

change starts here

Finance & Professional Services

Sydney's Barangaroo District

business
events
sydney

Image: Zetter

Acknowledgement of Country

We acknowledge Barangaroo's first inhabitants, the Gadigal People of the Eora Nation. Gadigal land is unceded, and it always was and always will be Aboriginal land. We pay our respects to the Elders who have come before us and those who presently uphold their time-honoured traditions.

Barangaroo is within the boundaries of the Metropolitan Local Aboriginal Land Council, which supports and represents Indigenous communities. The site's name honours Barangaroo, a strong and influential woman of the Cammeraygal clan in the late 1700s.



Barangaroo Reserve. Image: Images for business

“People want to be in the place where all their peers are. So if you’ve got the biggest fund and the best fund managers, if you’ve got the Reserve Bank, if you’ve got the regulators, if you’ve got the Australian Securities Exchange (ASX), then that’s where people want to come and work and live. So it has to be Sydney.”

– Sally Loane, CEO of the Financial Services Council (2014-2021), currently Chair of Ignition Advice and Destination NSW and non-executive director of Chubb Insurance Australia.



Contents

- 02 Welcome to Barangaroo
- 04 Change Starts in Barangaroo
- 06 Accelerating Purpose
- 10 Accelerating Progress
- 12 Accelerating Change
- 16 Accelerating Connection
- 18 Why BESydney?

First Nations people are advised that this eBook may contain images, voices and names of deceased people.

Welcome to Barangaroo

Barangaroo is a vibrant new extension of the Sydney CBD located on spectacular Sydney Harbour. A progressive business hub housing the head offices of banks, financial institutions, regulators and private companies that support the financial services sector. It anchors Sydney as Australia's home of finance and professional services.

An outstanding example of urban design excellence, Barangaroo is the world's first large-scale climate-positive precinct, setting new environmental and social sustainability benchmarks.

Previously a disused part of the city, the development of Barangaroo was a once-in-a-lifetime opportunity to reimagine an urban area that prioritised the wellbeing of both the planet and its occupants.

Through careful placemaking, it has been transformed into a thriving business, residential and social centre with a fresh and forward-thinking feel that attracts the world's top business talent.

The buzz at Barangaroo is palpable. With outdoor waterfront dining, rich cultural offerings, and substantial recreational space, it's an inspiring place to live, work, and visit.

Sydney's appetite for innovation – exemplified by neighbourhoods like Barangaroo – ensures world-leading businesses and investors from diverse financial and professional sectors come to Barangaroo to collaborate, connect and do great work.

\$2B approximate contribution to the NSW economy	24K permanent job office spaces
3.5K residents call Barangaroo home	11HA+ of newly accessible public space
\$250M in social value to be created by 2025	33K visitors welcomed per day



Sydney Luxury Cruise. Image: Destination NSW



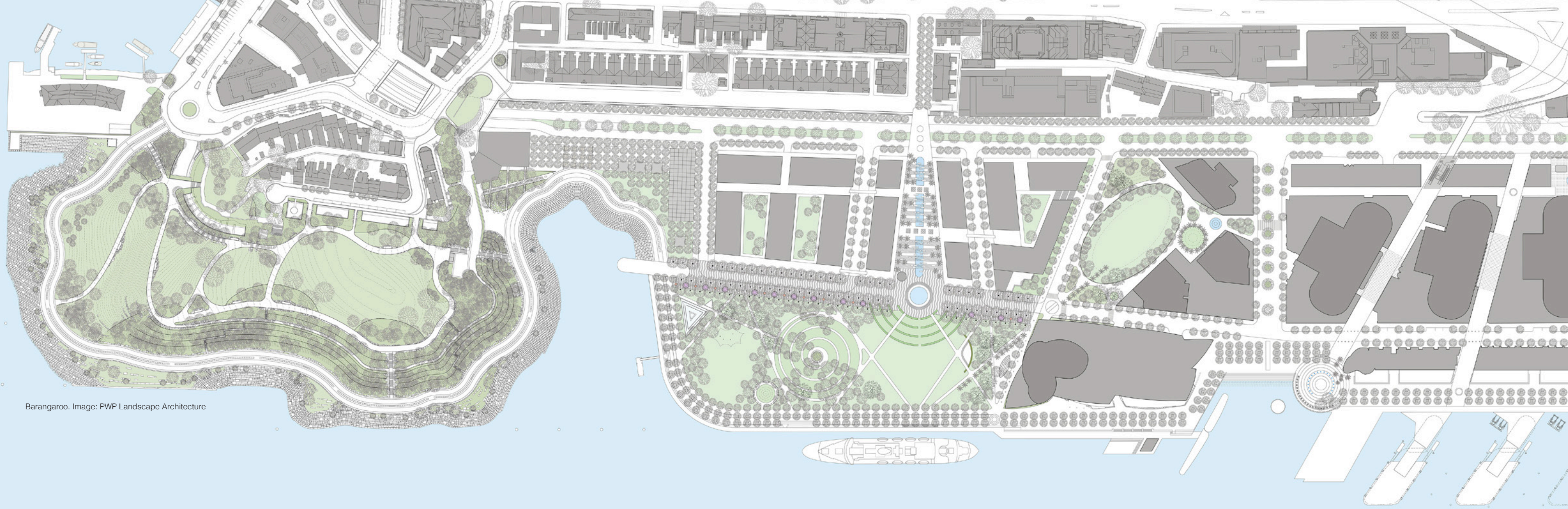
Barangaroo Reserve. Image: Destination NSW



