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URBIS

ENGAGEMENT OUTCOMES REPORT

8-10 Lee Street, Haymarket

Prepared for
VERTICAL FIRST PTY LTD
21 September 2020

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CONTENTS

1.	Glossary of Key Terms	1
1.1.	Abbreviations	1
2.	Introduction	4
2.1.	Description of the site	4
2.2.	Site and surrounding context	6
2.3.	Project description	6
3.	Stakeholder analysis.....	8
3.1.	Level of engagement	8
4.	Engagement process	9
4.1.	Purpose of engagement	9
4.2.	Overview of consultation activities	9
5.	Engagement feedback	10
5.1.	Areas of feedback	10
	Disclaimer	12

Appendix A	Project website
Appendix B	Fact sheet
Appendix C	Fact sheet distribution catchment area

FIGURES

Figure 1 Site Location and Dimensions	5
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TABLES

Table 1 Stakeholder matrix	8
Table 2 Feedback	10

1. GLOSSARY OF KEY TERMS

Term	Definition
Atlassian Site	8 – 10 Lee Street, Haymarket
The Project	Commercial and hotel development above the Former Inwards Parcel Shed at 8-10 Lee Street, Haymarket
Block B or “Dexus/ Frasers Site”	14-30 Lee Street Haymarket. Adjoining land immediately to the south currently comprising three 8 storey commercial buildings.
Block C or Adina Hotel	2 Lee Street, Haymarket The Former Parcels Post Office The Adina Apartment Hotel Sydney Central
Central Sydney	Land identified as Central Sydney under the Sydney LEP 2012 and includes Sydney’s Central Business District
Sub-precinct	Western Gateway Sub-precinct
Atlassian Central	The Atlassian tower building (building only)
Atlassian Central development	The whole Atlassian development within the Atlassian Site including the tower and public domain works.
Devonshire Street Tunnel	The pedestrian and cycle tunnel running between Chalmers Street and Lee Street
Link Zone	The publicly accessible land within the Site.
Central Walk West	The future western pedestrian entry to the new 19 metre wide underground concourse connecting customers to suburban rail and Sydney Metro platforms.
Habitat Level 1	Flexibly ventilated workspace areas

1.1. ABBREVIATIONS

Abbreviation	Meaning
ATP	Australia Technology Park
CDRP	Central Design Review Panel
Central SSP	Central Station State Significant Precinct
C2E Strategy	Central to Eveleigh Urban Transformation Strategy
CMP	Conservation Management Plan
Council	City of Sydney Council
CPTED	Crime Prevention Through Environmental Design
CPTMP	Construction Parking and Traffic Management Plan
CSPS	Draft Central Sydney Planning Strategy
DES	Design Excellence Strategy

Abbreviation	Meaning
Design Brief	Architectural Design Competition Brief
Design Competition	Architectural Design Competition
Design Guideline	Western Gateway Design Guideline
District Plan	<i>Eastern City District Plan</i>
DPC	NSW Department of Premier and Cabinet
DPIE/Department	NSW Department of Planning, Industry and Environment
DSI	Detailed Site Investigation
EIS	Environmental Impact Statement
GANSW	NSW Government Architect's Office
GFA	Gross Floor Area (as defined under the <i>Sydney Local Environmental Plan 2012</i>)
HIS	Heritage Impact Statement
Infrastructure Strategy	<i>State Infrastructure Strategy 2018-2038</i>
LGA	City of Sydney Local Government Area
LSPS	Draft Sydney Local Strategic Planning Statement
m	metre
NIA	Noise Impact Assessment
OEH	NSW Office of Environment and Heritage
OWMP	Operational Waste Management Plan
Parcels Shed	Former Inward Parcels Shed
PSI	Preliminary Site Investigation
Region Plan	<i>A Metropolis of Three Cities – Greater Sydney Region Plan</i>
RMS	Roads and Maritime Services
SEARs	Secretary's Environmental Assessment Requirements
SEPP	State Environmental Planning Policy
SEPP 55	<i>State Environmental Planning Policy No.55 – Remediation of Land</i>
SEPP Infrastructure	<i>State Environmental Planning Policy (Infrastructure) 2007</i>
SEPP SRD	<i>State Environmental Planning Policy (State and Regional Development) 2011</i>
sqm	Square Metres
SSDA	State Significant Development Application

