

change starts here

Technology & Innovation

Sydney's Tech Central



business
events
sydney

Image: Fender Katsalidis

Acknowledgement of Country

BESydney acknowledges our First Nations people as the original custodians of the lands across Greater Sydney, and their deep and continuing connection with country. We pay our respects to the Aboriginal Elders of these lands, past and present.

Tech Central is situated on the lands of the Gadigal People of the Eora Nation. The Gadigal were the world's first innovators, scientists and technologists. Today, the people within Tech Central are proud to draw inspiration from their traditions. They continue the chain of innovation, evolving ideas and leveraging the wisdom and pioneering spirit already practised here for millennia.

“If we want to solve the really wicked problems facing the world, they are solved by people. They’re not solved by technology alone. They’re solved by people doing business together, working together, researching together, procuring together, investing together. Ultimately, people are what drives innovation and drives transformative change, both in Sydney, in Australia, and globally.”

– Sally-Ann Williams,
CEO Cicada Innovations



Contents

- 02 Welcome to Tech Central
- 04 Connectivity in Tech Central
- 06 Accelerating Change
- 10 Accelerating Progress
- 14 Accelerating Purpose
- 18 Accelerating Connection
- 20 Why BESydney?

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

Welcome to Tech Central

The home of relentless innovation



Render of Central Place Sydney. Image: Fender Katsalidis.

Spice Alley Chippendale. Image: Destination NSW

UTS Library Reading Room. Image: Andy Roberts

Carriageworks. Image: Tech Central Saxon White

Sydney's dynamic fusion of talent, skills, facilities and infrastructure, combined with its natural beauty and enviable lifestyle, make it an ideal global tech hub.

As the startup capital of Australia, Sydney is home to a broad spectrum of companies working at the cutting edge of deep tech, AI, robotics, Internet of Things (IoT), fintech, quantum computing, blockchain, virtual reality, visual effects (VFX), game design, medtech, biotech, cybersecurity and more.

At its centre is Tech Central, a dedicated tech precinct undertaking an ambitious 15-year growth plan with an estimated value of \$68 billion.

Sydney's ranking as the number one innovation ecosystem in the Oceania region has led to Tech Central attracting \$3.2 billion in early-stage government investment. With 250,000 square metres of dedicated space earmarked in the heart of one of the world's most culturally diverse and liveable cities, Tech Central has become a drawcard for the planet's most progressive innovators.

From the outset, inaugural Executive Director of Tech Central, Annie Parker, had a big vision for the precinct.

"I wanted it to become the world's most inclusive, welcoming, sustainable and creative innovation district on the planet," she says.

Today, that vision is becoming a reality. It's no wonder game-changing powerhouse companies, startups, scaleups and unicorns are converging at Tech Central.

In a clear vote of confidence, Australian tech giants Atlassian and AfterPay are moving their global headquarters here. Other tech hard-hitters at Tech Central include the Sydney Quantum Academy, the Space Industry Hub, Canva, Rokt, Zip and SafetyCulture.

But it's not all about the big guys. The Tech Central Scaleup Hub offers 8,000 square metres of affordable office space spanning six floors and is operated by Stone & Chalk. It is home to digital and emerging technology scaleups and essential innovation businesses.

Startups and established companies that require a talent pipeline can access a local tech workforce of 314,000 and a pool of 160,000 STEM graduates. Six of the world's top 200 universities are in NSW, their graduates ranking better in global computer science and information systems than any other Australian state. More than 150 research institutions add to this remarkable knowledge base.

Sydney offers the right conditions for innovation to thrive – and it's attracting global attention. For the first time since 1987, iconic tech and culture conference South By Southwest (SXSW) left Austin, Texas, for a week of change-making, discovery and innovation in Sydney.

This is history in the making, a place where brilliant minds can network, collaborate and innovate — and collectively drive humanity forward.

– Annie Parker, Inaugural Executive Director of Tech Central



#9

AI research output in the world (Australia)

45%

of Australia's AI businesses (NSW)

Connectivity in Tech Central



UTS Business School. Image: Florian Groehn

Spanning a compact area of about 6km², Tech Central comprises six interconnected neighbourhoods near the Sydney CBD. In under 30 minutes, you can walk, ride or drive between locations on the area's easily navigable roadways and scenic paths. Sydney's main rail and bus hub, Central Station, is located in the heart of Tech Central, and buses, light rail, taxis and rideshare services are on hand to take you wherever you need to go.

