

URBNSURF

SYDNEY

PROJECT BENEFITS SUMMARY



SNAPSHOT OF BENEFITS



**PERFECT WAVES
ALL DAY
EVERYDAY**

**..AT SYDNEY
OLYMPIC PARK**



EMPLOYMENT

TOURISM

**COMMUNITY
ENGAGEMENT**

**SPORT
DEVELOPMENT**



**HIGH QUALITY
LANDSCAPE
INTEGRATED
INTO THE
NATURAL
ENVIRONMENT**



**OPEN AIR
FAMILY
ORIENTATED
RECREATION
AND LEISURE**



**A CULTURAL
AND TOURISM
DESTINATION
AT SYDNEY
OLYMPIC PARK**





1



An **escape** from everyday urban life. Surfing is a strong part of Australian **cultural** heritage.

2



The Facility will be regarded as a **community/public asset** (even though privately operated).

3



Promotes **equality, collaboration** and **interaction** with community groups (i.e. schools) and supports SOPA's own social initiatives.

4



Fosters the creation of **new community based groups** (i.e. surf league events and the first Australian non-coastal Surf Lifesaving Club).

5



Provides **employment** opportunities and reduces youth boredom in neighboring areas.

6



The Facility will promote active, **healthy living** in enhanced, high quality open spaces.

ECONOMIC BENEFITS



For Parramatta City Council Area and the wider Sydney community:



\$81m

in economic output indirectly generated from construction

(Based on an assumed industry multiplier of 2.8664 (ABS))

500,000+

visitations to the facility per annum

(Including a significant number of school aged children)

300

jobs created through the construction phase

(Including 179 indirect employment opportunities created)

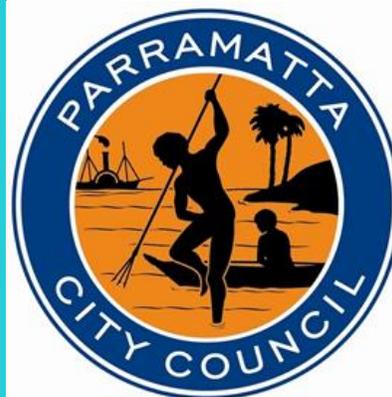


\$5m

in annual operating expenditure
(Incl. \$2m+ in salaries p.a.)

\$18m

gross economic contribution to Auburn City area through construction



\$285m

gross economic contribution to Parramatta City Council area through operation by 2041

35

full time employees
(on an ongoing operational basis)

EVENTS & TOURISM



COMPLEMENTARY AMENITIES

Supports nearby businesses, including providers of short-term accommodation providers (e.g. Quest, Pullman Hotel, Ibis)



EVENTS

Enables a wider range of regular events, from local surf league competition to international invitationals – all in front of a live audience.



TOURISM

Promotes tourism to Sydney and NSW with promotion to regional and international markets.



POINT OF DIFFERENCE

Provides Sydney Olympic Park and Sydney a unique point of difference, nationally and globally.





SYNERGIES

Numerous potential linkages with NSW Institute of Sport, Australian Institute of Sport, Surfing NSW, NSW Office of Sport & Recreation, NSW Sports Federation, and multiple specialist services operating within Sydney Olympic Park.

“...a unique and world-class sporting, cultural and tourist facility at Sydney Olympic Park delivering significant social and economic benefits.”

