



**EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA**

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**SPEECH NOTES FOR JOYCE DIMASCIO
CHIEF EXECUTIVE,
EXHIBITION AND EVENT ASSOCIATION OF AUSTRALASIA (EEAA)
NSW PLANNING ASSESSMENT COMMISSION
LEVEL 3, 201 ELIZABETH STREET SYDNEY
RE: CAMPBELL'S STORES, THE ROCKS – D457/17**

1.00pm - April 5, 2017

Dear Committee Members / Commissioners

Thank you for the opportunity to provide feedback on the proposed re-development of the Campbell's Stores and its surrounding public domain at the Campbell's Cove foreshore, The Rocks.

The Exhibition and Event Association of Australasia (EEAA) is the peak industry Association representing Organisers, Association Organisers, Venues and Suppliers within the exhibition and event sector.

A not-for-profit organisation, the Association works to ensure industry growth by encouraging high industry standards, promoting the professionalism of our Members and highlighting the unique business opportunities which exist through exhibitions and events.

Each year our Member venues and organisers stage over 500 events across a multitude of sectors. The EY study, *The Value of Business Events to Australia*, shows in 2013-14, there were 2,157 exhibitions staged in Australia, attracting 9.3 million visitors and over 65,000 exhibitors.

The total direct expenditure from exhibitions was \$3.1 billion and these events contributed direct value add of \$1.5 billion and generated over 21,000 full time equivalent jobs.



The Rocks precinct with its prime location close to Circular Quay and the iconic Harbour Bridge, as well as the important historic nature of many of its buildings is a major attraction for both domestic and international visitors.

It is a diverse, important precinct that should be managed carefully – as well as made accessible, with improved amenities and infrastructure.

We are in support of the long overdue sympathetic upgrade of this important historic and cultural tourism site as proposed in the development application of Tallawoladah.

The applicant for the re-development, Tallawoladah Pty Ltd is extremely well respected and have significant experience in the provision of hospitality and events. *servicing*

They have developed and successfully managed a number of venues at iconic locations in their 30 years in the industry.

Our Members and our Association are both users of the current venue *at Campbell's Cove* in the The Rocks.

We welcome its *vitalisation* ~~refreshment~~ and the increased utility as proposed.

Our Members produce exhibitions, conferences and events at major venues including the International Convention Centre, Sydney (ICC Sydney), Sydney Showground, Australian Technology Park, Australian Turf Club venues, Luna Park, The Star and The Concourse.

Many supporting events such as dinners for VIP clients are held offsite at venues such as those at Campbell's Cove.

Included even?
Our Association has held events here including:

- our Young Stars and Leader's Tables
- Marketing workshops
- Gold and Platinum Partner event
- And others.

We appreciate that the heritage of the site needs to be loved and looked after.





To be fit for purpose, accessible and a real asset the site needs the investment that is proposed. *And it would be coming from the NSW Govt.*

This redevelopment provides a win – win situation for all parties: The Rocks precinct, in particular the Campbell's Cove foreshore, its varied users and of course the people of Sydney and NSW who would benefit from its revitalisation.

We encourage the committee to support the renewal of this site by a company that is well established, good corporate citizens and hugely committed to delivering a sustainable and timely renewal of the site.

~~We are not talking about more residential development here.~~

The proposed use is consistent with its current usage.

The renewal is much needed and will ensure the site is protected, improved and in receipt of the investment it so much deserves.

Very happy to provide any further information at a later date.

For further information contact:

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