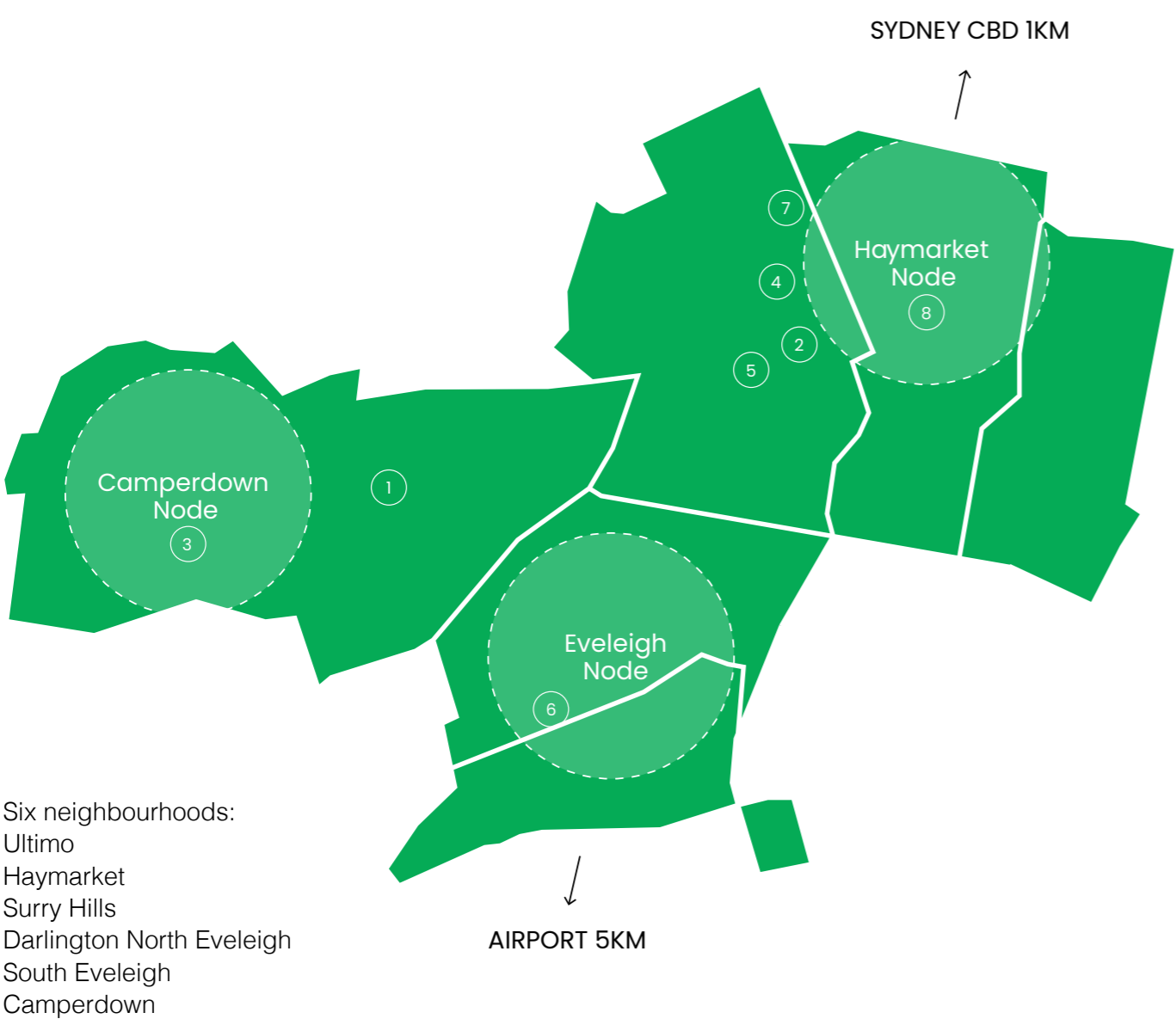
- #1**

ranked tech startup ecosystem in the Southern Hemisphere
- 6km²**

area with over 250,000m² of net lettable floor space for tech companies and startups
- 60%**

of Australia's fintechs based in Tech Central
- 2026**

Tech Central vision fully realised



Tech Central

- KEY
- ① University of Sydney
 - ② University of Technology Sydney
 - ③ Royal Prince Alfred Hospital
 - ④ TAFE NSW
 - ⑤ University of Notre Dame
 - ⑥ Carriageworks
 - ⑦ Powerhouse
 - ⑧ Central Station
 - Activity nodes:
 Camperdown node - Bio-medical tech
 Eveleigh node - Digital and creative tech
 Haymarket node - Deep tech

