



Welcome to Avalon

New business toolkit



northern
beaches
council

Congratulations on your decision to open or expand your business in Avalon!

This welcome toolkit sets out how Northern Beaches Council is here to guide you through every step of getting your business up and running, as well as continuing to grow and thrive as part of Avalon's vibrant local economy.

We would like to share some insights on local economic conditions and introduce you to key contacts and resources available within and outside of Council, to help you on your journey.

This booklet contains information and links to relevant information you will need if you are running an established business, or just about to set up in our local area.

If you need to talk to us about anything that is not covered in this booklet, please contact Council and we will do our best to help you.

Key Contacts

Place & Economic Development Team:
places@northernbeaches.nsw.gov.au

Call Council's Customer Service on 1300 434 434 and ask to speak to the Place Team.




4 **Avalon’s economy at a glance**


Avalon Beach is a coastal village on the northern peninsula of the Northern Beaches flanked by a popular surf beach on the east and Pittwater to the west. The area is renowned for its natural beauty, laidback atmosphere, and robust arts and culture scene.


The area is characterised by a sustainability culture and is known for its distinctive ‘Avalon’ style.


Find out more about [Avalon’s economic and demographic profile](#).



 Businesses (2022/23)	1,393
Professional, scientific and technical services	23%
Construction	21%
Rental, hiring and real estate services	8%
Retail	6%

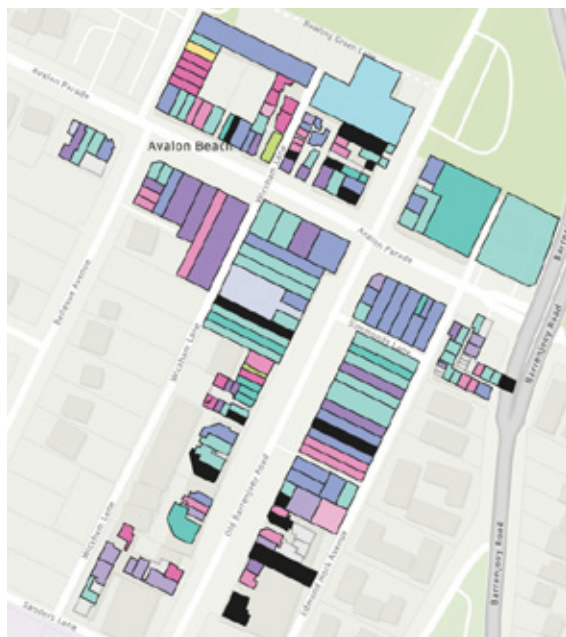
 Jobs (2022/23)	2,828
Retail trade	11.06%
Education and training	11.28%
Construction	13.11%
Professional, scientific & technical services	13.89%

 Visitors to Northern Beaches (2021 - 22)	2,796,035
Domestic overnight	472,803
Domestic day trippers	2,323,233
* International visitor data at the LGA level is not available from the TRA from March 2020 to December 2022, due to border closure impacts on sample sizes	

 Spending Data	
Top local spend (2023)	\$262M
Resident local spend	\$209M
Visitor spend	\$47M
Top spending categories	
Dining and entertainment	26%
Groceries and supermarkets	19%
Specialised food	15%
Origin of spending	
Visitor spending (from outside LGA)	20%
Local spending (from inside LGA)	80%
Time of spending	
Day-time spending (6am - 6pm)	61%
Night-time spending (6pm - 6am)	39%

Business Directory Map of Avalon

Accurate as of 9 April 2024



Current business directory maps are available upon request by contacting places@northernbeaches.nsw.gov.au

H1	Hospitality - Food and Beverage e.g. cafes, bars, restaurants and takeaways
H2	Accommodation
H3	Recreation e.g. cinema, climbing walls, play centres, escape rooms, theatres, museums, galleries.
R1	Retail -Food and Beverage e.g. butchers, bakers, supermarket, bottle shops, sweet shop
R2	Retail -Other
W1	Wellness - Medical e.g. Doctors, Dentist, Physio etc
W2	Wellness - Beauty e.g. salons and spas and tattoo parlours
W3	Wellness - Fitness e.g. gyms and studios
S1	Day-to-Day Services e.g. Post office, banks, laundromat, tutoring, repairs, mechanic, employment support
S2	Professional Services e.g. desk based people - architect, lawyers, real estate, strata, business administration.
C	Community e.g. libraries, churches, childcare, community spaces, Heritage Office
G	Government e.g. Council Chambers, Centrelink, Schools, Police, Fire, Ambulance
M	Mixed use e.g. malls
	Vacancy (14)

Northern Beaches Council's Place Coordinator is here to help you. We can assist in connecting you with different parts of Council to get your business up and running.

The Place Coordinator is regularly out and about in the village checking in on businesses and identifying local issues.

You can make contact at places@northernbeaches.nsw.gov.au or phone 1300 434 434.

One of the best ways to stay up to date with what Council is doing to support businesses is by signing up to our monthly [Beaches Biz newsletter](#).

Avalon Palm Beach Business Chamber



The Place Coordinator works closely with the local Avalon Palm Beach Business Chamber to support local businesses, through collaboration on events and sharing information with their members.

