

27 November 2017

Director Key Sites Assessments, Planning Services  
Department of Planning and Environment  
GPO Box 39  
SYDNEY NSW 2001

To Whom It May Concern:

**Re: Sydney Modern Project**

The Tourism and Transport Forum (TTF) is writing in support of the State Significant Development Application SSD 14\_6471 - the proposed expansion of the Art Gallery of New South Wales – known as the Sydney Modern Project.

The Tourism & Transport Forum Australia (TTF) is the peak industry group for the tourism, transport and aviation sectors. We are a national, member-funded CEO forum, advocating the public policy interests of the largest corporations and institutions in the Australian tourism, transport, aviation and investment sectors. Our members include multinational companies and ASX Top 200 companies.

The Sydney Modern Project will be a vibrant addition to Sydney's already world-renowned cultural landscape and TTF would like to congratulate the Art Gallery of NSW on developing such a forward-thinking and innovative proposal.

The Sydney Modern Project is expected to increase visitation to the Art gallery by 800,000 people per year, from 1.2 million currently. These extra visitors will be spending time and money not only at the new gallery but across the city. Cultural institutions play an important part in the attraction of visitors to Sydney and New South Wales. Tourism Research Australia data shows that in 2016, 67% of all international visitors to the State engage in cultural-based activities during their stay. Visiting cultural institutions is particularly important for visitors from key markets such as South Korea, Europe, United States, United Kingdom and China.

The Sydney Modern Project will greatly increase the city's capacity to host major international exhibitions, many of which currently only go to Canberra or Melbourne. These high-level exhibits are major draw-cards for host cities – for example, *the Versailles: Treasures from the Palace*, which showed at the National Gallery of Australia in 2016/17, attracted an estimated 200,000 visitors.

The project will also deliver an architectural landmark building for Sydney designed by Pritzker-prize winning architecture and design firm SANAA. Such a building alone will attract visitors to view it.

The Sydney Modern Project also presents an opportunity to showcase other Sydney galleries and institutions and remind visitors and locals about the variety of cultural opportunities within the city. Many of these institutions are members of TTF and we would welcome an opportunity to work with the Sydney Modern Project team, the NSW Government and our other cultural-based members to use

this project, and the improved links it will generate between Woolloomooloo and the CBD, to develop and promote a cultural-based visitor trail that incorporates these amazing experiences.

TTF will be closely tracking the progress of the Sydney Modern Project and we look forward to a successful opening in 2021.

Please do not hesitate to contact myself or TTF's Tourism Policy Manager, Lucinda Millsom, if you require any further feedback, via 02) 9240 2007 or [lmillsom@ttf.org.au](mailto:lmillsom@ttf.org.au).

Yours sincerely

A handwritten signature in blue ink, appearing to read 'MOS', with a stylized, cursive flourish.

**MARGY OSMOND**  
Chief Executive Officer