Accelerating Change

Innovation flourishing in a purpose-built location

Big names and unicorns converge

Australia's first unicorn, Atlassian, is a wildly successful software company valued at \$42 billion. As Tech Central's inaugural anchor tenant, Atlassian's visionary 40-storey hybrid timber skyscraper will house its global headquarters. The largest timber structure in the world, it will raise the bar for sustainable construction. Setting the success benchmark at stratospheric levels, Atlassian inspires other startups to follow its lead and set up operations in Sydney.

Afterpay is a fellow Australian unicorn that has moved to Tech Central as the anchor tenant at Chippendale's iconic Brewery Yard precinct, further promoting Tech Central as the place where startups go to succeed.

A third Australian unicorn, SafetyCulture, provides work safety technology used by more than 65,000 organisations in 180 countries and has also joined Tech Central. MarTech player Rokr is an Inc. 5000-rated company that has grown from startup to unicorn thanks to Tech Central's backing.

Due to its outstanding talent, excellent facilities and attractive lifestyle, Sydney is fast becoming the place to be for VFX and computer animation studios.

Veteran UK VFX and animation company DNEG recently opened a studio at Tech Central, creating more than 1000 jobs. And one of the world's leading VFX and animation studios, Animal Logic, has opened one of its global 'studio habitats' in Sydney, working on blockbuster films.

Tech Central personifies the adage 'from little things, big things grow'. The game-changing graphic design app Canva is a prime example. In 2012, Canva was a small startup based at Tech Central's Surry Hills. Now, it's one of the world's fastest-growing technology companies, with 65 million monthly active users across 190 countries.

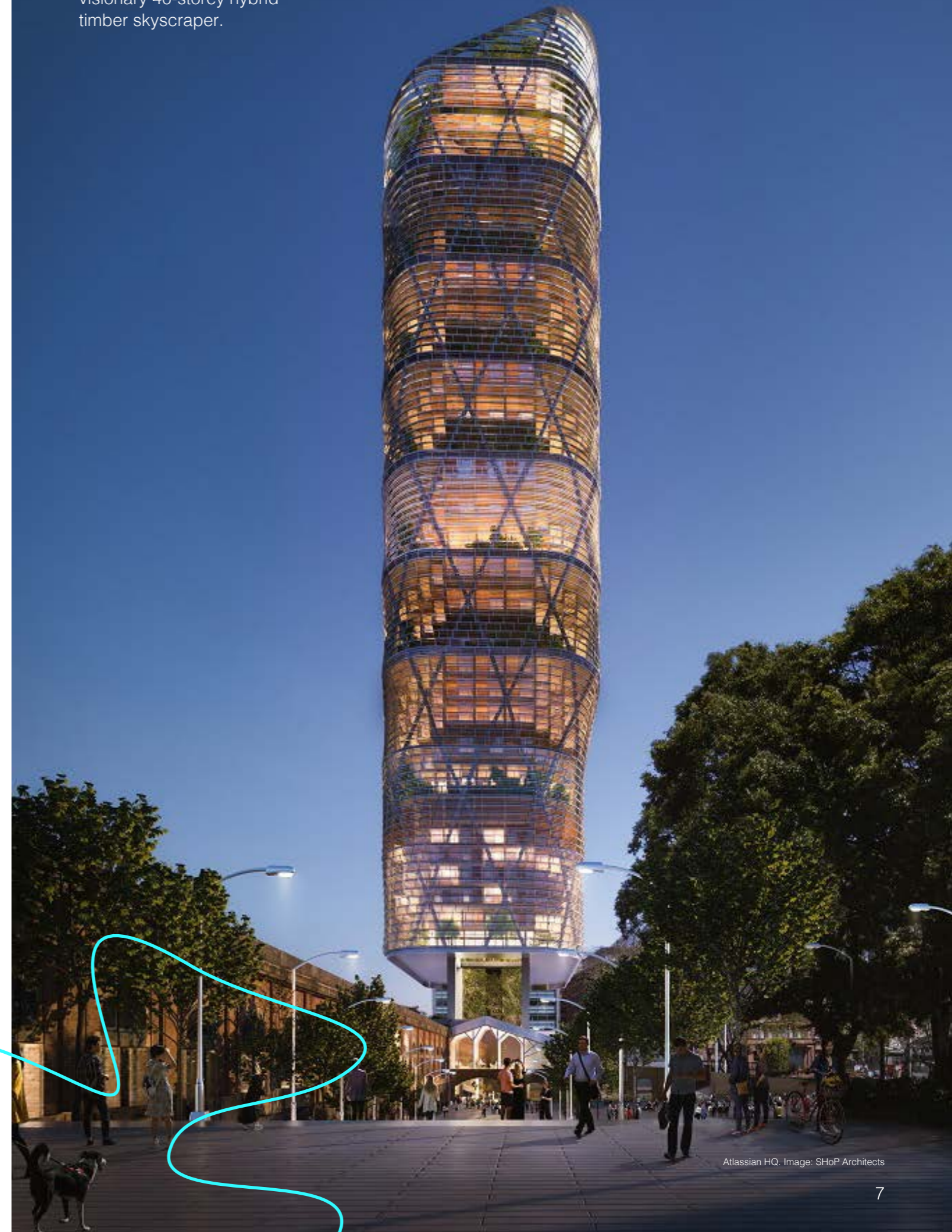
And it all began in Sydney.

