

CEO Update - A new partnership for new times

Friday, 28 April 2023

As a valued member and partner, I am pleased to share an update with you on what has been a very productive few months for us all at the New Sydney Waterfront Company.

We have welcomed a great round of new members from across our Precinct, which reflects the increasing interest and understanding of the globally successful 'Improvement District' model, and the commercial, environmental and social benefits that we can generate as a collective group, working together on our great Western Harbour.

Following our AGM and Board meeting this week, our Chairman Geoff Parmenter and I are very pleased to welcome several new [Board](#) members to our partnership - Greg Mannes, Director from The GPT Group; Mark McWhinnie, CEO Sydney from Crown Resorts; Andrew Tobin, Director from Mirvac, and Robbie Cooke, Group CEO from The Star Entertainment Group. View a full list of our Board members and partners from our hospitality, education, culture, professional advisory and property sectors [here](#).

Here on the Sydney's Waterfront, we are breaking new ground in Australia with a true partnership model. I know from global experience that the success of our destination will rely heavily upon the support, interest and collaboration of large and small business, community and resident groups, and government. So, last week it was a real milestone to hold our first Precinct Liaison Group meeting with community and small business groups where we discussed ways to work effectively together as we transform our great Precinct into the World's Best Waterfront.

Key to our ambition is the ongoing support of our City and State government partners. The Improvement District model has enjoyed bipartisan support and we have already reached out to the newly appointed NSW Government Ministers with portfolios relevant to our Waterfront, as we continue to advocate for the enabling legislation that will formalise Australia's first Business Improvement District.

Last month, our Members and Partners received our Benchmark Report, that details and analyses for the first time, Precinct-wide data and information about our customers and visitors to fully understand what is happening across our Precinct and how that affects business operations and place strategies.

Going forward, each quarter the New Sydney Waterfront Company with Colliers will deep dive into an area of Precinct Advanced Analytics. In June, our total Precinct turnover and future 2032 forecast reporting will be released. In future periods, we plan to assess the impact of international visitors and events to our Precinct along with exploring key catchment areas and visitor profiles, optimum retail and leisure mix and the economic benefits of the new Sydney Metro line.

In closing, I want to call out a much-loved Sydney celebration that we are all looking forward to. [Vivid Sydney](#) launches next month, and there will be plenty to see and do right across our Waterfront. This year includes a new pillar, Vivid Food to complement the Light, Music and Ideas program. I encourage you to plan ahead and book in now at our popular hospitality venues and also consider extending your Vivid experience by staying in one the fabulous hotels and resorts across our Precinct.

Thank you to every one of you who has already joined us on our exciting journey. A shout out to our colleague Iwona Falkiner who after 12 months will be taking up some other projects, but our heartfelt thanks for all her support as we have taken our partnership from start-up to scale-up. We wish you all the very best in your future endeavours and welcome Susanna Montrone who will be joining us from May.

To all the businesses and organisations operating across our magnificent Precinct - we look forward to welcoming and working with you also in the future.

Yours in Partnership,

Jace Tyrrell
CHIEF EXECUTIVE

