

City Revitalisation Innovation Challenge 2.0

Sydney Startup Hub

Tuesday 15 March 2022

Acknowledgement of Country

I would like to acknowledge the Traditional Custodians of the Gadigal people of the Eora Nation which we are each on today and the Aboriginal and Torres Strait Islander people participating today.

I pay my respects to Elders past and present, and recognise and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.



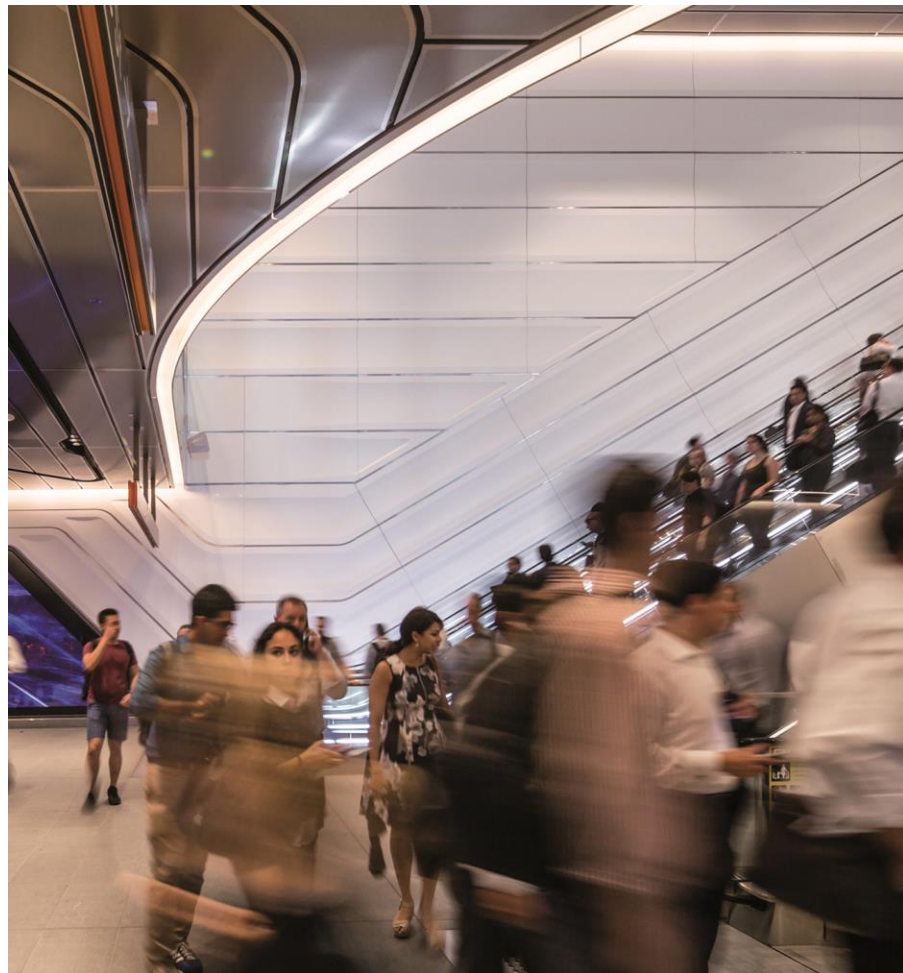
Transport
for NSW

Agenda

1:30	Welcome	Stephanie Salter <i>Director, TfNSW Digital Accelerator</i>
1:35	Challenges and Opportunities in a Changing Environment	Michael Rodrigues <i>24-Hour Economy Commissioner</i>
1:45	TfNSW & City Revitalisation	Kiersten Fishburn <i>Deputy Secretary, Cities & Active Transport</i>
1:55	City Revitalisation Innovation Challenge	Stephanie Salter – <i>Director, TfNSW Digital Accelerator</i> Michelle Cheng - <i>Senior Service Designer</i> Jamie Hallam – <i>Service Designer</i>
2:10	Challenge Application Details	Brooke Knox <i>Director, Lighthouse Innovation Projects</i>
2:15	Q&A	Panelists: <i>Stephanie Salter, Brooke Knox, Michelle Cheng, Jamie Hallam</i>
2:30	Networking	<i>Light refreshments in the breakout area</i>

Don't worry!

