



SYDNEY
STARTUP
HUB

Sydney Startup Hub

FACT SHEET

ABOUT THE SYDNEY STARTUP HUB

Set to open in late 2017, the Sydney Startup Hub is an exciting and ambitious initiative. Located in the centre of Sydney, the hub will bring together a range of physical, technological and networking resources and make them available to startups throughout NSW.

An Australian first, the hub will cement Sydney's position as an internationally leading startup location and innovation destination—serving the metropolitan, regional, national and international startup community.

Small to medium-sized enterprises (SMEs) created all new jobs in NSW over the past six years—they are the engine room of job creation. The NSW Government, through Jobs for NSW, is supporting our entrepreneurs with a vital investment to nurture our startup ecosystem and create a pipeline of new, sustainable, high-value jobs across the state.

We want and need our startup ecosystem to flourish. Creating a central destination for the NSW startup sector and a high-density cluster such as the Sydney Startup Hub is critical to nurture collaboration, ignite innovation and propel us into the world's top 10 ranked innovation centres.

OBJECTIVES

We have **three main objectives** for the Sydney Startup Hub:

1. support the creation of new jobs across NSW
2. increase the diversity of the NSW startup community, with more startups from regional NSW and non-ICT Industries
3. grow the size and strength of the Sydney startup ecosystem.

THE 'WHAT'

- The hub is an **Australian first**.
- The hub is NSW's startup destination based in Sydney's CBD high-density startup cluster, housing a multitude of organisations from across the startup ecosystem all under one roof. **Its size and density is unmatched in Australia** and the southern hemisphere.
- The hub is a **bold, ambitious move by government to support innovation, strengthen the startup community and grow new, sustainable, high-value jobs in NSW**.
- As a globally significant startup and innovation centre, it will drive job creation; attract investors; create high growth businesses; and attract supportive infrastructure investment.
- It will be the **focal point for the metropolitan, regional, national and international startup community**.
- It features a regional landing pad to connect the entire NSW startup community, regardless of their location.

THE 'WHY'

- Nurturing and **strengthening NSW's startup ecosystem is essential to create a pipeline of future job-creating businesses.**
- **100% of all new jobs** (net jobs growth) **came from SMEs in the last six years.** This **underpins the call to action for government** to invest in and strengthen the startup and the SME community that are the powerhouse of job creation.
- We **need to help new and small businesses survive and thrive.** Against a peer group of US, UK, Germany, Israel, Sweden and New Zealand, we rank second in starting new businesses. Yet that promise quickly declines as we rank second-last on five-year survival rates and third-last in our proportion of high-growth firms.
- We know that **clustering and density drives innovation.**
- The hub will bring a diversity of organisations and talent together in a high-density, concentrated cluster to spark innovation, ignite collaboration and provide easier and superior access to networks, skills, funding and leadership.
- Other successful, **similar projects already exist**, such the **Cambridge Innovation Center** in Massachusetts.

THE 'WHO'

- The hub brings together **incubators and accelerators** under one roof.
- The hub will accommodate up to **2,500 people**, and welcome thousands more at the dedicated community and event space. It will also support regional entrepreneurs and connect them to the wider startup community by way of a regional landing pad.
- Occupants **represent the diversity of the startup ecosystem** and include smaller and larger firms; newer and more experienced firms; the profit and not-for-profit sectors; and a range of sectors beyond just ICT.
- Our first residents of the hub include Stone & Chalk, Fishburners, Tank Stream Labs and The Studio.

THE 'WHERE'

- The hub is located in the heart of **Sydney's CBD** at 11-31 York Street.
- Sydney is a global city and the **startup capital of Australia.** It's the only city in the southern hemisphere ranked in the world's top 20 startup ecosystems and one of only four located in the Asia Pacific region (others are Beijing, Shanghai and Singapore).
- The site is geared to supporting, showcasing and connecting startups to the wider metropolitan, regional, national and international community
- It will **feature a regional landing pad** as part of its hub-and-spoke model to provide dedicated support for regional entrepreneurs.
- The **community and event floor will be the hub's focal point.** With a program designed in collaboration with the hub's occupants, it will host industry-related events that bring the entire startup ecosystem together.

THE 'WHEN'

- The hub is expected to **open the last quarter of 2017.**

REGIONAL SUPPORT

- **Supporting regional startups is a priority** for Jobs for NSW, with regional entrepreneurs essential to the growth of their local communities.
- Following the hub's launch, we aim to support regional startups by enabling them to more easily tap into networks, potential customers and investment.
- **Regional entrepreneurs can easily tap into the broader metropolitan startup community and the wider ecosystem, and vice versa.**
- The aim is to help people to **leverage skills and ideas, and tap into networks, customers and investment so they can overcome barriers to growth and commercialisation.**
- The hub will address the need of regional startups and SMEs to move to metropolitan areas of NSW— they will have dedicated space to conduct their business when necessary but crucially can **grow their business and accelerate jobs growth in regional areas.**



Sydney Startup Hub

FAQs

ABOUT THE SYDNEY STARTUP HUB

Where is the Hub located?

At 11-31 York Street Sydney (opposite Wynyard Park).

How large is the hub?

