

To drive an internationally competitive economy, through the creation of great destinations that will transform Sydney, New South Wales and Australia.

A bold ambition



UrbanGrowth NSW

We Are

the NSW Government's urban transformation agency.

Our Ambition

is to create a globally competitive Sydney and NSW.

Our Vision

is to 'transform city living' by creating world class urban areas that are vibrant, connected, competitive and resilient places to live and work.

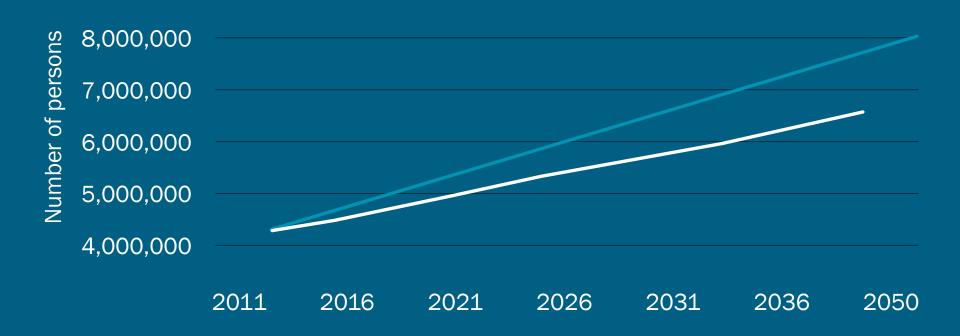
Our Role

is to facilitate
the economic
development of
complex urban
transformation
projects which are
anchored with public
land and aligned with
critical infrastructure.



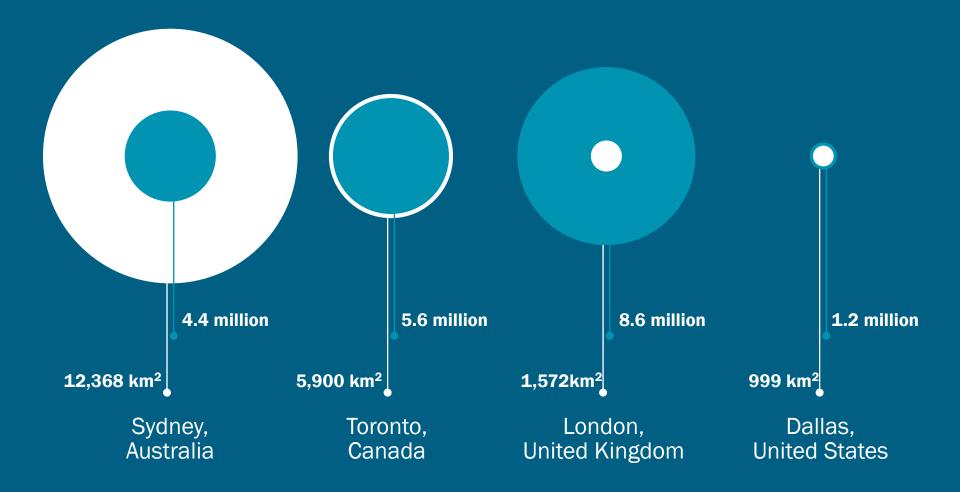
A growing population

Population projections high and low series Metropolitan Sydney





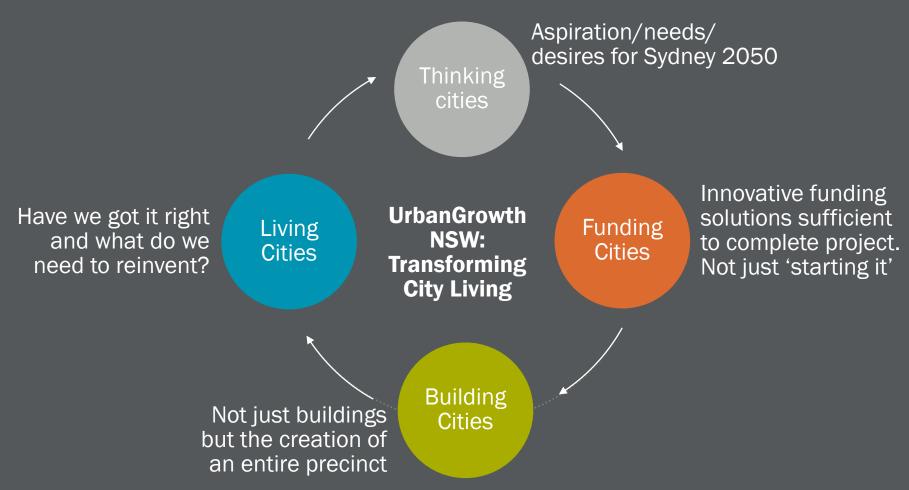
Population vs area





UrbanGrowth NSW:

