

**Att: David Way**  
**Planning Officer**  
**Planning Assessment Commission**

**20 December, 2016**

**RE: Planning Application for The Sydney Zoo - D440/16**

Dear David,

I write in connection with the above planning application in my capacity as General Manager of Western Sydney Business Connection (**WSBC**). I also Chair the recently formed Western Sydney Tourism Alliance project on behalf of WSBC.

WSBC is an independent, not-for-profit, member based organisation representing thousands of businesses in Western Sydney. Our community comprises mid to large sized companies from across the region and includes representatives from Local and State Government as well as the private sector.

The Western Sydney Business Community sees Sydney Zoo as an outstanding opportunity not only for the region's visitor economy but the region as a whole.

It is expected that Sydney Zoo will contribute substantial returns in incremental visitor spend in the region. WSBC expects Sydney Zoo will also deliver a number of related economic benefits that will help the region prosper at this critical time including;

- Raising the profile of the region through offering a high quality tourism product
- Contributing to the positive perception of the region to attract further direct investment
- Economic development through corporate travel
- Provide much needed amenity for the local community
- Deliver a year round supply of a wide range of jobs, including knowledge jobs (highlighted as a priority for the region in the Greater Sydney Commissions District Plans)
- Provide education outcomes for schools
- Provide diversity of product – WSBC expect that Sydney Zoo will prove to be a complimentary addition to the existing product offering in the sector. It is our understanding that Sydney Zoo will feature a broad range of animal exhibits and experiences not currently available in the region. In addition, the Zoo will offer aboriginal cultural experiences, and state of the art animal monitoring and consumer interface technology.

Sydney Zoo's Managing Director, Jake Burgess, has established himself as an active contributor to the Western Sydney Business Community. Jake has led and participated in a number of economic development initiatives including the Western Sydney Tourism Alliance. This project will see commercial and government funded operators from within the region's visitor sector collaborate to drive visitation and present a unified brand for the region.

We have worked with Jake over the past 12 month in connecting him to the businesses of Western Sydney. This has been undertaken with the view to establishing Sydney Zoo in the region through developing close links with the businesses of Western Sydney. In this time Jake has demonstrated outstanding thought leadership as a regular speaker at Western Sydney Leadership events. Jake is a passionate advocate for Western Sydney and has a vision for the region that will contribute to its long term prosperity.

WSBC has no doubt that Jake Burgess and the Sydney Zoo will prove to be exceptional assets for Western Sydney and fully support the abovementioned planning application.

Should you wish to discuss WSBC's position further please feel free to contact me directly at your convenience.



Kind regards

Amanda Brisot  
General Manager  
**Western Sydney Business Connection**