



17 October 2019

Att: Executive Director Compliance, Industry and Key Sites
NSW Department of Planning, Industry and Environment
GPO BOX 39
Sydney NSW 2000

Dear Sir/Madam,

Subject: Activation Precincts SEPP - Explanation of Intended Effect

Thank you for the opportunity to provide feedback on the Department of Planning, Industry and Environment's Explanation of Intended Effect (EIE) for the proposed Activation Precincts SEPP. Lake Macquarie City Council staff recognise the significant opportunities that Special Activation Precincts bring – creating jobs, attracting businesses and investors, and driving economic development in regional NSW to ensure regions, such as the Hunter and Central Coast, are well placed to grow and meet future economic and community needs.

Regarding the EIE, Council staff believe the Government's ability to identify future special activation precincts (local or regional) could benefit from the creation of a nomination process by local councils and their communities. This could encourage councils to undertake preliminary activities such as research, planning and community engagement, and may aid Government decision-making and the prioritisation of investment across regional NSW.

The EIE states that the creation of Special Activation Precincts aligns with existing Government Regional Plans and Regional Economic Development Strategies.

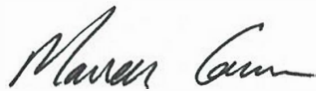
Council staff are concerned there may be a misalignment between the EIE and the Central Coast and Lake Macquarie Regional Economic Development Strategy 2018-2020 (REDS). The EIE focuses on place-based planning (which Council staff support), whereas the Central Coast and Lake Macquarie REDS focus on the delivery of individual actions aimed at stimulating economic activity.

We would welcome the opportunity to work with the Department of Planning, Industry and Environment, as well as Central Coast Council, to better align the Central Coast and Lake Macquarie REDS with the EIE as well as the forthcoming Activation Precincts SEPP.

Thank you again for the opportunity to provide feedback on initiatives that bring together planning and investment to focus on growing jobs and economic activity in regional NSW.

Should you require further information, please contact Council's Manager Integrated Planning, Wes Hain, on [REDACTED]

Yours sincerely

A handwritten signature in cursive script, appearing to read 'Morven Cameron'.

Morven Cameron
Chief Executive Officer