



31 March 2017

Greater Sydney Commission  
PO Box 257  
Parramatta 2124

Via email: [engagement@gsc.nsw.gov.au](mailto:engagement@gsc.nsw.gov.au)

Sydney Business Chamber

Street address  
Level 23, 45 Clarence Street,  
Sydney, 2000

Postal address  
GPO Box 4280 Sydney NSW  
2001

DX 10109

t (02) 9350 8119

f (02) 9350 8199

e [enquiries@thechamber.com.au](mailto:enquiries@thechamber.com.au)

Dear Commissioners

The Sydney Business Chamber (The Chamber) congratulates the Greater Sydney Commission on the broad vision contained in each of the Draft District Plans and thanks you for the opportunity to comment on the *Draft Central District Plan*.

The Chamber is a division of the NSW Business Chamber and represents Sydney's leading corporations as well as organisations from the government and not-for-profit sectors. On behalf of members, the Chamber advocates for Sydney to be a competitive and sustainable global city. The Chamber strives to identify, develop and promote the major issues that contribute to economic activity and growth in Australia's global city, Sydney. This is achieved on behalf of business by representation and collaboration with governments at the local, state and federal level.

The Chamber supports the development of District Plans to provide a strategic vision of Sydney's six districts. These plans will provide the missing link between Local Environment Plans and the metropolitan planning document, and will provide a guide for local planning to achieve local, metropolitan and state-wide objectives.

Central to the future of the Central District is the recognition and acceptance that within it resides Australia's pre-eminent business district which drives Sydney's capacity to claim global city status. Everything that is done within the Central District must support and enhance that core business function.

The Central District Plan recognises the importance of adequate commercial floor space and the understanding that vibrant city centres are achieved through strong place-making that includes well connected transport hubs and dense mixed housing options.

The Chamber supports the priorities and actions outlines in the Plan. The Plan focuses on increasing and diversifying housing supply; growing Sydney's status as a global city, economic powerhouse and job generator; and enhancing the liveability of the Central District by ensuring adequate

transport, health and education infrastructure, a vibrant arts and culture scene, and enough green spaces for all.

However, the Chamber has identified a number of recommendations to improve the Plan.

### **Timeframes**

While there are a number of Actions included in these Plans, there are no timeframes attached to when these Actions will be commenced or completed. Without clear timeframes, there is a lack of clarity, confidence and most particularly accountability in completing these Actions.

*Recommendation: The Chamber recommends that timeframes be attached to Actions where appropriate to provide the community with clarity and confidence about the intent of government but more particularly to provide a framework in which the NSW Government can set budget priorities to achieve the agreed strategy.*

### **30-minute access to jobs and services**

The Chamber supports the inclusion of 30-minute access to jobs and services as a key priority. This has also been identified by the Federal Government as a national priority under the Smart Cities Plan. However, the Chamber notes that the Plan does not include reference to any demand management initiatives as part of the mix of actions to achieve a 30-minute city.

Since 2010, the Chamber has advocated for the NSW Government to develop a Demand Management Strategy for Sydney to combat congestion and get more efficient use out of our infrastructure networks. The recent advent of the Travel Choices Program in the CBD is a sensible initiative to help keep the CBD moving during a significant period of construction.

However, the Chamber believes there is scope to expand the use of demand management measures across key parts of Sydney to spread demand for travel across the day and outside of peak hours. A strategy for the implementation of these measures should be developed, and these measures would need to be multi-faceted and implemented through planning tools, transport planning and services, business operations, education sector etc.

The District Plan should consider how an all-of-district approach to demand management could occur and include recommendations for local planning to incorporate measures that encourage demand for travel outside of peak times.

*Recommendation: The Chamber recommends the Plan identifies potential demand management initiatives to improve 30-minute access to jobs and services.*

## Sydney's trade gateways

Port Botany and Sydney Airport make a significant and vital economic contribution to the Central District, Sydney, and Australia. Port Botany is NSW's only container port and largest bulk liquid and gas port. Most of Port Botany's trade caters for Sydney's consumers and businesses, with 80 per cent of import containers delivered within a 40 kilometre radius of Port Botany.<sup>1</sup> Direct and indirect activity at Sydney Airport contributes approximately 6% of NSW economic activity and generates almost 300,000 jobs. Sydney Airport is also Australia's largest transport and logistics hub. Sydney Airport handles approximately 48% of all Australian international air freight – 76% more than any other Australian airport.<sup>2</sup>

The Plan recognises this contribution and has included "managing Sydney's trade gateways" as an overarching priority. The Chamber acknowledges the changing nature of the freight task and supports initiatives in the Plan to manage this transition and improve efficiency of the network; however the District also needs to contribute to growing Sydney's trade gateways.

*Recommendation: The Chamber recommends the overarching priority be reworded to "Growing Sydney's trade gateways".*

## Technology and Innovation

The Plan recognises the City of Sydney Local Government Area as the hub of Australia's technology and innovation industry. The District acknowledges the importance of this industry to grow and future-proof both the local and national the economy, and therefore includes initiatives to foster the growth of these industries.