Support for startups

At Tech Central, startups receive support to overcome traditional barriers to innovation. Support like the Tech Central Scaleup Hub, backed by Stone & Chalk and the NSW Government. This globally significant innovation hub offers affordable city office space for emerging businesses. It has created more than 6000 jobs and nurtured more than 490 startups.

Techstars, the world's largest pre-seed investor, is set to base its APAC headquarters at Tech Central. This move heralds Sydney as a prime location for startups.

Render of Atlassian's visionary 40-storey hybrid timber skyscraper.



World-class facilities and groundbreaking incubators

More than 150 research facilities, two world-renowned universities and a hive of co-working spaces operate within walking distance of each other. At Eveleigh alone, the CSIRO's Data 61 conducts groundbreaking digital research, while 300m away, deep tech incubator Cicada Innovations offers cutting-edge labs and flexible spaces. Other leading accelerators based at Tech Central include Antler, Edugrowth, Energy Lab and Startmate.

Substantial funding

In a boon for the district, it has attracted \$3.2 billion in early-stage government investment, including an initial commitment of \$48.2 million by Investment NSW to provide up to 25,000 square metres of affordable space at the Sydney Startup Hub and the Tech Central Scaleup Hub.

Further government support via the NSW Government's Tech Central Research and Innovation Infrastructure Fund will give \$8 million to advance innovation and R&D at Tech Central.

In addition, the Office of the NSW Chief Scientist & Engineer has committed financial support for research conferences held in NSW.

This government support is a testament to Sydney's standing as a future-focused city worthy of substantial and ongoing investment.

\$10.1B

investment in health medtech over four years

160,000

active STEM students

150+

research institutions

50%

of Australia's post-production studios (Sydney)

250,000

new jobs in next four years (Sydney)

\$68B

startup valuation (Sydney)



“Imagine, with these bright minds coming together and learning from each other, just how rapidly they’ll be able to grow.”

– Annie Parker, Inaugural Executive Director of Tech Central



Accelerating Progress



Sydney's Tech Central exemplifies the power of collaboration. It is human potential unleashed.



Magnetising talent: Anchor tenant Atlassian raises the bar

The convergence of exceptional talent at Tech Central is attracting tech superstars like the Australian software company Atlassian. The USD \$42 billion company will be Tech Central's anchor tenant. Its prime location in a purpose-built hybrid timber tower in the heart of Tech Central beside Sydney's main transport hub of Central Station will stand as a beacon for other startups to join the charge to Sydney.

Atlassian Chief of Staff, Amy Glancey, says there's a rich history of creation in Australia's DNA. That Sydney is where people with big ideas go to realise their vision, and Sydney has the opportunity to continue that legacy.

"Australia punches above its weight in terms of what we've exported to the world," she says. "Everything from wi-fi to cochlear hearing implants to the Hills Hoist. Tech Central is in a prime spot to capture that creative spirit, then go the extra mile of commercialising it.