Vivid Sydney 2023. Image: Destination NSW



Southern Precinct. Image: Infrastructure NSW



Barangaroo. Image: PWP Landscape Architecture

Change Starts in Barangaroo

Barangaroo Reserve

Covers six hectares of open space, offering breathtaking views of Sydney Harbour, walking and cycling trails and scenic picnic spots.

Central Barangaroo

A cultural and civic focal point for recreation, events, retail and entertainment.

Barangaroo South

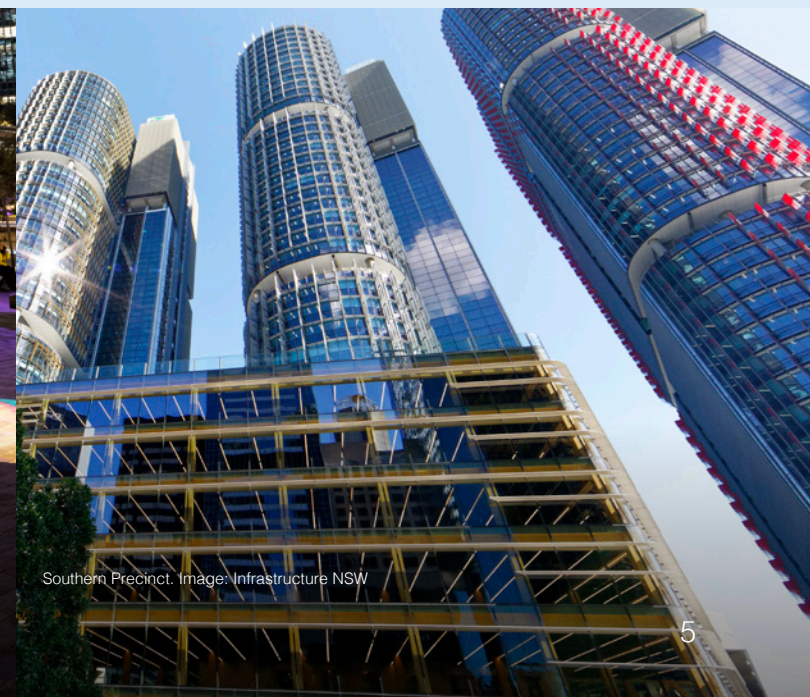
Houses commercial offices, residential apartments, retail, dining, a resort hotel and cultural facilities.



Barangaroo Reserve. Image: Infrastructure NSW



Vivid Sydney. Image: Infrastructure NSW



Southern Precinct. Image: Infrastructure NSW

Accelerating Purpose



Image: Marcus Reuben Stein

Martin Place. Image: Destination NSW

Vivid Sydney 2023. Image: Destination NSW

Sydney is home to the Reserve Bank of Australia (RBA), the Australian Securities Exchange (ASX), and 80% of foreign banks, fund managers, private equity firms, venture capitalists and fintech startups – all in one compact area.

Much of the city's finance and professional services organisations are concentrated at Barangaroo. Add the vital professional services – including accounting, IT, and law firms – that provide support to the financial services sector, and you have a vibrant business district that functions as an interconnected and flourishing ecosystem for the industry.

