

Western Sydney International Airport



**BUSINESS
WESTERN
SYDNEY**

Take Flight 2026

GWS Airport Readiness Campaign

November 2025





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With Western Sydney International Airport (WSI) now just one year from opening, it's critical that we are ready to welcome the world from day one. That's why we've launched *Take Flight 2026*, an advocacy initiative that brings on board leading visitor economy stakeholders in Greater Western Sydney to work with local, state and federal government to raise awareness, attract funding and cut red tape.

We're committed to collaborating with local businesses and community representatives to help ensure the region is best placed to leverage the opportunities the nation's first major greenfield airport in 50 years will deliver. Through multi-level consultation, we're identifying what's holding back appropriate growth and development, and identifying the opportunities that will unlock Greater Western Sydney's huge visitor economy and tourism potential in advance of the airport opening in late 2026.

The following pages highlight a series of issues and exciting opportunities identified by key stakeholders to strengthen local industry, support our communities, and draw visitors and investment to the region. This is a rare, transformative moment—truly a once-in-a-generation opportunity that we cannot afford to miss.



David Borger

Executive Director
Business Western Sydney

For decades, the people and businesses of Western Sydney have imagined what an airport in the heart of the region could mean for our future. Now, with WSI just around the corner, that long-held vision is becoming a reality. This is more than just an infrastructure project. It's a moment of arrival for Western Sydney.

This airport has the potential to be a game-changer, not only for the visitor economy. With the right support, WSI can transform Western Sydney into a global gateway, unlocking new opportunities for trade, education, investment and employment, and creating high-value jobs close to home.

Sydney has the chance to follow in the footsteps of other great global cities like New York, London and Tokyo, where multiple airports serve different purposes and markets. To set WSI up for long-term success, we must ensure that Western Sydney is ready to welcome the world not just as a stopover but as a wonder in its own right.

Our region offers authentic, multicultural experiences that reflect the diversity and creativity of modern Australia, framed by the most extensive network of rivers and national parks of any urban area in the world. This is a side of Sydney that deserves to be showcased and celebrated.

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Ready to Take Flight

Western Sydney International (Nancy-Bird Walton) Airport is on track to be open for domestic, international and cargo services in late 2026. Plans are already in place for it to become Sydney's biggest international airport, with the capacity to one day handle more than 80 million annual passengers - equivalent to London's Heathrow Airport.

This landmark development brings with it extraordinary opportunities for a region that already boasts exceptional economic growth potential, and it is a global game-changer.

But the truth is, Greater Western Sydney is not yet ready to welcome the world. More needs to be done to ensure the region has the attractions, infrastructure and transport links that local and international visitors will expect from a world-class destination.

That's why we have brought together some of the leading visitor and tourism operators, advocates and business owners under the airport readiness campaign, *Take Flight 2026*.

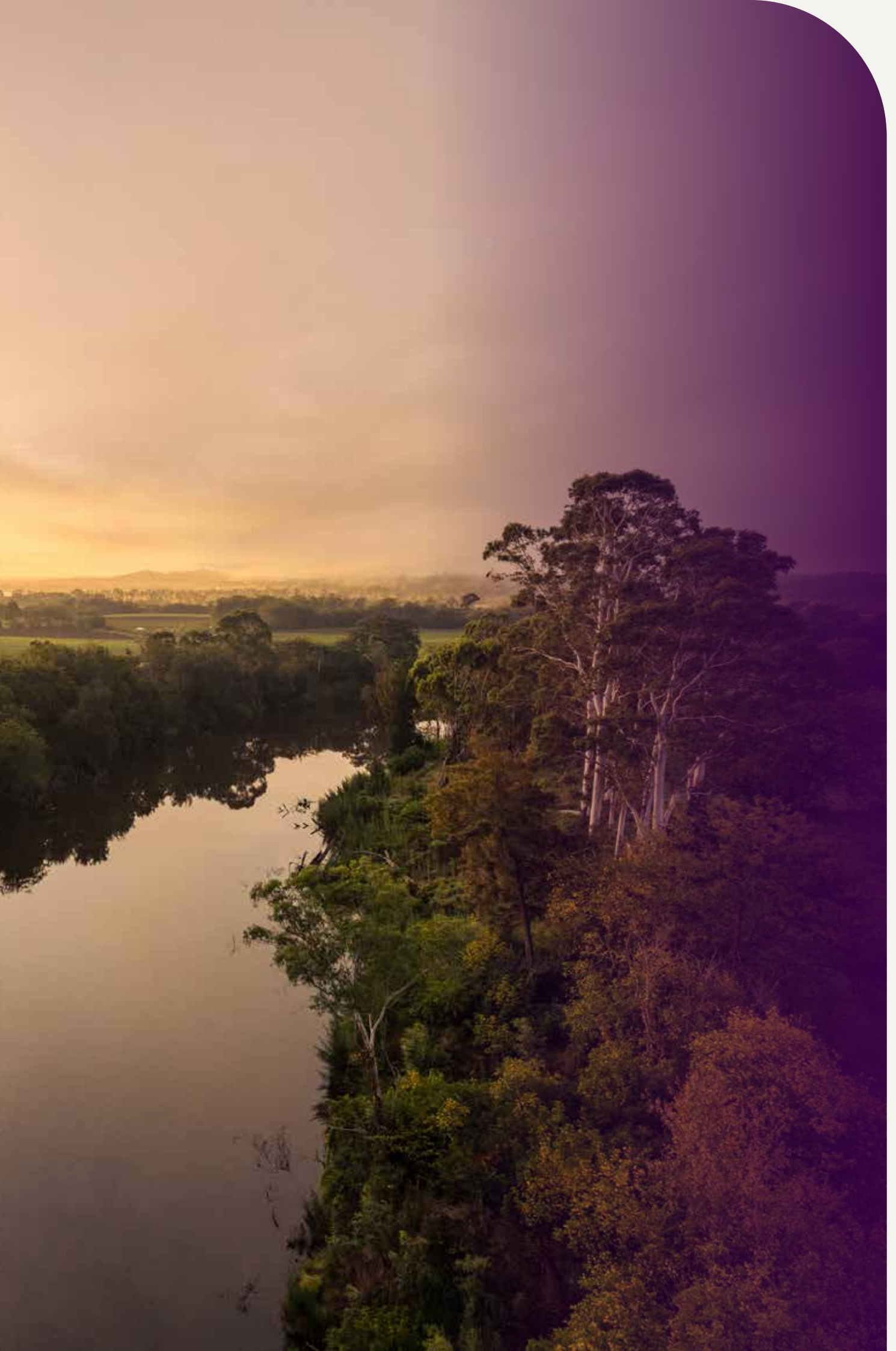
We look forward to working closely with our partners, state and federal governments, ministers and agencies, including Destination NSW, Business Events Sydney and Venues NSW, to help ensure Western Sydney is best-equipped to support the objectives outlined in the recently released NSW Visitor Economy Strategy 2035.

