



SYDNEY HARBOUR FORESHORE AUTHORITY



Catherine Gallagher, October 2013

THE AUTHORITY'S MANDATE

- To protect and enhance the natural and cultural heritage of the foreshore area
- To secure the orderly and economic development and use of the foreshore area, including the provision of infrastructure
- To promote, coordinate, organise, manage, undertake, secure, provide and conduct cultural, educational, commercial, tourist, recreational entertainment and transport activities and facilities

– *Sydney Harbour Foreshore Act 1998*

The Authority is responsible for:

- 40 million visitors (approx)
- \$1.3 billion in assets
- 165 retail leases and significant commercial leases
- 106 State heritage properties
- 300+ commercial, social and community uses
- 11 major festivals
- 22 cultural festivals
- Key State strategic waterfront assets



A self-funding model contributing \$1.1 billion to NSW GDP



A nighttime photograph of the Sydney Harbour Bridge and the city skyline, with lights reflecting on the water. The bridge is illuminated, and the city lights are visible in the background. The sky is a deep blue, and the water is dark with colorful reflections.

VISION

To make extraordinary places in Sydney
that the world talks about

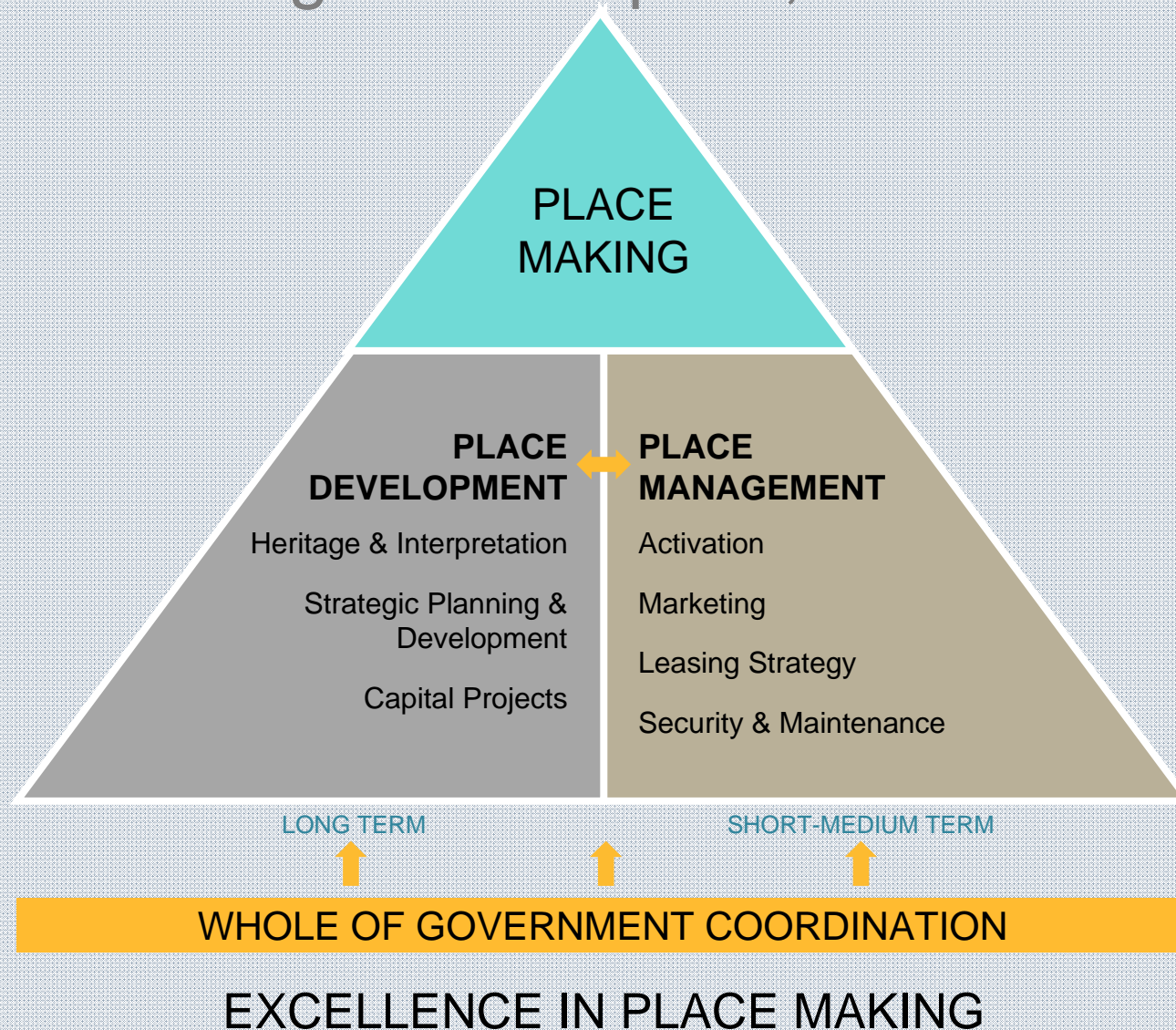
A photograph of a diverse crowd of people at an event, many of whom are clapping and smiling. The background is slightly blurred, focusing attention on the individuals in the foreground. The lighting is warm and indoor, suggesting a theater or a community gathering.

