Sydney Innovation and Technology Precinct
The Future Made Here

NSW Government
About Sydney and New South Wales

Sydney and New South Wales (NSW): the place for your business to grow and innovate

<table>
<thead>
<tr>
<th>NSW is Australia’s leading source of highly skilled and diverse talent</th>
<th>Sydney is the No.1 city in the Asia Pacific and No. 3 globally for top 100 ranked universities</th>
<th>NSW is home to the largest pool of STEM graduates in Australia</th>
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<tr>
<td>NSW is Australia’s most innovative state with a strong culture of entrepreneurship</td>
<td>Sydney is the 2nd highest ranked city in the Asia–Pacific region for innovation</td>
<td>NSW is the startup capital of Australia, home to almost 50% of all startups</td>
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<td>NSW is Australia’s most secure and liveable place to do business</td>
<td>Sydney is the highest ranked capital city in Australia for quality of life</td>
<td>NSW is set to deliver on the biggest infrastructure program in Australian history, with a A$87.2 billion pipeline of infrastructure</td>
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<tr>
<td>NSW is Australia’s largest market</td>
<td>Home to 7.9 million people, more than Singapore and Hong Kong</td>
<td>NSW is Australia’s largest economy: A$600 billion, larger than Malaysia, Singapore and Hong Kong</td>
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Australia is ready for growth

- 27 years of uninterrupted economic growth
- 2.9% economic growth, one of the highest industrial economic growth rates for developed countries globally
- 4th largest economy in the Asia–Pacific region
- 13th largest economy in the world
- Ranked the smartest country in the Asia Pacific and 4th smartest country in the world
- AAA credit rating Higher in credit quality than the US, UK, France, Japan, Hong Kong, Republic of Korea and New Zealand
A vision for the Sydney Innovation and Technology Precinct

The NSW Government’s vision for the Sydney Innovation and Technology Precinct is a place where ambitious startups, world-class universities and research institutions, high-tech giants and the community collaborate to solve problems, socialise and spark ideas that change our world and support the jobs of the future.

Our globally connected precinct, underpinned by high-quality physical and digital infrastructure, will attract the brightest and the best to Sydney, establishing an ambitious benchmark for generations to come.

The Sydney Innovation and Technology Precinct will be a leader in innovation within the region, taking a spirit of collaboration and entrepreneurship and translating Australia’s world-leading research and development into globally successful businesses.

The precinct will drive a sustainable and inclusive approach to the development and growth of the people, the industries and the communities who use the space.

Globally, innovation precincts are the well from which new ideas, products, services, opportunities and jobs flow. The Sydney Innovation and Technology Precinct will be no exception, with the creation of an anticipated additional 25,000 innovation jobs.

In creating a vision for the precinct, the NSW Government collaborated with an industry-led panel headed by Jobs for NSW Chair David Thodey AO. Members of the panel included representatives from the startup and technology community, universities, health and industry bodies.

The precinct will be a place to drive the creation of new technology and commercialisation of new products and services. The development will be based on global best-practice placemaking principles and focus on the sustainable, accessible and affordable creation of workplaces for the future. It will be underpinned by visionary leadership that will drive the precinct’s values.

Through this new precinct the NSW Government will cement Sydney’s reputation as the innovation capital of Australia. You can be part of this exciting development.

We encourage innovators to find a new home at the Sydney Innovation and Technology Precinct, and look forward to welcoming you.

Acknowledgement of Country

We acknowledge the Gadigal people of the Eora Nation, the traditional owners of the lands that include the Sydney Innovation and Technology Precinct and the living culture of the traditional custodians of these lands.

We recognise that the traditional owners have occupied and cared for this country over countless generations and celebrate their continuing contribution to the life of Sydney.
The Sydney Innovation and Technology Precinct

Sydney is an international city, a hub of innovation and entrepreneurship, and the powerhouse of the Australian economy. Sydney is ideally positioned to host a globally recognised innovation and technology precinct. The city’s strengths will catalyse the development of the Sydney Innovation and Technology Precinct and make it a central focus for innovation throughout the region.

To facilitate your participation:

- An initial commitment of **250,000** square metres of net lettable floorspace for technology companies, of which **50,000** square metres of net lettable floorspace will be available as affordable work space for startups and early-stage companies.

**15-YEAR PLAN** for the precinct commencing immediately

Our goals:

- **25,000** additional innovation jobs
- **100** new scaleup companies
- **25,000** new students, with a focus on STEM and life sciences
- **TOP FIVE** global ranking for industry-university collaboration

A new generation of technology-powered industries is emerging that relies not only on proximity to markets, but on a workforce that prefers urban locations and lifestyles. This is leading to a concentration of innovation activity within urban areas.

Sydney has the right conditions to host a globally successful innovation precinct.

Building on the city’s world-class educational institutions and entrepreneurial ecosystem, the Sydney Innovation and Technology Precinct is a drawcard for creative talent. It forms a dense corridor of innovative companies that meets all the factors for success identified by the NSW Innovation and Productivity Council.
Sydney: where talent, tech and lifestyle converge

There are seven criteria common to successful innovation precincts around the world. The Sydney Innovation and Technology Precinct ticks the box for all seven.

