

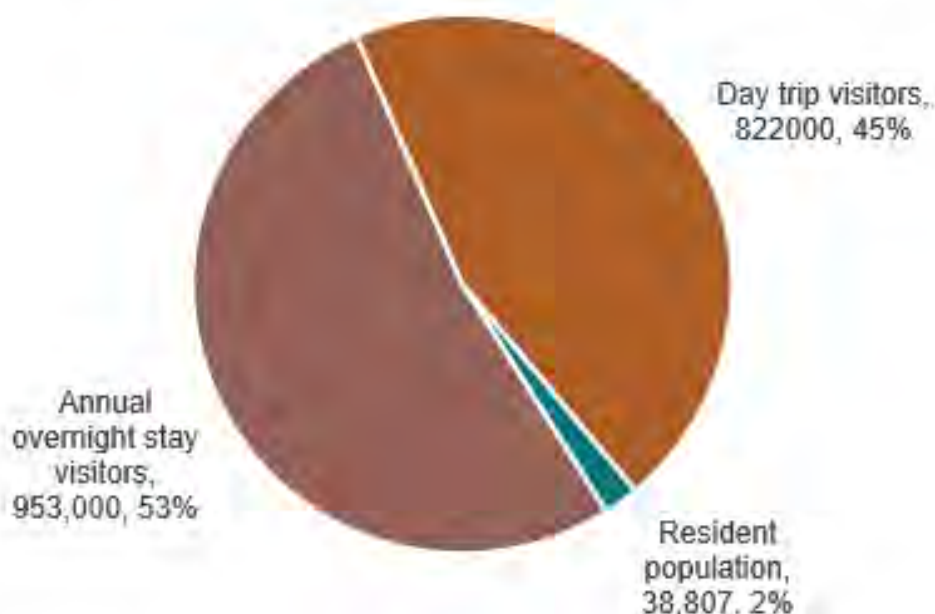
# Managing a High-Volume Destination - Byron Shire

Byron Shire continues to be one of Australia's most recognised visitor destinations, attracting approximately 1.5 million visitors annually, generating more than 3.1 million visitor nights and contributing an estimated \$689 million in visitor expenditure each year. Visitors are drawn to the Shire's beaches, hinterland landscapes, villages, creative culture, events and natural environment. The visitor economy remains an important contributor to local employment, business activity and investment. Byron Shire Tourism Monitor March 2026

While visitors contribute significant economic, cultural and social benefits to the community, the scale of visitation is substantial relative to Byron Shire's resident population and rate revenue base. High visitation levels place ongoing pressure on local infrastructure, public amenities, public spaces and the natural environment. Peak holiday periods can significantly increase demand on roads, parking, water supply, waste services, public facilities, open spaces and regulatory services, with many of these costs ultimately borne by a relatively small resident ratepayer base.

The following chart provides a visual comparison of Byron Shire's resident population and annual visitor numbers. Although visitors do not reside in the Shire permanently, they contribute more than 3.1 million visitor nights each year, resulting in sustained demand for infrastructure and services across the region.

Byron Shire Population to Annual Visitors



*The statistics in this chart are taken from [Local Government Area profiles | Tourism Research Australia](#) which averages visitor data over 2 years to minimise the impact of variability in estimates from year to year and provides more robust volume estimates.*

Council recognises both the **benefits and challenges** associated with hosting large visitor numbers. In April 2026, Council resolved (26-42) to investigate a research partnership with a university to undertake a comprehensive study into the impacts of the visitor economy on Byron Shire. The study will examine both the positive and negative effects of visitation, including economic contributions, employment, infrastructure costs, environmental impacts and the financial implications for Council and ratepayers.

The research is intended to provide an evidence base to support Council's advocacy for sustainable funding mechanisms and policy reforms that better reflect the costs and benefits associated with managing a high-visitation destination. The study will also consider future pressures associated with major events, including the Brisbane 2032 Olympic and Paralympic Games.