A recording of this session and a copy of the presentation slides will be available on the Transport Digital Accelerator website





Challenges & opportunities in a changing environment

Michael Rodrigues
24-Hour Economy Commissioner
Investment NSW





Challenges

- Audience shifts
- Price
- Home entertainment
- Device ubiquity

Challenges

- Audience shifts
- Price
- Home entertainment
- Device ubiquity

Opportunities

- Trees, Seas and CBDs
- A better model?
- From Couch to Coliseum
- A smarter approach to going out





Trees, Seas & CBDs



A better way?



From Couch to Coliseum



“You can’t replicate the feeling of a kickdrum in the chest.”

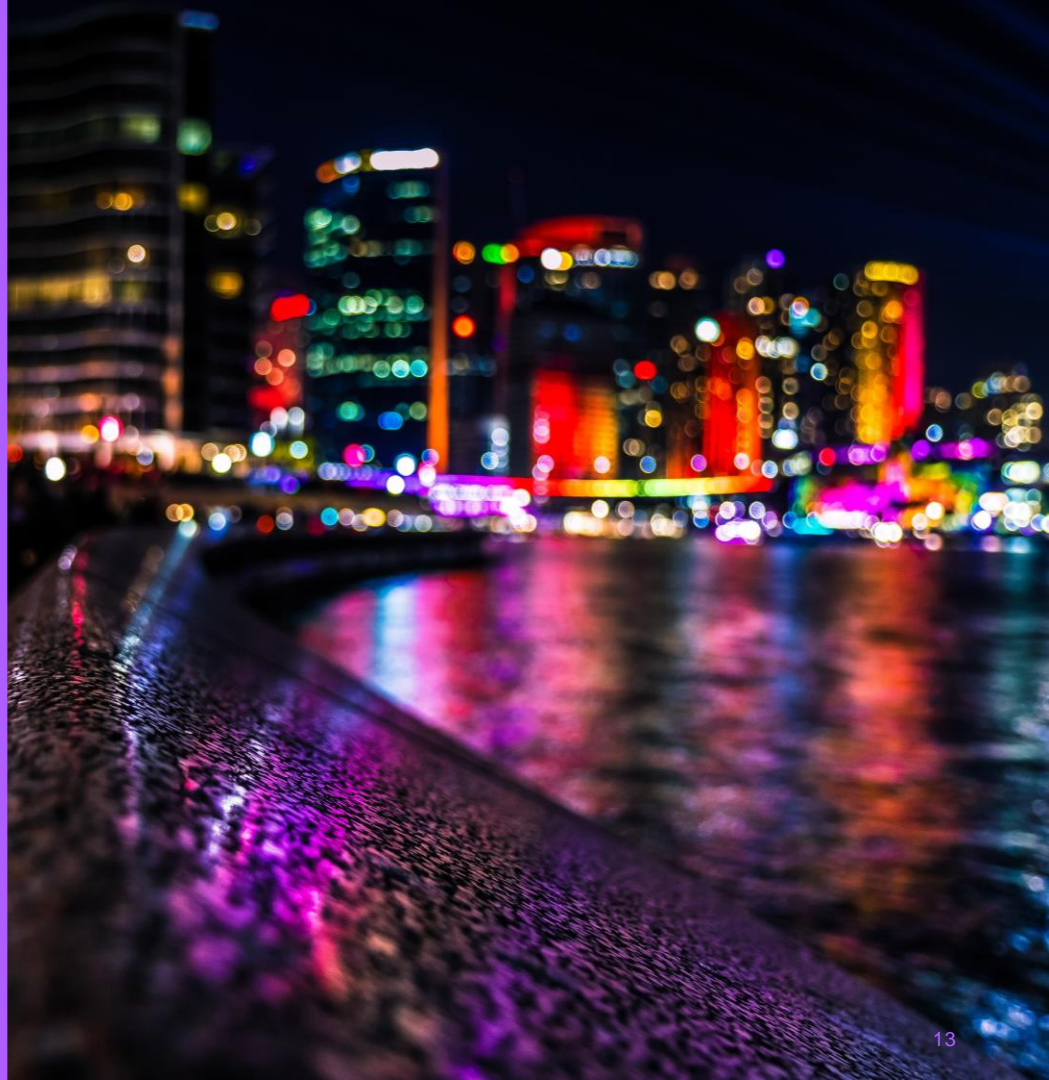
Kenny Graham
Proprietor, Marys (2020)

