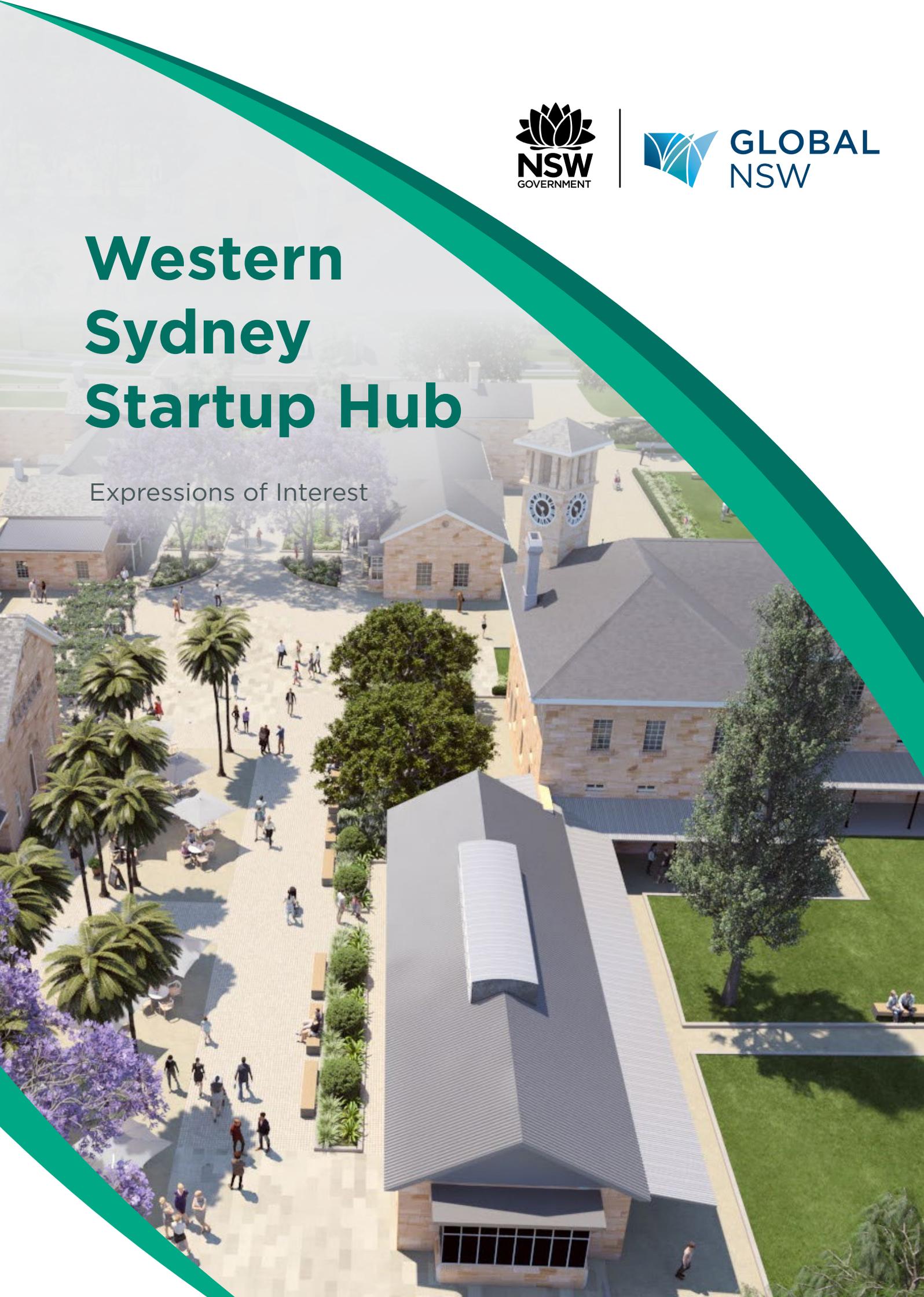




GLOBAL  
NSW

# Western Sydney Startup Hub

Expressions of Interest



# The Opportunity

Incubators, accelerators and co-working operators are invited to an exciting opportunity to help grow the innovation ecosystem of the Westmead Health and Innovation District (WHID) and Greater Parramatta River City.

The NSW Government is seeking expressions of interest (EOI) from organisations focused on helping startup and technology companies to operate the Western Sydney Startup Hub (WSSH).

