



**Dyldam Developments**

Level 1, 74 Macquarie Street  
Parramatta NSW 2150  
Telephone 02 9893 7607  
Fax 02 9687 2376  
Email [info@dyldam.com.au](mailto:info@dyldam.com.au)  
Dyldam Developments Pty Ltd  
ABN 53003408008  
License No 40885

## **RE: Submission on the Powerhouse Parramatta Project**

The purpose of this submission is to state the position of Dyldam Developments (Dyldam) on the Powerhouse Parramatta project which is currently on exhibition by the Department of Planning, Industry and Environment.

Dyldam supports the proposed relocation of the powerhouse museum to a new world class facility in Parramatta. Dyldam also supports the chosen site location in the heart of the Parramatta CBD on the Parramatta River. It is noted that the current location is within walking distance to the heavy rail, light rail, metro stations as well as the ferry wharf and bus stops. The key reasons Dyldam supports the proposal are outlined below.

### Cultural Equality

The proposal represents a significant cultural infrastructure investment in Western Sydney. Currently Western Sydney represents 10% of Australia's population but only receives 1% of Commonwealth arts program funding and 5.5% of the States cultural arts, heritage and events funding. The Western Sydney arts sector has been underfunded on a per capita basis for the past 40 years and this new museum represents a rare opportunity to directly input much needed arts funding into Western Sydney.

The construction of the museum can also be a catalyst for similar investments to be made by the federal government and private institutions to enhance the cultural diversity and imagination of Western Sydney.

Further to this the recent announcement that the original Powerhouse site in the Sydney CBD will be retained as a museum managed by the Powerhouse museum removes the major criticism of the project in being a political fight between eastern and western Sydney. Through retention of the existing site the project does not seek to move the existing museum it is about developing a new world class museum in the forefront is now a development which will provide a benefit to all residents of Sydney while helping restore balance in the per capita arts funding.

### Jobs and Education

The project is also supported due to the anticipated generations of over 4,000 direct and indirect jobs within Parramatta. Given the current economic climate this project provides much needed stimulus

for the construction and arts sectors. There will also be the flow on impact for nearby small and medium businesses due to the increased tourism and on-site workers.

The museum will focus on STEM topics with new exhibits and engaging content. Due to the improved accessibility to the residents of western Sydney can help inspire the next generation of STEM students from across Sydney but in particular Western Sydney.

### Tourism and Local Business

The proposed world class museum represents a major tourism attraction to Parramatta and the Western Sydney region. It is anticipated that there will be 2 million visitors within the first year. This would be a huge boost to both the NSW and Western Sydney economies.

There will be rotation of exhibits across the year which will generate multiple visits from local, interstate and possibly even international visitors to western Sydney. This provides down flow benefits for cafes, restaurants, hotels and other service based industries.

Parramatta has a unique heritage through from the first nation's people to the current multi-cultural backdrop of Western Sydney. This new museum provides an opportunity to tell this storey of Parramatta to both local and international visitors.

### Location

The proposed location on the Parramatta River allows for great public transport connectivity and features at the end of the proposed Parramatta 'Civic Link' which will be a pedestrian walkway and public open space linking the railway station to the river. The museum location is also just east of the Parramatta Eat Street precinct with a large variety of high quality restaurants.

Whilst the site is within a flood zone, fairly simple engineering solutions can be imposed during construction to ensure that the exhibits are protected from any potential flood impact. It is also noted that the flooding along this stretch of the Parramatta River dissipates reasonably quickly after a flood has occurred and will not have any form of long term impacts on the site.

It is noted that the construction involves the removal two heritage items, the proposed benefits easily outbalance the lost from these items whilst they are regrettable. It is suggested that the new museum could incorporate some aspects of the heritage items within either the building design or through permanent exhibits.

### Conclusion

In conclusion Dyldam strongly supports the proposed Powerhouse Museum in Parramatta and the current proposed location for that museum. The project should not be seen as an eastern Sydney versus western Sydney debate rather provides huge benefits to the whole of Sydney through the delivery of a brand new world class museum. The proposal also addresses the large disparity in arts funding across western Sydney on a per capita basis. The project should be approved as soon as possible to allow construction to begin and the economic stimulus can have impact during the current financial crisis.