This strategy has a vision to inspire the world with destinations, experiences and events, and rightly acknowledges Western Sydney's important role as a gateway to important international markets.

From the world heritage-listed Blue Mountains to the stunning lakes of Penrith and the array of entertainment facilities, sporting events, cultural offerings and unique attractions across Greater Western Sydney, this region is well-placed to help the government realise its ambition to substantially grow the state's tourism offerings and boost the visitor economy.







Four Destinations, One Region

Western Sydney is a vast and diverse region in its own right, a place that can't be experienced in a single day, but discovered over many visits. It is made up of four distinctive destinations, each with its own story and character.

From world-class attractions and multicultural food precincts to historic towns and breathtaking natural landscapes, each corner offers something unique.

Together, these destinations form one Western Sydney – authentic, dynamic and ready to welcome the world.

① West

The home of big attractions like Powerhouse Parramatta, Sydney Motorsport Park and Sydney Zoo, along with vibrant festivals.

② South West

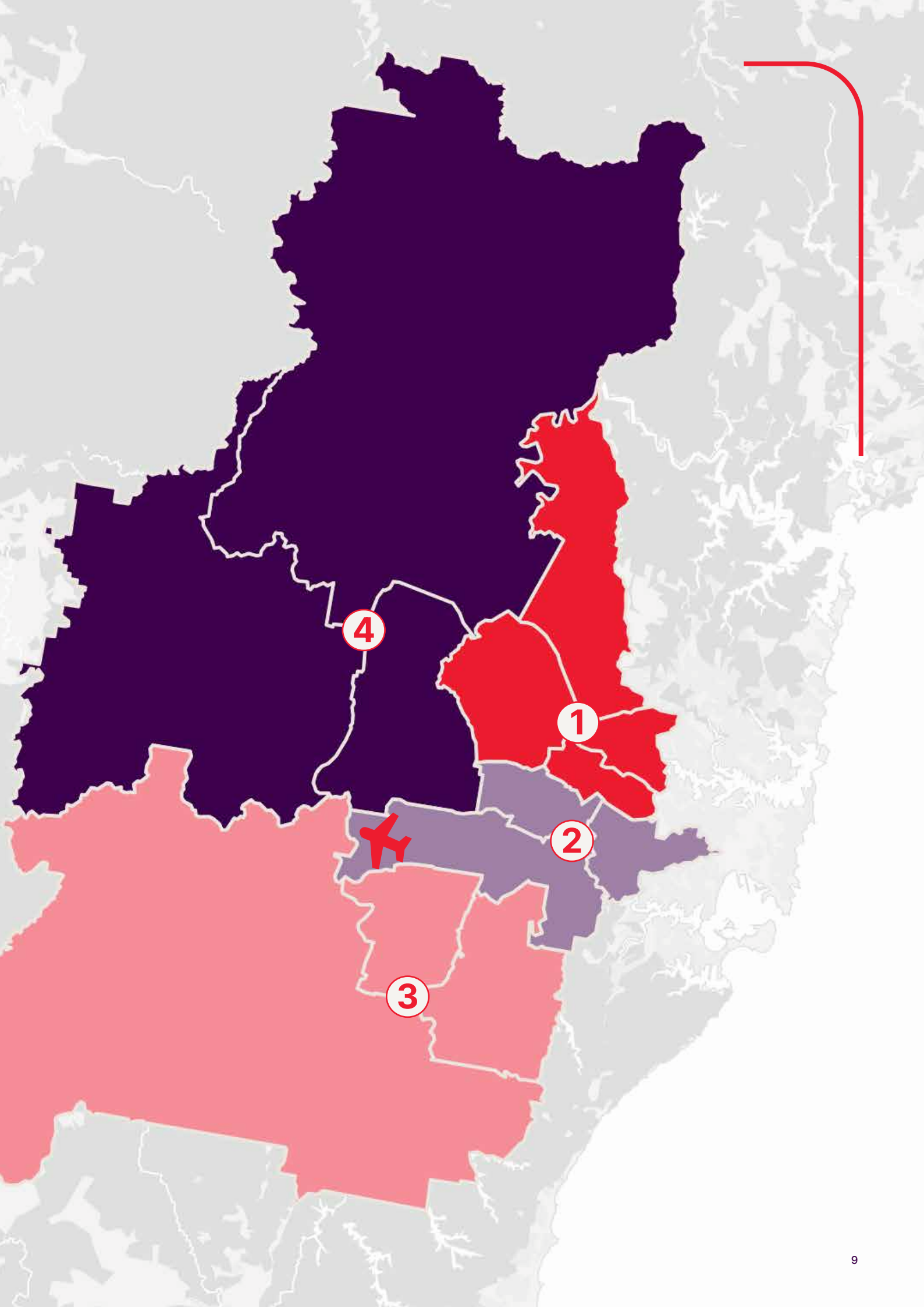
The heart of multicultural Australia with authentic cultural and culinary experiences.

③ Macarthur

The birthplace of Australia's agricultural industries, historic towns and hidden swimming spots.

④ Blue Mountains

A natural wonderland of world class bush walking, water sports and unique experiences like Scenic World.



NSW Visitor Economy Strategy 2035

The NSW Government released the NSW Visitor Economy Strategy 2035 in October 2024. This document sets a bold plan to grow the visitor economy and shape the future of tourism in the state.

Through this plan, the government has set a target of \$91 billion in annual visitor economy expenditure by 2035. The aim is for tourism to be cemented as a critical element of the NSW economy, which includes creating an additional 150,000 new visitor economy jobs over the next decade.

Two sections of the document are of particular interest for Western Sydney stakeholders and *Take Flight 2026*: the Focus Destinations and Strategic Pillars.