CARPE NOCTEM

Contact us:

24hour@investment.nsw.gov.au

investment.nsw.gov.au



TfNSW & City Revitalisation

Kiersten Fishburn

Deputy Secretary, Cities & Active Transport

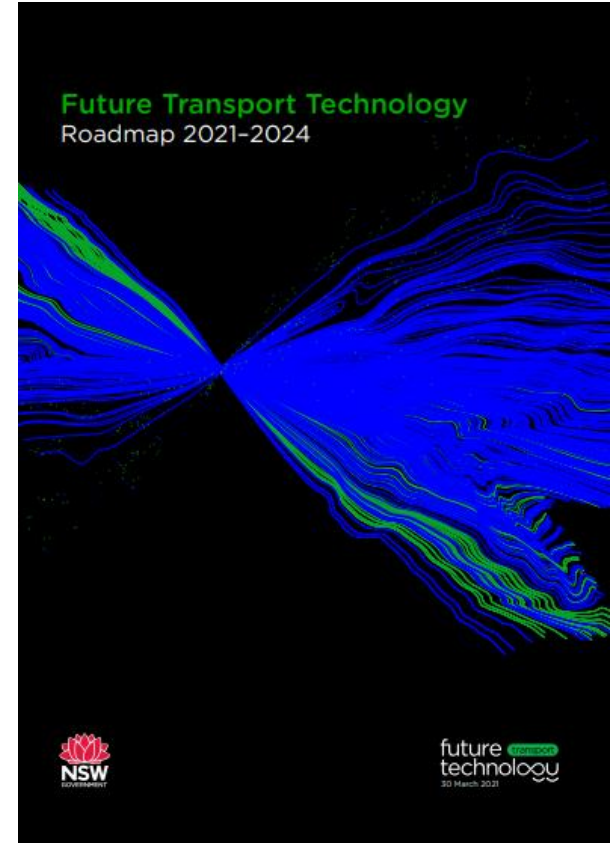
Transport for NSW

City Revitalisation Innovation Challenge - Introduction

Stephanie Salter

Director, Transport Digital Accelerator

