





NSW State Election 2023

Sydney Olympic Park

Message from the Sydney Olympic Park Business Association & Business Western Sydney

More than 20 years after "the best Olympic Games ever", the precinct that was filled with the spirit, pride, and optimism of the people of our beautiful city during those two weeks in September 2000, now stands at a crossroads.

Ask the business, community, and government leaders of our city about Sydney Olympic Park and you will hear the word 'potential', lamentably, still not realised.

The time is right to harness momentum and the willingness across sectors to fulfil this potential and prevent Olympic Park being a major missed opportunity.

We know what the challenges are:

- A transport network that can work during major events the times when the precinct once again comes alive with the joy and enthusiasm of our citizens - but on most other days, getting to and from Olympic Park is a chore and a challenge.
- Delayed transport projects like Sydney Metro West and Parramatta Light Rail Stage 2 to ensure a truly connected geographic heart of Sydney.
- The absence of a true city centre that supports a dynamic and engaging retail and commercial economy.
- A master planning process that was delayed, then approved, then restarted, with no guarantee or sense of urgency, on when this will be delivered.
- Precinct governance with a revolving door of leadership that has been flipped and ricocheted between government agencies like captive balls in a pinball machine.
- The shelving of plans to upgrade Stadium Australia and the lack of a strategy to ensure it remains fit for purpose.
- Continuing delays in supporting the plans to expand the State owned Sydney Showground with a much needed conferencing facility to provide our city with a viable second business events option targeting the domestic market enabling NSW to compete with other States who have already invested in multiple options.





All of these challenges can be overcome with the right investment and strong partnerships between government and the private sector to make it happen.

The benefits that will flow to the Greater Parramatta and Olympic Peninsula (GPOP) region are vast and will only be limited by a lack of vision and commitment.

The upcoming NSW State Election is a timely opportunity to cast the spotlight back on Sydney Olympic Park and while there is room to reflect on its legacy, the focus must be on its future for the benefit of all of NSW.

The people that are raising their families in Sydney Olympic Park and the surrounding communities like Carter Street, Wentworth Point, Newington, and Melrose Park have already made their commitment to the precinct. Businesses – small and large – have invested in the Park and want to see it succeed. With the certainty that government commitments can provide, many, many more will make it their home or commercial base, or both! A genuine 15-minute neighbourhood.

We hope that you will join with us in building a stronger Sydney Olympic Park and we can indeed, finally see it be the vibrant and economic gold medal powerhouse, and exemplar of urban renewal, it is destined to be.

Allison Taylor

CEO, Sydney Olympic Park Business Association David Borger

Executive Director, Business Western Sydney





Approve the new Sydney Olympic Park Master Plan 2050 in a timely fashion



The Sydney Olympic Park Authority (SOPA) is legislatively required to produce an updated Master Plan every five years. The current SOPA Master Plan 2030 review was gazetted in late 2018 – two years into the five-year period it was designed to cover. This delay created an atmosphere of uncertainty and stymied investment decisions.

The current Master Plan, at the time it was developed, did not consider the NSW Government's commitment to Sydney Metro West and a new Metro Station at Sydney Olympic Park. The delay in approving the Master Plan combined with Sydney Metro West has required an amendment to the current plan.

The latest update of the SOPA Master Plan is welcome and timely to reflect the benefits and opportunities of Sydney Metro West and the significant improvement in transport connectivity to the Parramatta and Sydney CBD's it will provide.

















SOPA is in the process of creating a new Place Vision and Strategy for Sydney Olympic Park that will leverage the Metro opportunity to position Sydney Olympic Park as a preferred location to live, work, discover, play, and protect.

We understand that following the completion of the Place Vision and Strategy it will then lead into a more comprehensive master plan review and the development of a new Master Plan 2050 by mid-2023.

We wish to avoid any repeat of the experience of the gazetting of the last Master Plan and encourage the NSW Government to approve the new Master Plan in a timely fashion after the appropriate community and stakeholder consultation.