Focus Destinations

Western Sydney region

The Strategy highlights Western Sydney as a focus destination, earmarking it as a future leading destination. The region's ongoing transformation, diversity, cultural vibrancy and expanding visitor infrastructure are all noted.

Specific mention was also made to growing Aboriginal-led tourism, especially in Western Sydney.

Western Sydney International Airport

The Strategy points to Western Sydney International Airport's potential to revolutionise travel in NSW. New visitor flows and economic opportunities are expected to be unlocked, especially due to the airport's direct access to the Blue Mountains, South Coast and Central West.





Strategic Pillars: NSW Visitor Economy Strategy 2035

Focus on attracting visitors

Position Sydney and NSW as must-visit destinations by connecting visitors with compelling locations and experiences and igniting demand through rich storytelling.

Objective areas:

- ① The power of Brand Sydney and Brand NSW
- ② Cutting through the competitive landscape

Drive growth through events

Leverage and attract world-class entertainment, sport, cultural and business events to drive visitation, deliver economic, social and cultural benefits, stimulate regional growth and foster innovation in the knowledge economy.

Objective areas:

- ① Leisure events: Catalysts for growth
- ② Business events: Driving innovation and opportunity

Leverage data and insights

Build a data-driven, insight-led visitor economy that enables agile decision-making, delivers enhanced experiences and fosters growth.

Objective areas:

- ① Empowering NSW's Visitor Economy with high-quality data

Make it easy for people to visit

Drive growth in the visitor economy by fostering strong partnerships, attracting investment and building a skilled workforce.

Objective areas:

- ① Air access: Connecting NSW to the world
- ② Building a future-ready accommodation sector
- ③ Building a future-ready workforce
- ④ Sustainability: A resilient future

Focus on experiences

Position NSW as a global leader, attracting high-value travellers and driving repeat visitation through the growth and development of immersive, authentic travel and a strong events calendar.