Customer Strategy and Technology
Transport for NSW

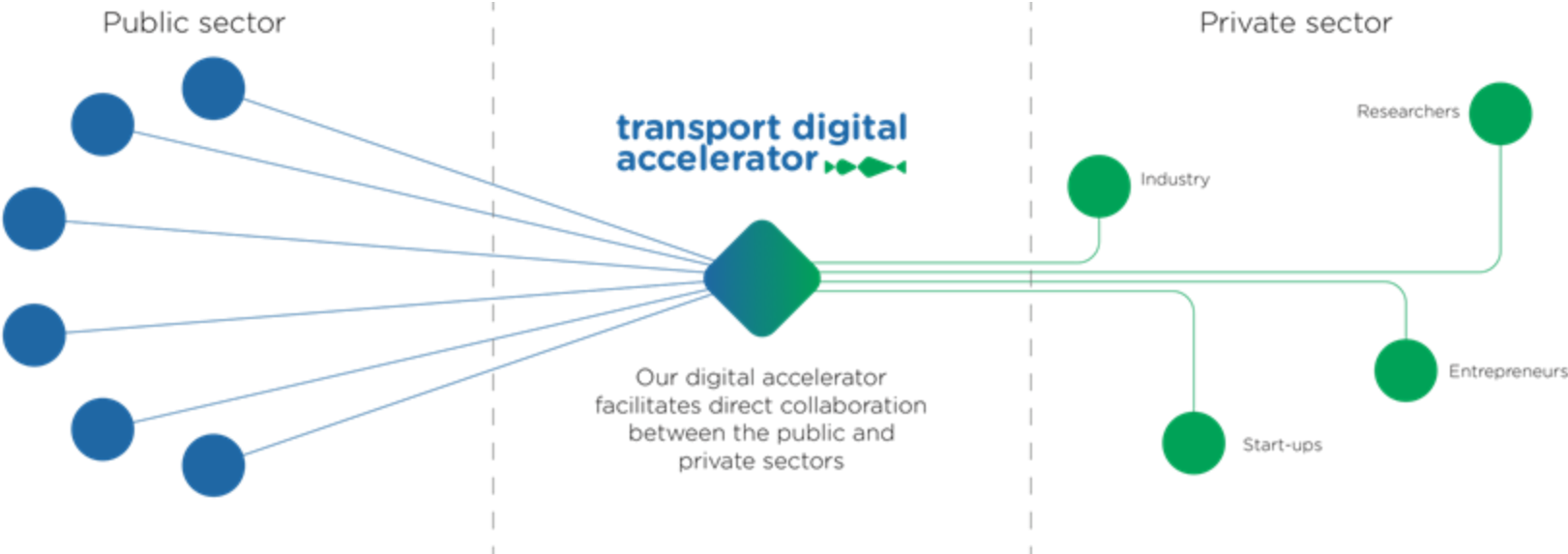


Transport Digital Accelerator

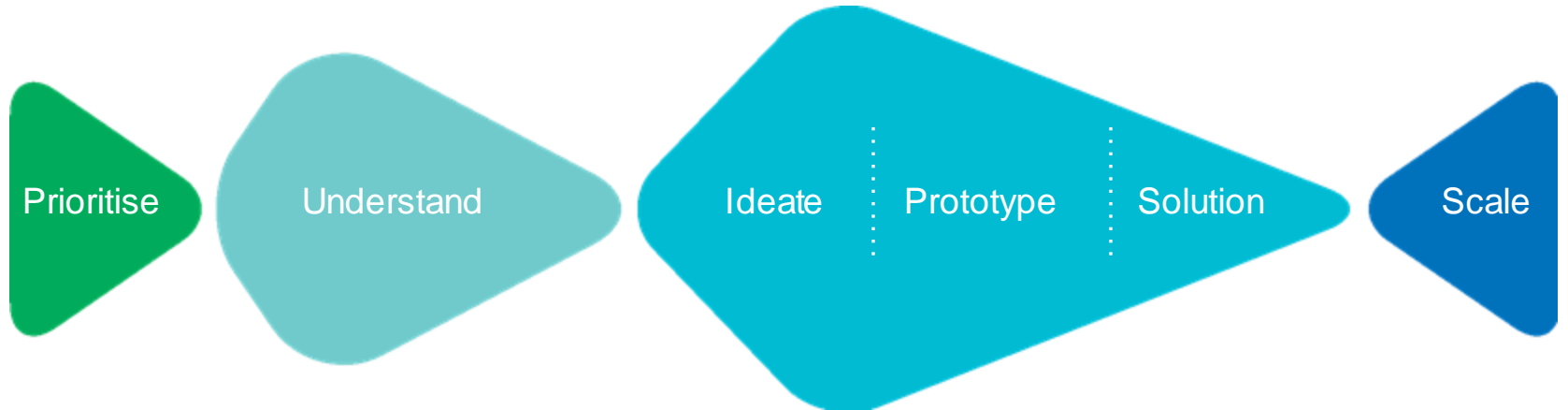
facilitates **direct collaboration** between the **public and private sectors**, connecting teams from the NSW Transport cluster with industry, researchers, entrepreneurs and start-ups in the digital space.



