



Dominic Perrottet

Treasurer

Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney

MEDIA RELEASE

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24 HOUR ECONOMY TO MAKE SYDNEY GLOW

Sydney's nightlife will be revamped in a major boost for businesses and jobs in the wake of the economic impacts of COVID-19.

The NSW Government's 24-Hour Economy Strategy will be driven by a new Coordinator General tasked with unlocking the city's cultural and economic potential by bringing stakeholders together from across industry and councils and looking at opportunities to cut red tape and regulation.

Treasurer Dominic Perrottet said the plan would make Sydney the best place to live and work as well as setting the State up for dynamic recovery following COVID-19.

"There is no denying Sydney is one of the best cities in the world, but we need to continue to do everything we can to ensure the jewel in our crown continues to shine both day and night," Mr Perrottet said.

"This strategy aims to drive investment, create jobs and attract more businesses to the CBD and surrounding suburbs, laying the ground-work for our State's economic recovery so we can keep more businesses in business and people in jobs."

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the Strategy was led by industry and aims to grow and support jobs in hospitality, tourism, retail and the arts.

"When we started planning this Strategy our goal was to take advantage of the \$16 bn economic uplift from realising the potential of non-traditional work hours. Now, with the job losses resulting from the pandemic, that goal is more important than ever."

"Sydneysiders deserve a global city that's thriving 24-hours a day, and the world wants a 24-hour Sydney. We are going to turbocharge Sydney by working closely with industry and councils to implement the 39 actions across the Strategy's five strategic pillars so the productivity of the night can rival that of the day to create more employment opportunities in arts, entertainment and cultural events throughout the evening.

"COVID-19 has hit the tourism, hospitality and the arts sectors hard. This Strategy sets out a pathway to activate home-grown events that create safe opportunities for people to enjoy across Greater Sydney," Mr Ayres said.

Committee for Sydney Chief Executive Officer Gabriel Metcalf said the Strategy was key in helping the city's bars, restaurants, retailers and cultural institutions to bounce back.

"It is one of the most detailed and comprehensive nightlife plans ever compiled for a city and a blueprint to regenerate Sydney's 24-hour economy as the city recovers," Mr Metcalf said.

"This is a way to showcase the best of Sydney: a young, fun, diverse, creative city that offers the best in culture, dining, retail and entertainment after dark."

The 24-Hour Economy Strategy will be spearheaded by a new 24-hour Economy Coordinator General who will be responsible for bringing this strategy to life. A Neon Grid or 'night map' will also be developed to target investment towards and help promote 24-hour economy hubs across Sydney.

The NSW Government will work closely with industry and councils to identify and accelerate local 24-hour economy hubs across Sydney.

The Strategy can be found here: <https://nswglobalstg.prod.acquia-sites.com/sydney-24-hour-economy>

MEDIA: Amber Muir | Treasurer | 0447 695 520
Sophie Hull | Minister Ayres | 0447 583 756