Objective areas:

- ① Unlocking growth through experiences
2. Leveraging NSW's strengths
- ③ Nature-based tourism
- ④ Culinary tourism
5. Agritourism
- ⑥ Culture
7. Journeys
8. Wellness tourism

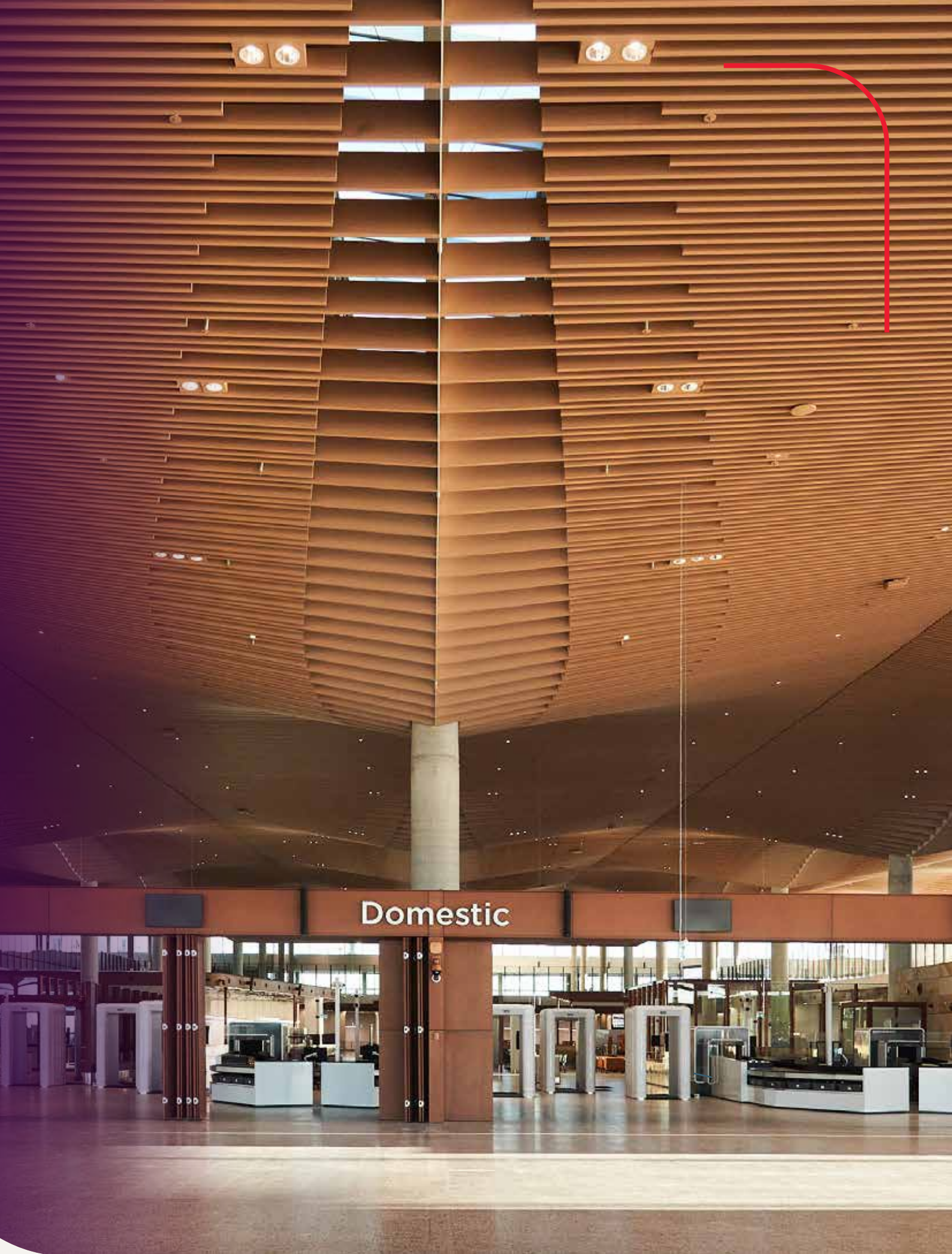


Issues & Solutions

As we get ready to connect the globe with Australia's third-largest economy, we need to ensure visitors can stay and play in the West.

Here are the issues identified by the region's key representatives, and the solutions that can fast-track delivery.

- 1 Expand Western Sydney International Take-Off Fund**
Secure a five-year guaranteed funding agreement to accelerate WSI growth
- 2 Western Sydney Crown Land Audit**
Discover new possibilities for nature-based tourism
- 3 Addressing 'Hotel Deserts' in Western Sydney**
Planning reform to enable more hotel accommodation
- 4 Best of the West**
Launch a NSW visitor app and influencer campaign to showcase the region
- 5 Helping Hand for Hospitality**
Mobilise underutilised workforces to support the sector
- 6 Western Sydney Visitor Economy Authority**
Establish a dedicated body championing local tourism
- 7 Western Sydney Conferencing Bureau**
Body to position GWS as a destination for trade shows and business events
- 8 Festival Catalyst**
Support for festival-driven tourism to create celebrations all year round





NSW Visitor Economy Strategy Objective

*Air access:
Connecting NSW to
the world*

Take Flight 2026 solution

*Five-year
guaranteed
agreement for WSI
Take-Off Fund*

Expand Western Sydney International Take-Off Fund

At the Dialogue's 2025 Airport City Summit, NSW Transport Minister John Graham announced an \$8 million WSI International Take-Off Fund to help incentivise international airlines to fly new routes into WSI.