"Tech Central will be a petri dish for invention and creation where big ideas will be born, fostered, and sold to the world."

Addressing the reasons behind Atlassian's decision to base its new headquarters here, Glancey says Sydney is a smart city that embraces innovation and sustainability. Couple that with its cultural diversity, world-class universities and proximity to the Asia Pacific region, and Tech Central's potential is limitless.

"Sydney is perceived globally as a progressive, innovative city with great public transport, hospitality and beaches," she says. "It attracts global events, festivals and conferences such as South by Southwest (SXSW), WorldPride and TEDx."

Atlassian plans to house 4,000 Atlassian staff at Tech Central when it's completed and Glancey is confident the thriving ecosystem flourishing at Tech Central will attract top talent – which will inevitably lead to a collective uplifting of the entire precinct.

"The sum of all the parts of the Tech Central community creates the perfect environment for it to be a magnet for the world's best minds. At Atlassian we know that when you raise the bar on talent, it stays high and others want to be part of that," she says.

"Excellence attracts excellence. They want to be in close proximity to learn from each other and benefit from the networks they can tap into. There will be a density of like-minded people and industries, research facilities and educational institutions. It's a self-fulfilling wheel of momentum for talent."

Sydney's Tech Central exemplifies the power of collaboration. It is human potential unleashed.

"We know that diverse minds make diverse teams and that diverse teams solve problems exponentially better."

– Amy Glancey,
Chief of Staff, Atlassian



\$15B

Federal Government National Reconstruction Fund for forward-thinking tech startups and renewables

3

top 100 globally ranked universities

100+

new scaleups

\$45B+

annual quantum turnover by 2040 (Australia)

Diverse minds creating an energetic, inclusive community

Diversity and inclusion are woven into the fabric of Tech Central. The principle here is that the best ideas can only emerge when all sections of society are included and systemic barriers to participation are addressed.

The tech industry globally has struggled when it comes to addressing diversity. But the architects of Sydney's Tech Central are drawing a line in the sand: it's time for change.

With intention and foresight, cultural and structural roadblocks can be deconstructed and new pathways forged – pathways that are accessible and visible to those previously left behind.

Empowering diversity

It's well known that women and gender-diverse people are historically underrepresented in STEM. But this imbalance extends beyond gender, encompassing First Nations people, migrants, people in regional areas and people with disability. Tech Central is making strides to create a tech industry more representative of the full spectrum of human experience.

Consulting First Nations voices

Tech Central consults with the New South Wales Indigenous Chamber of Commerce, based in Redfern, to ensure a First Nations voice is always part of the agenda. It also works closely with organisations like Indigitek, a not-for-profit organisation that aims to increase Indigenous participation in the tech industry.

Indigitek Co-Founder Liam Ridgeway says Tech Central is working hard to make tech accessible to all groups. "There's a lot to be said about the importance of transcendent spaces that are accessible and digital, but that are also inclusive," he says. "That they're not centralising the idea. Tech Central is a digital hub that is beneficial to regional and remote communities and can help create a lot of development in those locations."

Lowering socio-economic barriers

People from low socio-economic backgrounds can take advantage of financial incentives, including affordable office spaces at Tech Central Scaleup Hub or the Sydney Startup Hub.

Embracing accessibility for all

Wheelchair accessibility, prayer rooms, feeding rooms for parents, baby-changing rooms, closed captions on screens and availability of childcare – accessibility to all is one of Tech Central's top priorities.

Tech Central is proving diversity equals access. Breaking down barriers by providing transcendent spaces that ensure all groups feel welcome is pivotal to creating a more diverse and inclusive tech industry.



Liam Ridgeway, Indigitek. Image: Wayne Quilliam



Jenny Munro Mural Sydney. Image: Peter Polder



Students at UTS balcony. Image: Kwa Nguyen

Accelerating Purpose

Deep tech: The big ideas germinating in Sydney and rippling around the world

Since 2000, Australia's leading deep tech incubator Cicada Innovations has helped more than 350 companies commercialise scientific innovation. Based at Tech Central, Cicada Innovations offers state-of-the-art research facilities and works to incubate ideas with the potential to make a significant planetary impact.

Cicada Innovations CEO Sally-Ann Williams says Sydney has all the ingredients to bring transformative change to the world through deep tech.

