



Property Council of Australia ABN 13 00847 4422
A Level 7, 50 Carrington Street, Sydney NSW 2000
T +61 2 9033 1900
E info@propertycouncil.com.au
W propertycouncil.com.au
🐦 @propertycouncil

7 November 2024

Mr Greg Doyle
General Manager
Wollongong City Council

Via email: engagement@wollongong.nsw.gov.au

Dear Mr Doyle,

The Property Council of Australia welcomes the opportunity to provide feedback on the *Draft Tourism Accommodation Review Strategy* (Strategy). We acknowledge the efforts made by Wollongong City Council (Council) to develop this strategy to ensure Wollongong continues to evolve and can attract the right investment in tourism accommodation.

About the Property Council

Property Council is Australia's leading peak advocacy body with over 2,300 member companies. We are the voice of the Australian property industry, championing a strong, thriving sector that leaves a positive legacy for all Australians.

Property Council Members in the Illawarra operate across the property industry in fields such as design, planning, engineering, and legal professions, also encompassing owners and operators of key industrial, commercial, retail and residential companies. Through our work, we are the voice for the property industry and are acutely aware of the challenges facing local councils on the need to balance growth for a changing and diverse population, as well as providing services and lifestyle benefits offered within a regional area.

Our feedback

Overall, we are supportive of Council reviewing the strategy to encourage new and expanded tourist accommodation proposals. The incentives and changes to the planning controls are welcomed and we hope to see these implemented and taken up by industry to provide more tourist accommodation options and venues.

We acknowledge that to bring two five-star hotels online within 10 years also means that we need to ensure we have the right mix of events to attract people to the city. We would like to see Council taking a bold step in working closely with Destination Wollongong and other industry stakeholders to collaborate and develop a clear Tourism Strategy that attracts investment, promotes our city and our 'unique selling point' to draw people to the area.

We believe there is a real opportunity to increase tourism and the number of visitors to our city, however that is not achieved without the support of the community and local businesses. Projects such as the Illawarra Sports and Entertainment Precinct and conference venue being planned will be key to attracting corporate events and other expos, which will entice further tourism accommodation to be developed in the city.

It is also important that we are working with industry and tourism accommodation providers to provide a diverse range of accommodation options and understand 'what we need' from a demand perspective. It would be great to see Council do some further work with Destination Wollongong about 'who' is visiting Wollongong and what types of accommodation they need which could then feed into this strategy.

For example, when an event such as 'Yours and Owls' is held in the city we need to be able to support this cohort of visitors with a range of options to stay in Wollongong at a range of price points, not only a hotel or a traditional type of accommodation. Understanding who our 'visitor' is should be a very important part of this strategy, and should reflect and support a wider tourism and events strategy for the city.

Conclusion

We believe this strategy is a positive step forward and welcome any opportunity to work with Council to provide feedback and insights from the industry to enable further collaboration and implementation of this strategy.

If you have any questions related to the matters raised in this letter, please feel free to contact me at mguido@propertycouncil.com.au or on 0437 315 198.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Michelle Guido', with a stylized flourish at the end.

Michelle Guido

Regional Director - Illawarra
Property Council of Australia