Outside of growing the industry sector, the District Plan should also focus on how best to position the District to take advantage of technology innovations in everyday life to the benefit of businesses and residents (as "users" of technology). Planning mechanisms designed to encourage and accommodate technology innovations can position the District as an exciting and innovative area where people want to live and work.

For example, Sydney is one of the only global cities, and capital cities in Australia, without free Wi-Fi available in its CBD. Free Wi-Fi provides a premium visitor experience, encourages innovation and enhances liveability.

---

<sup>1</sup> Ports NSW (2015) *Navigating the Future: NSW Ports' 30 Year Master Plan*

<http://www.nswportsbotany.com.au/assets/Publications/NSW-Ports-Master-Plan-2015.pdf>

<sup>2</sup> Sydney Airport (2013) *Sydney Airport Master Plan 2033*

[https://assets.contentful.com/v228i5v5k0x4/7w9UWWLnvq60sy8ukkYuc/e17d77f1388fb395146142c5f254dd71/Cover\\_Table\\_of\\_Contents\\_Executive\\_Summary.pdf](https://assets.contentful.com/v228i5v5k0x4/7w9UWWLnvq60sy8ukkYuc/e17d77f1388fb395146142c5f254dd71/Cover_Table_of_Contents_Executive_Summary.pdf)

The Plan should identify the need for the District to be positioned to accommodate technology advancements and also acknowledge where this is scope to make the District more technology-ready.

*Recommendation: The Chamber recommends the District Plan requires local planning to position the District as a leading innovator.*

## **Tourism**

The Chamber supports the Plan's focus on growing and managing the visitor economy (Action P4). Sydney's status as Australia's only global city provides Sydney, and in particular the Central District, with a distinct competitive advantage in this market segment, and therefore the District should aim to capitalise on opportunities to grow this segment. 'Business' is stated as the purpose of travel to Sydney for almost 30% of domestic visitors and more than 10% of international visitors to Sydney.<sup>3</sup>

Action P4 also states the GSC will investigate opportunities to encourage tourism infrastructure, including hotel and accommodation and conference centres. The Chamber notes that there is also a need to ensure there are adequate transport connections to support tourism. For example, the refresh of the Darling Harbour precinct, including ICC Sydney, requires bus and coach infrastructure such as pick-up and drop-off zones and layover facilities, and there currently is a lack of these facilities available.

*Recommendation: The Chamber recommends the Plan refers to the need for targeted transport infrastructure to support tourism.*

## **Collaboration Areas**

The Plan has identified an action "to plan for the growth of Camperdown-Ultimo as a health and education super precinct and designated Camperdown-Ultimo as a Collaboration Area". Collaboration Areas are defined as "where a significant productivity, liveability or sustainability outcome is achieved through the collaboration of different levels of government and in some cases the private sector or landowners".

The Chamber supports this concept and notes that as part of the evolution of the Central District within the Greater Sydney its role as a key centre of innovation will drive future jobs as well as drive the nature of the place in which it is located.

---

<sup>3</sup> Destination NSW (2016) Travel to Sydney: Year ended September 2016  
<http://www.destinationnsw.com.au/wp-content/uploads/2014/04/Sydney-YE-Sep-16.pdf>

The local and national economy is becoming increasingly focused on innovation, knowledge-based enterprises, and industry partnerships. This presents a prime opportunity for tertiary institutions, research institutes, and specialised health professionals within the Camperdown-Ultimo area to collaborate in guiding and maximising growth and opportunities.

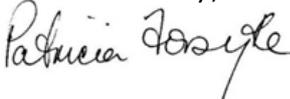
It is important to consider the optimal governance structure to optimise collaboration and create value. Collaboration within the Camperdown-Ultimo area must be informed by:

- Working within a productive, liveable and sustainable planning and design framework to address key challenges such as connectivity, affordable housing, and student accommodation.
- Leveraging the relationships between universities, the Local Health District, and industry to grow the precinct and create further economic value.
- Developing local workforce skills and attracting global talent to grow and support the precinct's knowledge economy.
- Ensuring world class public transport infrastructure, including an active transport precinct, supported by fully accessible pedestrian connections to the campuses and surrounding destinations.
- Creating a liveable, vibrant and socially connected precinct that supports a diverse local community.
- Providing a range of housing choices at a range of price points for key workers and students.
- Delivering new research facilities as well as state of the art health and medical related commercial premises to enhance and support hospital and university innovation clusters.
- Planning for and committing to build healthier communities in the inner west.

*Recommendation: The Chamber recommends that to manage governance and development of the area, the key institutions in the precinct and all relevant government agencies need to come together to determine the extent of the shared vision, their capacity to contribute to an agreed framework and how each partner can be held accountable for their role within the collaboration precinct.*

Thank you for the opportunity to comment on the Central District Plan. Please contact Larissa Cassidy, Policy Manager, Infrastructure at [Larissa.Cassidy@nswbc.com.au](mailto:Larissa.Cassidy@nswbc.com.au) or on 9458 7359 if you would like to discuss this submission further.

Yours sincerely,

A handwritten signature in black ink that reads 'Patricia Forsythe'.

**The Hon Patricia Forsythe**  
**Executive Director**