



WESTERN SYDNEY

17 July 2020

Mr Marcus Jennejohn  
Planner  
Department of Planning, Industry & Environment  
4 Parramatta Square  
Parramatta NSW 2150

**Re: Powerhouse Parramatta EIS Submission**

Dear Mr Jennejohn,

The Western Sydney Business Chamber writes in support of the Powerhouse Parramatta Environment Impact Statement (EIS).

The Western Sydney Business Chamber, representing approximately 115 of the region's largest government, business and community organisations, has been a vocal advocate of establishing a new Powerhouse Museum in Parramatta. Having engaged our Membership on this issue, we believe the new Powerhouse Museum is about fairness and equity for the people of Western Sydney in accessing the state's cultural infrastructure.

The Chamber is strongly of the view that the construction of Powerhouse Parramatta on the banks of the Parramatta River begins to address the historic imbalance in cultural arts infrastructure in Western Sydney. A Deloitte report, commissioned by the Western Sydney Business Chamber, City of Parramatta, Liverpool City Council and Penrith City Council in 2015, confirms the historic neglect of the region's cultural arts economy. The investigation highlights that 3 in 10 NSW residents live in Western Sydney and yet the region receives only 5.5% of the States Cultural Arts, heritage and events funding. The region also only receives 1% of Commonwealth arts program funding, while having 10% of Australia's population.

The people of Western Sydney crave cultural arts activities. Western Sydney residents have an average non-work travel time threshold of 19 – 20 minutes. Eastern Sydney residents have a threshold of 17 – 18 minutes. The location of Sydney's major institutions in the Sydney CBD – Australian Museum, Art Gallery of NSW, Powerhouse Museum and Museum of Contemporary Art, Sydney Opera House and the State Library of NSW – are simply further and further out of reach as Sydney's residential population has expanded towards the foot of the Blue Mountains. Establishing Powerhouse Parramatta would be a step towards placing a tier 1 cultural institution within the accessibility of millions of Sydneysiders who reside in the Greater West. The location and distance of these institutions means that they cannot be frequently and easily accessed by Western Sydney residents. Importantly Western Sydney stands as one of the most diverse areas in Australia, both serving vibrant existing communities and being a first port for many migrants. These communities



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now do not have access to a world-class facility, providing a strong point of community connection and exhibition. Furthermore, the population growth over the coming 15 years will see areas such as Blacktown, Parramatta and Camden take the bulk of this growth.

The Powerhouse Parramatta represents a critical investment in the cultural arts infrastructure of Western Sydney and will be an important economic stimulus project for the region during the COVID-19 recession. The Chamber understands and supports that the project is anticipated to support 4,000 direct and indirect jobs at a time of growing unemployment. Powerhouse Parramatta will be an economic juggernaut for Parramatta and Greater Western Sydney. The influx of one to two million visitors a year will be a welcome boost to local businesses and the Parramatta city economy.

We strong endorse that this new facility will be a nationally important cultural institution and reflect Western Sydney's first Australians and their strong and historic connection to these lands and to Western Sydney's multicultural communities. The Chamber is excited that the design of the new Powerhouse Parramatta will provide new open space connecting the Parramatta River to the economic heart of the CBD. It will encourage the public to engage with the riverfront with a range of new outdoor entertainment and recreational activities that will be connected to the new facility.

The Chamber commends the strong focus on developing educational learning opportunities and providing pathways to STEM related skill development and careers through the new Powerhouse Parramatta for the children in Western Sydney

Thank you for the opportunity to comment in support of the Powerhouse Parramatta.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Chris Taylor", with a long, sweeping underline.

Chris Taylor  
Senior Manager, Advocacy