The WSSH is a 1,500 sqm site located in the culturally significant Parramatta North Heritage Core, in the heart of booming Western Sydney.

The WSSH will attract Western Sydney startups, scaleups and businesses to a centralised location, creating a collaborative community that helps grow innovative jobs and companies in Western Sydney.

The WSSH will serve a local population of 1.9 million people, projected to increase to 3 million by 2036. The community includes the second-largest population of Aboriginal and Torres Strait Islander peoples in Australia and over 38% of the population speaking a language other than English at home. Western Sydney is considered one of the fastest growing and culturally diverse communities of Australia.

## Acknowledgement of Country

We would like to acknowledge the traditional custodians of the lands across Greater Sydney. We pay our respects to the Aboriginal Elders of these lands, past and present. We acknowledge the deep connection to Country that Aboriginal people have and recognise Aboriginal people as the original custodians of this land.



Artist impression for consultation purposes only and subject to approval. Image courtesy of Virtual Ideas and TKD Architects.

# The Vision

The WSSH will be a future-focused and community-driven innovation hub that will support the creation and growth of technology startups, scaleups and businesses in Western Sydney.

The WSSH will play a key role in building the local innovation ecosystem of the future Westmead Health and Innovation District that will allow entrepreneurs to build high-growth companies and jobs of the future.

The WSSH will promote and showcase the innovation opportunities in Western Sydney.

The WSSH will be home to a collaborative community that is connected to NSW Lighthouse Precincts, Innovation Ecosystems and Startup Hubs.

## Goals



Support the creation and growth of innovative technology startups, scaleups and businesses in Western Sydney.



Increase the success rates of Western Sydney-based startups, scaleups and businesses with Australian based IP.



Provide a suite of programs relevant to the needs of Western Sydney startups and scaleups.



Provide affordable co-working space in Western Sydney.



Encourage economic inclusion for a diverse community (e.g. women, Indigenous people, culturally and linguistically diverse and people with disabilities).



Complement other existing innovation precincts, innovation ecosystems and startup hubs and provide a key networking hub for the innovation, jobs and skills growth ecosystems.

