



16 October 2019

Department of Planning, Industry and Environment
320 Pitt Street
Sydney NSW 2000

Submission: Redevelopment of Stadium Australia

Dear Sir/Madam

The Western Sydney Business Chamber and the Sydney Olympic Park Business Association support the redevelopment of Stadium Australia into a world class 70,000-seat rectangular stadium.

The Western Sydney Business Chamber is a not for profit member-based business organisation representing more than 115 of Western Sydney's business, government and community organisations.

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

Our two organisations work in partnership to advocate for the continuing economic growth and development of the Olympic Peninsula to reach its full potential as a lifestyle super precinct. The continuing success of sporting and major events infrastructure such as Stadium Australia is paramount to the ongoing viability of the precinct.

The upgrade of Stadium Australia was included as a major priority in our policy blue print, "*Relight the Flame: A Five Point Plan to Complete the Sydney Olympic Vision*" launched in February 2019. Our plan called for the funding and delivery of the redevelopment of Stadium Australia by 2022. As a result, we are pleased that the project has proceeded to the Environmental Impact Statement stage with work scheduled to commence in mid-2020.

Community polling undertaken as part of the research for our five point plan highlighted majority support for Stadium Australia continuing as the lead venue for major events in Sydney (69 per cent). Improving Stadium Australia to ensure that Sydney continues to host major sporting events such as the NRL Grand Final, State of Origin and World Cups was a clear priority (56 per cent) and that it is important to the future of Sydney Olympic Park (54 per cent).

In 2018, the Stadium welcomed more than 1.4 million visitors with 55 events. As a result the Stadium is an important component of the Western Sydney and NSW visitor economy. The venue employs an estimated 2,200 people (full time and casual) with the majority being Western Sydney residents.

Our organisations understand that the \$810 million redevelopment of Stadium Australia will reconfigure the current 83,500-seat oval shape stadium into a 70,000-seat rectangular stadium.

The redevelopment when completed will bring 46,000 seats closer to the playing field providing a much improved spectator experience. We understand that the extended roof line coverage will improve weather protection and deliver a superior atmosphere during matches and major events.

We understand and support that the redevelopment of Stadium Australia will also include new food and beverage facilities; modernised amenities and back of house facilities; new members and corporate hospitality suites; and upgraded information and communication technology.

Our organisations recognise and support the long term benefit to the local and state economies of redeveloping Stadium Australia into a facility that delivers the modern expectations of audiences for major events. We would like to highlight the short term impact that the closure of the Stadium for 30 months will have on the local economy.

We have recently written to the Minister for Planning offering to work with the NSW Government to develop a disruption strategy to assist the local business community in Sydney Olympic Park during the construction period and the decline in expected visitor numbers. We recommend that a disruption strategy be developed and put in place ahead of the closure of the Stadium in mid-2020.

We commend the redevelopment of Stadium Australia into a modern rectangular stadium and look forward to the economic benefits that will flow to the local and state economies as a result.

Yours sincerely



David Borger OAM
Executive Director
Western Sydney Business Chamber



Allison Taylor
CEO
Sydney Olympic Park Business Association