Sydney's unique geopolitical advantage as one of the first major capital markets to open each day adds to its importance as a global business centre.

In addition, Australia's compulsory superannuation scheme has created a staggering AUD 3.3 trillion in pension funds – the fourth largest worldwide.

According to Sally Loane, Chief Executive Officer of the Financial Services Council from 2014–2021, and currently Chair of Ignition Advice and Destination NSW and non-executive director of Chubb Insurance Australia, this impressive pool of managed funds has attracted major banks, fund managers and investors to Australia, particularly Sydney.

"It's extraordinary," says Ms Loane. "All sorts of businesses associated with financial services come to Sydney to take advantage and grow funds from that superannuation pool. It grows every single day because we have a mandatory system. As a result, financial services is one of the leading contributors to our national economy, and Sydney is at the centre of that economic growth."

Barangaroo's allure is evident in the presence of the esteemed companies – like HSBC, PwC, Visa, KPMG, Westpac, Swiss Re, and Gilbert + Tobin Lawyers, among others – that have chosen the International Towers buildings in Barangaroo South as their base of operations.

Ms Loane touts Barangaroo as an important symbol of Sydney's might in the finance and professional services industry.

"It's not only carbon neutral – it's where a lot of the big companies now have their head offices. It's very easy to walk from, say, the ASX or the RBA into the city from Barangaroo.

The government has made real strides in linking this extraordinary precinct to the rest of the city.

800

fitechs based in Sydney

\$10T

value of Australia's financial services industry

80%

of foreign banks operating in Australia are based in NSW

11th

highest ranking global fintech hub in the world

\$3T

Australian superannuation savings pool

"If you want to succeed in financial services, you've got to be in the place where it happens. Sydney is the best place for any financial services event, because this is the place where it happens."

– Sally Loane, CEO of the Financial Services Council (2014-2021), currently Chair of Ignition Advice and Destination NSW and non-executive director of Chubb Insurance Australia.



Early innovators: how Australia's bold money moves have paid off

Barangaroo's success lies in its ability to capitalise on Australia's entrepreneurial culture and can-do attitude, fostering an environment that encourages innovation and risk-taking – vital components for financial success.

Sydney has led the country in this regard, with the Macquarie Bank as one of its greatest success stories. Founded in 1969 in Sydney, the bank has evolved into a global financial powerhouse. Known for its expertise in investment banking, asset management, and infrastructure finance, it has played a significant role in shaping Australia's economic landscape.

"To me, Macquarie Bank is symbolic of Sydney's success in financial services, because it started out as a small investment bank and now it's a global behemoth," says Ms Loane. "It trawls the world looking for emerging markets and great investments, and it has become incredibly successful."

Chairman of the Committee for Sydney, Michael Rose, echoes Ms Loane's thoughts.

"I think to be globally competitive from a market like Australia, you have to be prepared to be innovative," Mr Rose says. "You have to do things that maybe incumbents in other markets don't feel like they need to do."

According to Mr Rose, Sydney's status as a global city with a diverse and well-educated workforce means it has a talent pool equipped to introduce innovative concepts and drive change in the finance and professional services industry.

And then there's the city itself – a beautiful and exceptionally liveable place.

"We've got really strong health, education, legal, commercial and financial sectors," he says. "All of which underpin commercial activity and investment."

"You take all of those things and put them into a city that is just a physically beautiful place to live and offers an incredible lifestyle – very few cities in the world can match it. Sydney is the full package."

