

# Sydney Startup Hub

## Fact Sheet

### ABOUT THE SYDNEY STARTUP HUB

**The Sydney Startup Hub is an exciting and ambitious initiative.**

An Australian first, it will cement Sydney's position as a world-leading startup location and innovation destination serving the metropolitan, regional, national and international startup community.

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

We want and need our startup community to flourish. Creating a central destination for the NSW startup sector is critical to ignite collaboration and innovation, and propel us into the world's top 10 ranking of 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 community.



### THE 'WHAT'

- The Sydney Startup Hub is an Australian first
- The Sydney Startup Hub is NSW's startup destination based in Sydney's CBD high-density startup cluster, housing a multitude of organisations from across the startup community, all under one roof. Its size and density is unmatched in Australia and the southern hemisphere
- It's 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 drives job creation; attracts investors; creates high-growth businesses; and attracts supportive infrastructure investment
- It serves as a 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 community is essential for creating a pipeline of future job-creating businesses
- In the six years to 2014, 100% of all new jobs (net jobs growth) came from SMEs. This underpins the call to action for government to invest in and strengthen the startup and the SME community, which are the powerhouses of job creation
- The Sydney Startup Hub brings 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 similar, successful projects already exist, such as the Kendall Square innovation centre in Massachusetts, and Station F in Paris.



### THE 'WHO'

- The Sydney Startup Hub brings together incubators, accelerators, corporates and government under one roof
- Occupants represent the diversity of the startup community and include: smaller and larger firms; newer and more experienced firms; the profit and not-for-profit sectors; and a range of industry sectors (beyond ICT)
- Our incubator residents include Stone & Chalk, Fishburners, Tank Stream Labs and The Studio
- Our corporate and government residents include Microsoft's ScaleUp accelerator program, Caltex's C-lab, Transport for NSW's Future Transport Digital Accelerator and the Department of Finance, Services and Innovation's innovation concierge.



### THE 'WHERE'

- The Sydney Startup 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 features a Regional Landing Pad as part of its hub and spoke model to provide dedicated support for regional entrepreneurs
- The community and event floor is the Sydney Startup Hub's focal point. With a program designed in collaboration with the Sydney Startup Hub's occupants, it hosts industry-related events that bring the entire startup community together.



### REGIONAL SUPPORT

- Supporting regional startups is a priority for the NSW Government, with regional entrepreneurs essential to the growth of their local communities
- The Sydney Startup Hub addresses the issue of regional startups and SMEs needing to move to metropolitan areas of NSW to grow their business, in order to accelerate job creation in regional areas
- Regional entrepreneurs have a dedicated space (the Regional Landing Pad) allowing them to leverage skills and ideas and tap into networks, customers, investment and the wider startup community.



### THE 'WHEN'

- The Sydney Startup Hub officially opened on 14 February 2018.

For further information on the Sydney Startup Hub,  
email [enquiries@sydneystartaphub.com.au](mailto:enquiries@sydneystartaphub.com.au)  
or visit [sydneystartaphub.com](http://sydneystartaphub.com)

To book events or secure desk space in the Regional Landing Pad,  
email [reception@sydneystartaphub.com.au](mailto:reception@sydneystartaphub.com.au)