

Shoalhaven Economic Growth & Advocacy Group

Meeting Date: Monday, 18 March, 2024

Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

Minutes Attachments

Index

EG24.1	Presentation - B2B Economic Development Website	
	Attachment 1 Presentation - Economic Development Website - Shoalhaven Economic Growth & Advocacy Group 18 March 2024	3
EG24.5	Advocacy Brainstorm	
	Attachment 1 Advocacy Brainstorm Results - Shoalhaven Economic Growth & Advocacy Group 18 March 2024	23
EG24.6	Business Chamber Updates	
	Attachment 1 Regional NSW Update - Shoalhaven Economic Growth & Advocacy Group - 18 March 2024	35
EG24.8	Additional Item - Update - Office of the 24 Hour Economy Commissioner	
	Attachment 1 Presentation - Office of the 24 Hours Economy Commissioner - Shoalhaven Economic Growth & Advocacy Group 18 March 2024	39
	Attachment 2 Presentation - Uptown Program - 24 Hour Economy Commissioner - Shoalhaven Economic Growth & Advocacy Group 18 March 2024	61



PHASE 1

MANY OPPORTUNITIES - ONE DESTINATION

Shoalhaven
SOUTH COAST - NSW

BRANDING

Shoalhaven **MANY
OPPORTUNITIES**

Shoalhaven **MANY
OPPORTUNITIES**

Shoalhaven **MANY
OPPORTUNITIES**

Shoalhaven **MANY
OPPORTUNITIES**

Shoalhaven **MANY
OPPORTUNITIES**

Fonts

MONTERRAT Ultra Light
MONTERRAT Light
MONTERRAT Regular
MONTERRAT Medium
MONTERRAT Semi Bold
MONTERRAT Bold

AVENIR LT Std - 35 Light
AVENIR LT Std - 65 Medium

CENTURY GOTHIC - Regular
CENTURY GOTHIC - Bold

SHOALHAVEN BRAND
Reenie Beanie

THE COLOUR PALLET

	PMS 302 C100 M48 Y12 K58 R0 C58 B93 #003a5d
	PMS 5503 C39 M2 Y14 K10 R155 C199 B206 #9bc7ce
	PMS 7527 C3 M4 Y14 K8 R235 C230 B214 #ebe6d6
	PMS 137 C0 M41 Y100 K0 R247 C164 B0 #f7a400

Shoalhaven

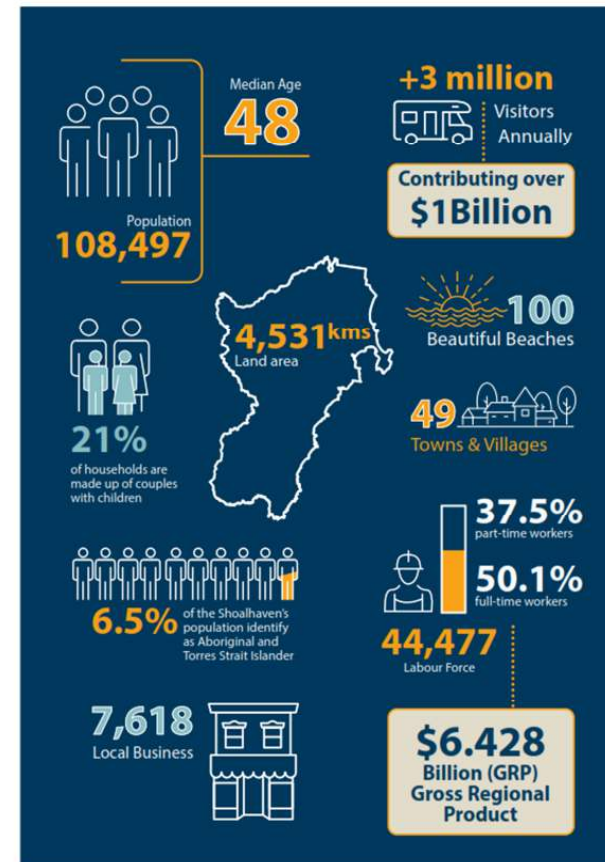
BRANDING

MAP - 2 HOURS IN ALL DIRECTIONS

Shoalhaven stretches from Kangaroo Valley and Berry in the north, all the way past Bawley Point into Murramarang National Park in the south?



INFO GRAPHICS



Shoalhaven

BRANDING

GENERIC STOCK



DEFENSE



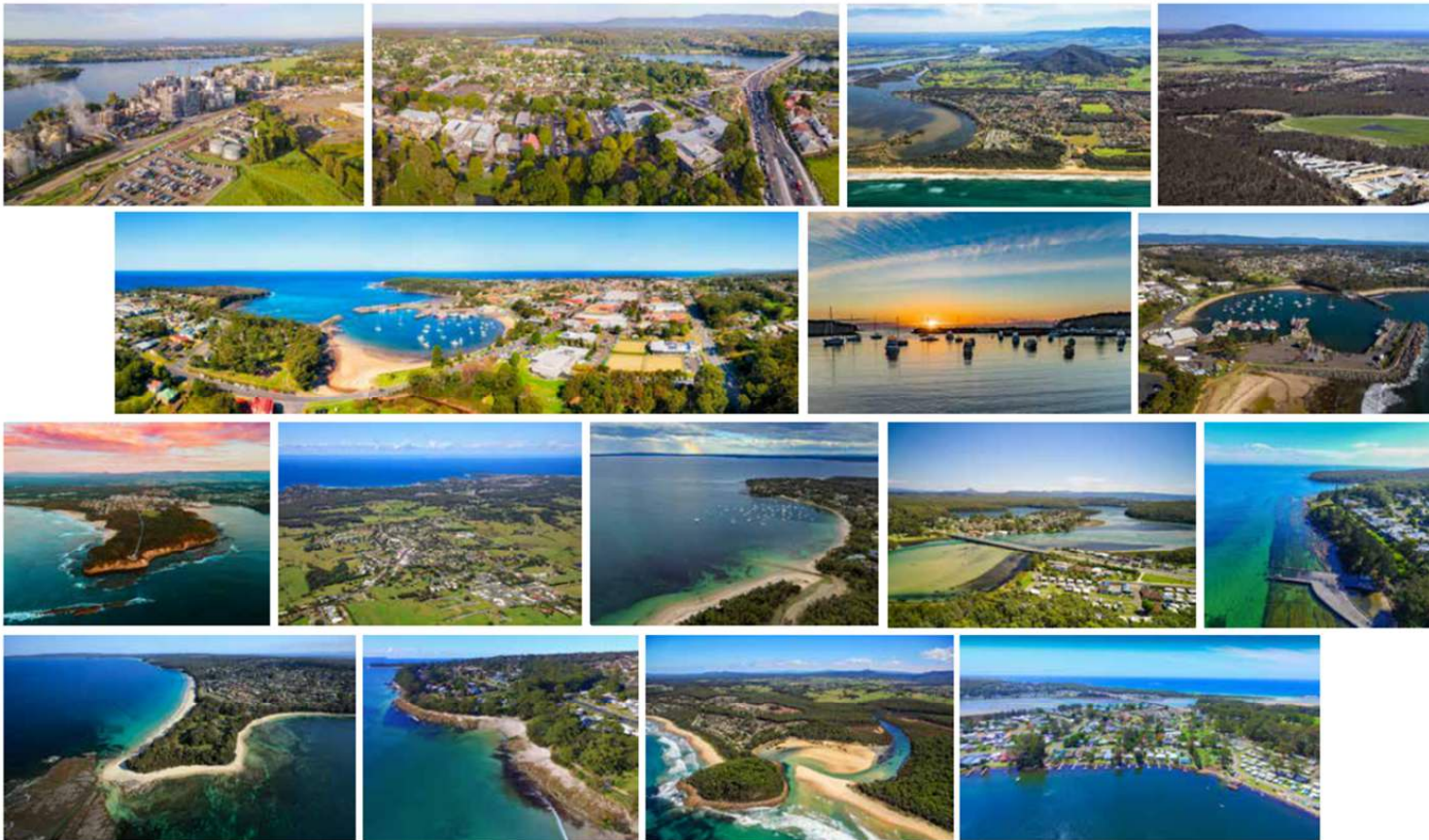
WATER INFRASTRUCTURE



Shoalhaven

BRANDING

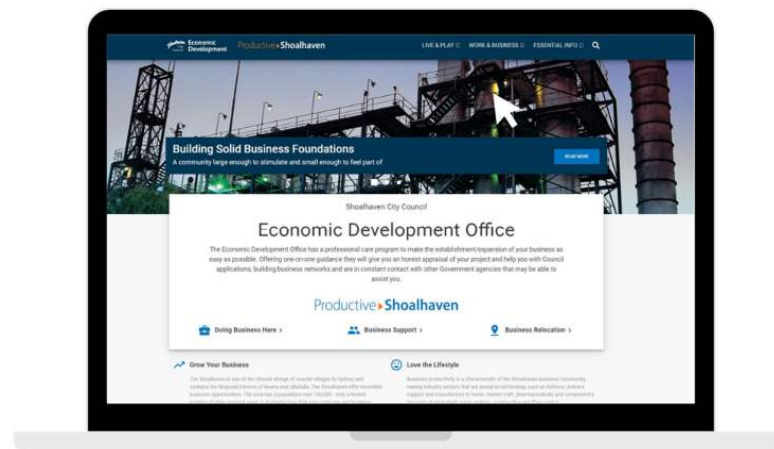
LOCALITIES



Shoalhaven

RETIRE

- The Shoalhaven Economic Development website is being retired due to licencing arrangements.
- The website was created in 2018 as a part of the Productive Shoalhaven project.
- At this time, the Council website was being reconstructed and the Economic Development site was launched for the Productive Shoalhaven campaign.
- [Business.shoalhaven.nsw.gov.au](https://business.shoalhaven.nsw.gov.au)



WHY?

- Council's licence to the DNN Software for the Economic Development site is expiring.
- The new website will incorporate Tourism, Economic Development, Advocacy and Grants, reflecting the department structure within City Futures.
- The features of the new website will allow for a better user experience, incorporating events and newsletter functionalities.
- City Futures will be able to better monitor website visitation and evaluate the impact of content and campaigns.

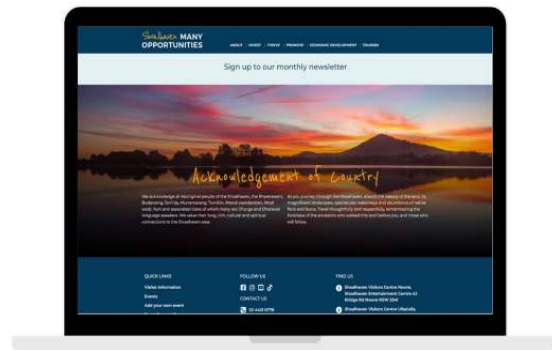
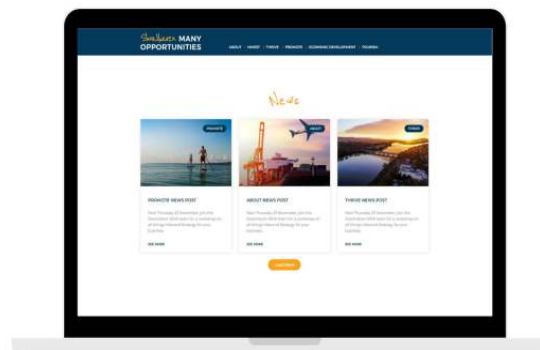
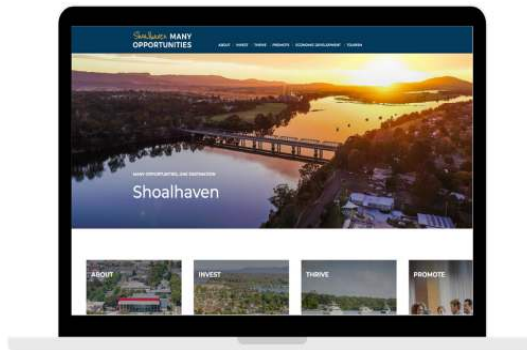
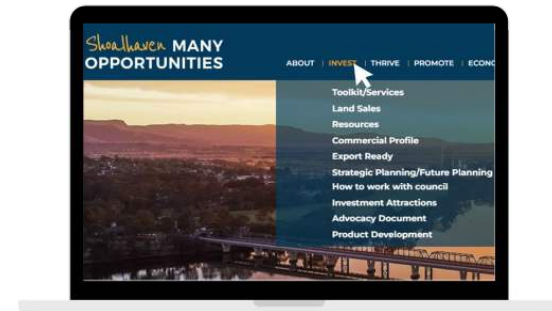


PREVIEW...

Homepage features:

[Website preview here.](#)

- Slider for the categories (mobile friendly)
- News items for each category
- Sign up for the monthly newsletter easy access on the homepage
- Hover over drop down for categories
- Download our advocacy guide

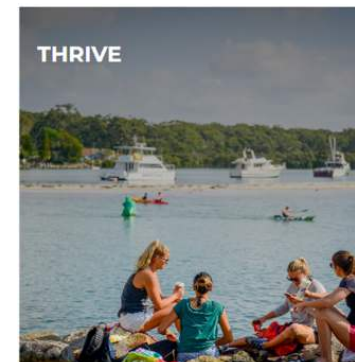
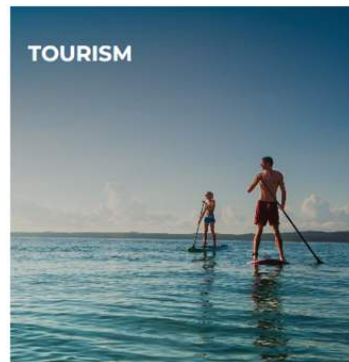
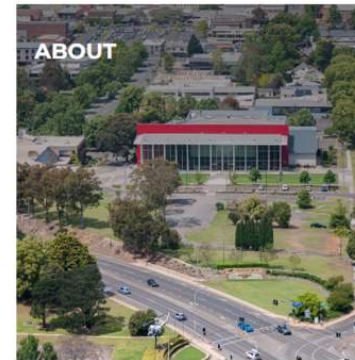


NEWS ITEMS

- Tourism and Economic Development team have access to upload a news item; for example, a current grant or business event information.
- News items will have an expiry date once the event/grant has closed.
- Each news item is specific to each category and is accessed on multiple pages on the website including the home page.



CATEGORIES



Slide 10

PW0 one liner about each category
Payton Walsh, 2024-03-11T02:46:40.253

RS0 0 Notes added to slide
Ryan Schulter, 2024-03-13T03:36:15.454

CATEGORIES

- **Invest** – Information for investors such as relocating/expanding businesses, toolkits, employment land sales, and investment attraction material.
- **Promote** – Marketing material, collateral for ATDW listings, PR material and social media links
- **About** – Information on the ED/Tourism team, living and working in the Shoalhaven, industry partners, and data source
- **Tourism** – Events, event support program, VIC, B2C tourism
- **Economic Development** – ED services, business support, networks, partners, doing business here
- **Thrive** – Grants, networking events, training, export, international marketing



BUSINESS SHOALHAVEN STORIES

- Our in-house tourism videographer will be producing compelling business videos like our Shoalhaven Stories, these videos will discuss the origin of the business, why they love Shoalhaven etc.

Commercial Profiles



Air Affairs Australia - proudly Shoalhaven

Air Affairs Australia is a world leader in providing specialist training services to Australia's Defence Forces.



Cupitt's - proudly Shoalhaven

Rosie and Griff Cupitt's retirement dream of a small farm and a vineyard - just for a "bit of fun" - has grown into one of the Shoalhaven's premier tourist and hospitality businesses.



Smetec Cutting Services - proudly Shoalhaven

Tim Smeets learnt the trade of metal craftsmanship at the feet of his father Johannes and is proudly carrying on the family tradition.



IJED Electric and Data - proudly Shoalhaven

IJED Electric and Data is proud of its strong reputation for delivering on jobs of all sizes, from installing powerpoints to connecting new residential subdivisions to the electricity network.

Shoalhaven

BUSINESS TALK EDM

- Previously Tourism Talk EDM, has been rebranded and is sent monthly to our Tourism and Economic Development subscribers.
- Sign up on the homepage of the new website therefore able to target a higher sign-up rate, when signing up they will select what categories they are suited to.
- EDM will be sent to those who have signed up in a specific category.

Subscribe to our newsletter

The Tourism and Economic Development Team produces a range of industry, media, and special interest newsletters.

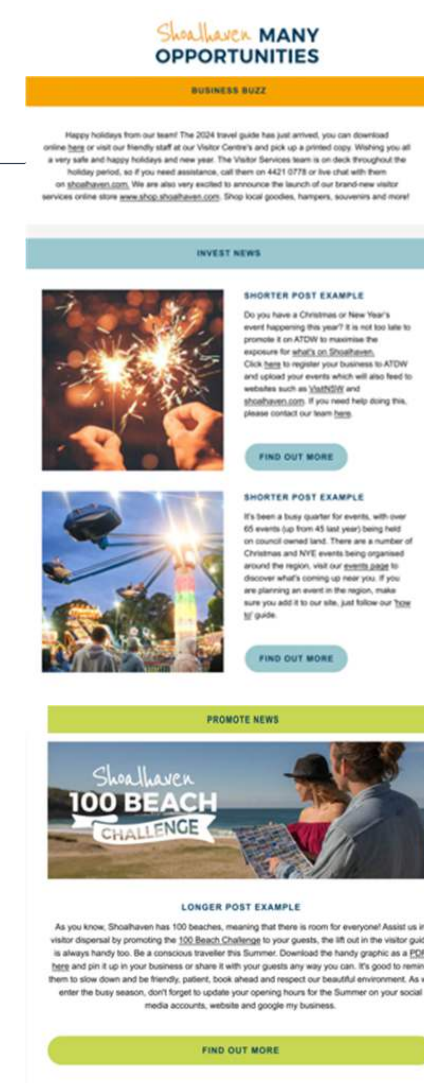
Keep up to date and subscribe to the newsletters you would like to receive via email.