100%
GRESB resilience score

1.1K
bike storage racks

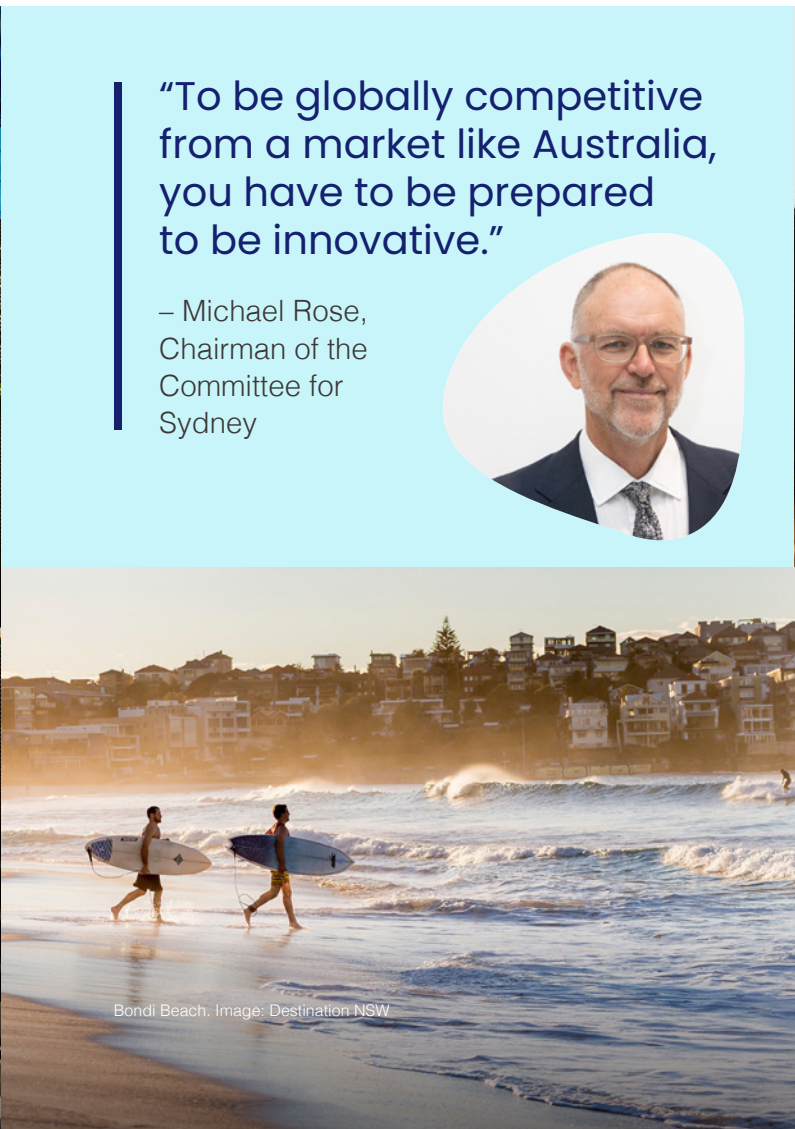
40M
invested in public art

400
training outcomes achieved with TAFE NSW

50
social programs creating community activation



Barangaroo House. Image: Destination NSW



Bondi Beach. Image: Destination NSW

"To be globally competitive from a market like Australia, you have to be prepared to be innovative."

– Michael Rose, Chairman of the Committee for Sydney



Café Sydney. Image: Destination NSW

Accelerating Progress

Australia's fintech and regtech capital

Australia leads the world in fintech startups, a quarter of which were initiated by women. With more than 800 fintechs based in Sydney – and more than half at Barangaroo – it's the undisputed fintech capital of the country.

With its digitally active and affluent population, Sydney is the perfect launching pad for new fintech ventures.

Australia's fintech success is backed by substantial industry and government support. Incubators like Stone and Chalk in Sydney's Tech Central innovation district provide valuable guidance to fintech startups. At the same time, government programs like the enhanced regulatory sandbox (ERS) help new and innovative financial services to emerge.

Further adding to its reputation as a global business innovator, Australia is the third-largest regtech hub in the world after the US and UK. Australian organisations must comply with many regulations, and Australia's regtech companies offer technological solutions to simplify business operations and facilitate seamless compliance.

Mr Rose says, "Sydney has a long history of early adoption in the banking and finance sector, which continues today."

"It goes right back to the 1970s and 1980s with the introduction of bank-issued credit cards. Australia was an early adopter of ATM technology and internet banking, and there has always been a bit of a background in fintech in the Australian system."

A prime example is Australia's early and fast adoption of contactless payments. Time will tell what revolutionary new fintech innovations emerge in coming years.

"It's very clearly a focus within our finance sector to make sure we stay at the forefront of fintech," says Mr Rose.

According to Ms Loane, Sydney attracts "the best and the brightest from around the world, particularly in fintech technology" because it's such a great place to live.

"We have a very dynamic fintech sector here in Sydney," she says. "We attract people who want to invent new technology to make financial services even better."

Ms Loane says the concentration of top financial talent in Sydney, combined with its environmental and cultural attributes, makes it the ideal location to stage a fintech conference or event.

She adds: "And after a fantastic event here in Sydney, you'll want to come back."