How we work



Transport Digital Accelerator Framework



Our Partners



Successful case studies from past challenges

Women's Safety after Dark



City Revitalisation Innovation Challenge

Michelle Cheng

Senior Service Designer, Transport Digital Accelerator

Customer Strategy and Technology
Transport for NSW

Jamie Hallam

Service Designer, Transport Digital Accelerator

Customer Strategy and Technology
Transport for NSW



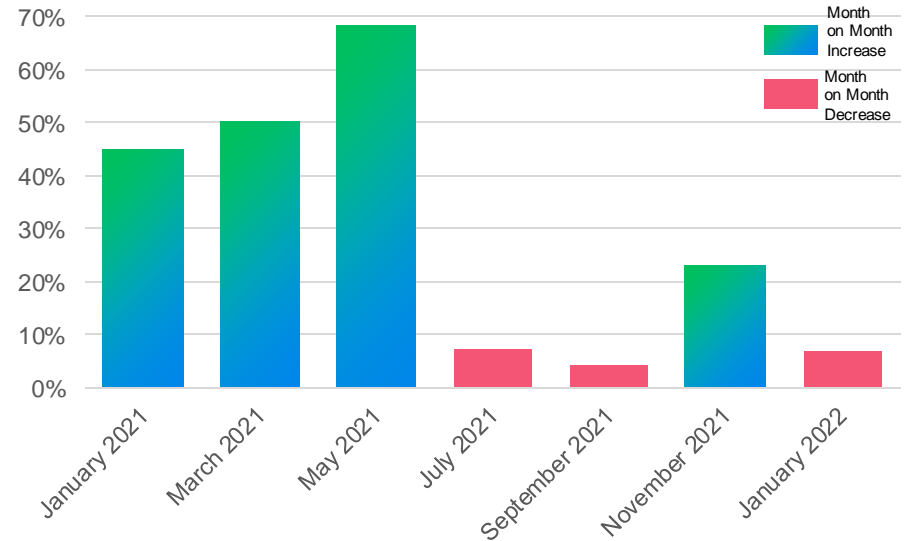
Sydney CBD during lockdown, 24 September 2021.
Photograph by Loren Elliott

City Centres: Current State

The number of workers in the Sydney, Newcastle and Parramatta CBDs fell sharply each lockdown and has not fully recovered.

“The idea that we’ll all return to the office together again seems highly unrealistic ... each delay further entrenches flexible working patterns” – Alex Christian

Sydney CBD office occupancy rate as a % of pre-COVID-19 level (Jan 21 - Jan 22)



Graph: Property Council Australia, February 2022



(1) Alex Christian, *Why a wide-scale return to the office is a myth* (BBC) 2022

Changing Landscape Of City Centres

Businesses in industries concentrated in city centres – **arts, recreation, tourism, retail** – have had financial difficulties during 2021's lockdown periods.

Supporting these businesses is essential to **maintain the diversity of consumer offerings** in our city centres.

Difficult or very difficult to meet financial commitments

-  **37%** Arts & recreation services
-  **25%** Wholesale trade
-  **25%** Accommodation & food services
-  **23%** Retail trade

An opportunity for city centres

The landscape of city centres has changed drastically. People returning to the office haven't returned to pre-pandemic levels, and yet we're seeing recovery in CBD patronage. This means **more people are returning to city centres for reasons other than work.**





Challenge objectives

The City Revitalisation Innovation Challenge will accelerate innovation and technology solutions that:

- Increase **visitation** to Sydney CBD, Newcastle CBD and Parramatta CBD for leisure and entertainment.
- Improve the **customer experience** of travelling to and exploring the Sydney CBD, Newcastle CBD and Parramatta CBD.

These solutions should reimagine not just how we travel, but also shape the kind of city we want to live in for the future.

How might we attract customers to safely return to city centres for leisure and entertainment?

Which customers should we attract and why?

What makes customers feel safe?

What is their perception of city centres?
How has this changed?

What are they seeking?
How do they make decisions and plan?

HCD Process



HCD Workshop

Project kick-off with a Human-Centred Design boot-camp with co-design team members from:

- Advanced Analytics & Insights
- Sensors Strategy
- Digital Products



Mobility Data

Analysis of city centre mobility activity and customer behaviour activity.

- TfNSW Patronage
- Audience Outlook Monitor
- TfNSW COVID-19 Transport Wave 4 Report



SME Interviews

Experts internally and externally across different agencies addressing city revitalisation.

- Local council
- Government agencies
- Educational institutions
- Peak bodies



Customer Interviews

16 qualitative in-depth interviews to uncover customers' lived experiences, behaviours and needs.

- 45 min in-depth interviews

Seamless Connected Experiences

In shaping their return to city centres, people want **more journey certainty, a connected and enjoyable travel experience** and to **feel safe** no matter when or how they travel.