Abbreviation	Meaning
Sub-precinct	Western Gateway Sub-precinct
Sydney 2030	Sustainable Sydney 2030 Strategy
Sydney LEP 2012	Sydney Local Environmental Plan 2012
TIA	Transport and Accessibility Impact Assessment
TfNSW	Transport for New South Wales
The Minister	The Minister for Planning, Industry and Environment
The Regulation	<i>Environmental Planning and Assessment Regulation 2000</i>
Urbis	Urbis Pty Ltd
VIA	Visual Impact Assessment

2. INTRODUCTION

Urbis Pty Ltd has been commissioned by Vertical First Pty Ltd (the Applicant) to prepare this report in accordance with the technical requirements of the Secretary's Environmental Assessment Requirements (SEARs), and in support of the SSD-10405 for a commercial and hotel development above the Former Inwards Parcel Shed at 8 – 10 Lee Street, Haymarket. For the purposes of public engagement communications this proposal is referred to as Atlassian Central.

The activities outlined in this report delivered an engagement process informed by the International Association of Public Participation's (IAP2) Public Participation spectrum. This Engagement and Communication Outcomes Report documents the engagement process, feedback received and considerations in response to feedback undertaken for Atlassian during July and August 2020.

Specifically, this report addresses the following SEARs:

SEARs	Report Reference
During the preparation of the EIS you must consult with the relevant local, State or Commonwealth Government authorities, service providers, community groups and affected landowners. In particular you must consult with: <ul style="list-style-type: none">Local community	Consultation with the local community has been outlined in this report.

2.1. DESCRIPTION OF THE SITE

The Site is known as 8-10 Lee Street, Haymarket. It is an irregular shaped allotment. The allotment has a small street frontage to Lee Street, however this frontage is limited to the width of the access handle.

The Site comprises multiple parcels of land which exist at various strata levels. All the lots are in the freehold ownership of Transport for NSW, with different leasing arrangements:

- Lot 116 in DP 1078271:** YHA is currently the long-term leaseholder of the Site which covers the areas shown in blue below.
- Lot 117 in DP 1078271:** This is currently in the ownership of TfNSW and the applicant is seeking the transfer of the leasehold on this land to provide for an optimised basement and servicing outcome for the Site.
- Lot 118 in DP 1078271:** This is currently in the ownership of TfNSW and the applicant is seeking the transfer of the leasehold for part of the air-rights above part of this allotment to allow for an optimised building envelope for the project. The proposal also uses a part of Lot 118 in DP 1078271 within Ambulance Avenue for Day 1 bike access, secondary pedestrian access and fire service vehicle access.
- Lot 13 in DP 1062447:** This is currently in the ownership of TfNSW but TOGA (who hold the lease for the Adina Hotel) have a long-term lease of this space in the lower ground area.

The Site has an area of approximately 3,764sqm which includes 277sqm of air rights that apply from RL40.