**Market drivers:** The precinct, through its central Sydney location, has access to Australia’s strongest demand for goods and services, healthy competition and access to international markets.

**Competitive advantage:** A clearly defined market advantage and strong branding attract and retain talent and investment. The precinct is located in an attractive urban environment with signature heritage elements in Sydney’s downtown.

**Collaboration:** Facilities and programs are important to support collaboration between diverse organisations. World-leading institutions within the area, including the University of Sydney, University of Technology Sydney, the Royal Prince Alfred Hospital and CSIRO’s Data61, are actively looking to further collaborate with business on joint research, graduate and talent programs, and commercialisation opportunities.

**Infrastructure:** Physical, digital and transport infrastructure are crucial to support research, innovation activity and business connectivity. The precinct benefits from easy access to transport infrastructure, including Central and Redfern railway stations, the Sydney Light Rail and is 15 minutes to Sydney Airport.

**Enterprise culture:** A strong entrepreneurial culture of risk-taking, collaboration and sharing ideas is a drawcard to other industry participants and will attract investment.

**Leadership:** Robust governance, strong leadership, political commitment, a shared vision and a long-term plan will help establish, shape and drive the precinct forward.

**Amenity:** The area is recognised as an attractive and vibrant place to live and visit. It has extensive arts, culture and creative industries and facilities, including Carriageworks, the largest and most significant contemporary multi-arts centre of its kind in Australia. Heritage buildings add to the area’s culture and character.

The Global Innovation Index 2018 ranks Australia 7th globally for market sophistication.

If you would like to be part of the Sydney Innovation and Technology Precinct, please contact our NSW Investment Concierge. Phone + 612 8222 4888 or email investment.enquiries@industry.nsw.gov.au
A globally recognised precinct

The Sydney Innovation and Technology Precinct

The Sydney Innovation and Technology Precinct is located south of the Sydney central business district, surrounded by the suburbs of Redfern, Ultimo, Haymarket, Camperdown, Chippendale, Darlington, Surry Hills and Eveleigh. These suburbs are places of great heritage, vibrancy, culture and activity, supported by excellent transport to Greater Sydney, rural and regional NSW and into international markets.

The precinct is ideally located amongst world-class universities, hospitals, more than 100 research institutes, Australian Technology Park, the Defence Science and Technology Group, and the Commonwealth Scientific and Industrial Research Organisation’s (CSIRO) Data61.

It sits within a vibrant ecosystem of technology, innovation and creative businesses. The precinct will link with innovation precincts located within Greater Sydney and rural and regional NSW, creating a network of growth and opportunity.

The precinct sits within Sydney’s most significant transport interchange, including Central Station, which connects into Sydney Metro, light rail, bus and regional services. The vision is to create a new destination for Sydney—a revitalised gateway for the local, metropolitan and global community.

With a rich manufacturing and industrial heritage, an established creative cluster and an active community, the area has a strong and established entrepreneurial spirit.
‘A huge step forward for Australia’s tech industry. We just sent a very loud signal to the rest of the world that we’re open for business and in the race for the biggest industry on the planet.’

Scott Farquhar, Co-CEO Atlassian

Prospective Precinct Area

Located 1.5 km from the centre of the city, and 8 km from Sydney Airport, the Precinct is located in Australia’s busiest and best-connected transport hub, providing a gateway to regional and international markets.

A place to find a quality lifestyle with an abundance of culture, city parklands, sporting facilities, bars, restaurants and retail.

Access to 100,000+ tertiary students across major universities—University of Sydney, University of Technology Sydney and TAFE NSW’s Ultimo campus.

A place of great cultural and heritage importance to the Aboriginal community.

A draw for global talent located in one of the world’s most liveable cities.

Driven by a collaborative innovation culture.

Adjacent to network of incubators and accelerators including: Cicada, Data 61, Energy Labs, Incubate, Australian Technology Park.
Sydney: the perfect location for the future of global innovation

Sydney is the economic engine room of Australia. It boasts a rich diversity of businesses, including a fast-growing startup scene, a strong research and innovation culture, and one of the world’s most stable political, regulatory and financial environments.

Sydney gives your business the perfect platform from which to scale. We combine this with the chance to enjoy a truly exceptional lifestyle. Sydney is a forward-thinking tech city and the ideal Australian base to build your business and your team.

