



25 June 2020

Department of Planning, Industry and Environment  
4 Parramatta Square  
Parramatta NSW 2050

**Reference: Sydney Metro West Concept & Construction of Stage 1 SSI - 10038**

Dear Sir/Madam

The Sydney Olympic Park Business Association Incorporated (Business Association) is pleased to have the opportunity to provide this submission to the Department in the relation to the above referenced application, a project we passionately support.

The Business Association is an independent membership-based body representing the interests of companies, organisations and stakeholders of Sydney Olympic Park and surrounding suburbs.

Our membership consists of companies across a range of industries including venues, events, elite and community sporting organisations, government agencies, hotels and accommodation, property trusts, developers, leasing and real estate agents, corporates, SME's, education institutions, childcare providers, associations, not for profits and charities, allied health and fitness services, start-ups and retailers.

Established in 2000, our mission is to maximise the potential of this iconic precinct and address issues and opportunities to ensure its growth, access, and sustainability by advocating and influencing key decision makers to meet the collective needs of our members.

The Business Association works closely with the Sydney Olympic Park Authority, contributing to continuous improvements aligned with the Masterplan 2030 (Review 2018) and the Greater Sydney Commission's vision for Greater Parramatta and the Olympic Peninsula (GPOP).

**ACCESS AND TRANSPORT**

The existing lack of an adequate direct rail service to and from Sydney Olympic Park, connecting it in all directions on a daily basis, continues to be the greatest impediment to the growth, development, and investment in the area.

In recent years there has been a significant increase in residential, commercial, and retail development and the entire community welcomes further densification for the region to make it a vibrant place to live, work, learn and play. Unlike some other areas of Sydney that are 'full', we are open to embrace any development that can assist this to happen and as soon as possible.

As identified by the Greater Sydney Commission, GPOP and Sydney Olympic Park within that, can be the beating heart of the Central River City, providing much needed housing, jobs and investment that will

**SYDNEY OLYMPIC PARK BUSINESS ASSOCIATION INC.**

ABN 70 100 989 362

Level 1, Building A, Heritage Precinct, 1 Herb Elliott Avenue, Sydney Olympic Park NSW 2127 Australia  
T +61 2 9746 1200 E [info@sopba.com.au](mailto:info@sopba.com.au) [www.sopba.com.au](http://www.sopba.com.au)



significantly contribute to the NSW economy. This can only happen with an improvement in access through state of the art, direct transport connectivity throughout the region.

Sydney Olympic Park is Australia's major sports and entertainment precinct, currently attracting over 10 million visitors annually despite being inadequately serviced by public transport. The possibilities and potential for exponential growth are mind boggling, with several respected reports that support this. The proposed Sydney Metro West project with a station in Sydney Olympic Park is fundamental for this to be achieved.

We are also excited by the future Metros and other potential fast rail being considered and the huge opportunities these will provide in connecting Sydney Olympic Park to all of greater Sydney, including the Western Sydney Airport and Aerotropolis and potentially beyond to regional areas.

The Business Association unequivocally supports the critically important transport infrastructure that Sydney Metro West will provide, and we urge the NSW Government to prioritise investment in this project.

## **PARRAMATTA LIGHT RAIL STAGE 2**

The Business Association is also a passionate supporter and vocal advocate for Parramatta Light Rail Stage 2 (or similar solution with its own corridor separated from normal vehicle traffic) and its role in connecting the high-density but isolated communities of Melrose Park, Wentworth Point and Carter Street, with the Sydney Metro West at Sydney Olympic Park.

These two projects will work together, and we encourage Sydney Metro to also advocate for a solution such as Parramatta Light Rail Stage 2 to be delivered in conjunction with, if not before, the opening of Sydney Metro West.

This will create a functional transport network that will assist people in these emerging communities to establish their commuting patterns early, and consequently support patronage for Metro when it opens.

## **THE IMPORTANCE OF 'PLACE'**

Sydney Metro West and Parramatta Light Rail Stage 2 are also great opportunities to activate the areas around stations and stops. We encourage a strong focus in this regard to ensure a great transport experience for commuters and potential for investment where feasible.

## **COMMUNICATION AND STAKEHOLDER ENGAGEMENT**

In the past, the benefits of Government investment in major transport infrastructure projects has not always been clearly articulated which at times has resulted in a public backlash.

The Business Association encourages Sydney Metro West to provide timely, high level, positive information on the benefits to everyone across the whole of the alignment of the project to ensure engagement which in turn will mitigate negative responses to the inevitable disruptions that are part and parcel of any large scale project.

**SYDNEY OLYMPIC PARK BUSINESS ASSOCIATION INC.**

ABN 70 100 989 362

Level 1, Building A, Heritage Precinct, 1 Herb Elliott Avenue, Sydney Olympic Park NSW 2127 Australia  
T +61 2 9746 1200 E [info@sopba.com.au](mailto:info@sopba.com.au) [www.sopba.com.au](http://www.sopba.com.au)



Additionally, we encourage regular one on one communications and a genuine two-way dialogue with major stakeholders who may be impacted by the project and/ or may be able to provide ideas and solutions to expedite and help deliver the project.

We suggest that membership of the Sydney Olympic Business Association would be a great opportunity for Sydney Metro West and its partners to communicate candidly with key stakeholders and demonstrate a commitment to genuine engagement and consultation and we invite you to consider membership of our organisation. <https://sopba.com.au/>

The Business Association very much appreciates the opportunity to comment and make a submission on the Sydney Metro West Stage 1 EIS. We are optimistic that the responses you receive are all supportive in principle of this vital project and look forward to the next stage.

Please do not hesitate to contact me directly if you would like to discuss any of our comments.

Yours sincerely

**Allison Taylor**

**CEO**

[allison@sopba.com.au](mailto:allison@sopba.com.au)

0419 016 361

**SYDNEY OLYMPIC PARK BUSINESS ASSOCIATION INC.**

ABN 70 100 989 362

Level 1, Building A, Heritage Precinct, 1 Herb Elliott Avenue, Sydney Olympic Park NSW 2127 Australia  
T +61 2 9746 1200 E [info@sopba.com.au](mailto:info@sopba.com.au) [www.sopba.com.au](http://www.sopba.com.au)