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.
UrbanGrowth NSW: City Transformation Life Cycle™

Aspiration/needs/desires for Sydney 2050

Thinking cities

UrbanGrowth NSW: Transforming City Living

Funding Cities

Innovative funding solutions sufficient to complete project. Not just ‘starting it’

Building Cities

Have we got it right and what do we need to reinvent?

Living Cities

Not just buildings but the creation of an entire Precinct
How we focus our effort
Assessing Australian Industry – McKinsey Australia

- Rapid globalisation
- Ageing global population
- Large % of workforce employed in ‘Interaction’ jobs
- Large financial hub
- High % of skilled migration
- High level of tertiary educated population
- Strong tertiary education institutions

Global disruptive opportunities
- Digital disruption
- Health Services/Niche manufacturing
- Informational education
- Tourism
- Agriculture
- Mining and extraction

Skills and capabilities

The sweet spot

Comparative advantages
The United Nations reports that by 2050, the proportion of the world’s population living in cities will increase from 54% to 66%.
Roosevelt Island, New York
Regeneration through education

Indicative artist’s impression | Sourced from public website
Waterfront Toronto
Maximising economic benefit

Indicative artist’s impression | Courtesy of Waterfront Toronto
Euroméditerranée, Marseilles
Transforming the heart of a city
Hudson Yards, New York
 Conjuring prime real estate out of thin air
Markthal Rotterdam
A sustainable combination of food, leisure & living
Sustainability is at the core of how we do business, and it underpins how we deliver great places for communities and generations to come.
The Ponds, Penrith
Award winning
Eco Living Homes
Victoria Park
Water sensitive urban design policy
Sustainability Strategy
To deliver world class sustainability outcomes across our Portfolio
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.
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.
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’.
11. 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.
Objectives
The 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
White Bay Power Station

Contributing to a globally competitive and resilient Sydney
UrbanGrowth NSW together with the university partners have the opportunity to drive productivity, innovation, and thought-leadership across the development of urban policy and the delivery of urban transformation projects.
Universities Framework Agreement
Governance:
UrbanGrowth NSW & Universities Collaborative Research Partnership

Universities Advisory Committee

University Roundtable

UrbanGrowth NSW Collaborative Learning Team

Pipeline of potential research projects (incubation and acceleration); shared learning events; conferences; exhibitions; design studios; data visualisation, publications; awareness; connection to schools (K-12) and vocational educational partners (TAFE)

Thinking
Cities CoP

Funding
Cities CoP

Building
Cities CoP

Living
Cities CoP
Collaborative Learning
UrbanGrowth NSW

contacts

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