

Ref :
- LPS2022003
- DA 2022107
ATTN: General Manager

Gabriella Conti
West by North West
29a Wilson St
Burnie TAS 7320

13th July 2023

To whom it may concern,

Re: Penguin Short Stay Accommodation and Function Centre

I am writing to express West by North West's (WxNW) strong support for the redevelopment of the *Penguin Caravan Park* into short stay accommodation providing a resort-style experience and the introduction of a new function centre to the property.

Tasmania's northwest is heavily reliant on tourism, providing significant downstream benefit to ancillary industries including retail, the arts and real estate. The visitor market has historically been less aware of our region than Tasmania's south, but demand appears to be growing with a range of exciting new tourism products across this corner of the state.

The Penguin area is in urgent need of more visitor accommodation. The current cabins on site at the *Penguin Caravan Park* are booked to capacity. By progressing with the redevelopment proposal, more visitors will be able to stay in Penguin, which will have a trickle-down effect into stimulating the local economy by encouraging more money be spent at local restaurants, cafes and shops as visitors will be spending extended time in the town, not just passing through.

The proposal of a new function centre on the striking seaside site represents a significant opportunity to increase visitor awareness of this region. Currently, there is only function spaces for hire available at the local school and football club. By initiating a designated function centre, with the primary goal of facilitating events, a whole new demographic of guests and visitors can be drawn into the region. The onsite accommodation is also a massive drawcard for both intrastate and interstate visitors who attend events to stay in Penguin, and not book accommodation elsewhere.

We know there is an increasing interest for accommodation on the north west coast, and currently there is not enough rooms to satisfy the rising number of tourists visiting the region. For our tourism industry to be able to grow and flourish to its full potential, it is vitally important that this redevelopment proceeds.

I reiterate my enthusiastic support and excitement for this proposal and welcome further discussion on its merit.

Kind regards,



Gabriella Conti
CEO

CENTRAL COAST COUNCIL

Division

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