## NSW Election Commitment Funding 2019

Following the 2019 state election, the NSW Government provided Council with a \$25million grant, to help address the ongoing effects of tourism on local infrastructure.

The funding was provided to help address the ongoing impacts of tourism on local infrastructure. Eighty percent (80%) of the grant was invested in upgrading and repairing local roads, while the remaining twenty percent (20%) was used for essential infrastructure improvements throughout the Shire.

Following five years of dedicated work, the program of works funded by this grant was successfully completed in 2025, delivering lasting benefits to the community.

A Report was provided to outline the works undertaken at the end of this Fact Sheet.

## Planning for a Sustainable Visitor Economy: 2008 to Present

Council has been proactively planning for tourists and the visitor economy since 2008 with the publication of the Byron Shire Tourism Management Plan, which was a 10-year plan to manage tourism marketing, development and services. The Plan was developed with extensive community consultation and research over two years (2006-2008).

Following the completion of this plan, a Destination Management Plan for Byron Shire was developed in 2014 by the Visitor Industry Association VIA Byron.

In 2019/20, Council developed the draft Byron Shire Sustainable Visitation Strategy. During this period, the visitor economy was affected by the 2019/20 bushfires and flood events. Soon after, the COVID-19 pandemic and associated travel restrictions and lockdowns resulted in an unprecedented decline in visitation, severely impacting the local tourism industry.

Following COVID-19, Council developed the Byron Shire Economic Strategy 2025-2035, supported by a suite of Action Plans covering Business and Industry, Destination Management and Visitor Economy, and Events. Together, these documents provide the current framework for managing visitation, supporting local businesses, protecting environmental values and maximising community benefit from the visitor economy.

The current Strategy and draft Action Plans are available here [Economic Strategy - Byron Shire Council](#). Note the Action Plans are on public exhibition during August and September 2026 to invite community feedback.

Council maintains a comprehensive library of economic, business and visitor economy research to support evidence-based decision-making, investment and advocacy. Explore the latest data, reports and insights here: [Economy and business research - Byron Shire Council](#) and join the business mailing list.

# 2019 NSW Government Election Commitment Funding



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**BYRON**  
SHIRE  
COUNCIL

**Front cover picture:**

South Beach Road opening – Left to Right, Byron Shire Council Zac Toon, Byron Shire Deputy Mayor Jack Dodds, The Hon. Ben Franklin MLC, The Hon. Justine Elliot MP, Byron Shire Mayor Sarah Ndiaye, Byron Shire Council Sam Frumpui and Noel McLean



### Acknowledgement of Country

Byron Shire Council acknowledges Traditional Aboriginal Custodians and recognises the continuing connection to lands, waters and country.

We recognise and respect the Bundjalung of Byron Bay – Arakwal and the Widjabul Wiabal peoples native title rights and interests within the Shire; and to their Elders past and present.

Byron Shire Council also acknowledges the Tweed Byron, Jali and Ngulingah Aboriginal Land Councils under the Aboriginal Land Rights Act NSW 1983.

## Thank you!

Byron Shire Council sincerely thanks the NSW Government for the \$25 million grant provided after the 2019 election through the Impacts of Tourism Election Commitment Funding. Following five years of dedicated work, the program of works funded by this grant has been successfully completed, delivering lasting benefits to our community.

The funding was provided to help address the ongoing impacts of tourism on local infrastructure. Thanks to this vital support, 80% of the grant was invested in upgrading and repairing local roads, while the remaining 20% was used for essential infrastructure improvements throughout the Shire.