First Name Last Name

Email

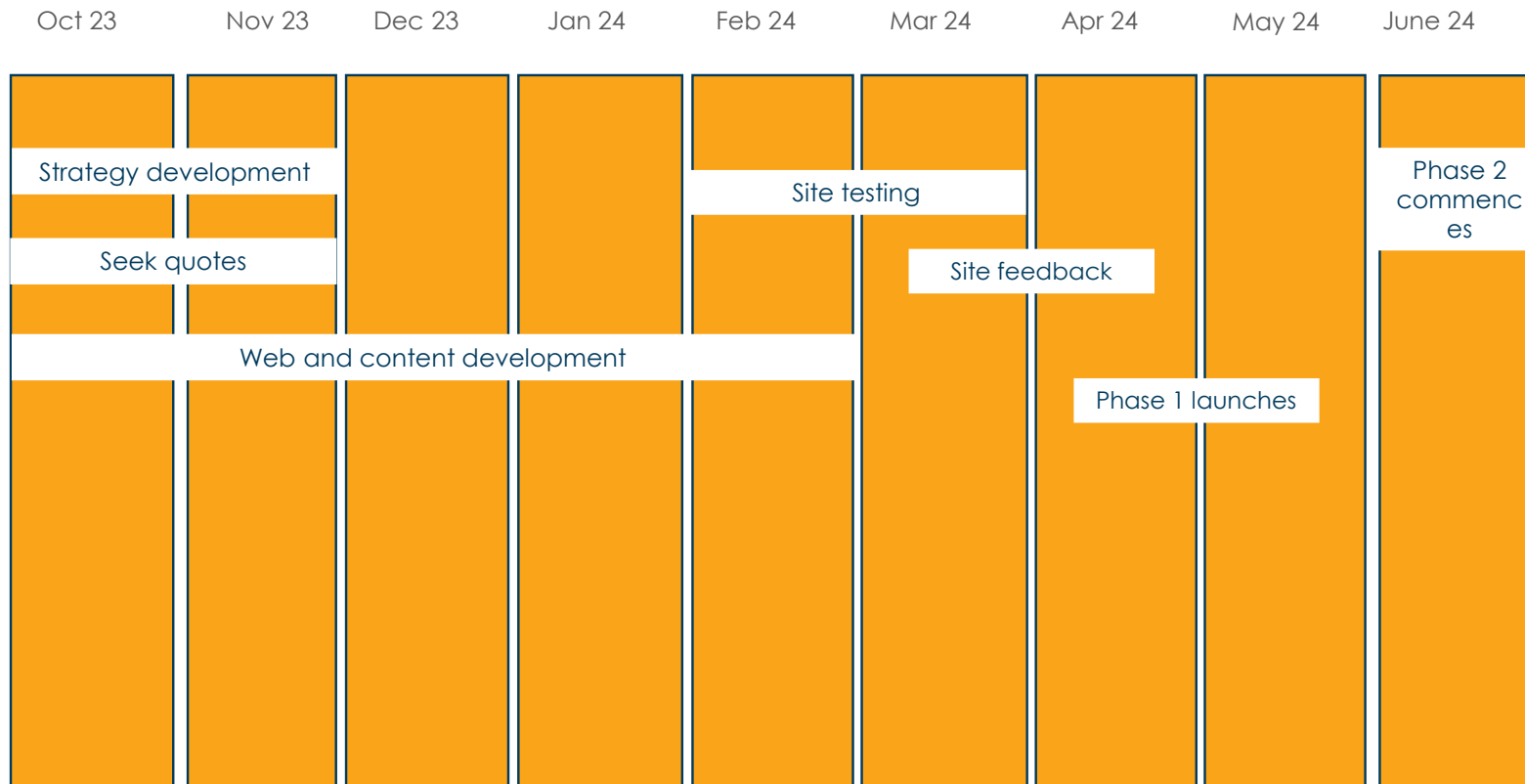
Select the newsletters you'd like to receive:

☐ Investing ☐ Networking ☐ Marketing ☐ Business ☐ Tourism



Shoalhaven

LAUNCH



FEEDBACK AND QUESTIONS

- Is there anything you see that is missing on the site?
- What is your feedback on the look and feel?
- How do you feel it can integrate with your business, what will you use it for?





PHASE 2

MANY OPPORTUNITIES - ONE DESTINATION

Shoalhaven
SOUTH COAST - NSW

EVENTS CALENDAR

- Phase 2 will see the creation of an events calendar, this will be able to be viewed by all and will show networking events and business events happening around Shoalhaven.
- Integrate with google calendar, outlook calendars so people can add direct to their personal/work calendars.

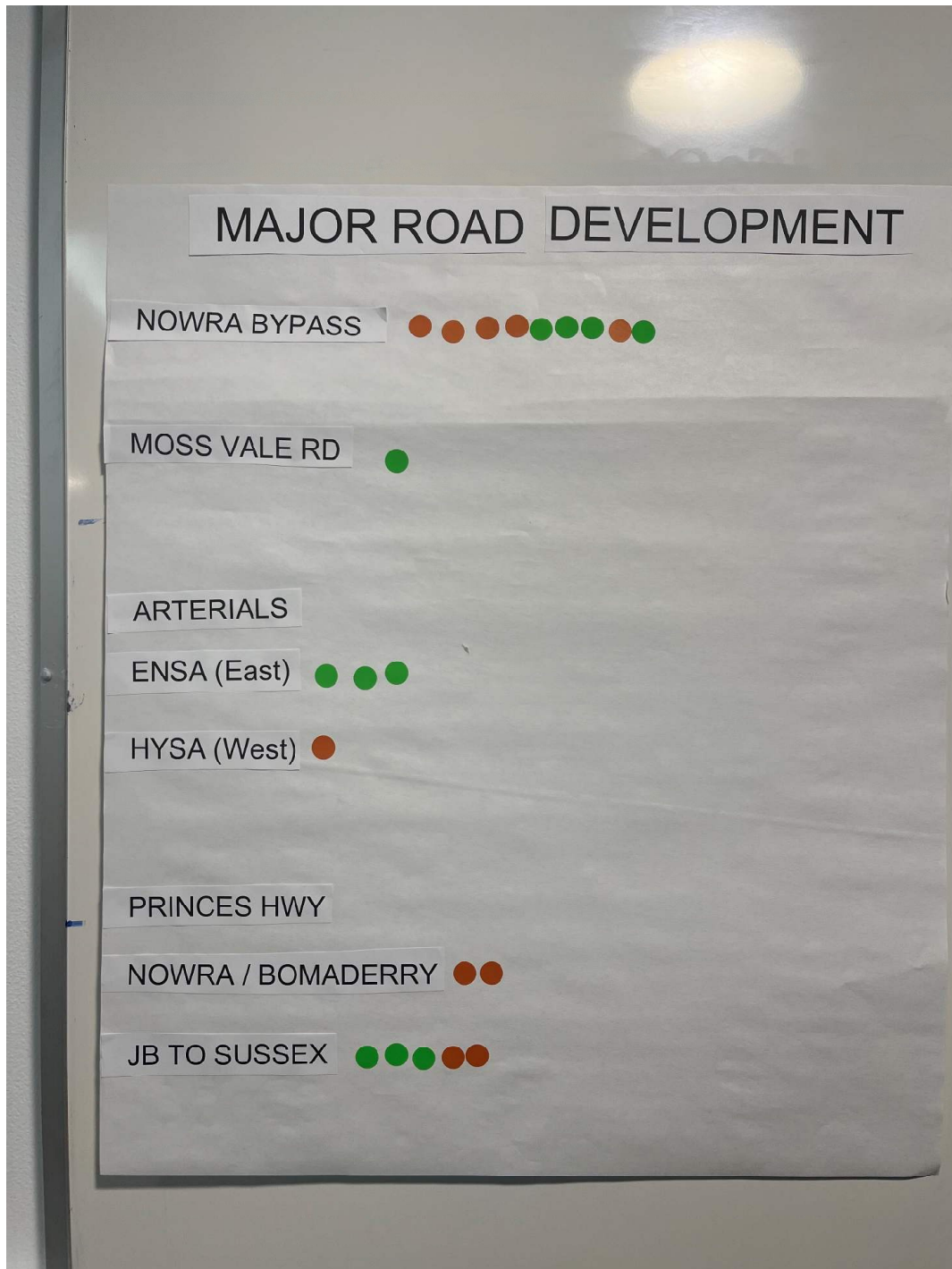


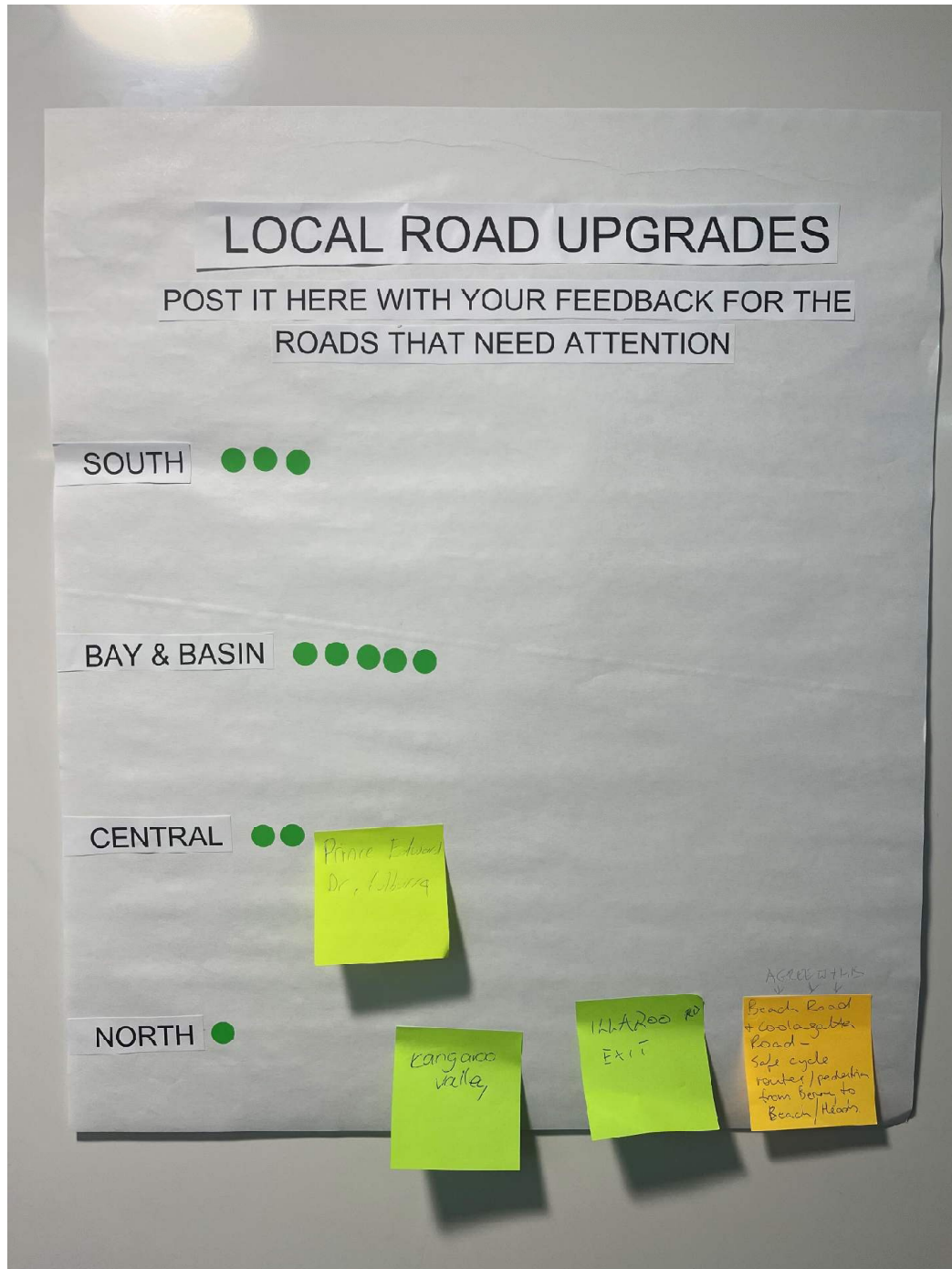
CRM

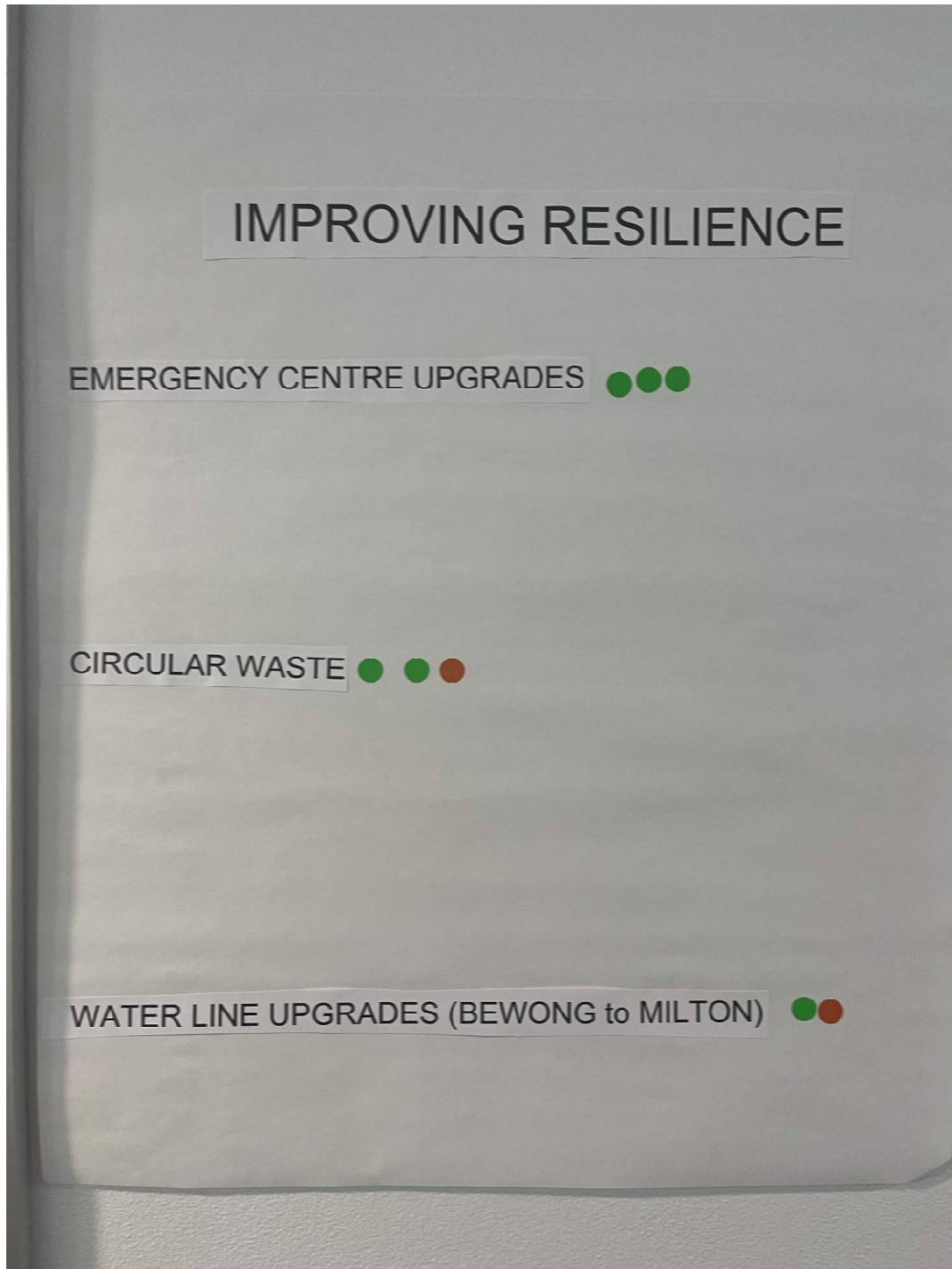
- Customer relationship management system to be implemented for the Tourism and Economic Development departments.
- Combining data and contacts from both departments into one management system called ZOHO.