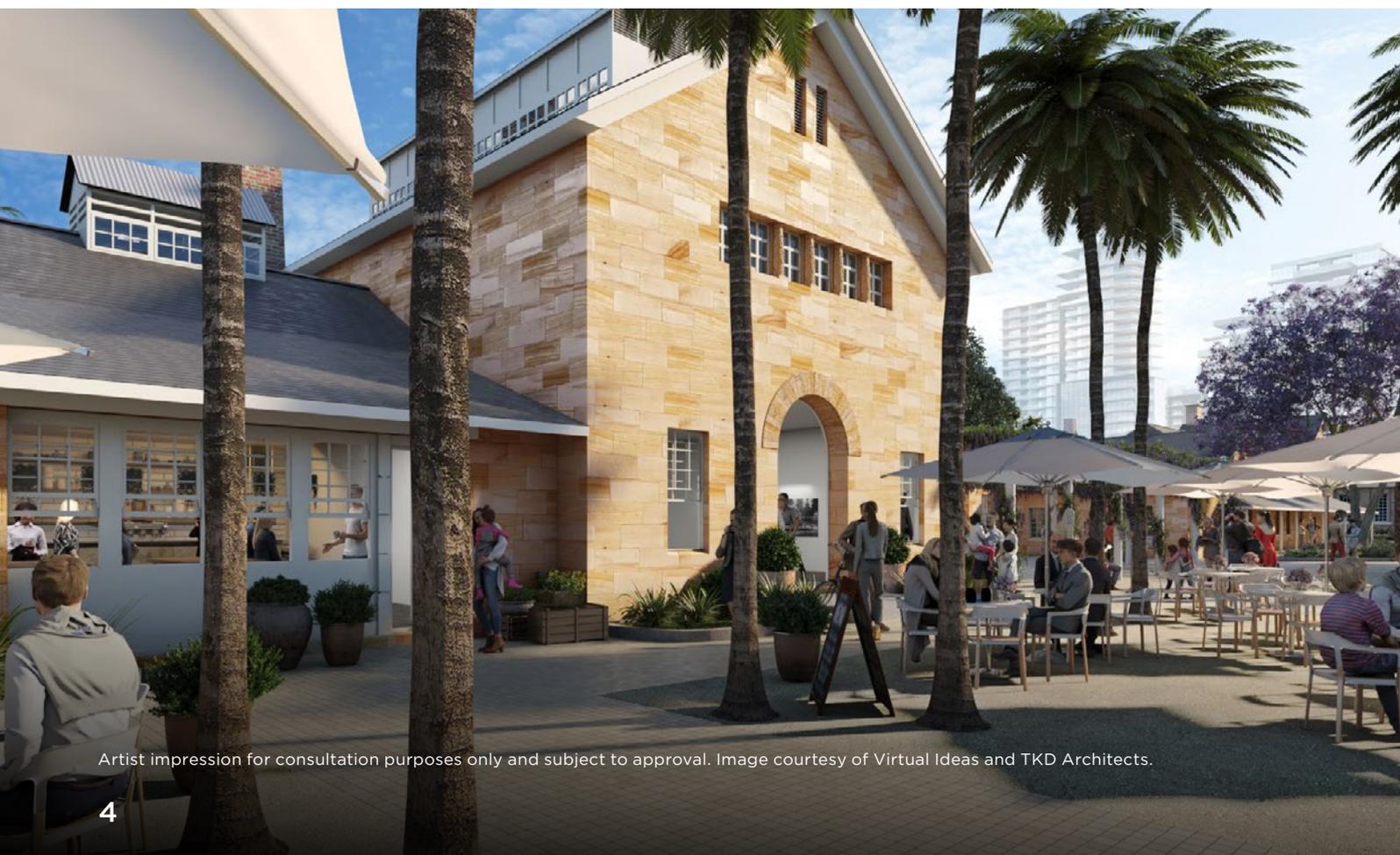


Activate and revitalise the Parramatta North Heritage Core as a key node of the broader Westmead Health and Innovation District ecosystem.

# A World of Support

The NSW Government is looking to partner with a startup hub operator who is committed to creating a site dedicated to the growth and development of technology startups, scaleups and local businesses of Western Sydney. The NSW Government will offer the following support to the operator:

- a unique building to support, showcase and connect startups in Western Sydney
- a dedicated space for networking, events, pitches, learning and thought leadership
- facilities to support multiple uses (at operator's discretion), e.g. accelerator programs, hackathons, podcasting, video production and 3D printers
- on the ground Government representatives to support the growth and activation of the WSSH and community
- connection to government grants and support programs
- connection to the talent, partners and insights of the existing NSW startup community, including the Sydney Startup Hub, Tech Central, Local Innovation Network and the broader startup support community
- potential to expand existing facilities, subject to market demand, and heritage approvals.



Artist impression for consultation purposes only and subject to approval. Image courtesy of Virtual Ideas and TKD Architects.

# Key Building Features

The NSW Government is providing significant resources including capital works, design, fit-out and heritage upgrades to make the site suitable for use by startups.

Features of the building include:

- generous ceiling heights
- a newly installed lift to connect the two floors
- a 'raw' aesthetic with natural materials
- large communal kitchen
- event space on ground floor for reception and community/free space (similar to level one of the Sydney Startup Hub) to engage the broader community for events
- small spaces which can be used for meeting rooms, private offices or specialist use such as podcasting, video editing/recording room or rapid prototyping space
- 24/7 access for WSSH members
- end of trip facilities
- café to be located next door
- close proximity to future stop on Parramatta Light Rail line.

A cafe will be located next to the WSSH. The NSW Government will also run an EOI process for a cafe operator.

# Affordability

The NSW Government is delivering the WSSH to provide affordable co-working space and programs for innovative technology startups, scaleups and businesses, to build a stronger entrepreneurial community in Western Sydney, where innovative local businesses can thrive.

## A COVID-safe environment

Your health and safety is a top priority. The layout of WSSH has been designed to factor in appropriate social distancing protocols of a minimum of 1.5 metres and maximum numbers to allow each person to have 4 square metres of space.

The WSSH will have clear risk management controls in place to minimise risk of COVID-19 transmission. A Code of Conduct relating to the protocols and the reporting and management of the virus will be mandatory for all members, staff and visitors.

Startup hubs like the WSSH thrive on collaboration and community in a unique place. With the building design and protocols in place, the WSSH will be a safe space for startups to grow their business.

# Building on the Success of the Sydney Startup Hub

The WSSH will build on the success and lessons learnt from the Sydney Startup Hub in the Sydney CBD. The Sydney Startup Hub offers more than 17,000 sqm across 11 floors all under one roof in a convenient CBD location. It accommodates up to 2,500 people and welcomes thousands more in the community and events space, and the Regional Landing Pad.