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## Tourism Impacted Infrastructure – \$ 5 million

| Infrastructure Projects                                                 | Grant funding support |
|-------------------------------------------------------------------------|-----------------------|
| 1. Sandhills Estate Activation, Jarjumirr Skate Park – Byron Bay        | 2,050,017             |
| 2. Bangalow Road on road cycle path – Suffolk Park                      | 1,363,054             |
| 3. Denning Park amenities – Main Beach Byron Bay                        | 150,000               |
| 4. South Beach Road and Car Park Upgrade – Brunswick Heads              | 1,063,700             |
| 5. Mullumbimby to Brunswick Heads new on road cycleway – concept design | 373,295               |

# Infrastructure Projects



## 1. Jarjumirr Skate Park (completed 2023)

The underutilised Sandhills Estate was transformed into a vibrant recreation precinct by establishing an intergenerational community hub anchored by a new, state-of-the-art skate park. The precinct provided key pedestrian linkages and improved mobility between the town centre and Main Beach. By integrating the skate park as a central feature within the broader open space network, the precinct not only connected surrounding destinations but also activated the site as a lively, inclusive gathering place for people of all ages and abilities.



## 2. Bangalow Road On Road Cycle Path – Suffolk Park (completed 2022)

The new on-road and shared cycle path along Bangalow Road delivered a safer and more connected route between Suffolk Park and Byron Bay. The project included the widening of shared sections, upgraded crossings, clear signage, and smooth new surfaces. These improvements have made it easier for locals and visitors to walk, ride, or scooter for local trips and school journeys, reducing reliance on cars. The project supports an active, healthy, and sustainable community, while strengthening Suffolk Park’s link to Byron Bay’s town centre.



## 3. Denning Park Amenities Main Beach – Byron Bay (completed 2023)

The new amenities at Denning Park, Main Beach Byron Bay, provide locals and visitors with modern, accessible, and family-friendly facilities. This project enhanced comfort and convenience at Main Beach and reflected Council’s commitment to creating welcoming public spaces for everyone.



## 4. South Beach Carpark – Brunswick Heads (completed August 2025)

Funding supported the design of the South Beach Road upgrade at Brunswick Heads. It delivered a smoother, safer, and more accessible road for all users. The works improved road surfaces, parking and drainage, making movement easier for residents and visitors while enhancing access to the beach and surrounding areas. This vital upgrade enhanced safety and convenience in the community, supporting the long-term enjoyment of Brunswick Heads’ much-loved coastline.

## 5. Mullumbimby Road cycleway design – Mullumbimby to Brunswick Heads (completed 2024)

The concept design for the Mullumbimby Road cycleway, linking Mullumbimby to Brunswick Heads, delivers an important step toward improving active transport in the Shire. The design outlined a safe and accessible route for cyclists, aimed at encouraging healthier travel options and stronger connections between the two towns. Completion of the concept design has laid the groundwork for future funding and delivery of this much-anticipated community project.

# Roads Infrastructure Program

Of the \$25 million allocated for the election commitment, \$20 million was used to upgrade the local road network. Roads were selected for improvement based on their condition, traffic volume, safety requirements, drainage issues, and the significance of connecting neighbourhoods and visitor areas. The funding resulted in resurfacing, reconstruction, resealing, and patching of streets in Byron Bay, Suffolk Park, Ocean Shores, Bangalow, Mullumbimby, Brunswick Heads, South Golden Beach, and the surrounding hinterland. These enhancements made the roads smoother and safer, reduced maintenance costs, and improved travel and pedestrian safety for the entire community.

| Road Projects                                                           | Grant funding support |
|-------------------------------------------------------------------------|-----------------------|
| 6. Shirewide Major Patch Program                                        | 627,855               |
| 7. Shirewide Pavement Asphalt Overlay Program                           | 6,809,191             |
| 8. Shirewide Reseal Program                                             | 3,556,235             |
| 9. Bangalow Road Pavement Renewal – Talofa                              | 1,200,022             |
| 10. Stuart Street Renewal and Green Spine – Mullumbimby                 | 659,980               |
| 11. Tincogan Street Intersection Priority Changes – Mullumbimby         | 432,163               |
| 12. Lawson Street from Fletcher to Middleton – Road Renewal – Byron Bay | 684,582               |
| 13. Fern Street Renewal – Station St to Dalley St – Mullumbimby         | 711,877               |
| 14. Station Street – Road and Drainage Upgrade – Mullumbimby            | 228,722               |
| 15. Carlyle Street – Road Renewal – Byron Bay                           | 1,728,895             |
| 16. Main Arm Road Safety Improvements and Reconstruction                | 249,204               |
| 17. The Pocket Road Reconstruction                                      | 1,188,113             |
| 18. Arts & Industrial Estate – Bayshore Drive Reconstruction            | 1,923,096             |

## 6. Major Patch Program (completed 2023)

Major patching works were completed across the Shire; worn sections of road were cut out and replaced with new asphalt, resulting in smoother, safer, and longer-lasting roads for the community.