COASTAL ACCESS & IMPROVEMENT

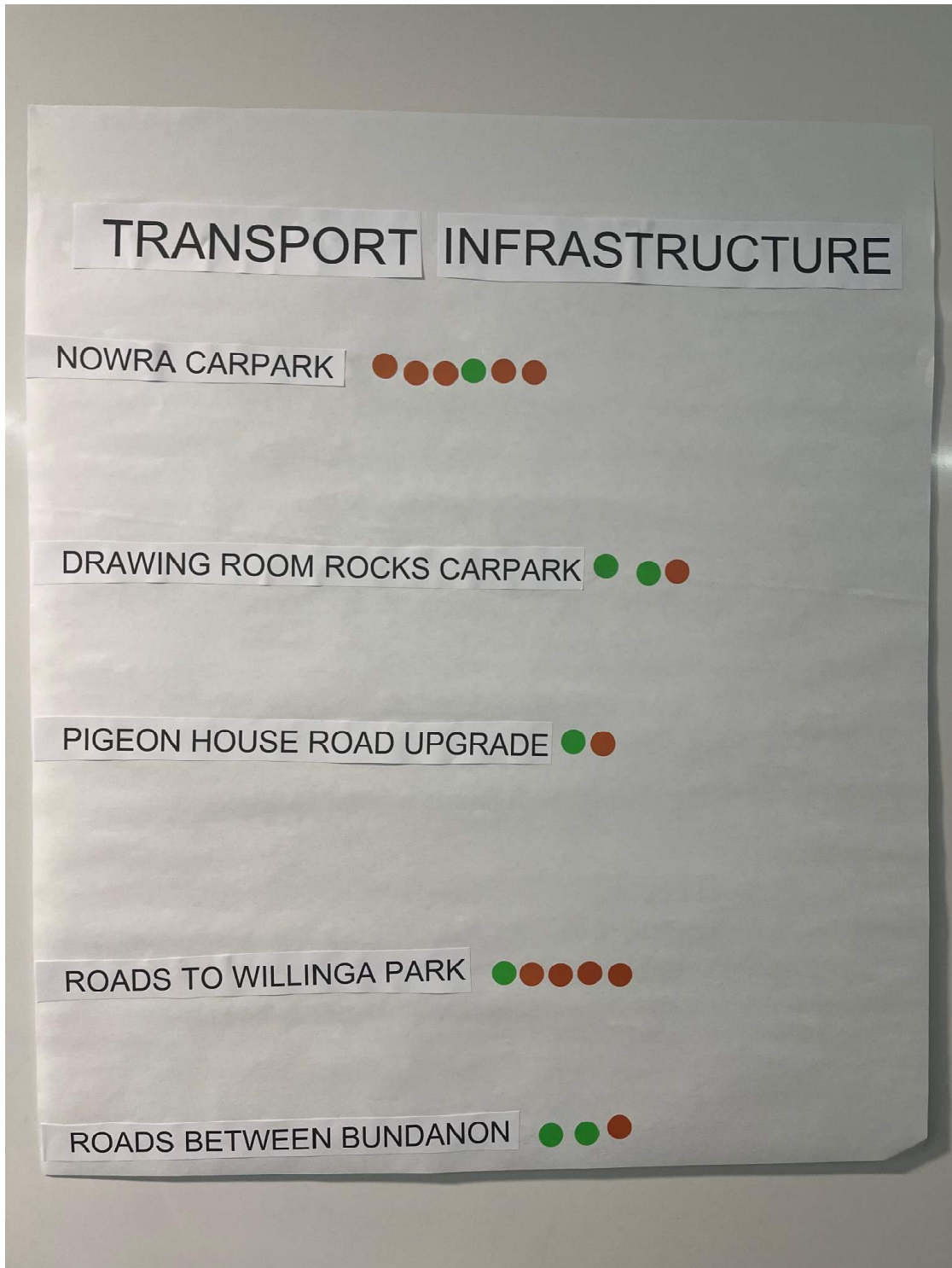
MOLLYMOOK BEACH IMPROVEMENT



FLASH FLOOD WARNING SYSTEM FOR
TABOURIE CONJOLA BURRILL

REPLACE FLOOD NETWORK ALERT SYSTEM





ACTIVE TRANSPORT

NEW COMMUNITY FOOT/SHARED PATHS



EXTENDED ROUND THE BAY VINCENTIA



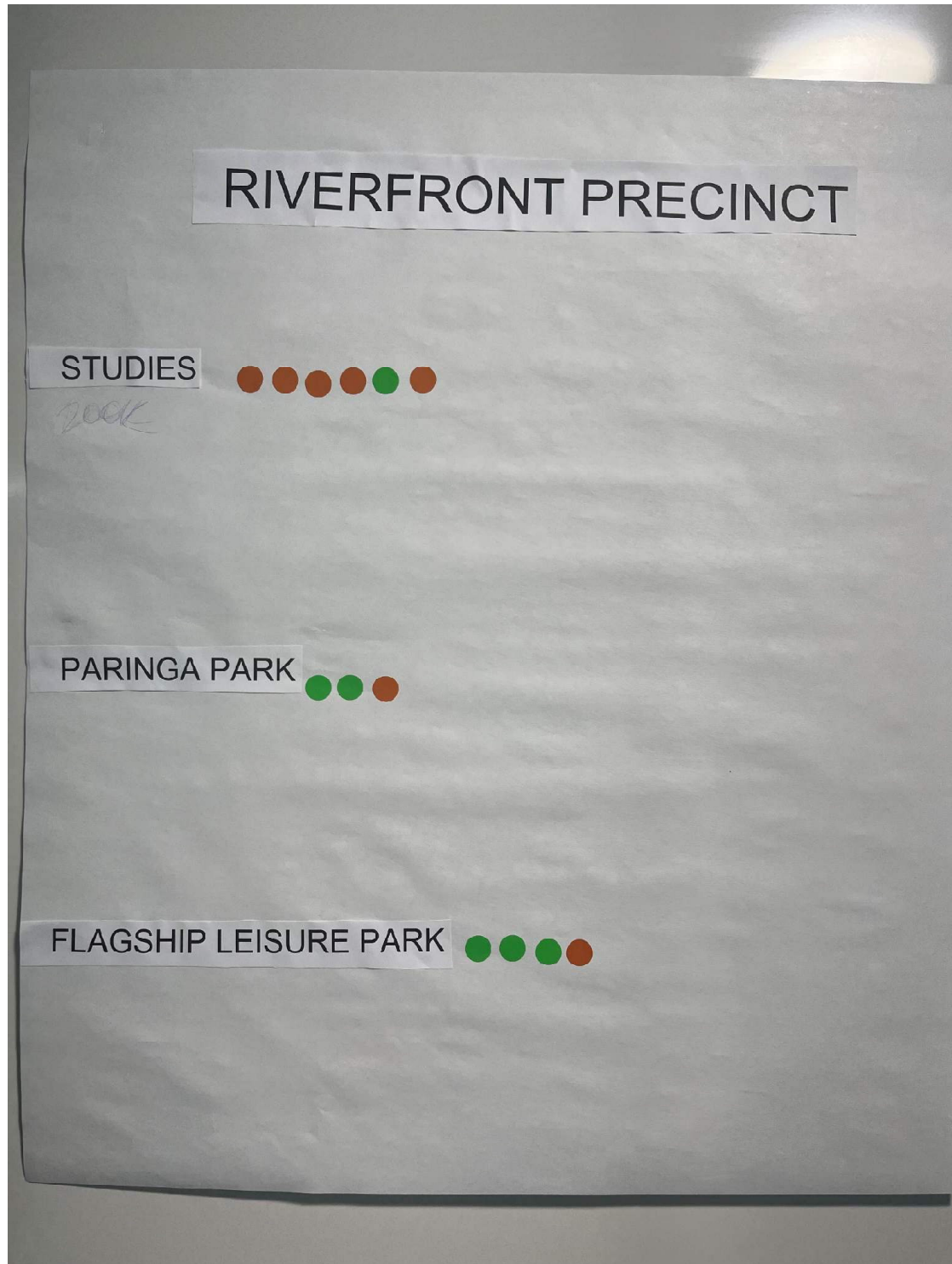
LAKE CONJOLA ENTRANCE PATH

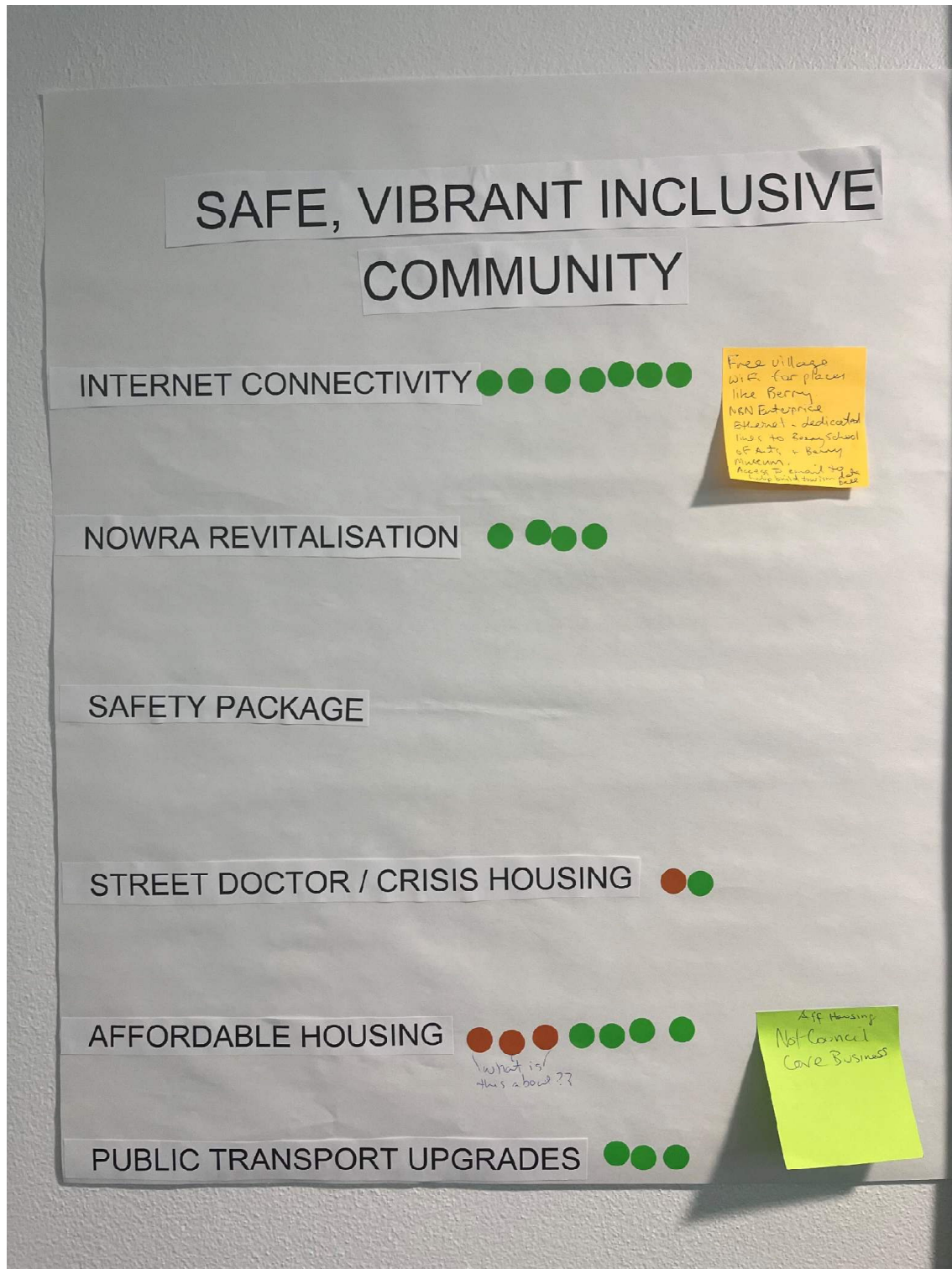


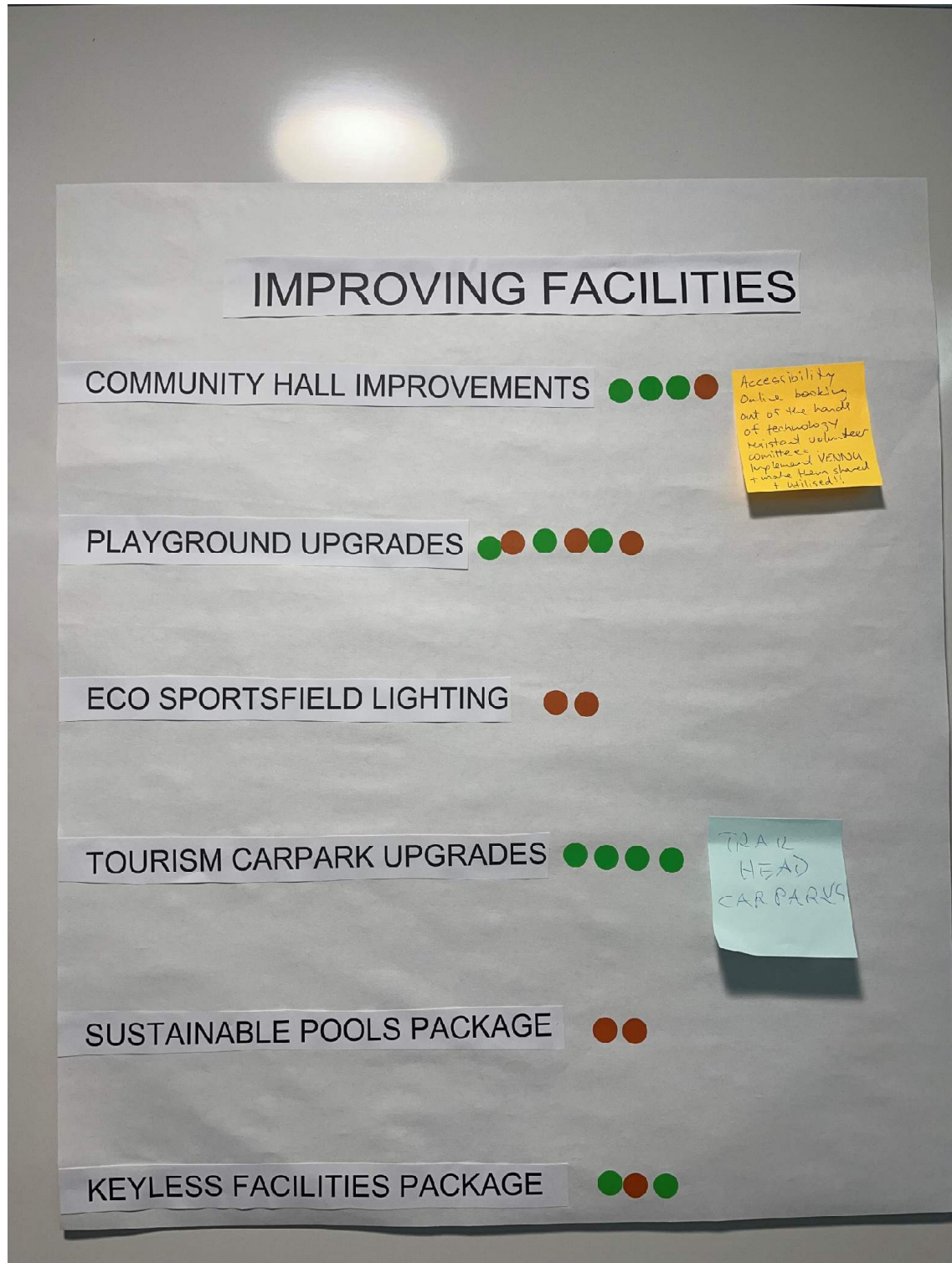
BURRILL TO TABOURIE CYCLEWAY

ACCESS FOR
THOSE LESS
ABLE...
WALKWAYS
+ RAMPWAYS











\$350 million Trust – Regional NSW

The Trust Fund will deliver directly to communities in need.

The Regional Development Trust Fund will strategically invest in four focus areas:

1. Sustainable regional industries, including emerging and engine industries
2. Aboriginal economic development and enterprise
3. Community infrastructure and capacity building
4. Improving regional service delivery.

For further information please visit [Boost for regional NSW with \\$350 million Trust that will deliver directly to communities in need | NSW Government](#)

NSW GOVERNMENT CLIMATE CHANGE, ENERGY THE ENVIRONMENT AND WATER (DCCEEW)

Applications are now open for the Net Zero Manufacturing Initiative. The NSW Government are backing the next wave of innovators that will help us reduce emissions, create jobs and unlock the substantial economic benefits of NSW's transition to net zero by 2050.

There is up to \$275 million in funding, to support businesses:

- get their new clean technologies market-ready
- expand their manufacturing capacity to produce low carbon products and components for renewable energy.

There are Q&A sessions for the grants:

- Clean Technology Innovation online Q&A session – 19 March – 11am
- Low Carbon Product Manufacturing and renewable manufacturing – 21 March – 1pm.

For further information please visit [Net Zero Manufacturing | NSW Climate and Energy Action](#)

Aircraft Maintenance Engineering Attraction Program

Participant are needed to attend the 3-day attraction program for Aircraft Maintenance Engineering, could you please promote the AME Attraction Program with stakeholders in your regions.

Here are some key points regarding the AME Attraction Program:

- The AME Attraction Program and has been developed in collaboration with Regional NSW, Training Services NSW, TAFE NSW, Wollongong of University, Pennant Training the Illawarra Shoalhaven Regional Defence Network (the Defence Network) and local defence Prime companies.

- The program is targeted to attract and retain a local workforce into the thriving defence industry in the Illawarra and Shoalhaven areas.
- The AME Attraction Program will run over two days at the UOW, Shoalhaven campus and will provide students with an understanding of the role and necessary qualifications to become an Aircraft Maintenance Engineer. The Program is targeted towards candidates who are aged 16 years or older, school leavers, mid-career and mature aged.
- The program includes an exclusive industry tour as well as the chance to visit the Royal Australian Navy's simulators and Warfare Centre located at HMAS Albatross.
- This first-of-its-kind placed-based program aims to nurture local talent to meet the demands of the growing defence industry in the region. An exciting development involves the introduction of Certificate II Aeroskills by TAFE in Nowra in semester two this year.
- The delivery of the Aeroskills course locally will provide alternative training options and help to eliminate the need for people to travel to Sydney to carry out their education and training. It will also create pathways for apprenticeships with local companies such as Sikorsky Australia and QinetiQ Air Affairs as well as carers in the Royal Australian Navy.
- For more information about the program visit the Defence Network page at [The Illawarra and Shoalhaven Defence Network \(illawarrashoalhavendefence.com.au\)](http://TheIllawarraandShoalhavenDefenceNetwork(illawarrashoalhavendefence.com.au)).
- **Application close 27 March 2024 with courses being delivered in May 2024.**

Information for Schools

I would like to reiterate that there will be a Cert II Aeroskills run at Bomaderry TAFE available in Semester 2 2024, however enrolment in this course is **not** mandatory after attendance at this industry event, and students can continue completing their HSC. Due to rapid expansion in the Aviation, in the Defence Industry and the Navy, there will be many opportunities available in the future for our local students, and this is a great way for students to undertake an industry immersion for opportunities starting in 2025.