What do customers want from their journey in to and within city centres?

Connected travel experiences

"[In Newcastle] our beaches are much more separate. There's no conduit between everything else and the beaches."

Journey certainty

"[I took my car because] I had an early start the next day so I wanted to make sure I got home at a reasonable hour."

Sense of safety

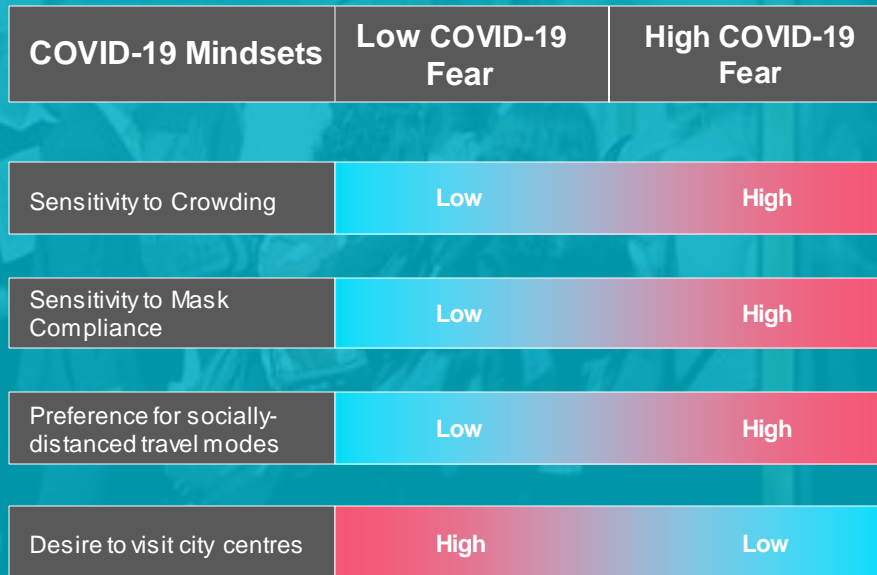
"My station is a park-on-the-street station. If I'm going out at night I'll drive to Seven Hills— there's a lift to the carpark and it feels a lot safer at night coming home."

The journey as the adventure

"When you're driving all the time it's good to sit back and let someone else drive and take in all the views."

COVID-19 Considerations

COVID-19 is a consideration, but should not be a defining factor. Especially since mindsets will be in a state of flux for the next 6 – 12 months.



Attraction of City Centres

A hiatus from navigating and inhabiting city centres presents an opportunity to reintroduce people to them and shape their experience of it.

What do customers want from their city centres?

A unique offering beyond the local and at home experience

"I just love the water and it's always good to be sitting down there and get the breeze coming down the harbour"

Variety to make the most of the journey to the city centre

"We don't just want to stay at one place, or we at least want to have the option to move to different places"

To see and be a part of the city centre atmosphere

"The weather here is amazing. I'd love to have some kind of certainty you can sit out"

An inclusive city for everyone at all times

"I always felt pre-covid there was nothing there after a certain time"

Challenge Focus

Innovation Challenge Streams

Stream 1

**Active
Transport**

Stream 2

**Dynamic
Precincts**

Stream 1: Active Transport

Context:

- Perceived as COVID-Safe due to the ability to socially distance
- Opportunity to build on the momentum in active transport of over 45km of pop-up cycleways delivered since COVID-19 began.
- New infrastructure offering better safety and connectivity are key triggers for uptake in active transport use.
- Improved cycleways were respondents' number one suggested improvement in NSW to make better public spaces ⁽¹⁾



(1) Streets as Shared Spaces Engagement Report, NSW Department of Planning, Industry and Environment, Oct 2020

(2) Photo by TfNSW

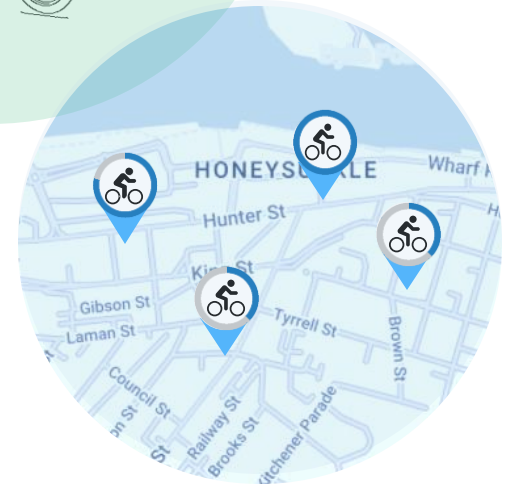
Stream 1: Active Transport

How might we create more effortless and supportive journeys for active transport users?