"We've got amazing researchers, we've got really interesting industry, we've got an engaged community, we've got a good education system, and we've got venture capital," she says.

"We as Team Australia can bring this vision to life and create not only groundbreaking science and engineering businesses that fundamentally solve the challenges of human and planetary health but also create economic prosperity, so that people have an opportunity to engage and fully participate in the workforce and be able to live out their personal dreams."

"I think we can do something really transformative for so many people."

"Any opportunity that we can take to bring people together in a meaningful way to really look at the hard challenges that we face as a society, is one that is worthwhile doing. Because that connection between people is where transformational change starts."

– Sally-Ann Williams, CEO Cicada Innovations

Solar power: Securing sustainable futures

The 'father of the solar cell' is Sydney's Martin Green AM, Scientia Professor at the University of New South Wales and Director of the Australian Centre for Advanced Photovoltaics.

A BESydney Global Ambassador, Professor Green famously invented the PERC solar cell with his research team at the University of New South Wales in 1983.

With PERC solar cells used in over 90% of the world's solar panels, Professor Green's work is truly revolutionary. He sees Australia's role in clean energy development as paramount.

"Sydney will pioneer the energy transition from unsustainable energy and fossil fuels to renewables," he says.

"We already have more solar installed per capita than anywhere else in the world. We've had a long history of refining and improving what we call energy conversion efficiency, and that will continue into the future."



Dr Martin Green. Image: Anna Kucera

Quantum computing: Pushing the boundaries of quantum impacts

Tech Central's thriving quantum ecosystem houses companies like Q-CTRL, Silicon Quantum Computing, Diraq, and Redback Systems, all born from Sydney's quantum community.

Additionally, Tech Central is home to the Sydney Quantum Academy, a joint initiative of four universities that will empower the next generation of quantum pioneers and foster connections between academia and industry.

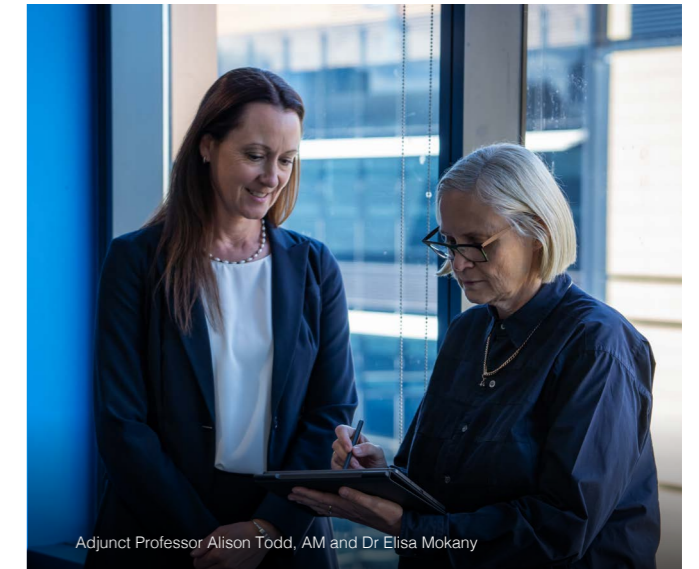
University of New South Wales Scientia Professor Michelle Simmons AO has propelled Australia to the forefront of global quantum computing research. She believes quantum technology will revolutionise data-intensive industries through secure communications and fast computation.

According to Simmons, over 40% of Australian industries will be affected, enabling advancements in weather forecasting, drug design, risk modelling, pattern recognition, and database searching. She predicts that by 2030, quantum servers will emerge, performing complex calculations remotely. Australia has the potential to manufacture these servers and pave the way for new industries to flourish.

Tech trailblazers: Three Cicada Innovations success stories

SpeeDx – revolutionary diagnostic testing

Visionary biotechnology researchers Adjunct Professor Alison Todd, AM and Dr Elisa Mokany are pioneering a new era in diagnostic testing at SpeeDx, based at Tech Central. Their groundbreaking two-in-one test is capable of not only identifying disease-causing pathogens but also detecting genetic markers for antimicrobial resistance. Their tests have treated over 10 million people worldwide, and 80% of Australian labs are currently using at least one SpeeDx test.