Excellence in Place Making

Place making is a multi-faceted approach to the planning, design, and management of public spaces.

...ultimately creating public spaces that promote people's health, happiness and wellbeing.

Place making is a discipline, not an accident

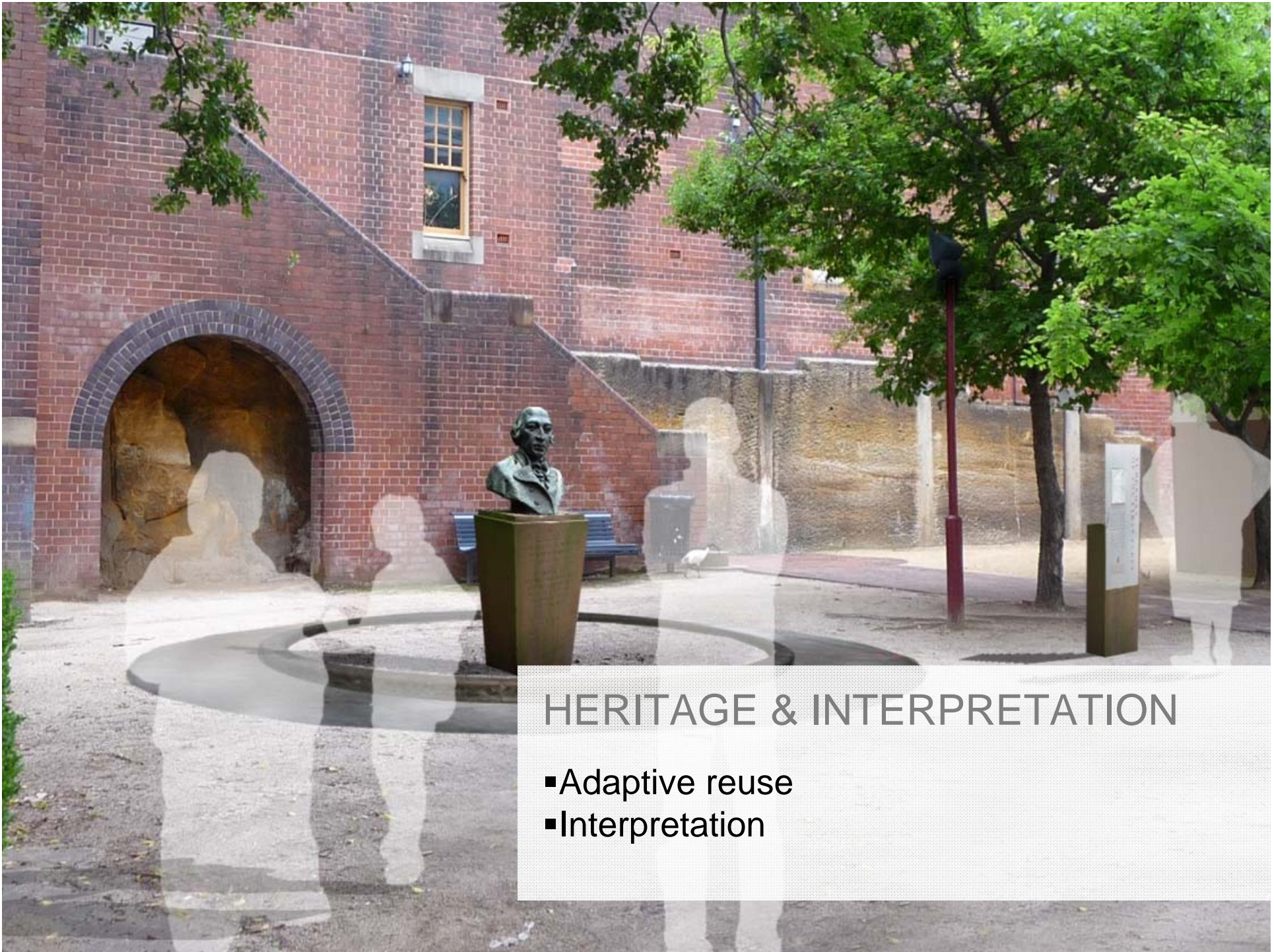




PLACE DEVELOPMENT

Long-term intergenerational legacy

- Heritage & Interpretation
- Strategic Planning & Design
- Capital Projects



HERITAGE & INTERPRETATION

- Adaptive reuse
- Interpretation

Baillie Lodges





PLANNING & DEVELOPMENT

- Strategic leadership and coordination
- Long-term planning



Darling Quarter

White Bay Power Station





CAPITAL PROJECTS

- From refits to major upgrades

Science House





Cockle Bay boardwalk



PLACE MANAGEMENT

Short-medium term visitor experience

- Activation
- Marketing
- Leasing Strategy
- Security & Maintenance



ACTIVATION

- Not just 'events'
- Balance between intimate engagement and large scale spectacle



The Rocks Village Bizarre

LEASING MANAGED BY
JONES LANG LASALLE

The Rocks
The Original
+ DESTINATION FOR RETAIL & BUSINESS +
since 1788
SPACE AVAILABLE. VISIT THEROCKSLEASING.COM.AU

APN

LEASING STRATEGY

- Evolving tenancy mix to meet the needs of the visitor economy



MARKETING

- Embracing the digital sphere
- Distinct precinct branding

The Rocks AA Select Language

WHAT'S ON THINGS TO DO STAY SHOP EAT & DRINK LEARN & EXPLORE MARKETS GETTING HERE

PRESENTED BY SYDNEY HARBOUR FORESHORE AUTHORITY

The Rocks Village Bizarre

BIKE SHORTS

