copy. The study should be readily available to staff, consultants, the local community, members and the local studies library. Note that no copyright clearances for publication have been obtained for the images used in this report.

The policies contained within this CMP, and their implementation, should be reviewed on a regular basis, ideally, every five years. Review of implementation should assess if the CMP has been followed. Input from the site users, key stakeholders and associated local communities should be sought in any major review. It is likely that additional documentary and physical evidence will come to light in the future.

Further detailed historical research will continue to be undertaken by academics, interested parties and as part of more detailed studies of the individual elements leading to additional features that may be found on the site. Additional information should be filed and made available to those undertaking future reviews. Any findings should be incorporated when the document is reviewed and the policies changed if necessary. The CMP does not include a full inventory and this could be considered in future revisions on a room by room basis and for the collection.

BBCL and BSBLSC Policy 2.8.1

Endorse and adopt this CMP and make it available to those planning and implementing works.

BBCL and BSBLSC Policy 2.8.2

Use this CMP as a basis for future management and long term conservation and review the progress of implementation about every five years.

BBCL and BSBLSC Policy 2.8.3

Make this CMP publicly and electronically available, and copies should be available at the Club, Council, NSW Heritage Branch library and the local library.

BSBLSC Policy 2.8.4

In future revisions prepare a room by room inventory and a collection inventory, with detailed assessments of condition, location and significance.

BBCL and BSBLSC Policy 2.8.5

Review this CMP about every five years or when monitoring indicates it is necessary, or when substantial new information, which requires a policy change, comes to light.

BBCL and BSBLSC Policy 2.8.6

In any future reviews of this CMP include any findings of detailed studies and on-site investigations and consult with club staff and members and Council.

Policy Section 3.0 Use

Encourage and support significant ongoing uses, particularly life saving, as an important part of the heritage values, and allow new compatible uses that support and do not damage heritage values.

POLICY SECTION 3.1 LIVING HERITAGE AND CULTURAL TRADITIONS

The place and heritage structures support activities that are now considered significant. The surf club is largely used for the purpose for which it was designed. Continuing use is a vital part of the heritage value of the building but also the BBCL as a whole. Use is also a conservation measure as with use goes improved maintenance and care but also pressures that degrade fabric. Uses continue from earlier club buildings with a hall and spaces for lockers, fitness, committees and first aid.

Storage requirements increased with the advent of surfcraft, to the detriment of other uses, however the space for the storage of surfcraft is also at capacity. The smaller rooms on each side of the hall that were suitable for offices and meetings have been taken over to provide additional toilets and change rooms, a cool room and a new stair to the upper level where former offices have become part of the gym. The remaining rooms on the other side are adequate offices but are cluttered with important storage of Nippers uniforms and other merchandise and a cool room and drinks cabinet.

It is acceptable to adapt the buildings and other structures to allow for the range of traditional uses to continue. Changes in technology, modes of transport, life saving techniques etc have and will continue to result in changes to the pattern of use of the place. Modifications to significant fabric should not be made for temporary or short term uses, rather these uses should be accommodated in modern or temporary structures.

Cultural traditions are also a part of heritage significance. At the surf club continuing cultural traditions are demonstrated in the history of life saving equipment such as surf reels and the range of vests, championship photographs and trophies. It is also demonstrated in the history of the club colours and cap (navy blue and white quartered), the flags, the motto, the swimming costumes, the formal blazers, the logo and the evolution of all these over time. Aspects of intangible heritage are also expressed in the image of the Bondi lifesaver in art and popular culture such as the Chesty Bond comic strip.

The club collections, including items such as uniforms and swimsuits, badges and costumes and the physical equipment such as boards and reels and the historical photographs demonstrate the evolution of these traditions and practices. The club logo and colours are an important part of the heritage values and have developed over time and should be continued. Heritage costume details are occasionally reproduced in modern costumes and shirts to commemorate anniversaries, such as a T-shirt issue in 2017 - the 110th year of the club.

BBCL Policy 3.1.1

Continue to use the BSBLSC for significant traditional use of life saving and associated uses, club functions and fund raising, community uses and compatible new uses.

BBCL and BSBLSC Policy 3.1.2

Work in partnership with user groups and event organisers to ensure sustainable use of the place and prevent overuse. See also tourism policies.

BBCL and BSBLSC Policy 3.1.3

Encourage adaptation that is compatible with other heritage values where necessary to allow the range of significant traditional uses and cultural traditions to continue. See also new works policies.

BBCL and BSBLSC Policy 3.1.4

Consider heritage values when upgrading facilities or infrastructure.

BBCL Policy 3.1.5

Continue the cultural traditions of the BSBLSC by retaining and acknowledging the significant colours, costume and logo and celebrating them in anniversaries etc. Retain examples of the historic items and use of logos, and images and records demonstrating these cultural traditions.

POLICY SECTION 3.2 TRADITIONAL / LONG STANDING USES

A number of long-standing significant uses in the area have continued since prior to 1788 and others developed in the late 19th and early 20th centuries and are part of the significance of the place. Significant uses related to the surf club include (analysed in more detail in section 6.4) the following, many of which took place in the multi-purpose hall:

- Observing the ocean and beach
- Sun 'bathing' and recreation
- Sea bathing, safe ocean swimming
- Surf life saving
- Health and exercise, fitness activities
- Surf and beach competitions, surfing
- Club activities including administration, meetings and education
- Dressing sheds and lockers
- Club and community gatherings and celebrations
- Photographing champions, teams and members

BBCL and BSBLSC Policy 3.2.1

Promote and support traditional and long-standing uses at the place.

BBCL and BSBLSC Policy 3.2.2

Significant uses should be encouraged and supported to continue, including by providing facilities (including toilets, showers and change rooms), by conserving the existing significant fabric, by maintaining the modern fabric that is not of heritage significance or by the sensitive addition of new facilities.

BBCL and BSBLSC Policy 3.2.3

Encourage activities expressing community esteem.

BSBLSC Policy 3.2.4

Continue to undertake caretaking, social events and fund raising activities that are traditional uses and assist in limiting vandalism and unauthorised use and also contribute to funding the operations of the Surf Club.

POLICY SECTION 3.3 COMPATIBLE USES

Compatible uses are consistent with and do not damage the heritage values, including the social values. Compatible uses recognise, utilise or interpret heritage values, are related to the place, have minimal requirements for change to significant fabric and fit the spaces available without major alterations.

Uses relating to life saving and to the bay and beach and that reflect the historic pattern of use and development are preferable. Uses with high demands for services or other infrastructure or which limit existing significant uses, are not appropriate. Compatible uses may include fitness training and sporting activities, fund raising events and activities, art and tourism activities, kiosks and club merchandise sales, as a polling booth, hire for community activities and many others. Future uses may be proposed that have not been considered. The impact of such uses on the heritage significance of the place should be assessed to determine their compatibility. The sale of uniforms to members and Nippers is in the club house and sale of club merchandise such as club branded caps, swimming costumes and T shirts has been discussed and is desirable in heritage terms as it continues the long standing tradition of promoting club colours and uniform.

Uses are not compatible if they require major alterations or additions or extensive new services, if they overload or overuse structures, if they restrict another significant use or if they lessen, obscure or confuse the heritage values of the place or do not recognise social significance. New uses should not be introduced if, when assessed, they detract from significance. Uses not compatible include commercial ventures not related to the beach or life saving, such as supermarkets or hotels or private residential use, or use that involves privatisation or commercialisation of public spaces. Uses requiring large delivery vehicles in the public park or that limit the operation of the club and its life saving activities are not compatible.

BSBLSC Policy 3.3.1

Allow compatible use of the BSBLSC including for events.

BBCL and BSBLSC Policy 3.3.2

Assess the compatibility of proposed new uses and do not allow use detracting from heritage values, resulting in an unacceptable level of wear and tear, requiring intrusive modern services or intrusive vehicle access.

BBCL and BSBLSC Policy 3.3.3

New commercial and recreational uses may be appropriate but should be related to the activities of the surf club and life saving, and / or to the seaside setting and should not damage heritage values.

BBCL and BSBLSC Policy 3.3.4

Do not allow uses that are unrelated to the place i.e. that could be located anywhere, or that require an unacceptable level of change or that privatise public space.

*BSBLSC Policy 3.3.5**Compatible uses should:*

- *have minimal requirements for additions;*
- *fit the spaces available without alteration to significant fabric;*
- *not require extensive services;*
- *not conflict with social values of the place; and*
- *not overload or overuse structures.*

POLICY SECTION 3.4 VEHICULAR ACCESS AND PARKING, SERVICES

Existing and potential new uses have service, access and parking demands. Bondi Park generally has capacity to supply services and accommodate vehicles and in fact was substantially designed around the motor car, though current levels of demand would not have been expected. Paid parking is currently available throughout the area and there are bus services.

Surf club members generally use public parking and there are some reserved spaces located directly in front of the club. This provides for carrying items such as fuel for the IRBs, office supplies or uniforms for sale. The club has specific needs for vehicle access associated with its life saving activities on the beach and with transporting equipment for practice and competitions elsewhere. When patrols are operating IRBs and surf life saving equipment are moved daily onto and off the beach on trailers towed by an ATV either via the ramp in front of the club or for large trailers via Ramp 7 at North Bondi. Surf craft are also transported across the park to the road and to other beaches for surf carnivals on large trailers, currently stored on the grass behind the club. This is not secure and clashes with intentions to fence the area for the Council works yard. Vehicle access through the park is required for deliveries associated with functions at the club including kegs and gas bottles and food for the function centre. Deliveries are currently made via the paved way between the club and the playground, as is vehicular access to the club.

The site is low and sewerage is pumped up to the main system from the sewage pumping station at North Bondi. Mains power and water supplies are reticulated underground. The roofs of the surf club, especially the upper floor, are prominent in views and the proliferation of services on the roof should be avoided. The current solar panels, approved by the Heritage Division, are glass and in some light conditions intrude on significant views. In any reworking or additions the impact on views should be considered in the design stages. Any rooftop services should be designed as a whole to be consistent and minimise intrusion. Rain water is collected from the permanent umbrella roofs and stored in tanks at the rear.

BBCL and BSBLSC Policy 3.4.1

Consider the capacity of services to accommodate demands when assessing the compatibility of proposed new uses and considering staging events.

BBCL and BSBLSC Policy 3.4.2

Manage Park Drive and Queen Elizabeth Drives as shared vehicle and pedestrian zones with preference to pedestrians. Continue to limit vehicle speeds.

BSBLSC Policy 3.4.3

Continue to allow vehicle access and provide dedicated on street parking for the surf club. Consider traffic generation when assessing events, new uses and the introduction of additional parking.

BSBLSC Policy 3.4.4

Consider the need for trailer parking in any redesign of parking. The park should not be further alienated for permanent parking areas.

BBCL and BSBLSC Policy 3.4.5

Consider heritage values when designing parking and vehicle paths at Bondi Beach.

BSBLSC Policy 3.4.6

Manage delivery and other vehicle access needs and routes for surf club activities, compatible uses and events and aim to minimise pedestrian / vehicle conflict on paths in the park.

BBCL and BSBLSC Policy 3.4.7

Design services to minimise intrusion on heritage fabric and in views, especially rooftop installations.

BBCL and BSBLSC Policy 3.4.8

Review the existing service vehicle access to the Pavilion and other facilities and proposals for changed access to minimise heritage impact and reduce intrusion on the heritage landscape.

BSBLSC Policy 3.4.8

Design disposal systems (for activities generating large quantities of waste or waste that needs special treatment) to minimise intrusion on heritage fabric and to not be visually intrusive.

POLICY SECTION 3.5 CHANGE OF USE, OWNER OR OCCUPIER

The BSBLSC is on Crown Land managed by Council and it is not envisaged that the ownership or use will change. The surf club has direct lease arrangements with Council and Crown Lands under a standard agreement for surf clubs and is specifically for surf club use. The Crown Lands Act allows leasing, or use of, areas or buildings, including use by commercial operators but the lease limits the type of use and extent of commercial use. Change of use may result in requirements for modifications to the fabric and development. Any agreements with tenants, lessees, event organisers and tourism operators should reflect the aim of conservation of the place, as a whole, and should limit modifications. For example new users should be made aware of the significance of the surviving elements eg collections and building.

The management of change will involve monitoring future proposals and approvals for alterations to heritage items, to ensure that all the works are in accordance with this CMP, the Pavilion CMP and the overall BBCL CMP. This is an on-going requirement. Relevant conservation policies and identification of significant fabric should be incorporated into future agreements for use by private individuals or organisations.

BBCL and BSBLSC Policy 3.5.1

Any modification that may occur when there is a change of use or occupier should not result in an unacceptable loss of significant fabric or detrimental impact on heritage significance.

BBCL and BSBLSC Policy 3.5.2

Change of use should be based on an understanding of the historical pattern of development of the place.

BBCL and BSBLSC Policy 3.5.3

Draw the attention of new users or occupiers to any provisions in leases and licences to conserve heritage values.

BBCL and BSBLSC Policy 3.5.4

Ensure relevant extracts of this CMP are given to those developing proposals in the area.

BBCL and BSBLSC Policy 3.5.5

Minimise intervention in the physical fabric for or by temporary users. The heritage impact of temporary structures and events should be assessed.

BBCL and BSBLSC Policy 3.5.6

Establish a point of contact eg staff or manager, and provide information / advice about heritage significant fabric and development limitations for proponents when modifications are proposed for change of use or occupation.

POLICY SECTION 3.6 BRIEFING USERS AND CONTRACTORS ABOUT HERITAGE

Information needs to be disseminated so that users are aware of the need for them to safeguard the particular heritage values of a place. Such information needs to be simple and readily available. It may be a briefing note, a discussion, or other briefing information and should be in all leases, licences and tender documents written for works at the place, including activities such as events as well as construction.

BBCL and BSBLSC Policy 3.6.1

Brief all those working on the site, including contractors and volunteers on the significance of the place and the need for care in dealing with significant fabric.

BBCL and BSBLSC Policy 3.6.2

Provide users with a contact for guidance or approval for works.

BBCL and BSBLSC Policy 3.6.3

Provide a user information sheet / booklet detailing cultural significance of the place for users of the heritage items, particularly items of exceptional and high significance (refer to the table in Section 6.7).

BBCL and BSBLSC Policy 3.6.4

For major works engage a project officer with an understanding of heritage issues or ensure proponents do so.

Policy Section 4.0 Cultural Landscape

Protect and conserve the significant building within the conserved significant cultural landscape.

POLICY SECTION 4.1 THE CONTINUING CULTURAL LANDSCAPE

The area is considered a 'cultural landscape' and this is addressed in the BBCL CMP. The club and its activities are part of that, contributing to the character and values. There are implications for the club arising from the management of the place as a cultural landscape.

BSBLSC Policy 4.1.1

Play an active role in the local economy and society, whilst retaining traditional surf club practices and its beach activities including ocean swimming and surfing.

BSBLSC Policy 4.1.2

Manage the club building as part of a historically significant 'designed' landscape.

BSBLSC Policy 4.1.3

The evolution of the place should continue but not at the expense of remaining fabric and spaces of the 1934 building.

BSBLSC Policy 4.1.4

Develop measures to show the building eg original hall, so that all phases of the place's history can be readily understood. The original configuration should be interpreted appropriately on the site.

POLICY SECTION 4.2 NATURAL HERITAGE

The natural features, such as the bay and the wide golden sandy beach, are an integral part of the heritage significance of the BBCL - though extensively modified. The waters are famous for surfing and swimming but historically there has been major pollution from sewage, now diverted out to a deep ocean outfall, and stormwater, now diverted from the centre of the beach to culverts at the north and south. The natural environment at Bondi Beach is an underlying element in the significance of the place and needs to be maintained.

BSBLSC Policy 4.2.1

Manage uses to avoid pollution of the natural environment, particularly the water, including disposal of stormwater and sewage.

POLICY SECTION 4.3 CHARACTER

The character of Bondi Beach is part of its heritage value. Key aspects are the roads and bridges, broad paved promenade, sea wall and iconic heritage buildings. Part of conserving the cultural landscape is to maintain the character of the place. The building is considered in later policies.

BSBLSC Policy 4.3.1

Retain the character of the surf club building and formal urban landscaping to adjacent areas, in relation to the overall BBCL.

POLICY SECTION 4.4 LANDSCAPE SETTING, CURTILAGE AND VIEWS

There are views within, across, into and out of the area. The setting and views are part of the heritage and cultural landscape and the surf club is a contributory element. Care should be taken to ensure that historic visual connections between significant places within the cultural landscape are not negatively impacted by development encroachment. The curved modern structure at the northeast of the Pavilion negatively impacts on the historic visual connection between the club and pavilion.

BSBLSC Policy 4.4.1

Manage development on site to maintain views and setting and analyse proposals in detail for their impact on views and setting. New works should minimise visual impact as much as practically possible on heritage significant views and the heritage significant character of the cultural landscape.

BSBLSC Policy 4.4.2

Consider visual catchments and viewing points from and to:

- *the front colonnade of the Bondi Surf Bathers Life Saving Club and from*
- *the roof terraces*
- *from the pedestrian bridge and*
- *along the promenade.*

BSBLSC Policy 4.4.3

Manage the immediate curtilage of the BSBLSC to preserve the historical and visual relationship to the Bondi Pavilion.

BSBLSC Policy 4.4.4

Minimise the visual impact of infrastructure, including signage on the parkland environment.

BSBLSC Policy 4.4.5

When the opportunity arises seek to remove elements that intrude on historic visual connections.

BSBLSC Policy 4.4.6

Ensure that the location of signage fixed to the building is subservient to the surrounding architectural features and, as much as practically possible, has minimal visual impact on heritage significant aspects.

POLICY SECTION 4.5 CULTURAL PLANTINGS AND DESIGNED LANDSCAPE

The landscape generally and the designed landscape of Bondi Park is highly significant in the BBCL. The layout is a major component of the setting of the place and should be conserved. Original planting was formal with Norfolk Island Pines rather than modern copse plantings. The surf club was set in grassed and paved surrounds with Norfolk Island pines along the adjacent path to the northeast. Garden bed plantings near the building are not appropriate. Both the Surf Club and Pavilion very deliberately face the beach with formal entrances and symmetrical facades. The ground level has been raised against the building, as evidenced in vents being half covered by paving, possibly due to wind blown sand in the early years and lawn maintenance and establishment since. Ideally ground levels should be below vents but at a minimum ground levels should be arranged to drain away from the building. This is also a concern at the rear where the building has been extended and the ground level is higher and above the floor level in some locations.

BSBLSC Policy 4.5.1

In the vicinity of the surf club retain traditional planting patterns using Norfolk Island pines and other 'monumental' species and do not plant small garden beds.

BSBLSC Policy 4.5.2

Maintain the surrounds as grass and brick paving.

BSBLSC Policy 4.5.3

Manage the landscape around the BSBLSC and Pavilion recognising their formal symmetrical design and main entrances facing the beach.

BSBLSC Policy 4.5.4

Where possible, arrange ground levels around the building so water drains away.

POLICY SECTION 4.6 MANAGING FOR CLIMATE CHANGE

Climate change may result in raised sea levels and more extreme weather and BSBLSC will be exposed in the long term. The potential impacts are addressed in other Council and government studies which should be referred to for coastal inundation potential, sea level rise, and resilience planning. It is not appropriate to raise the level of the whole area rather structures should be maintained well so they are structurally stable. Major revetment works have already been undertaken to the sea wall to improve its resilience. Measures such as good stormwater drainage are important so rain from severe storms does not cause damage to the building.

BSBLSC Policy 4.6.1

Maintain exposed structures, particularly associated stormwater drainage, to reduce their vulnerability to climate change. Increase the size of pipes and add overflows in areas with inadequate capacity.

Policy Section 5.0 Aboriginal Heritage and Historical Archaeology

Be aware of the Aboriginal stories of the place and of potential archaeology when excavating.

POLICY SECTION 5.1 ABORIGINAL HERITAGE AND SITES

There is extensive historical record of Aboriginal occupation and it would have been one of the early contact sites. There is physical evidence of historical Aboriginal occupation nearby. Aboriginal people used the place for viewing the ocean, swimming, fishing, food and tool production and local Aboriginal people value the place. Bondi Beach generally is listed in the AHIMS register as a 'campsite' and there was an extensive find of stone tools in 1899 with many of these held by the Australian Museum. The site is highly disturbed but material may be mixed in with fill or in undisturbed sand.

BSBLSC Policy 5.1.1

Be aware of Aboriginal community values for the site and stories of the place.

BSBLSC Policy 5.1.2

Be aware that (though unlikely) Aboriginal stone artefacts may be found in excavations mixed into later fill, anywhere behind the beach. If any Aboriginal material is unexpectedly uncovered stop work and inform Council staff and proceed according to advice. Reroute works to preserve sites if possible or seek permits to destroy if this is necessary.

BSBLSC Policy 5.1.3

When undertaking excavation record disturbed areas and add to an overall plan showing disturbed and undisturbed ground in Bondi Park including mapping of services and underground structures and the site of former major excavation and filling as indicated in the historical record.

POLICY SECTION 5.2 HISTORICAL ARCHAEOLOGY

The overall archaeological resource is believed to be minimal. Several areas were used as tips for rubbish disposal and the natural landform has been extensively altered. A 1932 soil test for the BSBLSC showed rubbish fill in several holes and fill was found recently during excavations associated with the North Bondi Amenities. However if any artefacts are unexpectedly recovered they should be identified, tagged and stored appropriately. Where policies are noted as BSBLSC and 'also BBCL' below note that they are in policy section 6.1 in the BBCL CMP.

BSBLSC Policy 5.2.1 also BBCL

If found preferably leave archaeological remains insitu and route or locate new work around them.

BSBLSC Policy 5.2.2 also BBCL

In archaeologically sensitive areas engage an archaeologist to monitor excavation and obtain permits as necessary.

BSBLSC Policy 5.2.3 also BBCL

Develop a map of disturbed areas and known remains. Monitor and map disturbance and any remains discovered. (See also policy 5.1.3)

BSBLSC Policy 5.2.4 also BBCL

Only remove any archaeological relics from their sites where necessary for conservation works, research, interpretation or where it is necessary for their conservation. Identify and tag any archaeological relics on removal then conserve, catalogue and store appropriately.

Policy Section 6.0 Moveable Heritage

Conserve and manage moveable heritage and records on site, in Waverley Local Studies Library and elsewhere, make them available for research and display selected records.

POLICY SECTION 6.1 MOVEABLE HERITAGE

There is an extensive collection of significant moveable heritage items in and associated with the BSBLSC. These include historical surfboards, honour boards, memorials, trophies and surf reels and other items in the BSBLSC. Some items pre-date the current club house. There are also items from the BSBLSC held in the National Maritime Museum, including the Souter artworks formerly displayed in the club. The relocation of the Souter murals to the museum allowed for the murals to be displayed in an environment with controlled light, humidity and temperature. Such conditions would have been very difficult to achieve in a working surf club.

Major exhibitions have been staged on the theme of surf life saving including at the National Museum of Australia, the National Maritime Museum and the Museum of Sydney. There may also be items in the SLSA Museum at Icebergs but this is closed and the nature of the collection has not been established. The existence and location of items such as historical surf boats has not been researched in detail or confirmed. Old surf boats were generally given to smaller clubs when replaced. The club collection is generally managed by the club itself with some input from the peak lifesaving organisation. Parts of the BSBLSC collection held in other institutions are managed by those institutions.

Some items such as the surf reels are not the original items but modern replicas. They are used in competitions and displays and are named after important historical figures in the club or donors. The surf boats similarly are replicas and are used for training and fitness. Both reels and surf boats are used in competition in surf carnivals in keeping the skills alive and conveying information about surf living saving history to the community and young members.

The shields and trophies are displayed in cabinets in the hall and include elaborate silver pieces. The world war honour boards are elaborate timber [cedar] pieces with inset photos and carved silver. Various pennants are displayed and of most importance is the flag taken to the theatres of war in World War Two which has the insignia of military units sewn onto it. John Cox died as a prisoner of war on the Burma railway in 1943 and his large timber surfboard hangs on the wall having been made into a memorial.

BSBLSC Policy 6.1.1

Conserve any significant moveable heritage items associated with BSBLSC's history (refer also to Policy 6.1.3)

BSBLSC Policy 6.1.2

Retain significant items in situ unless they are exposed and are vulnerable to damage or deterioration due to fluctuating internal temperatures and humidity or theft. Secure valuable items in situ or record and tag them prior to moving them.

BSBLSC Policy 6.1.3

Research the location and nature of movable items, including items held in other Museums, and catalogue them to assist in preservation and management of the collection. Make the list available, preferably digitally, as a guide for researchers and a resource for interpretation.

BSBLSC Policy 6.1.4

Identify items which could form part of themed future interpretive displays or museum exhibits and gaps in the collection eg badges, blazers, swimwear, and seek to obtain them.

BSBLSC Policy 6.1.5

Seek grants or other funding to finance collection management and display.

BSBLSC Policy 6.1.6

Consider improving the presentation of the collection in the building and making it more readily available to the public.

POLICY SECTION 6.2 RECORDS

There is a large range of surviving records associated with the BSBLSC including the original plans, minute books, rule books, annual reports and many other items held in the Waverley Local Studies Library. This archival material is readily accessible in the public library but is not available online. The records include drawings from the Waverley Engineers Office, drawings lodged for approvals, surveys, proposals and historical photographs. Some of the drawings are scanned but the scans are poor quality and black and white whereas, for example, the original building plans are coloured. The records include the original architectural drawings which include footing details, the original detailed structural engineers drawings, the site testing prior to construction and the architectural specification. These are invaluable for maintenance and future works to the building and are also suitable for display. There are also architectural drawings of many of the later additions to the building.

Many of the photos have been digitised and are available online in the Waverley Image Library. Another set of images held by the club has been digitised and is available at low resolution online at Digital Masters however these are not captioned or identified. The club holds higher resolution copies of these scanned images. The originals are held by the library or in the club house where many are framed and mounted on the walls - though their mounting height, presumably to prevent damage from activities in the hall, makes them difficult to view.

WLS also holds Council and Parks and Gardens committee meeting records and Surf Club minute books, annual reports and scrapbooks and some handwritten manuscript material. Some BSBLSC records are held off site in storage, however they are stacked in boxes and not accessible. They were moved when the 2005 additions were underway but there is no longer space for them in the building. Historical records are part of the heritage value of the place providing detailed historical information. They are a valuable resource for historical research and property management.

BSBLSC Policy 6.2.1

Conserve any significant records associated with BSBLSC's history either on site or in appropriate off-site storage, archives or libraries.

BSBLSC Policy 6.2.2

Store records in conditions that keep them safe from damage, deterioration or theft.

BSBLSC Policy 6.2.3

Provide appropriate accessible storage for the records now temporarily held off site in inappropriate conditions to enable them to be sorted, listed and boxed.

BSBLSC Policy 6.2.4

Liaise with WLS library and other archives and museums holding BSBLSC material to ensure continued safe and accessible storage of records and seek to have material digitized and made accessible to the club, with selected records publicly accessible.

BSBLSC Policy 6.2.5

Identify and list records at the site or held in Museums and libraries. Make the list available, preferably digitally, as a guide for researchers and a resource for interpretation.

BSBLSC Policy 6.2.6

Identify items, such as photos, which could form part of themed future interpretive displays or exhibits or be used in future promotions or commemorative events eg the T shirt range in 2017 featuring the historical V symbol.

BSBLSC Policy 6.2.7

Encourage the development of a list / inventory of artwork associated with BSBLSC held in Museums and Galleries etc and interpret the association with Bondi. Consider future exhibitions of such works.

BSBLSC Policy 6.2.8

Seek grants or other funding to finance record management, digitisation and display within the BSBLSC.

Policy Section 7.0 Managing the Built Heritage

Conserve fabric according to its level of significance by stabilisation, repair, and maintenance. Conserve, retain or remove other items according to detailed policies. Remove unnecessary intrusive items or alter to minimise intrusion. Use appropriately skilled people to undertake conservation works.

POLICY SECTION 7.1 TREATMENT OF THE BUILDING FABRIC – GENERALLY

Treatment of the building fabric of buildings should be according to its level of significance. A ranking system has been introduced to guide the treatment of fabric and the significance of the surviving items has been set out in a table in Section 6.7 Levels of Significance. The table below indicates the treatment recommended for fabric of each level of significance. Generally all authentic fabric of significance should be conserved. Some fabric has a higher tolerance for change without affecting heritage values. In some cases the space or form is important rather than the fabric.

Where possible change should be limited to reconstructed fabric and areas already changed. Like should be replaced with like or when this is not possible, be an applied and obviously modern layer. Future conservation and development of the place should be carried out in accordance with best conservation practice and methodology.

BBCL and BSBLSC Policy 7.1.1

Conserve the significant fabric in situ (refer to the chart in Section 6.7).

BSBLSC Policy 7.1.2

Continue to prioritise conservation works according to conservation needs. Unstable fabric or deterioration which endangers the significance of fabric or which poses a safety risk should be addressed first. Priorities include:

- *ensuring downpipes and drains are adequate and water does not run into the building*
- *treating rusted reinforcing in concrete (concrete cancer)*
- *investigate the cause of cracking and rectify including stabilising or removing rusted fixings in masonry (to limit further cracking)*

BSBLSC Policy 7.1.3

Periodic replacement of individual elements or significant fabric with an identical element is acceptable provided there is no change to the overall design and the same material used. This policy applies particularly to timber elements such as fences and window sills or deteriorated units in masonry walls (note none observed).

BSBLSC Policy 7.1.4

Treat existing components and fabric as set out in the table following and according to the assessed level and nature of significance and as set out in Section 6.7.

LEVEL	RECOMMENDED TREATMENT
Exceptional	Retain and conserve all fabric, replacing like with like if absolutely necessary. Preserve and maintain in accord with the Burra Charter. Allow minor adaptation only if necessary for significant use of the place. Minimise change, do not remove or obscure significant fabric. Design changes so they are reversible. In preference, modify areas of lesser significance, or areas already modified or reconstructed, particularly if installing new services, fixings etc. There is a very limited tolerance for change and any change must be to ensure the conservation of significant fabric. Fabric of exceptional significance is not to be altered for temporary uses.
High	Aim to retain all of the significant fabric, as above. Adaptation or removal in part is accepted if it is to allow for significant long term surf club uses to continue, or for a new compatible use that provides for the long-term conservation of the place. In adaptation, minimise changes, do not remove or obscure significant fabric. Design changes so that they are reversible. Install services in areas that have already been modified or have already been re-constructed. More change is acceptable than for fabric of exceptional significance. There is a very limited tolerance for change and any change must be to ensure continuation of significant use, the conservation of significant fabric or the conservation of fabric of higher significance. The condition of some items may affect the feasibility of conserving them or the extent of conservation.
Moderate	Aim to retain most of the significant fabric. Conservation of overall form and configuration is desirable. Compatible new construction may be added and fabric removed in part to accommodate compatible uses. If adaptation is necessary more changes can be made than to fabric of High significance and the same principles apply. Where possible, make change reversible. The tolerance for change is higher than with fabric of exceptional and high significance however changes to fabric must benefit long-term conservation of the place. Retention may depend on factors other than significance such as condition and functionality.
Little	Fabric of little significance may be retained, modified or removed as required for future use, provided removal does not damage fabric of higher significance or assists in its conservation.
Neutral	Fabric which is neither significant nor intrusive and which may remain or be removed without impact on heritage values. Reconstructed fabric is also considered to be of neutral significance, but it should be noted that its configuration may be of significance (refer to the table in Section 6.7)
Intrusive	Reverse or alter intrusive fabric to reduce the adverse impact, when the opportunity arises. Ensure that removal does not damage significant fabric. In many cases intrusive elements can be redesigned to improve their appearance rather than removed, if the function is necessary. Components that are actively contributing to the physical deterioration of significant fabric should be removed as a priority eg the downpipes discharging onto the front upper level terrace.

POLICY SECTION 7.2 SIGNIFICANT BUILT HERITAGE

Significant items include the original sections of the BSBLSC particularly the hall and verandah, the exterior front and side elevations and the remaining small offices off the hall. This CMP identifies fabric in detail though some areas are concealed or inaccessible and need to be assessed in detail when opened up. In the long term it would be desirable to prepare a room by room inventory addressing each item in detail. General policies are given here. Note that planning approval may be required for works. Refer to Policy 2.6 for policies about planning approvals and 2.8 about preparation of an inventory.

The hall, opening onto the arcaded verandah thence the beachfront, is the most significant space within the building because of its design and function and the collection housed in it. Rooms adjacent to the hall and formerly opening into it and the front verandah were used for meetings and first aid and one had an operable wall to accommodate larger meetings. These spaces have been used to provide other facilities for the growing membership and there are no longer sufficient small and medium rooms.

The first floor addition over the hall, the rear and side additions, the installation of fixed glazing and the replacement of glazed front doors with solid doors have compromised the original design of the hall.

The hall originally had high level windows front and back for light and ventilation. The rear windows are bricked in and the front windows have fixed glazing. There was originally a roof lantern, the recess remains in the ceiling, giving light and ventilation to the hall. The hall is now dark with little natural ventilation.

BSBLSC Policy 7.2.1

Retain the configuration and character of the original building with minimal change. Additions, including facilities and services installations, may be acceptable if needed for ongoing significant uses.

BSBLSC Policy 7.2.2

Retain the significant spaces including the verandah and main hall with offices opening off it. Aim to remove intrusive additions or otherwise restore natural light and ventilation to the hall and to improve functional arrangements within the original building. (see also Policies 8.2)

BBCL and BSBLSC Policy 7.2.3

Continue to monitor materials for deterioration (see also Policies 8.1) and to repair damage. Stabilise according to conservation architectural advice and ensure replacement materials are suitable for this maritime location.

BBCL and BSBLSC Policy 7.2.4

Undertake maintenance on a planned cyclic basis and according to a maintenance plan developed for the heritage fabric in accord with the NSW Heritage Office publication 'The Maintenance of Heritage Assets'.

BSBLSC Policy 7.2.5

Maintain structural elements, the integrity of walls and roofs, and drainage as a priority to ensure structural stability.

POLICY SECTION 7.3 INFRASTRUCTURE

There are a number of items of infrastructure that have some significance and others that contribute to the character of the place. Tunnels under Queen Elizabeth Drive were designed for pedestrian safety and were an integral part of the Improvement Scheme. Some have not been in use for some years and also show signs of concrete cancer. Tunnel 4 near the Surf Club has been infilled with sand and closed off. Tunnel 3 has recently been partly closed and the outer end has been conserved and spaces added under the promenade. Part of which is going to be available to the club for storage.

BBCL and BSBLSC Policy 7.3.1

Generally continue to use items if fit for use. Do not demolish infrastructure that has been identified as being significant.

BBCL and BSBLSC Policy 7.3.2

New infrastructure, if required, should be installed separately, leaving significant redundant infrastructure intact adjacent, and should be clearly identifiable as new items.

POLICY SECTION 7.4 INTRUSIVE, NEUTRAL AND ITEMS OF LITTLE SIGNIFICANCE

The few items identified as intrusive are either visually intrusive or have been identified as causing damage to adjacent significant fabric and should be removed. Items of little or neutral significance can be modified as required, provided that there is no impact on adjacent significant fabric. Intrusive items are identified in section 6.7. For example the rear additions to the BSBLSC and the container used for storage by the club at the rear are intrusive. This works depot was temporarily established during the 2000 Olympics yet continues to be operated out of a series of containers and portable buildings.

BSBLSC Policy 7.4.1

Retain or remove, as required, items identified to be of little significance.

BSBLSC Policy 7.4.2

Intrusive fabric should be removed as a matter of urgency when it is hastening the deterioration of adjacent significant fabric (eg downpipes on upper terrace).

BSBLSC Policy 7.4.3

Visually intrusive items should be removed or their appearance altered to be less intrusive and more in keeping with the character of the precinct.

BBCL and BSBLSC Policy 7.4.4

Where intrusive items are causing damage and the intrusive or neutral items cannot be removed, take action to minimise damage.

BSBLSC Policy 7.4.5

If the opportunity arises in the future remove intrusive additions to restore the symmetrical composition and details and to reinstate or improve the natural ventilation and lighting to the hall.

BSBLSC Policy 7.4.6

Replace the temporary facilities to the rear with a structure that complements the overall form and pattern of use of the BSBLSC

POLICY SECTION 7.5 BUILDING MATERIALS AND TECHNIQUES

Replacement materials should match existing and the nature of existing materials should be established and whether matching materials are available. For example, the pierced panels and vents are listed in the original specification as precast concrete. The type of concrete or other final material used has not been confirmed but the configuration with tapered holes is unusual. Such detailed factors should be considered when repairing or selecting replacement materials. The original building was cavity brick construction which requires cavity flashings, brick ties and weepholes. These may not be functioning correctly due to additions or to ground being built up and blocking weep holes and vents.

Different materials indicate different phases of construction. The external render is specified to be 'cement' with a composition of 2½:1 (sand:cement) and the mortar 3:1 (sand:cement). This should be confirmed by detailed examination and matched when repairs are needed. The composition of concretes and mortars needs to be determined before repairs are made to surviving historic masonry including the main reinforced concrete roof slab and its supporting beams over the hall. Detailed engineering

drawings survive of this concrete including the reinforcing details and reference should be made to such information if works are ever required.

The original specification also indicates that the external walls were lime washed, rather than painted. They were to be finished with one coat of lime water followed by two coats of lime wash (consisting of lime and tallow with best quality fine rice powder incorporated). The rice powder probably acted as a binder. The application of thick modern plasticised paints is now causing the bond between the limewash and paint film to fail. This needs to be considered when working on the building. A new paint system needs to be developed using a paint material compatible with the substrate and ideally porous so, in the exposed location, moisture is not trapped behind the paint film. Systems might include mineral silicate paint, cement wash or lime wash. The current and recently repainted system is Dulux Weathershield however it should be noted that it will peel off again due to the presence of trapped moisture. A more detailed report on the issues relating to the failure of the external paint has been included as an Appendix.

In 2017 the joinery was painted dark green, in accordance with the paint scrapes, however following concern from the club members, the Club's traditional dark blue was applied to the front entry door (the blue that survives on the entry sign from the second club house now located within the main hall). The club members have a very strong attachment to the colours used in their club emblems and signage.

The specification also calls for the paint generally to be composed of equal parts of Berger's genuine white lead and zinc white. Blundell and Spence Co's oil and stainers were specified for the internal joinery which was oiled and varnished. The ceilings were originally to be fibrous plaster but to save money fibro sheet (asbestos cement sheet) was substituted and a kalsomine finish was specified for the fibro. The original ceilings have been replaced with a modern lower suspended plasterboard ceilings. No fibro sheeting remains in the side room ceilings inspected during this project. The hall ceiling (the underside of the slab) was also specified to be finished with a lime-based kalsomine paint.

Internally the hall has a timber floor. Sections have been replaced near the entrance with differing boards but original tongued and grooved tallowwood boards remain in the remainder of the hall where the floor is exposed and are likely to remain under the carpet at the end of the room. There are brass plates in the floor possibly related to temporary sports setup such as for a boxing ring or shuttlecock court. Timber floors have been replaced with concrete in the change rooms and the verandah but the construction details are not known eg whether the slabs are suspended and there is a sub-floor space.

BSBLSC Policy 7.5.1

Use matching techniques and materials appropriate to each structure, particularly masonry, timber and mortars. If possible match special 'Mediterranean' finishes such as limewash (as originally specified).

BSBLSC Policy 7.5.2

Test existing materials to determine what matching materials are and refer to the original drawings and specification.

BBCL and BSBLSC Policy 7.5.3

Examine the method and techniques of construction before undertaking repair works to determine appropriate repair techniques.

BBCL and BSBLSC Policy 7.5.4

If works expose the interior of original walls or roof spaces take the opportunity to assess the structures in detail to ascertain more clearly the original configuration and fabric of the building. Record photographically and arrange for an architect familiar with 1930s buildings to assess areas in detail.

BBCL and BSBLSC Policy 7.5.5

When dealing with significant fabric replace like with like.

BSBLSC Policy 7.5.5

Do not paint or apply surface coatings to materials designed to be unpainted such as face brick, terracotta and off-form concrete. Where such materials are painted eg the brick soldier course in the hall consider future removal of the paint.

BBCL and BSBLSC Policy 7.5.6

Use modern techniques and materials in conservation works only where they have proven performance in use in similar projects. Seek advice from a conservation architect or heritage engineer.

BBCL and BSBLSC Policy 7.5.7

For maintenance, repairs and new works use materials that are durable in the marine environment including marine grade stainless steel and aluminium, hot dip galvanising, the highest grade of metal sheeting and high grade solid timber and increased cover to metal reinforcing in concrete.

BSBLSC Policy 7.5.8

Use oil based paints to exterior joinery. In the long term remove failed modern paint films and review suitable finishes for render (porous finish, cement or lime wash of mineral silicate or similar material). Use colours based on site research which revealed off white walls to match the Pavilion. Joinery to be either dark green joinery or the Club's particular shade of blue.

BSBLSC Policy 7.5.9

Missing elements may be restored where original details are known eg the original roof tiles were 'Roman' terracotta half round tiles and the original details of the three pairs of glazed French doors are known.

BSBLSC Policy 7.5.10

Retain original materials and details such as the original hall floor boards and brass plates.

BSBLSC Policy 7.5.11

Distinguish replacement materials from original by dating them and / or by subtle differences.

Encapsulate or remove hazardous materials such as asbestos, particularly in publicly accessible areas. Handle in accordance with OH&S requirements and dispose of appropriately.

BSBLSC Policy 7.5.12

Choose new materials and treatments that are safe for the health of workers, staff, visitors and for the environment in general.

POLICY SECTION 7.6 MANAGING INCREMENTAL CHANGE / MINOR WORKS

Care should be taken that incremental changes such as minor repairs, signs, drainage, introduction of services and other infrastructure do not reduce heritage values or visual amenity or impact on significant views and vistas.

BBCL and BSBLSC Policy 7.6.1

Manage incremental change so it does not result in the gradual loss of cultural significance by assessing the impact of minor works on heritage values before such works proceed.

BBCL and BSBLSC Policy 7.6.2

Control minor change associated with temporary use and do not alter significant fabric. In particular no temporary fixings are to be made to significant fabric, eg for fixings for temporary structures or for, signage, light fittings etc. Such items should be confined to areas where modifications have already occurred or where fabric is not significant.

BBCL and BSBLSC Policy 7.6.3

Minor change should be overseen by a suitably qualified person who is aware of the impacts of cumulative change.

POLICY SECTION 7.7 DOCUMENTING CONSERVATION WORKS

The undertaking of works to heritage items should be planned with professional documentation, which should describe works in detail and record change. Conservation works can also help interpret the fabric, revealing the method of construction and evidence of earlier details, methods of construction or original uses. The documentation of conservation works should clearly distinguish between new work and the surviving original fabric that to be retained, as well as identifying non-significant fabric to be removed. A record of the decisions made during the conservation or adaptation works should be maintained, including any discoveries made during the course of the works, and archive at the end of the project.

Buildings should not appear brand new on completion of a program of conservation works; rather the patina of age of each structure needs to be retained by the careful repair of significant elements and the replacement of parts and not the whole.

BBCL and BSBLSC Policy 7.7.1

Ensure at planning stage that retention of significant fabric is shown on drawings and where existing fabric (not significant) is removed so that the documents form a record of changes made.

BBCL and BSBLSC Policy 7.7.2

At documentation stage, identify where aspects of the fabric are to be interpreted by the works.

BBCL and BSBLSC Policy 7.7.3

When discoveries are made during construction, record them (for example, with photographs and drawings) and re-assess and adjust the works if necessary. Refer to NSW Heritage Office Guidelines for archival recording. The appropriate method will depend on the item.

BBCL and BSBLSC Policy 7.7.4

Record and archive the decisions made during the conservation works.

POLICY SECTION 7.8 APPROPRIATE SKILLS, EDUCATION AND TRAINING

Professional advice will be required from heritage architects, heritage engineers and/or archaeologists when documenting repairs to significant elements and to resolve the functional issues and poor utilisation of the major space. This should include undertaking routine maintenance to the significant elements.

BBCL and BSBLSC Policy 7.8.1

Seek appropriate professional conservation advice as required and procure specialist services and tradespeople with skills appropriate to the task.

BBCL and BSBLSC Policy 7.8.2

Maintain a list of the consultants and tradesmen used on the site and with specialised knowledge of the site.

BBCL and BSBLSC Policy 7.8.3

Ensure Council staff working on the BSBLSC are briefed about heritage values and requirements and have adequate heritage training to perform their duties, including procuring and implementing specialist advice and briefing.

Policy Section 8.0 Maintenance and New Works

Maintain significant building fabric and prioritise stabilisation works and works to slow deterioration. New works and facilities may be added to accommodate appropriate uses and replace intrusive structures but must have appropriate scale, form and materials.

POLICY SECTION 8.1 MAINTENANCE

Routine maintenance works should take into consideration the significance of the surviving fabric and its method of construction. Maintenance is an important conservation process and should be regarded as skilled work as it has the potential to cause damage if it is uncontrolled. Refer to policies 7.5 for building techniques and materials. Maintenance can extend the life of structures and improve their ability to survive use and extreme weather events.

BBCL and BSBLSC Policy 8.1.1

Develop and carry out a program of routine maintenance that includes carefully planned maintenance to ensure the long-term conservation of the significant fabric. Maintenance should meet or exceed the minimum standard required under the Heritage Act.

BBCL and BSBLSC Policy 8.1.2

Develop a priority list of works based for the short and long term.

BSBLSC Policy 8.1.3

Inspect the significant fabric on a regular basis, eg every 6 to 12 months and after extreme weather events. In particular inspect;

- *Roof for lifted flashings after wind storms*
- *Rainwater heads in wet weather to see if overflowing which indicates a blocked drain*
- *The base of downpipes, especially adjacent vehicle access, to check for crushing*
- *Raised ground levels against vents allowing water to enter*
- *Ground drains for blockages*
- *Intactness of external surface mounted pipes that are vulnerable to damage and vandalism*
- *Interior for leaks*

BBCL and BSBLSC Policy 8.1.4

Continually repair (rather than replace) significant fabric through conservation and maintenance.

BSBLSC Policy 8.1.5

In hall and offices keep sub-floor spaces under timber floors clear and well ventilated and inspect regularly for deterioration and structural defects. Add floor access hatches and additional vents or similar if necessary for inspection and ventilation.

BSBLSC Policy 8.1.6

Monitor timbers regularly for termite activity and rot. Repair damaged sections of timber.

BSBLSC Policy 8.1.7

Maintenance should include works such as easing and adjusting doors and windows to operate, clearing drains, treating ferrous metals with rust inhibitor and repairing render with matching material.

*BBCL and BSBLSC Policy 8.1.8**Seek advice from heritage specialists when repairing significant materials.**BBCL and BSBLSC Policy 8.1.9**Provide those undertaking maintenance with relevant technical information, eg repair methods.**BBCL and BSBLSC Policy 8.1.10**Record maintenance work to each item by documenting on file and attaching photographs of works.***POLICY SECTION 8.2 NEW WORK TO HERITAGE STRUCTURES**

Additions and alterations have been made to the interior particularly to create additional change rooms. Generally such alterations are not significant and may be reworked or removed as required. The Burra Charter does not prohibit the use of modern materials and techniques. Modern materials and techniques can be an effective way of distinguishing new work from original but must be used with care and good design. Some new work may be required to fulfil the requirements of new uses. All new work should be reversible allowing removal without damaging original fabric. New work should not dominate the existing heritage spaces and should be carefully designed to fit the character of the building. Care should be taken to use materials that are marine grade and not prone to deterioration in the marine environment. The past palette of materials, masonry and timber, were selected for this reason.

*BBCL and BSBLSC Policy 8.2.1**New work or changes are to be compatible with heritage significance of the place, i.e. minimise impact, be distinguishable from the original and be reversible.**BSBLSC Policy 8.2.2**Assess the heritage impact of any new work to existing heritage structures**BBCL and BSBLSC Policy 8.2.3**Make the minimum necessary change to accommodate significant ongoing uses or compatible uses while retaining significance.**BBCL and BSBLSC Policy 8.2.4**New work should not obscure or damage significant fabric.**BSBLSC Policy 8.2.5**Design new elements based on an understanding of the construction of the existing building, the palette of materials and the typologies traditionally used and maintain the character of the building.**BSBLSC Policy 8.2.6**Reflect the original design concept and spatial arrangements in new work. The existing building is to be a starting point for the design of new work.**BSBLSC Policy 8.2.7**Locate additions or alterations having regard for the building's internal planning. External additions should be minimal, necessary for use and should not be visually prominent. See also Policy 8.4.**BSBLSC Policy 8.2.8**New additions and alterations should address but not mimic the existing in terms of scale, materials, colour, texture and quality.*

BSBLSC Policy 8.2.9

Match the quality of the original in the quality of design and construction of new.

BSBLSC Policy 8.2.10

Utilise new work, wherever required, as an opportunity to enhance or recover significance.

BSBLSC Policy 8.2.11

Retain the interiors of structures of high or exceptional significance as follows:

- *retain individual spaces;*
- *no subdivision of large spaces (the hall);*
- *design additions to allow an appreciation of the original space;*
- *use the original doorways / openings for access;*
- *minimise the removal of walls or stalls etc. to make a large room and minimise enclosing of open structures;*
- *retain the hierarchy of spaces.*

BSBLSC Policy 8.2.12

Works to accommodate a new use or facility should not be permitted if they require major alterations to significant fabric of high or exceptional significance

POLICY SECTION 8.3 IMPROVING EXISTING INTRUSIVE STRUCTURES

There are opportunities within the precinct to rework existing facilities and improve their function and appearance. Several have been recently reworked including toilet blocks at North and South Bondi and Marks Park. Projects are also in planning for major works at the Pavilion and BSBLSC. Both have impaired functionality to meet the needs of their significant uses. The North Bondi SLSC has previously been replaced with a new building and the Bondi Baths facilities (Icebergs) have been substantially replaced. The scale and character of the latter two is somewhat intrusive but their impact is limited because of their siting away from the Pavilion. There are a range of minor spaces such as tunnels and underground rooms and various park facilities.

BSBLSC Policy 8.3.1

Reduce the intrusiveness of the first floor and rear additions to the Surf Club in any major projects at the site.

BBCL and BSBLSC Policy 8.3.2

Use the opportunity of any redevelopment to improve visual and pedestrian amenity.

POLICY SECTION 8.4 NEW FACILITIES AND BUILDINGS

In the past there has been a range of buildings on Bondi Beach. Structures have been built as needed and then later moved or removed. For example waiting sheds and dressing sheds at the south of the beach and boat (later board) storage built into the cliff at South Bondi. New structures or services may be needed for existing or compatible new uses such as beach cleaning facilities, open air showers or lifesaving facilities. New facilities should be designed to be unobtrusive and to not detract from the character of the place as a whole. New work should be clearly identifiable as such. Refer also to the implementation section.

The siting of new structures in the carefully designed formal landscape needs to respond to that design and recognise landscape values. There is a hierarchy of buildings in the BBCL – analogous to a chessboard – with the Pavilion dominant (the King and Queen), Surf Clubs less prominent (the knights and bishops) and amenities, sporting facilities, playgrounds and picnic shelters less prominent and smaller (the pawns).

BBCL and BSBLSC Policy 8.4.1

There is very limited scope for new buildings in the area. New building proposals generally should be compatible with heritage values of the buildings and designed landscape and be for one of the identified significant continuing uses, compatible uses or a use related to the conservation and / or interpretation of the site.

BBCL and BSBLSC Policy 8.4.2

Should additional facilities be required, locate so they do not impinge on the landscape character of each place or on views.

BBCL and BSBLSC Policy 8.4.3

Design new buildings based on the building typologies and using a materials palette derived from existing structures in each area or design them to be recessive and unobtrusive in significant views or landscapes.

BBCL and BSBLSC Policy 8.4.4

There should be a consistent character across the whole BBCL and new buildings should not stand out as features at the expense of the significant cultural landscape.

BBCL and BSBLSC Policy 8.4.5

The scale and character of new works should be consistent with the hierarchy of buildings on the site with the Pavilion as the dominant structure.

BSBLSC Policy 8.4.6

New structures required for use should be carefully sited, small scale pavilion additions rather than one large structure that competes with the significant buildings. New buildings should be distinct and separate from the original buildings or linked by walkways, arcades or colonnades in keeping with the pattern of development typical of the period.

BBCL and BSBLSC Policy 8.4.7

New work should

- obtain required approvals;*
- be detailed with care and good design;*
- be based on an understanding of the characteristics of the materials traditionally used;*
- avoid mock heritage detailing not related to the place;*
- may use modern materials and techniques to distinguish new from old;*
- be comparable and compatible with the old with a seaside / beach character and not over designed;*
- use the existing buildings as a starting point for design;*
- address the old in scale, massing, materials, colour and texture but not mimic or replicate it;*
- not impact on views.*

BSBLSC Policy 8.4.8

Updates to BSBLSC, urgently required to enable significant uses to continue, should proceed but be located and designed to impinge as little as practically possible on the heritage significant landscape character and views.

POLICY SECTION 8.5 NEW SERVICES

It is recognised that new or improved services will be required in the future for the BSBLSC in addition to those already provided. Care is required in working out the routes of services to minimise impacts. The Burra Charter provides further general guidelines about service installation. Generally natural ventilation should be used in preference to the installation of air conditioning, which requires obtrusive plant. Windows should be operable to provide ventilation. The waterfront site provides natural ventilation opportunities and exposure to daily sea breezes.

BSBLSC Policy 8.5.1

Review the location of existing services and the needs for service provision. This should include hot and cold water supply, rainwater tanks, gas, sewerage, fire protection, power and communications and function centre requirements such as exhaust, cooking waste treatment and drink post mix lines.

BSBLSC Policy 8.5.2

Choose service routes and locations that avoid impact on significant fabric and do not negatively impact on views.

BSBLSC Policy 8.5.3

Avoid wherever possible the installation of air conditioning, use natural ventilation.

BBCL and BSBLSC Policy 8.5.4

Install new services so as to minimise impact to significant fabric, in accord with the Burra Charter.

BSBLSC Policy 8.5.5

Obtain approval for services installations and routes, as for works projects generally. In the original building, services and their fixings should be carefully designed and detailed and not installed based on line diagrams only.

BSBLSC Policy 8.5.6

Maintain a plan of the building and immediate area that records service installations and the routes of underground or concealed services. Refer also to archaeology policies.

POLICY SECTION 8.6 ACCESS AND OTHER CODE COMPLIANCE**Fire and Egress**

This section considers the protection of heritage assets in case of fire and user safety as required under the Building Code of Australia (BCA) (NCC) and the provision of equitable access as required under the Disability Discrimination Act (DDA). There are fire hydrants on the exterior adjacent to the building. The BCA fire requirements have not been fully assessed but as the place, particularly upstairs, is not used for sleeping, the requirement for alarms is lesser. The new side entry added a complying stair to access the first floor and the former stair is an alternate means of access. Check what is installed internally re detectors, fire extinguishers, etc.

Equitable Access

Some of the users and visitors may have some form of disability that limits their mobility or ability to appreciate the place. Provision should be made for them but any access provisions should not be visually intrusive nor detract from heritage values. A ramp, running parallel to the arcade, has been added to the

front of the building giving access to the ground floor hall, offices and change rooms. The ramp intrudes on the front elevation as it covers the original step where club photos were often taken in the past. However it has been detailed so you can still approach from the front, with stairs in line with the entry. There is no equitable access to the upper floor.

On-grade access should be provided if there are significant new additions or works and preferably lift access to the first floor. Access should also be provided to any new interpretive structures or visitor facilities. Where existing areas are difficult to access they can be presented by other means, through audiovisual or other interpretive devices. The equivalent policies in the BBCL report are in policy Section 8.9.

BSBLSC Policy 8.6.1 (also BBCL)

Provide for equitable (disabled) access for visitors where practical and where it does not conflict with the retention of cultural significance. This may include provision of directions to existing on-grade access, new ramps, arrangements for vehicular access and provision for hearing or vision-impaired visitors.

BSBLSC Policy 8.6.2 (also BBCL)

Use alternate approaches where it is not practical to provide physical access without detracting from heritage values. This may include presenting information by other means eg interpretive devices, videos or printed information.

BSBLSC Policy 8.6.3 (also BBCL)

Protect people and the fabric of the place from fire in accord with code requirements by use of smoke and / or fire detection and alarm systems and fire suppression measures such as hydrants and/or fire extinguishers or access to water. If requirements result in negative heritage impacts seek a fire engineered solution.

Policy Section 9.0 Tourism and Interpretation

Encourage use by club members and the community and interpret the significance and history of the place and traditional uses, including to tourists and other visitors.

POLICY SECTION 9.1 TOURIST ACTIVITY AND VISITATION

Cultural tourist visitors include Australian as well as International visitors whose visits are often very brief and focussed on seeing the beach. To encourage a longer stay and add to the 'offering' visitors activities could include surf tourism and surf safety education, walks and guided tours focussed on heritage including the BSBLSC, Pavilion, beach and the area generally. This may be by the Council or as part of a mutually beneficial formal partnership with licensed tour operators and/or communities and volunteer groups.

Further interpretation would enhance the cultural tourist's experience (see later) however there are many recreational visitors, particularly walkers on the Coastal Walk or walks to the north as well as joggers. There is considerable potential to display some historic material.

BSBLSC Policy 9.1.1

Encourage tourism activities that contribute to an understanding of the cultural landscape, including the BSBLSC buildings and the club's activities, for over 100 years.

BSBLSC Policy 9.1.2

Encourage participation by visitors and the community in guided activities and special events (may include activities related to surf life saving) that allow a more in depth understanding of the place.

BSBLSC Policy 9.1.3

Work to develop mutually beneficial partnerships with community groups, tourist operators or organisations and related sites to encourage visits eg use of the hall or a walk incorporating nearby surf clubs on the coast walk.

BBCL and BSBLSC Policy 9.1.4

Occasional tours should be arranged for special interest groups.

BBCL and BSBLSC Policy 9.1.5

Encourage and promote tourism activities that continue significant and long standing patterns of use.

POLICY SECTION 9.2 INTERPRETATION GENERALLY

Interpretation should cover the themes that encapsulate the history and cultural values of the place (as detailed in previous sections of this CMP). All aspects of the cultural landscape should be presented including social value and the intangible values associated with the Bondi Lifesaver. Interpretation should be based on factual information and should present historical documents and images related to the Surf Club. It could present missing elements of significant aspects and provide information graded for a range of visitors. Interpretation can also present information on aspects of the site that cannot be visited or are not on display, for example: how a surf club works, what a surf club does, over a century of use, over half a century of Nippers, changes in technology such as surf reels, wooden surf craft, etc (that are on site but not displayed), the honour boards and memorials and the stories of the people honoured and the murals. A more detailed interpretation plan should be developed separately. Interpretive activities at the BSBLSC

should concentrate on the club and life saving but needs to coordinate with any interpretation at the Pavilion, at Icebergs (SLSA Museum that is now closed) and in the area generally and any future visitor information centre. The hall is already used by some tourist / surf safety education groups. A proposal for a surfing museum is being promoted and would be appropriate in the Pavilion or possibly the club – depending on resolution of the clubs space needs. The movable collection, historic records and the club's life saving activities all provide interpretive material and opportunities.

BSBLSC Policy 9.2.1

Work with Council, community groups and commercial operators to interpret the place including the possible development of an interpretive centre and / or Visitor Information Centre or surfing museum.

BBCL and BSBLSC Policy 9.2.2

Use a range of interpretive options including tours, displays, events and activities, conservation of significant elements and provision of access to buildings and other significant structures.

BBCL and BSBLSC Policy 9.2.3

Design interpretation so it does not dominate the place or intrude on the character and experience of the place. It should be sensitive to the social values.

