



RE: DARLING HARBOUR PRECINCT

After 25 years as one of Australia's most visited destinations, Darling Harbour is undergoing a period of transformation with a number of major development projects either underway or seeking DA approval.

To ensure Darling Harbour maintains and increases its business and visitor numbers during the transformation, the Darling Harbour Alliance was formed in 2012.

The Alliance is a public/private partnership between Sydney Harbour Foreshore Authority and the six core tenants - Australian National Maritime Museum, Cockle Bay Wharf, Darling Quarter, Harbourside, IMAX, , and Merlin Entertainments (Sea Life Sydney Aquarium,, Madame Tussauds and Wild Life Sydney Zoo), as well as Darling Harbour Live.

The Alliance's activation strategy includes the financial support of a number of new events in the precinct, in addition to The Authority's existing event calendar, the first of which was the very successful Vivid held in May 2013 for the first time.

Within the next three to four year period, a new chapter will open for Darling Harbour.

Sydney Convention and Exhibition Centre closed its doors in early December to make way for the \$1 billion Darling Harbour Live, which will see new event, convention and exhibition facilities open at the end of 2016.

The Goods Line, a new pedestrian link between Broadway and Darling Harbour opening in 2014, will facilitate important cross-city links through to Darling Harbour and the foreshore, delivering social and community outcomes for all Sydneysiders and the student population of Ultimo.

The tree-lined boulevard, being constructed on the old Goods Line, will feature study pods, urban rejuvenation, restaurants and cafés and will support and reflect the dynamic and innovative character of the Ultimo learning, communications and cultural institutions as a vital and active hub of the community.

Awaiting DA approval, the re-development of Four Points by Sheraton will mean 250 more rooms for Sydney's hotel accommodation offering and the proposed construction of new retail and office facilities on the IMAX site will revitalise the area between Cockle Bay Wharf and the award-winning Darling Quarter.

Given the transformation of Darling Harbour and the subsequent anticipated increase in visitation, the Alliance is disappointed to note the proposed CBD Light Rail services do not have an integrated connection to Darling Harbour.

The Alliance would like the TfNSW to reconsider the proposed Light Rail plans to include Darling Harbour as part of the CBD network as we believe it will provide a vital transport service to Sydney's most exciting new destination.

Regards,

**Tim Andrews**

**General Manager Marketing & Property**

**Harbourside Shopping Centre**