Sydney is:

Where your customers are
• Home to 600 regional headquarters of multinational companies—Salesforce, Google, Microsoft, Amazon Web Services, Equinix, Infosys, BT, Singtel, Baidu, Dropbox, LinkedIn and Expedia
• Global technology firms are choosing Sydney as the location for their first Asia-Pacific offices. Atlassian, IBM, Dimension Data, and Dropbox are alongside global digital leaders such as Canva, Airbnb, Uber, LinkedIn, Facebook, Procore, and Twitter

The place to attract and retain talent
• NSW has the largest and most highly skilled workforce in Australia
• World-class universities including two Sydney universities in the global top 50
• 13,000 students studying IT at 11 NSW universities
• Multicultural population with 40% of the population being bilingual
• Home to Sydney School of Entrepreneurship (SSE), established in 2016 as government partnerships with 11 NSW universities and TAFE NSW to develop a new generation of innovators

A well-connected innovation hub
• 43% of Australian startups are located in Sydney, 3.5 times more than Melbourne or Brisbane. Sydney is home to 60% of fintechs in Australia
• Startup Genome ranked Sydney 4th for local connectedness
• World-class research and innovation centres producing cutting-edge medical research, resources, cyber security, field robotics, agricultural technology, financial services, biotechnology and medtech
• Businesses operate globally from Sydney—the business day includes overlapping hours across North America, the Asia Pacific and Europe
• Digital and physical infrastructure and strong trading networks connect Sydney to the world
Case study: Home-grown unicorn Atlassian chooses Sydney

Australia's biggest tech success story, enterprise software company Atlassian

Beginning life in Sydney, Atlassian was founded by college friends Mike Cannon-Brookes and Scott Farquhar in 2002 with a focus on creating products for software developers. Today, it has more than 3,000 employees, 23 products, offices in 7 countries, more than 125,000 customers and more than 4,000 apps in its marketplace.

Atlassian is consistently ranked among the best places to work. The company’s commitment to its founding values is typical of Sydney’s boldness and culture.

Atlassian has bet big on the opportunity for developing new products in Australia for the global market. The Sydney office has grown to over 1,000 employees, with additional offices in Amsterdam, Austin, New York, San Francisco, Mountain View, Manila, Yokohama and Bangalore. Mike Cannon-Brookes and Scott Farquhar have also invested heavily in Australian technology and startups.

The company has recorded stellar growth through its mission to unleash the potential of every team. Last year, its revenues reached US$874 million on the back of 41% growth. The company, which listed on the NASDAQ stock exchange in 2015, has a market cap of about US$25 billion.

Atlassian’s bug-tracking application Jira is used by thousands of companies and organisations, including NASA, which used Jira to plan its rover mission to Mars. Elon Musk’s Tesla used Jira to develop the software behind its electric car.

Today, its customers include major business names such as Spotify, BMW, Citigroup, eBay, Coca-Cola, Airbnb, PayPal, Sotheby’s, Facebook, Cisco, Adobe, Microsoft, Oracle, Nokia, AT&T and Amazon.

Atlassian co-founder Scott Farquhar said the Sydney Technology and Innovation Precinct was a huge step forward for Australia’s tech industry.

‘We sent a very loud signal to the rest of the world that we’re open for business and we’re in the race for the biggest industry on the planet,’ Mr Farquhar said.

For more information visit atlassian.com
Case study: Industry invests in technology capability in Sydney

BT has established a multi-million dollar, global cyber security research and development facility in Sydney.

BT is making a $2 million investment in capital infrastructure and further investment in talent retention and attraction programs to ensure their supply of cyber security specialists. This investment by BT will help ensure that Australia’s best cyber security talent remains here in NSW. It will nurture our next generation of specialists to ensure we remain a regional leader in this fast-growing industry.

The expertise in the new BT facility includes cyber security, machine learning, data science analytics and visualisation, big data engineering, cloud computing, data networking, and the full life cycle of software engineering.

The University of Technology Sydney (UTS) and BT have signed a five-year research and collaboration agreement focusing on machine learning, artificial intelligence, data analytics and visualisation.

‘We are delighted to align with industry experts who are as passionate about innovation as we are,’ UTS’s Deputy Vice-Chancellor for Innovation & Enterprise, Professor Glenn Wightwick, said in announcing the agreement.

BT Security CEO Mark Hughes said this is an exciting opportunity to tap into local cyber security talent, and by doing so address a major skills shortage seen in the UK, and elsewhere. Never before has cyber security been more important and BT sees potential for growth not only in NSW and Australia, but further afield.

‘This facility will be a cornerstone of our global cyber security capabilities and help us stay ahead in this fast-moving space.’

For more information visit globalservices.bt.com/btfederal/en/products/cyber-security

Image courtesy of University of Technology, Sydney.
How the NSW Government can help

The NSW Government will work with partners to create a globally recognised precinct that supports future ambition. There are a number of ways that the NSW Government can support and assist partners looking to establish, innovate and grow.

To find out more about the precinct and get involved, contact us now:

 NSW Investment Concierge: +61 2 8222 4888, or email Investment Enquiries: investment.enquiries@industry.nsw.gov.au

We also have NSW Investment Teams in China, India, Indonesia, Malaysia, Japan, Korea, Singapore, the United Arab Emirates, the United Kingdom and the United States of America.

Find contact details at: invest.nsw.gov.au/contact-us/international
The Future Made Here

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The information contained in this publication is based on knowledge and understanding at the time of writing (February 2019). However, because of advances in knowledge, users are reminded of the need to ensure that the information upon which they rely is up to date and to check the currency of the information with the appropriate officer of the Department of Industry or the user’s independent adviser.

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