Three Sydney fintech stars

Rokt

Sydney-based Rokt, founded in 2012, is an AI-powered ecommerce platform optimising transactions for retailers like eBay using first-party data. It enhances customer relevance and value, leading to increased revenue. Rokt has become a global ecommerce technology leader, serving major companies like Uber, PayPal, Hulu, and eBay, with over 500 employees and a valuation exceeding US\$1 billion.



Image: Rupixen.com

Afterpay

Established in Sydney in 2014, Afterpay stands as Australia's largest Buy Now, Pay Later (BNPL) platform. It offers an alternative payment system that promotes responsible spending and eliminates credit card debt concerns. It has partnered with over 240,000 global merchants, and its remarkable expansion has garnered over 22 million customers worldwide.



Image: Harry Cunningham

Brighte

Known as 'Afterpay for solar,' Brighte is a fintech revolutionising payment methods. Established in Sydney in 2015, it provides cost-effective payment plans for solar and smart home technology without interest. Brighte finance has facilitated over 2.3 million installed solar panels since 2016.



Image: Vivint Solar

Accelerating Change

The world's most sustainable city precinct

Barangaroo has positioned Sydney as a leading example of environmentally responsible urban planning. A trailblazer in sustainable design, it has set new standards for responsible urban development worldwide and achieved numerous sustainability world-firsts.

At the forefront of Barangaroo's vision is its dedication to sustainability, evident in its ambitious targets: achieving carbon neutrality, becoming water positive, and diverting 80% of operational waste from landfill.

Barangaroo has garnered global attention as Australia's first certified carbon-neutral precinct and the world's most sustainable city precinct.

Anita Mitchell, Chief Executive of Placemaking NSW, led the environmental and social sustainability strategy for the \$6-billion Barangaroo South development from 2010 to 2016. She says Barangaroo has given the world a roadmap towards carbon neutrality.

"Barangaroo really challenged the status quo of building a new part of a city. We brought the best knowledge and expertise from around the world and made a change for good here," she says.

"We're really proud of the fact that there are a number of other precincts that are following Barangaroo's lead in setting up their carbon-neutral processes," she says.

"Everything – from the orientation of the buildings and the design of the shading structures on the outside to keep the buildings cool, to how we generated energy, was carefully considered.

Net Zero

target waste and a plastic free precinct

"We constructed a recycled water treatment plant in the basement. The precinct also harvests rainwater – with a 90,000-litre rainwater tank in each tower – to further reduce our water usage. These measures collectively ensure that Barangaroo minimises its energy and water usage and leaves a light ecological footprint."

Barangaroo South's three signature buildings, International Towers, have achieved a flawless 100% GRESB resilience score, emphasising their resilience to climate risks.

Barangaroo's sustainability wins include being awarded 6 Green Stars for sustainable design, health, and wellness across the precinct and 5 Green Stars for its residential buildings.

Barangaroo Reserve, located at the northern end of the precinct overlooking Sydney Harbour Bridge and the Opera House, offers green space and scenic areas where people can connect with nature while admiring the world's most beautiful harbour. A highlight is the 2.2-kilometre foreshore walk featuring 75,000 native plants replicating Sydney's pre-colonial landscape.

With over half of the Barangaroo site dedicated to open public spaces, it has become a recreational drawcard for workers, residents and tourists alike.

"Barangaroo symbolises our drive for innovation, sustainability and the knowledge economy," Ms Mitchell says. "It really provides a drawcard for celebrating the lifestyle that Sydney offers.

"Barangaroo was always meant to make Sydney competitive as the global financial services hub of the Southern Hemisphere, and we've achieved that."



Southern Precinct Barangaroo. Image: Infrastructure NSW

Australian-first biosolar green roof study

Leading the charge in developing climate-resistance cities, the Australian-first biosolar green roof study at Barangaroo’s Daramu House – Australia’s first 6 Star Green Star rated building – sets a remarkable precedent. Led by researchers from the University of Technology Sydney, the study aimed to explore the benefits of green roofs in enhancing energy efficiency, curbing emissions and promoting biodiversity. It compared two systems: the traditional photovoltaic (PV) solar setup on International House and the integrated Jungley green roof system – also known as a biosolar roof – on Damaru House. Over eight months, the researchers recorded a 3.6% increase in energy generation. The green roof removed 81 tonnes of carbon dioxide-equivalent greenhouse gases and reduced surface temperatures by 20°C. Bird and insect life increased and flows to storm water drains decreased.