With WSI funding matched by the NSW Government, Air New Zealand was the first airline to sign up through the Western Sydney International Take-Off Fund, joining Singapore Airlines as an international carrier at WSI. This funding is welcomed as a good start, but we need a more ambitious, multi-year package.

Increasing financial support with a longer five-year funding guarantee would give the best possible start for the airport's launch, providing a strong fiscal base to attract international carriers to Western Sydney and help ensure stability for the fledgling airport.

This could include a suite of incentives commonly used in other international markets, such as landing fee waivers, terminal rent concessions, cooperative marketing funds and destination promotion support to underwrite new international services. These tools help reduce early-stage risk for airlines and make new routes more commercially viable.

Since 2020, many Australian state governments have invested generously to attract airlines to their airports post-COVID. Queensland has invested \$100 million to support Brisbane and Gold Coast airports, NSW has invested \$60 million into Sydney Airport and Western Australia has spent \$75 million.

All of these airline attraction funds were matched by the private sector, meaning the money outlaid to attract airlines to Sydney Airport, for example, was in excess of \$100 million. WSI needs the resources to compete with other domestic airports. The Government's commitment to connecting NSW to the world through aviation is outlined in Strategic Pillar One of the NSW Visitor Economy Strategy 2035. This pillar highlights the importance of aviation and the role of WSI in driving growth in the visitor economy by fostering strong partnerships, attracting investment and building a skilled workforce.

We welcome the proposal to develop a Statewide Aviation Strategy to create a unified plan to drive investment in route development, connectivity, infrastructure and sustainability, as well as expanding international and domestic aviation capacity in NSW.

With a focus on high-value aviation markets and investing in partnerships with airlines and stakeholder networks to boost conversion, the strategy notes that the opening of WSI will provide critical capacity to meet the goal of an additional 8.5 million airline seats for NSW by 2035.

Western Sydney Crown Land Audit

There are great opportunities to further support and grow local visitor, entertainment and leisure options that will provide more attractions for locals and visitors alike.

The availability of land and the cost of construction, however, are hindering development and growth of the local tourism sector. By strategically developing these tourism assets, Western Sydney can support local population and visitor growth.

In line with legislation that allows approved services, activities and accommodation within national parks, there is an opportunity to open up unused government land for appropriate tourism activations, accommodation and attractions.

An audit of Crown Land could identify suitable land parcels for attractions, infrastructure and amenities to cater to both leisure and business travellers, further supporting the region's burgeoning visitor economy.

This audit could also pinpoint underutilised government land near existing attractions, such as Sydney Zoo, Sydney Motorsport Park and Blue Mountains Scenic World, and therefore allow existing operators to enhance or expand existing attractions and cost-effectively maximise their attraction potential.

The Government's NSW Visitor Economy Strategy 2035 identifies the need to build a data driven, insight-led visitor tourism economy that enables agile decision making, delivers enhanced experiences and fosters growth.

In line with this strategic pillar, a GWS Crown Land audit is an opportunity to streamline information and clarify opportunities for sustainable and nature-based tourism ventures, helping to activate economic growth, while preserving environmental integrity around WSI.

NSW Visitor Economy Strategy Objective

*Unlocking growth
through experiences*

Take Flight 2026 solution

*GWS Crown Land
Audit to grow
nature-based
experiences*





NSW Visitor Economy Strategy Objective

*Building a
future-ready
accommodation
sector*

Take Flight 2026 solution

*Incentivise and
reduce red tape
for modular hotel
development*

Addressing ‘Hotel Deserts’ in Western Sydney

Calls are growing for urgent planning reform to enable more hotel accommodation in Greater Western Sydney ahead of the anticipated influx of travellers when WSI opens. Without immediate action, the region risks missing out on significant economic opportunities.

Currently, there is a critical undersupply of hotel rooms across the region, which currently has just 8,764 hotel rooms across 113 properties, compared to over 26,000 in Sydney’s CBD and 5,000 near Sydney Airport.

While five new hotels are in development in Parramatta, they remain some distance from WSI and will need to be supported by rapid bus transit and shuttle links to meet traveller expectations.

With some in the sector labelling Western Sydney a “hotel desert”, there are concerns that visitors landing at WSI will have no choice but to bypass Western Sydney to find accommodation in the East.

Hotel operators say the shortage of hotel supply will continue in the months leading up to the opening of the airport, compounded by high construction costs, lengthy planning approval processes, a lack of regional coordination and limited local amenities.

The NSW Government’s visitor tourism strategy sets a goal of adding 40,400 hotel rooms by 2035. To ensure WSI is ready to welcome the world, a significant proportion of this new supply must be prioritised for Western Sydney.

