

Introducing the “New Sydney Waterfront Company”

The Sydney Western Harbour Business Improvement District organisation has today been formally launched as the “New Sydney Waterfront Company”.

The adoption of the new company name coincides with the commitment of a set of Founding Business Members to two years of program funding, and the recruitment of Jace Tyrrell from London’s New West End Company as its inaugural CEO.

The name aligns with and supports the Business Improvement District’s 2030 vision to make Sydney’s Western Harbour “the World’s Best Waterfront”.

“‘Waterfronts’ are a known proposition around the world – from Capetown to Auckland and San Francisco – and with our world-famous harbour, Sydney should have a world-famous ‘waterfront,’” said Geoff Parmenter, Chair of the New Sydney Waterfront Company.

“‘New’ has been included very deliberately”, he added. “It differentiates the Western Harbour from the more traditional harbour-front precincts of Bennelong Point and the Rocks. It points to the incredible, ongoing multi-billion-dollar renewal taking place across the Precinct. It suggests the Waterfront is a place where new things are always happening. And it’s a respectful recognition of the groundbreaking work of the New West End (BID) Company in London.”