Please pass this information along to your Physics, Engineering and STEM teachers for promotion among their subjects, as it is a great opportunity for students to attend this taster industry event.

If you could also promote this event in your school newsletters and Facebook page, it would be greatly appreciated. Community support is vital for these programs to run locally.

Here are some of the videos on LinkedIn that Sikorsky have posted about AME's. It would be great if you could share these with your stakeholders as well.

Nikki – Apprentice AME Sikorsky

https://www.linkedin.com/posts/lockheed-martin_be-supported-to-balance-your-work-and-your-activity-7171615662157619200-H-W?utm_source=share&utm_medium=member_desktop

Beau – Apprentice AME Sikorsky

https://www.linkedin.com/posts/lockheed-martin_fulfill-your-passion-for-aviation-through-activity-7168437328959537152-YoV-?utm_source=share&utm_medium=member_desktop

Sikorsky Investment

https://www.linkedin.com/posts/lockheed-martin_sikorsky-australia-is-thrilled-to-onboard-activity-7167679554562502656-QcOC?utm_source=share&utm_medium=member_desktop

Here are the links to the Illawarra Shoalhaven Regional Defence Network LinkedIn page:

<https://www.linkedin.com/feed/update/urn:li:activity:7173029936608239616>

<https://www.linkedin.com/feed/update/urn:li:activity:7170138362933174272>

For further information and to submit an expression of interest please register at:

<https://www.illawarrashoalhavendefence.com.au/eoi-aircraft-maintenance-engineering-career-program/>

Office of the 24-Hour Economy Commissioner Shoalhaven City Council

Office of the 24-Hour Economy Commissioner

OFFICIAL





OFFICIAL



Acknowledgement of Country

The Department of Enterprise, Investment and Trade acknowledges, respects and values Aboriginal peoples as the Traditional Custodians of the lands on which we live, walk and work. We pay our respects to Elders past and present.

We acknowledge the diversity of Aboriginal people and their ongoing connection to their country, waters and seas. We also acknowledge our Aboriginal employees who are an integral part of our diverse workforce and recognise any Aboriginal and Torres Strait Islander people participating in this session today.

Image: Destination NSW

OFFICIAL



Agenda

The O24HEC

Current Projects & Programs

Questions and Feedback



Office of the 24-Hour Economy Commissioner

Background



- 24-Hour Economy Strategy (Sep 2020) responded to:
 - Evidence Sydney's 24-hour economy was underperforming
 - Poor global rankings and reputational damage
 - Impact of COVID-19 on hospitality industry
- Office (and Commissioner) established Apr 2021 to deliver 24-Hour Economy Strategy within Greater Sydney.
- Following change of government in March 2023, the Office's remit is being permanently expanded statewide to include Six Cities and regional centres across NSW.



24-Hour Economy Strategy Refresh



Further Vibrancy Reforms







Local Government Toolkit

Council Toolkit Diagnostics



Stage	What does a night-time economy look like at this level?
Emerging	Few restaurants are open in the evening, with occasional and ad-hoc late-night events.
Growing	A range of dining and hospitality options are available in the early evening, together with family-friendly events and activations.
Developing	A good night-time hospitality offering is supported by public transport into the evening. Cultural and community venues are open at night, with pockets of late-night retail and late-night activations.
Maturing	Night-time precincts are lively from early evening through to late night, catering to different age groups and demographics. People can visit cultural venues, shops, see live music, go to a karaoke bar or nightclub followed by a late-night bite or grocery run. Public transport is heavily in use, with taxis and rideshares busy throughout the night. Streets activated with lighting, lit storefronts and good wayfinding.
Established	24-hour precincts and specialised areas bring the night to life – small-bar scenes, shops and retail, cultural and community venues. Your main street is full of late-night eateries, with families grabbing a bite after midnight. Music venues, galleries and theatres are open past midnight. Public transport runs overnight and taxi and rideshare options are in demand with both revellers and workers.

The Toolkit has two key purposes:

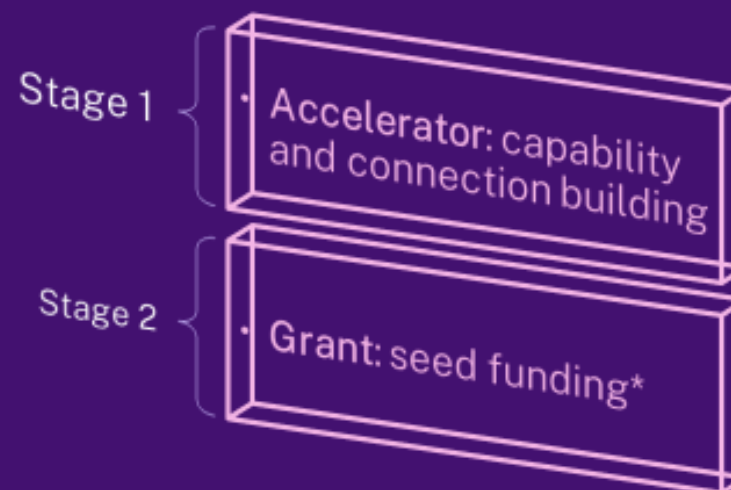
1. Supporting councils to develop their night-time economies
2. Building the capability of councils to manage their night-time economies.

Help councils to understand their night-time economy and their capacity to accelerate it to the next stage – from ‘Emerging’ to ‘Established’





The Uptown Program is designed to **fast-track the formation of local business communities** and **facilitate the growth of their districts into vibrant going out hubs** in line with the NSW Government's 24-Hour Economy Strategy for Greater Sydney.





OFFICIAL

Stage 1: Uptown Accelerator



10-week free program to upskill businesses across:

- 1 Vision and story
- 2 Brand identity and promotion
- 3 Incorporation and governance
- 4 Grants
- 5 Sponsors and partners
- 6 Pitch (*District Showcase*)

OFFICIAL



OFFICIAL

Stage 2: Uptown Grant



Funding of \$100K-\$200K to District Teams for **coordination** and **consumer engagement** activities.

Objectives include:

- increasing coordination and collaboration between businesses in distinct geographical areas
- supporting business models that allow for partnerships, including major events, brands and government,
- increasing the marketability of unique districts with distinct products developed, and
- increasing consumer awareness and engagement with districts.

OFFICIAL



OFFICIAL

District Showcase



Teams present their District (in 2mins)
to a targeted audience of potential
partners and collaborators e.g.:

- Corporate brands
- State govt agencies
- Local councils
- Producers
- Creative leaders

2023

21 district pitches
205 attendees
461 connections

100% agreed it was a
**valuable showcase of
diverse going out
districts.**

OFFICIAL





OFFICIAL

Benefits



Strong and
engaged
business
community

New marketing
and attraction
opportunities
for your LGA

Improved
diversity of
offering in
the area

Funded
coordinators
(deal with 1
contact to reach
many businesses)

De-risked trials
and/or expansions
of recurring
programming in
your LGA

OFFICIAL

A photograph of a person's silhouette in profile, looking towards a brightly lit neon sign that reads 'OPEN 24 HOURS'. The scene is at night, with the neon sign being the primary light source. The text 'Uptown Accelerator Round 3' is overlaid in white on the lower left of the image.

Uptown Accelerator Round 3

OFFICIAL



Expansion to six strategic urban centres

- | | | | |
|---------------------------------|-----------------------------------|------------------------------|---------------------------------|
| 1. Bayside Council | 11. Cumberland City Council | 22. Lane Cove Council | 34. Shellharbour City Council |
| 2. Blacktown City Council | 12. Fairfield City Council | 23. City of Liverpool | 35. Shoalhaven City Council |
| 3. Blue Mountains City Council | 13. Georges River Council | 24. Maitland City Council | 36. Municipality of Strathfield |
| 4. Municipality of Burwood | 14. City of Hawkesbury | 25. Mosman Council | 37. Sutherland Shire |
| 5. Camden Council | 15. The Hills Shire | 26. City of Newcastle | 38. City of Sydney |
| 6. Campbelltown City Council | 16. Hornsby Shire | 27. North Sydney Council | 39. Waverley Council |
| 7. City of Canada Bay | 17. Municipality of Hunter's Hill | 28. Northern Beaches Council | 40. City of Willoughby |
| 8. City of Canterbury-Bankstown | 18. Inner West Council | 29. City of Parramatta | 41. Municipality of Woollahra |
| 9. Central Coast Council | 19. Kiama Municipal Council | 30. City of Penrith | 42. Wollondilly Shire |
| 10. Cessnock City Council | 20. Ku-ring-gai Council | 31. Port Stephens Council | 43. Wollongong City Council |
| | 21. Lake Macquarie City Council | 32. City of Randwick | |
| | | 33. City of Ryde | |

OFFICIAL

OFFICIAL



Eligibility

District: A geographically distinct micro-area (e.g., a high street or block of streets) that has a unique identity and diverse cultural and entertainment offerings across multiple venues within short walking or biking distance. A district is not an entire suburb.

District Team: Three or more local businesses, social enterprises and/or arts and cultural organisations that are aligned under a unified identity as a means of engaging residents, visitors, and collaborators to a district. District Team members may come from various sectors to serve the community around them with a range of amenities and services, such as accommodation, arts and culture, tourism, hospitality, live performance, retail and sport.

To be eligible:

- District Team must comprise at least three members from different organisations within the proposed geographical boundaries.
- District must be located within an eligible LGA.
- All members must be an ABN holder in NSW
- All members must commit to participate in key dates and activities.

OFFICIAL

OFFICIAL

How Councils can get involved



- Identify suitable local Districts and encourage them to apply.
- Connect individual businesses and business groups together.
- Share the opportunity with businesses and/or business groups.
- Host events to connect local businesses and educate groups about the benefits of Uptown.
- Make available a key contact point within council to support local Districts.
- Provide guidance to District teams for their application and/or letters of support.



OFFICIAL



OFFICIAL



Next steps

1. Councils start planning how to engage / champion Uptown program
2. Uptown Applications expected to open early April
3. Council briefings – once applications open
4. Information sessions for businesses

OFFICIAL

21



OFFICIAL



Questions and Feedback

Ashleigh Smith

M: +61 461 270 878

E: Ashleigh.Smith@enterprise.nsw.gov.au

Image: Destination NSW

OFFICIAL

22

July 2023

nsw.gov.au/Uptown

Uptown

Uptown Program

Accelerating the growth of districts into vibrant
going out destinations across Greater Sydney



We acknowledge the 29 clans of the Eora Nation,
the Traditional Owners of the land. We recognise their
continuing connection and unique cultural and spiritual
relationships to the land, waters and community.
We pay our deepest respects to them and their culture,
and to Elders both past and present.



Uptown Program

The Power of Collaboration

A chapter of recent history that forced people apart has also revealed the importance of coming together.

Commercial entities of every type faced challenges during the first two years of the COVID-19 pandemic, but hospitality, cultural and entertainment businesses were amongst the hardest hit by suddenly-imposed restrictions and shutdown orders. Few, if any, of the business owners who struggled through this period will look back on those unprecedented times fondly. And yet, as the dark clouds of lockdowns and recovery periods have parted, some surprising silver linings have been revealed.

Through innovative pivots, fast-paced retooling and rapidly adapting to a shifting commercial landscape, business owners embraced a pioneering spirit and a willingness to experiment. And by accessing support via recovery grants, and seeking out new commercial partnerships, both government and business were able to collectively overcome obstacles, demonstrating the resilience and adaptability that collaboration creates in the face of challenging circumstances.

Now, as COVID recovery efforts have wound down and the economy has settled into a new normal, businesses are searching for ways to not only merely survive, but to thrive. And the power of collaboration, which proved so essential during the pandemic, is once again offering a solution.

The Office of the 24-Hour Economy Commissioner launched the inaugural

Uptown Program in late 2022 to empower independent business collectives across Greater Sydney. 30 District Teams participated in the program's stage one Accelerator, a series of capability building workshops to give these fledgling collectives the skills to develop fully realised visions for their district, as well as the know-how to pitch for business partners and sponsorships.

Overwhelmingly, participants remarked on how inter-business collaborations had revealed previously unknown opportunities. "We have already benefited from sharing resources, cross-promotion and knowledge sharing. Most importantly, the passion in the room is invigorating and sparks a lot of innovation on both an individual business basis but also as a collective," said Laura Southcombe, the District Team Leader for UpTown Sydney CBD.



The Power of Collaboration

Uptown Program

“We are stronger as a group and team, and we can action change better,” added Kiki Ward, the spokesperson for the Paddo Collective District Team. “We realised we can look internally and capitalise on the resources we already have. It also gave us the opportunity to collaborate with businesses outside our own industry which we may not have considered partnering with previously, and find that we have more similarities than we previously realised.” The Uptown Accelerator culminated in a District Showcase, where District Teams could pitch their respective visions to potential collaborators and to each other. “Meeting the other district members was so inspiring,” said John Meredith, District Team Leader for the Bookvale Arts District. “Not only was it reassuring to see so many other Sydneysiders trying to upgrade their precincts with inspiring ideas, but it also humbled me to realise that we are not alone and how much more relevant and



powerful we can be, working together to help realise Sydney’s full potential as a destination.”

Data supports that there has never been a better time for a late-night renaissance in Sydney. Visitation numbers to night-time businesses in the Sydney CBD have peaked to levels higher than those pre-pandemic and Sydney is currently witnessing a boom in the number of new night-time businesses opening citywide. Public perceptions of Sydney’s nightlife are also trending up, with Ipsos polling finding that a majority of Sydneysiders find the city’s nightlife diverse (65%), easy to access (58%), vibrant (57%) and safe (50%).

Such is the importance of a healthy night-time economy, the NSW Government has become the first in the world to appoint a minister to oversee it. Minister for Music and the Night-time Economy John Graham says that the Uptown



The Power of Collaboration

Uptown Program



Program is a vital part of realising the NSW Government's 24-Hour Economy Strategy. "This is an exciting opportunity for groups of businesses and creatives in areas across Sydney who've laid out their visions to create well-known precincts with unique offerings for locals and visitors to enjoy," he said.

Stage two of the Uptown Program will further empower 21 successful districts across eight different local government areas in Sydney, with each receiving up to \$200,000 in funding to independently engage coordinators and marketing specialists to further promote and realise their District's vision.

"With an Uptown Grant, districts can bring their visions to life and deliver brilliant experiences that celebrate what's best about their community," said Michael Rodrigues, the 24-Hour Economy Commissioner.



"The Uptown Program is a key element of our 24-Hour Economy Strategy, encouraging place-based collaboration, branding and storytelling within districts, and providing a platform for them to innovate with reduced risk and ultimately become self-sustainable win the future."

At the heart of the Uptown Program's mission is the ability of collaboration to leverage collective potential and create something greater than the sum of its parts. By bringing diverse ideas to the table, breaking down silos and unlocking new business possibilities, the creation of 21 dynamic nightlife and hospitality districts across Sydney will not only aid the individual operators taking part in the program, but also Sydney's standing as a world-class nightlife destination for years to come.



Uptown Program

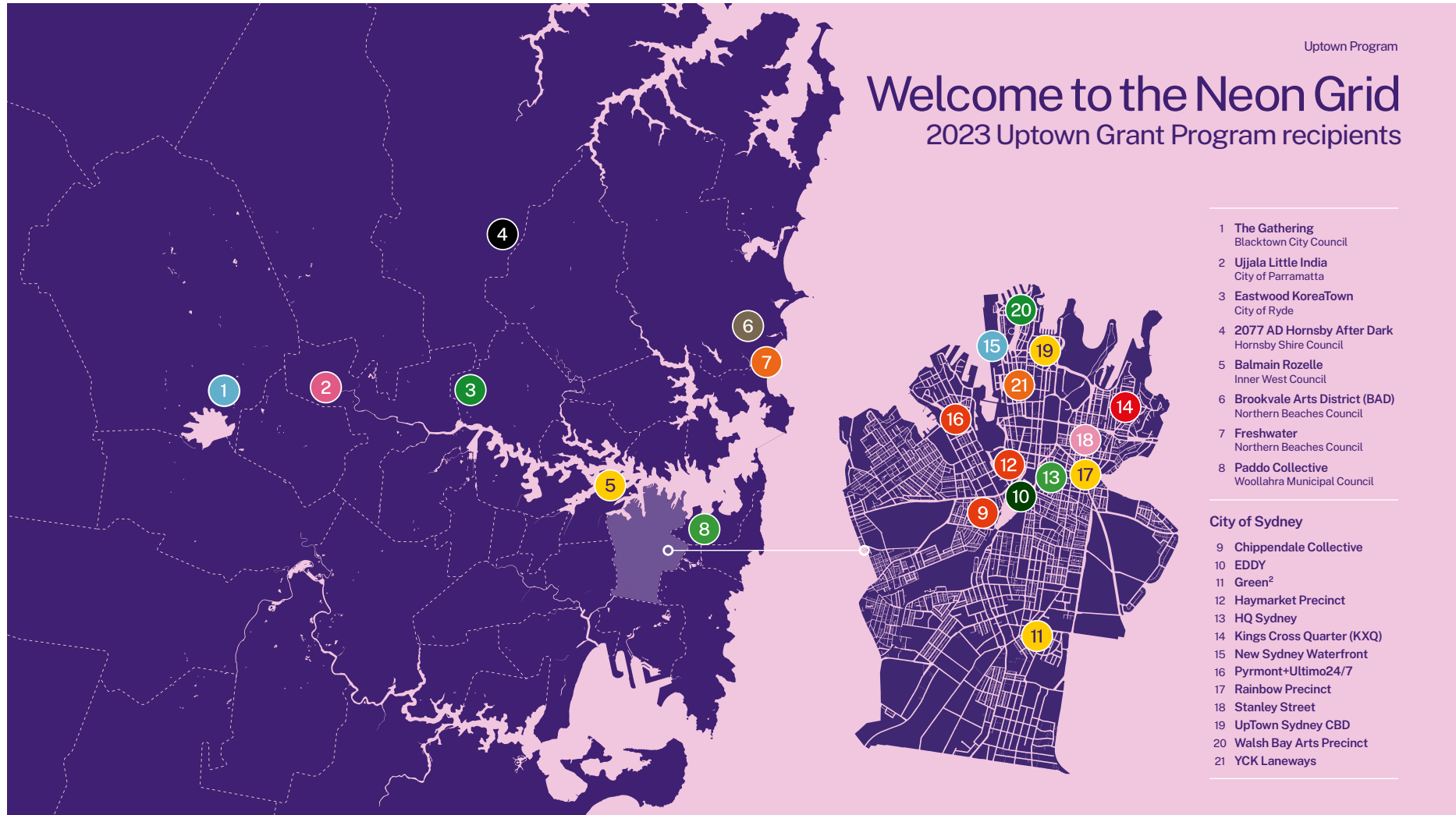
Welcome to the Neon Grid

2023 Uptown Grant Program recipients

- 1 **The Gathering**
Blacktown City Council
- 2 **Ujjala Little India**
City of Parramatta
- 3 **Eastwood KoreaTown**
City of Ryde
- 4 **2077 AD Hornsby After Dark**
Hornsby Shire Council
- 5 **Balmain Rozelle**
Inner West Council
- 6 **Brookvale Arts District (BAD)**
Northern Beaches Council
- 7 **Freshwater**
Northern Beaches Council
- 8 **Paddo Collective**
Woollahra Municipal Council

City of Sydney

- 9 **Chippendale Collective**
- 10 **EDDY**
- 11 **Green²**
- 12 **Haymarket Precinct**
- 13 **HQ Sydney**
- 14 **Kings Cross Quarter (KXQ)**
- 15 **New Sydney Waterfront**
- 16 **Pymont+Ultimo24/7**
- 17 **Rainbow Precinct**
- 18 **Stanley Street**
- 19 **UpTown Sydney CBD**
- 20 **Walsh Bay Arts Precinct**
- 21 **YCK Laneways**



2023 Uptown Grant Program recipients

This document records the beginning of a story that is unfolding in unique ways for each of the respective Districts profiled within. While the information enclosed is accurate as of the time of publication, geographic footprints might grow, district names might change as consumer facing strategies develop and member businesses might increase or shift over time.