The Sydney Startup Hub has helped its resident startups generate more than \$280 million in investment and the creation of more than 1,000 jobs in its first two years.



# Testimonials: Sydney Startup Hub

“Since coming to the Sydney Startup Hub, Fishburners has grown to become the largest startup community in Australia. Our partnership with the NSW Government has been highly successful in creating the vibrant and healthy startups that we see today and has allowed us to provide the best facilities, resources, tools, education and connections to help startups grow and succeed.”

**Nicole O’Brien**  
CEO – Fishburners, Anchor Tenant

“Community plays a critical role in a startups’ success. We, ‘Curious Thing’ (an AI phone interviewer startup) started at The Studio, in the Sydney Startup Hub, in July 2018. The past one and half years of this journey has been incredible and we have received a huge amount of assistance from The Studio and wider Sydney Startup Hub community. We have met like-minded founders, technology advisors and clients here. It has been a fantastic experience so far. Thank you to The Studio and the Sydney Startup Hub.”

**Sam Zheng**  
CEO/Co-Founder of Curious Thing

“PALO IT has offices in 7 countries and we have never seen a place like the Sydney Startup Hub. Combining the startup ecosystem, attracting large corporate innovation hubs as well as the VC community under one roof has been a tremendous boost to our entry into the Australian market! We leverage this in many ways such as networking, gaining clients, partnerships and potential investors in a caring environment that has led to greater business success.”

**Tanguy Fournier Le Ray**  
Regional Managing Director & Co-Founder, PALO IT

# Western Sydney's Economy is Booming



A growing population: 1.9 million people today, 3 million by 2036.



Strong industry and infrastructure investment.



Home to five of Australia's leading academic institutions.



The future Western Sydney International Airport.



The Westmead Health and Innovation District, a health and education super precinct set to create more than 20,000 new knowledge jobs by 2050.



The Parramatta, Werrington and Liverpool nodes of Western Sydney University's Launch Pad program, which combine research with tech and innovation to create businesses of the future.



Artist impression for consultation purposes only and subject to approval. Image courtesy of Virtual Ideas and TKD Architects.

# WSSH at the Parramatta North Heritage Core

Forever Country – Parramatta North is a place of stories. A place where past lessons fuel future opportunities.

Culturally significant, community inspired and economically vibrant, Parramatta North will bring to life old buildings, new spaces and ideas, in a place of discovery, opportunity, reflection and experience.

The NSW Government is committed to conserving and activating the Heritage Core in line with the Place Vision developed with the community in 2018 and is working to ensure space is made available for businesses and the community in the short term, while long term planning for the site is underway.

## Place outcomes within the Heritage Core:

- **Restoration and enterprise** – a vibrant and active place where memory is turned into action – acknowledging both the history of the site as well as its future in order to heal, support and strengthen.
- **Connection and production** – a publicly accessible activity hub that celebrates the heritage buildings and their settings with spaces for the community as well as opportunities for discovery, inspiration, connection, gathering and making.

- **Innovation and collaboration** – an economically viable, commercially competitive hub to accommodate a wide range of innovative businesses with a focus on cultural, tech and creative industries.
- **Rejuvenation and recreation** – the natural edge of the Heritage Core and spaces in between. A future riverside destination that provides a living link between the past, present and future.

The NSW Government will continue to work closely with key partners and stakeholders to celebrate and enhance this significant collection of heritage, cultural and environmental assets of the Heritage Core.

## Parramatta North Heritage Core place themes



# Mandatory Criteria

To be eligible for consideration under this EOI, you must substantially comply with the mandatory criteria set out in this EOI including:

