



Stuart Ayres

Minister for Jobs, Investment, Tourism and Western Sydney

MEDIA RELEASE

Tuesday, 9 February 2021

NIGHT-TIME EXPERT TO LEAD NSW'S 24-HOUR ECONOMY STRATEGY

A strategy to unlock Sydney's cultural and economic potential will be championed by Chair of the Night-Time Industries Association Michael Rodrigues who has been appointed as the 24-Hour Economy Commissioner.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said Mr Rodrigues would bring the 24-Hour Economy strategy to life to make Sydney the best place to live, work and play that it can possibly be.

"Our tourism, hospitality and arts sectors have been hit hard by the pandemic, but now we have the opportunity to bring Sydney back better than ever," Mr Ayres said.

"The Strategy includes a 24-hour Economy Acceleration Program, through which the Government will work with councils and industry to identify and activate unique and thriving economic hubs across Sydney," Mr Ayres said.

"It will result in a network of activated 24-hour economy hubs across Sydney – each offering a distinct experience, and well connected by efficient transport options.

"This 'Neon Grid' of hubs across the city will represent Sydney's diverse and vibrant night economy and we will collaborate with industry and councils to bring it to life, connecting consumers, creatives and entrepreneurs.

"Michael Rodrigues as the 24-Hour Economy Commissioner will spearhead the strategy and bring State and Local Governments and industry together to create safe and vibrant opportunities for people to enjoy the greatest city in the world."

Mr Rodrigues said he was looking forward to getting down to business.

"I'm excited about the upcoming opportunities and to champion the 24-Hour Economy strategy as we deliver a nightlife that'll sit alongside New York, London and Tokyo," Mr Rodrigues said.

"As our city rebuilds from the COVID-19 pandemic, the 24-hour economy strategy is central to NSW's economic and social recovery. So many industries have had a really tough 12 months, but we are seeing the green shoots of recovery across Sydney and NSW."

The strategy will focus on driving investment while turbocharging job creation and night time business activity in the CBD and throughout Greater Sydney, by:

- Supporting more **integrated planning and place-making** within government to enable the 24-hour economy to thrive.
- Encouraging the **diversification of night-time activities** by supporting a wider variety of businesses at night.
- Nurturing **industry and cultural development** to help entrepreneurs thrive in the 24-hour economy.
- Exploring ways to enhance **mobility and improve connectivity** between 24-hour economy hubs through safe and reliable transport; and
- **Changing the narrative** to attract more local consumption, encourage healthy behaviours, and reinforce Sydney's status as a global cultural capital.

Alongside his time with the Night Time Industries Association, Mr Rodrigues also co-founded Time Out Australia and has been its managing director for almost a decade. Mr Rodrigues will commence as Commissioner at the end of March.

For more information about the 24-Hour Economy Strategy, visit <https://global.nsw.gov.au/24-hour-economy-strategy>

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