Modular hotels

Modular hotels are increasingly being adopted in major cities around the world as a cost-effective and efficient way to expand room capacity, especially in high-demand urban areas.

In New York, for example, the CitizenM Bowery Hotel is the tallest modular hotel in the world, with 300 prefabricated rooms. Its compact design allowed for 35% more rooms than a traditional build on the same footprint.

Local hotel operators report that modular and prefabricated hotels offer a faster, more affordable and sustainable alternative to traditional construction.

While conventional hotel builds average around \$400,000 “per key”, modular options can cost as little as \$100,000 per room and feasibility studies suggest that for a hotel development to be economically viable, the build cost must not exceed \$300,000 per key. However, the rollout of modular alternatives is hampered by lengthy approval processes and a shortage of pre-zoned sites for hotel use.

Our stakeholders welcome the recent announcement of a new planning pathway for hotels under the new Investment Delivery Authority (IDA), that reduces red tape and fast-tracks approvals for eligible projects.

Aligned with the NSW Visitor Economy Strategy 2035, the government says the IDA initiative marks a significant shift in how NSW supports tourism infrastructure by unlocking private capital and allowing the delivery of high-quality accommodation at scale.

We urge the NSW Government to look at further planning reforms to pave the way for modular hotels. Removing key regulatory barriers and streamlining approval pathways for modular hotel projects could reduce approval times, lower costs and encourage innovation.

Best of the West

Providing information about great places to visit, where to dine, retail and entertainment options for all ages will make it easier for visitors to explore the best Western Sydney has to offer as a unique multi-cultural destination.

Western Sydney attracted nearly one in every five of the domestic overnight visitors and one in seven of the international visitors to Sydney during 2024. But there is more that could be achieved for the region's tourism economy by supporting local and international visitors to explore and enjoy the region's natural beauty, great cultural offerings and diverse entertainment options.

We call for the development of a dedicated GWS visitor app, supported by an online/ social media influencer campaign that will help travellers explore the local region, identify tourist attractions and provide details of the local Cultural & Visitor Information Centres.

Making it easy for visitors to find and access attractions that interest them will create better visitor experiences, encourage repeat visits and generate invaluable word-of-mouth engagement. An app is the ideal way to provide rich, accessible and relevant content for both local and international visitors.

A focus on attracting visitors using digital technology is supported by the NSW Government's Visitor Economy Strategy 2035, which commits to using data-led marketing to increase engagement rates on digital channels and increase stakeholder access to data and insights to showcase Sydney beyond the well-known postcard destinations.

Improving and enhancing data and digital communication channels will also lead to informed decision-making by event organisers, tourism operators and government agencies.

NSW Visitor Economy Strategy Objective

Cutting through the competitive landscape

Take Flight 2026 solution

GWS visitor app and influencer campaign





NSW Visitor Economy Strategy Objective

Building a future-ready workforce

Take Flight 2026 solution

Tapping into underutilised workforces

Helping Hand for Hospitality

It's anticipated that WSI will see thousands of new job opportunities at its terminals, cargo precincts and surrounding business hubs. Hospitality roles, such as hotel operations, food services, customer experience and tourism support, will be in high demand.

As WSI becomes a gateway to NSW, the region will need to scale up its hospitality offerings – hotels, restaurants, cultural experiences and tourism services. Investing in skills now will help Western Sydney deliver high-quality visitor experiences, boosting its reputation and competitiveness as a destination.

Addressing tourism workforce challenges is a key focus of the NSW Visitor Economy Strategy 2035. Government-backed skills training will help ensure local residents are job-ready and can benefit directly from this growth.

By supporting existing hospitality and hotel-culinary training facilities in and around GWS, the government will help ensure the much-needed local staff pipelines for hotels and F&B operators.

There are also opportunities to tap into underutilised workforces and support venues across the region, such as making it easier for older Australians to work in the sector, helping international students access hospitality jobs, and broadening initiatives for marginalised communities to train and work in hospitality.

Older workers

Many older Australians are willing and able to help fill hospitality gaps, but current Age Pension income rules discourage them from working more hours due to the risk of pension reductions.

The Government could increase the Work Bonus to allow greater workforce participation without pension penalties, simplifying income test rules to reduce administrative barriers, and targeted financial incentives for seniors to work in hospitality, such as rebates for seniors who return to work.

Non-traditional job seekers

Training and upskilling support, as well as return-to-work programs, that are specifically designed for inmates, ex-offenders and people from marginalised backgrounds to work in hospitality is an opportunity to reach non-traditional job seekers.

Take Flight supports extending current initiatives to focus on Western Sydney communities, with tailored hospitality training programs to meet the needs of local businesses.

International students

NSW hosts close to 330,000 international students, with many of them living and working in Western Sydney. An estimated 15% of international students work in the hospitality sector.

This figure could be significantly increased through industry collaboration and community engagement.