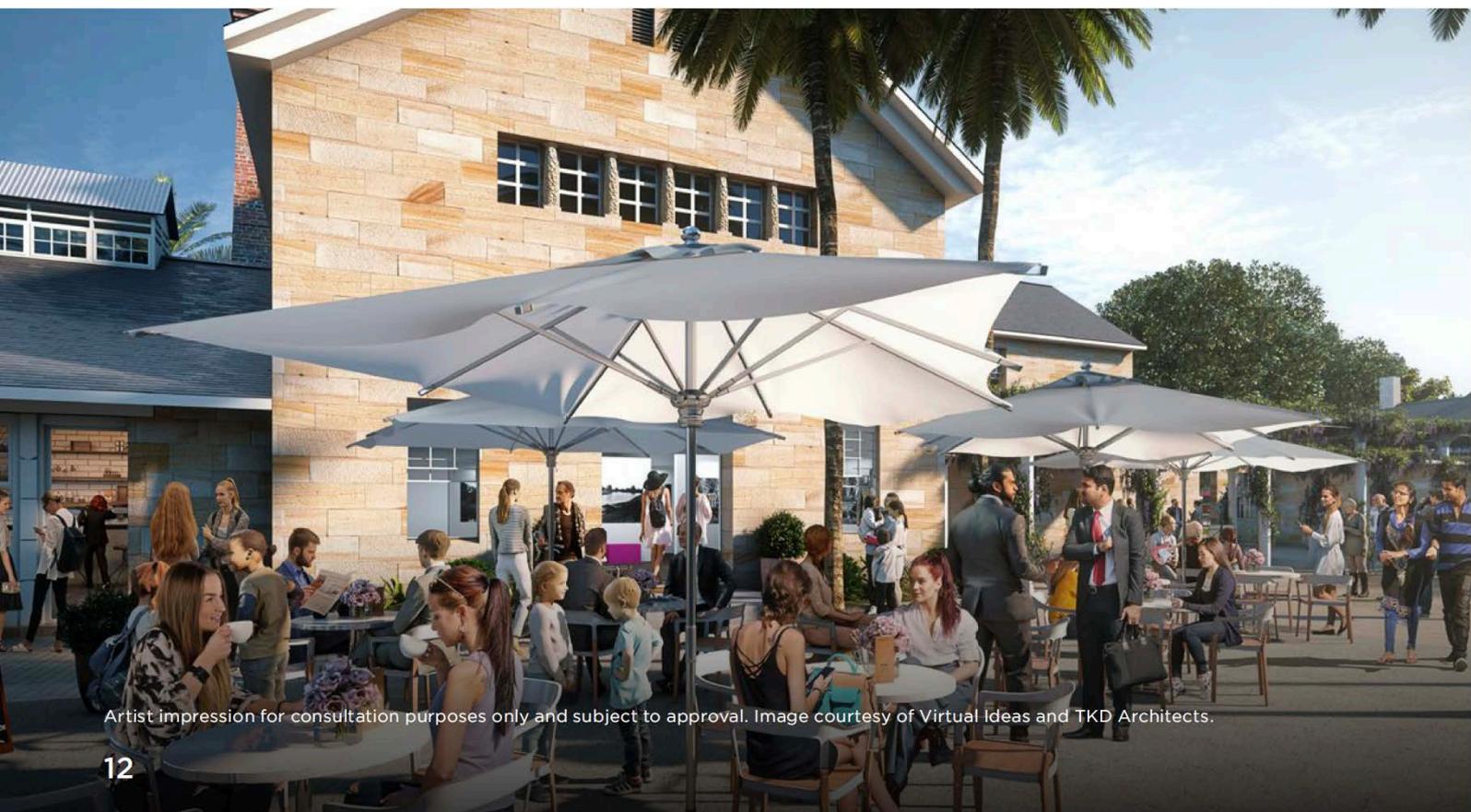
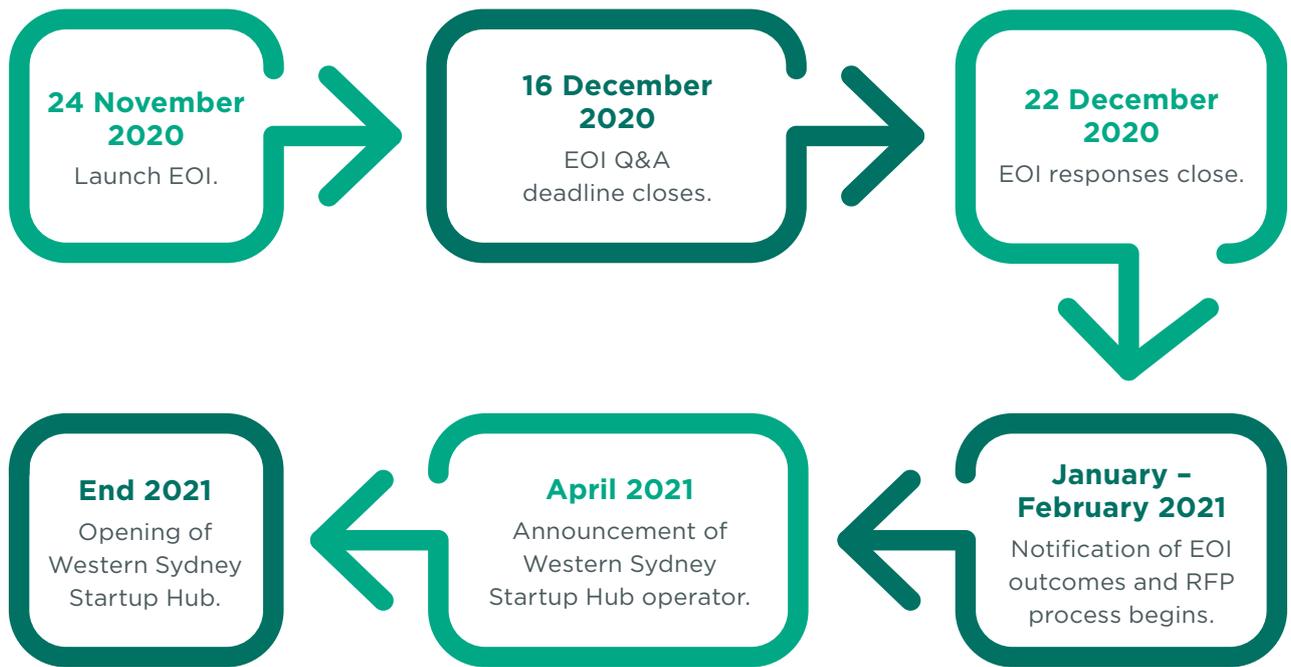
1. Have or be willing to establish a NSW-based organisation (for example, an organisation with an ABN registered in NSW).
2. Willingness to enter a minimum five-year lease to operate the WSSH and enter into an agreement with the NSW Government on the management of the WSSH.
3. Submit a summarised business plan including operating model.
4. Align to the purpose and vision of the WSSH and the Parramatta North Heritage Core.
5. Commit to achieving and reporting on key performance indicators.

