



Welcome to Manly

New business toolkit



northern
beaches
council

2 Welcome to Manly Business Toolkit

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

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 Manly'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

Manly Mainstreet Coordinators

Email to ManlyMainStreet@northernbeaches.nsw.gov.au

Call Customer Service and ask to speak to the Manly Mainstreet Coordinator at 1300 434 434



4 **Manly's economy at a glance**

Manly is the visitor gateway to the Northern Beaches, accounting for a quarter of the international tourists to NSW. It features attractive frontages to the harbour and beach, iconic Norfolk Island pines and older historic buildings.


Manly is a vibrant precinct with retail and hospitality industries, a thriving night-time economy and professional services. It has seen highest number of new business entries in recent years in the Local Government Area (LGA).


Find out more about [Manly's economic and demographic profile](#).



 Businesses	1,815
Professional, technical and scientific	15.91%
Rental, hiring and real estate services	3.44%
Construction	4.74%

 Jobs	5,735
Accommodation and food	18.94%
Professional, technical and scientific	19%
Health care, and social assistance	12%
Job Change 2016-2021	-4.7%

 Visitor (2019 pre-COVID)	2.8 million
International visitors	1.1 million
Domestic overnight	1 million
Domestic day trippers	0.7 million

 Spending (June 23 - May 24)	\$825 million
Top spending categories	
Dining and entertainment	49%
Groceries and supermarkets	11%
Specialised food	8%
Origin of spending	
Visitor spending (from outside LGA)	36%
Local spending (from inside LGA)	64%
Time of spending	
Day-time spending (6am - 6pm)	47%
Night-time spending (6pm - 6am)	53%



Mainly Mainstreet Coordinators

The Manly Mainstreet Coordinators are here to help you. They can connect you with different parts of Council to get your business up and running.

The Manly Mainstreet Coordinators are regularly out and about in the town centre checking in on businesses and identifying local issues.

You can contact them at manlymainstreet@northernbeaches.nsw.gov.au or phone 1300 434 434.

Visitor Information Centre

The Visitor Information Centre located outside Manly Wharf, is open every day (10am-4pm) and is a popular place to find out what Manly and surrounds has to offer visitors.

We also have our own destination website (hellomanly.com.au) which helps visitors plan their trip ahead of arrival, including bookable experiences.

If you run an attraction, tour, event, retail store, restaurant, cafe or accommodation that is targeted toward visitors to Manly, then you are welcome to enquire about a listing on this website.

Pop in to introduce yourself to our friendly Visitor Information Centre staff or [contact us](#).

Manly Mainstreet - monthly newsletter

One of the best ways to stay up-to-date with what Council is doing to support businesses in Manly town centre, is by signing up to our monthly [Manly Mainstreet Newsletter](#).

You can also sign up to the [Beaches Biz monthly newsletter](#) to find out what is happening to help businesses across the Northern Beaches.

Manly Business Chamber

Our Manly Mainstreet Coordinators work closely with the Manly Business Chamber to support local businesses, through collaborating on events and sharing information with their members.

The Manly Business Chamber exists to bring our local business community together, to support and encourage, to learn, grow and prosper. The Chamber creates quality relationships, providing information, connections and advocacy.

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 [Manly Business Chamber website](https://www.manlybusinesschamber.org.au).

Manly Business Chamber runs a series of events throughout the year, from golf days and kayaking on the harbour, to inspiring stories and tips for success from it's members.

You can stay connected to the Manly Business Chamber through their regular newsletters or following them on their socials.

Email any enquiries to chamber@manly.org.au



Calendar of major events

Manly hosts a jam-packed calendar of events throughout the year to encourage visitors to the area.

In addition to major events, we provide a range of family-friendly activations, to draw customers to the area

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. We have prepared a [Community Placemaking Toolkit](#) to step you through how to put on an activation or deliver an initiative which benefits the centre.

How to get involved

To make events a success and ensure they benefit the local economy, we want to 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 Manly will be promoted through the Manly Mainstreet Newsletter as they arise.

Sign up for the [latest news](#).

PLAY MANLY case study of Event EOI for business involvement:

A recent example of businesses leveraging off Council events in Manly was PLAY MANLY run in collaboration with Experience Manly. This was a 10-day festival aimed at attracting visitors back to Manly, reactivating the beachside CBD day and night in April 2022. The event brought the Manly CBD to life as a joyful playground of sensory and interactive experiences, including light installations, open air cinema, performances and murals.

We invited local business to participate in the initiative through an Expression of Interest process, with 53 signing up and

offering a variety of deals for customers. To support these businesses, Council provided a marketing pack to promote offerings. The pack included collateral to use on their own social media accounts (e.g., Instagram stories) and videos. Business details and event offerings were also included on the PLAY MANLY website so visitors could see what was on offer. Some participating businesses and local bars reported 100% uplift in their taking in that period. Spending data showed a 24% increase in visitor spending during the event. Check out a video of the event at [hellomanly](#)

Ferry and buses

Manly is a hub for public transport being connected by ferry as well as a network of local buses.

Your workers and customers can come by Fast Ferry operated by NRMA or Transport NSW Manly Ferry. The ferry ride takes around 20 minutes and between the two operators there is a ferry leaving Circular Quay for Manly every 20 minutes, making the "blue highway" a popular way to travel for commuters and visitors to Manly.

Find out how to get to Manly by public transport at [transportnsw](https://transportnsw.gov.au).

Car parking

Parking is available in Manly through four large Council operated car parks. Special parking rates are available to businesses and workers.

The Manly area has a [Parking Permit Scheme](#) in force where there are Business Parking Permits available for businesses who meet the conditions of approval.

Late night worker

A flat fee is available to late night workers in Manly with a pass card issued to permit holders. Entry must be after 5pm and exit after 9pm.

Pre-paid parking permit

Parking stations (Whistler Street or Manly National)

[Find out more and apply.](#)



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?

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 sometimes 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 Support Service](#)



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 premises 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.

If you are taking over from a business with an existing outdoor dining or merchandise approval, you will need to apply for a transfer of the approval. If you are not sure which approvals you

need, please talk to Council at one of our Customer Service Centres, or call customer services on 1300 434 434.

Council does not allow unauthorised A-frames on public land in the Manly area. Council Rangers regularly patrol the Manly area to ensure businesses are compliant regarding the placement of bins left in the public domain and unauthorised signage. If you're unsure about regulations or compliance rules, please get in touch with the Manly Mainstreet Coordinator who can direct you to the relevant department within Council.

Find out more from the [Outdoor Dining and Footpath Merchandise policy](#).

Manly is an established food and beverage hub with a mix of fine dining waterfront restaurants, cafes and small bars.

If you are looking to open a food business you will need to notify Council and 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:

- 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](#).

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 with tools and tips for writing great 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.

Find out more about [doing business with Council](#).

Tenderlink and Vendor Panel

For larger Council contracts, we use Tenderlink and current opportunities can be accessed through our tendering portal Tenderlink.

Find out more about [tenders](#) and access to Tenderlink.



Manly Business Chamber

Manly Business 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 already 1,377+ people and places on the Map.

We invite creative businesses to join and [explore](#) this growing online creative community.

Sustainability Business Network



Council Business Support Services

We offer a Business Support Service to help 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 Liaison Officer today.

Service NSW Business Concierge

Service NSW for Business makes 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 believes in a strong, vibrant small business sector. It 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 its [website](#) offers a range of resources for small businesses, translated in to many different languages.

Business Connect Program

- Realise Business

Realise Business is Not-for-Profit, and 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.







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