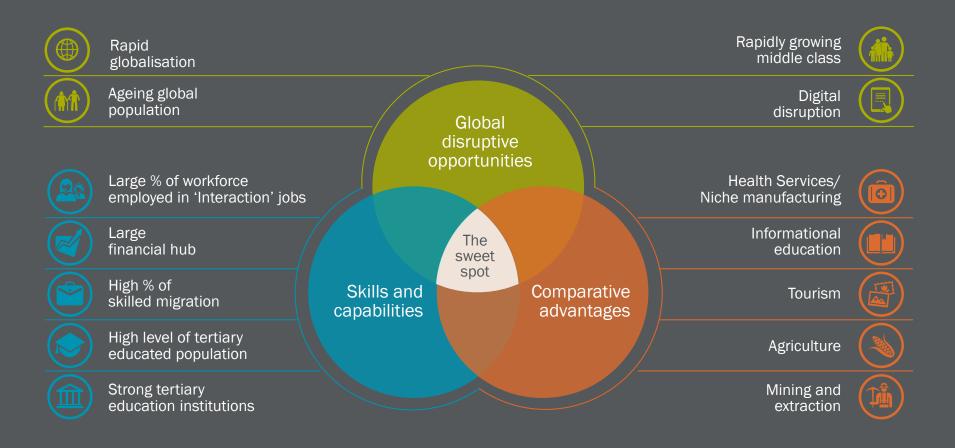
City Transformation Life Cycle™



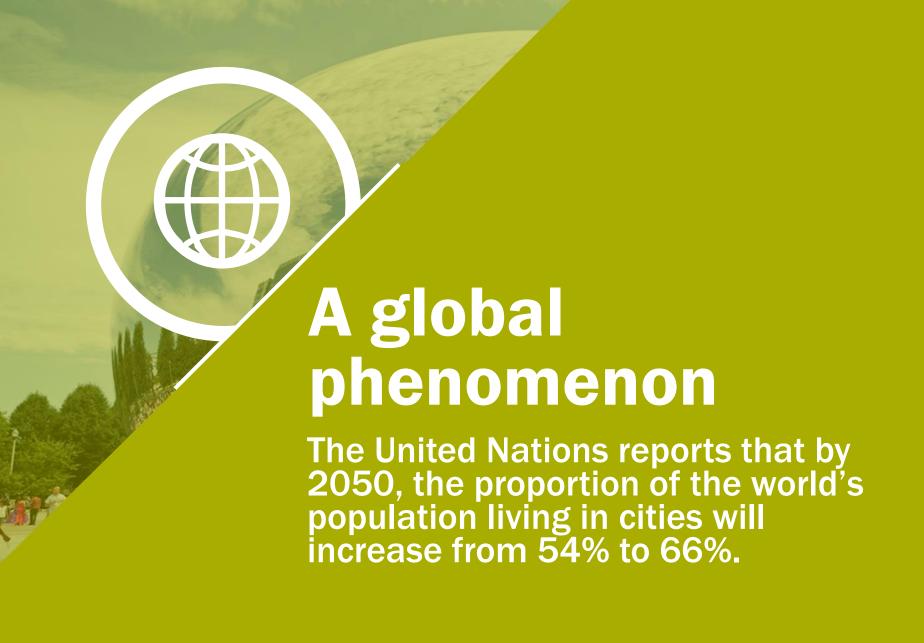


How we focus our effort

Assessing Australian Industry – McKinsey Australia









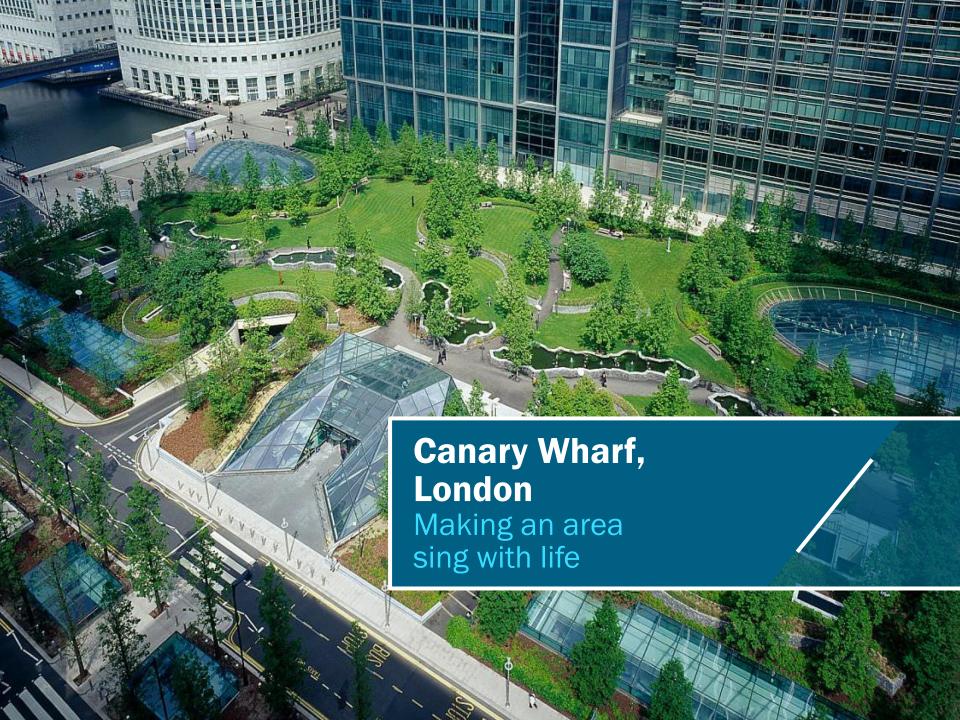
























BAYS PRECINCT SYDNEY

A once-in-a-generation opportunity to deliver innovation and attract the jobs of the future for Sydney, NSW and Australia. Creating an internationally competitive, resilient and prosperous global city to live, work and visit.





