

The Planning Assessment Commission
Level 3, 201 Elizabeth Street,
Sydney NSW 2000

Attn: David Way

26/7/2017

Dear Mr Way,

The Sydney Zoo - D440/16

I am writing in response to the call for further public submissions to the Planning Assessment Commission (PAC) regarding the Sydney Zoo development application.

I am the CEO of Muru Mittigar. Muru Mittigar is a leading Darug-owned Social Enterprise, established in 1998 providing 'real time' employment and training opportunities in the workplace. Muru seeks to advance Aboriginal culture, and in particular Darug culture, improving the well-being and economic independence of Aboriginal people. We are a fully self-funding market-driven business model achieving social impact while developing and delivering industry-leading products and services to create social change and help "Close the Gap".

Muru has assessed a long term partnership with Sydney Zoo for the last two years, to facilitate meeting key community and cultural objectives in our 2020 Strategic Plan.

I have read the social impact assessment developed by UTS IPPG and generally agree with the conclusions contained in the report. By providing a focus on Aboriginal culture in its Australian exhibits, Sydney Zoo will make a significant contribution to advancing authentic and accessible Aboriginal culture, fast tracking the advancement of Aboriginal cultural tourism in our region and adding quantitative benefits to Muru's 90%+ success rate of new job seekers per annum, into full time employment in Western Sydney .

The partnership between Sydney Zoo and Muru Mittigar will assist Muru by;

- Establishing up to 7 jobs per shift on site and over 30 jobs off site in the souvenir supply chain pipeline for the retail product offering, meeting Authentic Australian Aboriginal (AAA rating guidelines)
- Harnessing the volume of visitors to build a much-needed higher-skilled Aboriginal workforce in the physical centre of the most densely populated Aboriginal community on earth, and benefit other operators and industry long term with a more appropriate quantity of staff
- Assisting our local and regional partner Aboriginal suppliers through jobs and entrepreneurship programs, willing communities include Tharawal, Gundungurra, Wiradjuri and Yuin mobs locally and retail supply partnerships such as the Arrente People in NT
- Understanding the local Darug culture as the original 'visitor gateway' to Australia and helping reconcile past history with sustainable reconciliation actions

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- Establishing a broader capacity to cater for rapidly-expanding school student NESA-accredited K-6 and high school student Aboriginal awareness and corporate awareness packages

Our current staff and aspiring school leaver trainees are also expressing continued interest over the last 12 to 18 months regarding the potential of the larger scale of successive employment pathways which will be available through Sydney Zoo and the broader tourism and hospitality industry in Western Sydney and Sydney metropolitan region generally.

I sought some comments from our staff about what they thought of the prospect of the new Sydney Zoo opening and received below anecdotal feedback;

Josh – “I’m grateful we’ve met the operators of the Sydney Zoo who seem committed to giving opportunities for us to share our culture and connection to the land and animals, I think it’s really important that visitors from other places and locals in Sydney will learn more about our culture”

Karl – “Working at Muru Mittigar saved me from going down a very wrong path a few years ago and I support all the work they do and how we’re able to share our knowledge from young kids to elderly people every day. Sydney Zoo will be a great place to keep doing this for our culture”

Leanne – “Sydney zoo brings numerous opportunities to western Sydney allowing the scope and workplace for training and knowledge sharing to broaden into a new and exciting place”

In conclusion, and after seeking input from our regular stakeholders in Western Sydney, I believe that Sydney Zoo will be a significant step to promote Darug Aboriginal cultural knowledge by a strong community of Aboriginal people who call Western Sydney home. We support the approval of its development application.

Please do not hesitate to contact me at any time regarding this letter.

Yours Sincerely

Pe

Peter Chia,
Chief Executive Officer
Muru Mittigar Ltd

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