BBCL and BSBLSC Policy 9.2.4

Use the material in this CMP report, and carry out additional research, when designing interpretation, the content of which should present / explain documentary and physical evidence and intangible aspects of the history and values.

BBCL and BSBLSC Policy 9.2.5

Interpret the site for a range of visitors ranging from school groups to tourists, many of whom are not fluent English speakers, as well as local visitors able to stay longer.

BSBLSC Policy 9.2.6

Interpret the pattern of operation of the place as a working surf club and the annual cycle of surf season and winter season.

BSBLSC Policy 9.2.7

Develop a detailed heritage interpretation plan.

POLICY SECTION 9.3 INTERPRETIVE WORKS AND INTERPRETIVE DEVICES

Conservation works and repairs can help to interpret places, as can interpretive devices and activities themselves. Any new interpretive displays should be designed so that they do not detract from the site itself, be designed to complement the character of the site and be made of robust material that is durable in an exposed maritime environment and resists vandalism. Where possible, signage should be located in places with a reasonable level of public surveillance to deter vandalism. Signs should adopt a consistent language and form.

Information contained in the CMP, historic images and plans should be used as a basis. The material presented should highlight the physical and documentary evidence and the traditional significant uses and explain what we see today.

A brochure, published material and / or electronic information, using parts of this CMP, should be provided to foster understanding of the heritage significance of the site. Both the Council and Surf Club websites provide information about the place, including heritage and further information could be added about the BSBLSC. As part of interpretation from the whole BBCL, apps could be developed that display historic images when you arrive at the appropriate location similar to the Museum of London Streetmuseum. See link at: <http://www.museumoflondon.org.uk/Resources/app/you-are-here-app/home.html>

BSBLSC Policy 9.3.1

Interpret the place as part of active surf life saving club continuing long standing activities and as part of an ongoing conservation program.

BSBLSC Policy 9.3.2

Liaise to include the club on any walking tour brochure developed or one specifically about the club, which should include the previous club buildings, surf life saving use and historic images.

BSBLSC Policy 9.3.3

Interpret the development of the BSBLSC and its role in the development of the Australian beach culture using the documentary and physical record supplemented by oral histories.

BSBLSC Policy 9.3.4

Interpret aspects of the place that have been removed such as the previous generations of surf clubs.

BSBLSC Policy 9.3.5

Encourage events that interpret aspects of the place such as commemorations of significant events and events that continue traditions such as surf reel and surf boat competitions or demonstrations.

Policy Section 10.0 Recording, Monitoring and Research

Keep records of work and monitor the condition of the place. Make the collection of historic documents, and research reports accessible and encourage further research.

POLICY SECTION 10.1 KEEPING RECORDS

There is a large collection of material regarding the history of the BSBLSC however this resource is held in a range of places from private individuals, the club itself, the Waverley Local Studies Library, Mitchell Library and the NMA and NMM. Not all of this has been researched during the preparation of this study. Historic photographs, maps and aerial photographs as well as physical analysis and previous studies have provided some insight into the place and the origins of aspects such as Australian beach culture and are likely to provide more in the future. During this study it has come to light that many previous studies have relied on secondary sources and the current location of the archival material being re-interpreted by these studies is unknown.

Oral history research should be a priority with long standing members who have a wealth of information about the building and club activities. This resource is irreplaceable and there is limited time to undertake it. The audio files themselves are valuable for use in interpretation to bring the history to life but can also provide key information about use of the club house which is necessary to management.

It is desirable that construction works and the condition of items are recorded and can be used for reference. It is also desirable that a sequence of photographs be maintained, with similar images taken at regular intervals, using the same viewpoint each time. Photographic records of works are also made by professionals and others, detailing the extent of modifications to the buildings undertaken and these should be retained and stored in a way that is accessible.

Staff or consultants with responsibilities for aspects of management or for developing designs should consult available records. Failure to do this in the north Bondi amenities upgrade meant architects and engineers did not understand the existence and extent of the SPS sewage well.

BBCL and BSBLSC Policy 10.1.1

Record conservation work. Record, interpret and archive why changes to the place have been made.

BBCL and BSBLSC Policy 10.1.2

Establish a sequence of photographs recording the state of the fabric, taken at regular time intervals recording the place, especially where there are persistent defects or structural movement.

BSBLSC Policy 10.1.3

Continue to use the Waverley Local Studies Collection or records system to record the reports, conservation studies, scientific studies, oral histories etc related to the BSBLSC so it can be easily consulted.

BBCL and BSBLSC Policy 10.1.4

Continue to make the surviving archival records available for consultation during specialised research projects, during documentation of conservation works and for general study.

BBCL and BSBLSC Policy 10.1.5

Undertake research into oral history to assist in understanding recent history and changes.

BBCL and BSBLSC Policy 10.1.6

Designate a staff member to be responsible for providing access to the archival material, plans and reports held on site and at Council. This should be an ongoing role.

BBCL and BSBLSC Policy 10.1.7

Consultants involved in projects for the BSBLSC are to consult records and management plans prior to designing new works.

POLICY SECTION 10.2 MONITORING

As part of conservation, it is important to monitor condition of the fabric and use this to prioritise works and identify whether other management measures are necessary. This includes monitoring the impact of use of the building and surrounds as club numbers grow and storage requirements change.

BBCL and BSBLSC Policy 10.2.1

Monitor the impact of use on the heritage values and stability of the elements that comprise the building and if necessary limit, control or change the pattern of use to ensure long term conservation.

BSBLSC Policy 10.2.2

Monitor structures identified as having structural defects regularly according to engineering advice and report any movement immediately. In particular monitor the crack on the front verandah.

BBCL and BSBLSC Policy 10.2.3

If structural repairs are undertaken monitor them on a regular, maximum annual basis.

BSBLSC Policy 10.2.4

Monitor vehicle use and any associated damage / erosion eg to the base of downpipes.

BBCL and BSBLSC Policy 10.2.5

Monitor stormwater and integrate repair into maintenance programs.

POLICY SECTION 10.3 MAPPING AND DRAWING

Many maps and architectural / engineering drawings of the site have been found during the preparation of this CMP. Some aerial photographs of the site have been used in conjunction with historic maps to understand and document the pattern of development of the place. The series of high-resolution historic aerials should continue to be used for comparison and analysis. It is likely that there is an aerial image pre-dating the earliest image held by Council (1943) but this was not found during research for this report. There are a series of drawings of the original building and additions to it. The current proposal is using a CAD base drawing that is not accurate with respect to the existing building. Accurate drawings are an important basis for detailed design and accurate CAD base drawings should be developed based on the existing drawings and site measurement. This can be added to as future works are undertaken.

BBCL and BSBLSC Policy 10.3.1

Maintain a digital collection of the sequence of maps and aerial photographs of the place.

BBCL and BSBLSC Policy 10.3.2

Continue to research, and if found, obtain high-resolution copies of maps and plans and aerial photos of the site. Ensure that this material is available for future studies.

BSBLSC Policy 10.3.3

Prepare accurate measured drawings of the building, particularly the original part. These should indicate wall thicknesses and original fabric and be used when planning any works to the building.

POLICY SECTION 10.4 RESEARCH PROJECTS

The place offers many opportunities for further research. Research projects could be carried out by volunteers from the various local heritage organisations, to supplement the local studies collection or by tertiary students/institutions. It is particularly important that the original source of material is properly identified. The Digital Masters Images though readily accessible electronically do not have detailed source / date / identification information with them. There is also potential to undertake further research at the major Sydney-based institutions (State Library and State Records) including Crown Lands and at archives and libraries in Canberra.

Copies of reports detailing research projects and any other studies should be catalogued and copies kept at the local office of public library and where appropriate be made available electronically, for use in future conservation planning, for designing interpretation and for research purposes. The understanding of the place could be greatly enhanced by further research, supplemented by oral histories with locals and commercial and recreational users.

This report has done some preliminary research into aspects of the social and intangible values and into aspects of the history such as associated persons, the development of the logo, the development and change in life saving equipment and techniques and into the historical swimming costumes, banners, badges, blazers etc. This is to establish that these aspects of the BSBLSC are significant in the terms of this CMP however all these are areas of research where there is a wealth of information for future study and research.

BBCL and BSBLSC Policy 10.4.1

Make copies available (may be electronically) of important source material available for future detailed studies (including details of the archive where the original item is held) and for use in interpreting the place.

BBCL and BSBLSC Policy 10.4.2

Encourage research projects including locating, copying and cataloguing additional source material relating to the historic development of the place.

BBCL and BSBLSC Policy 10.4.3

Make research reports publicly available at the club, in Councils library and where appropriate electronically.

BSBLSC Policy 10.4.4

Encourage research into the BSBLSC history including aspects identified in this CMP. (see Implementation section for a list of research areas)

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9.0 IMPLEMENTATION

9.1 IMPLEMENTATION STRATEGY GENERALLY

This section deals with implementing the conservation policies to ensure the long term conservation of the BSBLSC within the overall heritage listed cultural landscape. This implementation strategy does not only consider built fabric, but also considers the club's long standing occupation of sites within the reserve.

9.2 HERITAGE ASSET MANAGEMENT

Although currently not individually listed as an heritage item, the BSBLSC has been managed by Waverley Council as if it was, ie the building has been included in Conservation Plans and Statements of Heritage Impact have been prepared for proposals to undertake works. The same cannot be said for the depot to the rear which is not of heritage significance. Both facilities are within the State and Nationally listed Cultural Landscape and need to be managed according to conservation planning principles. The heritage status of the place, and the overall cultural landscape, is currently not well understood by all sections of Council, resulting in modifications continuing to occur that exceed what is permitted under Council's authority. Temporary facilities have become semi-permanent fixtures, which was not the original intent and they do not have planning consent.

Section 60 applications to the NSW Heritage Office should be made for all works that exceed the existing building footprints or as otherwise required under the Heritage Act.

9.3 CONTINUING USE

In the case of the BSBLSC the continuation of the club's activities within the reserve are of considerable importance, as each generation of club house has occupied premises, which for operational requirements, were located as close as possible to the water. The conservation policies in this CMP are aimed at ensuring that this culturally significant use, a use associated with Bondi Beach for over a century, continues. The club's operational requirements and access to their facility and equipment need to be considered by Council when planning alterations to nearby facilities, including alterations to the pattern of use of the pavilion. Adjacent unauthorised uses that impact on the operation of the surf club also need to be actively managed by Council. The activities of the club were never confined to within their building, as the club always used adjacent outdoor areas for drills, gear inspections etc.. Such external activities are becoming more difficult to undertake due to the very high usage of this area (refer also to areas for future development). The blanket paving scheme implemented in the 1980s does not help in this regard.

9.4 MAINTENANCE

The complex is in an exposed location and needs constant maintenance. The maintenance arrangements have not been investigated in detail but in some respects it appears that the present maintenance program does not fully take into account the heritage significance of the fabric. The NSW Heritage Office has developed a standard inspection checklist for heritage items that provides guidance as to inspection time frames for elements such as roofing, timber joinery etc. This checklist can be found in the Maintenance Series at <http://www.environment.nsw.gov.au/Heritage/publications/>

In comparison to other club houses, the exposed location of the building has resulted in rapid deterioration of certain building elements. The club's main focus is life saving and their fund raising activities are directed towards this. Maintaining the premises has been an issue throughout the life of the club, in each of its series of buildings, and there are no regular sources of funding for maintenance, which places a burden on the club. External maintenance is undertaken by Council. As noted above, a detailed maintenance plan for the significant fabric should be prepared which can also be utilised as a budgeting tool. Waverley Council currently does not have its own heritage fund however steps could be taken towards setting up a fund to provide dedicated funding for the long term conservation of heritage items within the LGA.

9.5 VIEWS AND CHARACTER AREAS

Key views of the surf club house are identified in the overall CMP for the Bondi Beach Cultural Landscape and there are views that were intended to have the surf club in the foreground with the larger pavilion beyond. The following series of photographs show the vistas as intended and the extent of clutter that now hides the original design intent. In particular elements such as solar panels mounted on the roofs of buildings are visually intrusive and could be mounted in less visible areas of the complex. This issue of visual clutter is compounded by adhoc alterations made without planning consent and / or the necessary heritage approvals (not by the surf club).

An important view towards the surf club and pavilion is from the bridge to the north east, from this bridge two paths bisect the grassed area, one leading to the rear of the pavilion and the other to Queen Elizabeth Drive. These paths pre-date the 1934 club house but are part of the overall Improvement Scheme. There is considerable opportunity to re-instate the intended hierarchy of the buildings and landscaping and the intended vistas of the Improvement Scheme. In the overall CMP the hierarchy is compared to chess pieces, with a diminishing scale. The scale and character of the surf club should remain subservient to the adjacent pavilion, which was to be the centrepiece of the improvement scheme.

Refer also to the diagrams in the implementation strategy in the overall CMP for the Bondi Beach Cultural Landscape.



The two views above show the difference between the controlled character of the Improvement Scheme when first completed (crop of figure 2.21) and the current situation in which vistas towards the pavilion are blocked by elements of utilitarian design.



In this view from the path to the rear of the Pavilion the intended view of the side arcade is no longer possible.



In this view the solar panels and shade cloth intrude upon the intended views of the Pavilion and Surf Club, as does the addition to the front of the pavilion. Past views of Queen Elizabeth Drive show the main facades to have been more prominent. Note also the tower of the Bondi Hotel beyond, which pre-dates the improvement scheme

9.6 AREAS FOR FUTURE DEVELOPMENT

The exposed location of surf clubs has resulted in many NSW clubs erecting a series of larger and more permanent masonry buildings replacing earlier timber buildings. Many of the second (or in the case of BSBLSC third) generation clubs erected in the 1930s were all designed as objects within the landscape, designed to be viewed from the reserve or esplanade and from the beach. More recent additions and alterations to the surf club have been of a more utilitarian nature. An opportunity exists to rework the rear of the club house and provide much needed boat and board storage and working areas for the club, so that areas intended for fitness training such as the squash court do not need to be utilised for storage. Facilities added to the western side of the building could be relocated to the rear, away from areas of high traffic during events. A dedicated board storage area could be established that provides an income for the club.

Consideration could be given to the design of new pavilions or additions to better house the functions of the club. Functions such as the marshalling Nippers needs to be catered for and was never envisaged in the original clubhouse design. New facilities might be in a separate low scale pavilion in the underused area to the rear of the club and/or be compatible additions. For example of arcades on either side of the building could provide external access to the side rooms and be used as sheltered shaded areas by members or to access a kiosk window. Many surf clubs have a counter where drinks and sandwiches can be purchased, the income from which supports the club. The cool room area could be reworked for this purpose. An example of a small hole-in-the-wall type of kiosk is located at the Manly Surf Club. Although there are other venues at the beach selling refreshments there are frequent queues and their main focus is not takeaways.

There is an opportunity to rework the internal planning so that the hall functions better. The entrances to either side of the hall from the front arcade could be re-instated, allowing the office to be accessed from the exterior as intended. Providing separate access to the office would allow for a range of activities such as fitness, to be undertaken in the hall. The change rooms are also being accessed via the hall rather than from the side entrance. Upgrading the side entrance would lessen this traffic.

There is also the potential to access the office from the stair hall to the first floor, without compromising the use of this area as a fire escape. There may also be the potential to sensitively include a lift to the function area, possibly within the 2005 additions. The arch headed windows to the upper floor, and the roof terrace access have not proved to be successful in their detailing and better related to the pavilion, and could be reworked to make the areas more usable. Consideration could be given to the use of banks of windows that can be operated easily.

Generally the remaining original fabric which is primarily the main hall and rooms on each side and the front arcade should be conserved and any future proposals should improve the function of these spaces which is compromised by previous changes.

The recent proposal for the works depot and club was of a scale that dominated the surf club and restricted views of the original section of the building. Concerns raised by the Heritage Council over the scale of the proposal were taken on board, particularly as the depot was intended to be temporary whilst a permanent site was found. The proposal was withdrawn and Council are considering other sites. The depot proposal did not solve any of the operational issues for the surf club, such as lack of equipment and boat storage. A joint proposal may not be a workable solution. As the feasibility of alternative depot sites is being considered the use of containers may continue. Should the site not be used for a works depot the rear of the Surf Club could be reworked to provide necessary working and secure storage areas for the club, which are separated from the public. Any proposal needs to relate to other proposals for the Pavilion which include toilets accessed from adjacent the surf club and Garbage removal which is proposed to be at the rear of the current works depot. The public domain around these sites needs to be deliberately designed as part of these proposals.

Development of detailed approaches to future development is beyond the scope of this implementation strategy. There are several current proposals and multiple parties involved. There needs to be close liaison between proponents and Council and its staff, particularly heritage planners and advisors, to ensure projects are coordinated and that users needs are met and heritage values are conserved.

9.7 COLLECTION MANAGEMENT / COMMEMORATION

The collection of trophies and memorials pre-dates the current club house and has been carefully transferred from one building to the next. Funding should be allocated to catalogue the collection and identify elements that could be used in permanent or changing displays. Once the collection has been assessed there is some potential to return some of the items in storage and utilise them in displays. In the longer term, consideration could be given to reinstating some or all of the band alcove, as this was also used to store and display reels when not in use. The reels are stored in the boat shed so are not seen by the public. The club's long standing history and its role in the birth of the life saving movement, as well as highlights from the collection could be further integrated into tours of Bondi Beach. More research could be undertaken into the art works that include the surf club, such as the Chesty Bond comics. These could then also be placed on display for visitors to the club. Improving the display within the surf club is provided for in the POM.

9.8 AREAS FOR FUTURE RESEARCH

The overall CMP for the Bondi Beach Cultural Landscape contains a series of recommendations as to areas for further research. A substantial history of the BSBLSC has been prepared however a program to conduct oral interviews with long-standing / life members could be undertaken so that this history can be added to in the future. Oral histories are invaluable in that they record the changing views of a society and also experiences of daily life (including sport and leisure pursuits) in a local area that are often left out of

official histories. Such changes at Bondi Beach relate to surf lifesaving, the character of the local area and use of the reserve and changes in lifestyle and unwritten social rules and regulations. Oral histories can also supplement the documented record of sporting achievements and war memorials.

The minutes and other archival material held in the Waverley Studies Collection could be digitised and added to the collection of digital material already held by the Club. The location of the surf club's records off site means that they are rarely used. Scanning the material would provide for a working set for the club, with selected material able to be made available via the website.

9.9 SOURCES OF FUNDING

Waverley Council does not have a dedicated Heritage Grants program but provides links on its website to the grant funding offered by the NSW Heritage Office as well as to its own small grants program. To be eligible for funding for conservation works, the BSBLSC needs to be an individually listed heritage item (refer to the following section). The Museums and Galleries Association provides advice to Regional Museums if matching funding is provided by Council. Sources of funding for collections and works to Heritage items include:

Type of Grant	Managed by	Webpage	Types of Projects/Work funded
COLLECTIONS			
Community Heritage Grants	National Library of Australia	www.nla.gov.au/awards-and-grants/chg	<ul style="list-style-type: none"> • significance assessments of collections • preservation needs assessments of collections • conservation activities and collection management, and • training workshops.
Regional Museum Advisor	Managed by Museums and Galleries	mgnsw.org.au/sector/support/museum-advisor-program/	<ul style="list-style-type: none"> • development of strategic plans for growth and sustainability • identification and development of tourism opportunities • developing themes and ideas for new displays and public programs • support in identifying funding opportunities

HERITAGE ITEM			
Local Heritage Grants	NSW Heritage Division	http://www.environment.nsw.gov.au/Heritage/funding/index.htm	To improve the maintenance of local heritage items. The applicant for this type of grant needs to be the local council and the project must be for development and implementation of a small heritage grant program aimed at maintenance of heritage items in the Local Government Area. Council needs to provide \$ for \$ funding
Heritage Near Me	Managed by the NSW Heritage Division	http://www.environment.nsw.gov.au/topics/heritage/support-for-local-heritage/heritage-near-me-incentives-program	The Heritage Activation Grants are available for projects that increase public enjoyment of local heritage, such as physical works for public access, public programming, strategy development and business planning. Applications will only be accepted from owners and managers of heritage items that are listed on Local Environmental Plans (LEPs). Funded examples include Manly Fun Pier and Addison Road Community Centre.

At a broader level consideration should be given to establishing a fund for the conservation of significant heritage items within the LGA. The Victorian model Mint INC (now Working Heritage) demonstrates how funding can be obtained and specifically directed towards heritage conservation. Funding from the car parking spaces at the Mint complex in Melbourne is one source of income, the Working Heritage Website noting that:

Fees from the car park contribute directly to Working Heritage and help us conserve and manage heritage places around Victoria.¹

Setting up a designated heritage fund such as this would allow programmed conservation works to occur to buildings such as the Surf Club and the Pavilion in a planned manner that could take place over a number of years and be separated from the income from rate payers. This would also reduce some of the burden on the club, allowing them to concentrate their fund raising activities on their core activity: life saving.

¹ <http://www.workingheritage.com.au/parking-at-the-mint>

9.10 FUTURE HERITAGE LISTING

This report has revealed that the BSBLSC is of a level of cultural significance to warrant listing as an individual item on statutory heritage registers in its own right. It is recommended it be included on the Waverley LEP heritage schedule and nominated for assessment for addition to the State Heritage Register. The building is of at least local significance and is likely to be of state significance, when compared with other similar buildings in NSW (and for its association with the birth and rise of the life saving movement locally and nationally). The surf club and pavilion were both considered in the 1996 Conservation Plan. A full set of the 1990 Waverley Heritage Inventory has not been located and it has not been determined if both buildings were included (which would account for both buildings being considered in the CMP). The overall Bondi Beach Cultural Landscape, which refers to the surf club, is not currently included in the table of Waverley's State Heritage Items on their website, nor are other heritage items that have been added recently.

As a minimum the building should be listed on the Waverley LEP. Comparatively the club house is one of the oldest surviving buildings however the interiors of the other 1930s clubs were not inspected to determine how many still retain their club rooms lined with trophies and memorials. If listing is proceeded with, then the collection needs to be assessed as part of this listing as do significant internal spaces and referred to in the item name in LEP schedule 5. Sydney City Council's LEP 2012 Schedule 5 provides an indication as to the level of detail that is now required in the item name. Identifying interiors is necessary so that Council can monitor change and impose development conditions.

If further comparative analysis reveals that the club house is to be of state significance then funding for conservation works can be applied for.

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1. - 4. Various Sydney views 5. Bondi Beach 6. - 14. Various Sydney views	Box 48: Subject and place file, Sydney, N.S.W	PXA 2113 Fold out booklet of 14 coloured pictures
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APPENDICES

A - THE BURRA CHARTER

B - HERITAGE LISTINGS FOR THE OVERALL CULTURAL LANDSCAPE

C - A3 PLANS USED IN THE PHASES OF DEVELOPMENT PLANS

D - 1934 ARCHITECTURAL AND ENGINEERING DRAWINGS AND SPECIFICATION (A3)

E - BSBLSCL EXTERNAL PAINTING - JEAN RICE ARCHITECT 2017

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A

The Burra Charter

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B

Heritage Listings for the Overall Cultural Landscape

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C

A3 Plans used for the Phases of Development Plans

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D

1934 Architectural and Engineering Drawings and Specification

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E

BSBLSC External Painting, Jean Rice Architect 2017

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BANDI JUNCTION

EVENING, CULTURE AND ENTERTAINMENT STRATEGY

2018–2028



Waverley Council respectfully acknowledges our Indigenous heritage and recognises the ongoing Aboriginal traditional custodianship of the land which forms our local government area.



Document Register

Name	Date Issued
Draft Bondi Junction Evening, Culture and Entertainment Strategy	07/09/16
Draft Bondi Junction Evening, Culture and Entertainment Strategy_v2	02/11/16
Draft Bondi Junction Evening, Culture and Entertainment Strategy_v3	24/02/17
Draft Bondi Junction Evening, Culture and Entertainment Strategy_v4_Council Amendments	1/05/17
Final Bondi Junction Evening, Culture and Entertainment Strategy_v5	1/05/18
Final Bondi Junction Evening, Culture and Entertainment Strategy_v6_Council Amendments	3/07/18

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EXECUTIVE SUMMARY

Between the fast pace of the CBD and the bohemian flair of Bondi Beach, Bondi Junction is a natural location for night activity. Building on themes of good health, fun and food, this strategy explores Placemaking projects and policy adjustments that will reanimate Bondi Junction after dark.

Great cities provide activity, culture and convenience, day and night. A key aspiration of the Bondi Junction community is for more activity and things to do in the evening. In particular, there is a demand for activities that attract families and young children, moving away from the traditional focus on alcohol based evening culture and entertainment options. Activating a night economy is a crucial component of ensuring Bondi Junction is a safe, productive and well-loved place.

Spring Street, Oxford Street, Bronte Road and Waverley Mall were highlighted by the community as areas that would benefit from further evening activation. Oxford Street Mall, the heart of Bondi Junction, has a significant drop in activation from 6pm when the majority of shops and businesses close. Use in the precinct reduces from 90% active during the day, to 9% active in the evening.

This Evening, Culture and Entertainment Strategy provides the strategic means to develop Bondi Junction over the next 10 years as an evening destination that is economically viable, culturally exciting and safe. This strategy will seek to meet the following objectives:

Image: Improve the image and branding of evening activity at Bondi Junction

Diversity: Increase the diversity of evening land uses across the precinct

Policy: Streamline processes to support new and existing traders

Public Life: Increase night-time street life

Safety: Improve amenity and safety for all users during evening hours

Achieving these objectives will require a range of policy changes and amendments to current procedures as well as developing structures to support the implementation, assessment and review of place making initiatives. This will require true collaboration; Waverley Council will work with residents, traders, creative industries and other partners to deliver the Vision for creating Bondi Junction as an attractive evening destination.

This strategy has been built on existing research, stakeholder engagement and detailed place audits. It identifies the Project Background, Vision, Key Themes and Placemaking Objectives across Bondi Junction and the actions to implement the Objectives. For ease of reading, the Placemaking Actions have been broken up into general actions as well as actions for the five existing activity precincts identified – Oxford Street Mall, Spring Street, Bronte Road, West Oxford Street and East Oxford Street.

METHODOLOGY

All recommendations in this report have been based on a solid understanding of how Bondi Junction currently operates as an evening destination. This understanding has been crafted through a detailed review of current research and in depth engagement with key stakeholders. The overall process followed in the development of this strategy is summarised in the adjacent diagram.

KEY REPORTS

Existing

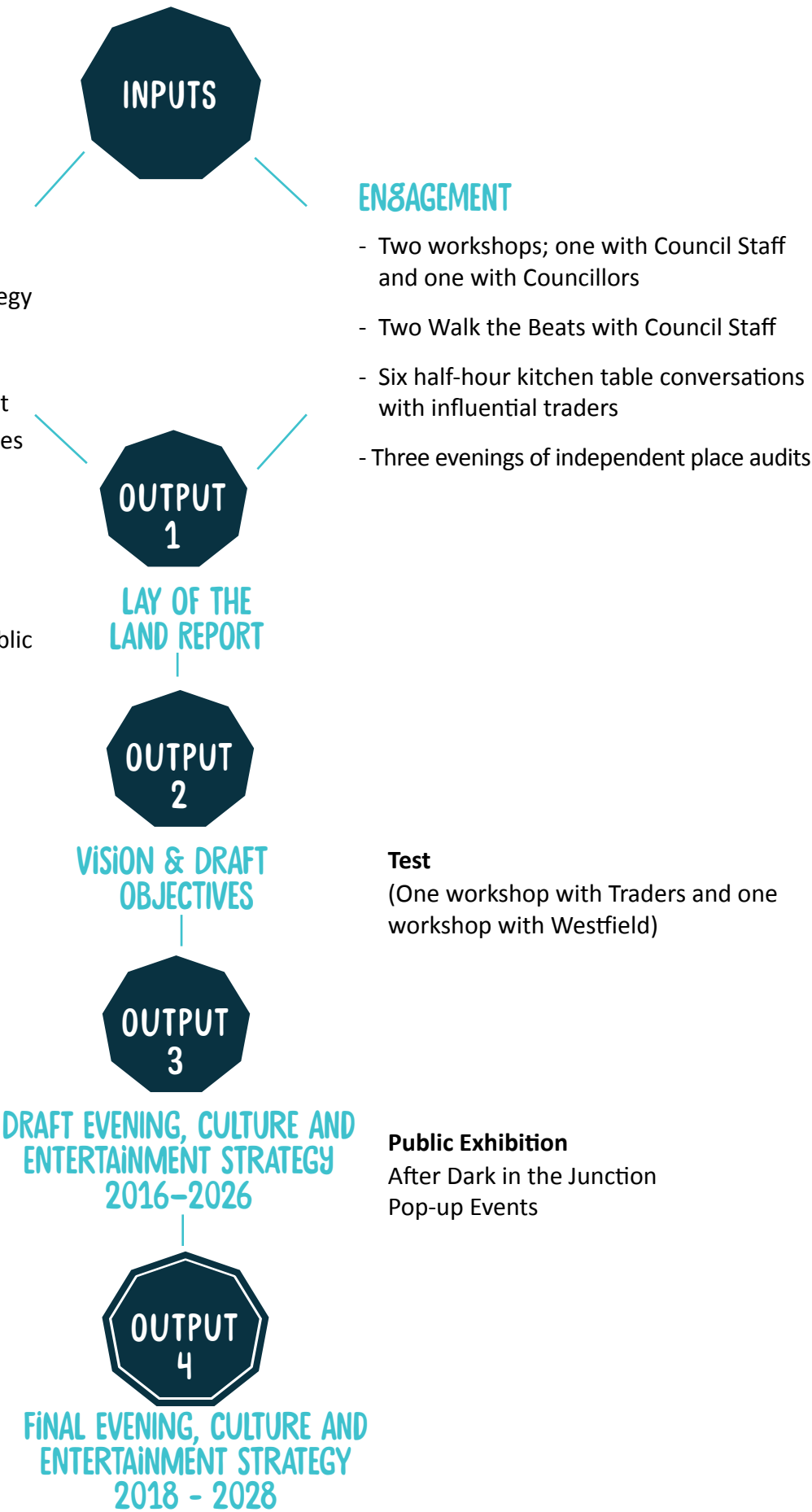
- Waverley Economic Development Strategy 2015 - 2020
- Bondi Junction: Heartbeat of the East
- Bondi Junction Complete Streets Project
- Waverley’s People, Movement and Places
- Parking Price Review

In Progress

- Draft Creative Lighting Strategy
- Draft Bondi Junction Pedestrian and Public Life Study
- Draft Bondi Junction Public Domain Upgrades
- Approved Development Applications within Bondi Junction

ENGAGEMENT

- Two workshops; one with Council Staff and one with Councillors
- Two Walk the Beats with Council Staff
- Six half-hour kitchen table conversations with influential traders
- Three evenings of independent place audits



PLACE ViSiON

The Place Vision and Themes are used to steer decision making and ensure placemaking success in the short and longer term. This provides the lens that informs all placemaking projects.

PLACE ViSiON

With layers of activity to explore after dark, the Junction is an evening destination for well being, amusement and nourishment.

PLACE THEMES

HEALTH AND WELLBEING

Evenings at Bondi Junction are characterised by the ability to work up a sweat and grab a nutritious meal with like-minded friends, enriching the mind and body. A strong sense of community is built through a high quality public realm and a mix of sporting and knowledge based events that bring people together. People friendly streets, filled with greenery and places to stop and linger, encourage people to walk or cycle and improve the mental and physical wellbeing of all those who visit.

FUN AND PLAYFUL

Playfulness and fun make Bondi Junction a place you want to keep coming back to. A bright, creative spot where you can relax at the end of a long day. Amusement and joy are the driving force behind artistic interventions, creative lighting and the evening retail mix. Events and interactive exhibits encourage participation and play for all ages. A playful approach is also encouraged through schemes that support innovation and testing new ideas.

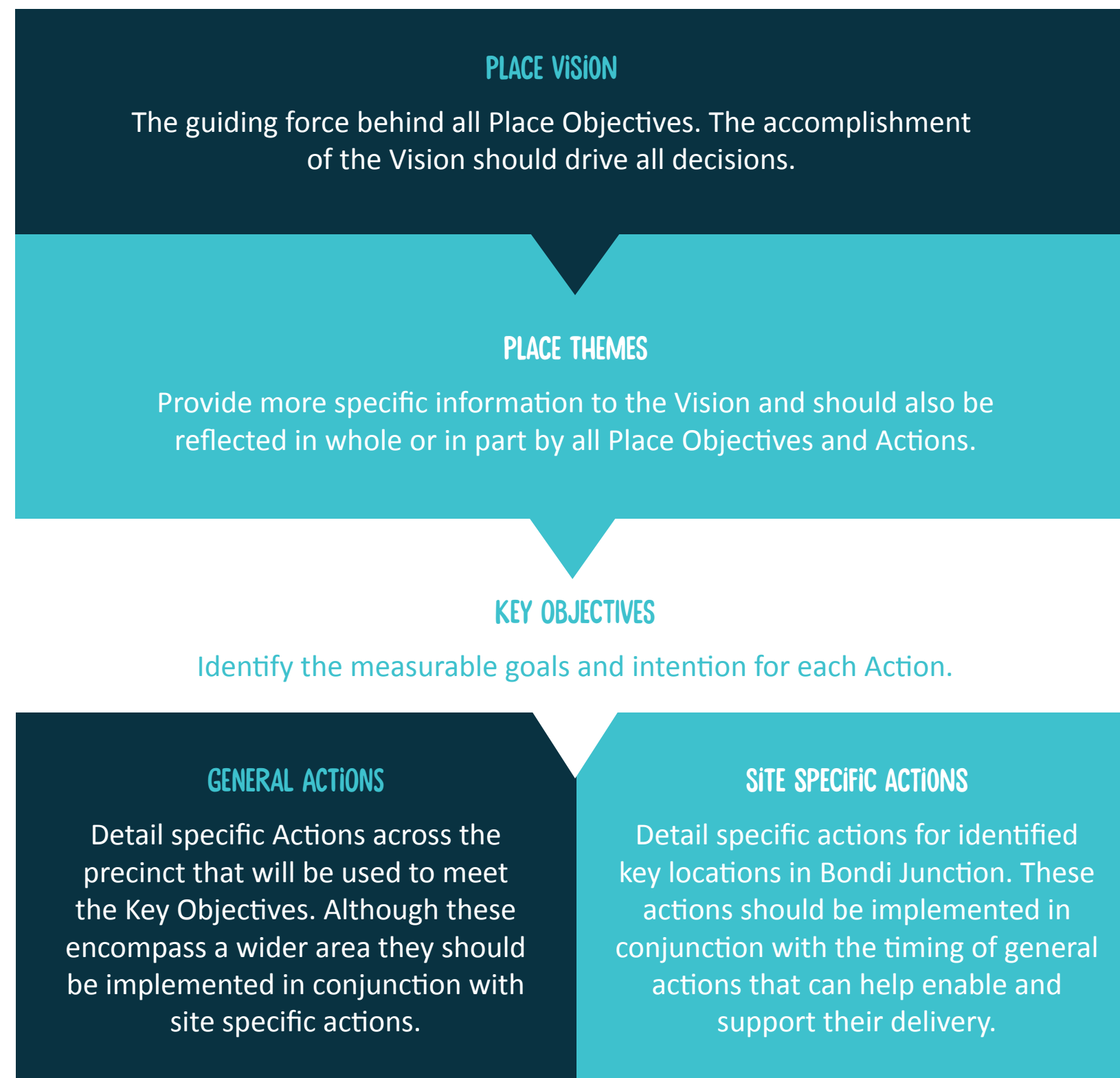
FOOD AS THE DRAW-CARD

Although the range of evening activities is diverse, it is anchored by exceptional food. A diverse mix of well-known and boutique restaurants assert a strong identity through bespoke fit outs and a diverse array of multi-cultural cuisines. The 'foodie' nature of Bondi Junction is promoted through distinct events and activities.

PLACEMAKING OBJECTIVES

The Placemaking Objectives detailed in this section of the report have been informed by the Lay of the Land and Engagement Report (August 2016). The hierarchy of material presented in this report is illustrated in the adjacent diagram.

PLACEMAKING HIERARCHY



KEY OBJECTIVES AND MEASURES

The Placemaking Objectives presented in this report are focused around five key themes: Image, Public Life, Safety, Diversity and Policy. An exploration of each objective is provided on this page. The icons listed below are used as a guide in the General and Site Specific Actions.

KEY OBJECTIVE ICONS:

-  IMAGE
-  PUBLIC LIFE
-  SAFETY
-  DIVERSITY
-  POLICY

IMAGE

Projects that introduce light, art and colour into the public realm will improve the image and brand of evenings at Bondi Junction. Marketing and promotional material will also be implemented to support the new identity. Improving the image of a place is an all-encompassing task and will require significant project momentum in order to be completed.

Measurements: Increase in positive comments on social media, increased business patronage at night, number of visits to web page

PUBLIC LIFE

Increased visitation to Bondi Junction and the number of people who stay into the evenings will be a key measure of the successful realisation of Placemaking Objectives relating to Public Life. These objectives and actions will make the public realm a more attractive place to linger while also bringing existing internal activity out onto the streets.

Measurements: Increased number of people in the evenings, increased time spent in precinct per person, increased visual appearance of activity

SAFETY

A sense of being safe and welcome to stay. Lighting, activity and other improvements to the amenity of the public realm all impact positively on perceptions of safety for those visiting during the evening. Working with key stakeholders from the large drinking venues and the New South Wales Police force will also be key elements of creating an appealing destination.

Measurements: Reduction in anti-social behaviour and alcohol related offenses, reduced police presence, reduced graffiti and damage to property, improved legibility and wayfinding, increase in well lit areas

DIVERSITY

People are key for creating a diverse and vibrant night time economy. This incorporates leasing strategies (land use) and programming (activities). Land uses and activities should appeal to diverse social groups to create an inclusive evening precinct with broad appeal throughout Sydney.

Measurements: An increase in the number of tenancies open after 6pm, a regular program of events, increase in patronage of events, increase in the number of visitors from outside Bondi Junction

POLICY

A holistic and centralised approach to policy development will ensure consistency in the approach to delivering this strategy. A focus on reviewing existing policy and operations to assist both traders and Council in delivering the vision and objectives for the evening at Bondi Junction is critical.

Measurements: Reduction in time taken to receive permits, increase in permits issued (footpath dining), increase in tenancies open after 6pm

GENERAL ACTIONS

These actions are broad placemaking projects and policy adjustments that will influence outcomes across the entire Bondi Junction precinct. Where relevant, specific locations have been detailed. They have been ranked based on community feedback.



1. ENTERTAINMENT AND LIVE MUSIC

Bondi Junction has an opportunity to address a Sydney wide challenge in supporting more live music and other forms of cultural entertainment. This should assist in moving away from the idea that live entertainment is just for weekends.

Current Context: There are very limited options for live music or entertainment within Bondi Junction, or even within the broader Sydney Catchment.

Recommendations:

- Define an appropriate role within Waverley Council that works with Council's Cultural Programs team with a focus on facilitating live music and entertainment throughout the Bondi Junction commercial area.
- Think beyond the typical nightclubs or noisy (and often intrusive) live music, so that entertainment can be provided every night of the week with a focus on creative and family-friendly entertainment options that are accessible to the whole community. Ensure that events successfully cater to both children and parents through a layered and complimentary offering. **In addition, live music should be fit for purpose and avoid amplification to reduce unnecessary noise pollution.** Some alternative options that are recommended include:
 - Open Mic Nights – stories, poetry and music.
 - Comedy and small theatre performances, such as improvised theatre.
 - A degustation menu with live music or a bespoke soundtrack (this might appeal to tenancies such as Nine Toes Records on Bronte Road).
 - Local film screenings that intersect with existing Sydney events such as Vivid and TropFest.
 - Games nights including trivia and bingo.
- Explore further opportunities to use unexpected spaces throughout Bondi Junction for one off concerts or small event series. These could be facilitated through the busking review process. These spaces would be limited to predominantly commercial areas to limit any adverse noise or crowding impacts on Bondi Junction residents. **Any external events should be subject to a residential survey to ensure residential amenity is not adversely affected.**
- Focus on Entertainment and Live Music projects that provide regular free or very low cost (<\$10) events to appeal to a broad section of the community. This might include performances from local bands or schools.
- Promote the event or charge market stallholders a small fee to cover the costs of providing entertainment and other facilities. Initially locate events in Oxford Street Mall as the location with the most existing activity in the evenings, and later spread out into other areas of the commercial centre.
- Explore the opportunity to partner with Westfield or ISPT to help fund live concerts and events in Oxford Street Mall or Spring Street.

OBSERVATIONS

Beyond common considerations of evening entertainment being alcohol-based, there was overwhelming support for activities catering to families, creativity and culture. Engagement across all demonstration events received just 6 positive comments specifically referring to alcohol based activity (eg. wine bars). Additionally, the community recognised the flow on benefits provided by safe, family-friendly evening entertainment in leading a positive shift in long-standing perceptions of place.



2. ALFRESCO DINING INCENTIVES

Alfresco dining is a key element in creating a bustling and vibrant street life. Increasing outdoor dining opportunities will bring activity onto the streets and increase perceptions of activity and safety within Bondi Junction. There are many examples where alfresco dining is achieved without compromising pedestrian access or encouraging irresponsible drinking, such as the popular Lygon Street in Melbourne.

Current Context: The cost of permits within the Waverley Council area includes a refundable bond and an annual fee depending on street location.

Recommendations:

- Review the fee structure and policy requirements for providing alfresco dining.
- Review the application process including standard referral, notification and response times and streamline the process.
- Investigate new locations for alfresco dining.
- Review processes for existing establishments to trade alfresco, possibly on a summer trial basis.
- Consider the existing restaurants offer and attract new businesses that compliment and provide greater choice for local customers.
- Investigate ways to businesses who will provide spaces that appeal to local families.
- Consider creative uses of non-active outdoor spaces for small bars and pop-up dining.



3. PUBLIC ART

As a short-term strategy, art and cultural activities can be introduced into the evening experience at Bondi Junction through hidden art trails in the public realm that create landmarks, assist wayfinding and add a sense of discovery and intrigue. This strategy should be applied strategically across the precinct to draw people away from the central areas.

Current Context: The existing small art inventions within Bondi Junction such as 'Jigsaw' on Gray Street, provide a positive addition to the public realm. If built upon, these art interventions could enliven the day and night experience and start to re-brand Bondi Junction as a creative, attractive, fun evening destination.

This work should be integrated with the *Draft Creative Lighting Strategy* for Bondi Beach, Bondi Junction and the Coastal Walk, and build upon the illustrated Public Art Walking Trail for Bondi Junction.

Recommendations:

- Map blank walls throughout the precinct (mix of prominent and hidden locations, such as Grosvenor Lane) and negotiate permission to install murals and art pieces that are 'dramatised' with creative lighting. This could be run similarly to Marrickville's 'Perfect Match' program.
- Consider existing processes used for Bondi Sea Wall artist commissions to streamline a test initiative in Bondi Junction. Ensure that this is specific to the location's identity rather than bringing the Beach to the Junction. Prioritise collaborations with local artists to support to the establishment of a **distinct and unique identity for Bondi Junction**.
- Focus on creative lighting to compliment existing and new public art that also increases safety.
- Host a launch night that encourages people to meander throughout the precinct. A connecting theme or story could be coupled with this event and it may include opportunities for local traders to sponsor the event as well as attracting local performers.
- Investigate opportunities for Westfield, ISPT or developers to fund artwork or launch event.
- In collaboration with a local artist, develop an illustrated map of the area. The map should be located in a prominent, visible location and have the flexibility to evolve over time as more arts initiatives are created.





4. PLACE CURATOR AND COORDINATOR FUNCTION

In the short and medium term, Council staff will be required to simplify processes, deliver a consolidated events and activation program and actively develop relationships with internal and external stakeholders. As a long term strategy, a Place Curator role should be investigated to consolidate this work and ensure the team remains accountable and consistently works towards the delivery of the vision.

Current Context: There is no key contact within Council to take ownership of placemaking projects and communication on Bondi Junction.

Recommendations:

- Develop relationships between stakeholders and traders, including support for the Trader Group.
- Implement actions within this report and other initiatives to improve Bondi Junction.
- Key contact with regards to Bondi Junction to streamline Council processes by providing direct support to traders and community members.
- Review and report on progress with actions annually.
- Provide a point of contact for traders or the general public seeking information on public realm improvements and key developments within Bondi Junction.
- Provide a point of contact for presentation issues including cleaning and maintenance within the public realm.
- Work with Waverley Council's Cultural Programs Team to find synergies between existing events and extending programs into the public realm (for example, Waverley Mall, Norman Lee Place).
- Co-ordinate and respond to community inquiries in regards to events and activities.
- To precede the creation of a permanent role, investigate ways to establish an After Dark Advisory Group (prioritise membership for traders who showed interest in demonstration involvement) to provide insights into the local business community and support evening activation initiatives.
- Once a permanent role is created within Council, the After Dark Advisory Group is to meet quarterly to discuss progress and future initiatives, and help inform the operations of the place curator.
- Foster existing stakeholder relationships, as well as those identified through the demonstration events, to implement priority actions outlined in this report.

This role will need to evolve based on ongoing placemaking needs within Bondi Junction.



5. PROMOTING 'AFTER DARK AT THE JUNCTION'

In order for this strategy to be successful, Bondi Junction must be repositioned as an attractive evening destination, both throughout the week and on weekends. It is crucial that this strategy highlights that Bondi Junction has something to offer for a diverse social, cultural and economic demographic.

Current Context: Bondi Junction is not known as a 'go-to' place for evening activities. Local residents and workers typically leave to go to neighbouring areas such as Bondi Beach for dining and evening entertainment.

Recommendations:

- Continue the roll-out of After Dark in the Junction branding and encourage Council events and initiatives to use the brand in promotional material, using the moon graphic to mark evening events in the area.
- Commission branded banners to be displayed throughout Bondi Junction. It is important that these banners are designed to be attractive during the day (prompting evening visits) and at night (creating a vibrant atmosphere). Banners might first be used to promote a key evening event in Bondi Junction.
- In the short term, advertise After Dark in the Junction events within the Waverley Council 'Arts & Culture' brochure to test reach and response.
- Develop an online presence, using the identified brand and graphics as the 'go-to' place for all upcoming events across the precinct. This may also include mapping to create an online wayfinding system.
- Continue the 'After Dark' Snapchat filter used throughout the demonstration events as a trial period to test uptake and impact.

Introduce the place brand and promotional material in association with key events and initiatives detailed in this report.





6. LEASING MIX & EXTENDED TRADING HOURS

Create a long term Leasing Strategy that approaches the precinct holistically and provides a balance of land uses that are active throughout the evening and support the development of a strong identity for Bondi Junction.

Current Context: Bondi Junction has a lack of land uses and activities that are open past 6pm. Night-time activities are generally split between hospitality or fitness land uses.

Recommendations:

- Review the planning scheme with regards to reducing the barriers to extended trading hours, in particular for new small businesses and low impact retail businesses.
- Review the planning scheme to encourage a diversity of land uses across the precinct with a focus on small, local and independent businesses.
- Investigate the potential to focus Waverley Council's existing Small Grants Program on the Bondi Junction area to create immediate impact. For example a grant to revive shop front windows through creative visual merchandising, lighting and projections.
- Encourage and reward high quality visual merchandising that incorporates lighting for land uses not opening at night. This may be through a grant program or annual awards series.
- Investigate the use of temporary or re-locatable kiosks for small pop-up retail uses in Oxford Street Mall and Waverley Mall, subject to spatial testing.
- Strategically identify zones and clusters throughout Bondi Junction that show suitable potential for later trading and are different to day trading zones.
- Focus on the establishment of later trading hubs around anchor points like cafes and restaurants that already trade later.
- Actively seek and lobby for businesses that trade during the day and night, to relocate to the Mall to create after dark clusters.

A good example strategy is the City of Melbourne Retail and Hospitality Strategy 2013-17 and their yearly evaluation reports to review progress and effectiveness of implementation.

OBSERVATIONS

Greater diversity in Bondi Junction's food and retail offering would allow a more rounded evening economy that responds to engagement. The early closure of businesses facing the Mall limits the opportunity for a continuous, evening 'ribbon' to be formed. Currently, dining options are scattered, reducing the pedestrian and diner experience and limiting opportunities for the community to enjoy informal, casual dining.



7. OUTDOOR FITNESS

Bondi Junction has a diverse range of healthy food options and exercise facilities and classes already available in the evenings. There is an opportunity to build on this image and create a thriving evening economy based on the principles of health and wellbeing.

Current Issues: Fitness uses form the majority of evening activity in Bondi Junction, but as all are occurring indoors and on upper stories they are not visible from the street.

Recommendations:

Investigate the creation of well-lit area/s within the precinct for use small, local health businesses for exercise classes and events, bringing life out onto the street. Areas need to be appropriately sectioned off from pedestrians to avoid the creation of conflict points.

- Investigate a booking or rental structure that incentivises the use of the space from small local businesses, or individuals such as personal trainers building up a client base.
- Sponsor and support relevant events and demonstrations such as World Yoga Day to build goodwill with local businesses.
- Investigate the potential to host concurrently operating exercise classes for children where they can also enjoy the benefits of exercise.
- In the long term, investigate the development of practical cycling and running tracks that traverse through Bondi Junction and encourage use into the night, while ensuring users remain respectful to the residents of the surrounding area, this is further detailed in Waverley's Strategic Transport Vision.





8. TALENT INCUBATION

Waverley Council should investigate the following actions to further existing small business support programs and build on opportunities to foster local talent. This offers many benefits including improved authenticity and strong connections to place.

Current Context: The low vacancy rates throughout Bondi Junction leave little space spare to foster local talent and short-term leases, yet there is an opportunity to think outside the box and use otherwise underutilised spaces for this purpose, for example partnering with or small temporary kiosks.

Recommendations:

- Review the existing Small Grants Program and investigate the potential to focus interest on streets around Bondi Junction to achieve a greater impact by creating a cluster of projects.
- Develop a channel (via a phone contact or details on the Bondi Junction webpage) for the creative community or those seeking help to pitch their ideas and be partnered with Council or local traders to think of new possibilities, for example a small business might be given a display space within an existing cafe, land owners might offer empty windows for pop up art exhibitions or there might be a small number of Council sponsored or supported market stalls for local entrepreneurs to test their product.
- Invite previous winners of Waverley Council's Small Grants Program to facilitate talent incubation, creating a 'collective' mindset to reinforce community spirit and skill sharing.
- Focus trials and test initiatives on the creative community to support pop-up events referenced in other Strategy actions.
- Support young entrepreneurs with offerings that can assist in diversifying Bondi Junction's evening economy.



9. KEY STAKEHOLDER PARTNERSHIPS

Waverley Council will need to work with a large number of influential stakeholders in order to implement this strategy and create a successful evening destination at Bondi Junction. It will be vital to develop relationships with these stakeholders and involve or inform them around all aspects of the evening culture at Bondi Junction and ensure that everyone is working towards the same vision.

Current Issues: Acknowledging that Waverley Council and the Bondi & District Chamber of Commerce already conduct, regular business forums throughout the year, there is no existing forum for key stakeholders to meet with the intent of supporting evening culture at Bondi Junction.

Recommendations:

Waverley Council should initiate a regular forum to discuss this strategy and all associated documents and works associated with developing a successful evening culture at Bondi Junction. It is recommended that the following key stakeholders are invited to attend these meetings:

- New South Wales Police Force
- Transport for New South Wales
- Roads and Maritime Services
- Westfield (Management Team)
- ISPT (Eastgate Management Team)
- Trader Group Representatives
- **Representatives from the Bondi Junction Precinct Committee**
- **Local residents**

Although these are the key stakeholders, it is noted that not all stakeholders will be required for every project discussion and other stakeholders may become increasingly important as objectives and actions progress.





10. TRANSPORT & ACCESS IMPROVEMENTS

Great night time places cater for all modes of transport but particularly encourage walking as it supports street life. Bondi Junction could further enhance the health and wellbeing focus by better facilitating walking and cycling.

Current Context: Council currently has a number of physical improvements planned for key streets within Bondi Junction to improve the quality of experience for pedestrians and cyclists.

Recommendation:

- Council are to ensure future street improvements slow down traffic, provide pedestrian priority. Measures at conflict points should provide appropriate facilities to accommodate cyclists and include attractive lighting to create a safe and accessible night time precinct.
- Develop a strategy to advertise both the recent changes to paid parking (free after 7pm in key streets) as well as the opportunities to access Bondi Junction using public or active transport
- A pilot strategy should investigate the provision of free parking, with an emphasis on off street public parking, during special events to reduce the barriers of participation to the full extent possible.
- Work with State Government Transportation Authorities to improve safety and lighting around the Transport Interchange and bus stops.
- Actions related to transport should align with and support Waverley Council's **'Heartbeat of the East' Strategy and its key outcomes of 'Improved Transport'** 'People Movement Places' Strategy. This should include a central separated bike path, improved wayfinding signage and attractive lighting to improve safety.



11. TRADER GROUP & CROSS PROMOTION

Trader groups can be very effective in creating positive improvements to places due to their constant presence and genuine investment in the surrounding area.

Current Context: Evening activity is relatively spread out across Bondi Junction, making it difficult for passionate traders to communicate and work together to increase interest and activity throughout the precinct.

Recommendations:

- Gauge interest in forming an incorporated traders association to become eligible for Council grants and other streams of funding to support the organisation and production of events.
- Provide a clear agenda for meetings (this may be the Place Curators role, see pg 8). Use meetings as a forum to share ideas and current struggles and use the benefit of collective wisdom and experience to reduce the burden of work on each individual.
- Create a platform to encourage cross promotion between traders in Bondi Junction. Include referrals to destinations open later in the evenings, when smaller bars and restaurants close. There are also many examples, such as the Raccoon Bar in Preston, Melbourne, where neighbouring traders have found synergies between their offers, for example one operates as a bar and the other serves food and patrons are able to order from both to maximise on business for each trader.
- Sponsor a small number of trader events per year and provide workshops/ seminars to assist traders in developing a successful evening economy, for example bringing in an expert visual merchandiser to provide tips to traders.
- Invite connections from within the local creative community, such as public art practitioners, theatre makers, musicians to discuss partnerships and future projects.
- **Engage with representatives of the Bondi Junction Precinct Committee and local residents to help strengthen networks and provide insights and feedback.**
- Invite winners from Waverley Council's 'Best and Brightest' awards to share insights on their success with past collaborations. Each industry could have a 'champion' to lead networking and partnership opportunities.
- A Place Curator could facilitate informal meetings to share ideas and current roadblocks to identify opportunities for neighbouring traders to find synergies between their offers.

OBSERVATIONS

The 'Wellness in the Junction' event demonstrated the potential benefits for certain industries to collaborate and strengthen their customer base and community in a non-competitive way. Fostering these relationships will provide opportunities for future collaborations and inspire new businesses to seek local partners.

SPECIFIC ACTIONS

This section details the site specific Placemaking Actions for Bondi Junction. The objectives identified have clear locations to assist in implementation and are detailed on the adjacent plan.

1. ARCADES & LANEWAYS
2. PUBLIC BATHROOMS
3. NIGHT MARKETS
4. ROWE STREET
5. KIOSKS & POP-UPS
6. BOLD PRECINCT GATEWAY
7. BLOCK PARTY
8. THE LIBRARY
9. NORMAN LEE PLACE
10. CUSTOMER SERVICE CENTRE
11. TAILGATE PARTY/ NIGHT MARKETS
12. PARKLETS
13. GRAY STREET/ ANN STREET LANEWAYS
14. WAVERLEY MALL
15. WESTFIELD



Precincts

OXFORD STREET WEST

OXFORD STREET MALL

SPRING STREET

BRONTE ROAD

OXFORD STREET EAST

OXFORD STREET MALL

HEART - GATHERING - VIBRANCY

The focal point of activity during the day, the future vision of Oxford Street Mall builds upon this by concentrating activity into the evening. A constantly evolving series of events, pop ups, performers, combined with outdoor dining options encourage everyone to linger, whilst also acting as the evening information hub welcoming exploration of the broader precinct.



ARCADES AND LANEWAYS

Bondi Junction has an existing network of laneways that could be repositioned to create a fine-grain urban realm, particularly in the area around Oxford Street Mall. Council should negotiate with owners to extend the access hours for the private arcades between Oxford Street and Spring Street. These discussions should also include extended opening hours for retailers in these arcades.

A Leasing Strategy should investigate the possibility to open up one tenancy to Grosvenor Lane to create a unique 'hidden gem' for Bondi Junction. Even one quality retailer can create a huge different to an otherwise unoccupied lane, for example Brew (Bar and Café) in Burnett Lane, Brisbane. This should be coupled with art along the road to slow/limit traffic and catenary lighting. With the addition of art and lighting, this will become an interesting location for long table dining events.

In the long term, projects reviewing the Rowe Street Entrance to the Bondi Junction Transport Interchange should explore the potential to open up existing tenancies to Grosvenor Lane and along the ramp into the early evening, to create an active and vibrant laneway culture. This may be signaled with an attractive hanging sculpture.

Develop a laneway strategy that enhances the existing laneway network of Bondi Junction. Investigate the activation of the laneways through retail and tenancy mixes, public art, public domain improvements and greenery.

While the activation of laneways is a long term goal, investigate opportunities for extending trading hours in arcades with support or partnership to ensure security and safety of tenants and customers.

MEDIUM
PRIORITY



PUBLIC TOILETS

Public spaces should be accessible and inclusive for all people and encourage lingering and use for events and other activities. This should focus on the area around Oxford Street Mall. Appropriate facilities need to be provided to support the varied use of the space in the evenings, and include how private developments might be incentivised to provide publicly accessible toilets in future development applications.

Oxford Street Mall does not have any public toilet facilities. This results in visitors required to go into paid tenancies (Westfield, local businesses) to find such facilities. As many of these businesses close after 6pm, this is especially detrimental for hosting evening events. It can also result in inappropriate behaviour (urinating) in the laneways.

Investigate possible areas in Bondi Junction for the provision of public toilet facilities. This should focus on the area around Waverley Mall. The opportunity to provide public bathroom facilities in new developments should also be investigated, although these must be accessible by the general public in the evenings.

This will have long term benefits in terms of creating an accessible and inclusive public realm. An example is the silver public toilet pods used in St Kilda, Victoria.

HIGH
PRIORITY



NIGHT MARKETS

The markets held on a Wednesday, Thursday and Friday are a highlight of the Oxford Street Mall for all those visiting, working or living in Bondi Junction. The layout of night markets should be further investigated, with the potential to expand to additional areas of the Oxford Street Mall.

Consider seasonally themed markets, with food as a central focus (Christmas or Chinese New Year). This can provide an enjoyable customer experience and the opportunity to explore a new night market, rather than an extension of the existing day trade. Light and quick food options should be dispersed throughout the market and its presence distinctly branded to encourage people to stay in the evening.

Comfortable places to sit and enjoy the food will also be crucial to the development of a successful place. Musical performers should also be showcased over the course of the night to help to create an atmosphere that attracts people. Music may be sponsored by or programmed in accordance with The Jam Factory/ Spring Street Social who would then be able to capture the crowd looking for a drink after visiting the night markets.

During the planning stages of demonstrations in this space, the recommended lead time for liaising with stallholders is four to six months to extend hours and appropriately engage traders.

**MEDIUM
PRIORITY**



KIOSKS AND POP UP EVENTS

Creating a comfortable space within the Mall that can host pop up events and retail spaces will create interest and encourage commuters to spend more time in the Mall. Short term pop ups might include a makers market, potentially partnering with the Maker Engagements run by Waverley Council's Cultural Programs team.