THE ROCKS VILLAGE BIZARRE
A vibrant experience and a world of mystery in a bustling market atmosphere. Expect the unexpected at The Rocks Village Bizarre.
[More info](#)

BIKE SHORTS
Whether you're an up-and-coming filmmaker, one shooting movie clip or your mobile or phone from the eye-walk, Bike Shorts is right up your alley.
[More info](#)

WHAT'S ON IN THE ROCKS

The Rocks Discovery Museum
A free, family-friendly museum set up with the story of The Rocks from just 8 minutes steps in the...
[More info](#)

International Fleet Review
The Royal Australian Navy International Fleet Review is a historic occasion as well as the biggest and most...
[More info](#)

The Rocks Markets
Remember back to The Rocks Markets and you'll find passionate people selling things you've never seen...
[More info](#)

The Rocks Pop-up
From indie artists, studios, startups, open installations, pop-ups to pop-up experiences and so...
[More info](#)

COMPETITIONS **OFFERS** **SUBSCRIBE**

QUICKLINKS

- Home
- What's on
- About The Rocks
- Get to know
- Search The Rocks
- History and Heritage
- Tenants and Partners

HISTORY OF THE ROCKS
Discover the hidden stories...

THE ROCKS WHAT'S ON

THE ROCKS CHAT

- The Rocks: Prissy 18th Birthday is... [More info](#)
- The Rocks: Telling its story has allowed it to... [More info](#)

GET SOCIAL

THEROCKS.COM

DARLING HARBOUR Search site AA Select Language

WHAT'S ON EAT & DRINK THINGS TO DO STAY SHOP LEARN & EXPLORE GETTING HERE

PRESENTED BY SYDNEY HARBOUR FORESHORE AUTHORITY

FIESTA

EAT. DANCE. OLÉ!

