MEDIA RELEASE

Friday 19 December 2014

NSW GOVERNMENT WELCOMES BAYS PRECINCT PRINCIPLES

Minister for Planning Pru Goward today took the next step towards the transformation of The Bays Precinct, when she received the Statement of Principles that will guide and underpin the Strategic Plan for the precinct, on behalf of the NSW Government.

UrbanGrowth NSW Chairman, John Brogden and Chief Executive, David Pitchford, presented the Statement of Principles to the Government on behalf of contributors to last month’s Bays Precinct Sydney International Summit.

According to the 20 high-level Strategic Principles, which were informed by the thinking at the heart of last month’s Bays Precinct Sydney International Summit, public benefit, public access, transparency and early engagement will be key principles in the future transformation of The Bays Precinct.

“These Principles clearly set out the foundation for a platform to deliver a best-in-world transformation of The Bays Precinct and create an internationally competitive, resilient and global Sydney,” Ms Goward said.

“The Bays Precinct Sydney International Summit was a ground-breaking undertaking and I applaud UrbanGrowth NSW and the Summit contributors on achieving this fundamental next step which will guide and underpin the first ever Strategic Plan for the entire Bays Precinct.”

Ms Goward welcomed the Statement of Principles, and said she looked forward to the community-oriented Sydney Siders Summit early next year.

“Going into the Summit last month we gave the experts a blank canvas but I always said that the public good must be front and centre,” Ms Goward said.

“That was a sentiment that clearly echoed throughout the Summit and is now reflected in these Principles. The first five Principles make commitments to build on the precinct’s history, fearlessly pursue public benefit, be transparent, invest in genuine and early engagement, and unlock public access to the Harbour’s edge.

“The community can now consider these Principles, and help guide the next steps with their own community-focused Sydney Siders Summit in the new year.”

The Bays Precinct Sydney International Summit brought together more than 350 experts from across the world, the nation and Sydney to gather the best ideas on urban transformation.
“UrbanGrowth NSW is proud and excited to be able to present the Statement of Principles to the Government,” said UrbanGrowth NSW Chair, John Brogden.

“These Principles reflect the value of the global collaboration enabled by the Summit, which we are proud to announce will continue over the next decade.”

UrbanGrowth NSW Chief Executive, David Pitchford, said the organisation is focussed on building trust.

“We hope these Principles will not only lay the foundation for the development of the Strategic Plan, but also for the mutual trust and open communication that will be critical to the project’s success,” said UrbanGrowth NSW Chief Executive, David Pitchford.

“We will use the Principles to build this trust and enable a great Strategic Plan.”

MEDIA: Nick Tyrrell – 0467 733 876
The Bays Precinct Sydney International Summit 2014 was a unique undertaking. These three days in November 2014 forged a global, decade-long collaboration that has never before been imagined, let alone achieved.

The imagination and great thinking at the heart of the Summit generated 20 high-level Principles to guide and underpin the first ever Strategic Plan for the entire Bays Precinct. This long-term Strategic Plan will direct and control land use, development and governance. It will ensure primacy of the public good throughout the Precinct for the next 25 years and beyond.

Anchoring the whole process is the UrbanGrowth NSW: City Transformation Life Cycle™, a ground-breaking methodology.

The Life Cycle revolutionises thinking about how cities are regenerated and transformed. We, as the body of contributors to The Bays Precinct Sydney International Summit 2014, commend the 20 Principles set out in this Statement and applaud the process that generated them.

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UrbanGrowth NSW: City Transformation Life Cycle™

1. Thinking Cities
2. Funding Cities
3. Building Cities
4. Living Cities

A new global methodology for the urban transformation of cities

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STRATEGIC PLAN TIMELINE DECEMBER 2014 TO AUGUST 2015

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<td>Develop the Strategic Plan</td>
<td>Present draft Strategic Plan to the NSW Government</td>
<td>Sydneyiders Summit</td>
<td>• Architecture and urban design&lt;br&gt;• Community and locality experts&lt;br&gt;• Construction and development&lt;br&gt;• Governments&lt;br&gt;• Metropolitan Sydney</td>
<td>Present final Strategic Plan to the NSW Government</td>
<td>Government to release final Strategic Plan</td>
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About The Summit - The Bays Precinct Sydney International Summit brought together over 350 experts from across the world, the nation and Sydney for a three-day collaboration to gather the best ideas on urban transformation. The Hon Mike Baird MP, Premier of NSW opened The Summit, which was convened by The Hon Pru Goward MP, NSW Minister for Planning and Minister for Women.
Principles to inform the Strategic Plan for The Bays Precinct

“Long-term and adaptable to respond to new challenges and opportunities...

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.

...creating an internationally competitive, resilient and global Sydney.”
Contributors

Contributors to The Summit comprised 71 speakers and panellists from diverse origins and backgrounds across Australasia, North America, Asia, Europe and The United Kingdom.

“...I don’t think I’ve ever attended a function that was as packed with content and executed as superbly as that. Absolutely brilliant...This was a fabulous start to your journey.” — John Campbell, Toronto

“...It was world class from every perspective...Thank you for making the 8,000 mile trek from my home as easy, seamless and comfortable as possible.” — Greg Nickels, former Mayor of Seattle

“I feel like I have my own personal ‘bible’ on urban transformation – invaluable knowledge that I can tailor for my own personal pathway for the Bay’s journey.” — Nick Nathans, UrbanGrowth NSW

“This Summit...will help shape the ambition and overarching principles for the transformation of the last piece of waterfront in Sydney’s Harbour.” — Minister Pru Goward

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