In the initial project stages, this space should be designed to incorporate movable seating, mitigate wind impacts and be separated from pedestrian and cycle traffic. Early projects may include a dedicated pop-up restaurant, similar to Greenhouse by Joost that popped up in Melbourne, Sydney and Perth. A pop up restaurant will act to create a destination with a strong anchor, exerting a magnetic pull that encourages people to take the time to stop and check it out. This project is subject to spatial testing prior to implementation.

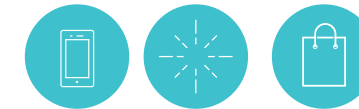
Based on the outcome of initial testing with pop ups, the potential for permanent or semi-permanent kiosks to be installed in the Mall may be investigated, similar to the recent refurbishment of Brunswick Street Mall in Brisbane. This would allow for new evening focused uses to be introduced without compromising existing trade.

Continue to apply the 'engagement through experience' method for this action to encourage people to keep 'testing' ideas and initiatives.

With the community commenting heavily on the Mall's physical shortcomings, a lighter, cheaper approach is recommended. Flexibility in the layout and location of kiosks and pop-up events is advised in testing permanent future interventions. This might include astroturf and fairy lights centralised around hubs of activity including restaurants and cafes that trade late.

Ensure these spaces are designed to be flexible for both day and night use. This could be achieved by allowing multiple uses or shared tenancy. It is also important that any intervention does not hinder the pedestrian experience when not in use.

**HIGH
PRIORITY**



ROWE STREET PUBLIC ART

The Rowe Street ramp links Tiffany Plaza and the Bus Rail Interchange with Oxford Street Mall and various arcades, such as Bronka Arcade, which provide pedestrian connectivity through to Spring Street and the Eastgate Car park. The permeability of Oxford Street Mall and the role of Rowe Street to deliver commuters and pedestrians to this space means that the intersection of Rowe Street and Oxford Street Mall represents a significant pedestrian/commuter focal point.

'The Heart of Bondi' is a pilot project that was developed as part of the 'Creative Lighting Strategy'. The interactive artwork is suspended at the base of the Rowe Street ramp and demonstrates how lighting can enhance the night time pedestrian experience by creating a sense of place. A permanent artwork should replicate the successes of the pilot project and be commissioned and installed as identified in the Public Art Masterplan.

In addition to a public art installation, Council assets including the Mall's lighting need to be assessed as some are not working. Functioning assets are essential to improve evening activity in this space.

**INITIAL
SUCCESS**

PROJECT MAP

Projects

- 1a. Grosvenor Lane
- 1b. Bronka Arcade
- 1c. Royal Arcade
- 2. Public Bathroom Facilities (TBC, with spatial testing)
- 3. Night Markets, existing location plus potential for extension
- 4. Pop up Kiosks (TBC, with spatial testing)
- 5. Rowe Street Public Art



SPRING STREET

ECLECTIC - ENGAGING - DIVERSE

Spring Street is a destination for those seeking to nourish both their mind and body. Whether listening to a TEDx talk at the Library, grabbing a bite to eat at a hidden restaurant, grabbing a fresh juice or playing a game at the Boot Factory, Spring Street provides an eclectic, ever-changing offer. The quirky and urban feel creates a distinct destination within Bondi Junction.



THE LIBRARY

The Library is a highly valuable Council asset for assisting in the development of a safe and inclusive evening economy. In order to build on this asset, the following should be considered:

**MEDIUM
PRIORITY**

- Co-ordinate with UNSW to trial and market a late night study program during exam periods. Carry study support initiatives currently in place into the evenings to compliment extended hours. Informal food options an unlimited wifi access should also be provided during this trial.
- Promote the existing night time program.
- Investigate the development of new programs building on the library's strengths.
- During the annual activities calender review, investigate what evening events they could take 'outside the Library' and onto the streets or Norman Lee Place.



NORMAN LEE PLACE

The Boot Factory and Norman Lee Place are a significant asset for Spring Street as one of the few heritage buildings in Bondi Junction. In order to make this an attractive and usable space, the following actions are recommended:

**HIGH
PRIORITY**

- Investigate opening up the existing adjoining uses onto Norman Lee Place for passive surveillance and visual activation.
- Investigate the potential as a key location for pop up events to activate the space, subject to a risk assessment and residential survey to ensure residential amenity is not adversely affected.
- Tell the history of the Boot Factory through projections onto unused windows and other artistic interpretations. Enter discussions with the Cultural Programs team around how their existing events could complement this.
- Introduce additional greenery to soften the space without detracting from heritage features
- Encourage greater use of the adjoining community centre for evening activities.
- Encourage neighbourhood activities for local residents.



CUSTOMER SERVICE CENTRE

The Waverley Council Customer Service Centre has a significant frontage to Spring Street which can act as a valuable landmark to bring this precinct together.

Council should extend the operating hours of the centre or open up meeting rooms to local groups in the evening to increase late night activity occurring in this section of Spring Street. This might even include using the location as an interesting space for a pop up dinner or event.

Using the windows for art displays is also a great practice. An additional focus on lighting and moving images to make these spaces more engaging at night and increase the feeling of safety on the street should also be encouraged.

LOW
PRIORITY

PROJECT MAP

Projects

1. The Library (events may be held in various locations)
2. The Boot Factory and Norman Lee Place
3. Norman Lee Place as a potential location for outdoor fitness events (TBC, following spatial testing)
4. Customer Service Centre



OXFORD STREET EAST

SOPHISTICATED - INTIMATE- RETAIL

The Eastern section of Oxford Street is an irresistible attractor for the sophisticated and bespoke retail experiences. Westfield's articulated exterior unfurls seamlessly into the public realm, with intimate courtyards and iconic 'talking point' art pieces punctuating the journey. These spaces and experiences provide moments that celebrate fashion, culture and design.



WAVERLEY MALL

Waverley Mall is an attractive courtyard that bustles during the day yet becomes dark and quiet come evening. The following recommendations are suggested to boost this asset:

- Introducing atmospheric lighting, such as Catenary lighting or fairy lights woven through the existing trees to help create an attractive and intimate atmosphere.
- Extending trading hours for small wine bars or cafes that spill out onto the mall.
- Relaxed early evening events such as live acoustic bands or jazz quartets.
- Consider partnering with local schools to create a regular evening music program and foster support for local talent in an open and informal setting.
- Consider a public performance showcase for musicians from the Bondi WAVE Songwriting Program. This could be a week-long 'festival' to run in conjunction with the annual Bondi WAVE Music Industry Conference.
- Investigate the purchase of a set of movable outdoor furniture items and games to use during events to create a 'comfort zone' for casual dining and play. Installing these within the Mall during events will soften the space and improve patronage from non-diners.

It is noted that all recommendations for Waverley Mall should appropriately mitigate noise and light impacts on adjoining residents and be tested to ensure they are a feasible use of space.

OBSERVATIONS

Utilise the popularity of the Mall as a daytime dining destination and the loyal customer base of local cafes to develop a diverse evening offering. Future events in Waverley Mall would be well suited to a layered offering of dining and live music; relaxed early evening events such as live acoustic bands or jazz quartets, showcasing local cultures and dancing were among the suggestions fielded from attendees.



WESTFIELD

Westfield is a major destination for cinema, dining and evening retail. The following activities could be managed by Westfield to develop and promote greater interaction between Westfield and other traders within Bondi Junction and build synergies with the existing evening activity occurring outside Westfield:

- Encourage fit out design of facades that open out onto the street.
- Investigate the feasibility of extending operating hours on additional nights, in particular tenancies with street frontage.
- Fund significant art pieces, including investigating a hanging artwork suspended between the two Westfield buildings. This will attract users to Bondi Junction and may later be incorporated into precinct branding as an immediately recognisable feature, for example the Chicago 'Bean.' The Westfield artwork, potentially including a lighting element, will involve negotiations with Westfield which, if successful, will necessitate a risk and safety assessment.

PROJECT MAP

Projects

- 1. Waverley Mall
- 2a. Potential location for hanging artwork between the two Westfield buildings
- 2b. Key frontage for street facing tenancies



OXFORD STREET WEST

WELCOMING - LOCAL - TREASURED

Oxford Street West will embody a friendly, neighbourhood atmosphere and a place where you are always treated as a local. The Nelson Hotel anchors this night time pocket of activity, this place is full of intangible hidden treasures, discoverable elements for those in the know, and an inviting entry drawing you into the heart of Bondi Junction.



BOLD PRECINCT GATEWAY

Following any future redevelopment of the corner there is an opportunity to commission a bold and attention-grabbing public art piece that acts as a gateway denoting your entrance into Bondi Junction. This piece should be located along the western edge of Oxford Street, and seeks to capture the attention of vehicles and public transport users as they travel through or past the precinct.

This gateway should be equally as appealing during the day as it is when lit up in the evening. An example might be something similar to the Scott Redfern Google Style sign outside the QAGOMA, Brisbane or could otherwise build on the Art Deco themes of the Nelson Hotel, a key anchor for this precinct.



BLOCK-PARTY STREET PARTY

The Nelson Hotel is a popular family owned pub and the anchor of West Oxford Street. There is potential to host an annual or bi-annual **Block-Party Street Party** in this precinct that celebrates the best Bondi Junction has to offer and the history of Oxford Street. This could include the temporary closure of Nelson Street, with live bands performing and a BBQ or street food vendors opening up the Nelson Hotel to the street. Explore potential for delivering the **Block-Party-Street Party** concept through retrofitting or combining events already confirmed in the existing event calendar. Council support or sponsorship would ensure a community minded approach.

Watching the unfurling of a large mural, similar to Ash Keating's gradual additions to his RMIT Urban Square mural in Melbourne, could be an additional attraction for the Block Party.

PROJECT MAP

Projects

1. Potential location for bold precinct entry
2. Grafton Street, potential **Block-Party** **Street Party** location adjacent to the Nelson Hotel



BRONTE ROAD

RELAXED - FOOD - FESTIVE

Bronte Road is the relaxed extension of Spring Street as an ‘eat street’. The food offer is distinct, diverse and supported by the buzz of regular night markets, parklets and pop ups, all of which build a festive atmosphere. This is a destination for anyone whose idea of a great night out starts with an excellent meal and finishes with a stroll through illuminated and art-filled laneways.



TAILGATE PARTY/NIGHT MARKETS

To assist in developing Bronte Road’s new character as the ‘eat street’, hold a Tailgate Party **in a local carpark** where local retailers and traders from further afield are invited to host a stall from the boot of their car (or one small 2.5m wide table). An overhead ticket cost will encourage the sampling of different small dishes. **The event should be sensitive to local needs and a residential survey should be conducted to ensure residential amenity is not adversely affected.** Potential locations include one of the car parks on the western side of Bronte Road, or the commercial section of Bronte Road at the end of Allens Parade, subject to a risk assessment. Complement this event with buskers and street performers.

Based on initial testing, this event could later be extended to twilight craft markets or other low access, niche markets designed for locals.

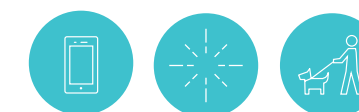
Bronte Road provides a potential alternate location for a seasonal evening market, trading on Thursdays in summer and offering quick hot food and artisan goods.



PARKLETS

To assist with providing more alfresco dining opportunities, individual parklets could be installed following a risk assessment, where appropriate; each one should be limited in size to one or two parking spaces, should be well lit, and include public art and plantings to help create a public asset with a relaxed atmosphere. As this will cater to those eating takeaway dinner, from Souvlucky Country or The Chip Shop, appropriate rubbish disposal facilities should be provided in close proximity.

Consider the maintenance of the existing parklet to improve the current quality.



GRAY STREET/ANN STREET LANEWAYS

Provide physical improvements to Gray and Ann Streets including lighting and artwork to enhance pedestrian safety and activation in the evening. Partner with Triple Pick Coffee and discuss the potential to extend cafe trading hours, late night coffee tasting (cupping) events and other ways to offer barista training or coffee appreciation classes.

PROJECT MAP

Projects

1. Car park for use as base for Tailgate Party/ Night Markets (to be negotiated with landowner)
2. Potential location for early parklet intervention (focus on outdoor seating)
3. Gray Street/Ann Street Laneways



GLOSSARY

EVENING ACTIVITIES:

Any activity or land use that takes place between 6pm and 6am. The core focus is on retail and hospitality activities that are supported by a smaller number of commercial and cultural uses. Examples are unlimited but might predominantly include cafes and restaurants, bars, pubs, pop up retail, boutique traders, take away food, markets, innovation hubs, art galleries and performance venues.

EARLY EVENING:

The portion of the evening between 6pm and 9pm where the largest number of diverse land uses and activities. This includes a broad mix of retail and hospitality land uses, every night of the week.

LATE EVENING:

Any land uses or activities operating between 9pm and 12am are considered to be late evening uses. This segment of evening activity should contain more refined activities to limit impacts on the neighbouring community.

EARLY MORNING:

12am to 5am, restricted to key licensed land uses and low impact activities as well as early morning retail.

PUBLIC REALM:

The public realm refers to any publicly owned streets, pathways, public laneways, parks, publicly accessible open spaces and any public or civic buildings and facilities.

WAVERLEY SUSTAINABLE VISITATION STRATEGY 2018 - 2023



APPROACH

INTRODUCTION

- 1.1 Timing & Methodology
- 1.2 Status Quo
- 1.3 Waverley Community Strategic Plan (WCSP)
- 1.4 Sustainable Tourism
- 1.5 Tourism Vision
- 1.6 Strategy Objectives
- 1.7 Scope for Change

SUSTAINABLE TOURISM

- 2.1 Sustainable Tourism
- 2.2 Global Sustainable Tourism Council
- 2.3 Aligning with the WCSP 2018 – 2029
- 2.4 Visitor Trends
- 2.5 Community Protection
- 2.6 Tourism Communications

RESEARCH

WAVERLEY

- 3.1 Waverley
- 3.2 Demographics
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- 7.4 Product Development

ACTION PLAN

ACTION PLAN

SUPPORTING DOCUMENTATION

ABBREVIATIONS

ALOS	Average Length of Stay	GSC	Greater Sydney Commission
ABS	Australian Bureau of Statistics	LEP	Local Environmental Plan
B&Bs	Bed and Breakfast	LGA	Local Government Area
CAPEX	Capital Expenditure	LTO	Local Tourism Organisation
CBD	Central Business District	MAAS	Museum of Applied Arts and Sciences
CDP	Central District Plan (from the Greater Sydney Commission)	MICE	Meetings, Incentives, Conferences and Events
CSP	Community Strategic Plan	PoM	Plan of Management
DA	Development Application	PPP	Public-Private Partnership
DCP	Development Control Plan	The Group	The Stafford Group
SVS	Sustainable Visitation Strategy	TWG	Tourism Working Group
GSTC	Global Sustainable Tourism Council	VIC	Visitor Information Centre



1. Introduction

Welcome to the Waverley Sustainable Visitation Strategy (SVS). This plan highlights recommended actions on a range of tourism initiatives that aim to maximise benefits to environment, community, culture, business; and to minimise the negative impacts of overtourism¹ on the Waverley community. This plan is based on the findings from research carried out by the Stafford Consultancy Group on behalf of Waverley Council.

There is a focus on the Bondi Beach area (and associated coastal walkways) and Bondi Junction, as the two major hubs for tourism activation, rather than the broader Waverley LGA when looking at the visitor economy. In the context of this SVS, a hub is defined as: a central point of activity (whether this be a specific activity or activity more generally) within a LGA. Hubs tend to be where activity by visitors and locals is more concentrated. There is potential to spread the economic and related benefits of the visitor economy more widely through the community and to help revitalise certain areas, for instance: Campbell Parade and parts of Bondi Junction.

¹ Overtourism describes destinations where too many visitors negatively affect the quality of life in the area or the quality of the experience unacceptably; *The Challenge of Overtourism*, Harold Goodwin

Tourism is, therefore, able to be well-integrated within existing designated areas/sites where commercial and recreational activity is already undertaken. This will improve the management of tourism in Waverley and reduce negative impacts on the community.

1.1. Timing & Methodology

This plan has been prepared with the following methodology:

- Liaison with the Project Steering Group.
- Review of Council's strategies and policies etc.
- Face-to-face and phone interviews with stakeholders.²
- Review of visitor data³.
- Assessment of best practice at city beaches.
- Identification of product development and investment opportunities.
- Assessment of promotion opportunities.
- Identification of event opportunities.
- Identification of opportunities to address seasonal visitation.

² Industry operators, investors and developers, tourism sector representatives and State government agencies

- Reviewing the draft strategy with the Project Steering Group.
- Council department interviews.
- Two Councillor Workshops.

1.2. Status Quo

- Bondi Beach is a focal point for tourism development (88% of all visitors to the LGA go to the Beach).
- Waverley is well linked with Sydney's CBD by car and by public transport via Bondi Junction.
- Bondi's awareness is strong, the LGA attracts approximately 2.5m visitors per annum. It is better recognised than other brands, such as "Waverley"; "Bronte" or "Tamarama".
- The *Bondi to Coogee Coastal Walk* is a "must-do" experience for visitors to Sydney⁴.
- With a large number of associated businesses, Bondi Junction is recognised as a medical and wellness hub.

³ There were some discrepancies in the State Government data, the Council data and industry data

⁴ C.f. Trip Advisor, Best Sydney Walks, Yelp etc.

1.3. Waverley's Community Strategic Plan

Waverley's Community Strategic Plan 2018 – 2029 (WCSP) was finalised on the 1 July 2018. Waverley's current community vision for the future is noted as:

Waverley: connecting the city and the sea. A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places, and rich cultural heritage.

This vision forms the foundation of this SVS and is aligned in further detail throughout this plan.

1.4. Sustainable Tourism

Waverley has had a long history of tourism management. The natural influx of visitors to the area has had a range of positive and negative impacts on the local community. Council holds a strong position on sustainability and wishes to extend this to tourism management to achieve a balance between the needs of residents, businesses and visitors.

Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping to generate future employment for local people. The positive of sustainable tourism is to ensure that development is a positive

experience for local people; tourism companies; and tourists themselves.⁵

1.5. Tourism Vision

The below vision statements cover the protection and promotion of Waverley, so that Waverley can spread the benefits of tourism to communities, environment, culture, economy and visitors. These statements have been devised in tandem with community statements captured throughout the community consultation process for the WCSP, 2018 - 2029.

- **Positioning Waverley as a leading sustainable destination** with a protected landscape, rich history and vibrant community.
- Positioning Bondi Beach and Bondi Junction as key neighbourhood hubs offering: **arts and cultural experiences; clustered health and wellness product; walking trails; food trails; entertainment experiences and heritage attractions.**
- Positioning Bondi Junction as a **significant district centre, renowned for business, knowledge and innovation.**

To maintain the integrity of the vision, it is important that opportunities taken up have Council, community and

stakeholder buy-in to implement opportunities.

1.6. Strategy Objectives

To achieve Waverley's sustainable tourism vision, the following key objectives of this SVS have been identified as:

1. to develop a **sustainable approach to tourism management that protects and maintains Waverley's environment, culture and heritage;**
2. **to integrate tourism effectively within the community and mitigate the negative impacts of tourism** on local amenity;
3. to **grow Waverley's share of higher yielding visitor markets** and
4. to **support tourism product** which generates a sustainable commercial return.

These key objectives are aligned specifically to projects detailed within the SVS action plan.

⁵ <https://www.gdrc.org/>

1.7. Scope for Change – Address Challenges

To meet the key objectives of the SVS, there is scope to address challenges, among other things:

- establishing a working group, with links to Council, community and business, to oversee sustainable tourism initiatives,
- integrating tourism within the community and by actively preventing and addressing negative impacts;
- spreading economic benefits from tourism across the LGA;
- growing visitor yield with all season experiences and additional boutique accommodation;
- promoting the LGA's history and cultural heritage;
- leveraging from the reputation Bondi Junction has as a centre for medical and wellbeing practitioners; businesses and innovation; and
- enhancing the Bondi Beach experience for visitors and residents - well designed and maintained public open spaces; boutique accommodation; for-hire windsurfing/biking; dog friendly areas and street entertainment.





2. Sustainable Tourism

2.1. Sustainable Tourism

2017 marked the United Nations' International *Year of Sustainable Tourism for Development*, this was seen as an opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental. UN World Tourism Organisation defines sustainable tourism as, *tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*. This was reflected especially well through a viral world tourist marketing campaign called, **Travel.Enjoy.Respect**. The essence of this campaign was to highlight the cultural values, diversity and heritage of destinations, so as to instil this respect within tourists as they travel.

Many Waverley residents are becoming weary of high visitation. Over the past year, the impacts of overtourism across the world has been highlighted extensively in the media. Overtourism describes destinations where too many visitors negatively affect the quality of life in the

area or the quality of the experience unacceptably. Sustainable Tourism is the opposite of overtourism. Sustainable tourism aims to enhance areas by unifying the needs of both tourists and residents alike.

Waverley has had a long history of visitor management strategies. Protecting and celebrating Waverley's heritage and environment is highlighted in the history timeline presented below (Figure 2.1). Council, industry and community wish to ensure local tourism is managed in a sustainable way so that Waverley's unique environment, history and community is protected and improved for current and future generations.

Sustainability is a priority for Waverley Council, protecting and enhancing what is unique and historic to Waverley. Council aspires to lead by example and ensure environmental sustainability is systemic and embedded across Council's day-to-day business, services and operations. Council's Environmental Action Plan (EAP) will help deliver sustainable tourism whilst improving sustainable waste management and

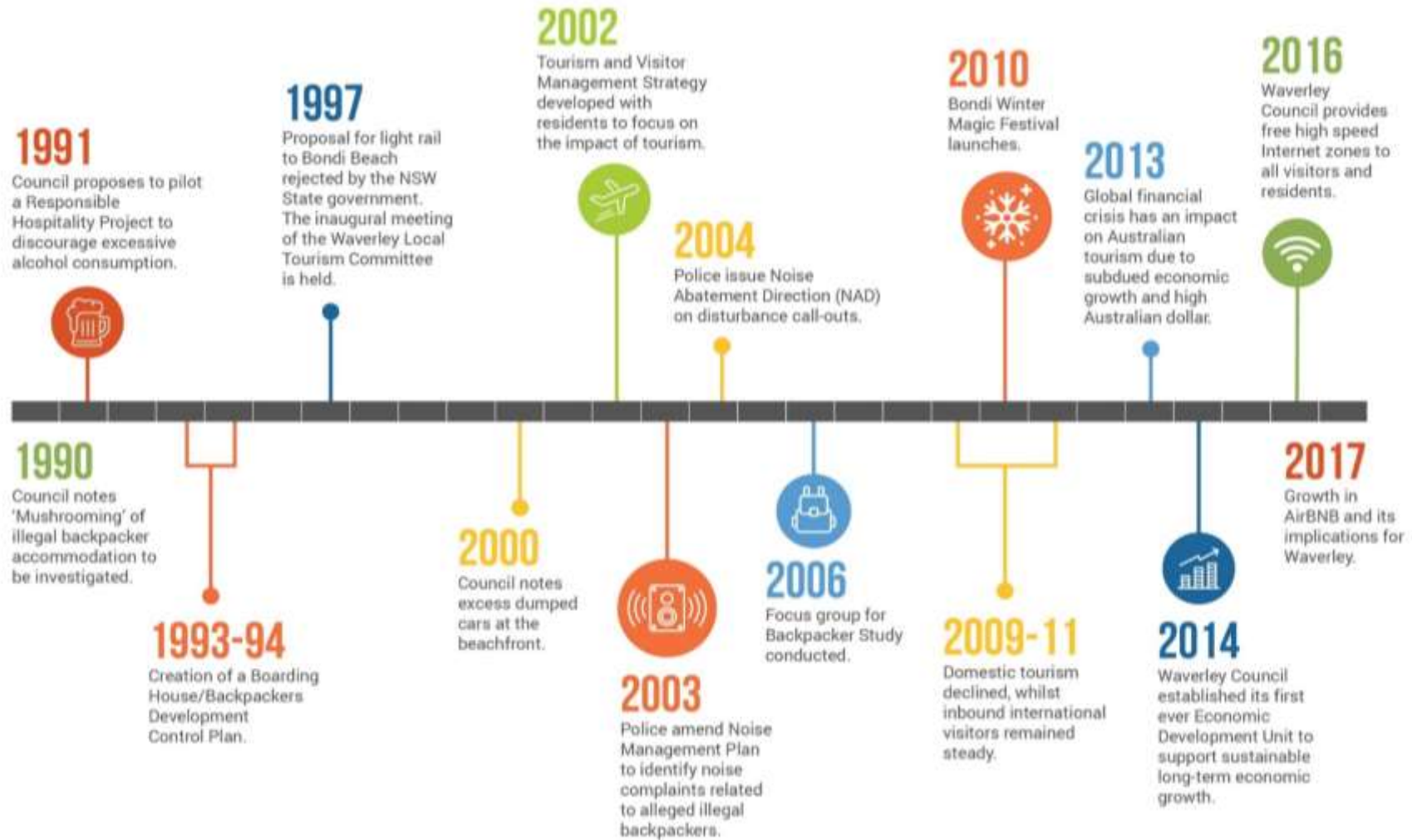
recycling, improving water quality and protecting and enhancing biodiversity.

Through Council's successful **Second Nature** sustainability program, Council will continue to promote the importance of environmental awareness and contribution by local community, tourists and business to keep sustainability part of everyone's daily lives.

2.2. Global Sustainable Tourism Council

Council's approach to communicating tourism will need to be balanced, one that educates visitors, safeguards the community and promotes local business. The Global Sustainable Tourism Council (GSTC) is an international not-for-profit organisation, which was created to support destinations and businesses to become *sustainable* in their tourism practices. The organisation supports industry and government to make the best sustainable decisions through the GSTC destination/industry criteria, providing a solid framework for reviewing tourism initiatives.

Figure 2.1 Waverley's History of Tourism Management





2.3. Aligning Tourism with Waverley's Community Strategic Plan 2018 – 2029

Waverley's Community Strategic Plan 2018 - 2029 was sanctioned on the 1 July 2018, which summarises Waverley's main priorities for the future.

The community vision that underpins this plan is defined as:

Waverley: connecting the city and the sea. A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places, and rich cultural heritage.

This framework requires Council to take a long-term approach to decision making that considers the **quadruple bottom line**; social, economic, environmental and civic leadership, and the **social justice principles** of equity, access, participation and rights. More than 800 community members took the opportunity to share their aspirations for Waverley and establish the main themes and priorities that support this vision.

Eleven themes were identified throughout the community strategic planning process; nine of which link to tourism management and tourism initiatives. A table summarising this alignment is noted in Figure 2.3, Community Strategic Plan Themes. The SVS action plan aligns all suggested activities to these key themes, ensuring that tourism management is directed and supported by the community.

Figure 2.3 Community Strategic Plan Themes

Theme	Community Priority	Community comments linked to the Sustainable Visitation Strategy
Arts & Culture	By 2029, Waverley will be a community enriched by opportunities to celebrate and participate in art and culture.	<ul style="list-style-type: none"> Provide spaces for performing arts Encourage arts and cultural activities, including cross-cultural activities
Recreation & Open Spaces	By 2029, Waverley will be a leader and innovator in open spaces and recreational facilities that support a healthy happy and connected community.	<ul style="list-style-type: none"> Improve maintenance of open space and facilities Improve availability of venues for events Increase green spaces
Local Economy	By 2029, Waverley will be a diverse and prosperous local Economy.	<ul style="list-style-type: none"> Foster tourism through tourist information, eco-tourism, a diverse night-time economy and improved service and food offerings Promote Bondi Junction as a business and tourism hub Retain public service jobs in the area Support start-up businesses Foster a mixed local economy Support the viability of village shopping strips and local shopping centres
Planning Development & Heritage	By 2029, Waverley will have diverse and liveable and sustainable places.	<ul style="list-style-type: none"> Avoid further high rise development and overdevelopment in general Develop a holistic vision with respect to sustainable growth and development Protect our heritage buildings, particularly Waverley Cemetery and the Boot Factory Address concerns about the impacts of Airbnb activities, many seeking regulation and management
Transport, Pedestrians & Parking	By 2029, Waverley will be a place where people can move around easily and safely, and our streetscapes are welcoming and inclusive.	<ul style="list-style-type: none"> Develop or improve a network of safe, continuous walking and bike trails to encourage active transport, particularly for access to the beaches, parklands, shopping, employment and entertainment precincts Improve public transport to facilitate locals and tourists
Sustainable Waste	By 2029, Waverley will progress to be a zero waste community.	<ul style="list-style-type: none"> Educate residents and visitors about recycling Ban or discourage single-use plastics and coffee cups
Sustainable Environment	By 2029, Waverley will be a resilient and environmentally sustainable community.	<ul style="list-style-type: none"> Undertake initiatives to promote a clean green local area with a holistic approach encompassing the effects of climate change Undertake steps to demonstrate sustainability goals
Corporate Leadership & Engagement	By 2029, Waverley will be an engaged community, confident of the integrity of Council decision making.	<ul style="list-style-type: none"> Introduce more opportunities to engage with Council and to access information Plan for the implications of economic, social and environmental disrupters on Council and the community Engage with neighbouring councils
Innovation & Knowledge	By 2029, Waverley will be a knowledge-driven, innovative and digitally connected community.	<ul style="list-style-type: none"> Improve NBN and Wi-Fi access across the area Develop innovation hubs Use communication technologies progressively

2.4. Visitor Trends

To understand the impact of visitation, it is important to track visitation peaks and troughs. Figure 2.4, from Tourism Research Australia, highlights Waverley's visitor trends over the past 6 years for domestic overnight visitors and international visitors.

Since 2013, there has been a significant increase in international visitation and domestic visitation, which has naturally resulted in additional strain and impact on local amenity in Waverley.

It is recommended that Council regularly monitor and inform community and business on visitation trends so that suitable support be given to pressure points in future. Council currently collects visitor data through a mix of measures:

- Wi-Fi data;
- Tourism Research Australia;
- People counters at key locations.

Figure 2.4 Waverley Visitation

WAVERLEY COUNCIL AREA - 2008/09 TO 2015/16

 DOMESTIC OVERNIGHT VISITORS					 INTERNATIONAL VISITORS			
Year	Visitors	Visitor nights	% change from previous year	Average length of stay (days)	Visitors	Visitor nights	% change from previous year	Average length of stay (days)
5 year average	152,899	453,918	–	3.1	66,173	1,917,510	–	29.0
2015/16	212,647	541,915	+22.6	2.5	85,759	2,478,879	+31.4	28.9
2014/15	177,194	442,192	+11.5	2.5	65,322	1,886,211	+4.6	28.9
2013/14	141,475	396,508	+1.2	2.8	59,229	1,803,197	+9.6	30.4
2012/13	103,287	391,856	-21.2	3.8	62,135	1,645,395	-7.2	26.5
2011/12	131,425	497,119	+56.4	3.8	58,421	1,773,871	-7.7	30.4
2010/11	114,893	317,781	–	2.8	64,649	1,921,805	+18.8	29.7
2009/10	–	–	–	0.0	54,856	1,617,579	-25.1	29.5
2008/09	135,113	335,036	–	2.5	60,076	2,159,667	–	35.9

2.5. Community Protection

It is clear from reviewing Waverley's history, that visitation management has always been a focus for Council and various management methods have been investigated and actioned in the past. Waverley has worked hard to support the local economy through the establishment of the Economic Development unit and has actively studied the impact of tourism on the area.

Any hesitation by the local community support tourism may be due to a mix of factors including:

- increased **noise levels**;
- **anti-social behaviour**;
- inadequate **car parking and congestion**.

Section 10.8 of the Supporting Documentation unpacks the majority of negative impacts highlighted from a review of Council's Merit customer service system and Council team discussions. The below graphic Figure 2.5, summarises these issues. The following diagram, Figure 2.6, highlights some possible solutions that will be investigated as part of the SVS action plan.

Figure 2.5 Overtourism Issues



Figure 2.6 Possible opportunities to address overtourism



2.6. Tourism Communications – Getting the Balance Right

A sustainable local economy, is one that supports a defined level of economic production indefinitely. In Waverley's case, the local economy depends heavily on tourism.

The opportunities highlighted within this SVS promote longevity and will sustain businesses through seasonality peaks and troughs. There is an insufficient understanding of the important role tourism plays in Waverley's economy and why it needs stronger support. Importantly, many do not understand how the tourism dollar spreads through an economy directly and indirectly, contributing to a broad range of traditional tourism and non-traditional sectors.

Waverley's tourism industry: is valued at over **\$1000 m per year**— with visitors **spending \$2.7m per day**;

- it accounts for 16% of total output/sales (compared with a NSW state average of 5%); and
- it accounts for over 4k jobs (15% of all employment in the LGA - compared with a NSW state average of 6%).⁶

Marketing initiatives noted within the SVS action plan aims to bridge any gaps in this understanding and to support the education and understanding of the role of tourism within the community.

Figure 2.7: How Tourism Supports Waverley



⁶ <http://economy.id.com.au/waverley/tourism-value>



3. Waverley LGA

3.1. Waverley

Waverley is approximately 9 km from Sydney's CBD (Figure 3.1). It covers 9 km² and is bordered by Woollahra and Randwick LGAs. It has a number of high profile natural and built assets: Bondi, Tamarama and Bronte beaches; the Coastal Walk, Westfield and Sculptures by the Sea. For many international visitors, Bondi Beach is a “must see” item on their visit.

3.2. Demographics

3.2.1. Population

Over the past 10 years, Waverley's population has increased by 10% (6.8k residents), growing from 65.3k in 2007 to 72.1k residents in 2016 (

Figure 3.2).

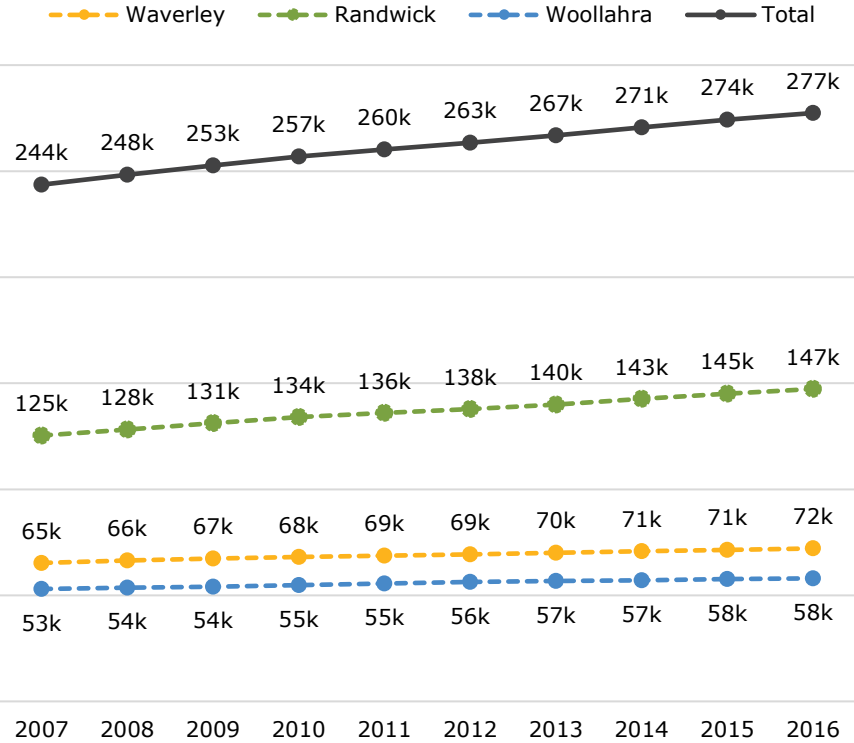
This population growth is important as it means an associated increase in demand for public facilities such as parking and open spaces for recreation.

The increase in demand is felt in key heavily populated areas within the LGA. The majority of Waverley residents live in the locality of Bondi Beach (18%), followed by Bondi (15%), Bondi Junction (14%), North Bondi (14%) and Bronte (10%). The balance of residents is dispersed through Waverley (6%), Rose Bay (6%), Dover Heights (6%), Queens Park (5%), Vaucluse (4%) and Tamarama (2%).

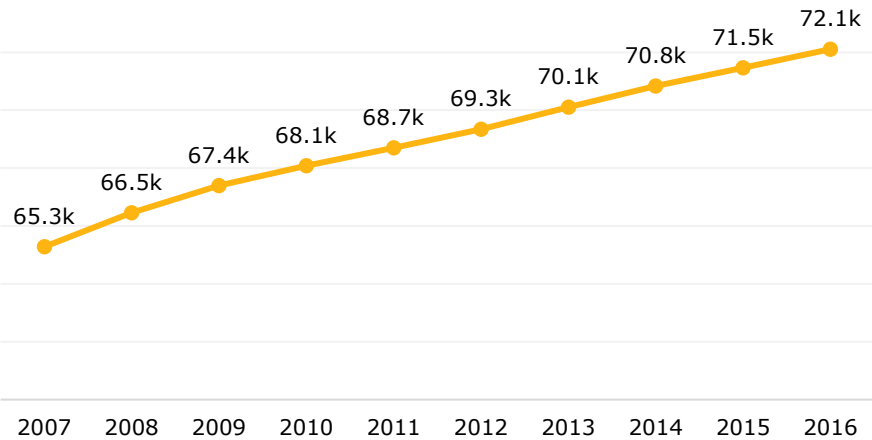
Figure 3.1: Map of Waverley



Figure 3.2 Waverley Population Growth (2007 – 2016)⁷



⁷ <http://profile.id.com.au/waverley/population-estimate>
⁸ <http://profile.id.com.au/randwick/population-estimate>
⁹ <http://profile.id.com.au/waverley/population-estimate>



Surrounding Waverley are the council areas of Randwick and Woollahra. Of the three LGAs, Randwick has the largest population (147k⁸), then Waverley (72k⁹) and then Woollahra (58k¹⁰). From a tourism sector perspective, however, the visitor economy is concentrated in the Waverley LGA.

The population trends, since 2007, for the 3 LGAs are shown in Figure 3.3. Each LGA has experienced population growth over the past decade. The greatest growth was seen in Randwick (18% or 22k residents), then Waverley (10% or 6.8k residents) and then Woollahra (9% or 5k residents).

Figure 3.3: Waverley, Randwick and Woollahra Population Trends, 2006-2015¹¹

¹⁰ <http://profile.id.com.au/woollahra/population-estimate>
¹¹ ABS Regional Population Growth, 30 March, 2016

3.2.2. Dwelling Density

Waverley's residents are increasingly opting to live in medium and higher density dwellings.¹² The LGA also has a higher proportion of medium and high-density dwellings than other LGAs in greater Sydney (83% in Waverley compared with 44% in greater Sydney).¹³ These dwellings are characterised by multi-unit dwellings (3 storey apartment complexes, duplexes, high-rise apartments and older style 2 storey multi-unit blocks of flats). Table 1 provides a summary of dwelling types in the LGA together with a comparison to greater Sydney.

With dwelling density increases, there is an associated increase in demand for open spaces and recreation facilities etc. Tourism facility and related infrastructure development will need to meet the needs of Waverley's substantial visitor market and growing resident base.

Table 1: Dwelling Types

Dwelling type	2011			2016		
	Waverley	Waverley %	Greater Sydney %	Waverley	Waverley %	Greater Sydney %
Separate house	5,653	18%	59%	4,741	15%	55%
Medium density	9,768	32%	20%	10,003	32%	20%
High density	15,082	49%	21%	16,206	51%	24%
Caravan, cabin, houseboat	5	0.02%	0.2%	21	0.1%	0.3%
Other	219	1%	0.4%	391	1%	1%
Not stated	67	0.2%	0.1%	139	0.4%	0.4%
Total	30,794	100	100	31,501	100	100

¹² <http://profile.id.com.au/waverley/dwellings>

¹³ <http://profile.id.com.au/waverley/dwellings>

¹⁴ DNSW Bondi Precinct research and Wi-Fi data provided by Council

3.3. Visitation

3.3.1. Waverley

Figure shows a breakdown of estimated annual visitation to Waverley as well as visitation to the visitor hubs within the LGA.

- The LGA attracts approximately 2.5m *true* visitors (visitors who travel to the LGA from more than 25km away).
- Approximately 2.2m true visitors travel to Bondi Beach.¹⁴
- Bondi Junction, Bronte and Tamarama attract approximately 250k true visitors.¹⁵
- Westfield Bondi Junction attracts some 20.6m *customer* visits¹⁶ but most of these visits will be made by people who live within the 25km radius (*local* visitors).
- While Bronte and Tamarama attract true visitors, it is assumed that many of these visitors would also travel to Bondi Beach and would be included in the Bondi Beach visitor numbers.

Figure 3.3.1: Waverley Visitation



¹⁵ Based on discussions with a variety of operators

¹⁶ Based on data provided to The Group by Westfield Bondi Junction

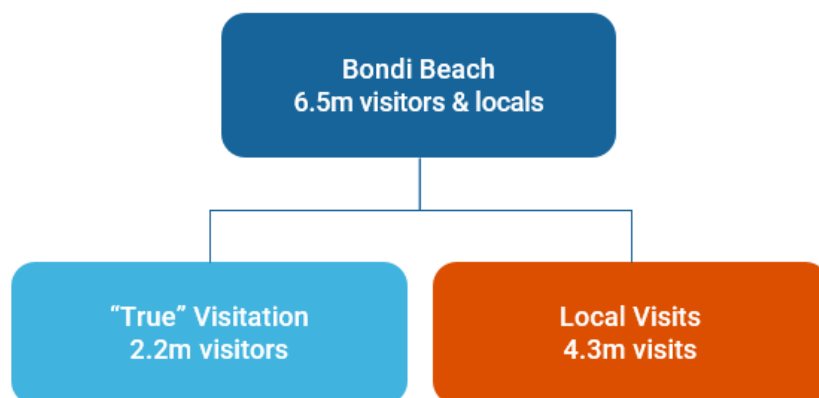
3.3.2. Bondi Beach

To inform infrastructure and public space planning, a better understanding of visitor type (true visitor versus local visitor) is required.

No survey data exists on local visitor use of the Bondi Beach hub. Using available Wi-Fi data and applying some assumptions, it is estimated that:

- this equates to a total of 6.5m visits
- some 4.3m local visitors use the Bondi Beach hub¹⁷
- some 2.2m trips are made by visitors

The methodology for determining visitation is in Section 3 of the Supporting Documentation.



¹⁷ It is assumed that some locals visit more than once and hence this figure represents visits rather than unique visitors.

3.3.3. Greater Sydney Commission

The GSC released its Eastern City District Plan (1 of 5 district plans prepared for Sydney) in March 2018. Among others, the CDP covers the Waverley, Randwick and Woollahra LGAs. Figure 3.3.3 shows the GSC's Eastern City Structure Plan.¹⁸ The following points reflect the actions outlined for Bondi Junction (identified as a Strategic Centre).

- Protect capacity for job targets and a diverse mix of uses to strengthen and reinforce the economic role of the centre.
- Consider potential options for future public transport connections to the south east of the District to accommodate forecast population and employment growth, and better connect the District.
- Expand the centre's function and type of land uses, including attracting A-grade office tenants and knowledge-intensive jobs.
- Improve access from the centre of Bondi Junction to nearby open space and recreation facilities such as Queens Park, Centennial Park, Moore Park and Bondi Beach.
- Recognise the centre's health attributes to support the Randwick health and education precinct and mechanisms for increasing floor space for health uses, including a health focused business incubator.
- Investigate opportunities to improve and diversify night-time economy offerings.
- Promote place-making initiatives to improve the quality of public spaces.

The Plan also recognises the need to¹⁹:

- improve access links between Bondi Beach and Bondi Junction; and

Figure 3.3.3: Eastern City District Structure Plan 2036



¹⁸ Page 64 of the Draft CDP

¹⁹ Pages 114 and 141 of the Draft CDP

- build upon the success of the Bondi to Coogee Walk by developing: improved east-west connections; through street conversion projects; and improved pedestrian and cycle links, from Bondi and Bronte beaches to Bondi Junction, Centennial Park and Sydney's CBD.²⁰

²⁰ The City of Sydney has earmarked \$11.3m for the construction of a separated cycleway along Moor Park Road to complete a link to Bondi Junction: The Wentworth Courier 24 May 2017, Page 7

3.4. Current Situation

“Bondi” is an iconic destination brand.²¹ (Bondi is the “quintessential Australian beach [and] has played a central role in the development of Australia’s beach culture”.²²) Figure 3.4 illustrates positive connotations associated with it, many of which have contributed to its organic development. To ensure the equity built to date continues to support the visitor economy, any negative connotations associated with “Bondi” will need to be addressed: see Figure 3.53.5.

“Bondi” needs to remain strong as visitors will not recognise LGA boundaries or council branding.²³ Higher yielding visitors will gravitate to strong experiences.

The official brand for Waverley is “*Hello Bondi*”. The brand is (and will be) delivered via: a website and public Wi-Fi. The *Hello Bondi* brand leverages off brand *Bondi* and provides visitor information for product throughout the LGA. The *Hello Bondi* branding and promotional material should continue to be promoted to the visitor market.

Figure 3.4: Bondi – Positive Connotations



²¹ Such as: <http://www.travelandleisure.com/articles/10-best-city-beaches-in-the-world>; <http://www.traveller.com.au/lonely-planets-best-sandy-beaches-bondi-beach-named-among-worlds-best-sandy-spots-gp1c74>; <https://www.experienceoz.com.au/en/top-10-beaches-in-australia>

²² <http://www.environment.gov.au/heritage/places/national/bondi>

²³ This refers to city branding rather than destination branding which may be developed by a council

Figure 3.5: Bondi – Negative Connotations



3.5. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> ▪ Council's desire to manage the visitor economy sustainably ▪ Passion and commitment of local tourism businesses ▪ Proximity to the Sydney CBD, airport, cruise terminals ▪ Beach and lifestyle attributes ▪ Fitness and wellness culture ▪ High-quality natural environment ▪ Community with strong and healthy lifestyle values ▪ Coastal walks ▪ Westfield Bondi Junction ▪ Well known major events ▪ Recognition of brand "Bondi" 	<ul style="list-style-type: none"> ▪ Tired streetscapes (sections of Campbell Parade, Bondi Junction and Bondi Road) ▪ High rents for retail and commercial premises ▪ Some highly recognised but low yield major events: City to Surf and Festival of the Winds ▪ Lack of evening experiences such as night markets ▪ Lack of all-weather visitor attractions ▪ High seasonality (limits business profitability and sustainability) ▪ Traffic congestion and car parking capacity issues ▪ Perception of Bondi as offering day visit/beach experience only ▪ Small number of visitor information outlets ▪ Lack of high quality interpretative and directional visitor information signage 	<ul style="list-style-type: none"> ▪ Improve tourism governance with Tourism Working Group ▪ Council to take a sustainable position on tourism to ensure the protection and preservation of Waverley's culture and environment ▪ Enrich key tourist hubs at Bondi Junction and Bondi Beach to support visitors to navigate the area and learn about the culture ▪ Additional boutique accommodation ▪ Pop-up cafés and dining experiences to address seasonality ▪ Packaging of product (accommodation, experiences, F&B) ▪ Introduce night-time, family-friendly events ▪ Introduce and support all-weather visitor attractions (art galleries, Australian surf museum, etc.) ▪ Establish a car parking app ▪ Introduce state of the art and high-quality signage and visitor information kiosks ▪ Introduce streetscape improvements (paving, seating, trees, signage, heritage elements, etc.) ▪ Improve cycling connections between the Rose Bay ferry terminal and Bondi Beach ▪ Appeal to new visitor markets; i.e innovation & knowledge hub and possible conference space at the Boot Factory ▪ Further emphasis on local arts with additional performance spaces; i.e. basement space at Eastgate Shopping Centre ▪ Enliven and refresh public spaces with additional urban planning initiatives and more green space development 	<ul style="list-style-type: none"> ▪ Community weary of overtourism ▪ Community weary of overdevelopment ▪ No tourism plan to steer tourism activity in sustainable ways ▪ Proliferation of Airbnb's in the LGA ▪ Lack of tourism product to attract higher yielding visitor markets ▪ Failure to address choke points (which already exist) ▪ Lack of future proofing initiatives ▪ Inadequate maintenance of public spaces and poorly maintained roads and infrastructure ▪ Unclean public spaces and streetscapes giving a poor impression of the area

4. Comparative Benchmarking

4.1. International Beach Examples

Council, industry and the community wish to ensure Bondi Beach is sustainably managed.

An assessment has been made of best practice and other features of comparable beaches around the world (

Table 2). It is important to note that while Australia has many high-quality beaches, Bondi Beach is unique because it is a city-based beach. The comparable beaches included in this

benchmarking exercise has, therefore, focused on major city-based beaches internationally.

The comparable beaches²⁴ have strong brand value; high levels of visitation; were city beaches (9 appeared on National Geographic's Top 10 Beach Cities where Bondi Beach also appears).²⁵

Best practices adopted at the comparative beaches included the following.

- The beaches are usually within walking distance of accommodation.
- The beaches are near shopping strips offering boutique and high-end shopping.
- The beaches are supported by ample car parking: Santa Monica offers on street parking and 3,900 car park spaces (across 9 car parks).²⁶
- The beaches are supported by a real-time parking availability app.

- The beaches offer well-patronised pedestrian areas. Venice Beach offers a pedestrian-only boardwalk. Ipanema shuts down vehicular access on Sundays to allow cycling and recreational activity next to the beach.
- The beaches offer unique services: a beach butler service offered by cafés (offering beach chairs, tables, umbrellas, eskies and food and beverages) or beach chair and umbrella hire services.
- The beaches offer public street art spaces and modern art and craft galleries etc.
- The beaches offer a story: Waikiki offers the Waikiki Historical Walk which signposts important facts on surfboard sculptures, for instance.
- The beaches offer connectivity between the beach and the street: parallel to Waikiki Beach is a thin strip which only has three lanes of traffic and only travels in one direction which provides a clearer connection between the street and the beach.

²⁴ Barcelona Spain (Barceloneta), Cape Town South Africa (Clifton Beaches), Honolulu Hawaii (Waikiki), Nice France (La Croisette), Miami Beach Florida (South

Beach), Rio de Janeiro Brazil (Ipanema and Copacabana), Santa Monica California, and Tel Aviv Israel (Gordon Beach)

²⁵ <http://www.nationalgeographic.com/travel/top-10/beach-cities-photos/>

²⁶ Evaluated using Google Maps imagery.

- The beaches are well supplied with public transport: buses; metro stations; links to the city/downtown and connections to international airports.
- The beaches offer a vibrant entertainment with fine dining and beachside bars etc. Santa Monica has a beachside Ferris wheel and roller coaster that operates during the day and evening.

Given the findings in

Table 2, consideration could be paid to the following at Bondi Beach, at Tamarama and Bronte beaches etc.

- Encourage the development of a **boutique hotel** to grow a higher yielding overnight visitor market and to widen the accommodation mix.

- Introduce a **car parking app** to provide real-time updates for beachside parking.
- Develop a **surfing history attraction/museum** to uniquely tell the story of **Bondi's surfing history**.
- Improve the **streetscape of Campbell Parade** by introducing improved street furniture, greenery and connectivity between the street and the beach (as per the Campbell Parade Streetscape Upgrade Project).
- Look at **closing off part of Campbell Parade to vehicular traffic one day** in the weekend to allow for greater pedestrian use for skating/roller blading, pop-up food outlets and markets, expanded pop-up visitor attractions etc.
- Tell **Tamarama's wonderland history**.
- **Improve the walkway** from Bondi to Bronte with better quality infrastructure, handrails, shaded seating-benches etc.
- Introduce a **maintenance program** to ensure areas are always well presented: free of litter and graffiti; with well-maintained pedestrian surfaces and public infrastructure; with well-shaped trees and with working lights etc.



Table 2: Comparable International Beach Destinations



Beach	Location, Population and Visitation of Beach/Nearest City	Best Practice Features
Santa Monica 	<ul style="list-style-type: none"> Los Angeles Santa Monica: 93,220 (2015)²⁷ Visitation: Santa Monica: 8.3m (2015)²⁸ 	<ul style="list-style-type: none"> Large soft sand beach – 5.6km long Accessible by public transport with routes from Venice Beach, LAX and downtown LA 8 car parks along the beach + on-street parking: an app provides real-time parking updates Suburban streets in front of beach have one lane of traffic for each direction Walking distance to hotels (such as the Shangri-La), shops (such as H&M and Apple) and restaurants The Pier/beach has featured in film and television such as Forrest Gump, Baywatch etc. Attractions and activities include beach butler service (including lounge chairs, table, umbrella, esky with water provided and wind guard), beachside ferris wheel and a roller coaster, and gymnastics equipment (parallel bars, rings, ropes etc.)
Ipanema 	<ul style="list-style-type: none"> Rio de Janeiro Rio de Janeiro: 6.5m (2016)²⁹ Visitation: Rio de Janeiro: 1.6m international visitors³⁰ 	<ul style="list-style-type: none"> Street parking along the beach Accessible by public transport with buses joining to Corcovado train station Road closest to the beach is closed on Sundays to motor vehicles, which allows cycling and similar activities next to the beach Exclusive shopping along Rua Garcia D'Avila Walking distance from hotels Popularised by the 1962 song “Girl from Ipanema” Close to fine jewellery museums such as the H. Stern Gem Museum and Amsterdam Sauer Museum Famous iconic, landscaped boardwalk

²⁷ <http://www.census.gov/quickfacts/table/PST045215/0670000,00>

²⁸ This is thought to include locals and repeat visitors; <http://www.santamonica.com/about-smmt/economic-value-of-tourism/>.

²⁹ <http://cidades.ibge.gov.br/xtras/perfil.php?codmun=330455>

³⁰ http://www.turismo.gov.br/images/pdf/anuario_estatistico_de_turismo_2015_ano_base_2014_pdf.pdf

Beach	Location, Population and Visitation of Beach/Nearest City	Best Practice Features
Copacabana 	<ul style="list-style-type: none"> ▪ Rio de Janeiro ▪ Rio de Janeiro: 6.5m (2016)³¹ ▪ Visitation: Rio de Janeiro: 1.6m international visitors³² 	<ul style="list-style-type: none"> ▪ Large soft sand beach – 4km long ▪ Iconic boardwalk design by famous landscape architect, Roberto Burle Marx³³ ▪ Accessible by public transport, being close to the three Metro Stations (Cardinal Arcoverde, Siqueira Campos and Cantagalo) and bus lines³⁴ ▪ Many beachside kiosks with underground kitchens, covered outdoor seating areas and attractive circular designs ▪ The promenade and streets near the beach is near hotels such as the Art Deco ‘Copacabana Palace Hotel’, Sofitel and Marriott ▪ Celebrities such as Marilyn Monroe, Tom Cruise, Orson Welles and Princess Diana have stayed at the Copacabana Palace Hotel ▪ Hosts popular festivals such as Carnival and NYE fireworks displays (approximately 2m attend NYE³⁵)
Venice Beach 	<ul style="list-style-type: none"> ▪ Location: Los Angeles, USA ▪ Population of Nearest City: Los Angeles City: 4.0m (July 2015)³⁶ ▪ Visitation of Beach/Nearest City: Venice: 16m visitors (2004)³⁷ 	<ul style="list-style-type: none"> ▪ The area is artistic and edgy with public street art spaces, galleries such as C.A.V.E. and L.A. Louver ▪ Features the famous Ocean Front Walk: a pedestrian promenade featuring street performers and vendors selling clothing/hand-crafted arts etc. ▪ Car parks close to the beach ▪ Located 30 mins from LAX by car or 40 mins away by public transport³⁸ ▪ Walking distance from Abbot Kinney Boulevard which is home to galleries, contemporary restaurants, bars and boasts an eclectic shopping experience ▪ Close to hotels ▪ Features in films and television shows such as “Speed”, “Breathless” and “Baywatch”

³¹ <http://cidades.ibge.gov.br/xtras/perfil.php?codmun=330455>

³² http://www.turismo.gov.br/images/pdf/anuario_estatistico_de_turismo_2015_ano_base_2014_pdf.pdf

³³ <http://www.moderndesign.org/2011/03/copacabana-beach-boardwalk.html>



³⁴ <http://www.misterbraziltravels.com/why-copacabana-is-the-most-famous-and-happy-beach-in-brazil/>

³⁵ <http://www.misterbraziltravels.com/why-copacabana-is-the-most-famous-and-happy-beach-in-brazil/>

³⁶ <http://www.census.gov/quickfacts/table/PST045215/0644000,00>

³⁷ This is thought to include locals and repeat visitors, <http://venicechamber.net/visitors/about-venice/>

³⁸ Google Directions Tool

Beach	Location, Population and Visitation of Beach/Nearest City	Best Practice Features
Waikiki 	<ul style="list-style-type: none"> Location: Hawaii, USA Population of Nearest City: Honolulu County: 999k (July 2015)³⁹ Visitation of Beach/Nearest City: Hawaii: 8.7m visitors arriving by air/cruise ship (2015) and O'ahu: 5.3m air arrival (2015)⁴⁰ 	<ul style="list-style-type: none"> Road parallel has three lanes of traffic which only travels in one direction Walking distance from Kalakaua Ave shopping strip with designer boutiques and Luxury Row high-end retailers such as Tiffany and Co., Coach, Gucci, Vera Wang, Godiva, and Emporio Armani Walking distance from hotels Features in films such as Blue Hawaii (1961) starring Elvis Presley Beach chair and umbrella hire
Cancun 	<ul style="list-style-type: none"> Location: Cancun, Mexico Population of Nearest City: Cancun (2014f): 722,800⁴¹ Visitation of Beach/Nearest City: Cancun: 5m visitors (2015)⁴² 	<ul style="list-style-type: none"> Regular public transport services, with buses travelling along the hotel/beach zone to Downtown Cancun where there is a station⁴³ Close to hotels



³⁹ <http://www.census.gov/quickfacts/table/PST045215/15003,00>

⁴⁰ <http://files.hawaii.gov/dbedt/visitor/visitor-research/2015-annual-visitor.pdf>

⁴¹ <https://www.citypopulation.de/Mexico-QuintanaRoo.html>

⁴² <http://www.travelindustrywire.com/article87675.html>

⁴³ <https://www.tripadvisor.com.au/Travel-g150807-s303/Cancun:Mexico:Public.Transportation.html>

Beach	Location, Population and Visitation of Beach/Nearest City	Best Practice Features
Barceloneta Beach 	<ul style="list-style-type: none"> Location: Barcelona, Spain Population of Nearest City: Ciutat Vella District of Barcelona: 100k (2015)⁴⁴ and Barcelona: 1.7m⁴⁵ Visitation of Beach/Nearest City: Barcelona: 7.4m visitors ⁴⁶ 	<ul style="list-style-type: none"> Iconic public art monuments located on the beach 2.5km from the city centre, with bus and metro services⁴⁷ Beachside seafood restaurants Famous for its <i>chiringuitos</i> (beach bars)⁴⁸ Accommodation such as The Serras Hotel Barcelona Sun lounges and beach umbrellas available for hire⁴⁹
Clifton Beaches (4th Beach) 	<ul style="list-style-type: none"> Location: Cape Town, South Africa Population of Nearest City: Cape Town: 3.7m (2011)⁵⁰ Visitation of Beach/Nearest City: Cape Town: 1.6m international visitors + 863k domestic visitors (2.5m total) (2014)⁵¹ 	<ul style="list-style-type: none"> Close to accommodation such as Ellerman House, The Glen Apartments etc. Frequented by celebrities Professional massage service on the beach (weekends during summer months)⁵² Beach vendors sell refreshments Beach chair and umbrella hire

⁴⁴ <http://www.bcn.cat/estadistica/angles/dades/anuari/cap02/C020103.htm>

⁴⁵ <https://www.theguardian.com/travel/2014/jun/15/barcelona-tourism-boom-economy-residents>

⁴⁶ <https://www.theguardian.com/travel/2014/jun/15/barcelona-tourism-boom-economy-residents>

⁴⁷ Calculated using the Google Directions Tool




⁴⁸ <http://www.oh-barcelona.com/en/blog/2013/things-to-do/outdoors/barcelona-beach-7355>

⁴⁹ <http://www.nationalgeographic.com/travel/top-10/beach-cities-photos/>

⁵⁰ http://www.statssa.gov.za/?page_id=1021&id=city-of-cape-town-municipality

⁵¹ <http://citizen.co.za/news/news-national/867627/cape-tourism-numbers-continue-upward-trend/>

⁵² <http://www.southafrica.net/za/en/articles/entry/article-southafrica-net-cliftons-beaches>

Beach	Location, Population and Visitation of Beach/Nearest City	Best Practice Features
La Croisette 	<ul style="list-style-type: none"> Location: Cannes, Nice Population of Nearest City: Nice (2014): 344,064⁵³ Visitation of Beach/Nearest City: Nice Airport receives 11.2 m passengers⁵⁴ 	<ul style="list-style-type: none"> Road parallel to the beach is narrow which connects the street to the beach well Art Deco beachfront buildings Walking distance from Cannes Train Station Luxury retail such as Chanel, Gucci, Dior, Dolce and Gabbana, Hermes and others Walking distance from modern art galleries Site for the Cannes Film Festival
South Beach 	<ul style="list-style-type: none"> Location: Miami Beach, Florida, USA Population of Nearest City: Miami Beach City: 92k (July 2015)⁵⁵ Visitation of Beach/Nearest City: Greater Miami and Beaches: 15.4m visitors (2015)⁵⁶ 	<ul style="list-style-type: none"> Bright Art Deco beachfront architecture⁵⁷ Art Deco lifeguard towers Close to upmarket shops such as Guess, Armani etc. Thriving nightlife e.g. Mango's Tropical Café and Clevelander Walking distance from a range of hotels Features in films such as Scarface and The Specialist
Gordon Beach 	<ul style="list-style-type: none"> Location: Tel Aviv, Israel Population of Nearest City: Tel Aviv: 403k (2008)⁵⁸ Visitation of Beach/Nearest City: Israel: 3.3m visitors (2014)⁵⁹ and Tel Aviv: 67% of tourists to Israel visit (2.2m)⁶⁰ 	<ul style="list-style-type: none"> Statues such as the 'Ben Gurion Doing a Handstand Statue' 2km away from Tel Aviv Close to gallery bars such as BuXa and Radio EPGB⁶¹ Hotels such as Hilton, Crowne Plaza, Renaissance Tel Aviv, Dan Tel Aviv, Sheraton Nearby saltwater swimming pool

⁵³ <https://frenchmoments.eu/top-10-largest-cities-of-france-by-population/>

⁵⁴ <http://cms.cotedazur-tourisme.com/userfiles/file/PresChiffresCles2013-GB.pdf>

⁵⁵ <http://www.census.gov/quickfacts/table/POP060210/1245025>

⁵⁶ <http://partners.miamiandbeaches.com/tools-and-resources/research-and-statistics>

⁵⁷ <http://www.miamiandbeaches.com/places-to-see/south-beach-art-deco-district>

⁵⁸ Population Census 2008, Central Bureau of Statistics

⁵⁹ <http://mfa.gov.il/MFA/PressRoom/2015/Pages/3-3-million-visitors-to-Israel-in-2014.aspx>

⁶⁰ <http://mfa.gov.il/MFA/PressRoom/2015/Pages/3-3-million-visitors-to-Israel-in-2014.aspx>

⁶¹ <https://www.lonelyplanet.com/travel-tips-and-articles/tel-aviv-nightlife-where-to-party-in-israel>

5. Inventory

An assessment has been carried out on available tourism product in the LGA.⁶² The full findings of the assessment are in Section 4 of the Supporting Documentation.