The Transformation Plan











KILOMETRES FROM SYDNEY CBD

DESTINATIONS

SOUTH BOSTON WATERFRONT

AFENCITY, HAMBURG

THE BAYS PRECINCT, SYDNEY



Statement of Principles

1

Build on the unique history of The Bays Precinct.

2

Establish a powerful and enduring governance model based on whole-of-government collaboration that fearlessly pursues public benefit.

3

Be transparent and communicate the issues and challenges we face and the investments needed to realise the Precinct's potential. 4

Allow the time to invest in genuine and early engagement with, and broad acceptance of our plans from, all categories of the public, government and industry.

5

Unlock public access to the Harbour's edge and waterways along the entire coastline.

6

Develop an overall Bays Precinct Transformation Program to prioritise major projects and define the staging for integrated development and land use. 7

Establish a whole-of-precinct transport infrastructure plan early, based on connectivity, accessibility and active transport. 8

Prioritise planning for public spaces, White Bay Power Station and Sydney Fish Market. 9

Generate optimal housing supply outcomes based on a model of diverse housing options, the highest design principles and activated public spaces. 10

Ensure the land use and associated development is diverse, beautifully designed and creates 'great places and great spaces'.

<u>11</u>

Build the capacity for The Bays Precinct to be a place that contributes to healthy, prosperous and resilient lifestyles. 12

Support economic development and growth that can drive a strong, digitally-connected, innovative and diverse knowledge economy. **13**

Plan for future generations by being open to new ideas and embracing emerging trends. 14

Adopt world-class energy generation systems that maximise efficiency and establish The Bays Precinct as the exemplar for 'big city' energy provision.

15

Introduce environmental and ecological systems to improve water quality, address ongoing sources of water pollution and encourage public recreation.

16

Support the economic activities of maritime industries and celebrate the authenticity of the working harbour.

17

Provide the platform for investment from Australia and abroad, and from public and private sectors.

18

Incorporate a strong funding and financial strategy to enable innovative, leading-edge and productive investment vehicles that promote investor appetite. 19

Seek broad sources of funding for urban transformation across a range of investors, including superannuation and pension funds, and philanthropy. 20

Employ an ethical procurement process that optimises value for government and taxpayers while being attractive to investors.



ObjectivesThe Precinct



Hub of export-oriented knowledge- intensive jobs



World-class mass and active transit solutions



Integrated utilities solutions that enable advanced energy generation and technologies



Enduring, socially inclusive and great places



Building design excellence and quality urban design



Integrated planning within a land and water context



Housing choices, including affordable housing options



Ecological and marine water quality improvements



Celebrate heritage and culture by creating new experiences



World leading sustainability and resilience









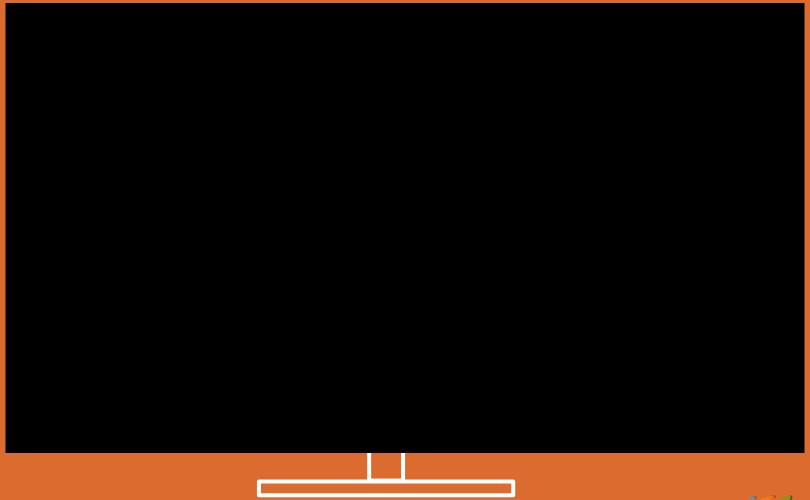








Innovation at The Bays Precinct







Our business model

To address market failure

We are continuing to focus on the front end of the value chain

Value Chain:

Business Case

Planning

Enabling Works

Construction

Sales

UrbanGrowth NSW



Private Sector





Our business model

Sources and uses of funds

Input 1: Government land	Input 2: Infrastructure	Input 3: Private land	Output: Urban transformation
Redevelop strategic, underutilised government land	Recycle capital to fund new infrastructure: • transport infrastructure • social infrastructure • precinct infrastructure	Enable the market to create new precincts: • residential precincts • mixed-use precincts	City shaping outcomes from urban transformation: • housing • economic growth • social • environment • infrastructure





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