Industry and government could work together to improve access to hospitality jobs through multi-lingual online jobs platform specifically for international students and host on-campus job fairs.

It is important that the government provides clear, accessible guidelines to explain current work limits, while exploring more flexible work options for students, including seasonal work extensions during peak hospitality periods.

Mentoring programs for GWS residents

To encourage Western Sydney residents to pursue hospitality as a profession, a structured mentoring program could showcase the benefits of this career option.

In partnership with WSI, local businesses, community organisations, and backed by successful well-known local chefs, this program could use workshops, networking events and campus mentoring sessions to highlight the region's hospitality industry and career opportunities.

Western Sydney Visitor Economy Authority

A dedicated Western Sydney visitor and tourism entity could help coordinate and mobilise state and local authorities to streamline visitor economy outcomes in the region.

Currently, destination management in GWS is fragmented across multiple local councils, each with separate plans and limited coordination. A dedicated authority would provide a unified voice for the region's tourism sector and align with Destination NSW and Tourism Australia initiatives and develop a long-term vision for the region's visitor economy.

Consistent branding, marketing and centralised visitor experience information through a dedicated Western Sydney Visitor Economy Authority would support local tourism operators by mapping infrastructure gaps, coordinate precinct planning and funding, aggregate data and act as a liaison for partnerships between government departments, agencies and major tourism operators.

A dedicated authority would support WSI from take off by helping to attract and retain visitors in Western Sydney, develop and promote local attractions, events and experiences tailored to international and domestic markets and support aviation attraction strategies.

NSW Visitor Economy Strategy Objective

The power of Brand Sydney and Brand NSW

Take Flight 2026 solution

Dedicated local tourism body



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Dialogue

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AIRPORT CITY SUMMIT

NSW Visitor Economy Strategy Objective

*Business events:
Driving innovation
and opportunity*

Take Flight 2026 solution

*Body to position
GWS as a
destination for trade
shows and business
events*

Western Sydney Conferencing Bureau

Western Sydney boasts a growing number of high-quality venues capable of hosting major domestic conferences, business events and exhibitions. However, the region currently lacks a coordinated mechanism to market these assets effectively. Establishing a dedicated Western Sydney Conference Bureau would fill this gap.

This model has proven successful elsewhere. Business Events Sydney is a non-profit organisation, supported by the NSW Government, which has long played a key role in attracting high-profile international and national events to the Sydney CBD, centred around the ICC in Darling Harbour. Similarly, Business Events Geelong has shown how a regional, place-based strategy can stimulate the local economy and support tourism.

With 24/7 operations and direct global connectivity, WSI strengthens the case for Western Sydney as a first-choice destination for conferences, trade shows, industry expos and professional events. A Business Events Western Sydney would take a tailored approach to leveraging the area's expanding infrastructure, diverse event spaces and strategic location to attract a wide range of events and support the broader visitor economy.

This would include tapping into the region's large and growing diaspora communities and export-focused businesses from India, China, Vietnam, the Philippines, Pacific Islands, the Middle East and beyond.

Business Events Western Sydney could also support strategic event bids and foster partnerships with tourism and hospitality operators. Packaged experiences, such as conferences combined with Blue Mountains retreats, Hawkesbury food and wine offerings or Macarthur wildlife tours, would set the region apart. With the right support, a Western Sydney Conferencing Bureau could become a key driver of local economic growth, visibility and vibrancy.

Festival Catalyst

WSI presents a unique opportunity to attract national and international visitors to the region through festival-driven tourism. There's enormous potential for the NSW Government to partner with local councils to develop a stronger, more coordinated program of festivals and events.

There is huge scope to celebrate Western Sydney's rich diversity, innovation, youth culture, First Nations heritage, and cultural and religious celebrations. Aligning these with global arts, design and science calendars, including exhibitions at the Powerhouse Parramatta, will help ensure year-round attention.

With direct access via the new airport, festival tourism can play a pivotal role in boosting local hospitality, creative industries and the nighttime economy. This could see Greater Western Sydney transformed into a destination where visitors want to stay, explore and return.

Investment in a network of permanent outdoor performance shells at key locations such as Liverpool, Mount Annan Botanic Gardens, Parramatta Park and Bradfield would further support this vision.

Venues like Melbourne's Sidney Myer Music Bowl and Brisbane's Riverstage show how permanent outdoor stages invigorate cultural life, diversify the nighttime economy and attract interstate and international visitors.

NSW Visitor Economy Strategy Objective

*Leisure events:
Catalysts for growth*

Take Flight 2026 solution

*Create celebrations
all year round*



Investment Opportunities

Providing support for local attractions will boost the local economy, create jobs and further enhance the experience of visitors arriving at WSI.



Sydney Zoo

Famous for its immersive safari-style experiences, animal welfare and education programs, Sydney Zoo is ready to expand its unique native and exotic animal offerings with a new visitor and tourism hub.