5.1. Commercial Accommodation

Table 3 provides an accommodation inventory summary for the Waverley Council area as at November 2016. This year, a further two DA's were submitted to Council for boutique accommodation outlets.

Table 4 and Table 5 consider the whole of Waverley, Woollahra Randwick LGAs.

The Waverley Council area has 22 commercial establishments. Together, they offer 1,166 rooms (of various standards). Of those 22 establishments:

- 7 serviced apartments offering 521 rooms (45% of room stock);
- 7 are backpacker establishments offering 356 rooms (31% of room stock);
- 5 are hotel facilities offering 255 rooms (22% of room stock).

The most expensive accommodation type (based on the lowest available price for October - November 2016) was a serviced apartment averaging \$193 per night. This was closely followed by hotels averaging \$191 per night.

A quality assessment on the LGA's properties has not been undertaken. A stocktake of available accommodation does not reflect the rooms' marketability. In many instances, the ability to grow, for example, higher yielding visitor markets, is constrained by the lack of suitable quality accommodation facilities to meet market needs.

This SVS calls for new commercial accommodation to be developed to better meet market needs and to deliver a higher yielding visitors. It is important to note that the choice of accommodation should be fitting with character of Waverley.

Table 3: Accommodation Inventory Summary for Waverley⁶³

Type	# of Properties	% of Total Properties	# of Available Rooms	% of Total Available Rooms	Avg. Rates
Backpackers	7	32%	356	31%	\$29
Serviced Apartments	7	32%	521	45%	\$193
Hotel	5	23%	255	22%	\$191
Pub Style	3	14%	34	3%	\$90
Total	22	100%	1,166	100%	124

⁶² But does not include quality assessment or evaluation

⁶³ The product audit was a desktop research exercise using Hotels.com, TripAdvisor, Booking.com, Hello Bondi and data from Waverley Council. If operators are not listed on these websites, they may not appear in this list. Holiday homes/apartments were not included in this section of the audit but rather a separate section on private listings has been included in 5.1.1 of this SVS.

The diagram below provides a spatial overview of accommodation in Waverley; noting the following:

- Commercial accommodation is situated in 4 suburbs only in the LGA: Bondi Beach, Bondi, Bondi Junction and North Bondi.
- There is a cluster of facilities around Bondi Beach.
- There are 3 commercial properties in Bondi Junction.
- For a major visitor destination, there are only 4 branded properties: 2 serviced apartment complexes in Bondi Junction (Quest and Meriton) and 2 hotels at Bondi Beach (Adina Apartment Hotel and QT). More boutique offerings should be considered in future.



Table 4 and Table 5 provide a summary of the commercial accommodation available in the whole of Waverley, Randwick and Woollahra LGAs.

- There are 50 properties across the three LGAs offering 2,609 rooms.
- Randwick has the largest number of properties (23) Waverley has 3.
- Waverley has the larger room stock (1,157 rooms - 44%): it has more rooms per property (average 58 rooms per property) compared with Randwick (average 47 rooms per property).
- Waverley has the least expensive room rates (average \$130), compared with Randwick (average \$152) and Woollahra (average \$166). This may be accounted for by the large number of backpackers in Waverley (7 backpacker facilities) when compared with Randwick (1 facility) and Woollahra (0 facilities).
- Hotels are the most common commercial property type across the 3 LGAs (42% of all properties), followed by serviced apartments (30%) and backpacker facilities (16%).
- Hotels also account for the largest room stock, with 1,203 rooms (48%), followed by serviced apartments (696 rooms, 27%) and backpacker facilities (376 rooms, 14%).

Table 4: Accommodation Inventory Summary⁶⁴

Type	# of Properties	% of Total Properties	# of Rooms	% of Total Rooms	Average Rates
Hotel	21	42%	1,203	48%	\$160
Serviced Apartments	15	30%	696	27%	\$193
Backpackers	8	16%	376	14%	\$31
Motel	4	8%	193	7%	\$154
Pub Style	2	4%	99	4%	\$133

⁶⁴ B&Bs, guest houses and cottages were not included in this assessment

Total	50	100%	2,609	100%	\$146
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Table 5: Accommodation Inventory Summary by LGA⁶⁵

Type	# of Properties	% of Total Properties	# of Rooms	% of Total Rooms	Average Rates
Waverley	20	40%	1,157	44%	\$130
Backpackers	7	14%	356	14%	\$29
Serviced Apartments	7	14%	521	20%	\$193
Hotel	5	10%	255	10%	\$191
Pub Style	1	2%	25	1%	\$120
Randwick	23	46%	1,077	41%	\$152
Hotel	12	24%	723	28%	\$138
Serviced Apartments	7	14%	165	6%	\$192
Motel	2	4%	95	4%	\$180
Pub Style	1	2%	74	3%	\$145
Backpackers	1	2%	20	1%	\$40
Woollahra	7	14%	375	14%	\$166
Hotel	4	8%	267	10%	\$177
Motel	2	4%	98	4%	\$129
Serviced Apartments	1	2%	10	0%	\$199
Total	50	100%	2,609	100%	\$146

5.1.1. Private Accommodation

Waverley has the highest concentration of Airbnb listings in Australia: more than 3,000 listings.⁶⁶ A quarter of those listings are in North Bondi or at Bondi Beach.⁶⁷ The most popular time for listing Airbnb properties is over the summer months/Christmas holidays. Table 6 shows Airbnb listings for the 2016 calendar year. From the Table, one sees that Waverley has a higher number of listings than the other LGAs. It also has a higher proportion of dwellings

⁶⁵ The product audit was a desktop research exercise using Hotels.com, TripAdvisor and data from Waverley Council. If operators have not listed themselves on these websites, they may not appear in this list.

⁶⁶ Information from Council. The Group also completed an audit of Airbnb product in the LGA and found that throughout the year, total listings fluctuate from approximately 2,800 listings to 3,150 listings.

⁶⁷ Based on Council Memo, Short-term Accommodation in Waverley, updated 1st February 2016.

listed (10% of all dwellings compared with 4% in Woollahra and 3% in Randwick). This may be because Waverley:

- has a high concentration of apartment dwellings⁶⁸;
- is close to a number of beaches; and
- is home to Bondi Beach and its brand “Bondi” will draw visitors.

Challenges associated with Airbnb’s are detailed in Section 6.

Table 6: Airbnb Listings for 2016⁶⁹

Month	Waverley	Randwick	Woollahra
January	3,133	1,720	1,022
February	2,786	1,843	950
March	2,850	1,700	1,000
April	3,063	1,825	989
May	3,114	1,710	1,043
June	2,775	1,720	963
July	2,813	1,760	963
August	2,963	1,800	963
September	2,975	1,682	963
October	3,050	1,727	963
November	2,913	1,830	913
December	2,888	1,664	1,140
Average	2,943	1,748	989
# of dwellings in LGA ⁷⁰	30,794	55,421	25,875
% of dwellings listed	10%	3%	4%

5.2. Attractions

Table 7 provides an inventory of attractions in Waverley. It was prepared after a review of websites.⁷¹ There may be attraction operators that do not have a web presence and have not, then, been captured. 353 tourism-related experiences or attractions were identified. They included:

- restaurants and bars (51% of total product);
- cafés (12%);
- sporting fields (8%); and
- tours (5%) and beaches (5%).

⁶⁸ Based on a search of Airbnb properties in the greater Sydney as well as <http://blog.airdna.co/2015-in-review-airbnb-data-for-the-usa/> (in the US, 47% of all Airbnb listings are apartments).

⁶⁹ Listing data was collected in October/November 2016 based on all listings for each month in 2017.

⁷⁰ Based on 2011 Census data (from relevant LGA Profile IDs) as updated dwelling data has not yet been released

⁷¹ VisitNSW.com, Sydney.com, Expedia and TripAdvisor

Table 7: Attractions Inventory for Waverley, Randwick and Woollahra LGAs

Product Type	Waverley		Randwick		Woollahra		Total	
	#	% Split	#	% Split	#	% Split	#	% Split
Restaurant/Bar	79	22%	50	14%	50	14%	179	51%
Café	24	7%	11	3%	7	2%	42	12%
Sports	6	2%	14	4%	8	2%	28	8%
Tours	9	3%	4	1%	5	1%	18	5%
Beach	4	1%	9	3%	5	1%	18	5%
Day Spa	7	2%	4	1%	5	1%	16	5%
Water Activities	2	1%	2	1%	10	3%	14	4%
Parks/Gardens	1	0.3%	2	1%	4	1%	7	2%
Nature/Walks	2	1%	2	1%	2	1%	6	2%
Gallery/Museum	1	0.3%	4	1%	1	0.3%	6	2%
Golf	1	0.3%	3	1%	1	0.3%	5	1%
Indigenous	3	1%	1	0.3%	-	0%	4	1%
Scenic Flights	-	0%	-	0%	2	1%	2	1%
Landmark	-	0%	-	0%	2	1%	2	1%
Horse Racing	-	0%	1	0.3%	-	0%	1	0.3%
Cycling	-	0%	1	0.3%	-	0%	1	0.3%
Theatre	-	0%	1	0.3%	-	0%	1	0.3%
Cinemas	-	0%	1	0.3%	-	0%	1	0.3%
Major Shopping	1	0%	-	0%	-	0%	1	0%
Interactive ⁷²	1	0.3%	-	0%	-	0%	1	0.3%
Total	141	40%	110	31%	102	29%	353	100%

⁷² Interactive refers to simulated attraction experiences such as The Grid Sydney

⁷³ The full audit is found in Section 4 of the Supporting Documentation

5.3. Health and Wellness Product

Table 8 provides a summary of the inventory assessment of health and wellness product in Waverley.⁷³

The results support anecdotal evidence that Waverley has organically positioned itself as a “health and wellness” hub (no assessment of the size, scale, or quality of facilities has been undertaken).

Table 8: Inventory Health and Wellness Product in Waverley⁷⁴

LGA/Type	Number of Facilities	% Split
Waverley	69	41%
Day Spa	7	4%
Gym	29	17%
Yoga/Pilates	33	20%
Randwick	45	27%
Day Spa	4	2%
Gym	22	13%
Yoga/Pilates	19	11%
Woollahra	27	16%
Day Spa	5	3%
Gym	9	5%
Yoga/Pilates	13	8%
Total	169	100%

⁷⁴ The audit was based on top Google searches for “gym”, “yoga pilates” and “day spa” and facilities listed on Google Maps for each LGA. Gymnastics facilities were not included in the ‘gym’ category. Hair salons, nail salons and general massage businesses were not included in the ‘day spa’ category.

5.4. Performance and Rehearsal Spaces

Table 9 provides an inventory of performing arts and rehearsal spaces. It demonstrates that Waverley has a number of privately owned dance studios but it lacks purpose-built venues for performances.

Table 9: Performance and Rehearsal Spaces in Waverley⁷⁵

Type	# of Facilities	% Split
Dance Studio/Rehearsal Spaces	28	72%
Community Hall	5	13%
Music Venue	4	10%
School Theatre	1	3%
Amphitheatre	1	3%
Total	39	100%

5.5. Transport

Tourism-related transport options were also investigated.⁷⁶

- 5 taxi and 5 shuttle companies operate in 3 LGAs.⁷⁷
- There are 30 bus routes operated by the State Transit Authority⁷⁸.
- The Eastern Suburbs train line (starting at Waterfall or Cronulla, passes through Central Station and terminates at Bondi Junction) is the only train line in Waverley. Services are frequent (191 services per day⁷⁹: an average of 1 train every 7.5 minutes).⁸⁰
- The Uber service is also well supported throughout Waverley.

More recently, additional transport options have appeared including On Demand shuttle buses provided by Transport for NSW, and dockless share bikes which are operated by various private companies.

There is increasing pressure on the roads in Waverley, particularly along Sid Einfeld Drive; Old South Head Road and Bondi Road⁸¹; Old South Head Road and New South Head Road. Many arterial roads are congested as locals and visitors attempt to find alternative links.

⁷⁵ Section 4 of the Supporting Documentation contains the full findings of the inventory assessment. The following websites were used for the audit: Yellow Pages, Google search for the terms “theatres”, “stand-up comedy”, “music venues”, “rehearsal spaces”, “dance studios” for Waverley and Bondi; http://www.waverley.nsw.gov.au/recreation/venue_hire

⁷⁶ http://www.waverley.nsw.gov.au/environment/sustainable_transport/public_transport; http://www.sydneybuses.info/routes/15326_STA_region_web_map_east_20160801.pdf; Timetable for Eastern Suburbs Line 26/10/2016

⁷⁷ Taxis Combines, RSL Cabs, Legion Cabs, Premier Cabs, and Silver Service.

⁷⁸ See Section 4 of the Supporting Documentation

⁷⁹ Based on timetable data for Wednesday 26/10/2016

⁸⁰ During peak hour, trains run approximately every 3-4 minutes

⁸¹ Bondi Road Corridor Study Presentation, Waverley Council

5.6. Events

Table 10 provides an inventory of events offered across Waverley. 50 events have been identified.⁸² Community events were most common (22%) then markets (16%) and arts/cultural events (14%).

Table 10: Events Inventory for Waverley, Randwick and Woollahra LGAs

Product Type	Waverley		Randwick		Woollahra		Total	
	#	% Split	#	% Split	#	% Split	#	% Split
Community	5	19%	3	27%	3	23%	11	22%
Markets	5	19%	0	0%	3	23%	8	16%
Arts/Culture	5	19%	1	9%	1	8%	7	14%
Sporting Competition/Challenge	4	15%	1	9%	2	15%	7	14%
Water Activities	0	0%	1	9%	4	31%	5	10%
Music	3	12%	0	0%	0	0%	3	6%
Food and Wine	2	8%	0	0%	0	0%	2	4%
Cinemas	2	8%	0	0%	0	0%	2	4%
Horse Racing	0	0%	2	18%	0	0%	2	4%
Indigenous	0	0%	1	9%	0	0%	1	2%
Conference	0	0%	1	9%	0	0%	1	2%
Fair	0	0%	1	9%	0	0%	1	2%
Total	26	100%	11	100%	13	100%	50	100%

Figure 1 illustrates events offered in Waverley. Events in Waverley are clustered around Bondi Beach. Bondi Beach held 17 events while Bondi Junction held 4. The popularity of the Beach for events may be because the Beach holds strong appeal and offers open spaces. While event organisers can leverage off strong visitation, concentrating events at the Beach increases traffic and parking congestion. There is potential to grow event activity throughout Waverley, there could be smaller scale events in Bondi Junction and Bronte. It may, however, be difficult to host night-time events in Bondi Junction given concerns over noise etc.⁸³

Figure 1: Events Inventory for Waverley



⁸² Based on VisitNSW.com, Sydney.com, Expedia, TripAdvisor, Hello Bondi, Waverley Council, Randwick City Council and Woollahra Council websites. Small community events: library events, bush care programs, workshops etc. and one-off exhibitions/concerts/performances are not included

⁸³ Based on feedback from Council

5.7. Parking at Bondi Beach

Figure 2 shows an aerial view of available parking at Bondi Beach: there are approximately 701 car spaces. Most interviewed stakeholders indicated a desire for improved and additional parking to encourage longer lengths of stay by visitors and to improve amenities for residents. However, there are also pressures to reduce parking along the beachfront and provide better alternatives such as public transport, cycling and walking.

Figure 2: Existing Parking along Queen Elizabeth and Park Drives





6. Challenges

6.1. Governance

6.1.1. An Industry Body

Waverley does not have a working group overseeing the development of tourism to the LGA. The Chamber of Commerce acts as a surrogate Local Tourism Operator (LTO), but it would need more tourism operators and residents amongst its number for it to be a true LTO. A dedicated tourism working group is needed to govern the roll-out of the SVS action plan.

6.1.2. Council Resources for Tourism

While Council is supportive of growing Waverley's share of a higher yielding visitor market, there are limited resources applied to the tourism-based marketing and related infrastructure support. A bigger budget needs to be allocated to support the initiatives outlined within this plan.

6.1.3. Pressure on Local Amenity

As with many iconic destinations, high volumes of visitors can present a problem for residents and place added pressure on local amenity. It is imperative for Council to address issues associated with overtourism, such as:

- increased noise levels;
- car parking;
- congestion in public recreational areas; and
- anti-social behaviour

6.2. Infrastructure

6.2.1. Airbnbs

Waverley is estimated to have the highest concentration of Airbnb listings in Australia: over 3,000 properties.⁸⁴ Although Airbnb properties fill an important gap in the accommodation mix, the leasing practice offers limited economic benefit and presents a number of challenges:

- Investors may purchase apartments which they rent via Airbnb: they may not live in Waverley.
- Airbnb properties have less marketing power than hotels.
- The quality of Airbnb properties might vary more than traditionally offered properties. Airbnb properties are unregulated or unlicensed: there are no requirements on Airbnb property owners to comply with regulations like a licensed B&B operator has to.⁸⁵
- There are limited services and employment opportunities arising out of Airbnb operations.
- It is difficult for Council to identify where Airbnb's operate and they cannot then easily charge owners with commercial imposts.
- There are increasing numbers of reports of antisocial behaviour in residential areas.

⁸⁴ Listed on the Airbnb site

⁸⁵ <https://www.afr.com/news/nsw-crackdown-on-airbnb-hosts-20180605-h10zt6>
NSW State Government has recently announced a crackdown on STHL laws where councils can choose to impose their own limits

6.2.2. Bondi Junction - Bondi Beach Access

Connectivity and access between these hubs needs to be improved.⁸⁶ There are traffic problems in peak travel times and on summer weekends. There is no dedicated bus transitway and limited opportunity to offer a light rail or similar public transport option.

Council's long-term transport plan, Waverley's People, Movement and Places, launched in early 2018, hopes to address these issues.

6.2.3. Bus Parking at Bondi Junction

The lack of bus and coach parking facilities at Bondi Junction are a challenge for operators.⁸⁷ Additional sites for coach and minibuses parking should be considered.

6.2.4. Car Parking

Parking is difficult to find for residents and visitors alike at popular destinations in the LGA - Bondi Beach, Tamarama and Bronte beaches.

6.2.5. Public Transport

Bondi Junction is an important inter-modal transport hub with 3 million passengers a year. It has 30 different bus routes linking to local destinations, as well as regional

connections to Sydney Airport, Burwood and Rozelle. However, during peak travel periods there is severe overcrowding of buses particularly to Bondi Beach, and there is strong public support to increase operational hours. This will require working with the NSW Government to improve public transport services.

6.2.6. Traffic Congestion

There are traffic congestion challenges at peak times. There is a need to improve infrastructure and to find different ways to get visitors to Bondi Beach and other points in the LGA from the Sydney CBD and beyond.

6.2.7. High Dwelling Density

Waverley has a higher level of dwelling density than most of greater Sydney: it offers a large number of apartments and townhouses. Challenges associated with this include providing high-quality open space for passive and active recreation and for attractions and activities for residents and visitors alike (sporting fields, walkways, parks, accessible beach areas, promenades, beachside taverna style dining, performance spaces, outdoor amphitheatres, world-class picnic facilities etc.)

6.2.8 High Retail/Commercial Rents

Rents charged in Bondi are higher than at a number of comparable locations in greater Sydney.⁸⁸ This makes it difficult to attract young up and coming retail brands and other businesses. With a small number of building owners controlling a large amount of the commercial property stock, it makes it even more difficult to generate greater interest from new retailers and commercial operators. Work is needed to increase the appeal of Waverley as a commercial area and attract new and diverse business offerings.

6.3. Marketing and Visitor Information

6.3.1. Bondi Beach

Bondi Beach is a popular destination in Sydney (with 2.2 million *true* visitors p. a.).⁸⁹ The Beach ranks better when packaged with Sydney than as a stand-alone destination.⁹⁰ While there may be a number of reasons for this (such as parking issues), this preference for packaged product might indicate that the Bondi Beach experience is not as special for domestic visitors to iconic destinations as some others (such as visiting Uluru or Cradle Mountain). The promotion of the Bondi Beach experience should align with visitor

⁸⁶ Noted by Council and the GSC

⁸⁷ Stakeholder interviews.

⁸⁸ Anecdotal evidence from stakeholder interviews

⁸⁹ Bondi Visitor Profile, 2014, DNSW

⁹⁰ An overview of how the Beach ranks as a destination is at Section 5 of the Supporting Documentation.

expectations and be further tailored across the Hello Bondi platform.

6.3.2. Campbell Parade

Campbell Parade has received mixed reviews through social media and feedback received as part of this SVS. A range of upgrades are needed, particularly with respect to: diversifying the retail offer; enhancing and maintaining the look and feel; and offering higher quality outdoor dining. This will assist in ensuring it aligns with the high quality of the beach itself.

6.3.3. Council as a Sustainable Tourism Marketer

In the absence of an LTO, Council needs to be the destination's marketer. This requires dedicated resources, funds and expertise. A sustainable framework is needed to assess all initiatives and mitigate the negative impact of overtourism as noted above.

6.3.4. Packaging Product – Other LGAs

There is little packaged product with bordering LGAs and, as a result, little management of visitor flows between the LGAs.

6.3.5. Signage and Visitor Information

There is a need to improve signage in the LGA. Attractions such as the coastal walk are well signposted, but there is a

need for additional interpretive signage at key locations to provide historical, geological and other information.

Unlike at Manly, there are no visitor information centres in Bondi or other key hubs in the LGA. Waverley has a website (*Hello Bondi*) and provides free Wi-Fi. There could be scope to introduce digital information touch screens at key tourism hubs to enhance the visitor experience.

6.3.6. Focus on Bondi Beach

Bondi Beach is much better known and more easily accessed than other beaches in the LGA. This results in congestion, especially during summer periods. This has the potential to detract from the visitor experience and creates conflict with resident needs. Potential exists to better distribute visitors by promoting other beaches and hubs in the LGA and providing better transport links with them. A tourism volunteer group could support this challenge, where key community volunteers welcome and inform visitors as they enter as they enter the LGA.

6.4. Product Development

6.4.1. All-Weather Experiences

There is a focus on outdoor activities in the LGA, particularly beach and water-based experiences. During autumn, winter and spring (approximately 7-8 months of the year) and when the weather is inclement, the motivation to go to the beach

is reduced. The lack of built all-weather visitor experiences (cultural, sporting and entertainment) is a limiting factor.

6.4.2. Catering to the Business Market

Despite its close proximity to and on the train line to Sydney's CBD, Bondi Junction offers little in the way of incentives or facilities to the business market. For instance, there are limited numbers of conference facilities. The MICE market is a better yielding visitor market than the backpacker, holiday, leisure and event markets. In any redevelopment of commercial premises in Bondi Junction or other key hubs in the LGA, consideration should be paid to addressing the needs of the MICE market if possible.

6.4.3. Evening Family-Friendly Experiences

There is insufficient evening entertainment and family-friendly activity to stimulate visitation, particularly during the shoulder seasons. There may be seasonal evening experiences such as a son-et-lumiere festival or an early evening noodle market which could provide an experience which visitors and locals are able to enjoy. Council's night time activation strategy has identified mechanisms to address the lack of evening activity, which will support this challenge.

6.4.4. Hotels

There is a lack of full-service hotels (offering accommodation, breakfast and meeting facilities, on-site catering (via an in-house restaurant)). Designating areas as preferred locations for high-quality boutique short-term commercial accommodation (hotels and serviced apartments with meeting facilities) should be considered.

6.4.5. High Yielding Events

The Bondi Winter Magic event improves sales for local businesses. 76% of businesses reported at least a 10% increase in their winter sales.⁹¹ There are other events (City2Surf and Festival of the Winds), which apparently generate little increase in yield. Runners in the City2Surf do not run with money to spend at the end of the race. Participants in the Festival of the Winds tend to enjoy communal picnic lunches with family and friends. For both events, Council incurs extra cleaning and site maintenance costs. And local food and beverage retailers do not necessarily reap increased benefits.

6.4.6. Indigenous Sites

La Perouse and other coastal areas to the south of Waverley offer Indigenous sites of significance to tour groups.⁹² Sites

of significance in Waverley were not mentioned in research. Further detail and documentation of sites is needed.

6.4.7. Lockout Laws

While Sydney's lockout laws do not apply directly to Waverley, there are challenges which have arisen since the introduction of the laws. Late night drinkers have moved to areas where lockout laws do not apply, such as Double Bay; Bondi Junction and Bondi. And Sydney has earned a reputation that it is being overly regulated which is discouraging new investment into the hospitality and tourism sectors.

6.4.8. Performing Arts

Greater support for the visual and performing arts is required with the introduction of rehearsal, performance and exhibition venues.⁹³

6.4.9. Private Sector Investment in Events

Although many businesses benefit from increased visitation as a result of events like Bondi Winter Magic, there is, at times, hesitation by those businesses to sponsor events or provide special event discount packages and/or other value adds.

6.4.10. Seasonality

The visitor economy is seasonal. There is a 4-month high season (November - February); a two 2-month shoulder periods (September-October and March- April); and a 4-month low season (May-August).

Different visitor markets are attracted in different seasons. The leisure market comes primarily to enjoy beaches over the summer.

There are associated challenges with seasonality as certain businesses are unable to sustain themselves over low seasons. There is also an inability to generate sufficient return over peak periods to cover this shortfall.

The lack of year-round product appeal is a major challenge, even for iconic locations such as Bondi Beach.

Finding ways to assist tourism businesses, cafes, bars, restaurants and general retailers during the low season is required. Beach locations, in particular, struggle in the low season to stimulate visitation. Diversifying Waverley's visitor mix will support seasonality such as Council's innovation and knowledge hub plans.

⁹¹ Bondi Winter Magic Campaign, Waverley Council

⁹² Discussions were held with groups such as Tribal Warriors Pty Limited and other tour based Indigenous players to understand why some areas were used for tours, as opposed to sites in Waverley.

⁹³ Based on discussions with operators as well as a performing arts space audit for the LGA.



7. The Opportunities

This chapter captures the main opportunities that have been identified for Waverley, which form the basis of the SVS Action Plan (Chapter 8). Similar to Chapter 6, Challenges, Waverley's opportunities are detailed under the following priorities.

- Infrastructure development and planning.
- Product development.
- Governance.
- Marketing.

Feasibility studies, budgeting and planning approvals will need to be sought for these opportunities to become a reality for Waverley. They are recommended based on the research conducted and outlined in previous chapters. Each opportunity is aligned with the objectives set at the start of this SVS and also aligned with specific themes within the Community Strategic Plan 2018-2029.

7.1. Infrastructure Development and Planning

7.1.1. Upgrading Bondi Road's Streetscape

The GSC's Eastern District Plan identified the need for improving the link between Bondi Junction and Bondi Beach.⁹⁴ This might be achieved, in part, by creating a unique streetscape along the length of the link between the two hubs. This might require:

- an easy to read streetscaping scheme: with consistent flagstone pavements for instance;
- appropriate lighting along the street, within trees that border the street and across the street in retail areas;
- signage that befits the character and history of the LGA and that is up to the minute: possibly digital signage and touch screen signage;
- high-quality street furniture, including shelters, seating and bins;
- well-maintained and shaped landscaping that can provide a boulevard feel: for instance, the same palm trees that are planted on the centre island along Campbell Parade might line both sides of Bondi Road;
- alfresco dining on footpath areas in front of restaurants and cafes: with tight controls on the type of outdoor furniture that can be used;
- peak hour public transport only lanes to improve traffic flows⁹⁵; and
- improved night-time experiences that might encourage *passeggiata*⁹⁶.

Figure 7.17.1 shows some high-quality street-scaping examples. They should have one or more of the following:⁹⁷

- continuously planted shade trees in any medians;

⁹⁴ Draft Central District Plan, pages 64, 114 and 141

⁹⁵ We note that part of Bondi Road (near Bondi Junction) already has this but it is not extended down to Bondi Beach.

⁹⁶ See for instance, <http://www.passyunkpost.com/2015/05/20/passyunk-passeggiata-event-to-encourage-wednesday-evening-strolls-down-the-avenue/>

⁹⁷ See, for instance: <http://www.citylab.com/cityfixer/2016/04/street-design-models/479343/>

- buildings that line the streets and that give them life: the buildings should sit directly against the footpath;
- appropriate street furniture, plantings and lighting etc.;
- enough width across the footpaths so pedestrians can meander comfortably; and
- businesses that support pedestrian use of the avenue/boulevard via extended retail hours and via offering café, bar, restaurant, gallery, bookshop, shopping experiences.

Figure 7.1: High-Quality Streetscapes Examples⁹⁸



7.1.2. Innovation & Knowledge Hub

Planning is underway to reuse the heritage listed Boot Factory building in Bondi Junction as well as the Waverley Library precinct as a possible new innovation and knowledge hub. The focus of this project is to build alliances and support for local creative and professional science and technology industries. This will also enrich the library and Boot Factory area with further

development of surrounding spaces for recreational purposes. Creating these collaborative spaces will encourage a cross-pollination of local goods and services, further strengthening Waverley's local economy.

The new innovation and knowledge precinct will bring with it a rich diversity of visitor to Bondi Junction. By cultivating the Boot Factory space, there is also a probability that Bondi Junction can host small to medium sized conferencing at the new facility and open more opportunities to attract MICE markets.

7.1.3. Closing Campbell Parade to cars at Weekends

There are examples of high profile beach locations which close off surrounding roads on weekends to create additional public space for recreational activities. The potential exists to close part of Campbell Parade on Sundays or during special event periods to create additional public open space for community and visitor use.

Figure 7.2 illustrates where a pedestrian hub could be created at the Beach. This would involve closing off Campbell Parade between Hall Street and Beach Road to vehicles in one or both directions on one day (initially) of the weekend. The hub could allow for:

- an extension of retail to flow out onto the pedestrian area, including outdoor dining;
- biking and walking through the area;
- improving the pedestrian connection between the shops and the Beach;
- the integration of pop-up speciality retail and food and beverage outlets;
- street performances and street art;
- additional space for smaller-scale events;
- additional open space for use by locals and visitors to walk
- an outdoor venue for community events and activities (sporting, cultural and recreational);

⁹⁸ Burlingame, USA; Philadelphia, USA; Noosa, QLD

- space for outdoor health and wellness activities and programs etc.

Figure 7.2: Potential Pedestrian Hub and Tourism Hub Aligned



7.1.4. Rose Bay Ferry Connection

The narrow isthmus between Rose Bay and Bondi Beach provides a short travel connection using to link the Rose Bay Ferry Wharf to Bondi. This section is topographically flat, making it an ideal trip to be undertaken by bike. The Waverley Bike Plan 2013 includes plans to create a dedicated cycleway along this route. With dockless bike share now operating in Waverley, there is an opportunity to increase cycling for both recreation and commuting.

On Demand buses have been introduced as a trial. Currently these only operate on weekdays. Operational hours should be extended and consideration given to providing additional bus services to link Rose Bay and Bondi Beach.

7.1.5. Tourism Hub

Campbell Parade and Gould Street could be considered a special tourism zone. Developing tourism hubs is beneficial if tourism activities market collectively and if they can leverage off each other's activities. This is particularly valuable to support a number of initiatives including the night-time economy, commercial attractions and non-commercial, but important, public good attractions such as museums, public art galleries and performing arts venues.

7.1.5.1.1. The Proposed Hub

While the tourism hub and the potential to close off Campbell Parade on Sundays and during special events are two separate opportunities to be considered, they are aligned and could, together, form a dedicated tourism hub for the LGA (Figure 7.2).

To develop the tourism hub, greater partnership between Council and business operators will be needed and there may also be benefit in considering a special tourism levy for tourism and related players which can contribute to tourism-related infrastructure and amenity maintenance such as extra street cleaning during events and extended trading periods etc. The tourism hub could offer:

- extended hours of operation to support a night-time economy;
- pedestrian only areas, including vehicle-free days;
- visitor information including interpretive and directional signage and
- uniform and high-quality street surfaces and high-quality landscaping, including outdoor furniture; planting and waste management.

Figure 7.33: Bondi Beach to Bondi Junction Streetscape Overview



7.2. Product Development

The following product development opportunities are considered “low hanging fruit opportunities” and are distinct from infrastructure development because of the potential private and PPP investment options as well as state and federal grant opportunities. They are segmented according to the following product areas:

- Visitor Information;
- Accommodation development;
- Events and pop-ups;
- Heritage, arts and culture;
- Indoor attractions;
- Trails and tours; and
- Other opportunities.

7.2.1.1. Visitor Information Centre

A Visitor Information Centre or Kiosk is highly recommended to Council. The Bondi Pavilion and Waverley Library are major tourist hot spots within the LGA. However, there is no designated tourist area or extensive information available in either of these two locations.

The lack of a designated space is having a range of negative outcomes for Council. Staff at the Pavilion are under pressure to provide tourist support and information, in addition to their current Council role. Tourists are not being guided effectively to navigate the area which is causing unnecessary congestion and leaving some local businesses ‘off the map’ due to fact they are not in close proximity to the beach.

7.2.1.2 Accommodation Development

Waverley lacks a broad range of accommodation facilities: it mainly offers serviced apartments rather than serviced hotels. Some options for changing the mix of accommodation on offer follow.

7.2.1.2. Fully Serviced Boutique Accommodation

A boutique (80 room) hotel would fit well in the current mix of commercial accommodation in Bondi. It would be a full-serviced property offering: a restaurant; 24-hour room service; meeting rooms and on-site parking for guests. This would be the preferred type of development for Waverley and would be sympathetic to the area to complement the accommodation mix. High site costs and the high value of residential development will mean encouraging development of a hotel will be challenging. North Bondi also offers stunning views. It is well located: it provides a sense of being set apart from Bondi Beach but it is also close enough that Bondi Beach can be reached easily on foot or by bus etc.

7.2.1.3. Accessibility to Sculpture by the Sea via Bronte

The annual Sculpture by the Sea event has been running since 1997. It attracts close to 500,000 visitors. Because Sculpture by the Sea operates for 2-3 weeks each year and attracts a high volume of visitors (approximately 15,000 visitors a day), traffic and pedestrian congestion are now associated with the event. Sculpture by the Sea is not a Council-run event.

Nevertheless, its impact and benefits accrue to local businesses as well as Council’s positioning as an attraction/event destination.

Figure 7.4: Pedestrian congestion at Sculpture by the Sea⁹⁹



Consideration could be paid, to relieving the bottleneck of traffic that builds from Bondi Road and Tamarama. Bronte Beach bus terminal has suitable off road space to facilitate additional buses and could create a transport loop back to Bondi Junction. This would support the existing high-frequency 379 bus service that operate between Bronte Beach and Bondi Junction. Consideration should also be paid to the promotion of other means of accessing the event, such as extending the On-Demand bus service so that visitors can pre-book their trip from Bondi Junction, Edgecliff or Rose Bay. Dockless share bikes are another opportunity that Council successfully trialled at the 2017 Sculpture by the Sea.

Consideration could also be given to additional value-adds that could be provided by local suppliers such as:

- workshops, lectures and symposiums;
- well-lit evening trail experiences;

- food trucks;
- ice cream stands;
- pottery/sculpture play for children; and
- musicians.

7.2.1.4. Health and Wellness Hub

Waverley has a large number of health and wellness based facilities, including gyms, yoga and pilates studios; organic food shops; medical clinics and surgeries etc. On a review of the number of day spas, gyms and yoga/pilates studios (see Table 8 on page 35 for the audit), Waverley has significantly more businesses than Randwick or Woollahra LGAs.

The health and wellness operators in the LGA will support any opportunity to service a possible wellness event or festival held at Waverley Oval, for instance. In November 2016, Qantas listed 5 “wellness festivals that can change your life” in its *travelinsider* magazine. A one-day only event was mentioned for Sydney. Adelaide and the Sunshine Coast were mentioned for a 2-day festival and Melbourne for a 3-day event.¹⁰⁰ Waverley could capitalise on this gap in the market.

Table 11 lists the 5 wellness festivals mentioned in the magazine.

Table 11: 5 “wellness festivals that can change your life”

Location	Festival
Melbourne, Sydney and Brisbane	The Wellness Festival (1-day pre-booked festival)
Canberra ¹⁰¹	Wanderlust 108 (1-day event)
Melbourne	MindBodySpirit Festival (3-day event)
Adelaide	Vegan Festival (2-day event)
Sunshine Coast	Conscious Life Festival (2-day event)

⁹⁹ <http://sculpturebythesea.com/bondi/getting-there/>

¹⁰⁰ <http://travelinsider.qantas.com.au/australia/5-australian-wellness-festivals-that-can-change-your-life>

¹⁰¹ Though this festival is also held in other locations around Australia

7.2.1.5. *New Festivals/Events*

Waverley has a number of successful events: City2Surf, Sculpture by the Sea, Festival of the Winds and Bondi Winter Magic etc. There is a need to ensure the events calendar evolves to maintain community and visitor interest. New events could include the following.

- A *Festival of Death* leveraging off the historic Waverley Cemetery. This could be an evening festival held during Halloween or as part of a series of night-time activities for different age groups.
- A *Battle of the Gyms* leveraging off the health and wellness positioning of the LGA.
- A major yoga festival.
- A wellness festival along the lines of the 3 day MindBodySpirit Festival held in Melbourne each year.
- A *Sky-High Festival* held at Bondi Junction which could tie in with the *Festival of the Winds* event and feature: tightrope walkers, bungee jumping, crane hung pop-up restaurants and rooftop dining options etc.
- A full moon or lantern festival along Campbell Parade.
- A windsurfing festival tied in with the Festival of the Winds event.

7.2.1.6. *Night-Time Family-Friendly Activities*

More evening-based activities are needed to encourage growth in the domestic and international overnight visitor market and to help combat the perception that Waverley is a

day-trip destination only. More night-time *and* family-friendly (non-restaurant and bar) facilities and activities are needed.

In its 2013 study of the night-time economy, the City of Sydney found that a significant amount of business was generated between 7.00pm and 7.00am:¹⁰² more than 50% of hospitality expenditure was made during the night-time hours.

Other than restaurant and bar activities and cinemas, there are limited night-time experiences on offer within Sydney generally. New evening activities and events will encourage higher yielding visitors and increased the vibrancy of Waverley for residents and visitors.

A number of inbound visitor markets are known for their interest in night-time activities. By way of example, Asian markets enjoy opportunities for night-time shopping as well as dining. To leverage off this, shopping/dining tours and extended opening hours could be encouraged (and well promoted to inbound tour operators and to free and independent travellers) at Bondi Junction and introduction of boutique shopping and extended opening hours could be encouraged on an upgraded Bondi Road; an upgraded Campbell Parade and on a well-lit Gould Street. Council is currently preparing to implement a Night Time Activation Strategy which considers these types of opportunities.

¹⁰² OPEN Sydney: Future directions for Sydney at night, City of Sydney, 2013 – 2020

Figure 4: Examples of Potential Night Time Activations¹⁰³



7.2.1.7. Pop-Up Cafés, Retail and Dining Experiences

In 2018, Waverley Council was awarded the National Place Leaders Award for its urban interventions and pop-ups. A more detailed strategy for ongoing curatorship would further leverage Council's successes.

This would further enable well managed pop-up café, retail and dining experiences in the LGA. Well-managed pop-ups have a number of benefits:

- Council can trial options and test public opinion prior to investing large capital costs;
- they appeal to residents and visitors;
- they assist in renewing interest in neighbourhoods/hubs;
- they can be edgy and trendy;
- they can revitalise an area where shops are untenanted;
- they can leverage off high profile brands;

¹⁰³ Thanksgiving Point Evening Summer Concerts, Salt Lake City; Brisbane Night Noodle Markets; Port Arthur Ghost Tour, Tasmania; and Nomad Cinema at Brompton Cemetery (pop-up).

- they encourage visitors and residents to disperse through the LGA and to neighbourhoods/hubs which may traditionally have been difficult to activate with permanent facilities; and
- they can encourage greater visitor flows which can benefit retail and food and beverage operators.

Parts of Bondi Junction might benefit from pop-up dining experiences to support bars; other eateries; night-time activities, a seasonal arts and entertainment hub or sports and cultural activities and events at Waverley Oval.

Figure 5: Previous Pop-ups in the LGA¹⁰⁴



7.2.1.8. Rooftop Activation

There are some fabulous views to be had, of Sydney Harbour (including the Bridge and the Opera House); the coast; the urban setting of Sydney out to the Airport and even to Parramatta, from buildings in Bondi Junction. No other location in Sydney provides these views.

It will be challenging to access rooftops if they have not been planned for this purpose, and negative impacts on surrounding residences would need to be minimised, but there may be

¹⁰⁴ Privately run pop-ups: Icebergs – Aperol Popup; Grounds by the Sea (at Sculptures by the Sea) and A Moveable Feast at Bondi Beach

buildings where this is possible without the need for extensive reconfiguration. This may include car-parking buildings or new developments.

A critical condition of development will be to ensure that the sound levels on the roof are controlled and every effort to contain sounds waves are taken. A preference for rooftop activation would be during daytime and early evening hours.

Roof top activations for the LGA could include:

- rooftop cafés;
- restaurant space (with soft covers that can be brought across in case weather conditions change); and community rooftop gardens.

Figure 7.7: Rooftop Activations¹⁰⁵



¹⁰⁵ St Jerome's - The Hotel, Melbourne (Rooftop Luxury Glamping); Rothenberg Rooftop Community Garden, Cincinnati, USA; Camden Beach, Chalk Farm, UK (Seasonal – Open July – August); and Pop-Up Rooftop Cinema, Melbourne; Sky Bar Bangkok, Radio Rooftop Bar, London, Mikla Bar, Istanbul

7.2.1.9. Sound and Light Show – Vivid at Bondi Junction

The success of major light shows such as *Vivid Sydney* and the popularity of sound and light experiences such as the *Blood on the Southern Cross* (Ballarat) demonstrates that with the right product and technology mix, heritage and cultural stories can be brought to life and made interesting to a wide range of markets.

Picton (in Wollondilly Shire) has, for the past 2 years, hosted the *IlluminARTE Light Festival* in its main street to profiles local artists (Figure 7.87.8) and offer performances, food stalls and markets. In 2015, the festival attracted more than 15k visitors¹⁰⁶ (5k had been anticipated). In 2016, attendance grew to 25k.¹⁰⁷ The festival has been featured in the *Sydney Morning Herald*, the *Daily Telegraph* and DNSW publications. There is clearly demand for night-time family-friendly experiences.

Figure 7.8: IlluminARTE Light Festival



Council's Creative Lighting Strategy includes opportunities for lighting Bondi Junction and other areas. The strategy could conceive of a son-et-lumiere show on Bondi Junction's tall office towers, capitalising on the hub's quieter evening streets. The show could:

- be offered via headsets such as a 'silent disco' (an audio experience that minimises noise impacting surrounding residents);
- tell stories unique to the LGA: for instance, the story of surf life saving; stories of colourful or interesting people from the area and the Wonderland Tamarama story;
- profile local art: the LGA has a strong arts community; and
- document the history of the screen industry in Australia or the history of Sydney.

With Waverley's close proximity to Sydney CBD, the possibility to extend the Vivid Sydney festival to Bondi Beach and Bondi Junction is a real possibility. Vivid Sydney is held in June, which is considered low-season for Waverley's local economy. Extending the festival to Bondi Beach or Bondi Junction will enrich the community space and benefit community and visitors alike.

7.2.2. Heritage, Arts and Culture

7.2.2.1. Heritage Attraction Opportunities

Waverley has a rich history although there are few highly visible heritage locations.

Table 12 lists NSW heritage assets in the LGA. For many of the assets listed, there are similar assets in outer Sydney LGAs, which are sometimes bigger or better known.

¹⁰⁶ <http://www.macarthuradvertiser.com.au/story/3007608/festival-shines-bright-light-on-picton/>

¹⁰⁷ <http://www.wollondilly.nsw.gov.au/assets/attachments/MINUTES-Economic-Development-Advisory-Group-Meeting-25-May-2016.pdf>

There may be scope to introduce interactive experiences that incorporate the history offered at the sites listed in Table 12, for instance at Waverley Cemetery with its amazing proximity to the cliffs.

Table 12: Selected Heritage Items in Waverley¹⁰⁸

Item Name	Address	Suburb
Aboriginal Carvings	Marks Park	Bondi
Aboriginal Rock Carvings	Williams Park	Bondi
Bell Type Letter Receiver	Spring Street	Bondi Junction
Ben Buckler Gun Battery	Ben Buckler, Sydney	Waverley
Bondi Baths	Notts Avenue	Bondi Beach
Bondi Beach and Park	Campbell Parade	Bondi Beach
Bondi Junction Railway Station group	Eastern Suburbs Railway	Bondi Junction
Bondi Surf Pavilion	Queen Elizabeth Drive	Bondi Beach
Bondi-Waverley School of Arts	138 Bondi Road	Bondi
Bondi Ocean Outfall Sewer	Blair Street	Bondi
Boot Factory	Spring Street	Bondi Junction
Bronte Beach and Park		Bronte
Bronte House	470 Bronte Road	Bronte
Chapel – St Clare’s Convent	25 Carrington Road	Waverley
Charing Cross	11 Victoria Street	Waverley
Charing Cross Hotel	81-83 Carrington Road	Waverley
Coastal Sandstone Escarpment	Clarke Reserve	Dover Heights
European Rock Carvings	Williams Reserve	North Bondi
Queens Park	Queens Park	Waverley
Mary Immaculate Group	45 Victoria Street	Waverley
R Class Tram	Boot Factory, Spring Street	Bondi Junction
Roman Catholic Mary Immaculate and St Charles Borromeo Church	45 Victoria Street	Waverley
Sewer Vent (Ben Buckler)	Military Road	Bondi
Site of Wonderland and Aquarium	Tamarama Gully	Tamarama
South Head Cemetery	Old South Head Road	Diamond Bay
St Anne’s Church	60 Blair Street	Bondi

¹⁰⁸ Selected items listed under the NSW Heritage Act and by Local Government and State Agencies in Waverley. Note: Some houses, sewers, schools, community centres were excluded from this list which focuses on sites which may be easier to activate as visitor landmarks; http://www.waverley.nsw.gov.au/building/heritage_and_design/heritage_inventory_list

¹⁰⁹ Based on Council information: a Council assessment has been completed vis-à-vis performing arts needs – and based on stakeholder interviews.

Item Name	Address	Suburb
St Mary’s Anglican Church and Pipe Organ	240 Birrell Street	Waverley
Tamarama Beach	Valley Above Tamarama	Tamarama
Former Tram Shed	York Road	Bondi Junction
Waverley Cemetery	St Thomas Street	Waverley
Waverley Reservoir (Elevated)	Paul Street	Bondi Junction
Waverley Reservoir No. 1	Paul Street	Waverley

7.2.2.2. Performing and Rehearsal Spaces at Bondi Junction

Waverley has an active artistic community. It does not, however, have enough performing arts and cultural spaces, including: performance spaces for music, drama and theatre etc.; and rehearsal spaces and appropriate storage for different arts-based groups.¹⁰⁹ An audit of spaces showed there were 5 community halls, 4 music venues, 1 school theatre and 1 amphitheatre in the LGA.¹¹⁰ A more comprehensive list is at Section 4 of the Supporting Documentation.

The feedback from Council and stakeholders sits comfortably with the conclusions of Sweet Reason in its report *Planning Sydney’s Cultural Facilities* prepared for Create NSW in 2011. Sweet Reason concluded, relevantly, that:

- A large outdoor space with flexible facilities would be welcomed by many contemporary music presenters, several performing arts companies and the Sydney Festival.¹¹¹
- A wide variety of performing arts organisations argue that there is insufficient affordable and suitable rehearsal space for ... major productions and smaller scale work.¹¹²

¹¹⁰ Waverley College has a number of theatre and auditorium spaces, these are only available outside of school hours and when they are not needed by the school(<http://waverley.nsw.edu.au/information/external-hire/>). For larger scale performances which run over several days, it is not a suitable option.

¹¹¹ Sweet Reason in *Planning Sydney’s Cultural Facilities* prepared for Create NSW in 2011 page 101

¹¹² Sweet Reason in *Planning Sydney’s Cultural Facilities* prepared for Create NSW in 2011page 103

- A wide range of non-profit performing arts groups and companies argue that access to reasonably priced and adequate rehearsal facilities is a chronic problem in Sydney.¹¹³
- A number of smaller independent groups identified high demand for 200-300 seat theatre.¹¹⁴

Council's basement space at Eastgate Shopping Centre in Bondi Junction, previously occupied by Harris Farms, would be an ideal location as a possible performance or rehearsal space. This area is well serviced by the shopping centre and also has ample parking for visitation.

A feasibility study should be completed to:

- quantify the demand for a performance space;
- ascertain the type of performance space with the highest demand (theatre style, black box style, flexible multi-use spaces etc.);
- ascertain why a performance space has not yet been developed in the LGA;
- determine the level of demand for other spaces, such as rehearsal spaces; and
- quantify the economic benefits (including multiplier effects) that might accrue from the development of a space.

7.2.2.3. Tell the Story of Wonderland (Fairy) City and the Bondi Aquarium

Wonderland City was a 20-acre theme park/entertainment space which operated between 1906-1911 at Tamarama (

Figure 7.9). It attracted approximately 2000 visitors on summer weekends. Popular attractions included: an artificial lake; a beachside ice rink (the 1st open-air ice rink in Australia); a merry-go-

round; a haunted house; a switchback railway; a circus ring; a maze and the Airem Scarem (a cable driven airship supported by large wooden structures that ran between the cliffs).¹¹⁵ It was lit with coloured lamps and known as the *Fairy City*.¹¹⁶ Wonderland closed amid controversy after local swimmers were being shut out of the park.

The theme park was housed on the site formerly occupied by the Royal Aquarium and Pleasure Grounds, known as the *Bondi Aquarium*.

The story of Wonderland City could be told:

- in a son-et-lumiere show;
- via augmented reality;
- via interactive signage; or
- as part of an outdoor cinema and family picnic event on Tamarama beach that celebrates the history the Fairy City and aquarium etc.

Making sure there are activities and attractions to cater for a range of visitor markets, including the younger family market is an important consideration.

Figure 7.9: Wonderland City, c.1907¹¹⁷



¹¹³ Sweet Reason in *Planning Sydney's Cultural Facilities* prepared for Create NSW in 2011 page 103

¹¹⁴ Sweet Reason in *Planning Sydney's Cultural Facilities* prepared for Create NSW in 2011 page 103

¹¹⁵ http://www.waverley.nsw.gov.au/__data/assets/pdf_file/0007/8773/Wonderland_City.pdf

¹¹⁶ https://en.wikipedia.org/wiki/Wonderland_City

¹¹⁷ Wonderland City Bondi Beach, Sydney 1908; Bondi Beach pleasure park, at Tamarama c1890.

7.2.3. Indoor Attractions

Waverley needs more all-weather activities and attractions: not least so that it might be promoted as more than a beach destination but also that it has product on offer for cooler, low seasons months and in times of inclement weather. New all-weather attractions and activities will potentially:

- meet the demand for such product within the LGA;
- support extant heritage and cultural attractions;
- attract a higher yield visitor market (they are often pay-for experiences or include pay-for elements);
- generate employment;
- help attract a year-round visitor market;
- provide experiences for accommodation and tour operators to package with their own;
- generate attractive returns on investment (if well planned and developed); and
- improve the viability of local businesses that struggle during the 4-month, winter low season.

Some product development opportunities follow...

7.2.3.1. Black Box Space

A black box space consists of a square box construction containing unadorned space, black walls and a flat floor. It can accommodate theatre; dance; rehearsal; film (3D and 4D) and other uses.

By way of illustration, there is a well-frequented 158sqm black box space offered as part of the Goodman Arts precinct in Singapore.¹¹⁸ That space has 158 permanent seats and a stage (specifications for the space are available online). Film, performance, rehearsal and workshop events are held in the Goodman Centre Black Box space.

A black box theatre space is available on the Sunshine Coast.¹¹⁹ New York City has several black box facilities for hire.¹²⁰ LA has at least one.¹²¹ Singapore has another smaller black box space as part of its Centre 42 project.¹²² In Sydney, Carriageworks has a black box space (Bay 17) but it measures some 1032sqm and the UNSW Art and Design campus at Paddington has a black box space but it is available only for student use.¹²³ Figure 6: A Black Box Space¹²⁴



A black box space would be a valuable all-weather product that could support an entertainment and arts hub in the LGA. A space similar in size to the Goodman Centre Black Box or a larger space, say 250sqm, could be accommodated within a shopping centre at Bondi Junction. It could also be a stand-alone attraction. This is another ideal use of space for the basement level at

¹¹⁸ <https://www.goodmanartscentre.sg/facilities/black-box/>

¹¹⁹ <http://theoldambulancestation.com/space-for-rent/black-box-theatre/>

¹²⁰ <http://nyc.spacefinder.org/spaces/4281> and <http://newsdesk.si.edu/releases/hirshhorn-s-black-box-space-new-media-celebrates-its-fifth-anniversary>

¹²¹ <http://la.spacefinder.org/spaces/13986>

¹²² <http://centre42.sg/our-spaces/black-box/>

¹²³ <http://carriageworks.com.au/venues/bay-17/> and <https://www.artdesign.unsw.edu.au/campus/black-box>

¹²⁴ Goodman Centre Black Box; Bay17 Black Box; Centre 42 Black Box

Eastgate Shopping Centre in Bondi Junction.

Importantly, the space might offer:

- an all-weather space for visitor markets and residents seeking activities and attractions on bad weather days and during the low season;
- a pay-for visitor experience (there are not many in Waverley);
- a space to tell the story of Waverley in an exciting and interactive way; and
- the potential to attract a higher yielding visitor: these experiences tend to appeal to this market.

7.2.3.2. Fashion and Design Museum

Around the world, there are a number of stand-alone and well-frequented fashion museums: the Fashion Museum in Bath; the Musée Galliera in Paris; the Kyoto Costume Institute; the Museo del Traje in Madrid; the Museum of Bags and Purses in Amsterdam and the Mode Museum in Antwerp for example. There are also a number of permanent fashion and design exhibitions within large museums. There are no dedicated fashion museums in Sydney yet there is a strong history of fashion design and exhibitions have been held within other facilities to celebrate that history: for instance, *Dressing Sydney* held in the Jewish Museum¹²⁵ and *Collette Dinnigan: Unlaced* at the Museum of Applied Arts and Sciences (MAAS or the Powerhouse).¹²⁶

With many fashion designers residing or working in the eastern suburbs, there is a strong, local association with fashion and design. Potential exists to create a fashion and design experience attraction in the LGA. It could potentially be an experience created in partnership with the MAAS (which already has a design and fashion collection); the UNSW or TAFE which support fashion and design courses: for precedent, cf. SCAD Fash at the Savannah College of Art and Design and

¹²⁵ <http://sydneyjewishmuseum.com.au/exhibition/dressing-sydney-jewish-fashion-story/>

the Museum at the Fashion Institute of Technology in New York. There is also scope to encourage local, celebrated designers to showcase their work: there are a number of permanent curated exhibitions that showcase the works of individual designers: the Bata Museum in Toronto; the Simone Handbag Museum in Seoul; the Balenciaga Museum in Getaria; the Gucci Museum in Florence and the Yves Saint Laurent Museum in Paris.

feasibility study conducted.

Figure 7.107.10 shows a selection, only, of Sydney fashion and designer brands that could be profiled.

A site would need to be earmarked for the fashion and design museum and a feasibility study conducted.

Figure 7.10: Sydney Fashion and Brands (selection only)



¹²⁶ <https://maas.museum/event/collette-dinnigan-unlaced/>

7.2.3.3. Public art gallery; artist studios and artist training spaces

There is high demand for public art gallery space; artist training and artist studio spaces. In 2012, Mr. Ashley Hall, the then incoming director of the Art Gallery of NSW said “[the Art Gallery of NSW] is short of space ...[we have] used every single square inch of the [AGNSW] building”.¹²⁷ This shortage of space for public and private art collections is supported by the anecdotal evidence of demand for spaces in the LGA. There is scope to introduce public art gallery space in Waverley. The potential for successful small galleries can be seen with the White Rabbit Gallery being described as Sydney’s answer to Tasmania’s Museum of Old and New Art.¹²⁸

To provide such spaces within an arts and entertainment precinct, perhaps at Bondi Junction, would be ideal. A site/sites would need to be identified for the spaces and a feasibility plan prepared.