HARBOURSIDE FIREWORKS

WHAT'S ON IN DARLING HARBOUR

SPRING SCHOOL HOLIDAY FUN

ANNUAL CULTURAL FESTIVALS

INTERNATIONAL FLEET REVIEW

VIKINGS - BEYOND THE LEGEND

COMPETITIONS **OFFERS** **SUBSCRIBE**

QUICKLINKS

- HOME
- ABOUT DARLING HARBOUR
- TENANTS AND PARTNERS
- OFFERS
- WEDDINGS

HISTORY OF DARLING HARBOUR

How did Darling Harbour come to life, how has it grown up and what was here before? From the Gadigal people, the original inhabitants of Sydney Cove, to a time of great industry, Darling Harbour has a thousand stories to tell.

DARLING HARBOUR CHAT

- Colourful new year fish have arrived! [#DarlingHarbour](#) Join our fun [#NewYearParty](#) craft workshop [Get to Know](#)
- Tumbling Plink becomes like Indonesia, rich sights and sounds - music, dancing, games, music and family games! Today!
- 1 Week in Darwin! [AFL](#) Grand Final action broadcast live on [TV](#) screen in [Darling Harbour](#) this weekend! [Get to Know](#)

DARLINGHARBOUR.COM



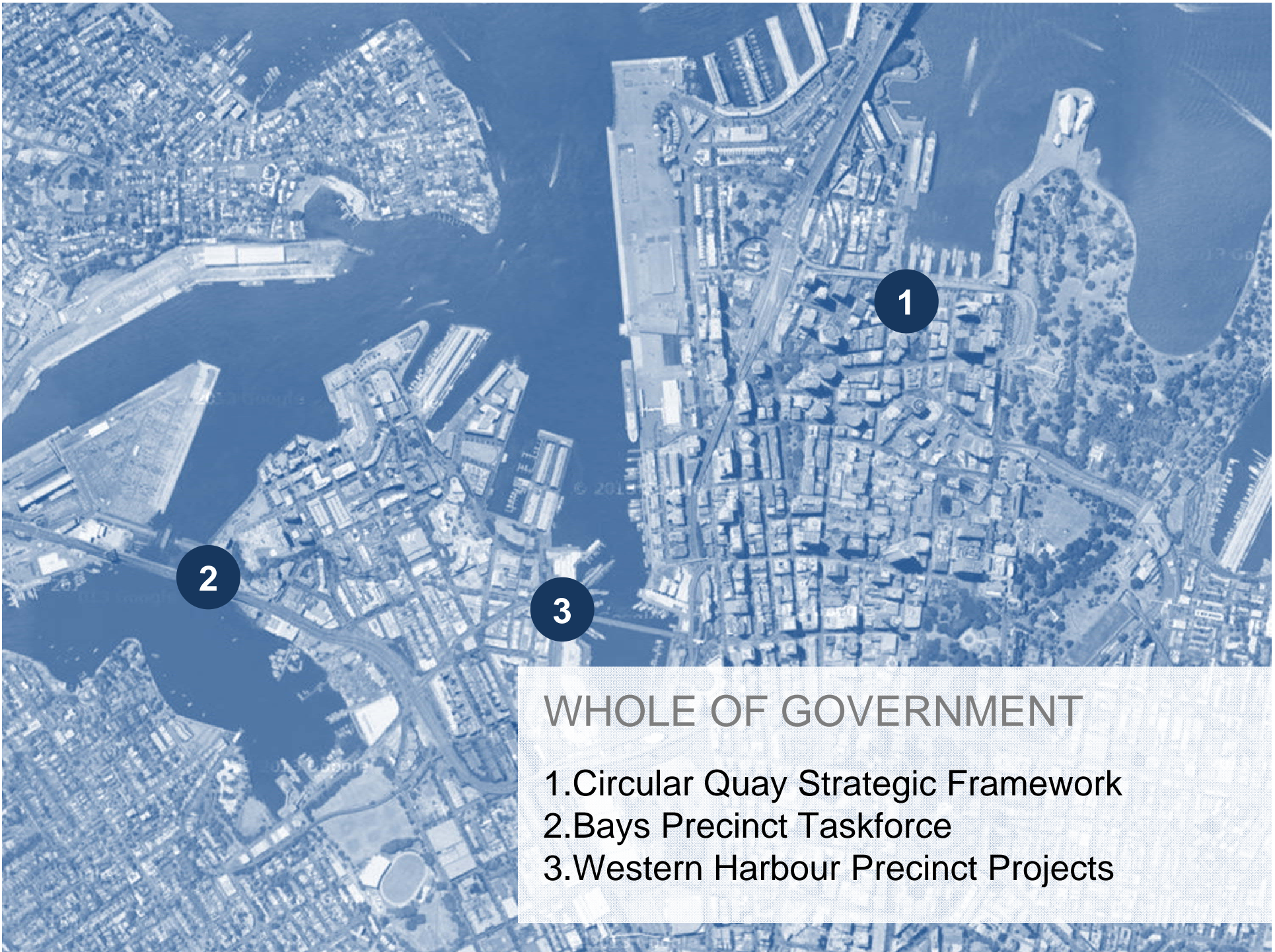
SECURITY & MAINTENANCE

- Safeguarding the community
- Amenity protection and maintenance

An aerial photograph of Sydney, Australia, featuring the Sydney Harbour Bridge in the background, the State Theatre building in the center, and the Sydney Harbour to the right. The scene is captured during the golden hour, with warm lighting. A semi-transparent white box with a grid pattern is overlaid on the bottom half of the image, containing text.

WHOLE OF GOVERNMENT COORDINATION

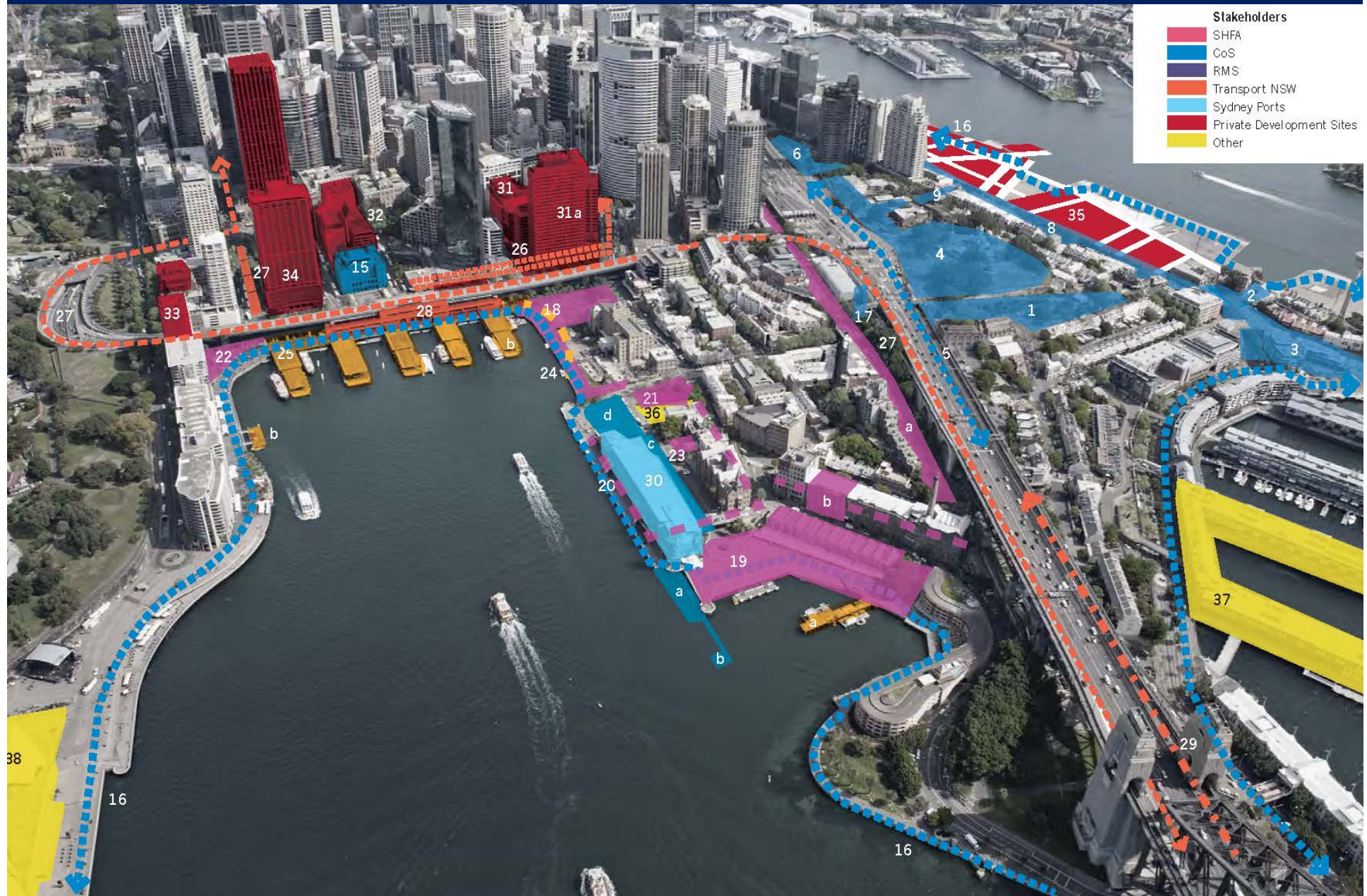
Advancing the vision for Sydney Harbour's
State-significant foreshore



