



Tourism & Transport Forum

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Mr Jim Betts
NSW Department of Planning, Industry and Environment
GP0 Box 39
Sydney NSW 2001

Dear Mr Betts

I write on behalf of the Tourism & Transport Forum (TTF) the peak industry association for the tourism, transport and aviation sectors.

I write concerning the '*Sydney Fish Market – Concept and Stage 1 works*', which the Department has placed on public exhibition until 13 November.

TTF strongly supports this '*Concept and Stage 1 works*' proceeding, which include the use of the site for a new Sydney Fish Market including waterfront commercial and tourist facilities, creating a building envelope as well as waterfront structures and pedestrian, cycle and road access.

This bold and iconic new tourism development and other leading placemaking projects like are critical to boosting the social fabric of a community like Sydney and are an invaluable reflection of its people, in this case the hard work and pioneering spirit of one of our early industries.

Further, as we enter the next economic cycle there will be some headwinds and significant and strategic investments in the visitor economy will place it in good stead to buttress against these challenges and deliver ongoing economic and social benefits to Sydney, NSW and Australia.

Deloitte Access Economics' report into the wider economic and social impacts of a redeveloped Sydney Fish Market predict that additional consumer benefits from choice and variety and a unique market experience would be approximately \$54 million per year. Visitation is also predicted to increase from 3 million visitors annually to more than 5.5 million visitors to the new site which would boost the NSW economy by about \$52 million a year and support an additional 136 jobs a year over the next decade.

Australia welcomed 8.6 million international visitors in the year ending July 2019, an increase of 3 per cent on the last 12 months, and they spent a record \$44.6 billion across the country. This record growth is set to continue, with Tourism Research Australia projecting 13.5 million visitors to arrive in 2024-25.

It is clear that tourism, already totalling 183,000 direct jobs in NSW, is fast becoming the underpinning driver of the NSW and Australian economies. Tourism employment is forecast to grow nationally from 4.9 per cent in 2015-16 to 7.7 per cent of total employment by 2022. Jobs in tourism are already higher than financial services, agriculture and mining and are also set to leapfrog manufacturing in that time.

These increasing volumes of travellers - and the increasing number of jobs that they provide - require a range of interesting and fresh tourism content, particularly in areas where general interest has been longstanding, as it has been with the existing fish market site. Otherwise, they will simply travel elsewhere.

This project has the potential to enable the wider Sydney West Harbour precinct to become the tourism and entertainment hub of Sydney, with the nearby International Convention Centre combining with long time favourites like the Australian National Maritime Museum and ongoing Darling Harbour rejuvenation to provide the complete tourism experience for international and interstate visitors, as well as locals.

We need to now push tourism in Sydney and NSW to new heights. Whether it's new developments like Western Sydney Airport, a new Cruise Port, new transport projects like Sydney Metro West, or rejuvenated transport options in the CBD as part of the 24-hour economy, we need to keep the momentum going, including this this exciting new development in the new Sydney Fish Market.



Yours sincerely

Margy Osmond

Chief Executive Officer

Tourism & Transport Forum (TTF) Australia