

Department of Planning and Environment
Attn: Director – Industry Assessments
GPO Box 39
Sydney NSW 2001

Monday 24 April 2017

SUBJECT: MP09_0028 MOD 4 - Request for extension of trial period (Concept Plan and Project Approval)

SAE Creative Media Institute is a global education leader, delivering accredited creative media programs to approximately 10,000 students in 27 countries. SAE is part of the Careers and Industry Division of Navitas Limited, an Australian global education leader listed on the Australian Securities Exchange and part of the S&P/ASX 100 Index. Navitas has over 6,000 staff and provides diverse education programs and services to more than 80,000 learners across a network of over 120 colleges and campuses in 31 countries.

The SAE Byron Bay campus was established as a head office for the Institute's Southern region in 2003 and delivers certificate, diploma and degree programs across audio, film and design disciplines to about 300 students. We are a major regional employer with more than 70 local staff.

SAE supports the current proposal by North Byron Parklands, recognising the value this organisation and its associated events provides to the region. Supporting arts in regional areas is not only a priority for SAE, but a key focus of the NSW Government Arts and Policy Framework which guides strategy, investment and partnerships.

North Byron Parklands provides unrivalled economic, employment and cultural benefits to the region. These include:

- Providing a cultural hub for locals
- Building on the region's reputation as a creative epicentre
- Encouraging community engagement in locally driven initiatives
- Providing an outdoor space for emerging creatives, community groups and associations to reach local and wider audiences
- Encouraging participation in artistic and cultural endeavours
- Increasing local employment opportunities
- Providing aspiring creatives with opportunities to get hands on experience in event management, marketing, design, film, audio etc.
- Providing a venue to showcase local superstars
- Building a vibrant, healthy, engaged community
- Supporting local businesses that demonstrate quality, entrepreneurship and success.

For SAE, North Byron Parklands provides opportunities for students to get real-world experience at small and large scale events, and to enhance career pathways through local industry networks. The organisation also enables SAE to incorporate local case studies in curriculum, and enables the Institute to attract local, national and international creatives to our masterclass programs. The events hosted by North

Byron Parklands provide a vehicle to attract more national/international students to SAE, thereby boosting the regional economy.

We take this opportunity to acknowledge North Byron Parklands as a local business backed by international experience and expertise, employing locally based experts with a proven track record in music, promotion, law, finance & environmental science. The organisation has demonstrated its commitment to work WITH the community and FOR the community. It has also demonstrated commitment to support SAE students by providing internship opportunities at key major events (eg Splendour in the Grass and Falls Festival). Further, North Byron Parklands has demonstrated commitment to give back to its community through an annual grants program, is engaged with well-known and respected community representatives and has demonstrated ongoing commitment to best practice environmental management (e.g. thousands of trees planted, ongoing habitat restoration, monitoring, fauna underpasses, nesting boxes etc).

Importantly, North Byron Parklands has a proven track record in generating jobs (196 FTEs in Byron Shire in 2015) and making money for the region (\$13.8 million Gross Value Added for Byron Shire in 2015).

Based on the above, and recognising the value of the creative industries to the Northern Rivers region of NSW, SAE supports the request by North Byron Parklands to extend the trial period for outdoor events of up to 35,000 patrons by a further 20 months to August 2019.

Yours sincerely



Joseph Anthony
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Deputy CEO, Careers & Industry Division, Navitas Ltd



ANIMATION



AUDIO



DESIGN



FILM



GAMES



WEB & MOBILE