Living sea wall

A living sea wall that emulates natural marine structures has helped foster a thriving underwater habitat that promotes biodiversity. It comprises 384 habitat ‘tiles’ made from materials like oyster shells and crushed sandstone. These 3D marine tiles mimic natural structures like sponges and coral, providing niches and crevices in which native marine organisms flourish.

“We pioneered that innovation here, and it is now being rolled out globally,” says Ms Mitchell.

Zero waste

Barangaroo is actively pursuing a zero-waste goal through 19 waste streams encompassing organics, mixed recycling, paper, cardboard, dry waste and e-waste. The target is an 80% landfill diversion rate, and it’s currently achieving an impressive 78%.

LED lights

More than 30,000 LED globes were used to light the three International Towers at Barangaroo South, the largest installation of LED lights in the world when the buildings were constructed. Beautiful LED chandeliers in the International Towers lobbies opened minds about the aesthetic possibilities of LED lights along with their sustainability benefits.

80%

of operational waste diverted from landfill for the Barangaroo South precinct

4

commercial office buildings with 6 Star Green Star rating

100%

carbon neutral precinct

3

residential buildings with 5 Star Green Star rating

188.5K

rainwater harvesting capacity to date with on-site water recycling



Barangaroo Aerial, Image: Infrastructure NSW

“Barangaroo really challenged the status quo of building a new part of a city. We brought the best knowledge and expertise from around the world and made a change for good here.”

– Anita Mitchell,
Chief Executive of
Placemaking NSW



Image: Destination NSW

Accelerating Connection

Intertwining tradition and innovation

As part of the broader Darling Harbour precinct, Barangaroo is strategically positioned close to International Convention Centre Sydney (ICC Sydney). The proximity and synergy of Sydney's business and retail centres with major venues like ICC Sydney are essential to facilitate close collaboration, which allows innovative ideas to flourish. It has resulted in transformative outcomes for the financial services industry in Sydney.

"This is a city that is very well connected and easy to get around," Ms Loane says. "It has an extraordinary lifestyle, and you'll feel incredibly safe, comfortable, and energised when you come to Sydney."

A testament to Barangaroo's impact lies in its ability to bridge modernity with the rich heritage of Sydney's First Nations Peoples.

Tim Gray is a Gumbayngirr/Wiradjuri/Bidjigal man and a Visitor Service Guide who runs cultural tours at Barangaroo. He says Barangaroo provides a small window into Aboriginal and Torres Strait Islander Culture.

"The significance of Barangaroo Reserve is that it is next to where the first contact was made between the British and the Aboriginal people in 1788," he says.

"We've been around for just over 65,000 years, and before colonisation there were over 300 different tribal nations. I love talking about our history and teaching people about Aboriginal culture because it feels like I can practise culture in the middle of a CBD."

Headland Park in Central Barangaroo is a poignant reminder of this heritage, celebrating First Nations culture in a harbourfront park. It features winding paths, interactive water features, and public artworks, with a large lawn at the northern end designed to host community and cultural events for up to 6,000 people.

"Even today, Aboriginal and Torres Strait Islander people are drawn to Barangaroo Reserve, particularly with major events that we have here, and that emulates our history, culture and connection throughout the continent," says Mr Gray.



"We've had Aboriginal and Torres Strait Islander people from all over Australia come here and do a ceremony on Barangaroo Reserve. I think that lends itself to a kind of interconnectedness of all things around the continent."

– Tim Gray, Aboriginal Educator



Jacarandas Sydney Harbour. Image: Destination NSW

Why BESydney?

For over 50 years, BESydney has been working to bring the world to Sydney. Every day, we invite people to consider Sydney for their meeting needs. From every touchpoint we create, we are delivering the essence of Sydney.

We're local experts with remarkable connections, growing Australia's international reputation as one of the world's most memorable hosts. Financially supported and backed by the New South Wales Government, the City of Sydney and the private sector, our services are free and unbiased.

To bring global meetings to Australia, we have talented people located all around the world, including Asia, Europe and the Americas, as well as our head office here in Sydney. We hail from many nationalities and speak over 10 languages. And with our vast experience across a range of sectors, we quickly get to the bottom of your meeting needs – and open your eyes to the unique ways Sydney can make your next meeting unforgettable.

Bid. Connect. Inspire.

business
events
sydney

besydney.com.au