The Avalon Palm Beach Business Chamber represents local businesses and works towards ensuring the area remains vibrant, commercially viable, innovative and caring of the environment, residents, and visitors.

The areas represented by the Chamber include Avalon Beach and its vibrant village, Bilgola and Bilgola Plateau, Careel Bay, Clareville, Palm Beach and Whale Beach.

If you are not already a member, it is a great way to connect with other local businesses and you may wish to enquire about membership or find out more on their Avalon Palm Beach Chamber website avalonpalmbeachbusinesschamber.com.au

Contact the Chamber:

 [avalonpalmbeachchamber](https://www.facebook.com/avalonpalmbeachchamber)
 [avalonpalmbeachchamber](https://www.instagram.com/avalonpalmbeachchamber)

You can also email them at: hello@avalonpalmbeachbusinesschamber.com.au



Calendar of major events

Avalon hosts a range of events throughout the year to encourage visitors to the area. Some of these include:

Council's Avalon Car Boot Sale - a popular event and a great way for residents to sell their pre-loved household goods. This event is held three times a year in March, July and October.

Council and the Chamber also host activations that attract the community and visitors to the areas such as Easter and Halloween Family Trails and late-night shopping for special occasions such as Christmas.

There is also a range of family-friendly activations to draw customers to the area such as the Avalon Market on the Green held at Avalon Bowling Club. Here you will be immersed in a world of artistry with over 70 captivating artisan stalls along with local food and eateries and local music.

For those that are into the festive spirit, the Christmas Carols hosted by the Avalon Surf Lifesaving Club is not to be missed. This is a free family and community event set against the spectacular backdrop of Avalon Beach.

Find out more on Council's [What's On](#).

Community Placemaking Toolkit

We also want to empower the local business community to run their own events and programs to help revitalise their centres. The [Community Placemaking Toolkit](#) steps you through how to put on an activation or deliver an initiative which benefits the centre.

In addition, Council operates an extensive grant program which includes grants suitable for business owners to apply. Further information can be found on [Council's website](#).

How to get involved

To ensure the success of an event and to deliver a benefit to the local economy, we encourage businesses to participate where they can. This includes opportunities to put on special offers during events and Council regularly seeks expressions of interest from businesses to be involved.

Information on how to get involved in Council events in Avalon will be promoted by the Place Coordinator and via our [Beaches Biz newsletter](#).

Avalon Family Easter Trail

A recent example of businesses leveraging off Council events in Avalon was the Northern Beaches Council Family Easter Trail.

Northern Beaches Council and local traders invited families to celebrate Easter with the community by inviting them to explore their local centre by way of an Easter Family Trail which ran through the Easter school holidays.

Families were encouraged to explore their town centre in a fun and unique way while visiting local businesses.

How it worked:

Window decals with fun Easter characters were given to participating businesses to display.

Families were encouraged to explore Avalon village and find the Easter characters hiding in business windows then scan the accompanying QR codes.

By visiting each shop and recording the character's name, participants went in the running to win a fantastic Easter hamper.

To support participating businesses, Council created a social tile for each business to use in their own promotion of the event. Council also promoted the Easter Trail to the community through newsletters and social media.

Ferry and buses

Avalon is serviced by Transport NSW buses. Buses to and from Avalon can link up with ferry and Jetcat services to Circular Quay (City) from Manly.

[Keoride](#) on demand bus transport service operates in Avalon linking to regular public transport.

Find out how to get to Avalon by public transport at [Transport NSW](#).

Car parking

Parking is available throughout Avalon at public car parks and on street parking.



Guide to small business and the planning system

Have you checked that your business is a permissible use in the area you are planning to locate your business in?

To assist small businesses to navigate the planning system, we have developed [a guide](#) which sets out the different pathways that apply to starting or growing a business. This guide explains three planning approval pathways that business owners are most likely to use before they open or expand their business. These pathways are:

- Exempt development (planning permission not required)
- Complying development (fast-tracked approval process by Council's building control team or an external certifier)

- Development application process (standard approval process by Council)

As you read through this guide, you might still find that you have questions, as some planning approval processes are more complicated than others. If this is the case, we always encourage prospective or existing business owners to get in touch to discuss their business circumstances. You can do this by making an appointment with either:

- Our [Planning Enquiry Officer](#)
- Our [Business Concierge Service](#)

Council have also developed a streamlined version of the standard [DA lodgement requirement form](#), to remove those supporting documents which are not generally required for small business development applications.



Outdoor dining and footpath merchandise

We aim to support a vibrant streetscape that is safe and welcoming, attracting tourists and locals to visit, enjoy and return.

The appropriate placement and regulation of outdoor dining furniture and display of footpath merchandise that ensures safe and equitable access to the footpath can be achieved whilst supporting local businesses.

In order for a premise to have outdoor dining or merchandise displays on the footpath, NSW Government legislation sets out that the following approvals are required:

- All outdoor dining on the footpath requires approval under the Roads Act 1993
- All footpath merchandise displays on the footpath requires approval under the Local Government Act 1993
- Outdoor dining on community lands such as a park or reserve, or Crown Land for which Council manages, requires approval under the Local Government Act 1993.