- P8 2077 AD Hornsby After Dark
- P10 Balmain Rozelle
- P12 Brookvale Arts District (BAD)
- P14 Chippendale Collective
- P16 Eastwood KoreaTown
- P18 EDDY
- P20 Freshwater
- P22 Green²
- P24 Haymarket Precinct
- P26 HQ Sydney
- P28 Kings Cross Quarter (KXQ)
- P30 New Sydney Waterfront
- P32 Paddo Collective
- P34 Pyrmont+Ultimo24/7
- P36 Rainbow Precinct
- P38 Stanley Street
- P40 The Gathering
- P42 Ujjala Little India
- P44 UpTown Sydney CBD
- P46 Walsh Bay Arts Precinct
- P48 YCK Laneways

2077AD.com.au

Uptown Program / P8

2077 AD Hornsby After Dark



Credit: Marcin Skaliy / Unsplash

Club together: capitalising on its proud community heritage, the 2077 postcode is ready to become “the ultimate night out that has something for everyone”



A thriving pub and club scene – with traditional pubs serving up cold frothies and hearty grub and trendy gastropubs offering craft brews, cocktails and modern Australian fare, as well as RSLs and sporting clubs with regular live music and dance floors – is the backbone of this district’s vision. A future focus on arts and culture events will further cement Hornsby as a lively night-time destination for a broad range of consumers.

2077 AD Hornsby After Dark

Local Highlights:

Wollarobba Arts and Culture Centre

The artistic hub of Hornsby Shire features a community art studio, a purpose-built printmaking room, art classes, an artists' lounge and a gallery space with a rolling program of public exhibitions. Located in central Hornsby behind Willow Park, the Wollarobba Homestead was built in 1903 and was transformed by the council into the Shire's premier art and cultural venue in 2011.

hornsby.nsw.gov.au/lifestyle/arts-and-culture/wollarobba

Magpies Waitara

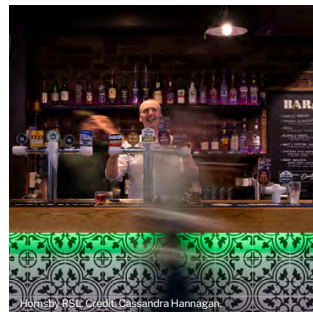
The home of the Asquith Rugby League was purpose built in 1979 and received a major \$8.5 million renovation in 1998. It boasts five hospitality venues, including a café, a restaurant specialising in Asian cuisine, and the Pavillion, a stunning dining space and function room with a vaulted ceiling. The club hosts a weekly program of events, from bingo and trivia to poker and karaoke nights, as well as a packed program of live music performances.

magpieswaitara.com.au

The Hornsby Inn

A pub and nightclub has stood on the site of the Hornsby Inn for more than half a century, and the current incarnation of the venue proudly continues this 50-year pedigree of nightlife and entertainment excellence. From classic meat raffles and live music performances, to open mic and free pool nights, the Hornsby Inn offers a nose-to-tail nightlife experience, serving up good times, entertainment and bistro eats.

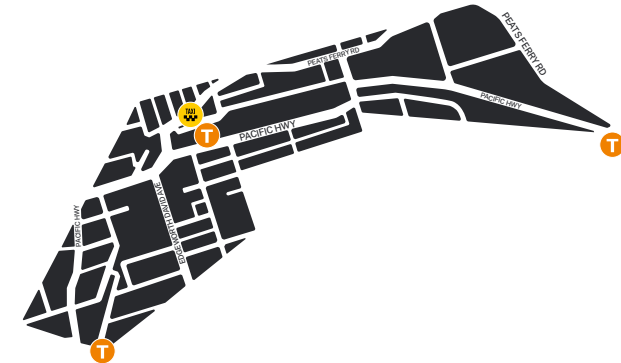
hornsbyinn.com.au



Courtesy of Hornsby Chamber of Commerce

Hornsby Shire Council

Uptown Program / P9



Meet some of our members

Hornsby Chamber/Industry Assoc.

Hornsby RSL

Hornsby Railway Hotel

Magpies Waitara

Blue Gum Hotel

Hornsby Westfield

Hornsby Police

Event Cinemas

The Hornsby Inn

The Asquith Club

HOW TO GET THERE

BY TRAIN
Hornsby Station
Asquith Station
Waitara Station

SECURE TAXI RANKS
Hornsby Station

HOW TO GET IN TOUCH



John Warren
Hornsby Chamber of Commerce
info@hornsbychamber.com.au
0419 843 683

balmainrozelle.org.au

Uptown Program / P10



Situated along a picturesque Sydney Harbour peninsula, the suburbs of Balmain and Rozelle have a charming village feel and a proud industrial heritage. Yet beyond its sandstone buildings and historic docklands, the area remains focused on the future with trendy local shops and a cluster of fashion, dining, design and arts venues. The Balmain Rozelle Chamber of Commerce has quickly grown in just over three years to a collective of 183 businesses with a vision to secure local loyalty for long-term economic success while attracting visitors from across Greater Sydney and beyond.



Credit: Ross Coffey

Balmain Rozelle

183
BUSINESSES

19
PUBS

**Everything old is new again:
two harbourside suburbs are inviting
the world to discover their history and future**

Balmain Rozelle

Inner West Council

Uptown Program / P11

Local Highlights:

White Bay Beer Co

Housed in a restored steelworks by the Balmain waterfront, what began its life as a grass-roots start-up in 2019 has grown into one of the most successful breweries in the area. In addition to its brewhouse operations, White Bay also has a popular taproom pulling a rotating selection of 13 of its beers and also hosts regular food truck residencies and live music performances.
whitebay.beer

Balmain Rozelle Food and Art Festival





This annual Inner West cultural highlight celebrates the vibrant food, music and art scene and cultural riches of the area. The festival invites locals and Sydneysiders to experience local galleries and the vast array of dining, bar and pub options on the high street – including a Heritage Pubs Trail with an interactive online map to follow. Jazz in the Park and live music on the streets are featured throughout the festival. balmainrozelle.org.au/events

The Cat and Fiddle Hotel

What Sydney suburb would be complete without a classic corner pub? But the Cat and Fiddle is no average boozer. With its in-house restaurant, Rita's, serving up fine Mediterranean fare, its popular twice-monthly Drag Queen Bottomless Brunch, and its weekly live music showcases, trivia nights and classic meat raffle, this is a pub that celebrates tradition while meeting the expectations of 21st-century punters.
catandfiddle.com.au



HOW TO GET THERE

-  **BY TRAIN**
Central Station 5km away
-  **BY LIGHT RAIL**
L1 Dulwich Hill Line
-  **BY BUS**
Victoria Road
-  **BY FERRY**
Birchgrove, Balmain Wharf, Balmain East

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Belinda Daly
Vice President Balmain Rozelle
Chamber of Commerce
belinda@themarketingedit.com.au
0402 158 805



London Hotel. Credit: Ross Coffey.



Onsen Collaboration, courtesy of Balmain Rozelle Chamber of Commerce.



Lana Stoller, courtesy of Balmain Rozelle Chamber of Commerce.



Credit: Ross Coffey.

Meet some of our members

Balmain Rozelle Chamber of Commerce

The Marketing Edit

Ziippup

Home Industry

Royal Oak Balmain

Atticus Hospitality

Rozelle Plumbing / The Heater Man

Greg Pattison Consulting

brookvaleartsdistrict.org

Brookvale Arts District (BAD)



Smart art: transforming a former industrial park into an augmented reality gallery and creativity hub



Ash Holmes Art. Courtesy of BAD.

Uptown Program / P12

2

RECORDING
STUDIOS

9

GALLERY
AND
EXHIBITION
SPACES

22

ART AND
DANCE
INDUSTRY
BUSINESSES

5

MAJOR
FESTIVALS
AND ART
ACTIVATIONS
PLANNED
OVER
THE NEXT
TWO YEARS

This Northern Beaches suburb is an important centre for entrepreneurialism, innovation and excellence across almost every conceivable industry from automotive, engineering and aerospace to model-making, design and film production, and Brookvale Arts District is aiming to make the area just as well known for its vibrant arts, live music and hospitality offering. Once degraded warehouse buildings within the district's footprint have been transformed and re-purposed, becoming home to breweries, art studios, entertainment venues and a wide range of small tech and start-up businesses. BAD is also set to become one of the most cutting-edge outdoor galleries in Sydney, showcasing a rolling series of augmented reality artworks fusing hi-tech and creativity.

Brookvale Arts District

Local Highlights:

Groundswell Festival

Groundswell is a music, film and culture festival running over three action-packed days in late October. Its successful inaugural outing in 2022 had everything from skater punk to opera, with Latin beats, neo-funk, art battles, flow arts and creative presentations. This year includes more music across more venues as well as comedy, burlesque, immersive events, rat rods and surf films. There will be food trucks, conscious eats, a dance party, and an augmented reality, large-scale street poster exhibition featuring 4D animation projections.

7th Day Brewery

Since opening its doors and tapping its first barrels in 2018, the 7th Day Brewery has gone from a crowd-funded community enterprise to a flourishing beverage business. In addition to producing six different beers, a sour cider and a range of hard seltzers, 7th Day also has a bricks-and-mortar premises in the heart of the Brookvale Arts District, which hosts live music performances, DJ sets and that most beloved of pub staples, a weekly trivia night.

7thdaybrewery.com.au

Housefox Studios

Founded by local music legend Ryan Miller, this recording studio, photography studio and rehearsal venue has been a vital resource for musicians throughout the Northern Beaches for more than ten years. Successful bands like the Ocean Alley Band, Crocodylus, Eagle Eye Jones and Angry Anderson have laid down tracks here as well as international acts like Sasquatch and King Parrot.

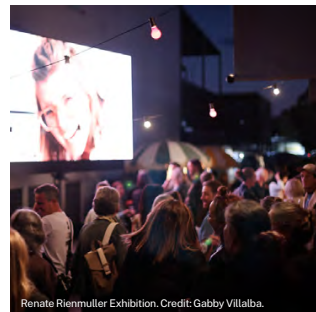
housefoxstudios.com.au



Courtesy of BAD.



Seadrift: Courtesy of BAD.



Renate Rienmuller Exhibition. Credit: Gabby Villalba.



Manly Spirits: Courtesy of BAD.



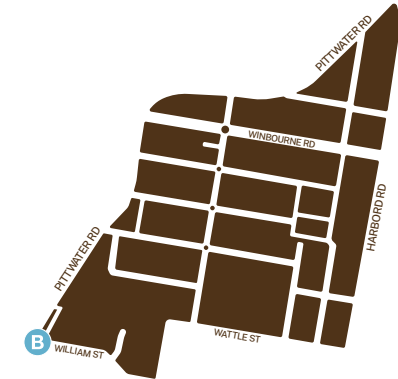
Bucketty's: Courtesy of BAD.




The National Grid: Courtesy of BAD.

Northern Beaches Council

Uptown Program / P13



HOW TO GET THERE

 **BY BUS**
B-line travel duration to 25 mins

HOW TO GET IN TOUCH DISTRICT COORDINATOR



John Meredith
Full Moon Hot Sun
john@fullmoonhotsun.com
0410 565 859

Meet some of our members

Full Moon Hot Sun

The National Grid

La Creme Creative Inc

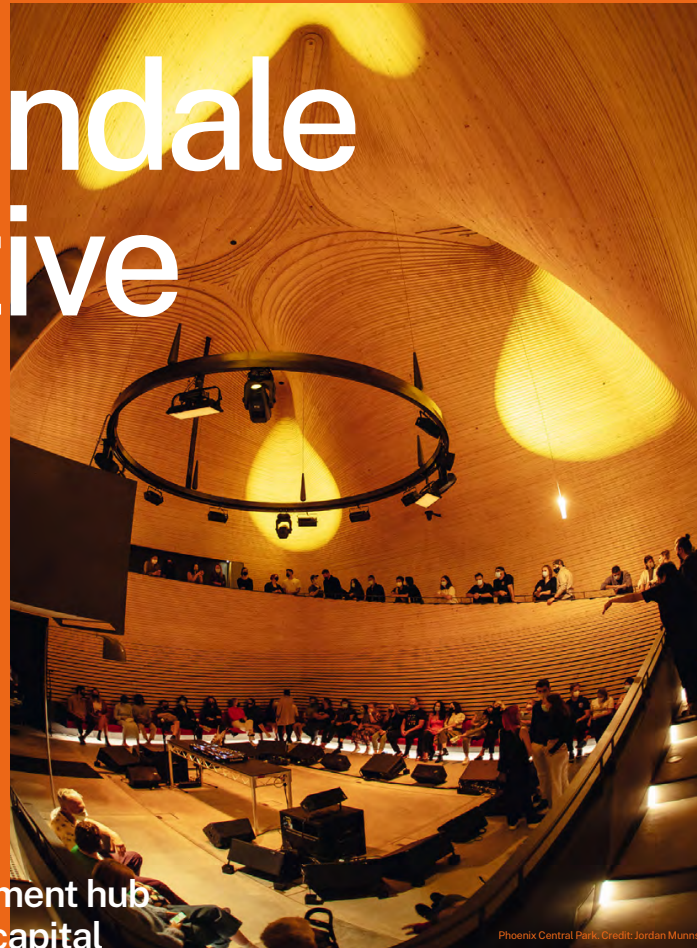
Bucketty's Brewing Co

7th Day Brewery

Chippendale Collective



Creative and cutting-edge:
a future-thinking entertainment hub
for Sydney's planned tech capital



Phoenix Central Park. Credit: Jordan Munns.

Uptown Program / P14

100+
EATERIES

15
BARS & PUBS

9
GALLERIES

5
HOTELS

2
GREENSPACES
PERFORMANCE
& ENTERTAINMENT

Alongside promoting its range of around 100 eateries, bars and pubs, galleries, numerous retail outlets and entertainment spaces, Chippendale Collective also has its eye on the next big things in culture and entertainment. With three universities and more than 180,000 students on its doorstep, as well as the site of Sydney's new tech park, Tech Central, this next-gen entertainment and hospitality hub is ready to champion the 21st-century cultural experiences that will come to define the city's future innovation epicentre.

Chippendale Collective

City of Sydney

Uptown Program / P15

Local Highlights:

Phoenix Central Park

Sydney's most innovative live performance space is prototyping new ways to engage audiences. You can catch visionary artists delivering some of the most exciting sets anywhere in Sydney, and you won't spend a cent on entry, with tickets to every performance absolutely free to the public.

phoenixcentralpark.com.au

Fortress

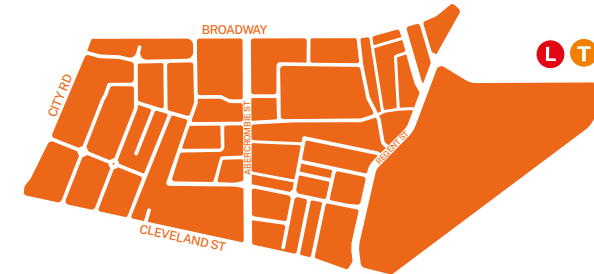
The popularity of esports and table-top RPGs has rocketed in recent years, but this is Sydney's first venue with state-of-the-art facilities totally dedicated to this ascendent gaming culture. From futuristic esports arenas to a fantasy tavern perfect for Dungeons and Dragons, this immersive venue located in Central Park Mall is blazing a trail for gamers and normies alike.

fortress.games

Kensington Street / Spice Alley

This eclectic hospitality enclave is a firm favourite amongst Sydney's foodies. Discover Asian flavours, from Singapore, Thailand, Malaysia, China and more, as you explore the colourful laneways on the northern edge of the district. Come for the extraordinary dining, stay for the vibrant hawker market vibes and bustling atmosphere.

spicealley.com.au



Central Park Mall. Courtesy of Chippendale Collective.