## 7. Pavement Asphalt Overlay Program (completed 2024)

Asphalt overlay work was completed on full or partial sections of local roads, providing them with strong new surfaces. These upgrades made travel smoother and safer for everyone while also helping to reduce future maintenance needs.

### Byron Bay

#### 2020

- Middleton St
- Kingsley Street
- Carlyle Street
- Lawson Street
- Childe Street
- Border Street
- Don Street
- Ruskin Street
- Massinger Street
- Lee Lane
- Tallow Beach Road

#### 2021

- Broken Head Rd
- Bangalow Road
- Arakwal Court
- Wollumbin Street
- Somerset Street
- Wordsworth Street
- Butter Lane
- Skinners Shoot Road
- Milton Street
- Burns Street

#### 2022

- Cemetery Road
- Shelley Drive
- Lighthouse Road
- Gilmour Crescent
- Paterson Street

#### 2023

- Lighthouse Road
- Gilmour Crescent
- Paterson Street





Middleton Street Byron Bay



Massinger Street Byron Bay



Shelley Drive Byron Bay



Alcorn Street Suffolk Park



Carlyle Street Byron Bay



Alcorn Street Suffolk Park



McGregor Street Suffolk Park



Lawson Street Byron Bay



Cemetary Road Byron Bay



Clifford Street Suffolk Park



Clifford Street Suffolk Park

**Suffolk Park**

**2023**

- Alcorn Street
- McGregor Street
- Clifford St

**Brunswick Heads**

**2020**

- Booyun Street
- Slessor Lane
- Fingal Street
- Nana Street
- Balun Lane
- Shapcott Lane
- Byron Street
- Mullumbimbi Street
- Park Street

**2021**

- Mullumbimbi Street
- South Beach Road

**Ocean Shores**

**2021**

- Balemo Drive
- Orana Rd
- Warrambool Rd
- Yengarie Way
- Rajah Road

**2023**

- Yamble Drive

**South Golden Beach**

**2020**

- Kolora Way
- Larelar Court

**2022**

- Gloria Street
- Robin Street
- Peter Street
- Helen Street
- Royal Street
- Pacific Esplanade
- Elizabeth Street



Station Street, Mullumbimby

**Mullumbimby**

**2020**

- Tincogan Street

**2021**

- Station St
- Fern St
- Whian Street
- Stuart Street
- Morrison Avenue
- Cenotaph Lane
- Palm Avenue

**2022**

- Pine Avenue

**2023**

- Manns Road
- King Street
- Mill Street
- Poincianna Street

**2024**

- Murwillumbah Side Access Rd

**Rural**

**2021**

- Coolamon Scenic Drive  
Drive intersection
- Middle Pocket Road

**2022**

- Broken Head Reserve Road
- Seven Mile Beach Road



Fern Street Mullumbimby



Fern Street Mullumbimby



Whian Street Mullumbimby



Morrison Ave Mullumbimby



Stuart Street Mullumbimby



Tincogan Street Mullumbimby



King Street Mullumbimby



Broken Head Reserve Road



Broken Head Reserve Road



Broken Head Reserve Road



Manns Road Mullumbimby



Manns Road Mullumbimby



Middle Pocket Road



Middle Pocket Road

8. Reseal Program (completed 2024)

The Council has also completed a road reseal program on full or partial lengths of local roads. This process applies a protective coat that seals cracks and extends the life of the roads. Unlike asphalt overlay, which creates a brand-new surface, resealing helps maintain the current condition of the roads, providing smoother and safe travel.