Figure 7.11: White Rabbit Gallery



7.2.3.4. Surf Life Saving Museum and the history of Bondi

An all-weather museum that promotes the history of surf life saving and the history of Bondi generally would be a valuable addition to the attraction and activity mix at Bondi Beach. This is not a novel idea, there are a number of museums beachside that record the history of an area, such as:

- Utah Beach, the Museum, Normandy;
- Beaches Museum and History Park, Jacksonville;
- Musée Mémorial d’Omaha Beach, Omaha;
- Musée de la Mer, Cannes;
- Museum of Favela, Ipanema Beach;
- Historical Museum of the Army and Copacabana, Copacabana; and
- Muscle Beach Museum, Venice Beach.

There are also a number of surf life saving exhibitions: at The National Museum of Australia and the National Maritime Museum etc. Surf life saving is so well connected with the image of Bondi Beach, it would seem a natural fit to provide an all-weather attraction that honoured the history of surf life saving at the Beach.

A site should be found for a surf life saving or history of Bondi museum to add to the attraction and activity mix at Bondi Beach. That site could be at or near the tourism hub. A critical mass of product is needed so that each component might leverage off visitation to the other.

¹²⁷ <http://www.abc.net.au/worldtoday/content/2012/s3427470.htm>

¹²⁸ <http://www.theaustralian.com.au/arts/visual-arts/beauty-bared-as-white-rabbit-gallery-comes-of-age/news-story/9201c9cd27e7feceb6de1e078c8478ac>

A lack of available development sites will mean a creative approach will need to be taken to house all-weather attractions and activities. Where Council land is available for redevelopment, options for multi-purpose facilities (offering a mix of commercial and semi-commercial or public good elements) need to be considered.

7.2.3.5. *Indoor recreation facilities*

Given the visitor and traffic congestion already occurring at Bondi Beach, new drawcards for high-season activities and attractions are not a high priority. For low seasons and times of inclement weather, however, there will be benefit from introducing interactive indoor attractions and experiences to supplement the outdoor beach experience. A *sky zone*-style recreational amenity that delivers climbing walls, trampolining or indoor rope experiences etc. for all ages, could be a possibility. Such an amenity would support healthy lifestyle focus of the resident population. It will also provide:

- an important product for younger people and families (residents and visitors);
- an all-weather visitor facility that will attract private investment; and
- an additional pay-for visitor experience in an LGA where most visitor experiences are free (attracting the higher yielding visitor market).

Figure 7.127.12 illustrates some examples of indoor attractions which could be developed. The high ropes experience which features in the last image is integrated into a shopping complex which enables participants to navigate the high ropes course while people are shopping below them.

Figure 7.12: Examples of Indoor Facilities¹²⁹



¹²⁹ Skyzone Centre; Adventure Zone, Uttarkashi India; and It Adventure Indoor Ropes Course, USA.

7.2.3.6. Screen industry centre

There are a number of film and cinema museums around the world and in Australia, such as:

- the China National Film Museum;
- Melbourne's Australian Centre for the Moving Image;
- Western Australia's Australian Museum of Motion Picture and Television;
- Canberra's National Film and Sound Archive of Australia;
- the German Film Museum;
- the Dubai Moving Image Museum; and
- the Hollywood Museum.

There is no museum to honour Sydney's connection with film, television and animation production. Sydney is home to free-to-air television stations. It has been the city in which many well-known films have been produced or shot: *The Adventures of Priscilla Queen of the Desert*; *Babe*; *Frost Nixon*; *Godzilla: Final Days*; *The Great Gatsby*; *Independence Day*; *Mad Max Beyond Thunderdome*; *Mao's Last Dancer*; *The Matrix*; *The Quiet American* and *Superman Returns* to name but a few. It is connected with many successful actors and directors, including Cate Blanchett; Hugh Jackman; Hugo Weaving; Nicole Kidman, Gillian Armstrong; George Miller; Philip Noyce and Yoram Gross. And it is home to award winning animation studios, such as Animal Logic.

There is much anecdotal evidence to support the idea that there will be significant demand for a museum showcasing Sydney's connection with film and television. Any such museum could be created with the support or participation of Screen Australia; Fox Studios; the Sydney Film Festival; the Federation of Australian Commercial Television Stations; SBS; Film Australia; Screen NSW; the Australian Directors Guild; the Australian Film Television and Radio School and NIDA

etc. There is an opportunity, then, to create a multi-use hub for the screen industry which incorporates:

- a pay-for interactive attraction to tell the story of the film; television and animation industry in Australia;
- facilities to showcase memorabilia;
- an auditorium for the screening of movies and for symposiums and events;
- smaller scale film studio spaces to support the sector and for training purposes;
- space for office rental for companies involved in the sector; and
- an innovation incubator to encourage the application of new technology advancements in the sector.

This form of product would appeal to a higher yield visitor market.

The Spotlight site in Bondi Junction was an historic film industry site. The opportunity, therefore, exists to investigate (as part of a more detailed business case) the feasibility of this site for a multi-use screen industry hub.

7.2.3.7. A museum to celebrate Sydney's women

An idea raised by journalist Miki Perkins in *The Age* was a museum for women.¹³⁰ This idea could be reformulated and expanded upon to become one that supports a museum of Sydney's great women. It could be formulated in conjunction with the All About Women and could feature stories about women who have shaped and who continue to shape Sydney (or indeed Australia). This notion of women shaping their cities has also been addressed in Jane Jose's award winning *Places Women Make*.¹³¹

¹³⁰ <http://www.theage.com.au/victoria/why-australia-needs-a-museum-for-women-20161220-gtf6an.html>

¹³¹ <http://www.wakefieldpress.com.au/product.php?productid=1271>

7.2.4. Trails and Tours

There are a number of product development opportunities related to trails and tours. Some are discussed below.

7.2.4.1. A 3-day urban coastal walk

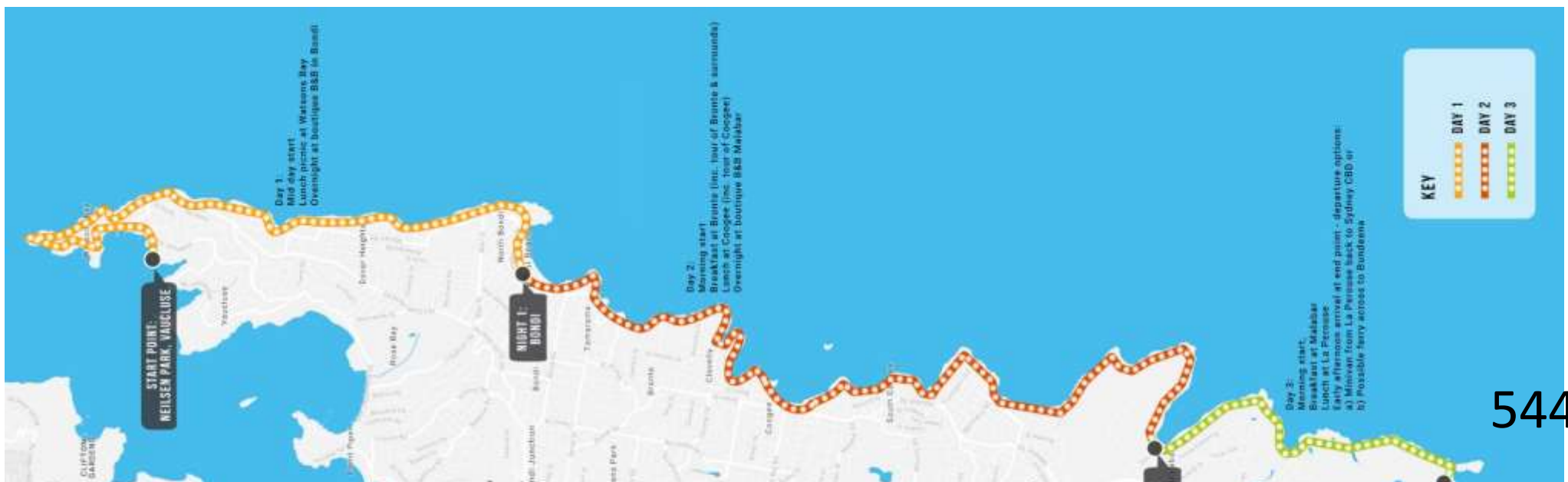
The Bondi to Coogee Coastal Walk is rated as one of the top things to do when in Sydney.¹³² It is used by both local residents and visitors. Potential exists, however, to enhance the Walk and thereby maintain its high profile and ranking. One enhancement would be the creation of long urban coastal walk linked with food and beverage providers en route, if the Coastal Walk were linked with the Waverley Cliff and the La Perouse walks (in neighbouring LGAs) to the north and south (**Error! Reference source not found.**). It is imagined that the entire walk would be a 3-day experience.

To create the 3-day walk, some parts of the route will need to be made passable, especially where no walking trail exists. This would need to be costed by Council but could, potentially be a budgeted cost for each of Woollahra, Randwick and Waverley Councils.

Another possibility is to consider walks to the north of Bondi Beach. The Bondi to Manly walk is currently promoting itself as a new urban walk initiative that links all of the coast up to Manly. Pilots of this urban walk commenced this year.

Bespoke, themed tours could also be conducted: cultural and heritage tours; food tours; environmental tours and health and wellbeing tours. Guides could provide interpretation for the natural and built environments along the route. They could also point out places where walkers could stop to swim or have pre-booked al fresco picnics. And they could then take visitors to restaurants en route for meals and then to accommodation facilities where luggage has been taken on ahead. The walk could offer biking legs: for instance, using bikes for hire collected at one hire station and left at another along the route. It could also offer opportunities such as kayaking; learn to surf; cooking classes; outdoor yoga lessons and corporate team building opportunities etc. The walk might also be included in school programs, such as the Duke of Edinburgh program.

It is also envisaged that free and independent travellers could navigate the walk unguided. And, indeed, that visitors could navigate sections only of the entire walk.



7.2.4.2. *Food and dining trails*

Waverley offers many well-known, unique and popular food experiences:

- Iggy's Bread of the World bakery at Bronte;
- Three Blue Ducks restaurant and café at Bronte;
- Iceberg's Dining Room and Bar at Bondi Beach;
- the Adina Apartment dining precinct on Hall Street Bondi;
- a number of ice creameries, including Mesina on Hall Street Bondi
- Glicks, Australia's largest manufacturer of bagels;
- a small supply of kosher and Israeli eateries in Bondi and at Bondi Junction, such as Katzy's; Savion and Glick's;
- the Gertrude and Alice bookstore cum café; and
- a supply of vegan; vegetarian and organic eateries like Lox Stock and Barrel; Bondi Wholefoods; the Earth Food Store on Gould Street; Eat More Green on Jacques Avenue; Iku at Bronte and About Life in Bondi Junction.

Potential exists to offer food and dining trails in LGA. Later, the trails could expand into neighbouring LGAs, for instance, to include the Victor Churchill butchery in Woollahra; the Taste of Sydney festival at Centennial Park in Woollahra or the Coogee Pavilion in Randwick. The trails could also link with any health and wellness festival that might be offered at Waverley Oval or other, suitable site.

Once developed and marketed, this could also link with an evening food festival to profile the gastronomy available within the region.

Other Product Development Opportunities

7.2.4.3. *Higher quality boutique food and beverage facilities*

Waverley, and the Bondi Beach hub, in particular, have historically attracted a high proportion of backpacker travellers. This is due in part to the lower cost accommodation options and the relaxed beach environment. The introduction of lockout laws has had an impact on the commercial viability of bars and restaurants in the hub. Until the flow of patrons increased as a result or the change in laws, the food and beverage premises in Bondi etc. had to stay open longer at night to recoup costs. Illustratively, the Eastern Hotel; Churchill's Bar and the Easts

Leagues Club all in Bondi Junction and the Robin Hood Pub in Waverley are known to be late night drinking venues.¹³³

The potential exists to encourage a more sophisticated dining and bar environment to grow the higher yield visitor market. This could include boutique wine and tapas bars etc. which traditionally attract a more discerning and higher spending local and visitor market than do pubs etc. Upmarket food and beverage premises work well in other places, such as Woollahra and Paddington (where lockout laws also extend). With a higher yield generated per patron, these premises tend not to need to operate past lockout law times to remain viable.

The potential may exist to designate a hub within the LGA (such as within the suggested tourism hub at Bondi Beach), where the establishment of quality boutique food and wine bars can be clustered to provide a critical mass of boutique dining experiences.

7.2.4.4. Signature Children's Playground

The potential exists to develop a regionally significant children's playground alongside the beach or in one Council's parks. Council's *Play Space Strategy (2014-2029)* identifies the importance of playgrounds as fostering a vibrant and health community and that they are "dynamic and ever changing and require careful consideration in planning and design"¹³⁴. The Strategy also identifies the need for upgrades to the playground located on Bondi Beach.¹³⁵ The playground could be beach themed and could include a covered area to enable residents and visitors to access it if the weather is inclement or too hot in the sun. Water play elements could be included to allow young children to play with water without having to enter the beach itself.

Figure 7.13: Best Practice Children's Playgrounds¹³⁶



¹³⁶ Canberra Arboretum Playground designed by Taylor Cullity Lethlean architects and two pictures from Pirrama Park Playground designed by Aspect and Hill Thalys

¹³³ https://www.timeout.com/sydney/bars/late-night-venues-without-a-lockout#tab_panel_2

¹³⁴ Play Space Strategy (2014 – 2029), page 7.

¹³⁵ See page 7 and 37 of the Play Space Strategy (2014 – 2029)

7.3. Marketing, Promotion and Visitor Information Initiatives

The following initiatives are suggested to enhance the marketing and positioning of Waverley and its neighbourhoods/hubs and to encourage stronger stakeholder support.

7.3.1. Marketing Strategy

Council uses *Hello Bondi* to promote Bondi and Waverley. There is a need to encourage a collective approach to marketing (via the *Hello Bondi* platform), including industry involvement in marketing campaigns, particularly in cases where industry can see discernible benefits from their active participation.

A marketing strategy that includes key community messages needs to be formulated and promoted. This plan should be holistic in nature and cover all stakeholder groups of industry, visitors and the local community. The plan should emphasise key community messages and be focused on the protection and enhancement of the Waverley LGA for the benefit of all stakeholders.

7.3.2. Main Stream Media and Social Media *Famils*

A comprehensive *famils* program should be put into practice to encourage travel writers, bloggers and social media champions to visit neighbourhoods and hubs in the LGA. Keith Urban has 1.3 million followers on Instagram. If he posted a picture and a good review about an experience in the LGA, it would have an instant, wide distribution. This should be used specifically to support local business and tourism product in the area.

7.3.3. Packaging Product

Tourism industry operators should be encouraged to package product available within and without the LGA. The visitor market is competitive and sophisticated. Visitors will want to see and experience a lot on any visit. Navigating Waverley should be easy and rewarding. Potential product packages could include the following.

- Accommodation + dining + unique experience, such as learn-to-surf or the 3-day coastal walk.
- Accommodation + dining + shopping + event participation, such as a wellness event.
- Accommodation + dining + gallery tour + bike ride.

7.3.4. Parking App

On busy days, a significant proportion of the traffic congestion at Waverley's beaches is caused by drivers looking for a parking space.¹³⁷ To address this issue, and improve the experience for residents and visitors, Council's transport plan recommends developing a real-time parking information app and e-permit system in partnership with parking solutions provider.

Whilst Waverley has existing real-time signage at major hubs that indicates the number of vacant parking spaces, an improved smart parking system would provide residents and visitors with an overview of parking availability, costs and time limitations. It could also accept pre-paid parking payments via smartphones.

Figure 7.14 shows the interface of a North American parking app: *ParkMe* which provides parking information and real-time parking status updates. A similar system is in place in Gold Coast and

¹³⁷ <http://www.cisco.com/c/en/us/solutions/industries/smart-connected-communities/city-parking.html>

Canberra. Council should investigate, in the potential to roll out a similarly purposed free-of-charge app.

Advantages include:

- providing better information to visitors about different travel options – it may be faster, cheaper and more convenient to catch public transport, ride a bike or walk;
- reduced air pollution and improved road safety by reducing circulating cars;
- ease of use with payment being able to be made via the phone;
- more cost-effective enforcement and administration of permits and fines;
- Council can incentivise visitation to other neighbourhoods/hubs by varying parking rates electronically so that in low seasons, parking rates might be reduced;
- there might be an ability to link in a live feed view of infringement zones, such as no stopping or loading zones to capture pictures cars/registration plates and to record infringements electronically;
- reports on: parking spot use; parking capacity; parking rate revenue earned and infringement revenue earned can be quickly generated: these reports can inform parking pricing decisions so that differential pricing can be introduced for different times of the day; different days of the week and in different seasons, as needed.

Waverley’s People Movement and Places Strategy¹³⁸ outlines these opportunities in more detail.

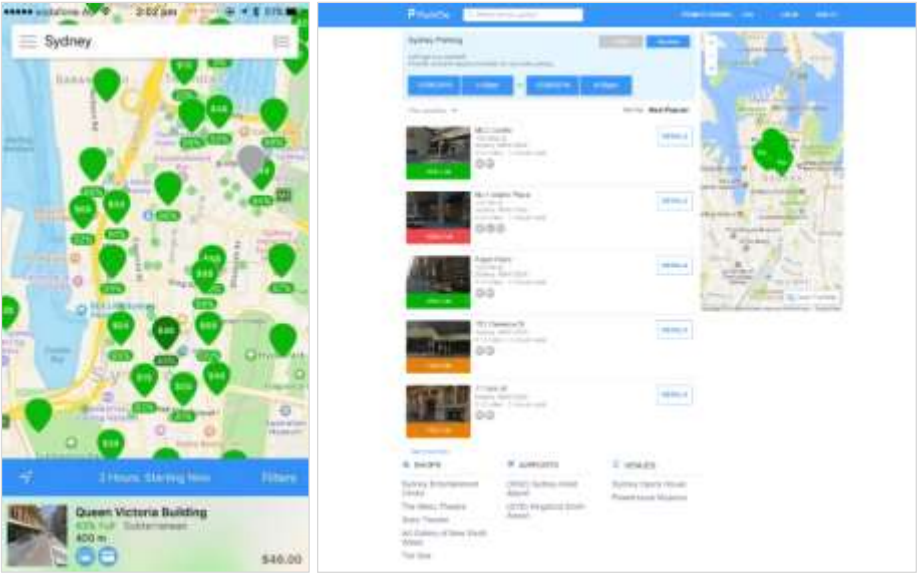


Figure 7.14: ParkMe App Interface and Website¹³⁹

¹³⁸ Page 28, Smart Cities Mobility, People Movement and Places Strategy

¹³⁹ <https://itunes.apple.com/au/app/parkme-parking/id417605484?mt=8>

7.3.5. Signage and Visitor Information

Visitor services, signage and information need to be enhanced. As there is no visitor information centre in the LGA, visitor information needs to be offered in other, easily accessible formats. With more information to hand about experiences on offer, the greater the chance of increased lengths of stay by visitors and the greater the chance of positive word of mouth and social media (such as Trip Advisor) reports.

Consideration should be given to:

- introducing small touch-screen information terminals for visitor and resident use;
- introducing an information kiosk with large touch screen walls for gathering information;
- offering a mix of directional and interpretative signage for visitors arriving by car or public transport; and
- making sure that signage is cohesive, state of the art design and quality.

Figure 7.157.15 shows some unmanned visitor information options. One option is a relocatable visitor information booth offered at the Copenhagen Museum which provides information on the Museum's collection and general visitor information.¹⁴⁰

A similar model could be developed for Waverley which could potentially provide the following:

- information on accommodation, attraction and food and beverage operators;
- parking information, including real-time parking availability;
- information on surf conditions and beach safety; and

- clever social media integration so that users can take a photo of themselves proving that they've visited Bondi Beach.

The facility would be useful for visitors as well as locals. And it may offer commercial sponsorship options to cover its ongoing maintenance costs and part of the initial capital development cost.

In the interim, a simple Waverley guide and map should be available for tourists to pick-up ready to navigate the area, learn about local history and showcase local businesses.

Figure 7.15: Information Centres Incorporating Technology¹⁴¹



¹⁴⁰ The information container is fully-automated and opens itself up in the morning and closes itself in the evening (it is open 14 hours per day). The container is relocatable and is remotely serviced and managed from New Zealand by its developers. It allows multiple users to be navigating its 12-metre touch wall at the one time and provides a wide variety of information, including full

digital access to the Museum's collection. Since being developed in 2010, it has attracted more than 1.5m visitors, 12.4m image views and more than 500k visitor uploads and shares - <http://www.gibson.co.nz/visitor-experiences/copenhagen-touch-wall>

¹⁴¹ The Copenhagen Relocatable VIC; the New York VIC screens



7.3.5.1. Tourism Awareness Campaign – Local Volunteer Programme

An important outcome of this SVS is to build all stakeholders' understanding of tourism. For residents, it is important to be involved in decision-making and updated on visitation initiatives/data. This supports the community to understand the contribution of the tourism dollar within the LGA. For visitors, understanding and appreciating Waverley's history and commitment to sustainability is paramount.

As part of the marketing strategy, a tourism volunteer group is recommended for Waverley. A group of local residents would be ideal candidates to form this group. The success of local tourism groups can be seen readily within Melbourne's Tourism Volunteer group.¹⁴² This will significantly support the SVS objective of increasing measures to integrate tourism effectively within the community.

7.4. Governance

7.4.1. Council to Take a Stronger Leadership Role

To satisfy the objectives of this strategy, Council will need to take a much stronger leadership role with regards to visitation. Council is passionate about sustainable tourism initiatives that support specific themes highlighted within the 2018-2029 Community Strategic Plan; specifically:

- Council needs to express its support for a sustainable level of visitation;
- Council needs to be a facilitator and enabler of tourism initiatives, working in tandem with the community and industry;
- higher levels of resourcing of tourism via promotion, investment, product development and visitor services etc. will be required;
- Council needs to support the community in understanding the benefits of tourism and to educate visitors to respect core community values;
- Council needs to create a tourism working group to support state and national organisations (Destination NSW and Tourism Australia) and industry bodies (including: the Transport and Transport Forum of Australia; the Australian Hotels Association; Restaurant and Catering Industry Association of Australia etc.).

7.4.2. Tourism Working Group

It is suggested that a Tourism Working Group (TWG) is formed. The structure of the TWG is suggested in Section 7 of the Supporting Documentation.

The TWG's purpose would be to support the roll-out of tourism initiatives outlined within this SVS action plan. The TWG would be encouraged to assess projects against key sustainable tourism criteria so that projects achieve the maximum benefit for the environment, culture, community, economy and visitors, whilst reducing negative impacts. It will:

- represent the community and ensure their perspective is received for all decisions;

¹⁴² <https://youtu.be/je1abO17kj8> - Melbourne Tourism Recruitment campaign.

- represent the tourism industry and coordinate efforts to maximise opportunities, while aiming to reduce issues associated with the development of tourism in Waverley;
- undertake initiatives, in partnership with the Chamber of Commerce and Council, to promote tourism product within the LGA; and
- raise awareness of the value and benefits of tourism that will accrue to the community.

7.4.2.1. Objectives

Initially, the TWG could:

- provide a forum to share and develop ideas to build synergies between operators and community;
- address challenges and focus on opportunities identified in the SVS;
- facilitate packaging of local product;
- identify ways to better link tourism neighbourhoods/hubs in the LGA;
- lobby government for support in building infrastructure for visual and performing arts initiatives and facilities, including for the screen industry; and
- facilitate new product to build the business tourism market;

The role of the TWG should be reviewed annually as part of a business planning process as the objectives of the organisation will, of necessity, change over time.

7.4.3. Accessible Tourism

Accessible tourism is the ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. It encompasses publicly and privately owned tourist locations. ¹⁴³

¹⁴³ Tourism Australia

Council currently commits to a Disability Inclusion Action Plan (DIAP)¹⁴⁴. It is incredibly important that Waverley supports local businesses to ensure their service is accessible to everyone. In addition to this; Council will need to ensure local areas such as the beach and historical sites are accessible. Residents and visitors with disability want to access and experience the sand and ocean. While beach wheelchairs are already available at Bondi, Waverley Council has received a grant from Surf Lifesaving NSW to further improve access to Bondi beach.

7.4.4. Monitoring and reporting

At present, Council has access to a range of visitation data and economic modelling tools. This type of information is invaluable for business and residents to understand how visitation is tracking overtime. This will also support businesses to also plan for possible increases in footfall and to staff their business effectively. The types of data available to Council are:

- People counters at the Pavilion and Coastal Walk
- Wi-Fi data
- Economic subscription data and modelling tools

An effective measure used previously was a business newsletter distributed to businesses on a quarterly basis. This would be an ideal platform to communicate visitation levels and other insights. For the community, a more dedicated online resource should be considered and updated quarterly, so that insights can be accessed at any stage by the community.

¹⁴⁴

http://www.waverley.nsw.gov.au/_data/assets/pdf_file/0006/159900/Randwick_and_Waverley_Regional_Disability_Inclusion_Framework_and_Action_Plans.pdf

8. ACTION PLAN

The following **action plan** gathers all of the identified opportunities to be investigated over the next five years. All actions will depend on feasibility testing and should only be rolled out when a tourism working group is in place. Short term strategies are those to be implemented within the next two-three years (2018-2021), medium term are those within the following three years (2021-2023) and long term includes those to be undertaken after five or more years (2023 onwards) but may need to commence in the medium term as staged initiatives.

Table 8.1: Action Plan – Governance (GSTC: Demonstrate sustainable destination management)

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
Council to take a stronger leadership role	Corporate Leadership & Engagement	1 / 2	<ul style="list-style-type: none"> Council to become the enabler for sustainable tourism 	Council	2018-ongoing	High	n/a	<ul style="list-style-type: none"> Roll-out a multi-year visitation strategy that focuses on sustainability Political commitment to implement the strategy Form an official Tourism Working Group with the responsibility to coordinate the management of sustainable tourism
Monitor & reporting	Corporate Leadership & Engagement	1 / 2	<ul style="list-style-type: none"> Council to monitor and share investment, visitation and other key tourism statistics with local business and community 	Council	2019 - ongoing	High	n/a	<ul style="list-style-type: none"> Council to commence annual / quarterly tourism report to support tourism awareness and contribution to local economy Develop Council website content to include statistics and insights Consider reinstating business newsletter each quarter
Tourism Working Group to be established	Corporate Leadership & Engagement Sustainable Environment	1	<ul style="list-style-type: none"> Need for a coordinated approach to sustainable tourism with public and private sector members 	Council and proposed Tourism Working Group	2018-2019	High	n/a	<ul style="list-style-type: none"> Council to work with the Chamber of Commerce to develop terms of reference for a local tourism organisation by December 2018 Council to advertise for nominees for a skilled base board across all elements of the tourism sector, by February 2019 A tourism working group to be appointed by July 2019
Mitigate negative impacts of tourism on local amenity	Corporate Leadership & Engagement Sustainable Environment Sustainable Waste	2	<ul style="list-style-type: none"> Investigate the Council opportunities outlined in this plan with relevant Council departments 	Council	2018 to ongoing	High	n/a	<ul style="list-style-type: none"> Council to actively monitor, report and respond to local issues Liaise with Strategic Planning team on additional Management Plan specifications under the DCP, Dec 2018 Work with Sustainability and Communications teams to further improve waste management campaigns for visitors, Aug 2019 Work with State Government with regard to further regulation of the STHL
Accessible Tourism	Corporate Leadership & Engagement	2	<ul style="list-style-type: none"> Council to become the enabler for accessible tourism 	Council and proposed Tourism Working Group	2019 to ongoing	High	n/a	<ul style="list-style-type: none"> Policies supporting access to areas and facilities of natural and cultural importance for individuals with disabilities and others who have specific access requirements

Visitor Pays Strategy	Corporate Leadership & Engagement Sustainable Environment Sustainable Waste	1	<ul style="list-style-type: none"> Conduct a study to identify the investment required to support visitor infrastructure, highlighting additional revenue streams. 	Council	2020-2022	Medium	n/a	<ul style="list-style-type: none"> Consider the development of an inclusive tourism strategy for the Waverley area by Dec 2019 Council to assess financial feasibility of commissioning a Visitor Pays Strategy June 2020 Commence initial RFQ for consultancy on project Dec 2020
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Table 134: Action Plan – Infrastructure Development and Planning Initiatives

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
Creating tourism hubs	Local Economy	4	<ul style="list-style-type: none"> Acknowledge the strength and growth potential of leading tourism hubs and precincts within the LGA and actively support these to develop on a sustainable basis 	Council, proposed Waverley Tourism Working Group and Chamber of Commerce	2019-2021	Medium-high	Tourism precinct marketing \$45k pa	<ul style="list-style-type: none"> Consult with key stakeholders to gather support for the concept, by February 2019 Prioritise areas and changes needed by Dec 2019 Identify promotional and urban design options for strengthening the look and feel of defined tourism hubs, by Apr 2020 Implement promotional and urban design improvements (lighting, street furniture, banners, landscaping etc.) by Jun 2021
Innovation & Knowledge Hub	Innovation & Knowledge	4	<ul style="list-style-type: none"> Work with the Innovation & Knowledge Steering Group to develop and assist in the creation and marketing of a hub at Bondi Junction Develop opportunities for joint ventures with local entrepreneurs 	Council, proposed Waverley Tourism Working Group, Innovation & Knowledge Steering Group	2019 -2023	Medium	TBC	<ul style="list-style-type: none"> Creating supporting marketing and visitor resources to promote the Hub 2019 onwards Consult with key stakeholders to discuss aspects of the project with regards to tourism and conferencing space
Upgrading Bondi Road and Campbell Parade streetscapes	Recreation & Open Spaces	1	<ul style="list-style-type: none"> Recognising the importance of the conduit linking the two primary tourism hubs of Bondi Beach and Bondi Junction Improve the pedestrian, cycling and public transport movement and experience Work with Urban Planning team on current projects for Campbell Parade 	Council, TfNSW, RMS, proposed Waverley Tourism Working Group and Chamber of Commerce	2020-2023	Medium-high	To be determined as part of Waverley's People, Movement and Places transport plan	<ul style="list-style-type: none"> Identify key tourism related improvements required by March 2020 Determine best ways to integrate these with other urban design enhancements being planned by June 2020 Identify mechanisms to fund the tourism related improvements by Dec 2020 Implement the improvements by Jun 2022 Assess the impacts on local businesses and the visitor markets by March 2023
Pedestrianising Campbell	Recreation & Open Spaces	2	<ul style="list-style-type: none"> Determine social and economic benefit to community from closing 	Council, local businesses, State Transit	2019-2021	Medium-high	n/a	<ul style="list-style-type: none"> Council to facilitate discussion with stakeholder groups by Dec 2019

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
Parade one day at weekends	Arts & Culture		part of the Parade only for one day as a pilot project	Authority, Chamber of Commerce, Community groups				<ul style="list-style-type: none"> Ascertain costs and benefits from creating the pedestrianised outcome by July 2020 If positive, trial the outcome over a monthly period (using shoulder and peak season periods by March 2021) Review trial period results, and if positive, look to introduce on a gradual basis to enable monitoring of impacts, from October 2021
Rose Bay Ferry Improve cycling links	Transport, Pedestrians & Parking	2	<ul style="list-style-type: none"> Provide separated cycleways along Campbell Parade, to Rose Bay ferry wharf 	Council, TfNSW, RMS, proposed Waverley Tourism Working Group	2019-2022	Medium	n/a	<ul style="list-style-type: none"> Work with Strategic Transport team on current PMP strategy Facilitate discussion with stakeholder groups by Dec 2019 on feasibility

Table 14: Action Plan – Marketing Initiatives

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
Create Marketing Strategy	Corporate Leadership & Engagement Sustainable Environment Sustainable Waste Local Economy	1	<ul style="list-style-type: none"> Building on the focus for sustainable tourism identified in the SVS Ensure promotion of Waverley is accurate and that sustainability and cultural messaging is prominent 	Council, DNSW and proposed Tourism Working Group	2019-2021	High	\$35k	<ul style="list-style-type: none"> Commence work on a detailed marketing strategy that takes a holistic approach to the messaging and promotion of the area Ensure messaging represents local communities and visitors Plan will be developed specifically with the Communications and Sustainability teams at Council, in addition to the new tourism working group Strategy to be drafted by Dec 2019
Packaging of product	Local Economy	3 / 4	<ul style="list-style-type: none"> Offering packaged product experiences to visitors across Waverley to leverage from visitation and sustain businesses through seasonality peaks and troughs 	Proposed Tourism Working Group	2020-2021	Medium	n/a	<ul style="list-style-type: none"> Ensuring all Waverley tourism product is registered in the Australian Tourism Data Warehouse by Jan 2020 Look at building links between businesses and entrepreneurs to support local products and services Ensuring sufficient packaged product is available online, by February 2021
Improved signage and visitor information	Local Economy Transport, Pedestrians & Parking Corporate Leadership &	2 / 3	<ul style="list-style-type: none"> Ensuring all visitor market segments can access visitor information online Ensuring online visitor information (directional and interpretive) and signboards are of high quality 	Council, and proposed Tourism Working Group	2019-2023	Medium/high	\$75k online information \$250k digital signboards	<ul style="list-style-type: none"> Investigate possible local printed guide for visitors Dec 2019 Assess visitor information requirements and specific signage enhancements by Feb 2020 Work with industry to develop quality online information sources by Oct 2020 Determine optimum location of sign boards and determine budget for these by June 2021

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
	Engagement							<ul style="list-style-type: none"> Project roll-out Feb 2022 - 2023
Main stream media and social media famils	Local Economy Arts & Culture	3 / 4	<ul style="list-style-type: none"> Working with media to leverage local packaged product to high yielding markets Keep Waverley's culture protected and alive – investigate opportunities to keep the story of Waverley alive 	Council, DNSW, and proposed Tourism Working Group	2020-2021	Medium	n/a	<ul style="list-style-type: none"> Ensure that the sustainable marketing strategy includes actions which offer targeted media famils for specific niche markets, by June 2020 Develop a social media strategy by Dec 2020 Ensuring that all travel media are aware of new product enhancements as they occur Ensuring DNSW is aware of Waverley interest in being part of Sydney famil programs
Parking App	Transport, Pedestrians & Parking	2	<ul style="list-style-type: none"> Enhance the current app to allow booking of parking spots at set times 	Council	2020-2022	Medium	TBA	<ul style="list-style-type: none"> Work with strategic transport to assess viability of an online booking app, by Dec 2020 If viable, introduce an online booking service to allow for parking spots to be pre-booked, by July 2021 Assess the scheme and its efficiency by Dec 2022
Local tourism volunteer group	Sustainable Environment Local Economy	2	<ul style="list-style-type: none"> Raise awareness of the value of the visitor economy throughout the community Recruit a local volunteer group to support tourism initiatives throughout the locality and support the integration of tourism effectively within the LGA 	Council	2019-2022	High	TBA	<ul style="list-style-type: none"> Survey the community on understanding of the broader visitor economy by June 2019 Research and development of volunteer framework Mar 2020 Recruitment process to follow

Table 15: Action Plan – Product Development

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
Visitor Information Centre (VIC)	Local Economy Corporate Leadership & Engagement	2	<ul style="list-style-type: none"> Identify and secure key sites for the centre – specifically within the new Bondi Pavilion 	Council, proposed Tourism Working Group, Pavilion Steering Group	2019-2021	High	\$TBA for a feasibility study	<ul style="list-style-type: none"> Develop a VIC demand study within the Bondi Pavilion, by June 2019 Work with Pavilion Steering Group and contractors on space for VIC within the Pavilion Approach possible operators by Dec 2019 Look to work with operators to activate the site, by June 2020
Fully serviced boutique accommodation	Local Economy Planning, Development & Heritage	2 / 3	<ul style="list-style-type: none"> Identify sites where potential fully serviced boutique accommodation can be introduced 	Council, proposed Tourism Working Group	2019-2020	High	\$TBA for a feasibility study	<ul style="list-style-type: none"> Develop an accommodation demand study to support introduction of new or extended commercial accommodation, by June 2019 Approach hotel operators and development companies to ascertain interest, by Dec 2019

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
								<ul style="list-style-type: none"> Look to work with land owners and hotel developers/operators to activate identified sites, by Apr 2020
Improve Sculpture by the Sea accessibility through to Bronte	Transport, Pedestrians & Parking Arts & Culture	2 / 4	<ul style="list-style-type: none"> Assess the ability to ease the bottleneck of congestion suffered by those accessing the event via Tamarama and Bondi only 	Council and Sculpture by the Sea Executive Team	2020-2022	Medium	\$TBA for a business case	<ul style="list-style-type: none"> to work with Sculpture by the Sea team to determine improved accessibility options, by Jun 2020 to assess issues, challenges by March 2021
New festivals and events	Arts & Culture Recreation & Open Spaces	2 / 3 / 4	<ul style="list-style-type: none"> Assess potential for more Waverley community and Council inspired events and festivals Identify potential festivals and events which strongly interest community Find ways to address low season impacts on businesses across the LGA economy 	Council, proposed Tourism Working Group, and community groups	2020-2021	Medium	\$TBA	<ul style="list-style-type: none"> To consult with stakeholder groups on potential for priority new events and festivals, by Jan 2020 To seek community feedback via survey on new events, by April 2020 If acceptable, to develop 1-2 priority events-festivals which aim to help boost low season visitation and broader economic impacts, by Dec 2020 To introduce new low seasonal events and festivals by May 2021
Pop up cafes, retail and dining experiences	Local Economy	2 / 3 / 4	<ul style="list-style-type: none"> To identify ways of reducing commercial risk through introduction of pop ups where desirable to support peak season demand Offer seasonal experiences where appropriate 	Council, proposed Tourism Working Group,	2021-2023	Low-medium	\$TBA	<ul style="list-style-type: none"> Test the demand and viability of introducing pop up facilities to help deliver facilities to better meet peak season demand, by Jan 2021 If viable, work with operators to determine commercial options for pop up facilities, by Dec 2021 Look to encourage private operators to introduce facilities 2022 onwards
Sound and light show at Bondi Junction – Vivid	Local Economy Arts & Culture	2 / 3 / 4	<ul style="list-style-type: none"> Need for more community and visitor attractions. Consider connecting to the Vivid Sydney festival if possible. 	Council, proposed Tourism Working Group, community groups, Vivid Executive Team	2020-2021	Medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2019 Implementation to follow if feasible
Health and Wellness Hub	Local Economy	2 / 3 / 4	<ul style="list-style-type: none"> Leverage off the high concentration of health professionals, gyms, yoga and other facilities 	Council, proposed Tourism Working Group, and stakeholder groups	2021-2022	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2021
Night time family friendly activities	Local Economy Arts & Culture	2 / 3 / 4	<ul style="list-style-type: none"> Need to encourage more family friendly seasonal activities 	Council, proposed Tourism Working Group, community groups	2019-2022	medium	\$TBA	<ul style="list-style-type: none"> Work with Urban Planning Team on rolling out aspects of the piloted Night time Strategy from 2019
Rooftop activation	Local Economy Recreation &	2 / 3 / 4	<ul style="list-style-type: none"> To assess the potential for utilising roof top areas of car parks and commercial 	Council, proposed Tourism Working Group,	2023+	low	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2023 with specific emphasis on noise mitigation

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
	Open Spaces		buildings for possible seasonal experiences etc.					
Heritage attraction opportunities	Corporate Leadership & Engagement Planning Development & Heritage	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the potential for heritage tours and attraction possibilities in tandem with possible tourism volunteer group 	Council, proposed Tourism Working Group, and stakeholder groups	2020-2022	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2020
Telling the Story of Wonderland City and Bondi Aquarium	Recreation & Open Spaces Planning, Development & Heritage	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the potential for bringing to life the Wonderland City and Bondi Aquarium story 	Council, proposed Tourism Working Group, and community	2020-2022	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Oct 2020
Performance and rehearsal spaces at Bondi Junction	Recreation & Open Spaces Arts & Culture	1 / 2 / 3	<ul style="list-style-type: none"> To assess the potential for creating dedicated performance spaces and rehearsal rooms to support the performing arts sector. Emphasis on exploring the possibility to convert the Eastgate basement space 	Council, proposed Tourism Working Group, and stakeholder groups	2021-2023	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2021
Black box attraction space	Recreation & Open Spaces Arts & Culture Local Economy	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability of a black box attraction space for possible performances and/or as an attraction - entertainment venue 	Council, proposed Tourism Working Group, and stakeholder groups	2021-2023	Medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Mar 2021 with particular focus on available Council spaces for consideration.
Public art gallery with studios and training spaces	Recreation & Open Spaces Arts & Culture Local Economy	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability of a dedicated public art gallery for the LGA including spaces for workshops-training and possible artist in residence studio 	Council, proposed Tourism Working Group, and stakeholder groups	2022-2023	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2022
Indoor recreation facilities	Recreation & Open Spaces Planning, Development & Heritage	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability of an indoor recreation facility as an all-weather space for community and visitors 	Council, proposed Tourism Working Group, and stakeholder groups	2022-2023	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2022

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
			<ul style="list-style-type: none"> Possible uses may include indoor rock climbing walls, trampolines etc. 					
Museum to Celebrate Sydney's Women	Recreation & Open Spaces Planning, Development & Heritage	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability of an interactive attraction space for showcasing and celebrating the unique achievements of Women in the LGA, in Sydney and potentially nationally 	Council, proposed Tourism Working Group, and stakeholder groups	2021-2023	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Mar 2021
Fashion and Design Museum	Recreation & Open Spaces Planning, Development & Heritage	2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability for an interactive fashion and design museum to showcase the history within the LGA specifically but also to a greater region-city wide or national focus, and with areas for workshops and training facilities 	Council, proposed Tourism Working Group, and stakeholder groups	2023+	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Jun 2023
Surf Life Saving Museum	Recreation & Open Spaces Planning, Development & Heritage	1 / 2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability of an interactive attraction experience dedicated to surf lifesaving in Bondi 	Council, proposed Tourism Working Group, and stakeholder groups	2020-2022	Medium - High	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept in tandem or after the development of the VIC at the Pavilion
Screen Industry Centre	Recreation & Open Spaces Planning, Development & Heritage	2 / 3 / 4	<ul style="list-style-type: none"> To assess the demand and viability of an interactive experience centre dedicated to the screen industry to tell the history of the film industry in the LGA and to offer a showcase for films produced across Australia, with potential for small scale film studios for hire to schools etc. 	Council, proposed Tourism Working Group, and stakeholder groups	2020-2022	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2020
3-day Urban Coastal Walk	Local Economy Recreation & Open Spaces	2 / 3 / 4	<ul style="list-style-type: none"> To assess the viability of a 3-day urban coastal walk connecting beaches to the South of Bondi 	Council, proposed Tourism Working Group, and stakeholder groups	2019-2021	Medium	\$TBA	<ul style="list-style-type: none"> Work with the Bondi to Manly group for a cost benefit analysis of developing and promoting the northern beaches walk June 2019 Undertake a feasibility study to test the viability of the concept, by Dec 2019

Action	CSP Theme	SVS Objective	Tasks	Responsibility	Timeframe	Priority	Budget	KPIs
			<ul style="list-style-type: none"> Work with the Bondi to Manly Coastal Walking Group to assess the feasibility of developing and promoting the a coastal walk to Manly 					
Food and dining trails	Local Economy	1 / 2 / 3 / 4	<ul style="list-style-type: none"> Evaluate the previous Council Dining initiative To assess the demand and viability of LGA food trails focussed on dining experiences throughout the LGA and possibly linking to neighbouring LGAs 	Council, proposed Tourism Working Group, and stakeholder groups	2020-2022	Medium	\$TBA	<ul style="list-style-type: none"> Evaluate Council's dining initiative rolled out four years ago Oct 2020 Undertake a feasibility study to test the viability of the concept, by Mar 2021
Higher quality boutique food and beverage facilities	Local Economy	2 / 3 / 4	<ul style="list-style-type: none"> To actively encourage more boutique higher quality food and beverage options as part of a move toward encouraging higher spending visitors and the current market move away from the traditional backpacker market. 	Council, proposed Tourism Working Group, and stakeholder groups	2021-2023	Low-medium	\$TBA	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2021
Signature children's playground	Recreation & Open Spaces	2	<ul style="list-style-type: none"> To encourage the creation of a high-quality children's playground within the LGA, with different sites to be assessed 	Council, proposed Play Space Strategy; Tourism Working Group, and stakeholder groups	2020-2022	Low-medium	\$TBA	<ul style="list-style-type: none"> Playground beside Bondi Beach requires an upgrade and will be scheduled in-line with the Play Based Strategy when the Pavilion work is underway. Undertake a feasibility study to test the viability of the concept across other areas within the LGA



9. Supporting Documentation

- 10.1 Supporting Documentation 1 – Literature Review
- 10.2 Supporting Documentation 2 – Visitation Methodology
- 10.3 Supporting Documentation 3 – Full Inventory Assessment
- 10.4 Supporting Documentation 4 – Attractions/Destinations Ranking
- 10.5 Supporting Documentation 5 – Comparative Branding and Promotional Website Examples
- 10.6 Supporting Documentation 6 –Tourism Working Group
- 10.7 Supporting Documentation 7 – The Impact of Tourism on Local Amenity

9.1. Supporting Documentation 1 – Literature Review

9.1.1. Bondi Road Corridor Study

- Bondi Light Rail from Bondi Beach to Bondi Junction – study underway by Parsons Brinckerhoff.
- Bondi Light Rail Study not identified in State Government Light Rail Plan in 2012.
- Concepts considering: Bus priority in shared traffic (\$1m indicative cost); Bus priority in Transit Lane (\$10m); Bus Rapid Transit in dedicated lane (\$33m Bondi Junction to Bondi Beach, \$68m CBD to Bondi Beach); Light rail in dedicated lane (\$450m); monorail (\$234m); and Metrorail (\$500m).
- Bus services on Bondi Road reaching capacity at peak times. Bus priority and managed lanes could triple capacity and reliability. Bus rapid transit and light rail have even greater capacity.
- All solutions require a major upgrade to Bondi Junction Interchange, urban design of streetscapes to improve the pedestrian experience, the priority of bus reliability over street parking, safe cycling paths or alternative routes. Emphasis should be placed on better urban design

9.1.2. Creative Lighting Strategy

- Lighting along The Coastal Walk – including integrated handrail lighting, low level integrated lighting to define path edge, low-level wall integrated lighting, integrated marker luminaire at key entry nodes, concealed bench lighting, lighting projection to Bronte Pool, and projected words within Cemetery.
- Lighting at Bondi Junction – including MRP Poles, Pedestrian Scale Poles, Awning Lighting, signage, cycle way lighting, pedestrian crossing lighting, bus shelter lighting, façade lighting and alfresco dining lighting, tree/plant lighting, lighting integrated into urban structures and benches, catenary lighting, playground lighting, gateway and arrival statements at key nodes, laneway lighting installations to activate and give unique personality, architectural

lighting, interactive lighting installations, public art lighting, plaza/mall lighting, and lighting projections in underpasses to increase passive surveillance.

9.1.3. Bondi Park, Beach and Pavilion Plan of Management, 2014-2024

- Bondi Park – 16.5 ha, forming a natural amphitheatre around Bondi Bay.
- Bondi Park, Beach, Pavilion and Bondi Surf Bathers' Life Saving Club listed as a cultural landscape of National Heritage significance.
- The Coastal Walk attracts thousands of visitors per week. Bondi to Bronte section averages 370 users per hour.
- 75% of The Coastal Walk users are Sydney residents. Of this, almost half are residents of Bondi, Tamarama, Bronte and Clovelly.
- Bondi has unique pre and post European settlement history.
- Public art includes the promenade seawall (Council managed art space with temporary works), Indigenous floor mosaic in the Pavilion, skate park mural, and Sculpture by the Sea (2km long temporary sculpture park).
- Implementation of the Master Plan will take over a decade to complete.
- Key ideas: 1) Reinforce Bondi's unique character, 2) Restore the connection from street to sand (through a well-connected, safe and accessible pedestrian circulation network), 3) Restore the Pavilion as a gateway to the beach, 4) Create new facilities and shade (such as bathroom amenities, bike storage, kiosks, showers, and beach wheelchair storage), 5) Provide places for play and respite, 6) Respect Bondi's heritage, and 7) Increase green space and address parking (including options for a two-three storey underground car park at the rear of the Pavilion).

9.1.4. Fact Sheet: Campbell Parade Upgrades, September 2016

- New conceptual plans to address key issues including new shade structures for improved outdoor dining areas, new footpath paving, more street trees, and safer pedestrian crossings.
- No major changes to parking or traffic are proposed as this was not included in the project scope.

9.1.5. After Dark at the Junction Strategy, 2018-2028

- There is an observable difference in Bondi Junction between the day-time and night-time activation. Evidence of this can be seen in Oxford Street Mall; the level of activity decreases from 90% activity during the day to 9% activity in the evening
- The Strategy provides the strategic means to develop Bondi Junction over the next 10 years as an evening destination that is economically viable, culturally exciting and safe
- This strategy has been built on existing research, stakeholder engagement and detailed place audits
- The strategy defines the Place Vision, Place Themes and Objectives across Bondi Junction
- The Vision; “With layers of activity to explore after dark, the Junction is an evening destination for well-being, amusement and nourishment.”
- The Place-making Strategy Objectives are focussed around five key themes; Image, Public Life, Safety, Diversity, and Governance
- General Actions are proposed as broad place making projects and policy adjustments that will influence outcomes across the entire Bondi Junction precinct
- Site Specific Actions are proposed to address shortcomings in key areas including Oxford Street Mall, Oxford Street West, Oxford Street East, Spring Street and Bronte Road

9.1.6. Short-term accommodation in Waverley Draft, 2016

- Total of 868 commercial rooms/apartments in Waverley. Meriton Apartments has 305 rooms, Adina Apartments has 111 rooms.

Table 16: Commercial Accommodation in Waverley

Accommodation providers**	Location	No. of rooms / apartments	Hotel Class* (stars)
Quest Bondi Junction	Bondi Junction	82	4
Meriton Apartments	Bondi Junction	305	5
Adina Apartments	Bondi Beach	111	4.5
Ravesi's Hotel	Bondi Beach	12	3.5
QT – Bondi Pacific	Bondi Beach	69 – TBA	5
Hotel Bondi	Bondi Beach	37	3.5
Bondi 38	Bondi Beach	11	4
Ultimate Apartments	Bondi Beach	44	3.5
Sinclair's Bondi	Bondi	25	3
The Chee	Bondi Beach	5	-
Bondi Shores - Hostel	Bondi	20	-
Lamrock Lodge	Bondi Beach	62	-
Beach Road Hotel	Bondi Beach	-	-
Bondi Beachhouse YHA	Bondi	90	-
Total		868	4

Source: Waverley Council, November 2015 and JLL Hotels and Hospitality Group

*Hotel class is based on self-rated and industry rated.

**Some providers also supply long-term accommodation

- In Waverley, Airbnb offers over 3,000 listings (representing a larger market than the formal/traditional commercial accommodation market). These listings provide a mix of shared rooms, private rooms, units, and houses.
- Bondi Beach and North Bondi collectively have over 800 listings available.

- In the Waverley LEP, 2012 'tourist and visitor accommodation' is prohibited in all residential zones. In recent land and environment court rulings, short-term rental of a house/apartment is also not permitted unless separate development consent is provided.

9.1.7. Bondi Rescue – Contribution to the local economy

- Series provides both monetary and non-monetary returns.
- Council receives \$139k in direct income per annum. Additionally, the show attracts visitors to Bondi Beach which encourages visitor spending (this indirect spending has not been measured by Council).
- Non-monetary return through the indirect promotion of Bondi through the Bondi Rescue brand. Bondi Rescue official Facebook page has 18k likes, while the unofficial page has 227k likes. The official Instagram account has 36k followers and the YouTube channel has 51,847 subscribers (and in excess of 21m views).

9.1.8. Bondi Junction Pedestrian and Public Life Study

- Power of 10+ Approach. Must be at least 10 'places' in a destination that have distinct and overlapping functions to draw visitors. In Bondi Junction, the provision of activities, seating and the quality of the public realm is lacking.
- Weekdays see 24% more pedestrians than weekends.
- On a Thursday from 6am-9pm, there were 257,855 pedestrians counted. From 9pm-12am, there were 11,435 pedestrians counted.
- On a Saturday (with a market) from 6am-9pm, there were 208,700 pedestrians counted. From 9pm-12am, there were 12,630 pedestrians counted.
- 9.5% more pedestrians on weekend evenings than weekdays.

9.1.9. Bondi Winter Magic Campaign

- Goal to stimulate Bondi's visitor economy during winter.
- > 150,000 people have participated in Bondi Winter Magic events.
- 76% of businesses said that their sales increased by at least 10% over the winter period.
- 2016 events included Bondi Ice Rink, Art on the Streets, Music song and dance on Bondi pavements, Bondi History Walks, Camels on the Beach, as well as winter specials.

9.1.10. Urban Interventions

- Temporary Urban Intervention projects, including Warners Island, Little Libraries, Jigsaw, Rowe Street Mural, Norman Lee Place Play Space, Boot factory Artwork, Bike Hub, Bondi Parklet, and Village Parklet.

9.1.11. Draft Commercial Activity in Public Spaces Policy

- Activities covered by the policy include: A-frames, community celebrations, fitness and recreational, footpath use (busking, exhibitions and promotional activity, sale of goods, and seating), fundraising activity by registered charity, markets/stalls, mobile vending (food and non-food), public entertainment (theatrical, musical or other) and tourism activities (tours).

9.1.12. Imagine Waverley

- Tourism 4 Walkability ideas: introduce a tourism hub, media introduction at Bondi Junction station showcasing events, shows and how to get to places, Waverley app development, encourage walking connections, prioritise pedestrians within Bondi Junction and village centres, green public places, introduce public art between Centennial park and Bondi Junction, enhance coastal walk, encourage walking paths for different experiences, and shark patrols.

- Great Places ideas: innovative urban form, create strong connections to the beach, mixed use buildings on main thoroughfares, encourage diverse housing forms, enhance green spaces, have walking tours in Waverley cemetery.
- Activation ideas: Bondi Junction night time activation, Bondi Junction day time activation, Waverley night time activation, and Waverley day time activation.
- Improve transport from Bondi Junction to Bondi Beach and improve Syd Einfeld Drive.
- Sustainability ideas: Urban forest and create sustainable communities.
- 10 big ideas include Extend the coastal walk, create an urban forest, Great streets connect great places, Sustainable Built Form, Sky High Festival, Night Time Activities, Vibrant Spaces, Bondi Train Station, Light Rail, and A Beautiful Syd Einfeld Drive.
- Lighting ideas for Bondi Junction, Bondi Beach and the Coastal Walk.

9.1.13. 'Hello Bondi'

- Official tourism website, featuring the coastal walk, beaches, Bondi Pavilion, Tamarama Park, Bronte Park and Baths, Aboriginal Art, The Intertidal Protected Area and Aquatic Reserve and Waverley Cemetery, Sports and Leisure and 'What's On'.
- 'Hello Bondi' Wi-Fi.

9.1.14. Tourism Demand Driver Infrastructure Application

- Waverley Council applied for a tourism grant for a Digital Visitor Experience including Creative Lighting Installation, 'Hello Bondi' Tourism App and free public Wi-Fi.

9.1.15. Waverley Public Art Masterplan

- Purpose is to ensure the commissioning of new work in Waverley with consideration to context, enhancing engagement and appreciation of art and invigorating the area.
- Objectives forming the evaluation criteria for new works are: place making, artistic excellence, sustainability, and local culture and heritage.

- Sites identified for public art: Gould and Roscoe St, Waverley Mall, Oxford St Mall, Clemenson Park, Waverley Park, Dickson Park, Norman Lee Place, Cox and Hall St, Bondi Park, Seven Ways North Bondi, and Hunter Park.

9.1.16. Coastal Walk Counters

- Bronte-Calga: daily average 2,874 (1 January 2016- 4 December 2016)
- Tamarama: daily average 4,986 (1 January 2016- 4 December 2016)

9.1.17. SkyFii

- Busiest day: Sunday (1 January 2016- 4 December 2016)
- Total Visits: 6,142,832 (1 January 2016- 4 December 2016)
- Visitors: 1,462,923 (while there were 4,679,909 returning visits) (1 January 2016- 4 December 2016)
- Passers-by: 2,837,030 (1 January 2016- 4 December 2016)

9.1.18. Smart Cities

- Report currently in progress at the time of writing.

9.1.19. Laneway Activation Strategy

- Report currently in progress at the time of writing.

Figure 42: LGAs within a 25km Driving Distance of Waverley



9.2. Supporting Documentation 2 – Visitation Methodology

9.2.1. Methodology for Overall Visitation to Waverley

The following section details visitation to Waverley and is a compilation of data provided by:

- Destination NSW (DNSW) as part of a special data request for visitation to the LGA (up to 2011) based on Tourism Research Australia (TRA) data as well as DNSW special precinct research completed for Bondi Beach (up to 2014);
- Wi-Fi data for the free Wi-Fi network currently available at Bondi Beach;
- Sculpture by the Sea visitor data;
- Westfield Bondi Junction and Eastgate Shopping Centre customer data; and
- Australian Bureau of Statistics (ABS) population data for LGAs situated within 25km of Waverley (2015 estimates).

There are a variety of reasons why the collection of visitor data for Waverley is not a straight forward process and these are highlighted below.

- Visitor data provided by TRA for the LGA is based on a small sample size. When this data is correlated with visitor data collected by DNSW for Bondi specifically, the two data sets display significant discrepancies. By way of example, total visitation to the LGA in the LGA dataset (estimated at 518k visitors) is less than total visitation to Bondi indicated in the special precincts research (2.2m visitors). As Bondi is only one suburb/area in LGA, the LGA visitor data should exceed visitation data for Bondi. It is, therefore, assumed that the Bondi precinct data set is more representative of visitation to the LGA.
- Both datasets exclude any local visitation. A local visitor, as defined by DNSW, is someone who has travelled less than 25km (one way) to their destination (Figure shows those LGAs within 25km). By way of example, someone from Ryde is considered a local visitor because their LGA is situated within 25km of Bondi, whereas someone from the Blue Mountains would be considered a “true” visitor. There are 24 LGAs within a 25km driving distance of Waverley¹⁴⁵ with a combined population of 2m residents. We understand from anecdotal feedback that Bondi Beach and Bondi Junction, in particular, receive a significant number of visitors from those in nearby LGAs. The visitor statistics, however, would not include these local visitors.

¹⁴⁵ LGAs with their Council Chambers located within a 25km driving distance from Waverley Council Chambers were included. Distances were calculated using the Google Directions Tool. It is important to note that the entire LGA may not fall within a 25km radius, however, if the city centre for the LGA (such as Council’s location or the primary CBD location) falls within 25km, the LGA has been included.