It has lodged exciting plans for land that could soon be released by Greater Sydney Parklands. The zoo's Bungarribee Tourism Hub development proposal would see the construction of new exhibits and a multi-functional Lion Deck Lodge, with a new function centre and exhibition space.

The opening of WSI provides a unique opportunity to grow Sydney Zoo's educational and conservation work as it creates a regional recreation, tourism and corporate conferencing destination for the local community and international visitors.



Winter Sports World

Australia's first indoor snow resort, Winter Sports World in Penrith is shaping up to be one of the nation's most exciting new tourism icons.

Just 12 km from the new Airport, it will offer a year-round experience with real snow, Olympic-standard facilities and a world-class resort precinct within a showstopping icicle-inspired complex.

Scheduled to open in 2028, it will be an economic driver and tourism catalyst for Western Sydney, but public and private sector investment is still needed.

With land and planning approvals secured, this development stands as the largest tourism construction project in the country. It signals strong investor confidence in Western Sydney's emergence as a premier destination for leisure and infrastructure investment.

Over its first decade of operation, the project will generate 2,724 new jobs and inject \$2.5 billion into the local economy, delivering transformative regional impact and long-term economic uplift.



Western Sydney Lakes

Western Sydney Lakes represents a once-in-a-generation opportunity to deliver a transformative, masterplanned precinct in Penrith that aligns with the NSW Government's vision for a more connected, sustainable and liveable Greater Western Sydney.

By repurposing a former quarry into a thriving hub of open green space, interconnected lakes, sandy beaches and waterfront experiences, the project will unlock new recreational, tourism and employment opportunities, all while contributing meaningfully to the region's economic resilience and growth.

Take Flight 2026 strongly supports the ongoing State Significant Rezoning process as a critical step toward realising the full potential of this precinct. We see this as a key opportunity for government to partner with industry and community stakeholders in shaping a precinct that reflects the values of the Western Sydney Aerotropolis and the broader Western Parkland City vision.

We also commend Penrith City Council's forward-looking flood planning policy, which is instrumental in providing development certainty and ensuring long-term community safety.

With the right planning framework and enabling infrastructure in place, Western Sydney Lakes has the potential to generate thousands of local jobs, enhance liveability and create a landmark destination for both domestic and international visitors in time for the opening of WSI in 2026.

Take Flight 2026 looks forward to continued collaboration with the NSW Government to help deliver this bold and visionary project for the benefit of the region and the state.



RAS Convention Centre

The Royal Agricultural Society of NSW (RAS) has submitted plans for a new convention and auditorium facility and hotel at Sydney Showgrounds in the heart of Sydney Olympic Park.

There would be space to host conventions and cultural events, as well as theatre and music performances. This new venue would enhance Sydney's capacity to host larger business and entertainment events, complementing existing venues such as the ICC Sydney and Riverside Theatres.

If approved, it will effectively double the business event capability of NSW, giving Sydney and Parramatta the capacity to stage more lucrative business and entertainment events. The new centre is forecast to generate around \$14 billion in additional economic impact for the state over its first 20 years of operation.

The NSW Visitor Economy Strategy 2035 recognises the importance of business events to drive innovation and opportunity, and singles out Western Sydney as a key destination to prioritise existing and new infrastructure to meet potential future demand.

The strategy notes that the opening of WSI in 2026 will "redefine NSW's business events landscape, creating a new opportunity for conferences and exhibitions".



Female Football Centre of Excellence

The 2023 FIFA Women's World Cup ignited unprecedented demand for female football participation, and stakeholders across the Blacktown region must prepare for the sport's continued growth.

The Blacktown District Soccer Football Association (BDSFA) currently operates from its site at Rooty Hill, providing a base for a talent pathway of 27 teams.

We support the BDSFA in seeking funding to move to an upgraded facility on Western Sydney Parklands, which would allow them to cater for significant planned growth in the Blacktown LGA.

This would then allow the Western Sydney Wanderers and Western Sydney Uni to redevelop the existing site into an elite women's football facility.



Parramatta Live

Parramatta Leagues Club has unveiled Parramatta Live – an ambitious new masterplan designed to establish a world-class sport, entertainment and lifestyle precinct in Western Sydney.

Positioned adjacent to CommBank Stadium, Parramatta Live is set to become a landmark destination. The current facility has served as a cornerstone of the community for decades, but it needs a refresh.

We back the call for funding of the new plan to offer visitors a significantly improved live sports, dining and entertainment experience all in one dynamic location that would help boost the local tourism economy.

This vision would complement other key projects in Parramatta, including the redeveloped Riverside Theatres, new Powerhouse Museum and the vibrant Eat Street Precinct.



THE WESTERN SYDNEY LEADERSHIP DIALOGUE

The Dialogue is a not-for-profit, regional think tank, leading a conversation about Greater Western Sydney.

We facilitate interaction between key opinion leaders, across industry, government, academia and the community, to inform public policy debate and to advance a regional agenda through research, analysis, advocacy and events.

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