Chin Lane. Courtesy of Chippendale Collective.



Monkey's Corner. Courtesy of Chippendale Collective.



Phoenix Central Park. Credit: Jordan Munns.



The Abercrombie Hotel. Courtesy of Chippendale Collective.

Meet some of our members

Twentieth Letter Marketing and Communications

Central Park Mall

Abercrombie Hotel

Phoenix Central Park

Four Points by Sheraton

Kensington St / Spice Alley

HOW TO GET THERE

BY BUS
Railway Square
Central Station

BY LIGHT RAIL
Central Station

BY TRAIN
Central Station

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Tracey Whittaker
Twentieth Letter Marketing and Communications
t@twentiethletter.com.au
0423 600 079

Eastwood KoreaTown



Heart and Seoul: the city's
epicentre of Korean culture is ready
to welcome the whole of Sydney



Credit: Marcin Skaliński / Unsplash

Uptown Program / P16

120
KOREAN
BUSINESSES

4M
GOAL
OF VISITORS
TO THE AREA
PER YEAR

For the more than 60,000 Koreans who call Sydney home, Eastwood is a place to connect with and celebrate national traditions and the latest Korean pop culture. The 120 business leaders of the KoreaTown District Team are now inviting Sydneysiders from across the city to discover the cultural heritage of the thriving Korean communities of Sydney's north-west.

Eastwood KoreaTown

City of Ryde

Uptown Program / P17

Local Highlights:

Moko

This modern gastro pub, situated amidst the Rowe Street eat scene, is fusing the classic Aussie hotel experience with Korean influences. Its decor evokes a Korean village while its bistro-style menu features both pub favourites and Korean specials.

mokoeastwood.com.au

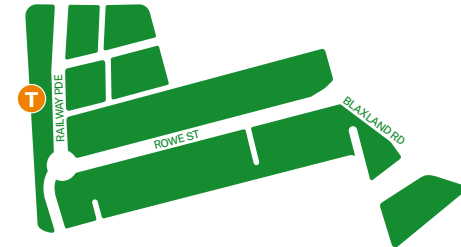
La Vigne Bakery

Serving up traditional Korean baked goods and contemporary twists on classic desserts, this popular bakery has a cosy feel and a large alfresco dining area. The mouthwatering menu includes matcha and red bean bingsoo, kimchi croquettes and a range of Korean-style bread such as cream baguettes and sticky rice twist donuts.

[@lavigne_bakerycafe](https://www.instagram.com/lavigne_bakerycafe)

S-Mart Eastwood

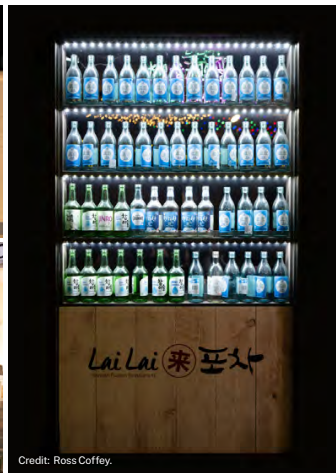
Whether you're a devotee of Korean recipes or a curious newcomer to the cuisine, you'll find everything you need for your next Korean feast at this specialist Korean supermarket. S-Mart stocks a huge range of authentic Korean products and specialty produce. Shop 105/52/76 Rowe St, Eastwood



La Vigne. Credit: Ross Coffey.



Ten Thousand. Credit: Ross Coffey.



Credit: Ross Coffey.



Siroo. Credit: Ross Coffey.

Meet some of our members

DNK Hair

KCCR


Grace Ocean Consulting

Happy Yoga

La Vigne Bakery

Mariej

HOW TO GET THERE

 BY TRAIN
Eastwood Station

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Jimmy Park
Project Manager,
Eastwood KoreaTown
sydjimmy@gmail.com
0414 502 277

Uptown Program / P18

EDDY



Major upgrades and the imminent opening of the Metro line are set to make Sydney's Central Station one of Australia's most polished rail terminals. EDDY is aiming to create a retail, culture and hospitality offering to match. Launched in November 2022 within reactivated dormant spaces along Eddy Avenue, a collective of 11 fresh local enterprises, pop-ups and concept stores is delivering a range of consumer experiences as diverse as the 250,000 people who pass through this major public transport hub every day.



250K

COMMUTERS
A DAY VIA
CENTRAL RAILWAY
STATION

11

FRESH
NEW BUSINESSES

The right side of the tracks: a reborn
Central Station gains a hospitality
and retail hub worthy of its latest era

EDDY

City of Sydney

Uptown Program / P19



Courtesy of EDDY.



Nonna's Grocer Courtesy of EDDY.



Multispace. Courtesy of EDDY.

Local Highlights:

Bear's Bar

This ultra cool dive-ish bar delivers low frills and high times with its menu of Mexican-inspired eats, colourful cocktails and rolling live performances. Music lovers are well served with its open jam sessions, jazz, funk and disco-centric programming and weekly 'sax 'n' wax' Sunday sessions.

@bearsbar2000

Australian Design & Co.

Established by furniture entrepreneurs Leigh Johnson and Aaron Zorzo, this elegant showroom highlights the diverse talents and impeccable craftsmanship of Australian designers and manufacturers with made-to-order custom pieces for home, office and commercial use.

australiandesignandco.au

Picnic by Condimental

A hub for delicious coffee, tea, snacks, condiments, gifts, and other picnic essentials with most products direct from NSW-based small producers. Condimental is here to connect those like-minded farmers, makers, and adventurous consumers who want to taste the best our country has to offer.

condimental.com.au

Meet some of our members

Right Angle

Picnic

Shoe Box

Nonna's Grocer

Shades

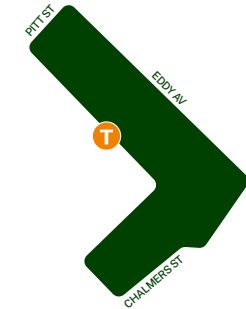
Picnic by Condimental

Australian Design & Company

Dust Flowers

Bear's

City Oltra



HOW TO GET THERE

- BY TRAIN**
Central Station
- BY LIGHT RAIL**
Central Station
- BY BUS**
Eddy Avenue
Railway Square

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Evan Kerivan
Group Operations Manager
at Shades & Golden Age Cinema
evan@ourgoldenage.com.au
0481 554 568

Uptown Program / P20

Freshwater District



By placing a spotlight on everything that can't happen during the day, this ambitious vision will open up pockets of Freshwater's night-time economy and showcase its distinctive creative character once the sun goes down. From dining experiences that transform the best local ingredients into multi-course narratives to nighttime wellness programs, this vision is a spiritual foray through food, music, drink, art and entertainment that centres and champions local businesses.



Credit: Ross Coffey

9K+
RESIDENTS

3K
VISITORS
EACH WEEKEND

Night light: a “warm-hearted, full-bellied embrace” of culture and community after dark

Freshwater District

Northern Beaches Council

Uptown Program / P21

Local Highlights:

Harbord Hotel

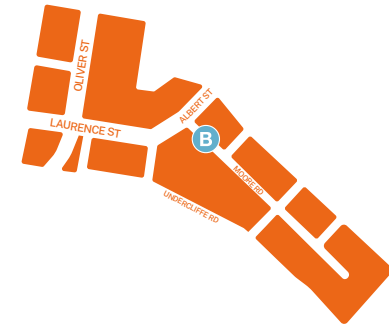
Located just moments away from the ocean, this modern, beautifully styled waterfront pub with a popular live music offering pairs laidback, beach chic and surf culture with a quiet finesse and attention to detail. The main bar's 42 taps are a mix of craft and tried-and-true brews, alongside a selection of surf-inspired beers and, of course, local breweries like 4Pines, Modus, and Nomad.
harbordhotel.com.au

Skywood Climbing

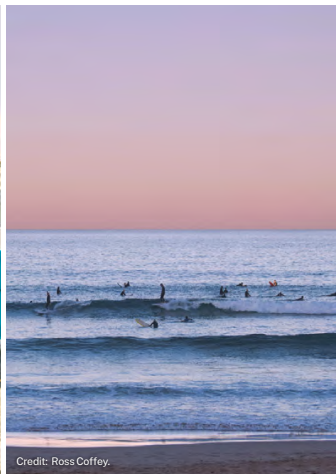
Owner Yossi Sundakov-Krumins has brought the full force of his experience as a world-championship climber and national level route setter (climb designer) to bear on his vibrant indoor climbing arena. From curious beginners to seasoned hang dogs, anyone with an interest in furthering their experience of rock climbing in safe, well-managed conditions are welcome.
skywoodclimbing.com

Pilu

Few restaurants (if any) in Sydney can rival the ocean views diners enjoy from this Sardinian fine diner overlooking Freshwater Beach. But that's only part of the reason Pilu is one of the most coveted bookings in the city. Mediterranean flavours championing local produce make for a menu that no foodie worth their salt could possibly pass up.
pilu.com.au



Harbord Hotel, Courtesy of Harbord Hotel



Credit: Ross Coffey



Pilu Restaurant, Credit: Ross Coffey

Meet some of our members

Harbord Hotel

Alma Freshwater Pty Ltd

Pilu at Freshwater Pty Ltd

Skywood Climbing Pty Ltd

Mesa Body Pty Ltd

Le Cafe by Pepita's Freshwater

Stowaway Freshwater Pty Ltd

HOW TO GET THERE

BY FERRY
Manly Ferry Wharf 3km away
20min via bus

BY BUS
165X Bus to CDB

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Jessica Fitzgerald
Harbord Hotel
jessica@harbordhotel.com.au
0401 764 331

Green²



A formula for success:
a new day-to-night offering
for a Sydney suburb on the rise



Uptown Program / P22

60K

RESIDENTS BY 2030

278

HECTARE
REDEVELOPMENT

As the 278-hectare Green Square redevelopment, Australia's largest urban renewal project, has approached completion, the boom in residential infrastructure has powered a major increase in the suburb's population, which is set to top 60,000 people before the end of the decade. The Green² vision is now aiming to create a comprehensive expansion of creative, playful and community-minded events, activations and venues, to be enjoyed not only by local residents but also those living in the surrounding suburbs of Zetland, Rosebury, Alexandria and Waterloo.

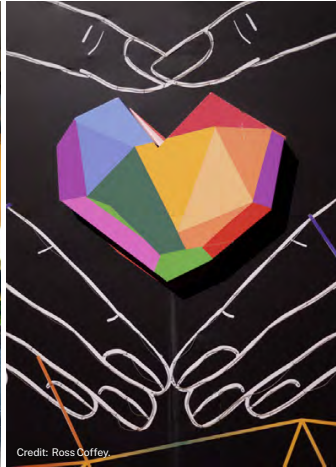
Green²

City of Sydney

Uptown Program / P23



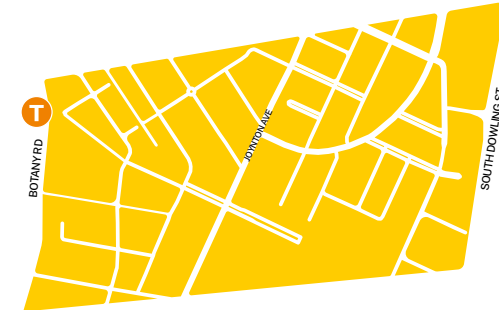
Credit: Ross Coffey.



Credit: Ross Coffey.



107 Presents Green Thread Cinema. Credit: The Story Mill.



Local Highlights:

Sydney Improvised Music Association

As Australia's leading producer of jazz and improvised music performances, SIMA is at the very heart of the nation's contemporary music scene. Staging concerts all over the country, SIMA performances hero the unexpected, the thrilling, and the ground-breaking with programs that aim to inspire, excite and disrupt the mainstream.
sima.org.au

Allpress Espresso Coffee Roasters

You can find baristas all over the world brewing up grounds roasted by Allpress, but Green Square residents can get their caffeine fix directly from the source at the modern, airy café and roastery with a relaxed vibe on Epsom Road.
allpressespresso.com

107 Green Square

Opened in 2018, the Green Square home of independent charity, 107 Projects, at Joynton Avenue Creative Centre houses over 25 creative practitioners, organisations and start-ups. Its work also supports and hosts creative education programs, jewellery making, exhibitions and cultural events.
107.org.au

Meet some of our members

The Rizzeria Co-Operative

107 Projects

Sydney Improvised Music Assoc

Allpress Espresso

City West Housing

Mirvac - East Village Shopping Centre

HOW TO GET THERE

 BY TRAIN
Green Square Station

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Josie Stomann
107 Projects Inc
josie@107.org.au
0401 082 445

Uptown Program / P24

1M
VISITORS A YEAR

2K
SEAT THEATRE

8K+
RESIDENTS



Haymarket is well known for Paddy's Markets and the bustling shops and eateries of Chinatown. And yet, from its street art trails to its specialty shops and its rich cultural heritage, both local and international, there's far more to this hospitality and entertainment district than you might realise. The Haymarket Alliance is committed to revealing this diversity, as well as making Chinatown and its neighbouring streets easier for non-Asian visitors to navigate, ensuring a vibrant cultural exchange can thrive in the area.



Credit: Vladyslav Tobolenko / Unsplash

Haymarket Precinct

Shifting the story: a diverse,
dynamic and historically rich destination
that's ready to change the narrative

Haymarket Precinct

Local Highlights:

Dixon Street Plaza

This pedestrianised mall is the heart of Chinatown, home to the weekly night markets and a place to discover and experience all the sights, sounds, flavours and culture of Asia in Sydney. From grand restaurants to mom'n'pop diners and fast casual joints, there's booking for every budget and a plate for every palette.

Dixon Street, Haymarket

Capitol Theatre

One of the most lavish and impressive West End-style theatres in Sydney, this 2094-seat venue plays host to the biggest Broadway blockbusters in town, from *The Lion King*, to *Frozen*, to *Beauty and the Beast* and more. The Capitol is a must-visit venue for any bone fide musical theatre lover.

capitoltheatre.com.au

Market City

Situated above the legendary Paddy's Markets, this shopping and dining hub is the ideal place to refuel after a busy day of shopping. Open 365 days a year, it boasts more than 80 retail outlets as well as eight of the most upmarket Asian diners in the city, including the famous The Eight Restaurant.

marketcity.com.au



Photos courtesy of Haymarket Alliance.



Meet some of our members

REVELiSM

Haymarket Chamber of Commerce

Haymarket HQ

Bendigo Community Bank Haymarket

Soul of Chinatown

City of Sydney

Uptown Program / P25

HOW TO GET THERE

BY TRAIN
Central Station

BY LIGHT RAIL
Chinatown
Paddy's Markets
Capitol Square
Haymarket

SECURE TAXI RANK
Goulburn St near George St

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Jacqui Stanton
REVELISM
jacqui.stanton@revelism.com.au
0403 777 688

hqsydney.com

Uptown Program / P26

HQ Sydney



In a hinterland between Darlinghurst and Surry Hills, a slice of Sydney history lay silently forgotten. Once the epicentre of Australia's fledgling film industry, Hollywood Quarter (HQ Sydney) was home to two movie studios and a pub named for the cinematic heartland this area hoped to become. A century on, this corner of Inner Sydney is once again ready for its close-up. Centred around the Deco masterpiece that is the Hotel Hollywood, a collective of 13 businesses, including restaurants, bars, cafés and two of Sydney's most stylish boutique hotels, is creating a hospitality micro-precinct that any matinee idol or screen starlet would be proud to visit.

A second golden age: a forgotten enclave of Inner Sydney has undergone a reboot worthy of the silver screen



14

RESTAURANTS

8

BARS/PUBS

4

HOTELS

2

ART GALLERIES

1

CINEMA

HQ Sydney

Local Highlights:

The Hotel Hollywood

One of the city's oldest pubs still in operation, a heritage-listed architectural triumph and a proud haven for Sydney's LGBTQIA+ community: this iconic pub not only wears its history on its sleeve, but also continues to be an institution for locals and visitors alike.

Hollywoodhotelsydney.com.au



Pellegrino. Credit: James Schulz.



Courtesy of HQ.

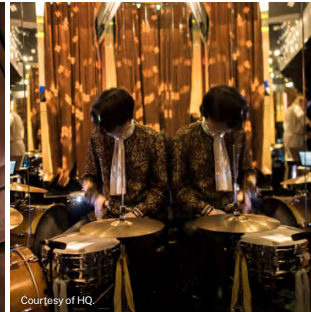
Ace Hotel Sydney

The first Australian outpost for one of the world's coolest boutique hotel chains, the retro style and quirky personality of this 264-room luxury venue is complemented by its popular in-house restaurant and bar and rolling program of DJ sets and live music performances.

acehotel.com



Courtesy of HQ.



Courtesy of HQ.

Golden Age Cinema and Bar

No Sydney movie buff worth their salt is unfamiliar with this bastion of classic cinema. The old screening room of the former Paramount Pictures Building is now an effortlessly glamorous movie house specialising in art house, classic and indie films and old school cocktails in its perfectly appointed lounge.

ourgoldenage.com.au



The Ace Hotel. Courtesy of HQ.



Courtesy of HQ.



City of Sydney

Uptown Program / P27

Meet some of our members

Nomad

Kiln

Rover

Nel

Butter

Big Trouble Store

Albertos

Soda Factory

Hotel Hollywood

Paramount Hotel

HOW TO GET THERE

BY TRAIN
Museum Station
Central Station

BY LIGHT RAIL
Central Station

SECURE TAXI RANK
Oxford St, near Riley St

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Lorraine Lock
lorraine@eastsidesydney.com
0415 461 360

Uptown Program / P28

Sydney's iconic Coke sign
is the gateway to KXQ



It is the vibrant new precinct that is set to ignite the spirit of Kings Cross in Sydney. This ambitious project breathes new life into one of the city's most renowned nightlife destinations, creating a fresh and exciting atmosphere that celebrates art, culture, music, and exceptional hospitality experiences. This is Sydney's All Night Spot.