WHOLE OF GOVERNMENT

1. Circular Quay Strategic Framework
2. Bays Precinct Taskforce
3. Western Harbour Precinct Projects

CIRCULAR QUAY STRATEGIC FRAMEWORK



BAYS PRECINCT TASKFORCE



WESTERN HARBOUR PRECINCT PROJECTS



- 1 Australian National Maritime Museum
- 2 Harbourside Shopping Centre
- 3 Four Points Development

- 4 IMAX Redevelopment
- 5 The Goods Line
- 6 UTS Masterplan

A photograph of a harbor at night, showing a dark blue body of water with vibrant, colorful reflections of lights from buildings and street lamps. The reflections are in shades of blue, green, yellow, and red, creating a shimmering effect on the water's surface. The background is a solid dark blue color.

CASE STUDY

Managing Darling Harbour
in an Era of Change



OUR VISION:

To make extraordinary places in
Sydney that the world talks about



Preferred Master Plan



The
Challenges
Ahead

World-class facilities and improved public domain

One of Sydney's most popular places – over 25 million visitors per year

Places people love such as Tumbalong Park and the Chinese Garden of Friendship will be retained

Darling Quarter is a benchmark for great design for shops, dining and attracting people



Open up City, Pyrmont and Ultimo

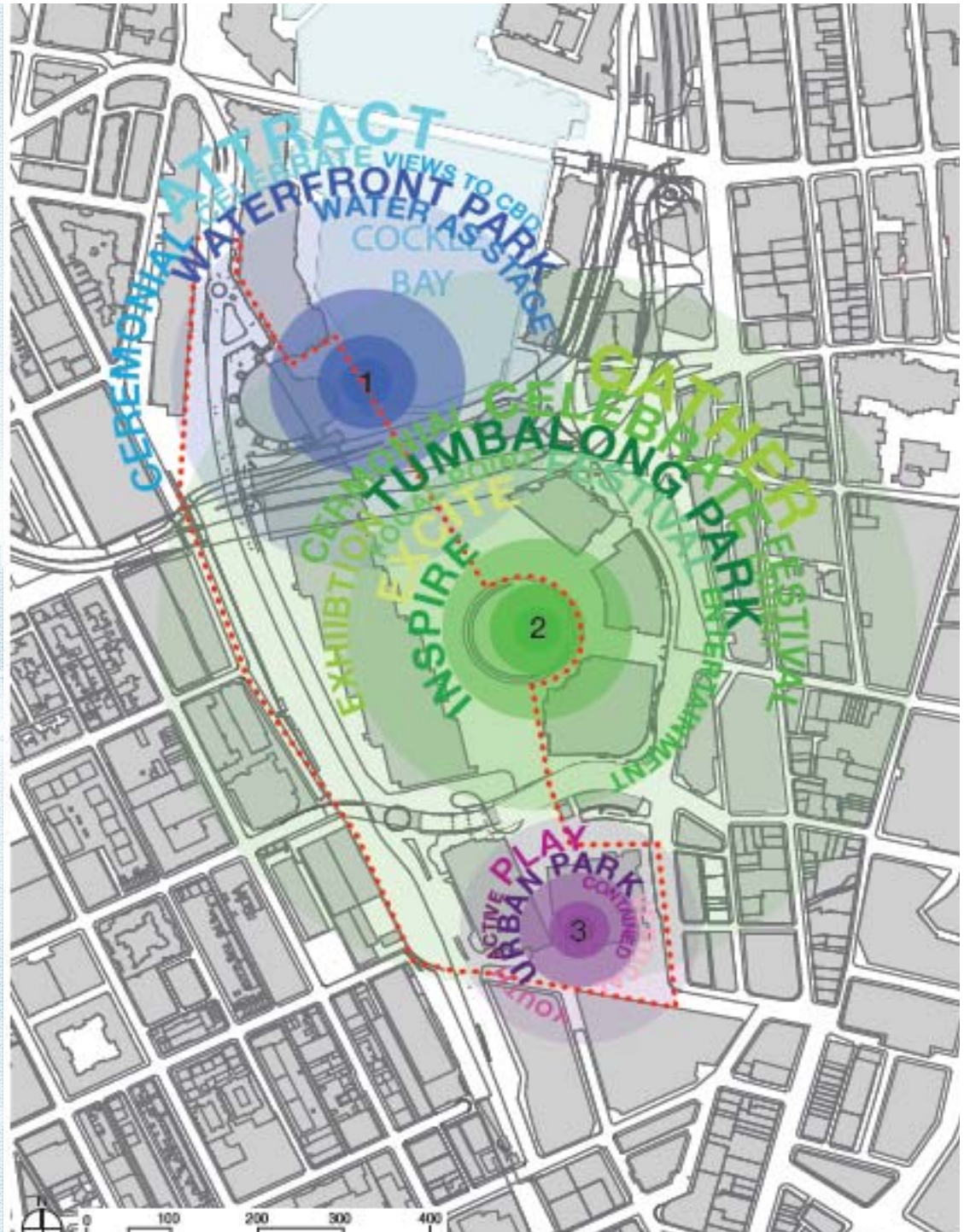
Invite people to explore sense of 'place'