Commit funding for Parramatta Light Rail Stage 2

Estimated Project Investment — \$3 billion



To ensure that the Central City and GPOP can reach its full potential and deliver the goal of a true '30-minute city' the Government will need to invest in an expanded public transport network connecting Parramatta and Sydney Olympic Park to the surrounding suburbs and major health, education, sporting, and entertainment precincts.

We view Sydney Metro West and Parramatta Light Rail Stage 2, as having distinctly unique and complementary benefits and both projects are crucial to connecting the communities and business precincts between Parramatta and Olympic Park with public transport – some for the very first time.

A 2019 survey of residents in the region commissioned by Business Western Sydney and the Sydney Olympic Park Business Association revealed that 75 per cent of local residents supported the commitment to a final route and construction start date for Parramatta Light Rail Stage 2 – a similar level of support to Sydney Metro West (77 per cent). Close to 70 per cent of Greater Sydney residents also supported the project.





The Olympic Peninsula is projected to grow significantly over the coming decades with Sydney Olympic Park growing from 2,900 to 24,000 residents; Wentworth Point from 9,200 to 20,000 residents; Carter Street from zero to 11,000 residents; and Melrose Park from 11,000 to 37,000 residents. These growing communities of more than 92,000 residents will need to be served by a mass transit network that includes both metro and light rail.

Parramatta Light Rail Stage 2 will provide the opportunity for suburbs such as Rydalmere and Ermington to be transformed into vibrant connected communities with better social and economic outcomes for residents and businesses. All these growing suburbs provide much needed housing and must be supported by a public transport network to allow access to jobs and amenities, and alleviate congestion on local roads.

Parramatta Light Rail Stage 2 will:

- Support the creation of 18,800 additional jobs and 18,200 additional dwellings in the GPOP precinct by 2041;
- Enable 23,000 more people to access Parramatta within 30 minutes and 31,000 more people to access SOP within 30 minutes; and
- Deliver more reliable journeys up to 70 per cent faster than today.

The NSW Government has announced \$600 million for early works including a bridge between Melrose Park and Wentworth Point and progressing the development of the full Environmental Impact Statement for Parramatta Light Rail Stage 2.

We strongly encourage the NSW Government to fully fund Parramatta Light Rail Stage 2 and provide certainty on the start of construction and completion of this critical piece of transport infrastructure.





Fund the RAS Masterplan & Convention Centre

Estimated Project Investment — \$450 million



The Royal Agricultural Society (RAS), in conjunction with the Sydney Olympic Park Authority (SOPA), has prepared a site Master Plan for the upgrade of Sydney Showground the Final Business Case that has cleared Gate 2 of the INSW Investor Assurance Framework. The RAS is seeking a strategic Government investment in a State-owned asset of which the RAS is the custodian, through a long-term lease, and the operator charged with optimising the social and economic benefit and in particular the sustainable support for agriculture in regional and rural NSW.

The implementation of the site Master Plan will create additional revenue streams, centred on the introduction of a new convention centre/auditorium. This new convention and exhibition/auditorium for Western Sydney would have a 4,000 seat multi-purpose space, with 10 separate meeting/breakout spaces to cater primarily to the domestic event market. Complementing the ICC, it will enhance Sydney and Parramatta's capacity to stage more lucrative business and entertainment events, effectively doubling the business event capability of NSW.





Supporting the RAS Sydney Showground Master Plan will enable:

- Increases in investments in and support for the NSW 'Show' program throughout the State to support regional economies;
- Increases in funding support for the RAS Foundation, in turn increasing investment in scholarships, grants and direct support in and for rural communities;
- Sydney Olympic Park to become 'where the Country meets the City 365' as a major marketing and branding opportunity for Western Sydney to support economic uplift;
- Increases in education investment and programs to be facilitated at the proposed new Agricultural Centre of Excellence linked with outreach programs in NSW rural and regional locations; and
- Increased awareness and understanding of the very high standards of RAS award winning and nationally significant agricultural produce, through the proposed creation of a world class Produce Store, to showcase and sell the best of NSW and Australian produce, through a new main point of entry into our Sydney Showground site in the Town Centre at Sydney Olympic Park.