Stream 1: Active Transport

KEY OUTCOMES:

- Introduce **flexible solutions** that **improve the end-to-end journey** experience of **active transport**.
- **Monitor existing** active transport solutions to **inform improvements** to the **customer journey**.



Stream 2: Dynamic Precincts

Context:

- Visitors to precincts want to see variety and be a part of a buzzing city atmosphere. **Prioritising versatility can promote more seamless and enjoyable travel experiences** in and around city centres.
- Opportunity to rethink how we use existing precinct spaces to make them more dynamic and responsive to a diverse group of users.



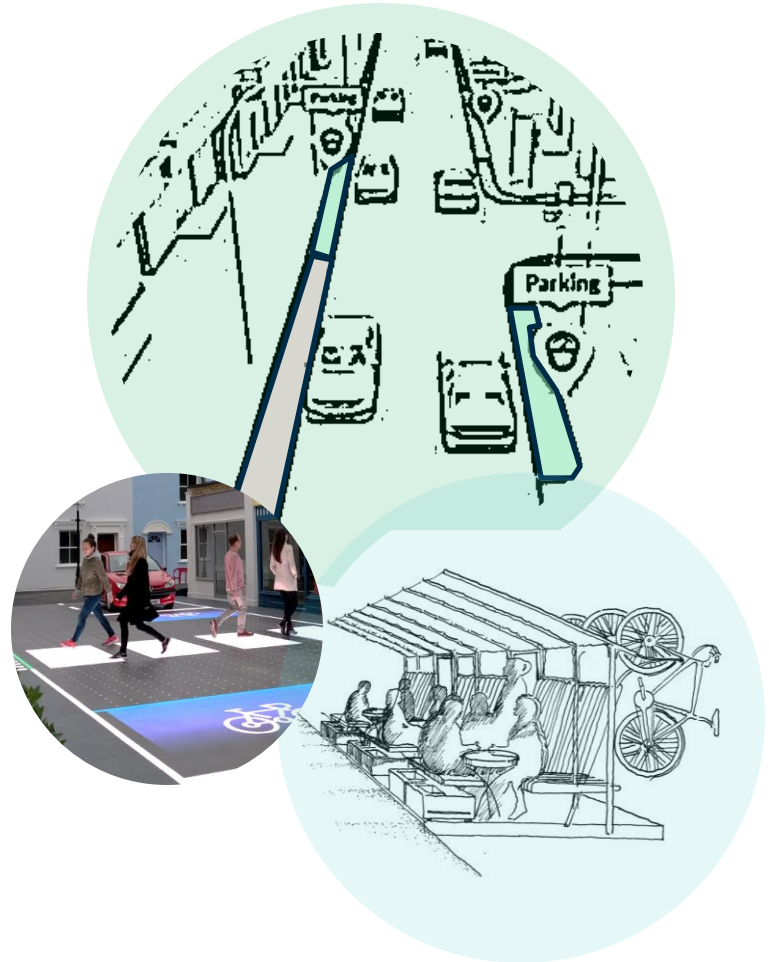
Stream 2: Dynamic Precincts

How might we build **greater versatility** into our precincts to provide more **enjoyable choices** that meet the **various mobility needs of users**?

Stream 2: Dynamic Precincts

KEY OUTCOMES:

- Solutions that enable **dynamic use of streetscapes to encourage more efficient travel options** to and within city centres.
- Tech-enabled solutions that **repurpose streetscapes into more safe and enjoyable travel experiences**



Who should respond?

You!

- Open to any size organisation – from startups at MVP stage to ASX-listed companies.
- Must have the capability of delivering a solution & a thorough understanding of the problem area.
- We encourage applications from small businesses, startups, and ATSI businesses.

