

**INTERVIEW ALERT**  
**14 September 2020**

**NTIA RESPONSE TO NSW GOVERNMENT 24-HOUR ECONOMY STRATEGY**

Commentary and response from Michael Rodrigues, Chair, [Night Time Industries Association](#) (NTIA) for editorial reportage in response to the [NSW Government 24-Hour Economy Strategy](#) launch.

Michael is available for interview on the announcement and what it means for Sydney's nightlife and economy. Call Claire Maloney: 0431 279 785.

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**Quotes attributed to Michael Rodrigues, Chair, Night Time Industries Association:**

“Paris, London, Amsterdam, Tokyo, New York. When you think of some of the greatest cities in the world, they are all international destinations with a strong nightlife brand. The elements that create a diverse and exciting night-time economy in all of these places are outlined in this 24-Hour Economy Strategy, along with a clear plan of next steps. It’s the pathway to getting Sydney on this list of ‘must-visit’ international nightlife destinations and a very exciting step for our great city. The Night Time Industries Association welcomes this vision-setting strategy from the NSW Government as the culmination of cross industry-government collaboration for the last few years.”

“The 24-Hour Economy Strategy outlines a plan to build back better and stronger, re-energising Sydney’s nightlife and contributing to the state’s economic recovery at a time when it’s most needed. However, importantly, while it contemplates our current context with COVID-19, it also looks beyond, recognising great cities aren’t built overnight, with a pathway to deliver a socially and culturally vibrant nightlife for many generations.”

**Establishment of the the Coordinator-General role:**

"The NTIA is very excited about the creation of a Coordinator-General, establishing a figurehead to drive this strategy has been a key recommendation of ours from the very beginning of this consultation. We look forward to the eventual appointment and working with them to lead government policy on the 24-hour economy. As we have seen from other global cities, having a lead figure to champion the night-time economy can have major benefits.”

**On the future opportunities of the ‘Neon Grid’:**

“Establishing the Neon Grid, as the Government has proposed in the strategy, is a brilliant approach to how we can engage with the nightlife hubs we have right now as well as encourage the development of future nightlife precincts.”

“Mapping with a view that recognises an ‘all of Sydney’ approach means we can discover more of our city, from the CBD through to Greater Sydney. This will benefit the communities

in and around future hubs, but also punters who will be able to explore and enjoy beyond their backyard in a way we haven't seen before."

*On implementation of the Strategy and Government leadership:*

"The Government, and Minister Ayres in particular, deserve praise for leading this process. We needed a new vision and they have delivered. Now it's time for industry to work with the government to create one of the world's great 24-hour cities."

*On the opportunity for urban transformation:*

"In an era of lockdowns and curfews, talking about a 24-hour city might seem strange. But now is exactly the time to transform Sydney's nightlife, when cultural vibrancy and economic reinvigoration is sorely needed."

"Our nightlife used to be the butt of national jokes, but those days have gone. A process that began with ending lockouts and freeing up regulation has now delivered a detailed and coherent vision for the 24-hour economy."

"In so many other cities the night is seen as something to be embraced, a time for people to meet, be creative and have fun."

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**Assets/Images for media use: [Download here](#)**

**About Night Time Industries Association (NTIA):**

The Night Time Industries Association (NTIA) is here to promote Sydney as a vibrant and creative city, and to build a new positive narrative for Sydney's nightlife. The NTIA consists of members representing: hospitality (bars, pubs, clubs, restaurants), entertainment venues, festivals, retail operators, arts and culture organisations, precincts and other commercial businesses with an interest in the night-time economy.

Members include; Australian Venue Co, Committee for Sydney, Diageo, Bacardi, City of Parramatta, Live Nation, the Independent Bars Association, Mary's Group, Music NSW, Oxford Art Factory, Solotel Group, and Ticketmaster - to name a few - for more, go to [ntia.org.au](http://ntia.org.au)