Credit: Don Ricardo / Unsplash

Kings Cross Quarter (KXQ)

**All that glitters: the transformation of an iconic
neighbourhood is embracing the energy
of the 21st century while honouring its rich history**

Kings Cross Quarter (KXQ)

City of Sydney

Uptown Program / P29



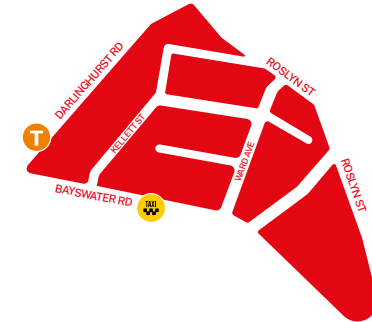
Kings Cross Hotel. Credit: Ross Coffey.



Credit: Ross Coffey.



KX Social Club. Credit: Ross Coffey.



Local Highlights:

Dulcie's

Named for the legendary Kings Cross party girl Dulcie Deamer, this stylish underground cocktail lounge summons the spirit of the 1920s, with a menu of classic cocktails mixed using exclusively Australian-made spirits. You can also catch cabaret and burlesque performances and retro cinema screenings on the bar's in-house stage.

dulcieskingscross.com.au

Kings Cross Hotel

Looming over the four-way epicentre of the Cross, at the junction of Darlinghurst Road, Bayswater Road, William Street and Victoria Street, the mighty, six-storey brick facade of the Kings Cross Hotel has been a monumental presence in the area since 1915. More than a century on, this beloved boozier and performance space remains an icon of the area.

kingscrosshotel.com.au

Ezra

Located on the same street that witnessed Kate Leigh's and Tilly Devine's gruesome razor wars in 1929, this stylishly appointed restaurant in a Federation-era townhouse celebrates Ashkenazi, Mediterranean and Middle Eastern flavours inspired by Tel Aviv.

ezrarestaurant.com.au

Meet some of our members

Dean's Lounge

Dulcie's

House Bar and Bistro

Honkas

Ezra

Cult

HOW TO GET THERE

 **BY TRAIN**
Kings Cross Station

 **SECURE TAXI RANK**
Bayswater Rd

HOW TO GET IN TOUCH

DISTRICT COORDINATOR

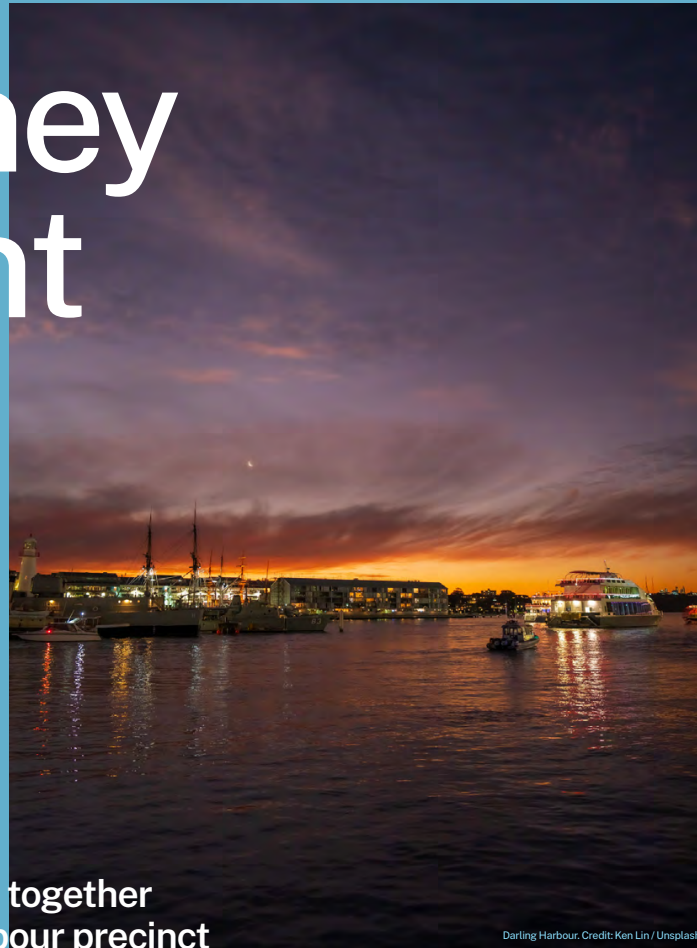


Justin Marmot
Owner at Dean's Lounge
justin@shirtbar.com.au
0412 022 102

New Sydney Waterfront



“The world’s best waterfront”: drawing together
the many wonders of the Western Harbour precinct



Darling Harbour. Credit: Ken Lin / Unsplash

Uptown Program / P30

8KM

PRIME WATERFRONT
FORESHORE

15

HOTELS

11

LIVE ENTERTAINMENT
VENUES

79M

VISITORS EACH YEAR

Sydney’s Western Harbourfront has undergone a radical reshaping over the past 20 years, and this transformation is far from complete. The New Sydney Waterfront Company will galvanise the hundreds of existing and future venues and operators in the area – across more than one-million square metres of new and refurbished spaces – to create a consumer experience that will come to be known as “the world’s best waterfront”.

New Sydney Waterfront

City of Sydney

Uptown Program / P31

Local Highlights:

Barangaroo

With more than 90 of Sydney's best bars and restaurants found within its footprint, Barangaroo has fast become a go-to destination for a sweeping spectrum of night-time punters. From packed dance floors and cool cocktail lounges, to elite fine diners and relaxed bars, there are very few appetites left unsatisfied at this major hospitality haven.

barangaroo.com

Australian National Maritime Museum

For a city with a history that has always been inextricably linked with its harbour, the sea and water travel, it comes as no surprise that this museum offers a fascinating window on Sydney's natural history as well as the ways the ocean has been harnessed and explored by Australians, past and present.

sea.museum

Darling Harbour

A place to eat, drink, play and marvel, Darling Harbour and the adjacent Darling Square and Sydney International Convention Centre precincts represent one of the most important cultural and hospitality destinations in Sydney, not only for locals but also for tourists.

darlingharbour.com



Photos courtesy of New Sydney Waterfront Company.



HOW TO GET THERE

- BY TRAIN**
Central Station
Town Hall Station
Wynyard Station
- BY LIGHT RAIL**
L1 Dulwich Hill Line
- BY FERRY**
Barangaroo Wharfs
Pyrmont Bay Wharf
- SECURE TAXI RANKS**
Darling Harbour Iron Wharf Place
Darling Harbour Lime St

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Jace Tyrell
New Sydney Waterfront Company
jace.tyrell@newsydneywaterfront.com.au
0466 608 670

"We have a million square metres of new and refurbished space ready to be activated and enhanced, and we have 50 businesses already on board and committed to transforming Sydney's waterfront together."

New Sydney Waterfront Company CEO Jace Tyrell



Paddington boasts a storied history as one of Inner Sydney's most affluent suburbs, as well as a top boutique and luxury shopping destination. The Paddo Collective is now aiming to build on that reputation of excellence by attracting a more diverse and younger crowd to discover the surprisingly varied range of restaurants, bars, cafés, shops and arts venues that make this corner of the city so popular with locals and tourists. Key to the success of this vision are the powerful inter-business collaborations being unlocked by the Uptown Program.



Tequila Mockingbird. Credit: Steven Woodburn

Paddo Collective

Uptown Program / P32

"Our vision dictates the future of our area – our dreams and wishes for local businesses and the community. It shows the environment we want to operate in and the support we want to show and receive."

Kiki Ward of Paddo Collective
founding business Tequila Mockingbird

**"We are stronger as a team":
new-found business partnerships
are reshaping a historic suburb
for the next generation of consumers**

Paddo Collective

Local Highlights:

P&V Merchants

Since opening its well-stocked Paddington premises in 2021, P&V has not only become a haven for wine connoisseurs, but also a major force driving interests in low-intervention and natural wine making from the fringes and into the mainstream. Rather than merely curating its shelves by colour, you'll find categories such as 'reds with impact' or 'fancy whites', as well as one of the broadest ranges of Australian-made wine anywhere in Sydney and an equally impressive selections of sakés, craft beers, ciders and ales, and boutique spirits.

pnvmerchants.com

Tequila Mockingbird

Located within the historic Five Ways, this mezcal, tequila and pisco bar and Latin American eatery, housed in a heritage-listed 1898 terrace, has been celebrating Latin flavours since 2016. With a menu channelling the Mayan, Aztec, Spanish, Portuguese, Japanese, Chinese, and Afro Caribbean cultures that have shaped the cuisine of Mexico over centuries, the restaurant has three characterful dining spaces, each with its own distinct vibe.

tequila-mockingbird.com.au

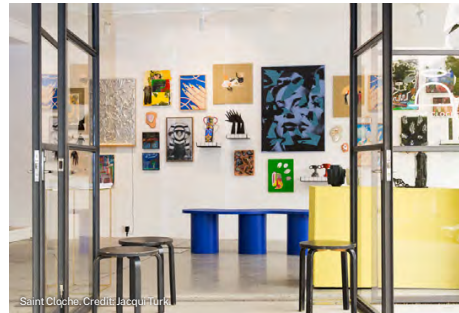
Saint Cloche Gallery

This contemporary art gallery and concept space supports the work of established artists whilst also providing an incubator to nurture fresh talent and present their ideas to the world. For emerging, evolving and mid-career artists, ceramicists, sculptors and photographers, Saint Cloche offers an opportunity to present their work to new audiences via its multi-dimensional advocacy across multiple platforms including print, digital and social media.

saintcloche.com



Fred's. Credit: Steven Woodburn



Saint Cloche. Credit: Jacquie Hunt



Tequila Mockingbird. Credit: Hannah Singleton

Woollahra Municipal Council

Uptown Program / P33



Meet some of our members

The Unicorn Hotel

Tequila Mockingbird

The Paddington

Charlie Parker's

Fred's

Paddo Inn


Wine Library

Saint Cloche

Mrs Banks Hotel

P&V Merchants

HOW TO GET THERE

 **BY BUS**
Bus routes on Oxford St

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Kiki Ward
Tequila Mockingbird
kiki@atticushospitality.com.au
0422 483 291

21K
RESIDENTS

Surrounded by Sydney's iconic harbour, with nearly 21,000 Sydneysiders calling the area home, this district has the opportunity to attract as many as 500K+ CBD workers, 100K+ students and 1M+ tourists. This vision aims to make Pyrmont and Ultimo Sydney's experience capital where visitors feel like locals. By activating businesses, streets, public spaces, and cultural institutions, the Pyrmont+Ultimo24/7 team will attract a diverse range of demographics – from families to workers, students to tourists – to discover the area's unique personality.



Credit: Ross Coffey

Pyrmont+ Ultimo24/7

Uptown Program / P34



Crowd pleaser: a district that intersects work, life and play whilst embracing the past and the future

Pymont+Ultimo24/7

City of Sydney

Uptown Program / P35

Local Highlights:

LuMi

Described by Time Out as “a brazen fine-dining experience, one that willfully celebrates luxury and believes in giving you what you pay for”, this exceptional venue is one of Pymont’s most coveted restaurant bookings. Under the direction of head chef Federico Zanellato, LuMi’s eclectic tasting menus come with a generous side of sparkling harbour views. lumidining.com



Ian Thorpe Aquatic Centre

Named in honour of a true Aussie Olympic great and designed by legendary Australian architect Harry Siedler, this impressive facility, boasts three heated, indoor pools including a 50m pool, leisure pool with spa, and a dedicated program pool including swimming lessons for beginners, water safety training and aqua aerobics.

itac.org.au



Powerhouse Ultimo

Sydney’s original Museum of Applied Arts & Sciences is a national point of connection and research in the fields of astronomy, meteorology and science, as well as a champion of Australian design, culture and social history. Alongside its impressive collection of aerospace, industrial and transport vehicles and artefacts, the Powerhouse hosts a vivid program of temporary exhibitions and keynote lectures, as well as live performances and activations as part of its Powerhouse Late program. powerhouse.com.au/visit/ultimo



Meet some of our members

Kwik Kopy, Darling Harbour

Porters Liquor, Pymont

Marsh Advantage Insurance

Indigenous Business Owner

Pymont Ultimo Chamber of Commerce

Smile Marketing

HOW TO GET THERE

BY TRAIN
Central Station

BY LIGHT RAIL
L1 Dulwich Hill Line

BY FERRY
Pymont Bay Wharf

SECURE TAXI RANKS
Darling Harbour Iron Wharf Place

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Alex Gibbs
Pymont Ultimo Chamber of Commerce
info@pymontultimo.business
0418 674 850

Uptown Program / P36

Rainbow Precinct



As the home of the Sydney Gay and Lesbian Mardi Gras, with a legacy that stretches decades, Oxford Street, Taylor Square and its surrounding blocks are beacons for LGBTQIA+ people throughout Sydney and around the world. Located on the fringes of Darlinghurst and Surry Hills, spread across two suburbs, two police commands, differing liquor accords and split down the middle by a six-lane highway, retaining a sense of place can be challenging. The Rainbow Precinct vision is aiming to honour the past and usher in the future.



Credit: Cecilie Johnsen / Unsplash

10K
VISITORS ON
WEEKEND NIGHTS

30K
COMMUTERS PER DAY
(ACCORDING TO COS NUMBERS)

100K
SUPPORTERS
DURING MARDI GRAS
PARADE

**The rainbow connection:
Sydney's welcoming heartland
for the LGBTQIA+ community**

Rainbow Precinct

City of Sydney

Uptown Program / P37

Local Highlights:

The National Art School

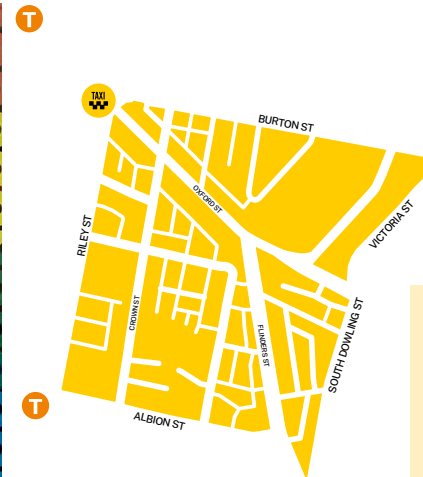
Housed within the historic buildings of the Darlinghurst Gaol, this prestigious institution nurturing creative excellence has been producing the nation's finest artists for more than 180 years. As well as training some of the most influential figures in Australian art – the likes of John Olsen, Karla Dickens, Margaret Olley and Tim Storrier to name only a handful – NAS also hosts exhibitions and performances during major arts festivals such as Sydney Festival and the Sydney Gay and Lesbian Mardi Gras. nas.edu.au

Rainbow Crossing

Stand at the Rainbow Crossing for a fresh view of Oxford St and surrounds. Head in any direction for a guaranteed good time every night of the week. Expect drag shows and bingo, though it's not all sequins and high hair here. Be pleasantly surprised by good food, small bars, live music, dj's, poetry readings, book signings, fetish and comedy nights.

Qtopia (coming soon)

Through the police brutality that gave birth to the first Mardi Gras march in 1978, to the emergence of the AIDS crisis in Australia in 1982, and the decades of discrimination and marginalisation suffered by Sydney's queer folk since, the freedoms enjoyed by the LGBTQIA+ community in Sydney today are built on a legacy of heartbreak and resilience. Qtopia honours that history with temporary exhibitions memorialising and celebrating the city's LGBTQIA+ heritage as it works towards establishing a permanent museum at the former Darlinghurst Police Station. qtopiasydney.com.au



Meet some of our members

Bitter Phew

Universal

High Heels

Lumiere

National Art School

The Record Store

HOW TO GET THERE

- BY TRAIN**
Museum Station
Kings Cross Station
Central Station
- BY BUS**
Bus routes on Oxford St
- SECURE TAXI RANKS**
Oxford St, near Riley St

HOW TO GET IN TOUCH

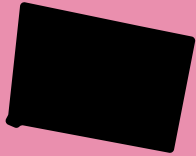
DISTRICT COORDINATOR



Lorraine Lock
lorraine@eastsidesydney.com
0415 461 360

stanleyst.com.au

Uptown Program / P38



The majority of city blocks between the major traffic arteries of Oxford Street and William Street are taken up by housing developments and Federation terraces. However, as several recent activations have showcased, the collective of restaurants, bars and pubs on Stanley Street is a thriving hospitality hub every bit as valuable as nearby Woolloomooloo or Kings Cross. Its vision for the future will increase the number of major events and engage with local arts and culture entities to cement this corner of the inner city as a modern piazza, not just for Darlinghurst's 10,500 residents but for all Sydneysiders – a place to meet and greet, where you can get breakfast, brunch, a midweek lunch, an aperitivo, listen to good music, or drop in for a night cap.



Stanley's on Stanley, Courtesy of Stanley Street.