The investment is anticipated to provide 980 direct construction jobs, and over 3,700 ongoing indirect jobs for Western Sydney.

We endorse the RAS Sydney Showground Master Plan and encourage the NSW Government to provide funding for the Plan.





Develop a plan to ensure Accor Stadium is fit for purpose and competitive with other major events stadiums



Before the 2019 NSW Election, the NSW Government promised a major \$810 million redevelopment of Stadium Australia (now Accor Stadium) to reimagine it as world-class 70,000-capacity rectangular stadium. However, on 31 May 2020 the NSW Government announced the redevelopment would not be proceeding. We are disappointed that this commitment was broken.

Accor Stadium will continue to be a vital asset for Sydney Olympic Park as a venue for major sporting and entertainment events. The COVID pandemic and the decision to cancel the redevelopment have contributed to a period of inertia in the major event calendar but that is beginning to recede with a strong line up of major events in 2022.

However, the question remains for Accor Stadium what the new plan is to ensure the State's major events stadium remains the iconic venue it was built to be well into the future?







Currently there is only a commitment to maintain the venue, along with the \$10 million upgrade of the video screens. There has been ongoing discussion but no commitment to a roof on Accor Stadium, which would give the Sydney Olympic Park venue a genuine point of difference as the largest fully roofed stadium in the Southern Hemisphere.

In 2023, the stadium will have been in operation for 24 years and yet there is no solid plan to ensure its long-term viability, despite the fact Sydney is bidding for major events content well into the future.

We strongly encourage the NSW Government to work with the operator of Accor Stadium to ensure that the stadium is fit for purpose and can deliver quality events for visitors to Sydney Olympic Park.





Develop a Multi-Purpose Indoor Sports Venue adjacent to Qudos Bank Arena

Estimated Project Investment — \$550 million



In response to the Office of Sports' Rebuilding the Major Stadia Network Strategy in 2015, a detailed concept was developed to provide Sydney with a dedicated Multi-Purpose Indoor Sports Venue at Sydney Olympic Park.

A 10,000-seat venue that is adjacent to, and interconnected to Qudos Bank Arena, would create a precinct similar to Melbourne's Olympic Park where smaller venues (Margaret Court Arena and Melbourne Arena) complement the major Rod Laver Arena.

The venue would service indoor sports including NSW Swifts, GWS Netball, and Sydney Kings - already an anchor tenant of Qudos Bank Arena, Sydney Flames who already play most of their home games at the Arena, and other indoor sports including e-gaming.

The facilities at the recently upgraded Ken Rosewall Arena at Sydney Olympic Park will complement this proposal as this venue would still be utilised to service community sports (including basketball, netball, volleyball and others).





The unique concept of a dedicated 'sports venue' would provide the following benefits to the people of greater Sydney and NSW:

Priority Availability to Indoor Sports

Priority availability is the desire of all sporting tenants and would be a reality at the Multi-Purpose Indoor Sports Centre. Currently, the Sydney Kings schedule is made balancing the commercial entertainment bookings at the large arena.

The NSW Swifts and GWS Giants Netball teams, the Sydney Kings (and, potentially, Tennis) would be given priority access to the Multi-Purpose Indoor Sports Centre within a 6-month window, meaning that Qudos Bank Arena would still be available to schedule other sporting or entertainment events that deliver millions of dollars in economic impact without conflicting with sports or event dates.

Flexibility

The Multi-Purpose Indoor Sports Centre would have exactly the same seating design and floor size as Qudos Bank Arena, up to its 10,000-seat configuration. In an Australian first for availability and flexibility, a sporting event could easily be upsized to the larger capacity at Qudos Bank Arena to cater for additional demand. Conversely, an event on sale at Qudos Bank Arena that does not reach the full ticket sale potential can be seamlessly downsized to the smaller Multi-Purpose Indoor Sports Centre.