9.2.2. Methodology for Bondi Beach Visitation

Table 17 provides a more detailed breakdown of local visitor use of the Bondi Beach hub. The following assumptions are applied:

- An estimated 35% (25.4k residents) of those living in Waverley venture down to Bondi Beach. These residents who do visit Bondi Beach tend to be those who live within 400m of the beach and who go to swim, walk, dine, surf etc.
- For many locals, Bondi Beach is the preferred location for swimming, dining, walking etc. which is why many are going down up to once per month. And for those who travel more than once per week to the hub (an estimated 5.1k locals), it is assumed that they go, on average, up to two times per week.
- Of those living within a 0 - 10km radius (excluding Waverley LGA) who travel to Bondi Beach (estimated at 30% of those within 3km and 20% of those within 4 – 10km) they travel to the hub for a mix of activity including nippers, surfing, dining, walking (coastal walks) on a semi-regular basis.
- Those living within a 11-25km radius who travel to Bondi Beach (estimated at 15% of those within 11–15km and 10% of those within 16–25km) travel to the Bondi Beach hub 1-2 times per year to see events, do coastal walks, take out of town friends and go to dine.
- Bondi is easily accessible from the CBD so many more apartment dwellers and inner city residents go there to walk, swim, dine (it is far more accessible via the rail connection to Bondi Junction, then a taxi or bus or they drive direct).
- Bondi has strong brand/brag value over beaches such as Maroubra (which is a localised south eastern suburb beach for example), is generally safer for swimming than Tamarama or Bronte, and is the CBD's nearest non-harbour side beach.
- For the city, inner west, and east, Bondi Beach is the easiest beach to access with lots of dining options, retail and events.
- Anything on the north side of the Harbour Bridge generally heads to the northern beaches so there is a strong demarcation; visitors either drive or go by ferry as a novelty but the lack of options other than from circular quay to Manly by ferry means a southern, eastern, CBD and the inner west local market have no option but to go into the CBD which is often seen as a hassle to get a ferry to Manly. The lack of connectivity of the northern beaches to Manly is also a limitation, especially when compared to the ability to easily walk from Bondi to Tamarama and Bronte which is able to offer easily accessible multiple beach options.
- We consider there is no correlation between those who go to Bondi Junction and those who go to Bondi; the two are seen as separate destinations currently.

Table 17: Local Visitation Broken Down

	Waverley	LGAs that fall within:				Total
		0-3km ¹⁴⁶	4-10km ¹⁴⁷	11-15km ¹⁴⁸	16-25km ¹⁴⁹	
LGA population at 2015	72.7k	59.3k	397.7k	260.9k	1.2m	2.0m
% who would visit Bondi	35%	30%	20%	15%	10%	-
Total Unique Visitors	25.4k	17.8k	79.5k	39.1k	117.4k	279.3k
Local visitors who visit:						
Once per year	5%	10%	15%	25%	35%	-
Once per year	1.3k	1.8k	11.9k	9.8k	41.1k	65.8k
Twice per year	10%	20%	25%	30%	35%	-
Twice per year	2.5k	3.6k	19.9k	11.7k	41.1k	78.8k
Once per month	45%	35%	40%	40%	20%	
Once per month	11.5k	6.2k	31.8k	15.7k	23.5k	87.8k
Once per week	20%	30%	15%	8%	9%	-
Once per week	5.1k	5.3k	11.9k	3.1k	10.6k	34.9k
> once p/week	20%	5%	5%	2%	1%	-
> once p/week	5.1k	890	4.0k	783	1.2k	11.9k
Total Visitation (Non-Unique)	937.6k	453.7k	1.5m	465.3k	1.1m	4.3m

¹⁴⁶ Excludes Waverley LGA, includes Woollahra LGA¹⁴⁷ Includes the LGAs of: Botany Bay, Randwick and Sydney¹⁴⁸ Includes the LGAs of: Hunters Hill, Leichhardt, Marrickville, Mosman and North Sydney¹⁴⁹ Includes the LGAs of: Ashfield, Burwood, Canada Bay, Canterbury, Hurstville, Kogarah, Ku-ring-gai, Lane Cove, Manly, Rockdale, Ryde, Strathfield, Warringah and Willoughby

9.3. Supporting Documentation 3 – Full Inventory Assessment¹⁵⁰

9.3.1. Accommodation

Table 18: Full Accommodation Audit

Name	LGA	Type	# of rooms	Official Rating	Rates	Date Rate Taken
Bondi Beach Apartments	Waverley	Serviced Apartments	13	4.5	-	-
QT Bondi	Waverley	Hotel	69	5	\$230	Lowest price for Oct/Nov 2016
Hotel Bondi	Waverley	Hotel	33	3.5	\$224	Lowest price for Oct/Nov 2016
Ravesis on Bondi Beach	Waverley	Hotel	12	3.5	\$162	Lowest price for Oct/Nov 2016
Bondi Backpackers	Waverley	Backpackers	56	2.5	\$33	Lowest price for Oct/Nov 2016
Adina Apartment Hotel Bondi Beach	Waverley	Hotel	111	4.5	\$259	Lowest price for Oct/Nov 2016
Ultimate Apartments Bondi Beach	Waverley	Serviced Apartments	44	3.5	\$165	Lowest price for Oct/Nov 2016
The Village Bondi Junction	Waverley	Backpackers	29	2	\$31	Lowest price for Oct/Nov 2016
The Village Bondi Beach	Waverley	Backpackers	62	2.5	\$26	Lowest price for Oct/Nov 2016
Bondi Beach Holiday Apartments	Waverley	Serviced Apartments	33	-	-	-
Bondi 38 Serviced Apartments	Waverley	Serviced Apartments	11	4	\$249	Lowest price for Oct/Nov 2016
Noah's Bondi	Waverley	Backpackers	69	2.5	\$27	Lowest price for Oct/Nov 2016
Bondi Shores	Waverley	Backpackers	20	3	\$27	Lowest price for Oct/Nov 2016
Bondi Beachouse Backpackers YHA	Waverley	Backpackers	90	3	\$32	Lowest price for Oct/Nov 2016
Surfside Bondi Beach	Waverley	Backpackers	30	-	-	-
Sinclair's Bondi	Waverley	Hotel	30	3	\$79	1st September 16 - 31st May 17
Meriton Serviced Apartments Bondi Junction	Waverley	Serviced Apartments	333	4.5	\$224	21-Nov-16
Quest Bondi Junction	Waverley	Serviced Apartments	82	4	\$151	Lowest price for Oct/Nov 2016
The Chee	Waverley	Serviced Apartments	5	-	\$174	Nov-16
Charing Cross Hotel	Waverley	Pub Style	9	-	\$125	Feb-17
Beach Road Hotel	Waverley	Pub Style	25	-	\$120	Oct/Nov 2016

Name	LGA	Type	# of rooms	Official Rating	Rates	Date Rate Taken
The Grand Hotel - Cock 'n Bull	Waverley	Pub Style	-	-	\$25	Feb-17
Centennial Park Lodge	Randwick	Serviced Apartments	8	3.5	-	-
Waldorf Randwick Serviced Apartments	Randwick	Serviced Apartments	22	3.5	\$199	21-Nov-16
Racecourse Space	Randwick	Hotel	165	2.5	\$203	Lowest price for Oct/Nov 2016
UNSW Village	Randwick	Serviced Apartments	-	3	\$129	Lowest price for Oct/Nov 2016
Randwick Central Suites	Randwick	Serviced Apartments	30	4	\$169	Lowest price for Oct/Nov 2016
The Blenheim Randwick	Randwick	Hotel	17	3	\$149	Lowest price for Oct/Nov 2016
Bespoke Creative Serviced Apartments	Randwick	Serviced Apartments	-	3	\$185	Lowest price for Oct/Nov 2016
Randwick Space	Randwick	Hotel	80	3	\$51	Lowest price for Oct/Nov 2016
Avoca Lodge	Randwick	Hotel	22	3	\$119	Lowest price for Oct/Nov 2016
Perouse Lodge	Randwick	Hotel	42	3.5	\$129	Lowest price for Oct/Nov 2016
Royal Hotel Randwick	Randwick	Hotel	40	3.5	\$130	Lowest price for Oct/Nov 2016
High Cross Park Lodge	Randwick	Hotel	27	3	\$117	Lowest price for Oct/Nov 2016
Randwick Lodge	Randwick	Hotel	42	3.5	\$117	Lowest price for Oct/Nov 2016
St Mark's Lodge	Randwick	Hotel	28	3	\$114	Lowest price for Oct/Nov 2016
Coogee Prime Lodge	Randwick	Hotel	35	3	\$119	Lowest price for Oct/Nov 2016
Coogee Sands Hotel and Apartment	Randwick	Motel	80	4	\$200	Lowest price for Oct/Nov 2016
Coogee Bay Hotel	Randwick	Pub Style	74	3	\$145	Lowest price for Oct/Nov 2016
Adina Apartment Hotel Coogee	Randwick	Serviced Apartments	86	4	\$193	Lowest price for Oct/Nov 2016
Coogee Beachside Budget Accommodation	Randwick	Backpackers	20	2	\$40	Lowest price for Oct/Nov 2016
Dive Hotel	Randwick	Hotel	16	4	\$190	Lowest price for Oct/Nov 2016
Crowne Plaza Coogee Beach	Randwick	Hotel	209	4.5	\$212	Lowest price for Oct/Nov 2016
AEA The Coogee View Serviced Apartments	Randwick	Serviced Apartments	19	4.5	\$279	21-Nov-16

¹⁵⁰ Compiled in October/November 2016.

Name	LGA	Type	# of rooms	Official Rating	Rates	Date Rate Taken
Sands Hotel Maroubra	Randwick	Motel	15	3.5	\$160	Lowest price for Oct/Nov 2016
Arts Hotel	Woollahra	Hotel	64	3.5	\$158	Lowest price for Oct/Nov 2016
The Hughenden Boutique Hotel	Woollahra	Hotel	32	4	\$127	Lowest price for Oct/Nov 2016
Sydney Lodge Motel	Woollahra	Motel	58	3	\$120	Lowest price for Oct/Nov 2016
Medina Serviced Apartments Double Bay	Woollahra	Serviced Apartments	10	4	\$199	Lowest price for Oct/Nov 2016
The Savoy Double Bay Hotel	Woollahra	Motel	40	3.5	\$137	Lowest price for Oct/Nov 2016
Intercontinental Sydney Double Bay	Woollahra	Hotel	140	5	\$193	Lowest price for Oct/Nov 2016
Watsons Bay Boutique Hotel	Woollahra	Hotel	31	4	\$229	Lowest price for Oct/Nov 2016

Name	LGA	Built/Natural	Type
Vaucluse House	Woollahra	Built	Gallery/Museum
Sydney Archery	Waverley	Natural	Sports
Watsons Bay Stand Up Paddling	Woollahra	Natural	Water Activities
Watsons Bay Boutique Hotel	Woollahra	Built	Restaurant/Bar
Mackenzies Beach	Waverley	Natural	Beach
Bondi Golf Club	Waverley	Natural	Golf
Aquabumps	Waverley	Built	Gallery/Museum
Coo-ee Aboriginal Art Gallery	Waverley	Built	Indigenous
Westfield Bondi Junction	Waverley	Built	Shops
The Grid Sydney	Waverley	Built	Interactive
Ayurvedic Wellness Centre	Waverley	Built	Day Spa
Modbod retreat	Woollahra	Built	Day Spa
Real Sydney Tours	Waverley	Built	Tours
Contiki Holidays	Waverley	Built	Tours
Fishin Trips Charters	Woollahra	Natural	Water Activities
OceanFit	Waverley	Natural	Water Activities
Ryo's Noodles Bondi Junction	Waverley	Built	Restaurant/Bar
Sefa Kitchen	Waverley	Built	Restaurant/Bar
Shop and Wine Bar	Waverley	Built	Restaurant/Bar
Skinny Dip	Waverley	Built	Café
Society Pizzeria di Catania	Waverley	Built	Restaurant/Bar
Sonoma Bakery Café	Waverley	Built	Café
Soy Restaurant	Waverley	Built	Restaurant/Bar
Speakeasy Bar	Waverley	Built	Restaurant/Bar
The Anchor	Waverley	Built	Restaurant/Bar
A Tavola Bondi	Waverley	Built	Restaurant/Bar
About Life	Waverley	Built	Café
Atlas Kiosk	Waverley	Built	Café
Balcone Bar	Waverley	Built	Restaurant/Bar
Banana Blossom Asian Salads Bondi	Waverley	Built	Restaurant/Bar
Barlovento	Waverley	Built	Restaurant/Bar
Beach Burrito Company - Bondi	Waverley	Built	Restaurant/Bar
Bills Bondi	Waverley	Built	Restaurant/Bar
Birichina	Waverley	Built	Café
Bo Larn	Waverley	Built	Restaurant/Bar
Bondi Bowling Club	Waverley	Built	Restaurant/Bar
Bondi Cosmo	Waverley	Built	Restaurant/Bar
Bondi Hardware	Waverley	Built	Restaurant/Bar
Bondi Harvest	Waverley	Built	Restaurant/Bar
Bondi Icebergs	Waverley	Built	Restaurant/Bar
Bondi Pizza	Waverley	Built	Restaurant/Bar
Bondi Rumba	Waverley	Built	Restaurant/Bar
Bondi Trattoria	Waverley	Built	Restaurant/Bar
Bondi Tucker	Waverley	Built	Restaurant/Bar
Bonditony's Burger joint	Waverley	Built	Restaurant/Bar
Bronte Cucina	Waverley	Built	Restaurant/Bar
Bronte Road Bistro	Waverley	Built	Restaurant/Bar
Brown Sugar	Waverley	Built	Café
Café Bondi	Waverley	Built	Café

9.3.2. Attractions

Table 19: Full Attraction Audit

Name	LGA	Built/Natural	Type
Adriano Zumbo Waverley	Waverley	Built	Café
The Federation Cliff Walk	Waverley	Natural	Nature/Walks
Ruby's Diner	Waverley	Built	Café
The Coastal Walk	Waverley	Natural	Nature/Walks
Bronte Road Bistro	Waverley	Built	Restaurant/Bar
Eugene's	Waverley	Built	Café
The Gallery Shop Bronte	Waverley	Built	Indigenous
Bondi Beach	Waverley	Natural	Beach
Bronte Beach	Waverley	Natural	Beach
Tamarama Beach	Waverley	Natural	Beach
Clovelly Beach	Randwick	Natural	Beach
Gordons Bay	Randwick	Natural	Beach
Coogee Beach	Randwick	Natural	Beach
Maroubra Beach	Randwick	Natural	Beach
Malabar Beach	Randwick	Natural	Beach
Little Bay Beach	Randwick	Natural	Beach
Congwong Beach	Randwick	Natural	Beach
Frenchmans Bay	Randwick	Natural	Beach
Yarra Bay	Randwick	Natural	Beach
Top Hat Coffee Merchants	Randwick	Built	Café
Out of the Blue	Randwick	Built	Restaurant/Bar
Clovelly Hotel	Randwick	Built	Restaurant/Bar
Three Blue Ducks	Waverley	Built	Café
Make a Tour	Woollahra	Natural	Tours
Charing Cross Hotel	Waverley	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
Café Lilliputien	Waverley	Built	Café
Calabar Café and Diner	Waverley	Built	Café
Central Baking Depot	Waverley	Built	Café
Chapter One	Waverley	Built	Café
China Diner	Waverley	Built	Restaurant/Bar
Da Orazio Pizza + Porchetta	Waverley	Built	Restaurant/Bar
Deli Bottega	Waverley	Built	Café
Earth to table	Waverley	Built	Café
The Eastern	Waverley	Built	Restaurant/Bar
Fat Rupert's	Waverley	Built	Restaurant/Bar
Favoloso Espresso Bar	Waverley	Built	Restaurant/Bar
Fish Mongers Bondi	Waverley	Built	Restaurant/Bar
Gelato Bar	Waverley	Built	Restaurant/Bar
Gertrude and Alice Café Bookshop	Waverley	Built	Café
Harry's Espresso Bar	Waverley	Built	Restaurant/Bar
Hurricane's Grill	Waverley	Built	Restaurant/Bar
Ichi-ban Boshi	Waverley	Built	Restaurant/Bar
Katipo Coffee House	Waverley	Built	Café
Kellys Bar and Grill	Waverley	Built	Restaurant/Bar
La Macelleria	Waverley	Built	Restaurant/Bar
La Piadina	Waverley	Built	Café
Lox Stock and Barrel	Waverley	Built	Café
Lush on Bondi	Waverley	Built	Restaurant/Bar
Mamasan	Waverley	Built	Restaurant/Bar
Miss Marmalade	Waverley	Built	Café
Misschu	Waverley	Built	Restaurant/Bar
Mojos Tapas Bar and Café	Waverley	Built	Café
Moo Gourmet Burgers	Waverley	Built	Restaurant/Bar
Moxhe	Waverley	Built	Restaurant/Bar
Mozzarella Bar, My Way	Waverley	Built	Restaurant/Bar
Mr moustache	Waverley	Built	Restaurant/Bar
Myoko Sushi Bar	Waverley	Built	Restaurant/Bar
New Shanghai	Waverley	Built	Restaurant/Bar
North Bondi Fish	Waverley	Built	Restaurant/Bar
North Bondi RSL	Waverley	Built	Restaurant/Bar
Osteria Riva	Waverley	Built	Restaurant/Bar
Panama House	Waverley	Built	Restaurant/Bar
Paper Planes	Waverley	Built	Restaurant/Bar
Paradie Roas Diner	Waverley	Built	Restaurant/Bar
Pasticceria Papa	Waverley	Built	Restaurant/Bar
Pompei's	Waverley	Built	Restaurant/Bar
Queens Park Shed	Waverley	Built	Restaurant/Bar
Ramen Kan	Waverley	Built	Restaurant/Bar
Ravesi's	Waverley	Built	Restaurant/Bar
Raw bar	Waverley	Built	Restaurant/Bar
Rice Pot	Waverley	Built	Restaurant/Bar
The Corner House	Waverley	Built	Restaurant/Bar
The Crossing	Waverley	Built	Restaurant/Bar
The Earth Food Store and Café	Waverley	Built	Café

Name	LGA	Built/Natural	Type
The House of Luis Tan	Waverley	Built	Restaurant/Bar
The Rum Diaries	Waverley	Built	Restaurant/Bar
The Stuffed Beaver	Waverley	Built	Restaurant/Bar
Tokyo Jazz Café	Waverley	Built	Restaurant/Bar
Trio Bondi	Waverley	Built	Restaurant/Bar
Two and Twelve	Waverley	Built	Restaurant/Bar
Vacanza Pizzeria	Waverley	Built	Restaurant/Bar
Vino e Cucina	Waverley	Built	Restaurant/Bar
Vue Bar and Tapas	Waverley	Built	Restaurant/Bar
Zilver Bondi Junction	Waverley	Built	Restaurant/Bar
Waterman's Lobster Co.	Waverley	Built	Restaurant/Bar
Fishbowl Poke Bar	Waverley	Built	Restaurant/Bar
Macelleria	Waverley	Built	Restaurant/Bar
Sean's Panorama	Waverley	Built	Restaurant/Bar
The Bucket List	Waverley	Built	Restaurant/Bar
Coogee Legion Club	Randwick	Built	Restaurant/Bar
Coogee Beach Stand Up Paddle Hire	Randwick	Natural	Water Activities
Let's Go Surfing - Bondi Beach	Waverley	Natural	Water Activities
Let's Go Surfing - Maroubra Beach	Randwick	Natural	Water Activities
Sauce Bar and Grill	Randwick	Built	Restaurant/Bar
Seasalt Café	Randwick	Built	Café
Sushi Goi	Randwick	Built	Restaurant/Bar
Sushi Train	Randwick	Built	Restaurant/Bar
A Fish Called Coogee	Randwick	Built	Restaurant/Bar
Annie's	Randwick	Built	Restaurant/Bar
Aquarium Bistro and Bar	Randwick	Built	Restaurant/Bar
Banana Palm	Randwick	Built	Restaurant/Bar
Barzura	Randwick	Built	Restaurant/Bar
Beach Burrito Company - Coogee	Randwick	Built	Restaurant/Bar
Bite Café	Randwick	Built	Café
Bluesalt at Crowne Coogee	Randwick	Built	Restaurant/Bar
Churrasco Coogee	Randwick	Built	Restaurant/Bar
Coogee Bay Hotel	Randwick	Built	Restaurant/Bar
Coogee Burger Shack	Randwick	Built	Restaurant/Bar
Coogee Pavilion	Randwick	Built	Restaurant/Bar
Darley Street Bistro	Randwick	Built	Restaurant/Bar
Deviate Café	Randwick	Built	Café
El Toro Tapas and Pizza Bar	Randwick	Built	Restaurant/Bar
Golden Unicorn	Randwick	Built	Restaurant/Bar
La Spiaggia	Randwick	Built	Restaurant/Bar
Nissaki Greek Taverna	Randwick	Built	Restaurant/Bar
Oceans bar	Randwick	Built	Restaurant/Bar
Pavilion Beachfront	Randwick	Built	Restaurant/Bar
The Grumpy Baker Maroubra	Randwick	Built	Café
The North End Café	Randwick	Built	Café
Vivo Mexican Tapas	Randwick	Built	Restaurant/Bar
X74 Restaurant	Randwick	Built	Restaurant/Bar
Café de France	Randwick	Built	Café
The Little Kitchen	Randwick	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
Sugarcane Coogee	Randwick	Built	Restaurant/Bar
Belinda	Woollahra	Built	Shops
Zahli Crystal Couture and Designer Denim	Woollahra	Built	Shops
Busatti Boutique	Woollahra	Built	Shops
Cosmopolitan Shoes	Woollahra	Built	Shops
Adrienne and the Misses Bonney	Woollahra	Built	Shops
Jan Logan	Woollahra	Built	Shops
Clark Island	Woollahra	Natural	Beach
Redleaf Beach	Woollahra	Natural	Beach
Royal Sydney Golf Club	Woollahra	Natural	Golf
Mrs Sippy	Woollahra	Built	Restaurant/Bar
Sydney Harbour Escapes	Woollahra	Natural	Tours
Rose Bay Aquatic Hire	Woollahra	Natural	Water Activities
Point Piper Kayaks	Woollahra	Natural	Water Activities
Kayaking Tours Sydney	Woollahra	Natural	Water Activities
Sydney Seaplanes	Woollahra	Natural	Scenic Flights
Sydney By Seaplane	Woollahra	Natural	Scenic Flights
Rose Bay Diner	Woollahra	Built	Restaurant/Bar
Royal Oak Hotel Bistro	Woollahra	Built	Restaurant/Bar
Sake Restaurant and Bar	Woollahra	Built	Restaurant/Bar
Simmons Logue	Woollahra	Built	Restaurant/Bar
Spice Market Double Bay	Woollahra	Built	Restaurant/Bar
Stillery at Intercontinental Double Bay	Woollahra	Built	Restaurant/Bar
Stockroom at Intercontinental Double Bay	Woollahra	Built	Restaurant/Bar
Sugar and Spoon Café	Woollahra	Built	Café
Taste of India	Woollahra	Built	Restaurant/Bar
1888 Certified	Woollahra	Built	Restaurant/Bar
Australian 18 Footers League	Woollahra	Built	Restaurant/Bar
Bar Indigo	Woollahra	Built	Restaurant/Bar
Bar Mia	Woollahra	Built	Restaurant/Bar
Bei Amici	Woollahra	Built	Restaurant/Bar
Bernasconi's	Woollahra	Built	Restaurant/Bar
Best Thai - Rose Bay	Woollahra	Built	Restaurant/Bar
Bibo	Woollahra	Built	Restaurant/Bar
Brown Rice Sushi - Double bay	Woollahra	Built	Restaurant/Bar
Casablanca Sydney	Woollahra	Built	Restaurant/Bar
Catalina Rose Bay	Woollahra	Built	Restaurant/Bar
Char and Co	Woollahra	Built	Restaurant/Bar
Chinta Kechil	Woollahra	Built	Restaurant/Bar
Cosmopolitan Café	Woollahra	Built	Café
Cruising Yacht Club of Australia	Woollahra	Built	Restaurant/Bar
D'Bees Double Bay	Woollahra	Built	Restaurant/Bar
Double Bay Chinese	Woollahra	Built	Restaurant/Bar
Double Bay Schnitzel House	Woollahra	Built	Restaurant/Bar
Landmark Restaurant	Woollahra	Built	Restaurant/Bar
Limoncello	Woollahra	Built	Restaurant/Bar
Mistelle	Woollahra	Built	Restaurant/Bar
Pelicano	Woollahra	Built	Restaurant/Bar
Pink Salt Restaurant	Woollahra	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
Pizza on Bay	Woollahra	Built	Restaurant/Bar
Redleaf Pool Café	Woollahra	Built	Café
Regatta Restaurant and Bar	Woollahra	Built	Restaurant/Bar
The Golden Sheaf Hotel	Woollahra	Built	Restaurant/Bar
The Sheaf Bistro	Woollahra	Built	Restaurant/Bar
The Swimmers Club	Woollahra	Built	Restaurant/Bar
Village Grill	Woollahra	Built	Restaurant/Bar
Vine Double Bay	Woollahra	Built	Restaurant/Bar
Niji Restaurant and Bar	Woollahra	Built	Restaurant/Bar
Henry Head Walking Track	Randwick	Natural	Nature/Walks
Bare Island Fort	Randwick	Built	Gallery/Museum
Randwick Golf	Randwick	Natural	Golf
St Michael's Golf Club	Randwick	Natural	Golf
The Coast Golf Course	Randwick	Natural	Golf
La Perouse Museum	Randwick	Built	Gallery/Museum
Kadoo Tours	Randwick	Natural	Indigenous
The Boatshed La Perouse	Randwick	Built	Restaurant/Bar
Little Lily's Wine and Tapas Café	Randwick	Built	Café
Little Hutong	Randwick	Built	Restaurant/Bar
Centennial Park	Randwick	Natural	Parks/Gardens
Queens Park	Randwick	Natural	Parks/Gardens
Harris Farm Markets	Waverley	Built	Shops
Ritz Cinema	Randwick	Built	Cinemas
Royal Randwick Racecourse	Randwick	Natural	Horse Racing
Museum of Human Disease	Randwick	Built	Gallery/Museum
Centennial Park Cycles	Randwick	Natural	Cycling
Australia in Style	Randwick	Built	Tours
Dingo Tours	Randwick	Natural	Tours
Seahorse Seafood Italian Restaurant	Randwick	Built	Restaurant/Bar
Soul Burger	Randwick	Built	Restaurant/Bar
Arthur's Pizza Randwick	Randwick	Built	Restaurant/Bar
Azteca's Mexican Restaurant	Randwick	Built	Restaurant/Bar
Bistro Avoca	Randwick	Built	Restaurant/Bar
Café Randwick	Randwick	Built	Café
Chat Thai Randwick	Randwick	Built	Restaurant/Bar
Duke's Lounge	Randwick	Built	Restaurant/Bar
Jimbaran Indonesian	Randwick	Built	Restaurant/Bar
Kurtosh House One	Randwick	Built	Café
La Cocina Peruana	Randwick	Built	Café
Li'l Darlin Randwick	Randwick	Built	Restaurant/Bar
Mand's Indian Randwick	Randwick	Built	Restaurant/Bar
Moroccan Feast	Randwick	Built	Restaurant/Bar
Noodle Inn	Randwick	Built	Restaurant/Bar
Pho Le Vietnamese Restaurant	Randwick	Built	Restaurant/Bar
Pinocchio's Seafood and Steak	Randwick	Built	Restaurant/Bar
Prima Luna Italian Restaurant	Randwick	Built	Restaurant/Bar
The Cook House	Randwick	Built	Restaurant/Bar
The Dog at Duke of Gloucester	Randwick	Built	Restaurant/Bar
Four Frogs Creperie	Randwick	Built	Restaurant/Bar

Name	LGA	Built/Natural	Type
South Head Heritage Trail	Woollahra	Natural	Nature/Walks
Macquarie Lighthouse	Woollahra	Built	Landmark
Hornby Lighthouse	Woollahra	Built	Landmark
Camp Cove	Woollahra	Natural	Beach
Bottle and Glass Point	Woollahra	Natural	Parks/Gardens
Milk Beach Vacluse	Woollahra	Natural	Parks/Gardens
Nielsen Park	Woollahra	Natural	Parks/Gardens
Lady Bay Beach	Woollahra	Natural	Beach
Hermitage Foreshore Track	Woollahra	Natural	Nature/Walks
Shakespears Point	Woollahra	Natural	Parks/Gardens
Bondi Park	Waverley	Natural	Parks/Gardens
Nielsen Park Café and Halbert Pavilion	Woollahra	Built	Café
Beautiful Tours Australia	Woollahra	Natural	Tours
Doyles on the Beach	Woollahra	Built	Restaurant/Bar
Doyles on the Wharf	Woollahra	Built	Restaurant/Bar
Dunbar House	Woollahra	Built	Restaurant/Bar
Eastern Bay Thai	Woollahra	Built	Restaurant/Bar
The Grumpy Baker Vacluse	Woollahra	Built	Café
Il Dolce Dell'Amore	Woollahra	Built	Restaurant/Bar
Nielsen Park Café and Restaurant	Woollahra	Built	Restaurant/Bar
Pigeonhole	Woollahra	Built	Café
Watsons Beach Club	Woollahra	Built	Restaurant/Bar
Explorer Bus	Waverley	Built	Tours
AAT Kings	Waverley	Built	Tours
Gray Line	Waverley	Built	Tours
Harley Davidson Bondi Beach Tour	Waverley	Built	Tours
Splendour Tailored Tours	Waverley	Natural	Tours
Walangari Karntawarra and Diramu Aboriginal Dance and Didgeridoo	Waverley	Built	Indigenous
Kangarrific Tours	Waverley	Built	Tours
Outdoor East Walking Tours	Waverley	Natural	Tours
Sydney Prive	Randwick	Natural	Tours
Sydney Underwater Scooter Tours	Randwick	Natural	Tours
A Surfing Kangaroo Tour	Woollahra	Natural	Tours
Pilgrim Sailing	Woollahra	Natural	Tours
Waverley Park	Waverley	Natural	Sports
Barracuff Park	Waverley	Natural	Sports
Dudley Page Reserve	Waverley	Natural	Sports
Hugh Bamford Reserve	Waverley	Natural	Sports
Rodney Reserve	Waverley	Natural	Sports
Heffron Park	Randwick	Natural	Sports
Chifley Sportsfields	Randwick	Natural	Sports
Baker Park Tennis Courts	Randwick	Natural	Sports
Coogee Oval Sportsfields	Randwick	Natural	Sports
Burrows Park Sportsfield	Randwick	Natural	Sports
Kensington Park Sportsfields	Randwick	Natural	Sports

Name	LGA	Built/Natural	Type
Woomera Reserve Sportsfields	Randwick	Natural	Sports
Pioneer Park Sportsfields	Randwick	Natural	Sports
Coral Sea Park Sportsfields	Randwick	Natural	Sports
Nagle park Sportsfields	Randwick	Natural	Sports
Paine Reserve Sportsfields	Randwick	Natural	Sports
Snape Park	Randwick	Natural	Sports
Yarra Oval	Randwick	Natural	Sports
Latham Park Sportfields	Randwick	Natural	Sports
Christison Park	Woollahra	Natural	Sports
Cooper Park	Woollahra	Natural	Sports
Lough Playing Fields	Woollahra	Natural	Sports
Lyne Park	Woollahra	Natural	Sports
Rushcutters Bay Park	Woollahra	Natural	Sports
Steyne Park	Woollahra	Natural	Sports
Trumper Oval	Woollahra	Natural	Sports
Woollahra Park	Woollahra	Natural	Sports
Topsides Up Sailing School	Woollahra	Natural	Water Activities
Oz Stand Up Paddle Centres	Woollahra	Natural	Water Activities
Surfs Up Surf School	Woollahra	Natural	Water Activities
MV North Sea	Woollahra	Natural	Water Activities
Parsley Bay Reserve	Woollahra	Natural	Beach
Workut on Water	Woollahra	Natural	Water Activities
Fred Hollows Reserve	Randwick	Natural	Nature/Walks
Parade Theatres	Randwick	Built	Theatre
Prince Henry Hospital Museum	Randwick	Built	Gallery/Museum
Spice Thai Cuisune	Randwick	Built	Restaurant/Bar
Lebanon and Beyond	Randwick	Built	Restaurant/Bar
Nautica	Woollahra	Built	Restaurant/Bar
Nielsen Park Kiosk	Woollahra	Built	Restaurant/Bar
Gelatissimo	Woollahra	Built	Café
Sopra Sotto Ristorante Italiano	Woollahra	Built	Restaurant/Bar
The Last Resort	Waverley	Built	Day Spa
Lotus Spa	Waverley	Built	Day Spa
Fleur De Lys Medispa	Woollahra	Built	Day Spa
Samsara Day Spa	Waverley	Built	Day Spa
The Pink Lotus Thai Massage and Day Spa	Waverley	Built	Day Spa
Bodhi J	Waverley	Built	Day Spa
Bangkok Spa Thai Massage	Waverley	Built	Day Spa
Fleur De Lys Medispa	Randwick	Built	Day Spa
Your Sanctuary Day Spa	Randwick	Built	Day Spa
Yummy Mummy Pregnancy Day Spa	Randwick	Built	Day Spa
Mumsabai Thai Massage and Day Spa	Randwick	Built	Day Spa
Maya Medispa	Woollahra	Built	Day Spa
Milk Day Spa	Woollahra	Built	Day Spa
Endota Spa Paddington	Woollahra	Built	Day Spa

9.3.3. Transport

Table 20: Full Transport Audit

Name	Type
Go Sydney Shuttle	Commercial Transport
Ready2Go	Commercial Transport
Air Bus Airport Shuttle	Commercial Transport
Jayride Technology Pty Ltd	Commercial Transport
Royal Limousines	Commercial Transport
Taxis Combined Services	Commercial Transport
RSL Cabs	Commercial Transport
Legion Cabs	Commercial Transport
Premier Cabs	Commercial Transport
Silver Service	Commercial Transport
Bus Route 387	Public Transport
Bus Route 380	Public Transport
Bus Route 323	Public Transport
Bus Route 333	Public Transport
Bus Route 381	Public Transport
Bus Route 382	Public Transport
Bus Route 389	Public Transport
Bus Route X84	Public Transport
Bus Route X89	Public Transport
Bus Route 362	Public Transport
Bus Route 361	Public Transport
Bus Route M40	Public Transport
Bus Route 316	Public Transport
Bus Route 328	Public Transport
Bus Route 355	Public Transport
Bus Route 200	Public Transport
Bus Route 317	Public Transport
Bus Route 348	Public Transport
Bus Route 360	Public Transport
Bus Route 386	Public Transport
Bus Route 313	Public Transport

Name	Type
Bus Route 326	Public Transport
Bus Route 352	Public Transport
Bus Route 314	Public Transport
Bus Route 327	Public Transport
Bus Route 353	Public Transport
Bus Route 400	Public Transport
Bus Route 418	Public Transport
Bus Route 410	Public Transport
Bus Route 440	Public Transport
Eastern Suburbs Line (Bondi Junction Station)	Public Transport

9.3.4. Events

Table 21: Full Events Audit¹⁵¹

Name	LGA	Type	Organiser
Back to Prince Henry Day	Randwick	Arts/Culture	-
Coogee Family Fun Day	Randwick	Community	Coogee Chamber of Commerce
Coogee Sparkles NYE Fireworks	Randwick	Community	Randwick City Council
The Spot Festival	Randwick	Community	-
StartCon	Randwick	Conference	Private
Vintage Bride Wedding Fair	Randwick	Fair	Private
The Championships	Randwick	Horse Racing	Private
McGrath Estate Agents Melbourne Cup Race Day Meeting	Randwick	Horse Racing	Private
Blak Markets	Randwick	Indigenous	Private
NSW Pro Surf Series: Carve Pro	Randwick	Sporting Competition/Challenge	Private
Murray Rose Malabar Magic Ocean Swim	Randwick	Water Activities	Private
Shalom Sydney Jewish Writers Festival	Waverley	Arts/Culture	Private
Sculpture By the Sea	Waverley	Arts/Culture	Private
Bondi Winter Magic	Waverley	Arts/Culture	Waverley Council/ Bondi Chamber of Commerce
Latin American Festival	Waverley	Arts/Culture	Private
Surf's Up @ The Pav	Waverley	Arts/Culture	Waverley Council
Ben and Jerrys Openair Cinemas Bondi	Waverley	Cinemas	Private
Flickerfest Short Film Festival	Waverley	Cinemas	Private

¹⁵¹ Events refer to major visitor attraction events. Small community events including library events, bush care programs, workshops etc. and one-off exhibitions/concerts/performance are not included as part of this inventory assessment.

Name	LGA	Type	Organiser
Carols by the Sea	Waverley	Community	Waverley Council
Bronte House Open Day	Waverley	Community	-
Summerama Fun Day Out	Waverley	Community	Waverley Council
NYE at Dudley Page Reserve	Waverley	Community	Waverley
Festival of the Winds	Waverley	Community	Waverley Council
A Moveable Feast	Waverley	Food and Wine	Private
The Global Kitchen	Waverley	Food and Wine	-
Bondi Farmers Market	Waverley	Markets	-
Bondi Beach Markets	Waverley	Markets	-
Your Local Markets - Bondi Junction	Waverley	Markets	-
Bondi Beach Community Market	Waverley	Markets	-
Waverley Markets	Waverley	Markets	-
WAYS Bondi Blitz Concert	Waverley	Music	Private
World Music Day	Waverley	Music	Private
Jazz @ The Pav	Waverley	Music	Waverley Council
Bondi to Bronte Ocean Swim	Waverley	Sporting Competition/Challenge	Private
Bondi Blue Water Challenge	Waverley	Sporting Competition/Challenge	Private
Bowl-A-Rama	Waverley	Sporting Competition/Challenge	Private
The Sun-Herald City2Surf	Waverley	Sporting Competition/Challenge	Private
Woollahra Small Sculpture Exhibition	Woollahra	Arts/Culture	Private
New Years Eve on Sydney Harbour	Woollahra	Community	-
Taste Orange	Woollahra	Community	Private
Seniors Festival	Woollahra	Community	Woollahra Council
Cambridge Markets	Woollahra	Markets	-
Double Bay Markets	Woollahra	Markets	-
Woollahra Artisan Market	Woollahra	Markets	-
3 Bay Challenge	Woollahra	Sporting Competition/Challenge	Private
Emirates Australian Open Golf Championship	Woollahra	Sporting Competition/Challenge	Private
Every Man and His Dog SUP Competition	Woollahra	Water Activities	Private
Twilight Racing on Sydney Harbour	Woollahra	Water Activities	Private
Sail Sydney	Woollahra	Water Activities	Private
Rolex Sydney Hobart Yacht Race	Woollahra	Water Activities	Private

9.3.5. Performing Arts Spaces

Table 22: Full Audit of Performing Arts Spaces¹⁵²

Venue	Suburb	Type
Hugh Bamford Reserve Hall	Bondi	Community Hall
Thomas Hogan Reserve Community Hall	Bondi	Community Hall
Mill Hill Centre	Bondi Junction	Community Hall
Waverley Library (Ron Lander Centre)	Bondi Junction	Community Hall
Kimberley Reserve Community Hall	Vaucluse	Community Hall
AToPe Dance and Fitness	Bondi	Dance Studio/Rehearsal Spaces
Bondi Dance Company	Bondi	Dance Studio/Rehearsal Spaces
Marta's Dance Studio	Bondi	Dance Studio/Rehearsal Spaces
Patio de Tango	Bondi	Dance Studio/Rehearsal Spaces
School of Arts Academy of Dance	Bondi	Dance Studio/Rehearsal Spaces
The Hula Honeyz	Bondi	Dance Studio/Rehearsal Spaces
Bondi Pavilion	Bondi Beach	Dance Studio/Rehearsal Spaces
La Vida Flamenca	Bondi Beach	Dance Studio/Rehearsal Spaces
Retro Dance	Bondi Beach	Dance Studio/Rehearsal Spaces
Tap Dogs HQ	Bondi Beach	Dance Studio/Rehearsal Spaces
Alegria Dance Studios	Bondi Junction	Dance Studio/Rehearsal Spaces
Arthur Murray Dancing School	Bondi Junction	Dance Studio/Rehearsal Spaces
Baby Boogie	Bondi Junction	Dance Studio/Rehearsal Spaces
Belly Dance Lotus	Bondi Junction	Dance Studio/Rehearsal Spaces
Dance Fit Zone	Bondi Junction	Dance Studio/Rehearsal Spaces
Expression Dance School	Bondi Junction	Dance Studio/Rehearsal Spaces
Kidz Lounge	Bondi Junction	Dance Studio/Rehearsal Spaces
Latin Junction	Bondi Junction	Dance Studio/Rehearsal Spaces
Miss Tara's Bambino Ballet	Bondi Junction	Dance Studio/Rehearsal Spaces
Pole Dance Academy	Bondi Junction	Dance Studio/Rehearsal Spaces
Street Sessions	Bondi Junction	Dance Studio/Rehearsal Spaces
Bronte Ballet School	Bronte	Dance Studio/Rehearsal Spaces
Big Steps Little Feet	North Bondi	Dance Studio/Rehearsal Spaces
The Ballet Class	North Bondi	Dance Studio/Rehearsal Spaces
Showbiz Dance Studio	Waverley	Dance Studio/Rehearsal Spaces
Sydney Roosters Dance School	Waverley	Dance Studio/Rehearsal Spaces
The Nutcracker School of Ballet	Waverley	Dance Studio/Rehearsal Spaces
Wanna Dance	Waverley	Dance Studio/Rehearsal Spaces
34 Bondi	Bondi Beach	Music Venue
Ways Music Studio	Bondi Beach	Music Venue
Jam Gallery	Bondi Junction	Music Venue
Nine Toes Records	Bondi Junction	Music Venue
Bondi Pavilion	Waverley	Amphitheatre
RJ Wallace Performing Arts Centre	Waverley	School Theatre

¹⁵² The following websites were used for the audit: Yellow Pages, Google search for the terms “theatres”, “stand up comedy”, “music venues”, “rehearsal spaces”, “dance studios” for Waverley and Bondi;
http://www.waverley.nsw.gov.au/recreation/venue_hire

9.3.6. Health and Wellness Product

Table 23: Full Health and Wellness Audit¹⁵³

Name	Type	LGA
Fleur De Lys Medispa	Day Spa	Randwick
Mumsabai Thai Massage and Day Spa	Day Spa	Randwick
Your Sanctuary Day Spa	Day Spa	Randwick
Yummy Mummy Pregnancy Day Spa	Day Spa	Randwick
6X Training	Gym	Randwick
Advanz Therapies	Gym	Randwick
Blackbeltpro Gym	Gym	Randwick
Clovelly Beach Outdoor Gym	Gym	Randwick
Coastal Bodies	Gym	Randwick
CrossFit Kia Kaha	Gym	Randwick
Curves Gym Bondi Junction	Gym	Randwick
Damien Kelly Fitness Studio	Gym	Randwick
E-Lab	Gym	Randwick
F45 Training Randwick	Gym	Randwick
First Grade Fitness	Gym	Randwick
Fitness First Maroubra	Gym	Randwick
Fitness First Randwick	Gym	Randwick
Hypoxi Studio Randwick	Gym	Randwick
Live Breathe Health and Fitness	Gym	Randwick
Plus Fitness 24/7 Bondi Junction	Gym	Randwick
Reborn Fitness and Wellbeing	Gym	Randwick
Snap Fitness Kensington	Gym	Randwick
Snap Fitness Maroubra	Gym	Randwick
Symetrie	Gym	Randwick
Titan Fitness	Gym	Randwick
UNSW Fitness and Aquatic Centre	Gym	Randwick
Anahata Yoga Space	Yoga/Pilates	Randwick
Centennial Yoga Studio	Yoga/Pilates	Randwick
Clearview Wellness Centre	Yoga/Pilates	Randwick
Core Dynamics Pilates	Yoga/Pilates	Randwick
Dynamic Physique Pilates	Yoga/Pilates	Randwick
Eastern Suburbs Pilates and Exercise Physiology	Yoga/Pilates	Randwick
Joe and Me Pilates	Yoga/Pilates	Randwick
KX Pilates Randwick	Yoga/Pilates	Randwick
Le Studio Pilates	Yoga/Pilates	Randwick
Lucia's Pilates	Yoga/Pilates	Randwick
Omni Body Yoga and Pilates	Yoga/Pilates	Randwick
Pure Bikram Yoga	Yoga/Pilates	Randwick
Randwick Yoga Space	Yoga/Pilates	Randwick

Name	Type	LGA
Roman Pilates	Yoga/Pilates	Randwick
Sona Yoga	Yoga/Pilates	Randwick
The Light of Yoga	Yoga/Pilates	Randwick
The Livingroom	Yoga/Pilates	Randwick
This Is Yoga	Yoga/Pilates	Randwick
Yogamama	Yoga/Pilates	Randwick
Ayurvedic Wellness Centre	Day Spa	Waverley
Bangkok Spa Thai Massage	Day Spa	Waverley
Bodhi J	Day Spa	Waverley
Lotus Spa	Day Spa	Waverley
Samsara Day Spa	Day Spa	Waverley
The Last Resort	Day Spa	Waverley
The Pink Lotus Thai Massage and Day Spa	Day Spa	Waverley
8 Limbs Combat and Conditioning	Gym	Waverley
AGOGA	Gym	Waverley
Anytime Fitness Bondi Junction	Gym	Waverley
Beach Fit Bondi	Gym	Waverley
Body Express	Gym	Waverley
Bondi Beach Bodies Fitness	Gym	Waverley
Bondi Boxing Gym	Gym	Waverley
Bondi Gym	Gym	Waverley
Bondi Outdoor Gym	Gym	Waverley
Bronte Fitness	Gym	Waverley
Burst Fitness	Gym	Waverley
Cross Fit Bare	Gym	Waverley
Curves Gym Bondi Junction	Gym	Waverley
Damien Kelly Fitness Studio	Gym	Waverley
Dangerously Fit Personal Training	Gym	Waverley
Dirks Health	Gym	Waverley
F45 Training Bondi Beach	Gym	Waverley
Fitness First Bondi Spring St Platinum	Gym	Waverley
Fresh Fitness Waverley	Gym	Waverley
Gold's Gym Bondi Beach	Gym	Waverley
Headspace Bondi Junction	Gym	Waverley
iFit Bondi	Gym	Waverley
Lifecycle Fitness	Gym	Waverley
Orangetheory Fitness	Gym	Waverley
Plus Fitness 24/7 Bondi Junction	Gym	Waverley
SNAP Fitness Bondi Junction	Gym	Waverley
Spin City	Gym	Waverley
The Athletic Club	Gym	Waverley

¹⁵³ The audit was based on top Google searches for “gym”, “yoga pilates” and “day spa” and facilities listed on Google Maps for each LGA. Gymnastics facilities were not included in the ‘gym’ category. Hair salons, nail salons and general massage businesses were not included in the ‘day spa’ category.

Name	Type	LGA
Uniting Seniors Gym Waverley	Gym	Waverley
Advanz Therapies	Yoga/Pilates	Waverley
Balance Moves	Yoga/Pilates	Waverley
Beach Flow Bondi	Yoga/Pilates	Waverley
Bodi Mind Sol	Yoga/Pilates	Waverley
BodyMindLife Yoga and Pilates	Yoga/Pilates	Waverley
Bright Light Yoga	Yoga/Pilates	Waverley
Dharma Shala Bondi Yoga School	Yoga/Pilates	Waverley
Elixir Health Clubs Bondi Junction	Yoga/Pilates	Waverley
Emergy Pilates Lounge	Yoga/Pilates	Waverley
Iyengar Yoga Institute of Bondi Junction	Yoga/Pilates	Waverley
Ki Yoga	Yoga/Pilates	Waverley
KX Pilates	Yoga/Pilates	Waverley
Lava Yoga	Yoga/Pilates	Waverley
My Asana	Yoga/Pilates	Waverley
Paper Tiger Wellness	Yoga/Pilates	Waverley
Peaches Pilates	Yoga/Pilates	Waverley
Pilates Bondi	Yoga/Pilates	Waverley
Power Living Australia Yoga	Yoga/Pilates	Waverley
Private Yoga Bondi	Yoga/Pilates	Waverley
Restorative Yoga	Yoga/Pilates	Waverley
Soul Flow	Yoga/Pilates	Waverley
Sukha Mukha Yoga	Yoga/Pilates	Waverley
The Body Spot	Yoga/Pilates	Waverley
The Yoga School Bondi Junction	Yoga/Pilates	Waverley
Toga by the Sea Tamarama	Yoga/Pilates	Waverley
Yoga 213	Yoga/Pilates	Waverley
Yoga by the Sea Bondi	Yoga/Pilates	Waverley
Yoga by the Sea Bronte	Yoga/Pilates	Waverley
Yoga School Bondi Junction	Yoga/Pilates	Waverley
Yoga Synergy	Yoga/Pilates	Waverley
Yoga Synergy	Yoga/Pilates	Waverley
YogaBar Bondi Beach	Yoga/Pilates	Waverley
Yogatime	Yoga/Pilates	Waverley
Arisoo Spa	Day Spa	Willoughby
BIU Day Spa	Day Spa	Willoughby
Oriental Spa	Day Spa	Willoughby
Urban Spa	Day Spa	Willoughby
Anytime Fitness Chatswood	Gym	Willoughby
Anytime Fitness Northbridge	Gym	Willoughby
Crossfit Active Artarmon	Gym	Willoughby
Crunch Fitness Chatswood	Gym	Willoughby
Evolve Health and Fitness	Gym	Willoughby
Excel Strength and Conditioning Plus	Gym	Willoughby
Fitness First Willoughby	Gym	Willoughby
Icon Performance Health	Gym	Willoughby
Plus Fitness 24/7 Chatswood	Gym	Willoughby
Plus Fitness Artarmon	Gym	Willoughby
Prodigy MMA Artarmon	Gym	Willoughby

Name	Type	LGA
Vision Personal Training Roseville	Gym	Willoughby
VT1 Gym	Gym	Willoughby
Willoughby Leisure Centre	Gym	Willoughby
Willoughby Squash	Gym	Willoughby
Chatswood Pilates Studio	Yoga/Pilates	Willoughby
Mind Heart Body Centre	Yoga/Pilates	Willoughby
North Shore Pysio and Pilates	Yoga/Pilates	Willoughby
Selby Simone	Yoga/Pilates	Willoughby
Sports Focus Pysiotherapy and Pilates	Yoga/Pilates	Willoughby
Yoga Hotspot	Yoga/Pilates	Willoughby
Yoga Pavilion	Yoga/Pilates	Willoughby
Yoganic	Yoga/Pilates	Willoughby
Yyoga	Yoga/Pilates	Willoughby
Endota Spa Paddington	Day Spa	Woollahra
Fleur De Lys Medispa	Day Spa	Woollahra
Maya Medispa	Day Spa	Woollahra
Milk Day Spa	Day Spa	Woollahra
Modbod Retreat	Day Spa	Woollahra
Anytime Fitness Edgecliff	Gym	Woollahra
Anytime Fitness Rose Bay	Gym	Woollahra
CrossFit Creature Edgecliff	Gym	Woollahra
Nordic Fit	Gym	Woollahra
Regenesi Fitness	Gym	Woollahra
Snap Fitness Double Bay	Gym	Woollahra
Ultimate You Change Centre	Gym	Woollahra
Vision Personal Training Double Bay	Gym	Woollahra
Your Fitness	Gym	Woollahra
@theBarre	Yoga/Pilates	Woollahra
A Balanced Life Yoga Studio	Yoga/Pilates	Woollahra
Arialpilates Double Bay	Yoga/Pilates	Woollahra
Arialpilates Paddington	Yoga/Pilates	Woollahra
Body in Song	Yoga/Pilates	Woollahra
Bondi Pilates Centre	Yoga/Pilates	Woollahra
Earth Sky Yoga Vaucluse	Yoga/Pilates	Woollahra
Flow Athletic	Yoga/Pilates	Woollahra
Movement 360	Yoga/Pilates	Woollahra
Physicore Sydney	Yoga/Pilates	Woollahra
Pilates Moves	Yoga/Pilates	Woollahra
Prana Space	Yoga/Pilates	Woollahra
The Lifepod	Yoga/Pilates	Woollahra

9.3.7. Public Transport – Eastern Suburbs Section¹⁵⁴



¹⁵⁴ http://www.sydneybuses.info/routes/15326_STA_region_web_map_east_20160801.pdf

9.4. Supporting Documentation 4 – Attractions/Destinations Ranking

Based on a variety of Google searches on “Top things to do in Australia”, “Australian Destinations”, “Top 10 Beaches in Australia” etc. and key tourism-based websites (see section 8 of the Supporting Documentation). The results demonstrate the following.

- CNN Travel – “10 Natural Wonders of Australia” list¹⁵⁵: Bondi Beach does not feature on this list, with the Great Barrier Reef, Uluru and Shark Bay ranking as the top three.
- Australian Landmarks.com – “Top 10 Australian Landmarks” list¹⁵⁶: Bondi Beach ranks as the eighth on the list, noted for “epitomising the ‘Australian’ lifestyle.” The Sydney Opera House, Uluru and Heart Reef rank as the top three.
- Escape.com.au – “Top 10 Aussie Bucket-List Destinations” list¹⁵⁷: Bondi Beach does not feature on this list where Uluru, the Great Barrier Reef and The Kimberley take out the top three places respectively. This ranking was based on a survey of 4,100 Australians regarding “bucket list places” respondents intend to visit one day. Bondi Beach not being featured on this list could potentially be due to its easy accessibility from the Sydney CBD and that many Australians may have already visited the beach.
- Google – Top Australian Destinations¹⁵⁸: When the query “top Australian destinations” is searched on Google, a total of 48 destinations/attractions appear. Sydney ranks first, with the Sydney Opera House and Bondi Beach categorised together under Sydney.
- Lonely Planet – “Ultimate Travel List (Worldwide)”¹⁵⁹: In total, 10 destinations from Australia were listed out of 500 sites worldwide, including the Great Barrier Reef, 12

Apostles and Hobart’s Museum of Old and New Art. Bondi Beach, however, was not featured on the list.

- The Telegraph (UK) – “Top Things to do in Australia”¹⁶⁰: Bondi Beach ranks 10th, behind The Great Ocean Road, Kakadu National Park, and the Sydney Harbour Bridge, which took out the top three positions.
- TripAdvisor – “Top Attractions in Australia”¹⁶¹: Based on user reviews in October/November 2016 and February 2017, the Bondi to Coogee Beach Coastal Walk ranked as the third top attraction in Australia on TripAdvisor, behind Sydney Harbour and the Australian War Memorial. However, this ranking may be lower during the winter off-season.
- Business Insider Australia – “25 Places You Must Visit in Australia”¹⁶²: the Bondi to Coogee Coastal Walk ranked 11th out of 25, behind the Opera Bar/Opera House (1st), Birdsville horse racing (2nd), and the 12 Apostles (3rd).
- TripAdvisor – “TripAdvisor Traveller’s Choice Awards 2016 – Top 25 Beaches – Australia”¹⁶³: Surprisingly, Bondi Beach only ranks as the 22nd best beach in the 2016 Traveller’s Choice Awards. Whitehaven Beach, Manly Beach, and Surfer’s Paradise Beach topped the list.
- Lonely Planet – “The best beaches in Australia”¹⁶⁴: From a list of 12 beaches, Bondi Beach is not mentioned. It is noted that beaches are rank based on either outstanding surfing and swimming, wildlife, and beauty and remoteness, and Bondi due to its proximity to Sydney does not fulfil the “remoteness” category.