Recognise geography and movement patterns

New east-west and north-south connections

Access to waterfront

Celebration space with the right activity mix





Our activation objectives:

KEEP DARLING
HARBOUR THRIVING

PROVIDE MORE
REASONS FOR PEOPLE
TO VISIT

CREATE OPPORTUNITIES
FOR TENANTS TO
PARTICIPATE & SUCCEED
IN A VIBRANT, MUST-VISIT
DESTINATION

Maintaining relationships is key

WITH KEY PRECINCT BUSINESS PARTNERS

GOVERNMENT & KEY STAKEHOLDERS

MINIMISE DISRUPTION TO THE PRECINCT





DARLING HARBOUR MANAGEMENT FRAMEWORK

DARLING HARBOUR STRATEGIC PLAN

DARLING HARBOUR ALLIANCE

Brand Positioning

Activation Program

Darling Harbour Live Integration

The Goods Line Delivery

Media Comms & External Relations



DARLING HARBOUR ALLIANCE



Objectives:

- PUBLIC PRIVATE PARTNERSHIP
- SHARED VISION AND STRATEGY
- FLEXIBLE COMMERCIAL MODEL



BRAND POSITIONING



BIG TIME

Celebration

Innovation


Dynamic





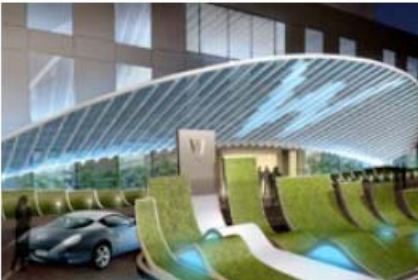
Precinct and Sub-precincts

NEW BRAND PLAYS AN UMBRELLA ROLE TO
DRIVE CLOSE ALIGNMENT

An aerial photograph of a city waterfront, likely Toronto, showing a dense skyline of skyscrapers, a bridge, and a promenade. The image is overlaid with a semi-transparent blue box containing the title text.

5 PRINCIPALS FOR ACTIVATING THE SPACE

1. A SPECTACLE



2. SOCIAL INTERACTION



3.

WORLD TALKING



4. CAUSE AND EFFECT



5.