Operational Efficiency & Cost Savings

By adjoining Qudos Bank Arena, the Multi-Purpose Indoor Sports Centre would share common areas including the service yard, catering facilities, and loading docks, but be able to operate completely independently when required.

The design would complement the larger arena, reducing the duplication of key areas including kitchen production facilities, loading docks and vehicle marshalling areas, storage, and items of plant, which would save tens of millions of dollars when compared to a standalone venue.





Create a Sports Tech Hub in Sydney Olympic Park

Estimated Project Investment — \$22.5 million



Western Sydney University in partnership with the University of Canberra and the NSW Institute of Sport are proposing to create a 30,000m² Sports Tech Hub in Sydney Olympic Park adjacent to Accor Stadium.

The partners will be investing \$350 million to the project in addition to the \$22.5 million investment sought from the government. The project will generate approximately 750 new jobs and bring an economic uplift of \$90 million to the precinct.

The Hub will be dedicated to achieving excellence in sports focused research and teaching, and to promoting optimal performance at an elite sporting level. The Sports Tech Hub will feature a strong industry presence, with approximately half of the facility's floor space allocated to co-location for industry, retail outlets and start-up incubators, enabling opportunities for work integrated learning, research commercialisation and accessibility to advanced technology and equipment.







The Sport Tech Hub will comprise:

- Shared facilities and teaching and research programs;
- Organisation-specific facilities and programs; and
- Facilities and programs owned and operated by secondary partners and industry partners.

The Hub will be a state-of-the-art facility that will provide collaborative opportunities in applied research and innovation, knowledge growth and transfer, internships and secondments, and commercial product development. This will allow NSWIS and NSW to remain at the cutting edge of world sport.

The Sports Tech Hub will position NSWIS to achieve a World Class Public Service (Premier's Priority 14) by implementing best practice productivity and digital capability to achieve its purpose.

We support the expansion of tertiary education institututions in Sydney Olympic Park.





Fast track the upgrade of the Australia Avenue/ Homebush Bay Drive Intersection

Investment — \$100 million



The roundabout located at the intersection of Australia Avenue and Homebush Bay Drive has been described as one of "Australia's worst roundabouts". It is frequently a bottleneck for traffic and congestion at various times during the week, and weekends due to DFO customers, and on major events days in Sydney Olympic Park.

The NSW Government's decision to scrap the M4 Hill Road G-Loop Off-ramp that would have provided an alternative entry point into Sydney Olympic Park for traffic heading west will place additional pressure on the Australia Avenue roundabout intersection.

The NSW and Federal Government's have committed \$100 million in funding to the upgrade of the intersection with construction anticipated to begin in 2025 and take 18 months to complete.

We would strongly encourage the project to be fast tracked and the construction date brought forward to less than the 3 years that is currently being proposed. Resolving the congestion bottleneck at this crucial intersection for Sydney Olympic Park must remain an urgent priority for government.





Investigate Sydney Olympic Park for a faster rail network terminus



The Greater Cities Commission's recent "The Six Cities Region" discussion paper highlights faster rail as the enabling transport infrastructure that will underpin the success of the mega region.

Sydney Olympic Park could potentially be the preferred location for any terminus for faster rail connections to regional centres such as the Central Coast and Newcastle or to key centres in the South and West. It would also have the added benefit of cementing opportunities for the aforementioned showground to connect the country with the city 365 days a year.

A faster rail network for NSW would require the financial support of the Federal Government.

The combination of faster rail, Sydney Metro West and Parramatta Light Rail Stage 2 would position Sydney Olympic Park as a major transport interchange at the heart of Sydney and make it the ideal place for further investment, housing, and employment.





















Sydney Olympic Park Business Association Incorporated

Level 1, Building A, Abattoir Heritage Precinct 1 Herb Elliott Avenue SYDNEY OLYMPIC PARK NSW 2127

+61 2 9746 1200 | allison@sopba.com.au | sopba.com.au