

CEO Update: Seize the moment!

Friday, 24 February, 2023.

Momentum Building in 2023

Welcome valued partner to my first CEO Update for 2023.

Well, Sydney has turned on a truly glorious summer! Our Precinct has been buzzing with visitors and colleagues coming back to the office and enjoying our award-winning hospitality and attraction businesses - there's been a great energy and atmosphere right across the New Sydney Waterfront. It has also been exciting to welcome WorldPride to Sydney for the first time in the Southern Hemisphere, and there are still plenty of Pride celebrations to experience over the next few weeks from Walsh Bay to Madam Tussauds, from the Powerhouse to the ICC Sydney.

It has also been a busy start to the year at the New Sydney Waterfront Company. We have welcomed many new members from the hospitality, property, cultural and education sectors. We are also very pleased to welcome new Board members, Renae Trimble, CEO Accor Plus and Lisa Havilah, CEO Powerhouse.

Over the past few weeks, our members have received an exclusive preview of our benchmark Precinct Report, to be released next month. The Report details and analyses for the first time, Precinct-wide data and information about our customers and visitors to help our Members and Partners fully understand what is happening across our Precinct and how that affects their business, operations and forward strategy.

Following consultation last year, which included contributions from our Members and professional advisors, the NSW Government has progressed its Business Improvement District (BID) Policy to support the rollout of BIDs across NSW. This increasing recognition of the economic and social value of BIDs is also reflected in the

groundswell of support and growth in the local businesses and organisations who are joining our partnership.

Thank you to every one of you who is already on this journey with us, and to all the businesses and organisations operating across our magnificent Precinct - we look forward to welcoming you also in the future. If you have not received a copy of the newsletter, you can subscribe [here](#).

Yours in Partnership,

Jace Tyrrell
CHIEF EXECUTIVE