Figure 43: Australian Landmarks.com – Top 10 List

¹⁵⁵ <http://travel.cnn.com/sydney/visit/10-natural-wonders-australia-834214/>

¹⁵⁶ <http://www.australianlandmarks.com.au/lists/australian-landmarks-top-10-list>

¹⁵⁷ Based on a survey for 4,100 Australians
<http://www.escape.com.au/australia/top-10-aussie-bucketlist-destinations/news-story/05253cd21c26ae3985ca1979a6765ec3>

¹⁵⁸ <https://www.google.com.au/search?q=top+australian+destinations>

¹⁵⁹ <https://www.lonelyplanet.com/ultimate-travel>; <http://www.traveller.com.au/lonely-planets-ultimate-travel-list-angkor-wat-number-one-in-list-of-the-worlds-500-top-places-to-visit-gj1hr0>

¹⁶⁰ <http://www.telegraph.co.uk/sponsored/travel/best-of-australia/11371989/top-10-sights-australia.html>

¹⁶¹ <https://www.tripadvisor.com.au/Attractions-g255055-Activities-Australia.html>

¹⁶² <http://www.businessinsider.com.au/25-places-to-visit-in-australia-2013-3#want-to-travel-the-world-26>

¹⁶³ <https://www.tripadvisor.com.au/TravelersChoice-Beaches-cTop-g255055>

¹⁶⁴ <https://www.lonelyplanet.com/australia/travel-tips-and-articles/77577>

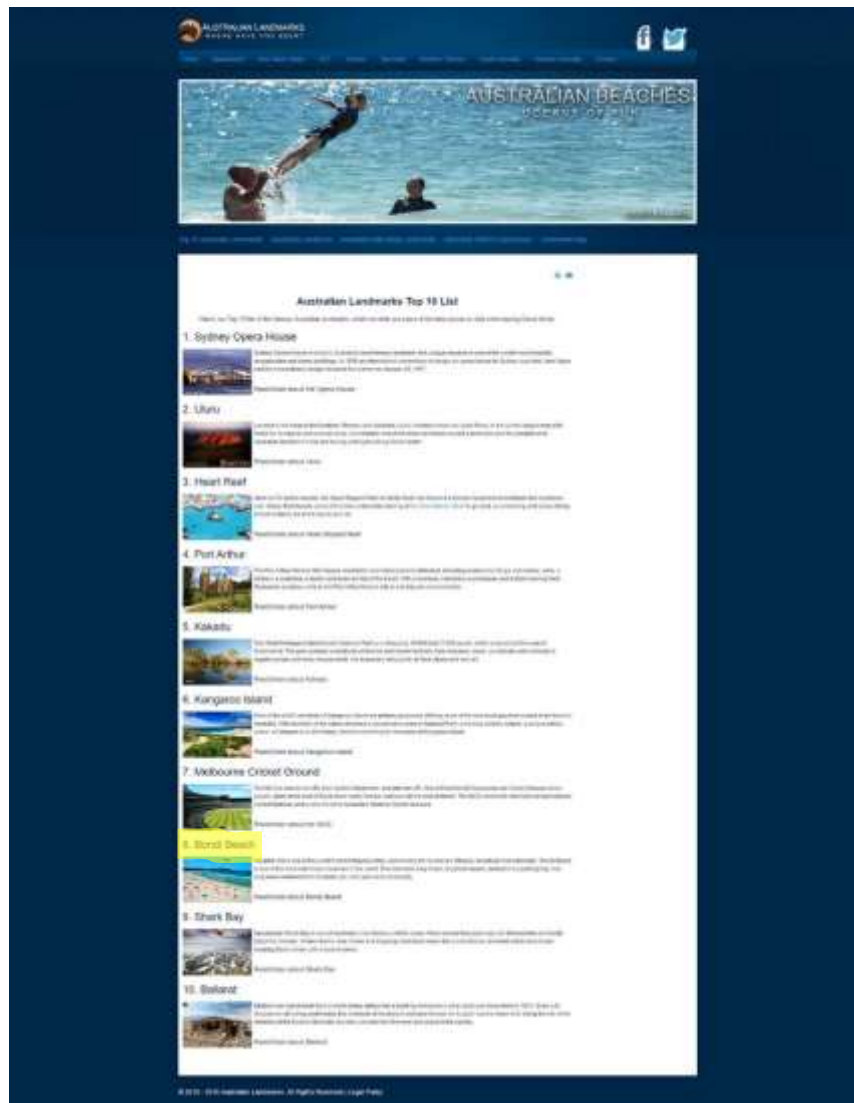


Figure 44: CNN Travel – Top 10 Natural Wonders of Australia

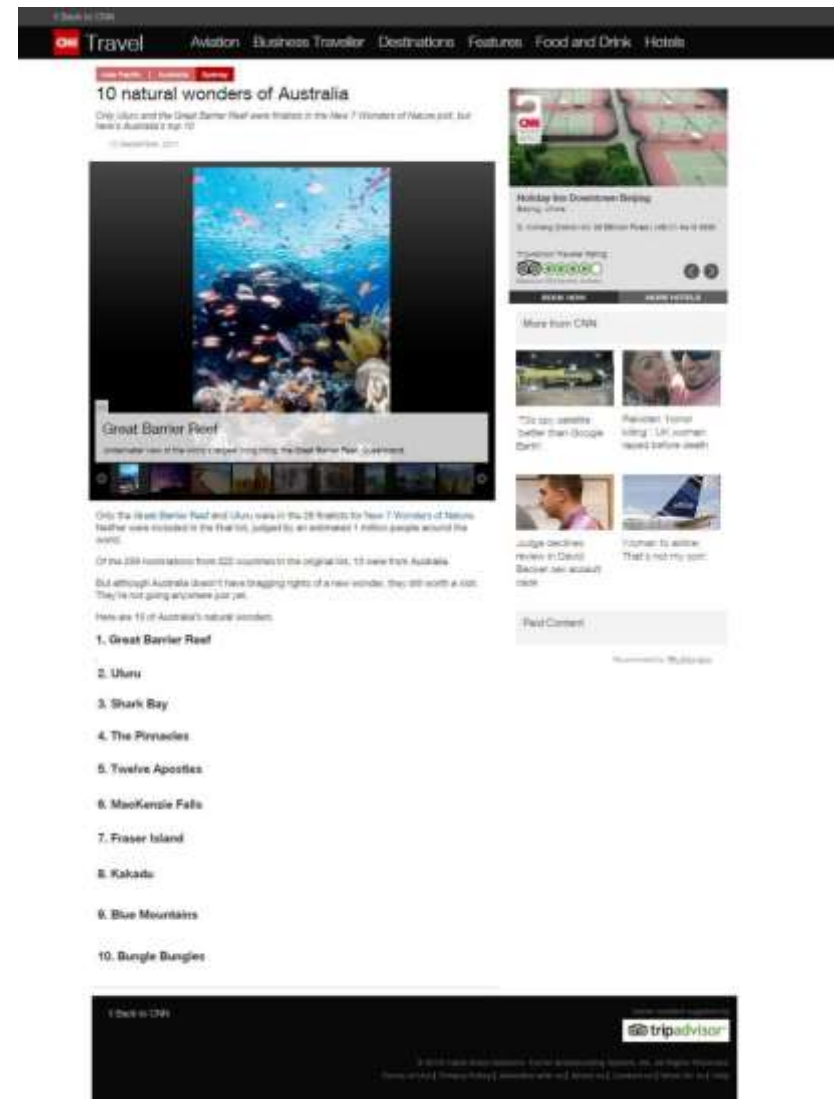


Figure 45: Escape.com.au – Top 10 Aussie Bucket-List Destinations

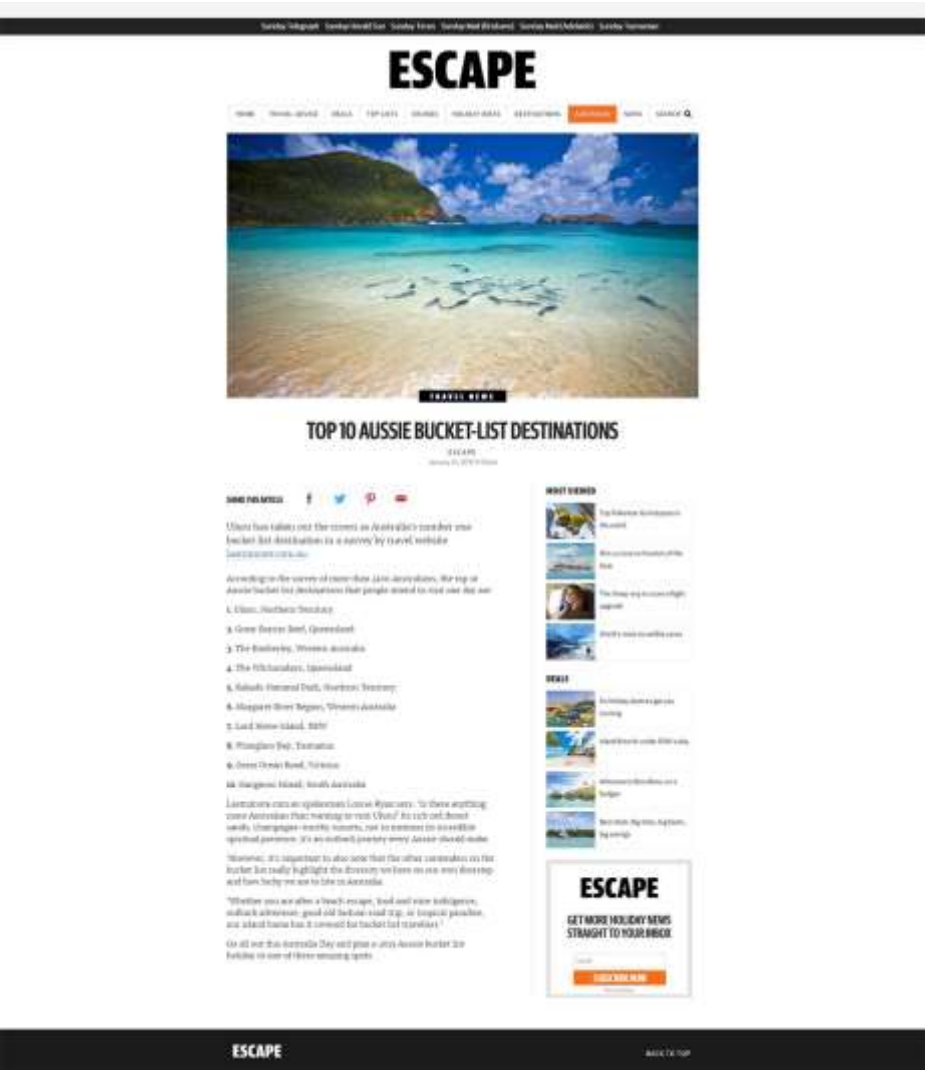


Figure 46: Google – Top Australian destinations

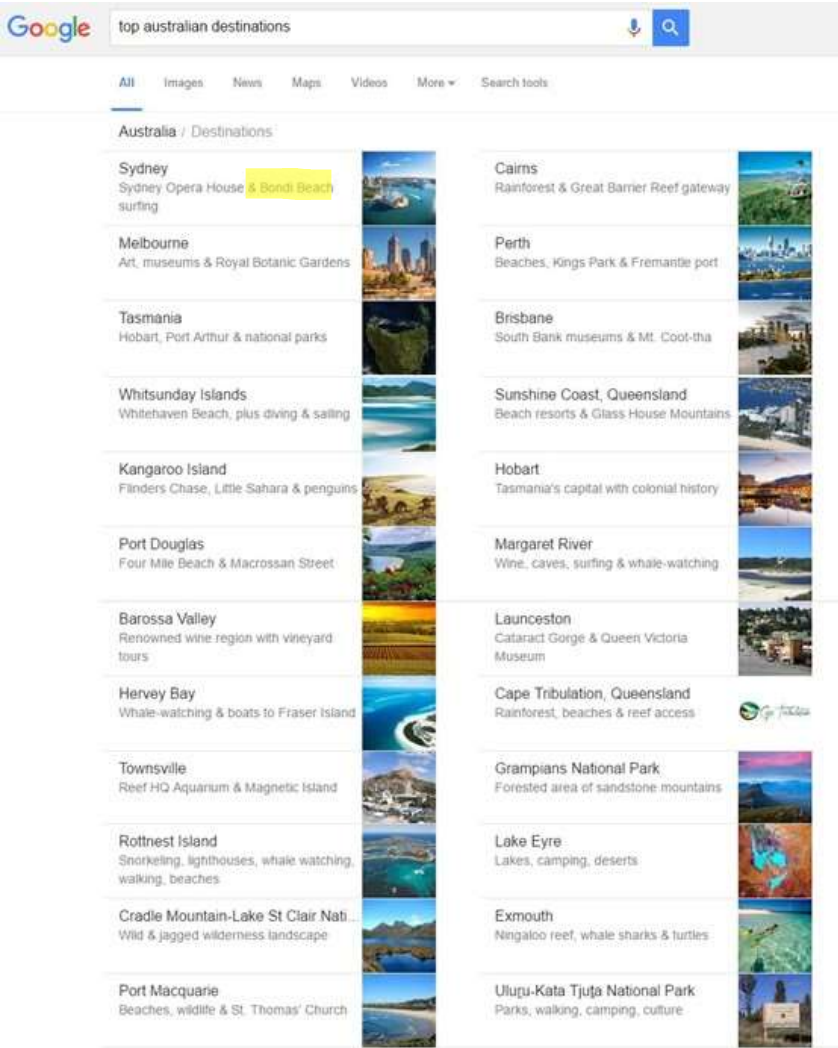
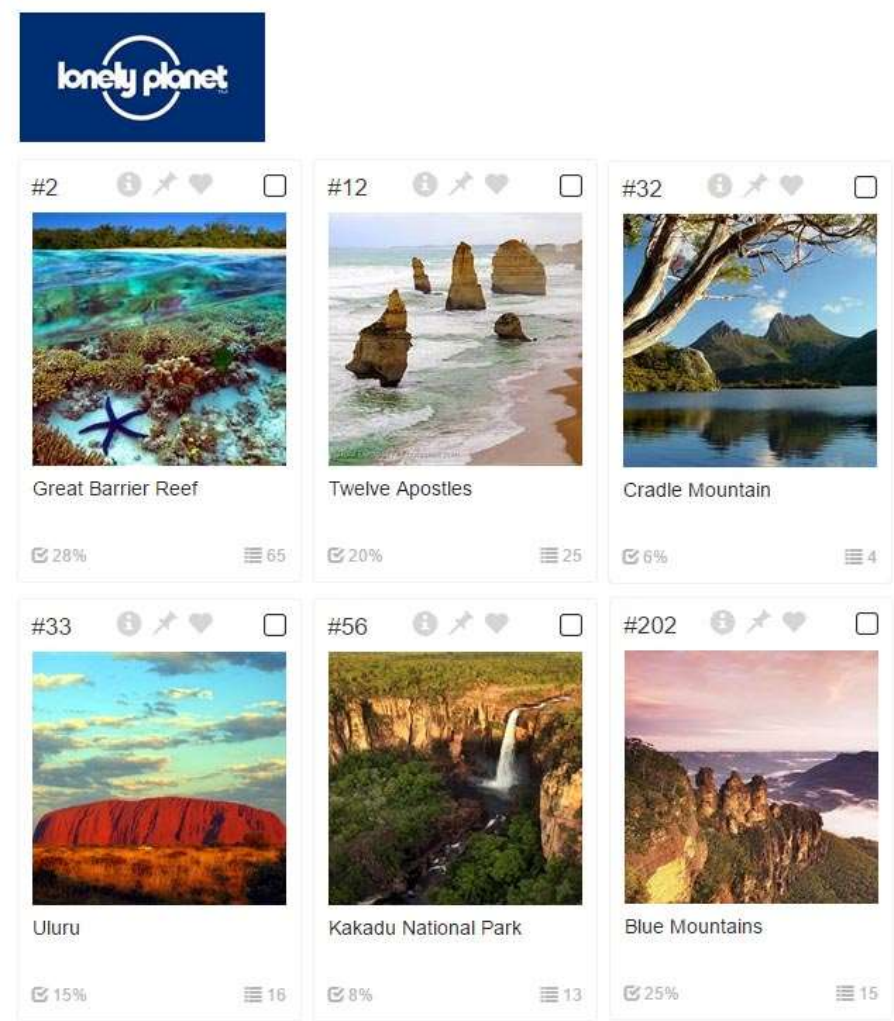


Figure 47: Lonely Planet – Ultimate Travel List¹⁶⁵



¹⁶⁵ Top 6 Natural Attractions in Australia

Figure 48: The Telegraph (UK) – Top Things to do in Australia

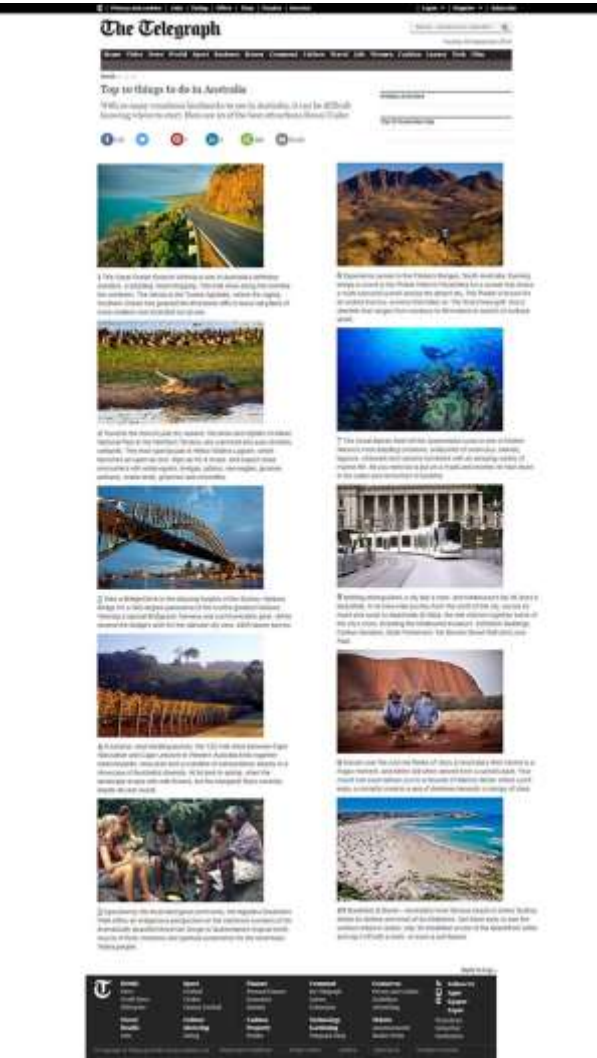


Figure 49: Trip Advisor – Top Attractions in Australia

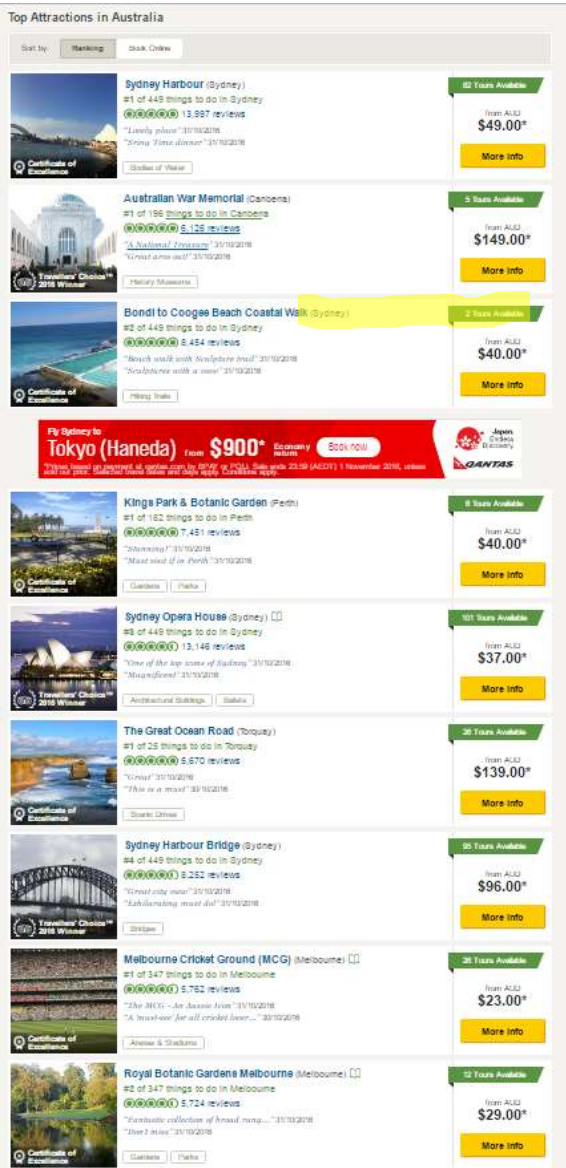


Figure 50: Business Insider – 25 Places You Must Visit in Australia






Figure 7: TripAdvisor Traveller's Choice Awards 2016 – Top 25 Beaches



9.5. Supporting Documentation 5 – Comparative Branding and Promotional Website Examples



Table 24: Comparative Branding and Promotional Website Examples

Destination	Key Features
<p>San Sebastian, Spain¹⁶⁶</p> 	<ul style="list-style-type: none"> San Sebastian Tourism website markets as a location for “1, 2 or 3 days” and provides bookable packages including accommodation and public transport with either surfing lessons, aquarium tickets, gastronomic workshops etc. There is also an emphasis as a “short break” destination. Website offers suggestions for couples (e.g. romantic restaurants/hotels), families with children (e.g. aquarium, science museum, amusement park, merry-go-rounds etc.), places to shop, gastronomy, nightlife and spectator sports. Website has an online tourist information section, highlighting methods of transport, where to park, downloadable maps and guides, information on guided tours and links to videos etc. Divided into districts and highlights the unique features that each has to offer e.g. the City Centre is the “old part and romantic area” which is steeped in tradition and is known for its shopping. Links to Facebook (2,279 likes, posts daily), Instagram (11.5k followers) and Twitter (8,503 followers, multiple tweets per day) accounts.
<p>Queenstown, New Zealand¹⁶⁷</p> 	<ul style="list-style-type: none"> Destination Queenstown website has taglines to make each season appealing (e.g. “Fun, fresh and time to explore this Spring”, “Soak up long, leisurely days, summer living at its best”, “Imagine... Autumn days full of colourful” and “Seeing is believing... Winter will take your breath away”). Practical visitor information such as transport, climates, maps and guides, information for responsible camping etc.). Page for the key accommodation providers, activities and attractions, bars and restaurants, shops, conferencing facilities, and events. Option to create your own custom Queenstown itinerary. Link to “Find flights to Queenstown”. Links to the latest news and official Instagram (85k followers), Facebook (202k likes, daily updates), Twitter accounts (7k followers, regular updates).
<p>Gold Coast, Queensland¹⁶⁸</p> 	<ul style="list-style-type: none"> Tagline “Famous for Fun” emphasises the family-friendly nature of the destination and the link to theme parks. Have a “trending now” section including the drawcard visitor attractions such as the theme parks etc. Information for planning a trip, including accommodation, transport, special offers, general travel information, and contact details. Lists attractions, events, restaurants and tours. Features “inside stories” such as best places to swim, go for coffee, cooking classes etc. Categories such as romantic escapes, adventure, family and “hidden gems.” Pinpoints different destinations within the Gold Coast such as Surfers Paradise, Broadbeach, Tamborine Mountain etc. Links to the official Instagram, Facebook (1m likes, daily posts), Twitter (9,219 followers, tweets regularly) and Instagram (177k followers) accounts. “Things to do on rainy days” section. Links to social media (Facebook, Instagram, Pinterest, YouTube) Links to app download for both Apple and Android devices Local love section which details “secret spots loved by locals” etc.

¹⁶⁶ <http://www.sansebastianturismo.com/en/>

¹⁶⁷ <https://www.queenstownnz.co.nz/information/>

¹⁶⁸ <http://www.visitgoldcoast.com/>

Destination	Key Features
<p>San Francisco, USA¹⁶⁹</p> 	<ul style="list-style-type: none"> Official tourism website highlights various neighbourhoods/pockets such as Chinatown and Fisherman's Wharf. Offers Trip Ideas such as "Fun for All Ages", cultural attractions etc. Trip Planning capability with the ability to create a personalised itinerary and view special deals and promotions. Lists of things to do by category, including what to do on rainy days. List of activities, arts and culture, dining, events, hotels, nightlife and shopping. Downloadable cultural explorer maps. Features an app of the Month section and categorises helpful apps for travellers during their stay such as "transportation apps", "Nightlife apps" etc. Links to Facebook (600k likes and multiple posts per day) and Twitter (202k followers, multiple tweets per day) accounts.
<p>Vancouver, Canada¹⁷⁰</p> 	<ul style="list-style-type: none"> Tagline is "Spectacular by Nature" Hotel booking service through their website. Link provided to book flights directly from Air Canada. Distinguishes various neighbourhoods and cleverly shows their location on an interactive map. List of places to stay, activities, restaurants and events. Has a section dedicated to Meetings and Conventions, including links to convention facilities, convention hotels, and a conference marketing toolkit (includes images, special offers for delegates, social media support etc.). Links to Facebook (159k likes, multiple posts per day), Twitter (106k followers, multiple tweets per day) and Instagram (101k followers) accounts.

¹⁶⁹ <http://www.sftravel.com/>

¹⁷⁰ <https://www.tourismvancouver.com/>

9.6. Supporting Documentation 6 –Tourism Working Group

9.6.1. Composition of the TWG

- The TWG is designed to reflect a diverse range of stakeholders with a shared interest and investment in tourism.
- Employees of Council tasked with the responsibility of marketing and facilitating the development of tourism in the LGA.
- Local residents that are interested in tourism management and sustainability.
- There should ideally be a representative of the retail sector actively involved in tourism retailing¹⁷¹.
- A representative from DNSW in an advisory role only.

The TWG should be a Council-initiated body involving industry representatives also. The activity should involve the following.

- Holding regular meetings (no less than six per annum) at venues coordinated by the TWG

- The TWG need not be a committee of Council, so the tenure may need to be approved by TWG members.
- It is suggested that all interested parties who meet the agreed criteria be a member of the TWG.
- The TWG needs to reassess its activities on an annual basis to ensure its relevancy and success. Emphasis should be placed on the GSTC criteria for destinations in appraising tourism initiatives.
- Industry involvement in the TWG should be open to all operators involved in all forms of tourism who meet the agreed criteria, including tourism-related retail and supporting services, but with a strong emphasis on tourism rather than general retailing.
- An annual business plan should be created to ensure the TWG is action-oriented and accountable.

9.6.2. Expressions of Interest for the TWG

Expressions of interest should be sought through advertising and promoting via the local media, online community channels and business networks.

¹⁷¹ This could be through an existing tourism operators retail and merchandising operations or through a purely tourism focussed retail business

9.7. Supporting Documentation 7 – Impacts of Tourism on Local Amenity

Table 27: Impacts of Tourism on Local Amenity – Anti –Social Behaviour

Anti – Social Behaviour		
Current Situation	Current Actions	Possible Opportunities
<p>Excessive noise and disturbance from tourist accommodation</p> <p>This forms quite a large proportion of complaints recorded from residents through Council’s Merit System.</p> <p>Over the past year, 95 Merit cases were recorded under noise and disturbance. Council investigations follow protocol with regard to documenting and providing evidence of noise disturbance before action can be taken.</p>	<p>Tourist accommodation DA’s must have acoustic checks on all buildings and be designed to limit noise where possible.</p> <p>Management Plans, supplied with tourist accommodation DA’s, request consideration towards neighbours in terms of tenants’ movements in and out of the property.</p> <p>Council and Police investigate complaints and can issue a noise abatement order under the Protection of the Environment Operations Act (POEO Act).¹⁷²</p>	<p>Request that the DCP¹⁷³ is amended to enforce that an internal Community Liaison is appointment within all tourist accommodation developments. This person will be responsible for noise management.</p> <p>Make category amendments to the Merit Customer Service system to clearly identify the nature of complaints and redispense responsibilities to relevant Council staff or Police to increase efficiencies.</p> <p>Waverley is densely populated, which naturally leads to additional noise. Support community to channel complaints effectively. Redirect residents to the Community Justice Support services where possible.</p>
<p>Rubbish and illegal dumping</p> <p>Waverley attracts short-term visitors from across the world. This creates a highly transient community. In many cases these visitors move into short to medium-term accommodation that is unfurnished. When the tenants depart, the unwanted household furniture is sometimes left on the kerbside.</p>	<p>Council enforce dumping fines on anyone caught by Council rangers, waste enforcement officer and the Sydney RID squad.</p>	<p>Increase education and awareness campaigns for illegal dumping prevention. The pursuit of fines is a long process and hard/costly to prove.</p>

¹⁷² <http://www.epa.nsw.gov.au/licensing-and-regulation/legislation-and-compliance/acts-administered-by-the-epa/act-summaries>

¹⁷³ http://www.waverley.nsw.gov.au/building/planning_a_development/waverley_development_control_plan_2012

<p>Over the past year, 4609 Merit cases were recorded under the category of, Rubbish and Illegal Dumping.</p> <p>According to Council's Multi-Unit Dwelling engagement project (MUDs)¹⁷⁴, short-term tenants are unaware that Council has a clean-up collection service, that other options for disposal are available, or that dumping is illegal.</p> <p>The MUDs engagement project also identified that the process for booking a clean-up is not clear and that the responsibility of property managers to ensure their tenants dispose of items properly, is not clearly defined.</p> <p>The NSW Environment Protection Authority (EPA)¹⁷⁵ social research indicates that the presence of illegally dumped items attract further illegal dumping. This can exacerbate the situation and further embed this as a social norm.</p>	<p>Council has a strong sustainability message, which is reflected in posters and key messages around tourist centres.</p> <p>Booking a clean-up collection is available to all residents.</p> <p>Get Rid of it Right advertised for responsible disposal options directed to the right council for support; garage sale, online sales, donation options.</p> <p>The RID online reporting tool is promoted to the public to empower them to report illegal dumping directly to the NSW EPA.</p> <p>Proposal under review for all rubbish to be collected within a 48 hour period.</p>	<p>Work with the NSW EPA to improve the usability of the RID online reporting tool and expand promotion to appropriate target audiences.</p> <p>Work closely with key stakeholders including backpacker groups, Department of Housing, Airbnb and short term accommodation managers to 'Keep Bondi Beautiful'.</p> <p>Encourage more furnished properties in the area. This will lessen the waste generation associated with moving out.</p> <p>Continue to align with the NSW EPA approach to litter and illegal dumping prevention as per their strategies that include enforcement, infrastructure & cleansing, education and monitoring & evaluation</p> <p>Engage with property managers, real estate agents and landlords to manage waste sustainably at their property and educate tenants about Council services and options for reuse.</p>
<p>Excessive alcohol consumption leading to violence and vandalism</p> <p>Council have a number of alcohol-free/prohibited zones in place. Alcohol is prohibited on Waverley beaches and parks and alcohol-free zones are enforced on streets and carparks. Maps of these areas are available online in addition to signage.</p> <p>Biddigal Park Reserve and Bronte Park have significant issues, leading to increased police activity and management of the area</p>	<p>Community Rangers active in peak areas to enforce regulations and dispose of alcohol. Waverley Rangers have a strong partnership with local Police to manage the issue.</p> <p>Local Police available to further enforce regulations.</p>	<p>Increase no alcohol signage in key tourist areas.</p> <p>Increase fines allocated to those caught drinking in public places.</p> <p>Growing current Police partnership to continuously improve.</p> <p>Investigation into the Crown Lands Act regulations regarding possible additional fines to be in place.</p>

¹⁷⁴ http://www.waverley.nsw.gov.au/_data/assets/pdf_file/0009/2502/Sustainable_Waste_Strategy_2015-2020.pdf

¹⁷⁵ <https://www.epa.nsw.gov.au/>

Table 28: Impacts of Tourism on Local Amenity – Transport

Transport		
Current Situation	Current Actions	Possible Opportunities
<p>Overnight parking of campervans</p> <p>Campervans have become problematic for Waverley during the summer months. Vehicles remain overnight within carparks and on residential streets. This is legal in NSW, as long as the vehicle is keeping within the parking legislations of the area. There are currently no federal laws in place to manage this.</p> <p>The problem is exacerbated if those sleeping in cars have a negative impact on residential amenity - <i>“At North Bondi, Tamarama, Watsons Bay, Rose Bay and a new destination at Darling Point, campers prepare their meals by the roadside, brush their teeth on the footpath and in some cases, are relieving themselves in our beachside parks and gullies.”</i>¹⁷⁶</p>	<p>Illegal camping signage placed around beaches and public areas.</p> <p>Increased Ranger patrol.</p> <p>Parking officer’s issue fines to vehicles that have overstayed or parked illegally on behalf of the State Debt Recovery Office (SDRO).¹⁷⁷</p> <p>Waverley sought support from the Sydney Regional Organisation of Councils (SSROC)¹⁷⁸ for further prosecuting powers at a local Government level.</p>	<p>Place additional signage prohibiting parking in all carparks around the beach. Create non-camping zones and include this on all signage on entry into carparks and beside green areas.</p> <p>Give police and rangers the power to fine those that impact the area and amenities negatively.</p> <p>Increase information on nearby caravan parks and camping grounds. This could be facilitated through a visitor information centre that acts as a visitor’s first ‘port of call’ when they arrive.</p>
<p>Dumped vehicles</p> <p>It is an offence under the Road Transport (Vehicle Registration) Regulation ¹⁷⁹ to park an unregistered vehicle on a public street. It is the owner’s responsibility to take care of their property.</p> <p>Residents are encouraged to report abandoned vehicles for Council Rangers to investigate.</p>	<p>Waverley Council’s parking officers regularly patrol residential and commercial areas to ensure vehicles are parked in accordance with the relevant parking legislations.</p> <p>Council Compliance team investigate abandoned vehicles, follow protocol to remove and dispose.</p> <p>Waverley’s previously submitted a draft Resource</p>	<p>Increase prevention methods; including street lighting and surveillance. Residents encouraged to actively look out for any perpetrators and report where possible.</p> <p>Promote ‘Snap, Send, Solve’ technology for residents to report illegal dumping on the go.¹⁸¹</p> <p>Increase communication on disposal options and costs to reduce provocations. Increase communications on</p>

¹⁷⁶ <https://www.dailytelegraph.com.au/newslocal/city-east/backpacker-campervan-surge-in-sydneys-east-has-residents-fuming-and-councils-begging-for-more-power-to-remove-overnight-sleepers/news-story/37aa04fb4c032ef6507d5e523761975d>

¹⁷⁷ <http://www.sdronsw.gov.au/>

¹⁷⁸ <http://ssroc.nsw.gov.au/>

¹⁷⁹ <https://www.legislation.nsw.gov.au/#/view/regulation/2017/451/full>

¹⁸¹ <http://www.snapsendsolve.com/>

Due to the high level of short-term residents, abandoned cars/scooters are costly for Waverley Council, from Ranger investigation to disposals.	NSW strategy paper on waste management, all vehicles sold privately or through dealers would have a \$500 "deposit bond" built into the purchase price.¹⁸⁰ No outcome from this proposal was actioned.	share car options to encourage short-term visitors to share rather than purchase.
<p>Congested roads & parking</p> <p>Waverley's economy is underpinned by tourism, retail and health services. As these activities grow, so too will the need to have further access to Waverley's key hubs.</p> <p>Currently only 50% of trips are made to Waverley via private vehicle – Waverley's current road network could not support the visitation to the area if all people chose to arrive in this way.</p> <p>Waverley's current parking plan proposes to introduce a number of new parking measures to prioritise beach parking for residents and make Bondi Junction more accessible in the evening.¹⁸²</p>	<p>Increase in parking officers and police patrol of the Waverley area - fines imposed.</p> <p>Waverley's current parking proposal to eliminate/reduce parking fees.</p> <p>Launch of Waverley's People, Movement & Places Strategy. Emphasis on walking, cycling and public transport. I.e. Share bikes. ¹⁸³</p>	<p>Reinforce transport options for visitors through improved communications. This can be supported by a visitor information centre, as a central tourist hub.</p> <p>Investigate a 'Visitor Pays' program, where additional charges on visitor parking could be imposed.</p> <p>Traffic management app for parking options and availability, currently included in Waverley's People, Movement & Places Strategy.</p>

¹⁸⁰ <https://www.smh.com.au/articles/2002/10/18/1034561315964.html>

¹⁸² http://www.waverley.nsw.gov.au/top_link_pages/news_and_media/council_news/2017/waverley_mayor_proposes_biggest_overhaul_of_parking

¹⁸³ <http://www.waverley.nsw.gov.au/?a=30149>

Cost of Visitation		
Current Situation	Current Actions	Possible Opportunities
<p>High monetary costs</p> <p>High visitation results in a range of Council costs; maintenance, public place cleansing, traffic control, rangers etc.</p> <p>Additional funding options to support these activities should be explored to reduce the cost to the community. Blue Mountains Council has developed a Visitor Infrastructure Investment Strategic Plan to avoid the, <i>“risk of comprising the social, economic and environmental qualities of the city [from] significant and continuing increases in visitor levels.”</i> ¹⁸⁴</p> <p>Without a visitor information centre or designated visitor parking, there is a missed opportunity for funding options for investment in visitor infrastructure and visitor services.</p>	<p>Currently, there is no strategy in place to seek additional payment from visitors using Waverley’s amenities.</p> <p>Any profit from Council run events is reinvested back into the Events strategy.</p>	<p>Development of a visitor information centre to support visitation to the area, publicise the local economy and generate profit for visitor infrastructure reinvestment.</p> <p>Consider ‘Visitor Pays’ strategy.</p> <p>Consider a return on investment strategy through Council assets such as WIFI and Hello Bondi brands, i.e. develop advertising packages for sale.</p>
<p>Loss of community character</p> <p>Although Bondi is one of the most visited locations in Australia, there is currently little available to tourists once they enter the area on the history of the location and how to navigate the area.</p> <p>Without strong history outlets for tourists, the character and identity of the area is getting lost and diluted amongst the masses. This can contribute to the loss of community character and lack of appreciation of the area from visitors.</p>	<p>History walks – Council run history walks throughout winter as part of the Bondi Winter Magic festival.</p> <p>Strategic Planning team currently running a study into contributory and non-contributory buildings across the Waverley LGA. This information will be available for people to review and explore local heritage in future.</p>	<p>Development of visitor information centre with maps, historic information and other community information. Museum space as noted within this plan.</p> <p>Consider street plaques identifying key historic sites.</p> <p>Encourage visitors to learn about the Waverley ‘way of life’ through a local volunteer tour guiding scheme offering year round heritage walks / tours.</p> <p>Use Hello Bondi assets to promote Waverley’s rich past and develop an official Hello Bondi Visitor Guide with local information.</p>

¹⁸⁴ <https://www.bluemountainshaveyoursay.com.au/visitor-infrastructure-investment-strategic-plan>

T Table 29 Impacts of Tourism on Local Amenity – Cost of Visitation

Accommodation for Tourists		
Current Situation	Current Council Actions	Possible Opportunities
<p>Illegal backpacker accommodation</p> <p>Illegal backpacker accommodation has long been an issue for Waverley. Bondi's iconic status matched its proximity to the city and beach has led to high visitation each year. A range of visa permits have also encouraged a younger budget tourist group identifying Waverley as a prime destination point.¹⁸⁵</p> <p>Various illegal backpackers have sprung up around the locality to cater for short-term visitors, who are happy to live in crowded conditions to avoid high rents. Awareness of illegal backpackers is generally identified through the community on the basis of an increase in noise or disturbance complaints.¹⁸⁶ It is extremely hard to classify all levels of complaints as coming from Illegal backpackers, as many will simply be due to high density living.</p> <p>In some cases, backpackers will stay longer than their title would suggest and take a legitimate Residential Tenancy Lease.¹⁸⁷ If there is collusion between owners and leaseholders, this presents an even harder problem to track. The cost of this problem is high for Council; loss in income from uncollected taxes, management costs and prosecution.¹⁸⁸</p>	<p>Dedicated Building Compliance team at Council investigating illegal backpacking. Council ensures all legal options are considered – issue fines, orders and pursues cases in court.</p> <p>Council receives annual noise and disturbance (NAD) lists to identify and investigate illegal backpacker outlets.</p> <p>Complaints are logged within Waverley's Customer Service portal as a compliance complaint (illegal use of a building). Council's Merit system recorded approximately 24 complaints over the past year on possible illegal backpackers. This is down considerably when compared to 2002 – 2003, where 119 complaints were recorded.</p> <p>Council has invested in more resources and time to pursue cases, the most successful activity has proven to be additional visits to the properties.</p>	<p>Council can lobby for further changes to the Environmental Planning and Assessment Act to make prosecution of alleged illegal backpackers easier. I.e. improve definition of backpacker accommodation.</p> <p>Get further resources at Council to investigate breaches of legislation, for example, City of Sydney's Unauthorised Accommodation Investigation Team was established in March 2015.¹⁸⁹</p> <p>Run a full audit of tourist accommodation and boarding accommodation. Encourage all boarding houses in operation in Waverley have submitted a Management Plan, irrespective of time of development.</p> <p>Consider all tourist accommodation outlets to reissue and revise Management Plans each year if they appear within the NAD lists.</p>

¹⁸⁵ <https://www.australia.com/en-nz/planning/visa-information.html>

¹⁸⁶ <http://researchdirect.westernsydney.edu.au/islandora/object/uws%3A11664/datastream/PDF/view>

¹⁸⁷ Alleged Illegal Backpacker Accommodation, Report to Council 2004 (A04/0515)

¹⁸⁸ <http://www.altmedia.net.au/unauthorised-backpacker-accommodation-uncovered-in-bondi/96025>

¹⁸⁹ <http://www.cityofsydney.nsw.gov.au/live/report-local-issues/unauthorised-accommodation>

<p>Development applications for budget accommodation</p> <p>Development Applications (DA) for backpacker accommodation has reduced over the past decade. The majority of current accommodation DA's are focused on upmarket offerings such as boutique style apartments and/or boarding houses.</p> <p><i>"Widespread community opposition against backpacker developments had led to insufficient authorised accommodation for visitors, which indirectly created an increase of illegitimate shared accommodation".¹⁹⁰</i></p> <p>Boarding house developments DA's fall under the State Environmental Planning Policy (SEPP - Affordable rental housing)¹⁹¹, and out of local government's full control.</p>	<p>Council follows protocol with regard to the SEPP, assessing each application against the controls in place from the State and Waverley's DCP.</p> <p>Council's DCP requests each DA application to contain a Management Plan that demonstrates how the property will reduce noise and disturbance, from the design of the build to the ongoing management.</p> <p>An annual check on the property is scheduled to ensure that the unit is being used as intended.</p>	<p>Consider a 'Community Commitment', section within Management Plans to be submitted as part of the DA process. This could include a mix of actions such as a community liaison staff member responsible for attending precinct committee meetings when needed and being a first point of contact for complaints.</p> <p>Educational information should be delivered to the community liaison personnel each year. Quarterly collateral could be distributed on key community values such as environment, safety and respect.</p>
<p>Lack of diversity of accommodation</p> <p>Currently, budget accommodation is not seen as a profitable business model, given the high rental incomes achievable for Waverley LGA. Smaller boutique style accommodation outlets are proving to be popular. However, very few opportunities for larger hotel and conference facilities have been identified.</p> <p>The quantity of backpacker accommodation outlets are decreasing. This lack of diversity in accommodation is having a negative impact for Waverley as it results in a high demand for Airbnb accommodation. It is also forcing higher yielding overnight visitors, such as the MICE market, to stay in the city and only visit Bondi Beach during the day, which is adding little to the local economy and much to Bondi's congestion.</p>	<p>Council's 2018 Community Strategic Planning sessions with residents identified the support for traditional visitor accommodation outlets such as hotels and conference facilities.</p>	<p>Actively seek out options for possible hotel development sites in the Waverley LGA, reducing the dependence on Airbnb accommodation.</p>

¹⁹⁰ <http://researchdirect.westernsydney.edu.au/islandora/object/uws%3A11664/datastream/PDF/view>

¹⁹¹ <https://www.legislation.nsw.gov.au/#/view/EPI/2009/364>

Short-Term Holiday Letting (STHL)

Waverley is estimated to have the highest concentration of Airbnb listings in Australia, over 3,000 properties are listed on the Airbnb website. Airbnb's partner website, Airtorted¹⁹² will further exacerbate the issue as it acts as a property manager middle-man to facilitate the process.

Although Airbnb properties fill an important gap in the accommodation mix, the leasing practice offers limited economic benefit and presents a number of challenges as noted earlier within this SVS.

Waverley Local Environmental Plan (LEP)¹⁹³ does not include a definition for STHL, where 'bed and breakfast accommodation', 'Boarding houses' are permissible in some residential zones, and 'serviced apartments' are permissible in some business zones. The planning regulation should have a standardised definition of STHL added to the State Environmental Planning Policy (Exempt and Complying Development) 2008 (Codes SEPP).¹⁹⁴ For councils where STHL doesn't necessarily work due to local circumstances, an exemption from the SEPP could be sought.

Waverley submitted a response to the NSW Parliamentary Inquiry into Short-term Rental Accommodation and Short-term Holiday Letting Options Paper in 2016 and 2017¹⁹⁵, respectively. Council is currently awaiting the outcome of the Options Paper to see what policy tools the NSW Government is going to allow to mitigate the impacts of short-term letting.

Dependent on the outcome of the Options Paper – in particular whether the NSW Government allows Council's flexibility to implement their own planning controls to respond to this phenomenon – Waverley Council will be looking to implement controls providing a clearer definition of the STHL. This will hopefully strike a balance between fostering the sharing economy and maintaining residential amenity in areas primarily dedicated to residential uses.

Lobby for planning regulation not only to occur at state government level, but also on a local level. This would facilitate a multi-faceted regulatory approach able to be calibrated to each LGAs need, allowing some areas to capitalise on the benefits of STHL and others to avoid or reduce negative impacts.

Setting a limit on the total days per year that a dwelling can be used as STHL would control the degree to which a dwelling is rented and retain its primary use as long-term residential (Limiting the number of occupants or bedrooms for rent would also constrain the amenity impact on neighbours).

The planning policy response might work best with strata and licensing responses. For example, it is arguable that amenity concerns surrounding the presence or otherwise of a host could be best controlled under strata laws.

¹⁹² <https://www.airsorted.com.au/sydney>

¹⁹³ http://www.waverley.nsw.gov.au/building/planning_a_development/waverley_local_environmental_plan_2012

¹⁹⁴ <https://www.legislation.nsw.gov.au/#/view/EPI/2008/572>

¹⁹⁵ <http://www.planning.nsw.gov.au/Policy-and-Legislation/Under-review-and-new-Policy-and-Legislation/Short-term-holiday-letting>

Waverley Sustainable Visitation Strategy Summary Document

2018-2023

Welcome to our community



WAVERLEY
COUNCIL 96



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Welcome

Welcome to the **Waverley Sustainable Visitation Strategy 2018-2023 Summary Document**. This plan presents a range of recommended local tourism initiatives that aim to maximise benefits to environment, community, culture and business; and to minimise the negative impacts of overtourism on the Waverley community.

Above all, this plan offers a visitation management structure for Waverley for the next 5 years, one that is built on collaboration and consensus from community, government and industry. The plan introduces the concept of sustainable tourism as a basis for decision-making within the LGA, one that is committed to making a low impact on the environment and local culture, while supporting future employment for local people. This plan is based on the findings from research carried out by the Stafford Consultancy Group on behalf of Waverley Council.

Tourism is an extremely important contributor to the local economy, Waverley is sufficiently close to Sydney's CBD; the airport; cruise terminals and other key drivers of tourism, making it a key destination point for visitors. This presents both challenges and opportunities to achieve a sustainable level of visitation so that Waverley can maintain and protect its environment, landscape and heritage. The outcome of this process is a framework for visitation management, which recommends a cross agency approach to decision-making across a range of tourism project opportunities – welcome to Waverley.

Visitation framework

Community priorities

what we want...

- Foster tourism through tourist information and eco-tourism initiatives
- Undertake steps to demonstrate sustainability goals
- Introduce more opportunities to engage with Council and to access information
- Educate visitors on litter and recycling
- A diverse night-time economy and improved service and food offerings
- Promote Bondi Junction as a business and tourism hub
- Avoid overdevelopment and protect heritage buildings
- Support start-up businesses and foster a mixed local economy
- Improve public transport to facilitate locals and tourists
- Develop innovation hubs
- Support the viability of village shopping strips and local shopping centres
- Encourage opportunities to celebrate and participate in art and culture

Community challenges

current issues we face...

- Weary of overtourism
- Lack of a governance structure for tourism
- Lack of resources to manage the visitor economy
- Traffic and parking congestion
- Overcrowding and lack of open space
- Large scale short term holiday rentals
- Lack of clear community messaging to visitors
- Lack of visitor services – hotels, signage and guidance
- Lack of high yielding events and packaged product to leverage from visitation

Strategy goals

through this plan we hope to...

- Develop a **sustainable approach to tourism management** that protects and maintains Waverley's environment, culture and heritage
- **Integrate tourism effectively within the community** and mitigate the negative impacts of tourism on local amenity
- Grow Waverley's **share of higher yielding visitor markets** and
- **Support tourism product** which generates a sustainable commercial return

Project priorities

community outcomes needed

- **Improved governance:** Council takes an active sustainable position on tourism; we achieve a better balance between visitors and the community; we reduce the negative impacts of tourism; we recoup funding for amenity improvements.
- **Improved communications:** our community values are communicated and our culture is celebrated by visitors; our environment and traditions are respected; our visitors feel supported throughout their journey.
- **Improved infrastructure:** our visitors feel confident and supported to navigate on foot or bike; our streetscapes are improved visually for the benefit of everyone.
- **Improved product:** we are connected to visitors through arts and culture; our community's talents are celebrated and shared; we are synonymous with innovation and our local economy thrives.

Project action plan

how we get there...

- 40 proposed initiatives to be implemented by a new sustainable tourism working group, comprised of community, council and industry.
- We are focused on evaluating initiatives under their beneficial contribution to our environment, culture, heritage, community and local economy; whilst reducing negative outcomes.

Tourism vision

Waverley's Community Strategic Plan 2018 – 2029 was finalised on the 1 July 2018. Waverley's community vision for the future is noted as:

Waverley: connecting the city and the sea. A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places, and rich cultural heritage.

This vision will be realised through a variety of initiatives that are organised under specific community themes of importance. Community comments that are related to and supported by this Sustainable Visitation Strategy (SVS) are highlighted below.

Aligning with our Community Strategic Plan

Theme	Community Priority	Community comments linked to tourism
Arts & Culture	By 2029, Waverley will be a community enriched by opportunities to celebrate and participate in art and culture.	<ul style="list-style-type: none"> • Provide spaces for performing arts • Encourage arts and cultural activities, including cross-cultural activities
Recreation & Open Spaces	By 2029, Waverley will be a leader and innovator in open spaces and recreational facilities that support a healthy happy and connected community.	<ul style="list-style-type: none"> • Improve maintenance of open space and facilities • Improve availability of venues for events • Increase green spaces
Local Economy	By 2029, Waverley will be a diverse and prosperous local economy.	<ul style="list-style-type: none"> • Foster tourism through tourist information, eco-tourism, a diverse night-time economy and improved service and food offerings • Promote Bondi Junction as a business and tourism hub • Retain public service jobs in the area • Support start-up businesses • Foster a mixed local economy • Support the viability of village shopping strips and local shopping centres
Planning Development & Heritage	By 2029, Waverley will have diverse and liveable and sustainable places.	<ul style="list-style-type: none"> • Avoid further high rise development and overdevelopment in general • Develop a holistic vision with respect to sustainable growth and development • Protect our heritage buildings, particularly Waverley Cemetery and the Boot Factory • Address concerns about the impacts of Airbnb activities
Transport, Pedestrians & Parking	By 2029, Waverley will be a place where people can move around easily and safely, and our streetscapes are welcoming and inclusive.	<ul style="list-style-type: none"> • Develop or improve a network of safe, continuous walking and bike trails to encourage active transport, particularly for access to the beaches, parklands, shopping, employment and entertainment precincts • Improve public transport to facilitate locals and tourists
Sustainable Waste	By 2029, Waverley will be a resilient and environmentally sustainable community.	<ul style="list-style-type: none"> • Educate residents and visitors about recycling • Ban or discourage single-use plastics and coffee cups
Sustainable Environment	By 2029, Waverley will be a resilient and environmentally sustainable community.	<ul style="list-style-type: none"> • Undertake initiatives to promote a clean green local area with a holistic approach encompassing the effects of climate change • Undertake steps to demonstrate sustainability goals
Corporate Leadership & Engagement	By 2029, Waverley will be an engaged community, confident of the integrity of Council decision making.	<ul style="list-style-type: none"> • Introduce more opportunities to engage with Council and to access information • Plan for the implications of economic, social and environmental disrupters on Council and the community • Engage with neighbouring councils
Innovation & Knowledge	By 2029, Waverley will be a knowledge-driven, innovative and digitally connected community.	<ul style="list-style-type: none"> • Improve NBN and Wi-Fi access across the area • Develop innovation hubs • Use communication technologies progressively

By analysing these community comments related to tourism; we can summarise our tourism vision for Waverley as:



To maintain the integrity of the vision, it is important that opportunities taken up have Council, community and industry support and that implementing opportunities is effected collaboratively.

Why tourism matters

How tourism benefits our local community

ECONOMIC IMPACT



TOURISM'S EFFECT ON EMPLOYMENT

4,867 **1 in 6**

jobs brought to Waverley by tourism

Waverley jobs depend on tourism



TOURISM'S EFFECT ON REVENUE

\$1,085m

spent by tourists in Waverley each year



Tourism dollars are often reinjected back into the local economy.

Businesses pay salaries and source goods and services locally.

TOURISM ALLOWS FOR INFRASTRUCTURE IMPROVEMENTS AND FACILITY UPGRADES, BENEFITTING BOTH TOURISTS AND LOCALS.



Bondi Beach picnic shelters



Tamarama toilet blocks



Campbell Parade Design Review



611

LOCAL HERITAGE LISTINGS

including:
Cottages
Beaches
Parks
Conservation areas



17

STATE HERITAGE LISTINGS

including: Waverley Cemetery
Indigenous rock carvings
Ben Buckler
Bronte House
Bondi Pavilion



1

NATIONAL HERITAGE LISTING

Bondi Beach



LOCAL BUSINESSES

can create new services and products, that wouldn't be sustainable without the tourism segment.

OVERNIGHT VISITORS

WHERE DO THEY COME FROM?

- Australia
- United Kingdom
- United States
- Germany
- France
- Canada
- Brazil
- Sweden
- Japan
- Italy

2.5m INTERNATIONAL VISITORS VISIT WAVERLEY EACH YEAR

WHY DO THEY TRAVEL?

52%

HOLIDAYS

Average of 23 day stay

7.5%

OTHER REASONS

28%

VISIT FAMILY & FRIENDS

Average of 13 day stay

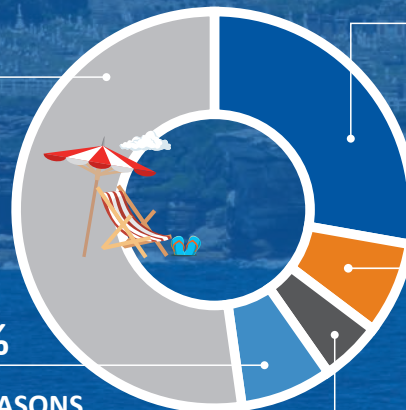
7.5%

EDUCATION

Average of 90 day stay

5% BUSINESS

Average of 15 day stay





Community challenges

Governance

- Lack of tourism management body
- Lack of resources for tourism
- Negative impact on local amenity

Infrastructure

- AirBnB > 3,000 AirBnB properties in Waverley, which provide limited economic benefits and employment
- Bondi Junction - Bondi Beach access > Traffic congestion in peak travel times and weekends / summer
- Vehicle parking > Lack of parking facilities in the LGA.
- High dwelling density and retail / commercial rents > Challenge providing open spaces for recreation and activities

Marketing and Visitor Information

- Bondi Beach > requiring information to be aligned with visitor expectations
- Signage and visitor information > Additional signage at key locations required to provide historical, geological and other information
- Council to be Sustainable Tourism Marketer > Imperative for Council to build a sustainable framework to manage initiatives and address community concerns on overtourism

Product Development

- Lack of evening family-friendly experiences
- Seasonality > Businesses unable to sustain themselves over low seasons
- Lack of full service hotels
- Lack of high yielding events



Sustainable tourism

Sustainability is a priority for Council, protecting and enhancing what is unique and historic to Waverley. Council aspires to lead by example to ensure environmental sustainability is systemic and embedded across Council's day-to-day business, services and operations. Council's Environmental Action Plan (EAP) will help deliver sustainable tourism whilst improving sustainable waste management and recycling, improving water quality and protecting and enhancing biodiversity. Sustainable tourism is a destination committed to making a low impact on the environment and local culture, while helping to generate future employment for local people. The positive of sustainable tourism is to ensure that development is a positive experience for local people; tourism industries; and tourists themselves.

Council's approach to visitation management and communications will need to be holistic, one that educates visitors, safeguards the community and promotes local business. The Global Sustainable Tourism Council (GSTC) is an independent and neutral non-profit organisation that many public sector bodies refer to when developing localised sustainability standards. The GSTC *Criteria for Destinations* was created in an effort to reach a universal understanding of how to develop and maintain sustainable destinations under four key standards. The initial standard is noted as, *demonstrate sustainable destination management*, which is a recommended basis to commence **working together** in reviewing all tourism initiatives going forward.



Working together

The GSTC recommends that a working group is formed who are responsible for a coordinated approach to sustainable tourism. This tourism working group should be of a suitable size to represent Waverley and be comprised of community, council, industry and other tourism bodies. The new Waverley Tourism Working Group (TWG) will have defined responsibilities, oversight and implementation capability for the management of environmental, economic, social, and cultural initiatives noted within this SVS.

It will:

- represent the community and align with the Community Strategic Plan 2018-2029;
- provide a forum to share and develop ideas to build synergies between operators and community;
- represent Council and coordinate efforts to maximise opportunities whilst aiming to reduce issues and concerns associated with overtourism in Waverley;
- undertake initiatives, in partnership with the Chamber of Commerce, to promote the local economy;
- lobby government for project support where necessary; and
- raise awareness of the value and benefits of tourism that will accrue to the community.



Project priorities

To effectively address Waverley's current challenges; the following project priorities have been identified under each of the four challenge areas. This is a high level view of identified opportunities and projected outcomes for the Waverley community. Key projects are listed in more detail through the action plan.

Governance

Forming a tourism working group to manage all future plans and assess key initiatives outlined in this plan. A key aspect of this priority is to safeguard Waverley's environment, landscape and community values.

Opportunities to be explored...

- Council to take a stronger leadership role – alignment with Global Sustainable Tourism Council
- Create working group to manage tourism sustainably and collaboratively
- Visitor pays strategy – investigate ways for funding improvements to Waverley
- Monitor and report on tourism

Key outcomes...

- Council actively commits and promotes a position on sustainable tourism
- Better balance between visitors and the community is achieved
- Negative impacts of tourism are reduced
- Funding is recouped for amenity improvements
- Community feel informed and included



Infrastructure & Transport

Everyone that walks through the LGA should get a zest for Waverley's lifestyle and wellbeing. Visitors should have easy access to explore the area and learn about local heritage and history. For this priority, the focus will be to improve the cohesiveness of streetscapes and invite visitors to walk or cycle streets with ease and develop a thirst to explore, and learn more about local culture.

Opportunities to be explored...

- Create tourism hubs – concentrate visitors within key areas with visitor information and support
- Enhance streetscapes with consistent design
- Pedestrianise Campbell Street Parade one day at weekends
- Improve cycling links – People Movement and Places Strategy – put pedestrians first

Key Outcomes...

- Streetscapes are improved visually for the benefit of everyone
- Visitors are organised and educated on Waverley
- Visitors feel confident and supported to navigate on foot or bike



Project priorities *continued*

Marketing

The official brand for Waverley is, 'Hello Bondi'. There's an opportunity to make Hello Bondi bigger and better with lots more information on community values and local history. Council wants to improve communication with all stakeholders via a creative marketing strategy that aims to educate and guide visitors on, Waverley's way of life, the landscape and local arts, culture and diverse local economy.

Opportunities to be explored...

- Create Marketing Strategy – for visitors, businesses and the community
- Package product – look at ways to promote and support local businesses
- Improve signage and communication – parking app and visitor information centre

Key outcomes...

- Community values are communicated and culture is revived and celebrated by visitors
- Visitors are educated about Waverley – local environment and traditions are respected
- Visitors are guided through Waverley and supported throughout their journey



Product Development

Waverley has a rich talent pool; from arts, culture and drama, through to business entrepreneurs and innovators. This priority aims to celebrate and showcase local talent, history and ideas. It is about growing what is great about Waverley and building a more resilient economy that expresses local talents and achievements.

Opportunities to be explored....

- Create history and heritage spaces – surf life saving museum
- Develop pop-up experiences – arts and events
- Facilitate talent space – performance, rehearsal and innovation spaces
- Food and dining trails – celebrate and promote our restaurants
- Additional regulated accommodation

Key Outcomes...