TEMPORARY OR PERMANENT

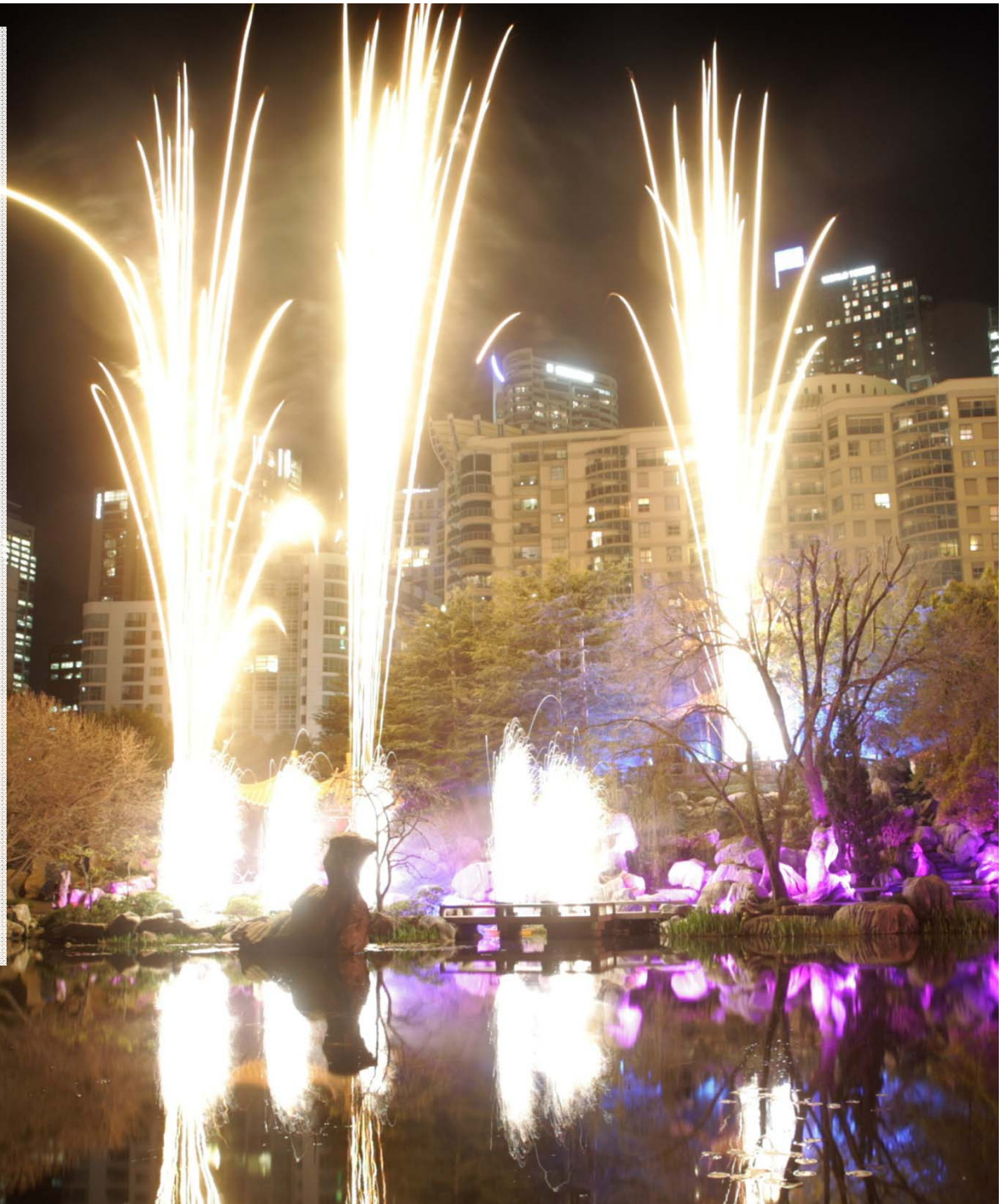


Our goals:

KEEP THE PULSE OF
DARLING HARBOUR
THRIVING

PROVIDE MORE
REASONS FOR PEOPLE
TO VISIT

CREATE TENANT
OPPORTUNITIES TO
PARTICIPATE AND
SUCCEED





Deliver a continuous flow of activation throughout the precinct



RETAIL DRIVERS



STRATEGIC
PARTNERSHIPS



THE GOODS LINE
DELIVERY

An aerial perspective of a vibrant urban plaza. On the left, a modern building with a white facade and large glass windows overlooks the space. The plaza features wide, light-colored paved walkways, several rectangular green lawns, and numerous trees. People are seen walking, sitting on benches, and playing in the green spaces. A large, orange, spherical sculpture on a wooden cart is visible in the foreground. The scene is bright and sunny, with shadows cast across the ground. In the bottom right corner, a car is parked on a street adjacent to the plaza.

Objectives
Timing
Connectivity

Artist impression

Connecting the City Bringing the space to life



Artist impression