Council does not allow unauthorised A-frames on public land. Council Rangers regularly patrol to ensure businesses are compliant regarding the placement of bins left in the public domain and unauthorised signage.

If you are unsure about regulations or compliance rules, please get in touch with the Place Coordinator who can direct you to the relevant department within Council. Alternatively, please call the Northern Beaches Council customer services on 1300 434 434.

Find out more in our [Outdoor Dining and Footpath Merchandise Policy](#).

Avalon is a compact and vibrant village with a mix of businesses, restaurants, cafes and small bars.

If you are looking to open a food business, you will need to notify Council, appoint a Food Safety Supervisor and meet Food Standard Code requirements set out by the NSW Food Authority.

Council also operates a “Scores on Doors” food business hygiene rating program to promote food safety.

If your business is looking to serve alcohol, you will need to apply to [Liquor and Gaming NSW](#) for an on-premises licence.

Find out more on [how to start and register a food business](#).



Council's grants program

Council offers a range of grants which businesses may be eligible to apply for if they can demonstrate wider community benefits. These include the following categories:

- Community Development Grants
- Environment Grants
- Art and Creativity Grants
- Event Grants and Sponsorship Program
- Placemaking Grants

Keep an eye out on future [Council grant opportunities](#) and a series of education workshops supporting those that may be interested in applying for a grant.

Grants Hub

Grants for businesses are offered by a broad range of State and Federal Government departments and research organisations and cover diverse activities including innovation, research and development, infrastructure, expansion into new markets, training, and inclusive hiring projects.

Grant opportunities for local businesses can now be accessed through our platform Grants Hub for the Northern Beaches. [Grants Hub](#) provides a comprehensive listing of all grant and funding opportunities, available Australia wide and with tools and tips for writing quality grant applications.

Procurement Policy

In spending money on goods, works and services, Northern Beaches Council is committed to achieving value-for-money while being fair, ethical and transparent. The principles guiding all procurement activities are detailed in our Procurement Policy.

We are also working on a range of strategies to increase opportunities for small local business to work with Council.

Find out more on [Council's website](#).

Tenderlink and Vendor Panel

For larger Council contracts, current opportunities can be accessed through our e-tendering portal Tenderlink. Visit Tenderlink to see current tender opportunities on [Council's website](#).



Avalon Palm Beach Business Chamber

The Chamber offers a range of support and advice for its members, including networking, training and advocating to local and state Government.

Sustainability Business Network

We have a number of existing networks to bring together businesses with common interests. One of these is our Sustainability Business Network, which brings together businesses looking to connect and learn from each other, to achieve significant sustainability improvements.

We have created a toolkit to enable businesses to begin and expand their sustainability journey, reduce their carbon footprint and achieve sustainability targets, covering specific areas of high-energy, waste, water and resource use.

There is also a map which acts as a directory to search for like-minded businesses, share best practice and learn how other businesses make changes to improve sustainability.

Join our [Sustainability Business Network](#) today.



Culture Map Live

Another business network is our [Culture Map Live](#) which connects our creative community and plots the location of cultural and creative assets, such as public artworks, businesses and events, across the Northern Beaches.

Launched in November 2021, there are 1377 people and places on the map as of June 2024.

We invite creative businesses to join and explore this growing online creative community.

Council Business Concierge Service

This support service helps new and existing businesses navigate Council processes and access available business support. It's a single point of contact to provide advice, support and ensure no matter what your question, we will do all we can to get you the most accurate information as soon as possible.

Local businesses can access information on a range of topics, including insights on local economic conditions and how to access permits and approval processes.

[Book an appointment](#) with a Business Advisor today.

Service NSW Business Concierge

This service aims to make it easier for businesses by connecting them to what they need to start, run, and grow their business, and adapt and recover in times of change.

Service NSW for Business provides a 'one front door' for businesses to access NSW Government services, information and financial support, a suite of digital tools to access transactions across Government and tailored case management and advice to support businesses to grow in the NSW economy.

They have a dedicated Business Concierge for the Northern Beaches who is regularly on the ground talking to local businesses.

For more information go to service.nsw.gov.au or call 13 77 88.

The NSW Small Business Commissioner

The Business Commissioner supports small businesses across NSW, speaking up on their behalf on issues that impact their ability to do business and working with Governments, industry, and the community to create a better business environment. It provides advocacy and mediation for small businesses and offers a range of resources for small businesses, translated into many different languages at smallbusiness.nsw.gov.au.

Business Connect Program**- Realise Business**

Realise Business is not-for-profit, funded by all levels of Government and delivers the NSW Business Connect Program for our local area, which means you can get advice from our highly experienced business advisors for a fraction of the cost of private business coaching.

[Realise Business](#) helps small business owners build confidence and capability through the provision of business programs, coaching, advising and events. Highly experienced in the business coaching and small-business sector, the Realise Business team have worked with more than 30,000 small businesses across Greater Sydney and NSW.





northern
beaches
council

northernbeaches.nsw.gov.au