- We feel connected to our visitors by educating them on our past
- Residents are more connected to visitors
- Local talents are celebrated and developed
- Waverley is synonymous with innovation

Project action plan

Action Plan – Governance

Action	Priority	CSP Theme	SVS Objective	KPIs
Council to take a stronger leadership role	High	Corporate Leadership & Engagement	1 & 2	<ul style="list-style-type: none"> Roll-out a multi-year visitation strategy that focuses on sustainability Political commitment to implement the strategy Form an official Tourism Working Group with the responsibility to coordinate the management of sustainable tourism
Monitor & reporting	High	Corporate Leadership & Engagement	1 & 2	<ul style="list-style-type: none"> Council to commence annual / quarterly tourism report to support tourism awareness and contribution to local economy Develop Council website page content to include statistics and insights Consider reinstating business newsletter each quarter
Tourism Working Group to be established	High	Corporate Leadership & Engagement Sustainable Environment	1	<ul style="list-style-type: none"> Council to work with the Chamber of Commerce to develop terms of reference for a local tourism organisation by December 2018 Council to advertise for nominees for a skilled base board across all elements of the tourism sector, by February 2019 A tourism working group to be appointed by July 2019
Mitigate negative impacts of tourism on local amenity	High	Corporate Leadership & Engagement Sustainable Environment Sustainable Waste	2	<ul style="list-style-type: none"> Council to actively monitor, report and respond to local issues Liaise with Strategic Planning team on additional Management Plan specifications under the DCP, Dec 2018 Work with Sustainability and Communications teams to further improve waste management campaigns for visitors, Aug 2019 Work with State Government with regard to further regulation of the STHL
Accessible Tourism	High	Corporate Leadership & Engagement	2	<ul style="list-style-type: none"> Policies supporting access to areas and facilities of natural and cultural importance for individuals with disabilities and others who have specific access requirements Consider the development of an inclusive tourism strategy for the Waverley area by Dec 2019
Visitor Pays Strategy	Medium	Corporate Leadership & Engagement Sustainable Environment Sustainable Waste	1	<ul style="list-style-type: none"> Council to assess financial feasibility of commissioning a Visitor Pays Strategy June 2020 Commence initial RFQ for consultancy on project Dec 2020

Action Plan – Infrastructure Development and Planning Initiatives

Action	Priority	CSP Theme	SVS Objective	KPIs
Creating tourism hubs	Medium – high	Local	4	<ul style="list-style-type: none"> Consult with key stakeholders to gather support for the concept, by February 2019 Prioritise areas and changes needed by Dec 2019 Identify promotional and urban design options for strengthening the look and feel of defined tourism hubs, by Apr 2020 Implement promotional and urban design improvements (lighting, street furniture, banners, landscaping etc.) by Jun 2021
Upgrading Bondi Road and Campbell Parade streetscapes	Medium – high	Recreation & Open	1	<ul style="list-style-type: none"> Identify key tourism related improvements required by March 2020 Determine best ways to integrate these with other urban design enhancements being planned by June 2020 Identify mechanisms to fund the tourism related improvements by Dec 2020 Implement the improvements by Jun 2022 Assess the impacts on local businesses and the visitor markets by March 2023
Pedestrianising Campbell Parade one day at weekends	Medium – high	Recreation & Open Spaces Arts & Culture	2	<ul style="list-style-type: none"> Council to facilitate discussion with stakeholder groups by Dec 2019 Ascertain costs and benefits from creating the pedestrianised outcome by July 2020 If positive, trial the outcome over a monthly period (using shoulder and peak season periods by March 2021) Review trial period results, and if positive, look to introduce on a gradual basis to enable monitoring of impacts, from October 2021
Innovation & Knowledge Hub	Medium	Innovation & Knowledge	4	<ul style="list-style-type: none"> Creating supporting marketing and visitor resources to promote the Hub 2019 onwards Consult with key stakeholders to discuss aspects of the project with regards to tourism and conferencing space
Rose Bay Ferry Improve cycling links	Medium	Transport, Pedestrians & Parking	2	<ul style="list-style-type: none"> Work with Strategic Transport team on current PMP strategy Facilitate discussion with stakeholder groups by Dec 2019 on feasibility

Action Plan – Marketing Initiatives

Action	Priority	CSP Theme	SVS Objective	KPIsw
Create Marketing Strategy	High	Corporate Leadership & Engagement Sustainable Environment Sustainable Waste Local Economy	1	<ul style="list-style-type: none"> Commence work on a detailed marketing strategy that takes a holistic approach to the messaging and promotion of the area Ensure messaging represents local communities and visitors Plan will be developed specifically with the Communications and Sustainability teams at Council, in addition to the new tourism working group Strategy to be drafted by Dec 2019
Local tourism volunteer group	High	Sustainable Environment Local Economy	2	<ul style="list-style-type: none"> Survey the community on understanding of the broader visitor economy by June 2019 Research and development of volunteer framework Mar 2020 Recruitment process to follow
Improved signage and visitor information	Medium – high	Local Economy Transport, Pedestrians & Parking Corporate Leadership & Engagement	2 & 3	<ul style="list-style-type: none"> Investigate possible local printed guide for visitors Dec 2019 Assess visitor information requirements and specific signage enhancements by Feb 2020 Work with industry to develop quality online information sources by Oct 2020 Determine optimum location of sign boards and determine budget for these by June 2021 Project roll-out Feb 2022 - 2023
Packaging of product	Medium	Local Economy	3 & 4	<ul style="list-style-type: none"> Ensuring all Waverley tourism product is registered in the Australian Tourism Data Warehouse by Jan 2020 Look at building links between businesses and entrepreneurs to support local products and services Ensuring sufficient packaged product is available online, by February 2021
Main stream media and social media famils	Medium	Local Economy Arts & Culture	3 & 4	<ul style="list-style-type: none"> Ensure that the marketing strategy includes actions which offer targeted media famils for specific niche markets, by June 2020 Develop a social media strategy by Dec 2020 Ensuring that all travel media are aware of new product enhancements as they occur Ensuring DNSW is aware of Waverley interest in being part of Sydney famil programs
Parking App	Medium	Transport, Pedestrians & Parking	2	<ul style="list-style-type: none"> Work with strategic transport to assess viability of an online booking app, by Dec 2020 If viable, introduce an online booking service to allow for parking spots to be pre-booked, by July 2021 Assess the scheme and its efficiency by Dec 2022

Action Plan – Product Development

Action	Priority	CSP Theme	SVS Objective	KPIsw
Visitor Information Centre (VIC)	High	Local Economy Corporate Leadership & Engagement	2	<ul style="list-style-type: none"> Develop a VIC demand study within the Bondi Pavilion, by June 2019 Work with Pavilion Steering Group and contractors on space for VIC within the Pavilion Approach possible operators by Dec 2019 Look to work with operators to activate the site, by June 2020
Fully serviced boutique accommodation	High	Local Economy Planning, Development & Heritage	2 & 3	<ul style="list-style-type: none"> Develop an accommodation demand study to support introduction of new or extended commercial accommodation, by June 2019 Approach hotel operators and development companies to ascertain interest, by Dec 2019 Look to work with land owners and hotel developers/operators to activate identified sites, by Apr 2020
Surf Life Saving Museum	Medium – high	Recreation & Open Spaces Planning, Development & Heritage	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept in tandem or after the development of the VIC at the Pavilion
Improve Sculpture by the Sea accessibility through to Bronte	Medium	Transport, Pedestrians & Parking Arts & Culture	2 & 4	<ul style="list-style-type: none"> To work with Sculpture by the Sea team to determine improved accessibility options, by Jun 2020 To assess issues, challenges by March 2021
New festivals and events	Medium	Arts & Culture Recreation & Open Spaces	2 & 3 & 4	<ul style="list-style-type: none"> To consult with stakeholder groups on potential for priority new events and festivals, by Jan 2020 To seek community feedback via survey on new events, by April 2020 If acceptable, to develop 1-2 priority events-festivals which aim to help boost low season visitation and broader economic impacts, by Dec 2020 To introduce new low seasonal events and festivals by May 2021
Sound and light show at Bondi Junction – Vivid	Medium	Local Economy Arts & Culture	2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2019 Implementation to follow if feasible
Night time family friendly activities	Medium	Local Economy Arts & Culture	2 & 3 & 4	<ul style="list-style-type: none"> Work with Urban Planning Team on rolling out aspects of the piloted Night time Strategy from 2019

Action Plan – Product Development *continued*

Action	Priority	CSP Theme	SVS Objective	KPIsw
Black box attraction space	Medium	Recreation & Open Spaces Arts & Culture Local Economy	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Mar 2021 with particular focus on available Council spaces for consideration.
3-day Urban Coastal Walk	Medium	Local Economy Recreation & Open Spaces	2 & 3 & 4	<ul style="list-style-type: none"> Work with the Bondi to Manly group for a cost benefit analysis of developing and promoting the northern beaches walk June 2019 Undertake a feasibility study to test the viability of the concept, by Dec 2019
Food and dining trails	Medium	Local Economy	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Evaluate Council's dining initiative rolled out four years ago Oct 2020 Undertake a feasibility study to test the viability of the concept, by Mar 2021
Pop up cafes, retail and dining experiences	Low – medium	Local Economy	2 & 3 & 4	<ul style="list-style-type: none"> Test the demand and viability of introducing pop up facilities to help deliver facilities to better meet peak season demand, by Jan 2021 If viable, work with operators to determine commercial options for pop up facilities, by Dec 2021 Look to encourage private operators to introduce facilities 2022 onwards
Health and Wellness Hub	Low – medium	Local Economy	2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2021
Heritage attraction opportunities	Low – medium	Corporate Leadership & Engagement Planning Development & Heritage	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2020
Telling the Story of Wonderland City and Bondi Aquarium	Low – medium	Recreation & Open Spaces Planning, Development & Heritage	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Oct 2020
Performance and rehearsal spaces at Bondi Junction	Low – medium	Recreation & Open Spaces Arts & Culture	1 & 2 & 3	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2021
Public art gallery with studios and training spaces	Low – medium	Recreation & Open Spaces Arts & Culture Local Economy	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by June 2022
Indoor recreation facilities	Low – medium	Recreation & Open Spaces Planning, Development & Heritage	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2022
Museum to Celebrate Sydney's Women	Low – medium	Recreation & Open Spaces Planning, Development & Heritage	1 & 2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Mar 2021
Fashion and Design Museum	Low – medium	Recreation & Open Spaces Planning, Development & Heritage	2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Jun 2023
Screen Industry Centre	Low – medium	Recreation & Open Spaces Planning, Development & Heritage	2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2020
Higher quality boutique food and beverage facilities	Low – medium	Local Economy	2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2021
Signature children's playground	Low – medium	Recreation & Open Spaces	2	<ul style="list-style-type: none"> Playground beside Bondi Beach requires an upgrade and will be scheduled in-line with the Play Based Strategy when the Pavilion work is underway. Undertake a feasibility study to test the viability of the concept across other areas within the LGA
Rooftop activation	Low	Local Economy Recreation & Open Spaces	2 & 3 & 4	<ul style="list-style-type: none"> Undertake a feasibility study to test the viability of the concept, by Dec 2023 with specific emphasis on noise mitigation

Further information

For further information and to download the full strategy, please go to our website:

Sustainable Visitation Strategy by Waverley Council







COUNCIL'S RECOMMENDED PLANNING PROPOSAL

122 Bronte Road, Bondi Junction

Planning Proposal Information

Council versions:

No.	Author	Date	Version
1	Waverley Council	27 July 2018	Report to Strategic Planning and Development Committee

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INTRODUCTION

Affected Land

The subject site is a significant corner site located on the edge of the Bondi Junction Strategic Centre at the corner of Birrell Street and Bronte Road, and comprises Lots 5-7 Section 2 DP185 with a total site area of approximately 657.9m². The site forms part of the Waverley Telephone Exchange operated by Telstra, which will continue to function solely in the adjacent site at Lots 3-4 Section 2 DP185. The remaining exchange has a five-storey street wall presence, and is a utilitarian red brick building that is grossly out of character with the remainder of the streetscape (refer to Figure 3).

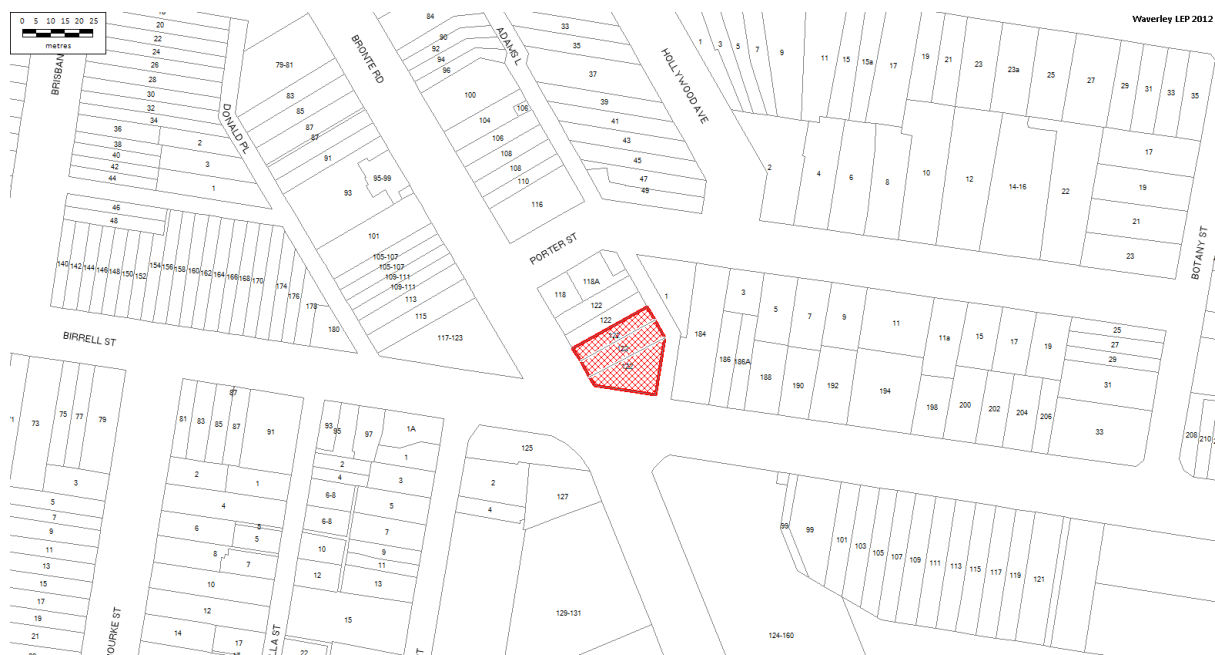


Figure 1 – Site of the Planning Proposal, 122 Bronte Road Bondi Junction



Figure 2 – Aerial photograph of the site of the planning proposal, 122 Bronte Road Bondi Junction (2016).

Existing Development on the site

The existing building on the site is a single storey corner building being the previous Waverley Post Office building. The building constitutes the listing for locally significant heritage item I246 (refer to Figures 4 – 6). The building has significance due to its fabric and contribution to the streetscape given the prominent location of the site, the building is a key landmark for the area.

The site was purchased in 1882 for the construction of the Waverley Post Office, which opened in 1887. The post office was moved in 1914, and the building was adapted to house the area's first telephone exchange. The building underwent major alterations in 1926 when the exchange was converted from manual to automatic. Given further technological advances in telecommunications, the site is no longer required for the purposes of a telephone exchange as the operations will be consolidated into the adjoining building at Lots 3-4 Section 2 DP185.



Figure 3 – Subject site showing both Waverley Telephone Exchange Buildings



Figure 4 – Waverley Telephone Exchange, 1926

(Image from Heritage Impact Statement – Sourced National Archives of Australia Image Number C4076, HN5666 Part A)



*Figure 5 – Waverley Telephone Exchange, 1926 Showing the former entrance on the corner that has since been converted into a window.
(Image from Heritage Impact Statement – Sourced National Archives of Australia Image Number C4076, HN5666 Part B)*



*Figure 6 – Waverley Telephone Exchange, 1946
(Image from Heritage Impact Statement – Sourced Waverley Library 000/000594)*

Current Planning Controls

The *Waverley Local Environmental Plan 2012* (WLEP2012) applies to the subject site (see Figures 7-11).

The current development standards pertaining to the site are:

- Zone - SP2 Infrastructure (Telecommunications)
- Maximum height of 15m
- Floor space ratio of 2:1

The site also consists of Heritage Item I246 comprising the former Waverley Post Office.

The aims of the WLEP2012 are as follows:

- to promote and co-ordinate a range of commercial, retail, residential, tourism, entertainment, cultural and community uses to service the local and wider community,*
- to maintain and reinforce Bondi Junction as the primary commercial and cultural centre in Sydney's eastern suburbs,*
- to provide for a range of residential densities and range of housing types to meet the changing housing needs of the community,*
- to provide an appropriate transition in building scale around the edge of the commercial centres to protect the amenity of surrounding residential areas,*
- to protect, maintain and accommodate a range of open space uses, recreational opportunities, community facilities and services available to the community,*
- to enhance and preserve the natural environment through appropriate planning, protecting the integrity of natural systems and by protecting existing trees,*
- to identify and conserve the cultural, environmental, natural, aesthetic, social and built heritage of Waverley.*

As specified in *Clause 5.10 Heritage Conservation* and *Schedule 5 Environmental Heritage* of the WLEP2012, development consent is required for any demolition or alteration to an item of environmental heritage and also for erecting a building on land on which a heritage item is located or that is within a heritage conservation area. Figure 10 indicates the location of heritage items and conservation areas in relation to the subject site.

Clause 6.5 Active Street Frontages in the Bondi Junction Centre of the WLEP2012 requires that development consent for identified sites in the Bondi Junction Centre zoned B3 Commercial Core or B4 Mixed Use must not be granted for a building unless the building has an active street frontage, particularly for the purposes of business or retail premises, along the ground floor.

The current provisions of the WLEP2012 and *Waverley Development Control Plan 2012* (WDCP2012) permit the adaptive reuse of the heritage item with a range of uses that could provide an active street frontage, and strengthen and reinforce the existing corner condition of the site that terminates the Bronte Road high street section of Bondi Junction. The current controls permit a suitably scaled development that is consistent with the surrounding context, adjacent heritage conservation area, and is able to be sympathetic to the heritage item.

Clause 5.10.10 Conservation Incentives of the WLEP2012 states:

The consent authority may grant consent to development for any purpose of a building that is a heritage item or of the land on which such a building is erected, or for any purpose on an Aboriginal place of heritage significance, even though development for that purpose would otherwise not be allowed by this Plan, if the consent authority is satisfied that:

- the conservation of the heritage item or Aboriginal place of heritage significance is facilitated by the granting of consent, and*

- (b) the proposed development is in accordance with a heritage management document that has been approved by the consent authority, and
- (c) the consent to the proposed development would require that all necessary conservation work identified in the heritage management document is carried out, and
- (d) the proposed development would not adversely affect the heritage significance of the heritage item, including its setting, or the heritage significance of the Aboriginal place of heritage significance, and
- (e) the proposed development would not have any significant adverse effect on the amenity of the surrounding area.

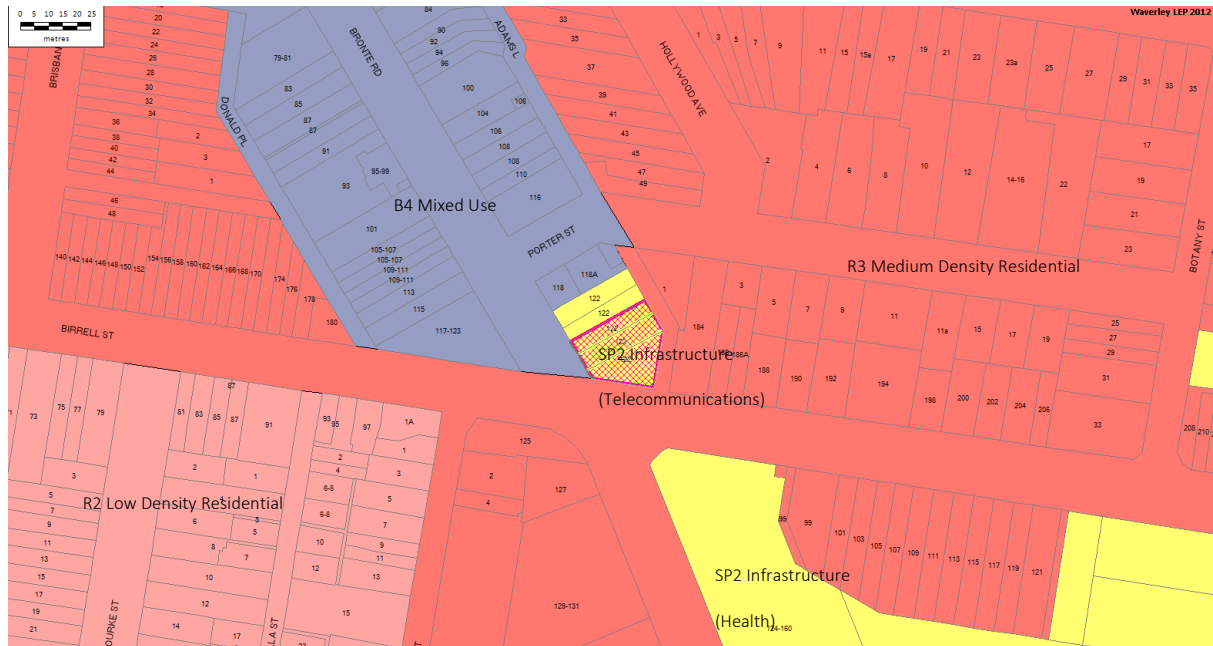


Figure 7 – Excerpt from Zoning Map WLEP2012

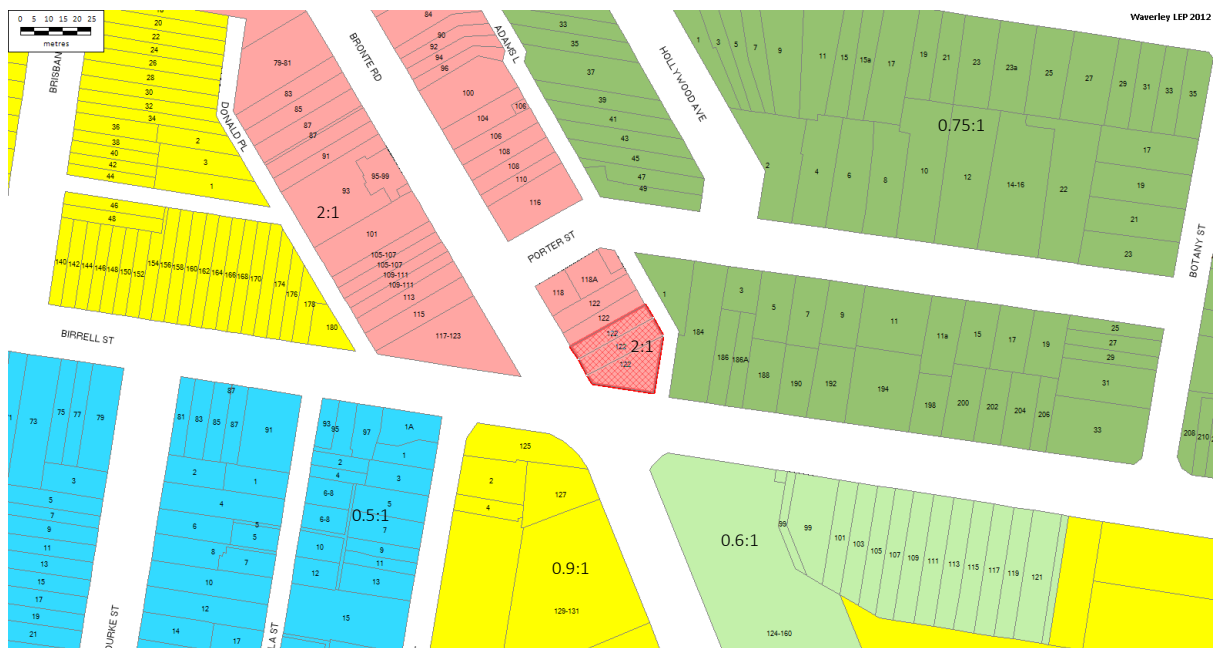


Figure 8 – Excerpt from FSR Map WLEP2012



Figure 9 – Excerpt from Height of Buildings Map WLEP2012



Figure 10 – Excerpt from Heritage Map WLEP2012

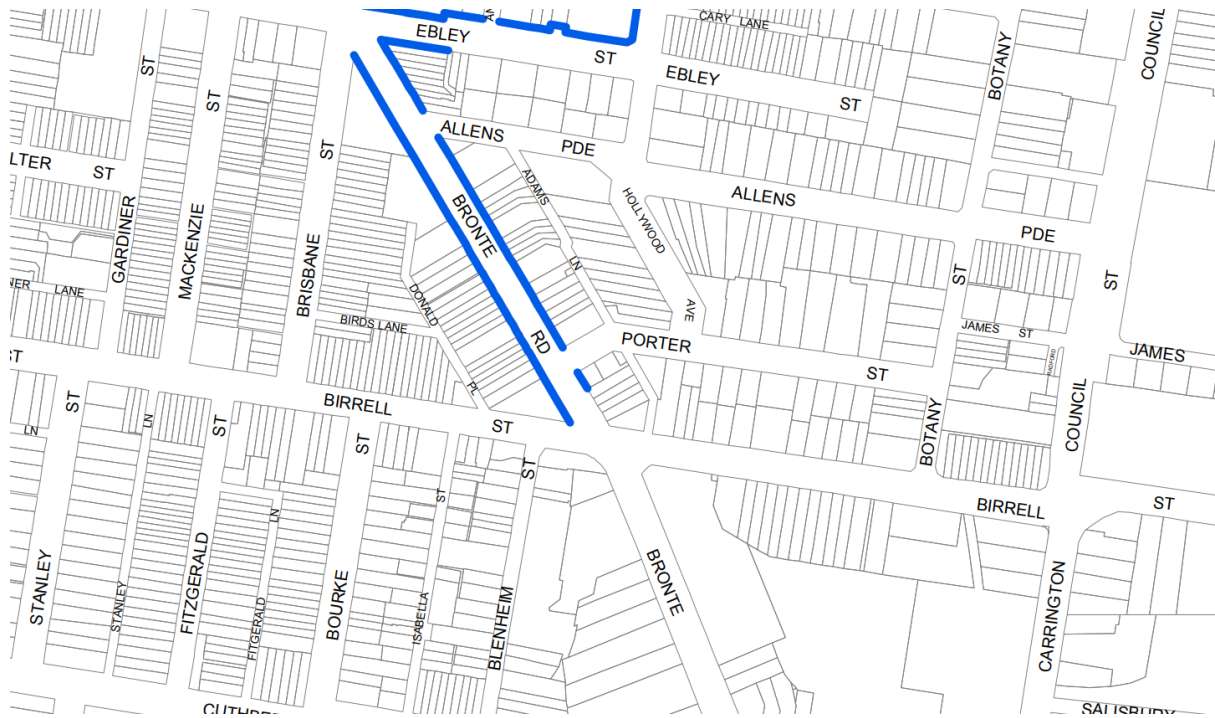


Figure 11 – Excerpt from Active Street Frontages WLEP2012

Surrounding Context

The irregular angle of the intersection of Bronte Road and Birrell Street provides the subject site with a large frontage that captures a large proportion of the view of traffic heading east along Birrell Street, and heading north along Bronte Road.

Given the corner location of the site, the site must consider the character of three ‘contexts’ or ‘streetscapes.’ These are:

1. Bronte Road – Mixed Use High Street;
2. Birrell Street – Residential Street; and
3. Intersection of Bronte Road and Birrell Street.

Character of Bronte Road – Mixed Use High Street

The building is the terminus of the Bronte Road high street and is part of the transition from residential development towards the Bondi Junction commercial centre. The existing street wall along Bronte Road is 2-3 storeys, with the ground floor featuring predominantly retail and active street frontages.

Character of Birrell Street – Residential Street

The site also significantly contributes to the mixed character of Birrell Street, which comprises 2-3 storey residential flat buildings; 1-2 storey detached, semi-detached, and attached dwellings; the single storey retail premises at 125 Bronte Road; and the War Memorial Hospital site.

Character of the Intersection of Bronte Road and Birrell Street

The existing well-detailed curved façade of the heritage Post Office responds to the prominent corner location and currently provides a recognisable landmark for the centre.

The four corners of the intersection at Birrell Street and Bronte Road have differing spatial qualities, and differing development potential. These are discussed further below.

Built Form and Active Street Frontage

The current and approved built form surrounding the intersection comprises three storey street walls to Bronte Road and Birrell Street that increase to four storeys to 'mark the corner,' creating a distinct and recognisable key entrance to Bondi Junction Strategic Centre. The existing five storey red brick Telephone Exchange building sets a precedent that does not contribute to this condition of 'marking the corner' sites as it provides a five storey equivalent street wall setback a significant distance from the intersection. Whilst this built form exists now, it is not compliant with the controls in the WLEP2012 or the WDCP2012. Should the site be redeveloped in the future, any proposed development would be required to comply with the three to four storey street wall precedent set along Bronte Road. That there is a non-compliant building currently on the site does not set appropriate precedent to alter the future character of the area.

The War Memorial Hospital Site at the south east corner does not provide the same built form as the other corners due to the nature of the site comprising a heritage item and significant trees to the intersection. The height of the trees and the heritage fencing create a recognisable and distinct character, contributing uniquely to the corner condition as a key entrance to Bondi Junction Strategic Centre.

Accordingly an appropriate built form for the subject site would be a four storey building to create a taller built form to emphasise the intersection, whilst being compatible with the character of the area. This is permissible under the existing development standards for the site.

As the north west and north east corners both mark the beginning of the Bronte Road high-street, the provision of an active street frontage that engages with pedestrians, passengers of public transport and private vehicles is vital to the context of the area. The provision of an active frontage on this corner would restore the site as a publicly accessible building. A retail or commercial use at the ground floor of the subject site would encourage this activity at ground level, as would sensitive modifications to the heritage fabric to return openings to their previous locations and uses. This is permissible under the existing development standards for the site.

Botany Street Heritage Conservation Area

Immediately adjacent to the site to the east is the Botany Street Heritage Conservation Area (refer to Figure 10). The Statement of Significance as outlined in the inventory sheet for the area is:

Statement of Significance

The urban form of the Botany Street Heritage Conservation Area is the result of late 19th and early 20th Century subdivision of remaining open lands to the eastern periphery of Bondi Junction. The building streetscape is diverse and although buildings are not consistent to adjoining developments, they form a cohesive streetscape combining a variety of styles, materials and distribution of buildings along the street.

The range and compatible residential types from 1890's to 1940's records the consolidation of open lands about Bondi Junction following the establishment of regular tram services. The conservation area includes representative examples of varied styles from Victorian filigree through the Inter War Art Deco. The area retains notable streetscapes, characterised by the width of road easements and the quality of residential groupings.

Surrounding Development

A number of sites in the surrounding area have recently been developed or have approvals for development as outlined in Table 1.

Table 1 – Recently Approved Development					
Site	Status	FSR	Height	Streetwall (storeys)	DA Number
125 Bronte Road	DA Approved	1.58:1	12.5m	4 to Birrell St Cnr Bronte Road 3 to Birrell Street	DA-621/2014
110-116 Bronte Road	DA Approved	2.44:1	20.5m	4 (part 5) Bronte Road	DA-419/2015 DA-512/2016



Figure 12 – Nearby Recently Approved Development subject of LEC Appeals (DA-512/2016 and DA-621/2014)

As documented in Table 1, recently approved developments in the area have not significantly varied the existing LEP controls, and have provided a relatively consistent 4 storey street wall to Bronte Road. The development applications for 125 Bronte Road, and 110-116 Bronte Road were both the subject of Land & Environment Court (LEC) appeals. The determinations for both appeals saw the LEC ensure compatibility with the current street character as well as the desired future street character as set by the WLEP2012 and the WDCP 2012.

The outcome of the appeal for 125 Bronte Road was to permit a four-storey street wall to the corner of Birrell Street and Bronte Road to mark the corner, and a three-storey street wall to Birrell Street. The original Development Application was for a part 4 part 5 storey development, which was contested by the Council as being too tall and creating amenity impacts via overshadowing to the residences to the south. Amended plans were submitted with a part 3 part 4 storey development. The appeal 'Dryve Clean Pty Ltd v Waverley Council - [2016] NSWLEC 1013' determined by Acting Commissioner Maston found that:

The agreed position paper provides in part 4 responses to all of the prior contentions raised by the council including the height issue. In particular it concludes that the amended proposal is compatible with the character of the local area and complies with clause 30 A of SEPP (ARH)

and that the clause 4.6 request was well founded. The council's manager, development assessment, considered that the amended plans responded to all the council's contentions including ... the WLEP height control. I am satisfied, in accordance with clause 29 (4) of SEPP (ARH), that notwithstanding the non-compliance with the WLEP height of buildings standard, the proposed development is acceptable in this case.

The appeal for 110-116 Bronte Road was to permit a four-storey street wall to Bronte Road, with a fifth storey set back. The appeal for this site, 'Bureau SRH Pty Ltd v Waverley Council (No.2) - [2017] NSWLEC 1383' was determined on 16 June 2017 by Commissioner O'Neill. The reasons provided by C. O'Neill are outlined below:

- *An exceedance of the height of buildings development standard is not justifiable on the basis of the form and height of the nearby Waverley telephone exchange building; as a gradation in the scale of development along Bronte Road would be an inappropriate response to the distinct and unique form of this public building. If the Council considers such an approach is warranted, it would be appropriately addressed as part of a strategic planning exercise and reflected in development standards for the properties on the north-eastern side of Bronte Road.*
- *The proposal is not consistent with the desired future urban form of Bronte Road, which is for 4 storeys. The 2.5m setback of the uppermost fifth level of the proposal does not achieve the desired four storeys along Bronte Road.*
- *I do not accept the applicant's experts' evidence that this is a prominent corner site that warrants a non-compliance with the height of buildings development standard. This is not a significant corner site on Bronte Road. A desire for more prominent, higher buildings on corner sites is not reflected in the development standards in LEP 2012.*

The determination crucially does not support the notion that the existing Telstra Exchange building can be used as a precedent to inform the built form of surrounding development.

The two LEC cases provide evidence that the current controls are appropriate for the area, and are delivering the desired character for the area that is being upheld in LEC determinations, with relatively minor Clause 4.6 justifications.

Background to this Planning Proposal

This planning proposal was instigated by the submission to Council of a planning proposal by a proponent.

The proponent, Urbis on behalf of Rimon Field Pty Ltd, met with Council officers on 11 April 2017. During this meeting the benefits of the adaptive re-use of the heritage item, and the provision of an activated street frontage were discussed and encouraged. Accordingly the rezoning to a B4 Mixed Use zone was considered appropriate to achieve these outcomes as the site is no longer utilized for Telecommunications purposes. Council officers however expressed concerns relating to the proposed increase in building height and FSR tabled at that meeting given the context of the area and the potential for significant impacts upon the character of the streetscape.

Subsequently the proponent met with Department of Planning & Environment officers on 5 June 2017. On 2 August 2017, the proponent (Urbis on behalf of Rimon Field Pty Ltd) submitted a planning proposal to amend the WLEP2012 in relation to 122 Bronte Road, Bondi Junction.

The proposal aimed to enable the redevelopment of the subject site for the purposes of a mixed use development comprising ground level retail and serviced accommodation on the upper floors. To achieve this outcome, the following changes to the WLEP2012 were proposed:

- Change the land use zone from SP2 Infrastructure to B4 Mixed Use;
- Increase the height of buildings standard from 15m to 43m; and
- Increase the floor space ratio standard from 2:1 to 7.1:1.

The planning proposal included the adaptive reuse of heritage item I246 comprising the previous Waverley Post Office at the corner of Birrell Street and Bronte Road.

Council officers sent a preliminary request for additional information to the proponent on 4 September 2017 regarding minor missing information (site area) and incorrect photomontage images used in the submitted planning report.

Council officers met with the proponent on 11 October 2017 to discuss the preliminary assessment of the proposal with advice that the proposal would not be supported at an officer level.

Council officers met with the proponent on 8 November 2017 to discuss a revised proposal with advice that a reduced height and floor space ratio may be a more appropriate proposal, however any proposal would continue to be subject to a complete assessment process. Subsequently the application was withdrawn by the proponents on 22 December 2017.

On 12 January 2018, the proponent (Urbis on behalf of Rimon Field Pty Ltd) submitted a new planning proposal with reduced development standards to amend the WLEP2012 in relation to 122 Bronte Road, Bondi Junction. The new planning proposal (contained in Attachments 3-5) proposed the following changes to the WLEP2012:

- Rezone the site from SP2 Infrastructure (Telecommunications) to B4 Mixed Use.
- Increase the maximum permissible height from 15m to 28m.
- Increase the maximum permissible floor space ratio from 2:1 to 5:1.

The Proponent Planning Proposal was not supported by Council officers or the Waverley Local Planning Panel (the Panel). A modified version of the Planning Proposal was recommended to be prepared.

PART 1 – OBJECTIVES OR INTENDED OUTCOMES

1.1 Description Statement

The submitted proposal seeks to amend the WLEP2012 as follows:

- To rezone the site from SP2 Infrastructure (Telecommunications) to B4 Mixed Use.
- To extend the Active Street Frontages Map to apply to the length of Bronte Road ending at Birrell Street.

1.2 Intended Outcomes

The objectives or intended outcomes of the proposed amendments to the WLEP are:

- To enable the adaptive reuse of the site.
- To ensure efficient assessment of any Development Application.

PART 2 – EXPLANATION OF PROVISIONS

2.1 Draft Development Standards

This Planning Proposal seeks to amend the Waverley Local Environmental Plan 2012 as follows:

- Amend the Land Zoning Map to change the subject site from SP2 Infrastructure (Telecommunications) to B4 Mixed Use.
- Amend the Active Street Frontages Map to apply to the length of Bronte Road ending at Birrell Street.

PART 3 – JUSTIFICATION

3.1 Section A – Need for the planning proposal

This section establishes the need for a planning proposal in achieving the key outcomes and objectives. The set questions address the strategic origins of the proposal and whether amending the WLEP is the best mechanism to achieve the aims of the proposal.

3.1.1 Is the planning proposal a result of any strategic study or report?

The proposal is not the outcome of any strategic study or report.

The proposal does aim to implement an outcome of the *Bondi Junction Commercial Centre Review*, prepared by Waverley Council, by encouraging commercial floor space in the Bondi Junction Strategic Centre. This is sought to be achieved through the application of a Minimum Non-Residential FSR for the site. This requirement will require further testing, which Waverley Council is currently undertaking as part of a separate Planning Proposal, and will apply across Bondi Junction Strategic Centre. This minimum will ensure that commercial floor space is provided across each site within Bondi Junction to provide opportunities for jobs and services.

The support of a Minimum Non-Residential FSR for the site is sought for the Gateway Determination.

3.1.2 Is the planning proposal the best means of achieving the objectives or intended outcomes, or is there a better way?

Zoning

The planning proposal aims to enable the adaptive reuse and redevelopment of part of the former Waverley Telephone Exchange at 122 Bronte Road. This can be achieved through the current development standards and would result in a development that is appropriately aligned with the context. However amending the WLEP2012 will facilitate the more efficient assessment of a development on the site, and provide certainty to an outcome. The proposal will also ensure that the ground floor would have an active street frontage, as well as floor space for employment uses.

The change in zoning from SP2 Infrastructure (Telecommunications Facility) to B4 Mixed Use is supported and is consistent with the surrounding context. The zone permits a range of uses and development types that would achieve the strategic objectives within *A Metropolis of Three Cities*, the *Eastern City District Plan* and the WLEP2012.

Active Street Frontages

Given the prominent and previous public nature of the site, it is recommended that any redevelopment of the site provide a commercial or public use at the ground floor level, at the very least, and with this an active street frontage. Clause 6.5 of the WLEP2012, Active Street Frontages in the Bondi Junction Centre states that:

- (1) *The objective of this clause is to promote uses that attract pedestrian traffic along certain ground floor street frontages in Zone B3 Commercial Core and Zone B4 Mixed Use in the Bondi Junction Centre.*
- (2) *This clause applies to land identified as “Active street frontage” on the Active Street Frontages Map.*

For the site to be required to provide an active street frontage, the site must be included in the WLEP2012 *Active Street Frontages Map*. It is recommended that the map be amended to include the Bronte Road frontage of the site. See Attachment 4.

3.2 Section B – Relationship to strategic planning framework.

3.2.1 Is the planning proposal consistent with the objectives and actions of the applicable regional or sub-regional strategy (including the Greater Sydney Region Plan and exhibited draft strategies)?

A Metropolis of Three Cities

A Metropolis of Three Cities – the Greater Sydney Region Plan (Region Plan) prepared by the Greater Sydney Commission is a high level strategy applicable to the proposal. The Region Plan sets forward a vision for Greater Sydney of three ‘Cities’ of which Waverley falls into the ‘Eastern Harbour City.’ Each city has goals related to Infrastructure and Collaboration, Liveability, Productivity and Sustainability, as well as Ten Directions that relate to the whole of the Greater Sydney Region.

Bondi Junction is identified on the Region Plan as a ‘Strategic Centre.’ The proposed amendments to the WLEP2012 to rezone the site to B4 Mixed Use is in line with the Region Plan as it aims to retain and promote commercial uses within centres.

Eastern City District Plan

The *Eastern City District Plan*, also prepared by the Greater Sydney Commission, provides actions and strategies to implement the Aims and Objectives of the Region Plan. The District Plan is applicable to the proposal.

The Plan identifies Bondi Junction as a ‘Strategic Centre.’ The actions for specific to this proposal are outlined in Table 3.

Table 3 – Relevant Actions	
Relevant Item	Response
<i>Planning Priority E6. Creating and renewing great places and local centres, and respecting the District’s heritage.</i>	
<i>Objective 13. Environmental Heritage is identified, conserved and enhanced.</i>	
Action 20. Identify, conserve and enhance environmental heritage by: <ol style="list-style-type: none"> <i>Engaging with the community early in the planning process to understand heritage values and how they contribute to the significance of the place.</i> <i>Applying adaptive re-use and interpreting heritage to foster distinctive local places.</i> <i>By managing and monitoring the cumulative impact of development on the heritage values and character of places.</i> 	The proposal to adaptively reuse the current heritage item on site is in line with Planning Priority E6, Objective 13, and Action 20. Whilst there has been no community engagement undertaken for this development, the revised proposal is recommended to only rezone the site, and create no additional height or FSR than is currently permitted.
<i>Planning Priority E11 Growing investment, business opportunities and jobs in strategic centres</i>	
<i>Objective 22: Investment and business activity in centres.</i>	
Action 43. Review the current planning controls and create capacity to achieve the job targets for each of the District’s strategic centres.	The proposal to rezone the site to B4 Mixed Use supports Action 43 for Bondi Junction by providing land that can be used to provide jobs. Currently the site is zoned SP2 Infrastructure (Telecommunications), which limits the types of development that can be carried out on the site currently to Telecommunications facilities. The B4 zone permits a range of uses, including many types of commercial developments which increases the potential for employment numbers.
46. Strengthen Bondi Junction through approaches that: <ol style="list-style-type: none"> <i>protect capacity for job targets and a diverse mix of uses to strengthen and reinforce the economic role of the centre</i> 	The proposal to rezone the site to B4 Mixed Use supports Action 46.a for Bondi Junction by providing land that can be used to provide jobs, and contribute to a diverse mix of uses.

The ‘Guide to Preparing Planning Proposals’ outlines two merit tests that the proposal should be assessed against. The proposal is consistent the Strategic Merit Test and the Site Specific Merit Test outlined in Tables 4 and 5 below.

Table 4 - Strategic Merit Test	
a) Does the proposal have strategic merit? Is it:	
Consistent with the relevant regional plan outside of the Greater Sydney Region, the relevant district plan within the Greater Sydney Region, or corridor/precinct plans applying to the site, including any draft regional, district or corridor/precinct plans released for public comment; or	The proposed change of zone to B4 Mixed Use and the active street frontage provision is supported as having strategic merit, as it is consistent with both the Region and District Plan prepared by the State Government.
Consistent with a relevant local council strategy that has been endorsed by the Department; or	There are no local strategies that have been endorsed by the Department that apply to the site.
Responding to a change in circumstances, such as the investment in new infrastructure or changing demographic trends that have not been recognised by existing planning controls.	The proposal also responds to a change in circumstances in that advancements in telecommunications technology have allowed the exchange to operate on consolidated premises at 118 Bronte Road. Accordingly the site is no longer required by Telstra as a telephone exchange, and the repurposing of the site through a rezoning and adaptive reuse would provide great benefit for the community and area. It is noted however that the redevelopment of the site could be achieved through the existing standards for the site, and a retail or commercial use would be a fitting use to adaptively repurpose the site and create an active frontage.

Table 5 - Site-specific Merit Test	
b) Does the proposal have site-specific merit, having regard to the following:	
The natural environment (including known significant environmental values, resources or hazards); and	The site is located at the fringe of the Bondi Junction Strategic Centre, and is not affected by any environmental hazards, and does not offer any significant natural environmental value or resource.
The existing uses, approved uses, and likely future uses of land in the vicinity of the proposal; and	The proposed change of zone to B4 Mixed Use is appropriate for the site as it is well located with easy access to existing services and infrastructure such as retail, employment and education centres; the Bondi Junction Transport Interchange; and many key tourist attractions including parklands, the Eastern beaches, Moore Park Entertainment Quarter, and Sydney Harbour.
The services and infrastructure that are or will be available to meet the demands arising from the proposal; and	The proposal has regard to the existing uses, approved uses, and likely future uses of land in the vicinity of the proposal. The proposed B4 Mixed Use zone is in keeping with other properties along the remainder of Bronte Road to the north. The proposed zone permits uses that are in keeping with the mixed business and residential nature of the surrounding area. The site is well located within walking distance to the Bondi Junction Transport Interchange and many bus routes along Bronte Road.
Any proposed financial arrangements for infrastructure provision.	The proposal offers no financial arrangements for infrastructure provision. There are no arrangements for additional infrastructure provision in place from Council or any other government agency for the immediate area.

3.2.2 Is the planning proposal consistent with a council's local strategy or other local strategic plan?

Waverley Local Environmental Plan 2012

As discussed previously, two key aims of the WLEP2012 that the proposal is subject to are:

- (a) to provide an appropriate transition in building scale around the edge of the commercial centres to protect the amenity of surrounding residential areas,
- (b) to identify and conserve the cultural, environmental, natural, aesthetic, social and built heritage of Waverley.

The submitted proposal is not consistent with these aims as the significant increase in height and FSR disregard the built heritage of the area, and the transition of the built form to protect the amenity of the surrounding residential areas.

Waverley Community Strategic Plan 2018-2029

Waverley Council has prepared the *Waverley Community Strategic Plan 2018-2029*, which was on public exhibition from 25 April 2018 to 24 May 2018. Table 7 below outlines the strategies relevant to the proposal. As identified in Table 7, the rezoning of the land to B4 Mixed Use is in keeping with the directions and strategies of the *Waverley Community Strategic Plan 2018-2029*, as well as the provision of an active street frontage, and the adaptive reuse of the heritage item.

Table 7 – Applicable Directions and Strategies from the Waverley Community Strategic Plan		
Relevant Directions and Strategies from the Waverley Strategic Plan		Is the proposal consistent with the Direction or Strategy?
Arts and Culture		
1.2 Preserve and interpret the unique cultural heritage of Waverley		
1.2.1	Maintain the unique cultural value and heritage significance of key landmarks	Yes. Given the prominence of the site on two major routes through the Bondi Junction area, the heritage of the site should be retained through appropriate redevelopment of the site. Maintaining the existing development standards for height and FSR aligns with this strategy.
Local Economy		
4.2 Ensure Bondi Junction and Waverley’s Villages continue to have a diverse range of businesses, local jobs and services		
4.2.1	Enhance the commercial core of Bondi Junction to increase employment	Whilst the site is not part of the commercial core, the rezoning of the site and the requirement for an active street frontage would facilitate the opportunity to provide more jobs for the Bondi Junction Strategic Centre area.
Planning, Development and Heritage		
5.1 Facilitate and deliver well-designed, accessible and sustainable buildings and public places that improve liveability of existing neighbourhoods		
5.1.2	Ensure new development maintains or improves the liveability and amenity of existing neighbourhoods	The proposal maintains the existing height and FSR maintains the existing amenity of the area, and will not adversely impact upon the neighbours or wider community.
5.1.3	Ensure new development provides a high standard of design quality and does not adversely impact on the amenity of neighbours or the wider community	
5.2 Value and embrace Waverley’s heritage items and places		
5.2.1	Protect, respect and conserve items and places of heritage significance within Waverley	Through the retention of the existing development standards, the heritage significance and character of the area is more likely to be conserved and respected.

3.2.3 Is the planning proposal consistent with applicable State Environmental Planning Policies?

This planning proposal does not contain provisions that contradict or would hinder the application of these SEPPs:

- SEPP No 1—Development Standards
- SEPP No 6—Number of Storeys in a Building
- SEPP No 22—Shops and Commercial Premises
- SEPP No 32—Urban Consolidation (Redevelopment of Urban Land)
- SEPP No 33—Hazardous and Offensive Development
- SEPP No 55—Remediation of Land
- SEPP No 64—Advertising and Signage
- SEPP No 65—Design Quality of Residential Apartment Development
- SEPP No 70—Affordable Housing (Revised Schemes)
- SEPP (Building Sustainability Index: BASIX) 2004
- SEPP (Housing for Seniors or People with a Disability) 2004
- SEPP (Major Development) 2005
- SEPP (Infrastructure) 2007
- SEPP (Temporary Structures) 2007
- SEPP (Exempt and Complying Development Codes) 2008
- SEPP (Affordable Rental Housing) 2009

The following State Environmental Planning Policies (SEPPs) may be relevant to a future development assessment, however they do not apply to the proposal to change the WLEP2012.

- SEPP 65 – Design Quality of Residential Apartment Development
- SEPP (State and Regional Development) 2011
- SEPP (Affordable Rental Housing) 2009
- SEPP (Educational Establishments and Child Care Facilities) 2017
- SEPP (Housing for Seniors or People with a Disability) 2004
- SEPP (Infrastructure) 2007
- SEPP 55 Remediation of Land

3.2.4 Is the planning proposal consistent with applicable Ministerial Directions (s.9.1 directions)?

Table 8 documents Ministerial Directions that are relevant to the proposal. Overall the proposal is consistent with the applicable s.117 Directions as available on the DPE website.

Table 8 –Relevant Ministerial Directions	
Ministerial Directions	Comment
1.1 Business and Industrial Zones (1) Objectives (a) Encourage employment growth in suitable locations (b) Protect employment land in business and industrial zones, and (c) Support the viability of identified centres	The proposal encourages employment growth in an existing Strategic Centre through the rezoning of the land.
2.3 Heritage Conservation (1) Objectives	The proposal involves the adaptive reuse of a heritage building.

<p>(a) <i>The objective of this direction is to conserve items, areas, objects and places of environmental heritage significance and indigenous heritage significance.</i></p> <p>(4) <i>A planning proposal must contain provisions that facilitate the conservation of:</i></p> <p>(a) <i>items, places, buildings, works, relics, moveable objects or precincts of environmental heritage significance to an area, in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic value of the item, area, object or place, identified in a study of the environmental heritage of the area,</i></p> <p>(b) <i>Aboriginal objects or Aboriginal places that are protected under the National Parks and Wildlife Act 1974, and</i></p> <p>(c) <i>Aboriginal areas, Aboriginal objects, Aboriginal places or landscapes identified by an Aboriginal heritage survey prepared by or on behalf of an Aboriginal Land Council, Aboriginal body or public authority and provided to the relevant planning authority, which identifies the area, object, place or landscape as being of heritage significance to Aboriginal culture and people.</i></p>	<p>The building is currently utilised as part of the Waverley Telephone Exchange. This requires the building to be closed to the public, and results in an inactive façade.</p> <p>The rezoning of the land to B4 Mixed Use in conjunction with the requirement of an active street frontage through the provision of retail or commercial premises at ground level, will open the building to the public, and mark the beginning of the transition to the Bondi Junction centre along Bronte Road.</p> <p>No known Aboriginal heritage has been ascribed to, or identified on, the site.</p>
<p>3.1 Residential Development</p> <p>(1) <i>The objectives of this direction are:</i></p> <p>(a) <i>to encourage a variety and choice of housing types to provide for existing and future housing needs,</i></p> <p>(b) <i>to make efficient use of existing infrastructure and services and ensure that new housing has appropriate access to infrastructure and services, and</i></p> <p>(c) <i>to minimise the impact of residential development on the environment and resource lands.</i></p> <p>(4) <i>A planning proposal must include provisions that encourage the provision of housing that will:</i></p> <p>(a) <i>broaden the choice of building types and locations available in the housing market, and</i></p> <p>(b) <i>make more efficient use of existing infrastructure and services, and</i></p> <p>(c) <i>reduce the consumption of land for housing and associated urban development on the urban fringe, and</i></p> <p>(d) <i>be of good design.</i></p> <p>(5) <i>A planning proposal must, in relation to land to which this direction applies:</i></p> <p>(a) <i>contain a requirement that residential development is not permitted until land is adequately serviced (or arrangements satisfactory to the council, or other appropriate authority, have been made to service it), and</i></p> <p>(b) <i>not contain provisions which will reduce the permissible residential density of land.</i></p>	<p>The planning proposal seeks to rezone the land to B4 Mixed Use. This land use permits residential development.</p> <p>The proposed development standards for the site will not inhibit the provision of a mixed use development with a residential component.</p>
<p>3.4 Integrating Land Use and Transport</p> <p>(1) <i>The objective of this direction is to ensure that urban structures, building forms, land use locations, development designs, subdivision and street layouts achieve the following planning objectives:</i></p> <p>(a) <i>improving access to housing, jobs and services by walking, cycling and public transport, and</i></p> <p>(b) <i>increasing the choice of available transport and reducing dependence on cars, and</i></p>	<p>The proposed change of zone is likely to provide improved access to jobs and services by walking, cycling and public transport due to the proximity to Bondi Junction Transport Interchange.</p> <p>The proposal may reduce</p>

<p>(c) <i>reducing travel demand including the number of trips generated by development and the distances travelled, especially by car, and</i></p> <p>(d) <i>supporting the efficient and viable operation of public transport services, and</i></p> <p>(e) <i>providing for the efficient movement of freight.</i></p> <p>(4) <i>A planning proposal must locate zones for urban purposes and include provisions that give effect to and are consistent with the aims, objectives and principles of:</i></p> <p>(a) <i>Improving Transport Choice – Guidelines for planning and development (DUAP 2001), and</i></p> <p>(b) <i>The Right Place for Business and Services – Planning Policy (DUAP 2001).</i></p>	<p>travel demand through limited provision of car parking and its proximity to the Bondi Junction Centre.</p> <p>The proposed zone is for an urban purpose and is located within a Strategic Centre.</p>
<p>6.1 Approval and Referral Requirements</p> <p>(1) <i>The objective of this direction is to ensure that LEP provisions encourage the efficient and appropriate assessment of development.</i></p>	<p>The proposal seeks a change to the zoning of the site which will encourage an efficient assessment of any submitted development application.</p>
<p>6.3 Site Specific Provisions</p> <p>(1) <i>The objective of this direction is to discourage unnecessarily restrictive site specific planning controls.</i></p> <p>(4) <i>A planning proposal that will amend another environmental planning instrument in order to allow a particular development proposal to be carried out must either:</i></p> <p>(a) <i>allow that land use to be carried out in the zone the land is situated on, or</i></p> <p>(b) <i>rezone the site to an existing zone already applying in the environmental planning instrument that allows that land use without imposing any development standards or requirements in addition to those already contained in that zone, or</i></p> <p>(c) <i>allow that land use on the relevant land without imposing any development standards or requirements in addition to those already contained in the principal environmental planning instrument being amended.</i></p> <p>(5) <i>A planning proposal must not contain or refer to drawings that show details of the development proposal.</i></p>	<p>The proposal seeks to amend the WLEP2012 to facilitate the redevelopment of the site. A mixed use zone is proposed which will provide a range of uses, including retail or commercial, with an active street frontage.</p> <p>No site specific provisions are proposed.</p>
<p>7.1 Implementation of A Plan for Growing Sydney</p> <p>(1) <i>The objective of this direction is to give legal effect to the planning principles; directions; and priorities for subregions, strategic centres and transport gateways contained in A Plan for Growing Sydney.</i></p> <p>(4) <i>Planning proposals shall be consistent with:</i></p> <p>(a) <i>the NSW Government's A Plan for Growing Sydney published in December 2014.</i></p>	<p>The proposal is strategically consistent with the planning principles; directions; and priorities for the strategic centre of Bondi Junction in the Region Plan, which replaces A Plan for Growing Sydney, as well as the District Plan.</p>

3.3 Section C – Environmental, social and economic impact

3.3.1 Is there any likelihood that critical habitat or threatened species, populations or ecological communities, or their habitats, will be adversely affected as a result of the proposal?

The proposal involves the repurposing and adaptive reuse of an existing heritage building in the Strategic Centre of Bondi Junction. The proposal is not likely to adversely affect any critical habitat or threatened species.

3.3.2 Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?

No major issues in terms of traffic and parking have been identified. The site has three frontages, and has an existing vehicle entrance from Adams Lane.

Given the availability of public transport at the Bondi Junction Interchange, the buses along Bronte Road, and the proximity to essential services and attractions, it is not anticipated that the uses permitted by the zone would generate significant traffic volumes. Various uses will have differing impacts upon the traffic of the area, as well as different parking requirements in accordance with the WDCP2012. For example residential apartment development requires a higher rate of parking provision than office development.

Further detail of any parking or vehicle access provisions would likely be undertaken in consultation with Council through a subsequent development application process. Any future development application would be required to submit a green travel plan to demonstrate how the development will reduce private vehicle usage and promote active and public modes of transport.

3.3.3 Has the planning proposal adequately addressed any social and economic effects?

The adaptive reuse of the heritage item will provide social benefit to the community, through the reactivation of the street corner with an active frontage and new retail or commercial premises. As noted previously, however, the adaptive reuse of the item can be achieved under the existing development standards for the site.

Due to recent development approvals in the Bondi Junction Strategic Centre, a significant number of developments have redeveloped existing commercial premises into residential premises. The new developments do not replace the commercial premises, resulting in a net loss of commercial floor space. This causes a significant barrier to Waverley being able to meet the employment targets set forth by the Greater Sydney Commission in the *Eastern City District Plan*.

Waverley Council is preparing a separate Planning Proposal that seeks to amend the WLEP2012 to apply a Minimum Non-Residential FSR across the B4 Mixed Use Zone in the Bondi Junction Strategic Centre. A proposed Minimum Non-Residential FSR provision will ensure the provision of commercial floor space in the B4 Mixed Use Zone within the Bondi Junction Strategic Centre.

No investigations into social and economic effects have been undertaken.

3.3.4 Is there adequate public infrastructure for the planning proposal?

The proposal is well located near a range of services and is well serviced via public transport, being a short walk from the Bondi Junction Transport Interchange. As such no increases in public transport

infrastructure are likely to be required due to the proposal. Additional upgrades with regards to water and power may be required.

3.3.5 What are the views of state and Commonwealth public authorities consulted in accordance with the Gateway determination?

The gateway determination will specify the level of public consultation that must be undertaken in relation to the planning proposal.

PART 4 – MAPPING

The planning proposal seeks to amend the WLEP2012 Land Zone Map and Active Street Frontages Map.

PART 5 – COMMUNITY CONSULTATION

Public exhibition is likely to include a newspaper advertisement, hard copy display in the Council's Library and Customer Service Centre, a display on the Council's web-site and written notification to landowners. The gateway determination will specify the level of public consultation that must be undertaken in relation to the planning proposal.

Pursuant to Division 3.4 of the Act, a planning proposal must be placed on public exhibition for a minimum of 28 days, or as specified in the gateway determination for the proposal. The Responsible Planning Authority must consider any submissions made concerning the proposed instrument and the report of any public hearing.

PART 6 – PROJECT TIMELINE

The following indicative project timeline will assist with tracking the progress of the planning proposal through its various stages of consultation and approval. It is estimated that this amendment to WLEP will be completed by June 2019.

The detail around the project timeline is expected to be prepared following the referral to DPE for a Gateway Determination.

Tasks	Timeframe
Gateway Determination	September 2018
Public Authority Consultation	September 2018 – October 2018
Community Consultation	September 2018 – October 2018
Post Exhibition Review	October 2018 – November 2018
Update Planning Proposal / Report to Council	December 2018 – February 2019
DPE review of final Planning Proposal	February 2019 – April 2019
Parliamentary Counsel drafting of LEP	February 2019 – April 2019
DPE to finalise LEP	May 2019

Planning Proposal

122 Bronte Road, BONDI JUNCTION – Site rezoning (P1/2018)

RECOMMENDATION:

The Waverley local planning panel recommends to the Council as follows:

1. The Panel notes the submission of a planning proposal to amend the Waverley Local Environmental Plan 2012 (WLEP2012) lodged by Urbis on behalf of Rimon Field Pty Ltd on 12 January 2018 with regard to 122 Bronte Road, BONDI JUNCTION.
2. The Panel recommends that Council support a planning proposal to amend the WLEP2012 in respect of 122 Bronte Road, Bondi Junction being submitted to the Greater Sydney Commission for a Gateway Determination to proceed to formal public exhibition that proposes the following:
 - a. The WLEP2012 is amended to change the zoning of the site to B4 Mixed Use.
 - b. The WLEP2012 Active Street Frontages Map is amended to apply to the Bronte Road frontage of the site.
 - c. The WLEP2012 is amended to apply a minimum non-residential FSR to the site, subject to further testing.
3. The Panel recommends that the Planning Proposal be placed on public exhibition in accordance with any conditions of the Gateway Determination should that be approved by the Department of Planning and Environment.
4. The Panel notes that the Council intends to accept the role of the Relevant Planning Authority from the Department of Planning and Environment, if offered, to exercise the delegations issued by the Minister under Section 3.36 of the Environmental Planning and Assessment Act 1979 in relation to the making of the amendment.
5. The Panel does not support the proponent's Planning Proposal to increase the height standard to 28m, nor the proposal to increase the FSR to 5:1. The panel is of the opinion that the existing WLEP 2012 height standard of 15m and FSR of 2:1 are appropriate to the site as a B4 mixed use zone.
6. In addition the Panel is of the opinion that the Council should develop a site specific DCP.
7. The Panel supports the Planning proposal to extend the WLEP 2012 Active Street Frontages Map to apply to the Bronte Road frontage of the site.
8. The Panel supports that a minimum non-residential FSR be applied to the site to ensure a commercial floor space outcome is achieved and encouraged on the site.

For the Decision: Stein, Morrish, Robinson and Stapleton

Against the Decision: Nil.

T Sneesby (on behalf of council) addressed the meeting.