

04 February 2022

Department of Planning, Industry and Environment
Locked Bag 5022
Parramatta NSW 2124

RE: PYRMONT PENINSULA PLACE STRATEGY AND THE STAR KEY SITE MASTERPLAN

Dear Sir/Madam,

Tourism Accommodation Australia NSW (TAA NSW), a division of the AHA NSW, welcomes the opportunity to make suggestions and recommendations as the Pyrmont Peninsula Place Strategy moves into the next phase.

TAA represents the needs and interests of the major luxury Five, Four and Three-Star hotels, motels and serviced apartments in NSW's accommodation sector.

This sector has been undergoing considerable pressure, with many hotels forced to close or operating at sub 30% occupancies as the state, country and world works its way through the restrictions imposed on travel, entertainment, restaurants, bars and the economy in general as the result of COVID-19 and its various strains.

TAA has reviewed The Star Sydney's masterplan and supports their proposed two new hotels and more bars, cafes and restaurants.

TAA was also encouraged to see the Place Strategy recognise the creation of a vibrant 24-hour cultural and entertainment destination as one of the 5 'Big Moves'. However, TAA is concerned that the latest version of the Department of Planning, Industry and Environment's plans for The Star Sydney includes a number of restrictive conditions that could impact development potential at the site.

TAA recommends that the Department of Planning, Industry and Environment ensures through the Place Strategy that the aspirations initially voiced by Government to take Pyrmont to the next level are met and that the development potential at The Star site and other sites in the peninsula is fulfilled.

Investments in tourism, cultural and entertainment destinations need to be encouraged, supported and prioritised to assist job creation and new opportunities for the sector.

These types of investments will stimulate activity in our industry while also supporting the continued development of Pyrmont as a tourism, hospitality and entertainment hub as outlined by the NSW Government.

It is precisely what our sector needs at this time. Tourism, hospitality and entertainment have been decimated by the COVID-19 pandemic. Recovery measures are important. But so too is the evolution and transformation of an area like Pymont – the gateway to the CBD.

The NSW Government has recognised the area as having the capacity for greater development. We urge the Department of Planning, Industry and Environment to assist investors like The Star bring their plans to life for the benefit and betterment of Sydney.

TAA NSW is excited about what the future holds for Pymont and its development and looks forward to supporting and liaising with the Department of Planning, Industry and Environment through the remainder of the process.

Yours sincerely,



Michael Johnson
CEO, Tourism Accommodation Australia