All applications will be assessed in a fair manner against the evaluation criteria.

Resources

Sydney 24 Hour Economy (Investment NSW)

[Sydney 24 Hour Economy Strategy](#) (PDF)

[Sydney 24-Hour Economy Strategy](#) (website)

Mobility Data

[TfNSW Open Data Hub](#) (website)

[TfNSW Travel Insights](#) (website)

[Google Mobility Data Reports](#) (website)

[Apple Mobility Data](#) (website)

Audience Outlook Monitor Survey (Patternmakers)

[Audience Outlook Monitor](#) (website)

[Audience Outlook Monitor](#), NSW Insights (Nov 2021) (PDF)

Public Spaces during COVID-19 (DPIE)

[Public Spaces during COVID-19](#) (website)

[Public Spaces during COVID-19 Report](#) (Nov 2021) (PDF)

[Streets as Shared Spaces Engagement Report](#) (Oct 2020) (PDF)

Business Conditions and Sentiments (ABS)

[Business Conditions and Sentiments](#) (website)

Challenge Application Details

Brooke Knox

Director, Lighthouse Innovation Projects

Customer Strategy & Technology

Transport for NSW

Timeline

Stage	Details	Date
Applications Open	In-person launch event with accompanying details and application form released on the Digital Accelerator website + eTender	Tue 15 March
Procurement Briefing	Information session	Fri 18 March 10am
Questions closed	Last day for applicants to submit clarification questions	Thu 24 March
Applications close	Submissions must be received by 5pm	Thu 31 March
All applicants notified	Email or phone notification to all applicants.	Fri 8 April
Pitch	Five minute pitch to a panel of Executive advisors	Tue 26 April
Co-design sessions	Selected applicants invited to a 1 hour co-design session with TfNSW	Wed 27 – Fri 29 April
RFQ Applications Open	Applicants invited to submit an RFQ	Mon 2 May 2022
RFQ Closes	Written proposal submitted by 9am	Tue 10 May
Contract Awarded	Contracts to be completed by this date	Mon 30 May
Projects Commence	Innovation Challenge projects begin from	Mon 6 June

On Offer

Seed Funding



Access in Transport



Mentorship




Captive Audience




Out of scope

- New apps
- Duplications of existing transport projects
- Projects that are not able to scale (e.g. one off events)
- Trials that do not utilise technology

Apply via eTender


Home / Tenders & Schemes / Current Tender List Subscribe to updates 

Current Tender List

Innovation challenge  Show current tenders & schemes

Showing 1 - 2 of 2 records

View 15 Prev **1** Next Close Date & Time - Ascending



 **Transport Digital Accelerator City Revitalisation Innovation Challenge**

The TransportDigital Accelerator is seeking creative and innovative technology solutions that encourage the safe return of customers to city centres for leisure and entertainment. We are asking: "How might we encourage customers to safely return to city centres for leisure and entertainment?"

RFT ID WS336674/65
RFT Type
Published 15-Mar-2022
Closes 31-Mar-2022 1200pm
Category (Based on UNSPSC) 81000000
Agency TransportNSW – Corporate
Last Updated: 15 Mar 2022

[Full details](#)


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Your new gateway to NSW Government procurement resources and services.

Transport Digital Accelerator 

Visit tenders.nsw.gov.au and search '[City Revitalisation Innovation Challenge](#)'

Sign up for the Briefing Session

A briefing session will be held online at 10am on Friday 18 March.

All communications and questions relating to this RFEOI must be in writing and submitted by email to the RFEOI Manager Man Man Un.

To register for the briefing session,
please email Man Man Un at manman.un2@transport.nsw.gov.au by 12pm 17 March.

Q&A

Stephanie Salter

Director, Transport Digital
Accelerator

Brooke Knox

Director, Lighthouse
Innovation Projects

Michelle Cheng

Senior Service Designer

Jamie Hallam

Service Designer

Customer Strategy & Technology, Transport for NSW

Thank you

Interested to apply?

Sign up for the Briefing Session at 10am on 18 March

Email: manmanun2@transport.nsw.gov.au