Adjunct Professor Alison Todd, AM and Dr Elisa Mokany

Xefco – harnessing the power of plasma

Outdated wet manufacturing processes used for textile finishing and dyeing are responsible for 20 percent of global water pollution and 3 percent of global carbon emissions. Xefco is harnessing the unique properties of plasma to create a highly efficient, water-free solution for textile dyeing and finishing, with the potential to eliminate up to 20 percent of the world's water pollution and 2.5 percent of the world's carbon emissions. The result? Healthier planet, happier people.

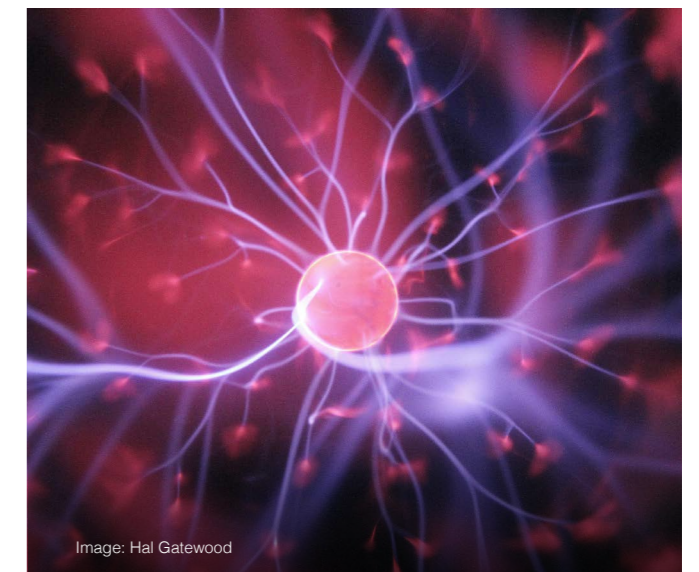


Image: Hal Gatewood

Rux Energy – accelerating our path to net zero

Hydrogen is the key to decarbonising heavy industry, but inefficient and expensive storage has created barriers to implementation, preventing the switch to zero emissions fuels. Rux Energy is revolutionising global hydrogen storage with the development of advanced materials that double the density and halve the cost of hydrogen storage. Rux is creating bold new options to reduce the impact of our hardest to abate sectors responsible for half of the world's emissions.

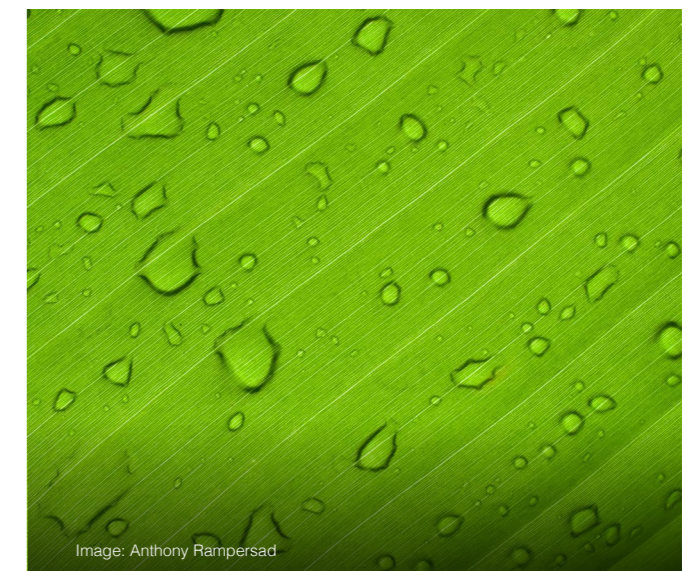


Image: Anthony Rampersad

Accelerating Connection

Host world-class events in a purpose-built destination

Imagine bringing your people together in purpose-built spaces in one of the world's most beautiful cities. Imagine hearing from brilliant minds while being surrounded by innovators and disruptors. Imagine collaborating on future-focused change and being able to validate the impact right then and there.

This is what Sydney and Tech Central offer.

Sydney's extensive infrastructure and strategic location in the Asia-Pacific region make it an ideal hub for connecting people from key markets in Asia – and across the globe.

Sydney has long offered a soft landing into the APAC region for global expansion, collaboration and connection. Drawing on the deeply ingrained roots of Australia's First Nations people – the original innovators – it's hard not to feel inspired.



Sydney Design Week. Image: Tech Central and Saxon White



Image: BESydney



Goat Island 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.

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