Stanley Street

20+
EATERIES

20+
LICENCED VENUES

15+
RETAILERS

8+
ART SPACES

Streets ahead: a vibrant hospitality oasis nestled in the residential heart of the inner city

Stanley Street



Local Highlights:

La Farmacia

At this fun, Mexican-inspired bar, the prescription for a good time comes in the form of a Margarita, or rather one of 16 renditions of the classic cocktail, from a Tommy's to a reaper chilli-infused number that'll put hairs on the chest of even the most teflon-throated spice seeker. As well as a perennially popular taco Tuesday, La Farmacia also offers bottomless weekend brunches, featuring a banquet of Mexican eats.
lafarmaciasydney.com/

Harry's by Giuls

This women-owned-and-operated restaurant is a relative newcomer to the street but has already made a lasting impression with its laid back atmosphere and Milanese-inspired menu. It's the sister restaurant to popular Crown Street Italian Guils, and with its menu of snacks and shareable dishes, Harry's is the ideal stop for an afterwork vino with a few refined bites.
harrysbygiuls.com.au

Bar Nina

One of Stanley Street's largest venues is also one of its most versatile. While it does a roaring trade with its bottomless brunch menu, come sundown it transforms, just in time for aperitivo hour. Sip on a Spritz and settle in for an evening of superb Italian fare and even better people watching.
barnina.au

Meet some of our members

Dostine Ventures Pty Ltd

Global Lines Co Pty Ltd

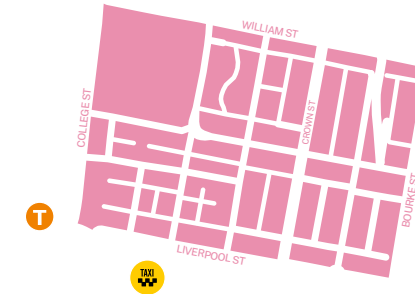
Stanley St Pty Ltd

Have You Heard Events Pty Ltd


Wings and Tins Pty Ltd

City of Sydney

Uptown Program / P39



HOW TO GET THERE

-  **BY TRAIN**
Museum Station
Kings Cross Station
-  **BY BUS**
Oxford St
William St
-  **SECURE TAXI RANKS**
Oxford St, near Riley St

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Jack Dostine
Dostine Ventures
hello@jackdostine.com
0410 796 347

vyvaentertainment.com

Uptown Program / P40

The Gathering



With more than 400,000 Sydneysiders calling this part of Western Sydney home, it's little wonder that Blacktown is a melting pot of cultures, where 182 languages are spoken and thousands of generations of tradition are preserved by the area's 10,000 First Nations residents. The five-year ambition of The Gathering's vision will hero the wealth of experiences Blacktown has to offer, from hip hop festivals to the city's best Afghan and Filipino eats, stunning exhibitions and even ghost tours, attracting people from across Sydney while making lasting improvements that will benefit locals for decades to come.



Better together: one of the largest and most diverse communities in Sydney is closer than you think

5+
ANNUAL
FESTIVALS

50+
INDEPENDENT
RESTAURANTS
& EATERIES

1
ARTS CENTRE

20+
ARTIST
COLLECTIVES

The Gathering

Local Highlights:

The Leo Kelly Blacktown Arts Centre

With Aboriginal and Torres Strait Islander artists at the heart of its programming, Blacktown Arts champions new experiences for audiences through an award-winning curated program of exhibitions, performances, workshops and residencies. Blacktown Arts is committed to exploring dynamic, culturally diverse work that reflects Blacktown, its history and its communities.
blacktownarts.com.au

Afghan Family Kebab & Bakery

This authentic Middle Eastern eatery, owned and operated by three brothers, is one of Blacktown's most popular fast-casual venues, serving up freshly-baked traditional flat breads, succulent shawarma, flame-grilled kebabs and a host of other Afghan dishes like its famous Biryani.
afghan-family-kebab-bakery.business.site

4Elements HipHop Festival & Conference

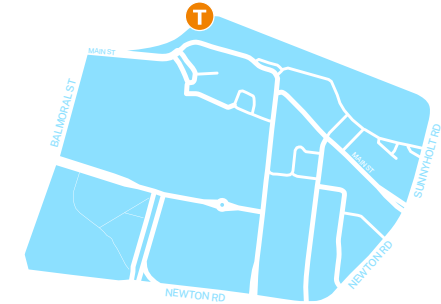
It's the only event of its kind in Australia, built by the community, for the community, celebrating HipHop culture and multi art form, interdisciplinary practices. Now in its ninth year, 4ESydney continues to gradually build a global infrastructure and platform for HipHop in Australia by creating a space where community, industry and education meet, to create unique opportunities for industry, creatives and youth.
4esydney.com




Photos of 4Elements HipHop Festival (4ESydney) 2022. Courtesy of Vyva Entertainment.

Blacktown City Council

Uptown Program / P41



HOW TO GET THERE

-  **BY TRAIN**
Blacktown Station
-  **BY BUS**
Blacktown Station

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Vyvienne Abila
Vyva Entertainment
vyvienne@vyvaentertainment.com
0411 549 287

Meet some of our members

Vyva Entertainment Pty Ltd

Greater Blacktown Business Chamber

Dyss Events

OPN. Pty Ltd

Uptown Program / P42

Ujjala Little India



**A cultural gateway:
discover the sights, sounds and flavours
of Sydney's vibrant Indian diaspora**



Credit: Saksham Gangwar / Unsplash

40

RESTAURANTS AND
FOOD OUTLETS

5-8K

VISITORS
EVERY WEEK

For the past 15 years, Harris Park has become the go-to suburb for Indian migrants, who make up almost half of the suburb's 5,000 residents. Transporting the rich cultures of the South Asian subcontinent to this small corner of the City of Parramatta, Sydney's Little India boasts the best Indian cuisine and cultural experiences in the city, which are now set to be enhanced with upgraded street lighting, an increase in public activations and a citywide marketing campaign to draw in new visitors.

Ujjala Little India Harris Park

Local Highlights:

Ginger Indian Restaurant

When it comes to top-notch Indian eats, competition is stiff on Wigram Street. And yet, with its menu championing mughlai cuisine from the north, rich in earthy, heavily spiced curries and meats prepared in the tandoor, Ginger consistently ranks as one of the area's best restaurants.

gingerindian.com.au

Indian Bazaar Harris Park

From authentic spices to traditional sweets, this bustling supermarket is a treasure trove for anyone with a yen for Indian cooking. Located on Sydney's very own Brick Lane, the Indian dining hub of Wigram Street, it has been Harris Park's one-stop-shop for Indian groceries for more than 24 years.

100 Wigram St, Harris Park

La Jawab

La Jawab is a specialty Indian restaurant. Hand ground spices and traditional recipes spell magic on one's palate as they blend culinary innovations with traditional methods. Catering to varying palates, La Jawab features an array of menus including the Masala Mumbai Chat, Namkeen and the Health Menu. The menu bursts with recipes seasoned with local spices, dry powders accompanied with flavoured chutneys and indulgent desserts.

lajawab.net.au



Credit: Cassandra Hannagan



Credit: Cassandra Hannagan



Credit: Cassandra Hannagan



Credit: Destination NSW



La Jawab. Credit: Cassandra Hannagan



Credit: Cassandra Hannagan

City of Parramatta

Uptown Program / P43



Meet some of our members

Little India Harris Park Business Association (LIHPBA)

Ginger Indian Restaurant

Chill & Grill

La Jawab

Shalini's Indian Fashion

Momozz

Australia Visa Migration Consultancy Services (AVMCS)

HOW TO GET THERE

BY TRAIN
Harris Park Station

BY BUS
Harris Park Station
Harris Street at Una Street

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Sanjay Deshwal
President of Little India Harris Park Business Association (LIHPBA)
sanjaydeshwal@gmail.com
0412 462 344

UpTown Sydney CBD



**Surpassing expectations:
shining a light on the under-the-radar
hospitality gems of Circular Quay**



Quay Quarter. Credit: Ross Coffey

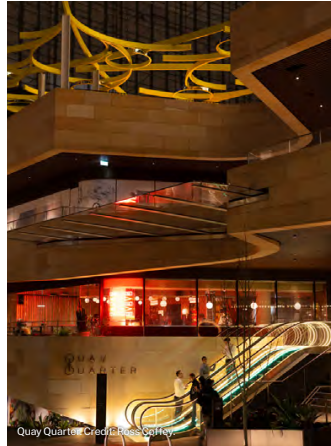
Uptown Program / P44

50M
VISITORS ANNUALLY

35M
TRIPS PER YEAR
- CIRCULAR QUAY -

Think you know Circular Quay?
Think again. The city blocks
surrounding this world-famous
waterfront are currently
undergoing a major \$38-billion
renewal. Recently established
hospitality hubs like Quay Quarter
and Sydney Place are already
attracting discerning diners
who may have once overlooked
the area as a tourist trap.
Future developments such as
Jackson's on George will further
cement the area as a dining and
entertainment go-to, not just
for the 6.4 million tourists who
visit Circular Quay annually, but
also the more-than 540,000
Sydneyiders who live and work
in the CBD.

UpTown Sydney CBD



Quay Quarter. Credit: Ross Gaffney



Hinchcliff House. Credit: Jiwon Kim



Museum of Sydney. Credit: James Horan for MHNsw

Local Highlights:

Quay Quarter

An award-winning architectural transformation in the heart of Circular Quay, this revitalised precinct showcases a dynamic blend of contemporary design, heritage restoration, sustainable practices and bustling public spaces. Within its laneway hospitality precinct, visitors will find 18 dining and wellbeing venues, including Besuto, a traditional Japanese Omakase restaurant, Sydney's first bouillon-style eatery, Bouillon l'Entrecote and high-energy cantina, Londres 126.
quayquartersydney.com.au

Hinchcliff House

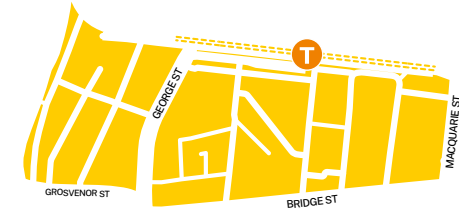
A thoughtfully converted 19th-century wool store has been revitalised, transforming the sandstone structure into a dynamic destination for elevated dining and drinking experiences. Across its four floors, you'll find two restaurants, Grana and the one-hatted Lana, a romantic *The Godfather*-inspired cocktail bar, Apollonia, along with a unique private event space on the top floor and Bar Mammoni overlooking Loftus Lane.
hinchcliffhouse.com

Museum of Sydney

Discover the unvarnished truth of the Harbour City's past, present and future. Built over and around the remains of Sydney's First Government House, the Museum of Sydney is transforming into a new First Nations cultural space. Sydney's complex, challenging and remarkable history is chronicled through a changing program of exhibitions, events and conversations that explore the character, cultures and soul of this city.
mhnsw.au/visit-us/museum-of-sydney

City of Sydney

Uptown Program / P45



Meet some of our members

Jacksons on George

Maybe Sammy

Grana

Quay Quarter Sydney

This Way Canteen

Mary's Underground

Justice & Police Museum

Tapavino

Apollonia

Sydney Harbour Marriott

HOW TO GET THERE

- BY TRAIN**
Circular Quay Station
- BY LIGHT RAIL**
Circular Quay Light Rail Stop
- BY BUS**
Alfred St Bus Stops
- BY FERRY**
Circular Quay Ferry Wharfs
- SECURE TAXI RANKS**
Loftus St, near Bridge St

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Laura Southcombe
House Made Hospitality
laura@uptown.sydney
0472 626 901

Uptown Program / P46



Walsh Bay has undergone a dramatic transformation over the past decade, becoming not only the nerve centre for several of the nation's most prestigious arts organisations – including Sydney Theatre Company, Sydney Dance Company, Bangarra Dance Theatre, Bell Shakespeare and the Australian Chamber Orchestra – but also home to multiple cutting-edge arts venues. Now, plans to bolster the area's hospitality offering will cement its place as the ultimate culture lover's night out.



Bangarra Foyer. Credit: Good Thanks Media and Lateral Events.

Walsh Bay Arts Precinct

2
DANCE
COMPANIES

2
CHOIRS

3
THEATRE
COMPANIES

1
ORCHESTRA

1
VOCAL
ENSEMBLE

**Taking centre stage: hospitality and entertainment
sing in perfect harmony at Sydney's home for the arts**

Walsh Bay Arts Precinct

Local Highlights:

Bell Shakespeare; The Neilson Nutshell

The Neilson Nutshell is a beautiful, multipurpose space where the work of Bell Shakespeare directors, designers, and artists comes to fruition. Overlooking Sydney Harbour Bridge, The Neilson Nutshell features all the heritage charm of Pier 2/3 and, when in performance mode, transforms into a stunning, intimate theatre.

bellshakespeare.com.au

The Theatre Bar at the end of the Wharf

Following a major refurbishment, this stalwart watering hole is once again whetting the whistles of theatregoers at interval during performances at the also revamped Wharf Theatres, as well as serving up brunches with a side order of stunning Sydney Harbour views.

thetheatrebarattheendofthewarf.com.au

Australian Chamber Orchestra; The Neilson

The Neilson is ACO's largest performance space that seats up to 275 people, with a flexible design engineered for classical, acoustic, and amplified music. Named after ACO's generous supporter Kerr Neilson and his family, the 2022 ACO Up Close recitals, family shows and talks are all presented in this intimate venue.

aco.com.au



Julius Caesar Sydney Theatre Company. Credit: Daniel Boud.



Credit: Destination NSW



Credit: Destination NSW

City of Sydney

Uptown Program / P47



Meet some of our members

Sydney Theatre Company

Sydney Dance Company

Bangarra Dance Theatre

Sydney Philharmonic Choirs

Gondwana Choirs

Australian Chamber Orchestra

Australian Theatre for Young People

Bell Shakespeare

The Song Company

HOW TO GET THERE

BY TRAIN
Circular Quay Station
Wynyard Station

BY LIGHT RAIL
Circular Quay Station

BY FERRY
Circular Quay Wharfs

HOW TO GET IN TOUCH DISTRICT COORDINATOR



Heather Clarke
Precinct manager,
Walsh Bay Arts Precinct
heather.clarke@create.nsw.gov.au
0411 184 340

ycklaneways.com.au

Uptown Program / P48

YCK Laneways



Credit: Cassandra Hannagan.



18
VENUES

3
STREETS

Set across a multi-block footprint on York, Clarence and Kent Streets in the CBD, this collection of 18 venues, including independent bars, restaurants and boutique accommodation, was one of the first collaborative business collectives of its type to emerge in Sydney's hospitality sector. Launched in March of 2021, YCK Laneways is now at the heart of Australia's first Purple Flag District, a globally-recognised accreditation for world-class nightlife. The example of YCK Laneways has become a pathfinder for similar business collectives across Greater Sydney.

**Purple pioneers: the trailblazing
CBD hospitality collective now
recognised as one of the world's best**

YCK Laneways

City of Sydney

Uptown Program / P49

Local Highlights:

PS40

Theatrical mixology meets retro chic at this multi-award-winning cocktail bar and house-made soda factory. Co-owners Michael Chiem and Thor Bergquist have carved out a reputation with a daringly complex signature cocktail menu that pairs whimsical storytelling with gastronomic flare. Think fig leaf Martinis, pandan leaf-infused rum and PS40's hero beverage, the Africola, a hybrid between a cola spider and an Espresso Martini.

ps40bar.com

Cash Only

A hidden gem in Sydney's culinary scene, this trendy Vietnamese diner is known for its unpretentious ambiance and exceptional food. With a focus on the regional cuisine of Huế, it offers a menu that heroes seasonal ingredients and unfamiliar discoveries. Forget phos and banh mis – here you'll find a style of food that's rarely been done locally and doesn't shy away from every authentic detail.

cashonlydiner.com.au

Little National Sydney

The first Sydney outpost of the Canberra-made boutique hotel brand still boasts the compact luxury and floor-to-ceiling bedside windows that were such a design statement of its ACT flagship. But instead of the leafy vistas of Capital Hill, the dense city skyline provides the views from all 230 rooms of Sydney's Little National, as well as those that guests can enjoy from the hotel's swish rooftop bar.

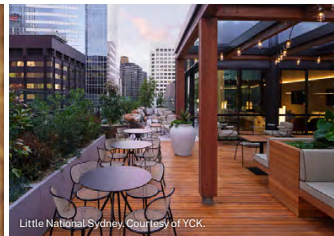
littlenationalhotel.com.au/Sydney



SILY. Credit: Cassandra Hannagan.



Cash Only, Courtesy of YCK.



Little National Sydney, Courtesy of YCK.



PS40, Courtesy of YCK.



HOW TO GET THERE

- BY TRAIN**
Wynyard Station
Town Hall Station
- BY LIGHT RAIL**
Light rail on George St
- BY BUS**
B-Line at Wynyard Station
- BY FERRY**
Barangaroo Ferry Wharfs
- SECURE TAXI RANKS**
Carrington St, near Market St.
Clarance St, between Market St and King St.
Bathurst St, near St Andrews Cathedral.

HOW TO GET IN TOUCH

DISTRICT COORDINATOR



Karl Schlothauer
karl@houseofpocket.com.au
0432 498 901



Nicholas White
nick@sinceleftyou.com.au
0403 643 587

Meet some of our members

Burrow Bar

Duke of Clarence

Jolene's

Since I Left You

Stitch Bar

Uptown

Office of the 24-Hour Economy Commissioner

The Office of the 24-Hour Economy Commissioner would like to acknowledge the support and collaboration received from stakeholders across industry, local councils and NSW Government. Delivering the NSW 24-Hour Economy Strategy and building a diverse, vibrant and safe night life needs to continue to be a joint and collective effort. Our cities have some fantastic stories to share, and we look forward to bringing more of them to light and awakening further opportunities that a 24-hour economy will create.

Copyright

© State of New South Wales through the Department of Enterprise, Investment and Trade 2023. This publication is copyright. You may download, display, print and reproduce this material provided that the wording is reproduced exactly, the source is acknowledged, and the copyright, update address and disclaimer notice are retained.

Copywriting: Maxim Boon
Design: Villa + Villa

Disclaimer

The information contained in this publication is based on knowledge and understanding at the time of writing (July 2023) and may not be accurate, current or complete. It is produced entirely on a nonreliance basis. The State of New South Wales (including the Department of Enterprise, Investment and Trade), the author and the publisher take no responsibility, and will accept no liability, for the accuracy, currency, reliability or correctness of any information included in the document (including material provided by third parties). Readers should make their own inquiries and rely on their own advice relevant to their own circumstances when making decisions related to material contained in this publication.

Contact Us

24hour@enterprise.nsw.gov.au

For information on the
Uptown Program please contact:
uptown@enterprise.nsw.gov.au

