

MEDIA RELEASE

BARANGAROO PLANS REFLECT THE WAY THAT SYDNEYSIDERS WANT TO ENJOY THEIR CITY

21 October 2010

New consultation research released today shows Barangaroo will provide many of the facilities and attractions which Sydneysiders say regularly bring them to the CBD and harbour.

More than 2200 people were interviewed from areas across all of Sydney about those elements they believed were important in the transformed Barangaroo.

“It is clear that Sydneysiders know what they like about the city and they want Barangaroo to reflect that”, said John Tabart, CEO of the Barangaroo Delivery

“This important consultation research helps to clearly inform the decisions of the Barangaroo Delivery Authority as we transform the 22 hectare site into a vibrant precinct for Sydneysiders, workers, tourists and visitors,” he said.

“What is clear is that people are keen to see that Barangaroo delivers opportunities for people to enjoy the outdoors, be close to the harbour as well as venues to eat and shop.

“Of the reasons why people visit the CBD;

- 56% said it was to eat out
- 48% said to enjoy Sydney Harbour
- 48% said to walk around
- 45% said to go shopping
- 35% said to go to a major event
- 31% said to see a live show

“Across all three precincts including Headland Park, Barangaroo Central and Barangaroo South, the plans for Barangaroo provide the very opportunities which Sydneysiders say they want.

“Importantly, other important waterfront precincts such as Circular Quay and Darling Harbour are experiences which people regularly visit and provide important opportunities to interact with the CBD.

“Key events in these locations on Sydney Harbour are amongst those major events which people most often participate in including New Year’s Eve (27%) Australia Day (22%) and the Good Food and Wine Show at Darling Harbour (21%).

“It is clear that for Sydneysiders, a successful Barangaroo will be one which delivers places, venues and experiences which draw on the elements which make people visit the CBD.

“The consultation initiative also delivered insights into the attitudes of Sydney towards the overall Barangaroo development.

“79% of Sydneysiders believe Barangaroo will be a positive step for the city and will extend the CBD to provide new growth opportunities and employment

“The consultation project was undertaken to assist in determining what types of services and facilities the public wished to see developed at Barangaroo.

“The interviews showed a high level of positive support for the Barangaroo project and the benefits for the CBD and wider Sydney region.

“87% of people say that Barangaroo will deliver a “new place where I can enjoy the harbour”.

“In addition to the personal benefits expressed, the majority of people interviewed saw the need for the CBD to evolve and develop to meet current and future needs.

“72% of people said that they agree that “we need to keep developing the Sydney CBD to keep pace with the rest of the world’s major cities.

“A further 80% say that the “Sydney CBD needs to continually change and evolve to remain a progressive modern city.

“The consultation findings show that support is strong across all three precincts of Barangaroo with:

- 89% of people positive about plans for Headland Park
- 77% positive about plans for Barangaroo Central
- 67% of people feel positive about Barangaroo South

“The private sector development of Barangaroo South in return for the creation of additional public assets on Barangaroo also received strong support.

“60% of people say the self funding of Headland Park and Barangaroo Central as a result of the development on Barangaroo South would be a positive for Sydney.

“The transformation of Barangaroo is a unique opportunity for Sydney to reinforce its position as a global city.

“Barangaroo is a \$6 billion project which will deliver more than 500,000 metres of new commercial, residential and retail space in the CBD as well as providing more than 50% public open space across the site.

“This is a once in 200 year opportunity for NSW and it is clear that Sydneysiders agree”, said Mr Tabart

Media Contact:

Julian Brophy on 0408 276 749 or Natalie Soltyszewski on 0413 995 043