The hub is the largest of its kind both in Australia and the southern hemisphere and comprises more than 17,000 square metres over 11 floors.

Which organisations are tenants in the hub?

There is a range of organisations joining the Sydney Startup Hub including Stone & Chalk, Fishburners, Tank Stream Labs and The Studio.

Jobs for NSW is still finalising the tenant list.

When is the Hub expected to open?

The hub is expected to open in late 2017 or early 2018.

What is the expected final cost of the Hub?

The NSW Government will invest \$35 million through Jobs for NSW over the next five years. After this we hope to see the Hub continue under a self-sustaining model.

Are there similar initiatives in other parts of the world?

Yes. A number of global peers have startup hubs of a similar nature. However, none have government investment.

Cambridge Innovation Center (CIC) in Boston

- In operation for almost 20 years
- Supporting high-growth companies
- CIC companies have created an estimated 40,000 jobs.

Station F in Paris

- Opening in mid 2017
- Aims to be the largest startup campus in the world
- Station F will house up to 1,000 startups alongside incubators, accelerators, investors, and leading companies such as Facebook.

How strong was the response to the Expression of Interest (EoI)?

The response to the request for EoI was very strong – both in the number and calibre of applications.

Where are you up to in the EoI process?

Negotiations arising from the EoI process have concluded.

How have you ensured business diversity within the Sydney Startup Hub?

The hub includes smaller and larger businesses; new and more experienced businesses; organisations representing both the profit and not-for-profit sector; and businesses across a range of sectors (e.g. beyond ICT).

If an organisation's application was unsuccessful, will it still be eligible for other support from Jobs for NSW?

Jobs for NSW provides help in a number of ways including the provision of financial support via a suite of products such as grants, loans and loan guarantees. For information or eligibility on available support, visit www.jobsforNSW.com.au

Why is the NSW Government getting involved in this space?

The NSW Government is dedicated to making it easier to do business in NSW and providing an economy that ensures the highest business confidence when compared with any other state in the country.

With 100 per cent of all net jobs growth in NSW coming from small to medium enterprises in the last six years – this underpins the need for government to invest in strengthening the startup and small to medium enterprise (SME) community as the powerhouse of job creation.

The NSW Government is working hard to secure Sydney as a national innovation district, strengthening Sydney's place in the global innovation network and encouraging entrepreneurs to start up their businesses.

The NSW Government has been listening to industry and the startup ecosystem and has designed the hub to provide startups with access to networks, skills, funding and leadership from one central, high-density startup cluster.

ABOUT THE SITE

Why is the Startup Hub located in Sydney and not a regional location?

Sydney is the natural innovation entry point for entrepreneurs and startups to access opportunities across NSW including investment, information, technology and networks.

The hub resources (physical, technological and networks) will be available to startups throughout NSW with regional support via a regional landing pad and community space.

The NSW Government is dedicated to ensuring regional NSW has similar opportunities as businesses in the metropolitan regions.

What is accessible to regional startups?

Regional businesses can connect with the metropolitan startup ecosystem (either remotely or physically) through available technology, the regional landing pad or the community event space, to leverage skills, ideas, networks and investment opportunities.

Will the shared community space be available to external startups that are not tenants?

Yes. The wider NSW startup community can access the community and event space.

KEY PERFORMANCE INDICATORS

Are there Key Performance Indicators (KPIs) for hub residents?

Yes. The site will be a significant investment for NSW and therefore we are looking for partners who can achieve measurable outcomes.

The KPIs will form part of a legally binding partnership agreement with Jobs for NSW. KPIs will be relevant, measurable and achievable. They will benefit both partner organisations, the startup community as a whole, and reflect the outcomes Jobs for NSW seeks.

What if an organisation does not meet their KPIs?

Applicants who do not meet their KPIs for two consecutive years may be asked to leave the hub.

What happens as successful startups grow? Will they need to exit the hub?

We are primarily focused on jobs growth in NSW and therefore it is likely that a measure of success would be startups growing and exiting the hub to continue their expansion, and to allow other emerging businesses to come in.

ADDITIONAL INFORMATION

Will the Sydney Startup Hub have an equity model as one of the options?

No. The EOI is asking potential participants to define their business model only to understand the diversity and implications for NSW Government in establishing the Sydney Startup Hub.

What are 'related organisations'?

Also known as 'partnering' organisations, related organisations are organisations that may support the startup community such as industry groups, research and development organisations, mentoring organisations, investors, business specialists, or any other parties that would suit the vision of the hub.

What other financial support does government offer startups?

Visit www.jobsforNSW.com.au for information on available support from Jobs for NSW.

Visit www.business.gov.au for information on federal support.

How can I make suggestions regarding the Sydney Startup Hub?

If you have comments or suggestions please send them to enquires@jobsforNSW.com.au. Your contribution is appreciated and every email will be read, however we will not be able to respond in every circumstance.

Where do I go for more information?

Jobs for NSW can also be contacted for further information on enquiries@jobsforNSW.com.au and by calling 1300 562 679.

How do I join the Hub?

Our EOI is now closed, however individual startups / entrepreneurs can now apply for space in the Hub via our tenants. The starting line up includes: Stone & Chalk, The Studio, Fishburners and Tank Stream Labs.