Federal

2020

- Federal Drive
- Bougainvillea Drive
- Callistemon Drive
- Coachwood Court

Suffolk Park

2020

- Armstrong Rd
- Brandon Court
- Glasgow Court

Brunswick Heads

2020

- Cudgen Street
- Nana Street
- Bower Street
- Balun Lane

Mullumbimby

2023

- Morrison Ave
- Poinciana Street

2024

- Prince Street

Rural

2021

- Blackbean Road
- Pearces Creek Road
- Booyong Road
- Binna Burra Road
- Coopers Shoot Road
- Fowlers Lane
- Mango Lane
- Picadilly Hill Road
- Coopers Creek Road
- Middle Pocket Road

2022

- Midgen Flat Road

2023

- Whian Road

2024

- Huonbrook Road
- Upper Wilsons Creek Road
- Wilsons Creek Road



Federal Drive, Federal & Goonengerry



Cudgen Street Brunswick Heads



Prince Street Mullumbimby



Poinciana Street Mullumbimby



Mango Lane



Whian Road



Midgen Flat Road



Huonbrook Road



## 9. Bangalow Road Reconstruction – Talofa (completed 2021)

Bangalow Road at Talofa has been reconstructed and widened. Improved drainage, safety upgrades, new line-marking, and signage have been added. These works provide a smoother, safer, and more reliable road for locals and visitors.



## 10. Stuart Street – Mullumbimby (completed 2022)

Stuart Street has been reconstructed with upgraded drainage, new kerb and guttering, plus fresh line-marking and signage. The improvements provide safer access and a more resilient road for the community.



Intersection priority changes, Tincogan Street & Stuart Street

## 11. Tincogan Street intersection – Mullumbimby (completed 2023)

The upgrades at the intersection on Tincogan Street have been completed. These improvements include new asphalt resurfacing, updated line markings, new signage, and changes to the intersection priorities. Additionally, a new section of footpath was constructed, significantly enhancing pedestrian safety and making it easier for people to navigate the area.



## 12. Lawson Street (Fletcher to Middleton) – Byron Bay (completed 2024)

A section of Lawson Street has been upgraded with asphalt resurfacing, improved drainage, fresh line marking, and new landscaping. These works have created a smoother road surface, better stormwater management, and a safer, more attractive town centre streetscape for residents, businesses, and visitors.



### 13. Fern Street Reconstruction – Mullumbimby (completed 2024)

Fern Street received a major upgrade, with road reconstruction, improved drainage, footpath linkages, new kerb and guttering, and fresh line marking and signage.

### 14. Station Street Design, Mullumbimby (completed 2025)

Design of Station Street road and stormwater upgrade. Project is currently being constructed.



### 15. Carlyle Street – Byron Bay (completed 2024)

Carlyle Street has been upgraded with a new shared path, formalised parking, improved drainage, renewed landscaping and a refreshed road surface. The works make it safer and easier to access the Byron Recreation Grounds, tennis courts, football club and town centre.



### 16. Main Arm Road (completed 2023)

One-kilometre section of Main Arm Road, east of Sherry’s Bridge, was reconstructed with important safety improvements. The works raised the road level to help reduce flooding impacts, providing a more reliable and safer route for residents, school buses, and visitors in all weather conditions.



### 17. The Pocket Road (completed 2022)

A one-kilometre section of Pocket Road (near Sherringtons Bridge) has been reconstructed and widened, with improved drainage, safety upgrades, new line-marking and signage. The works provide a safer, smoother and more reliable road for the community.



### 18. Bayshore Drive Reconstruction – Arts and Industrial Estate Byron Bay (completed 2024)

Bayshore Drive has undergone a major upgrade, including pavement and drainage rehabilitation, full-width reconstruction from Grevillea Street to the Centennial Circuit North loop, renewal of damaged kerb and guttering, and formalised parking.

## More information

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Traditional home of the Bundjalung People