# Evaluation Criteria

Responses will be assessed against the evaluation criteria listed below:

1. Level of experience and achieved outcomes in existing incubator, accelerator or related operations and outcomes achieved for residents and the community.
2. Demonstrated experience in sustainably managing the administrative and financial operations of shared workspaces, including the ability to attract residents, corporate partners, investors and educational institutes to collaborate with.
3. Demonstrated experience in facilitating a community approach to business development, including giving residents access to ideas, resources and talent.
4. Demonstrated experience in achieving outcomes relevant to delivering the key performance indicators (as outlined in detailed EOI).
5. Plan to attract Western Sydney startups, scaleups and businesses to become residents at the WSSH.
6. Support of the key principles of the Parramatta North Heritage Core Place Vision
  - a. First Peoples First
  - b. Active Memory
  - c. Sustainable
  - d. Everybody's Welcome.
7. Proposed contribution to Parramatta North Heritage Core precinct activation and events outside of the proposed WSSH building.
8. Summarised business plan confirming the type and extent of support you seek; maximum rent you can pay; contribution to fit out and ongoing operating costs.
9. Anticipated risks in the delivery of your business plan and your mitigation strategy.

# Timeline



Artist impression for consultation purposes only and subject to approval. Image courtesy of Virtual Ideas and TKD Architects.

# How do I get Involved?

Interested organisations are encouraged to submit the EOI **online here**.  
Incubators, accelerators and shared workshop operators are encouraged to apply.

## Responses to this EOI

Will only be received electronically on  
NSW Government **e-Tendering website**

## Non WSSH EOI enquiries

**wssh enquiries@treasury.nsw.gov.au**

# New South Wales: Strong, Smart and Connected

© State of New South Wales through NSW Treasury 2020.

This publication is copyright. You may download, display, print and reproduce this material provided that the wording is reproduced exactly, the source is acknowledged, and the copyright, update address and disclaimer notice are retained.

Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing (November 2020) and may not be accurate, current or complete. The State of New South Wales (including the NSW Treasury), the author and the publisher take no responsibility, and will accept no liability, for the accuracy, currency, reliability or correctness of any information included in the document (including material provided by third parties). Readers should make their own inquiries and rely on their own advice when making decisions related to material contained in this publication.

T20/24686