Figure 1 Site Location and Dimensions

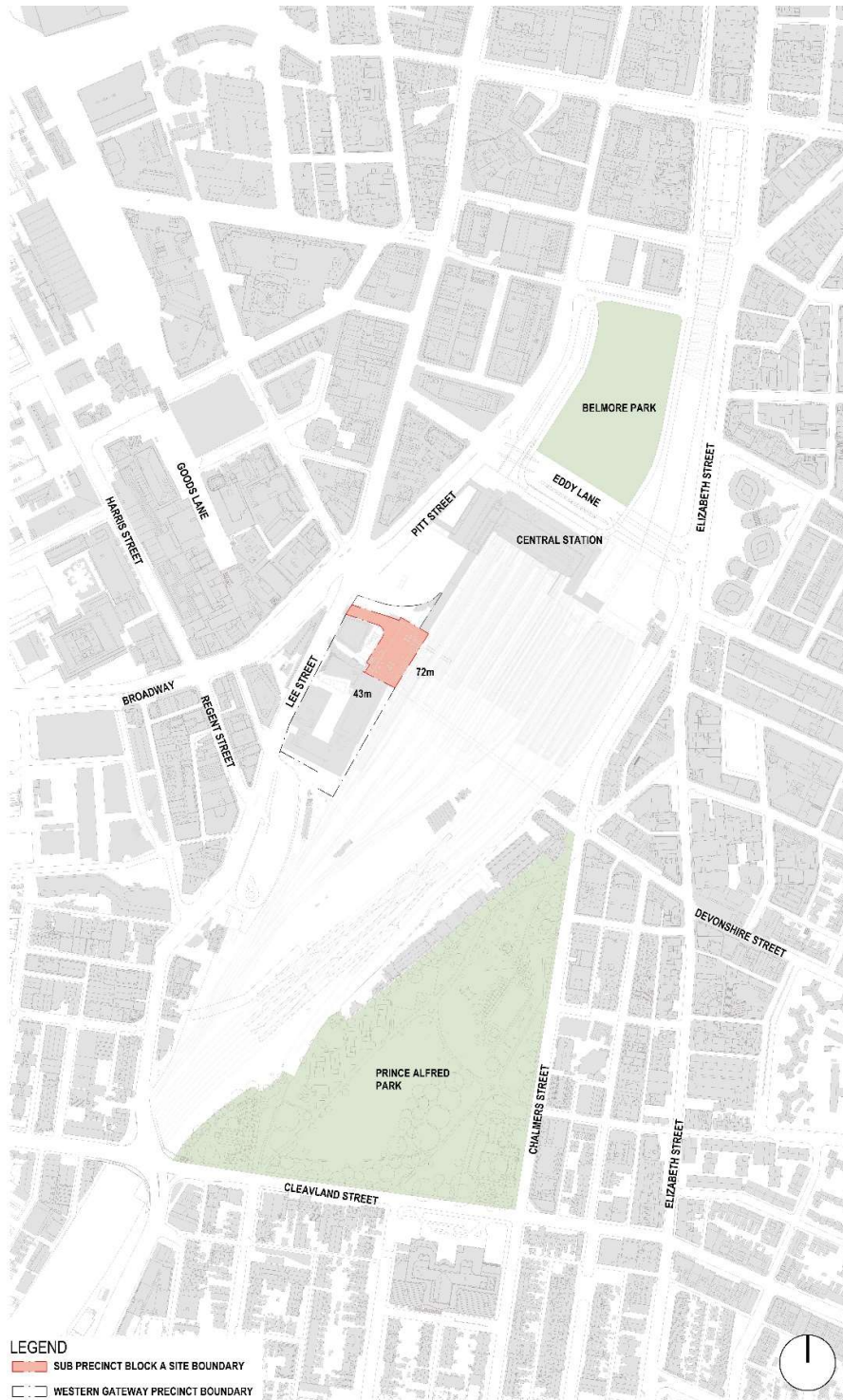


Image Source: BVN / SHoP

2.2. SITE AND SURROUNDING CONTEXT

The Site is directly adjacent to the Western Wing Extension of Central Station, and forms part of the 'Western Gateway Sub-precinct' of the Central Railway Station lands. It is situated between the existing CountryLink and Intercity railway platforms to the east and the Adina Hotel (former Parcel Post Office) to the west.

Existing vehicle access to the Site is via Lee Street, however the Lee Street frontage of the Site is only the width of the access handle.

Current improvements on the Site include the Parcels Shed, which operated in association with the former Parcels Post Office (now the Adina Hotel). The Site is currently used as the Railway Square YHA. The Site also includes the western entryway to the Devonshire Street Pedestrian, which runs east-west through Central Station under the existing railway lines.

The Site is situated in one of the most well-connected locations in Sydney. It is directly adjacent to Central Station Railway which provides rail connections across metropolitan Sydney, as well as regional and interstate connections and a direct rail link to Sydney Airport. The Site is also within close proximity to several educational institutes and is a city fringe location which provides access to key support services.

Central Railway Station is currently undergoing rapid transformation to allow for integration of rail, metro and light rail transport infrastructure. This will elevate the role of Central Station not only for transport but also enhance opportunities for urban renewal and revitalisation of the surrounding precinct. This is one of the key drivers for the identification of the Central SSP and the Western Gateway Sub-precinct to accommodate a new innovation and technology precinct.

The proximity of the Western Gateway Sub-precinct to the city, while still being located outside the core Sydney CBD, provides opportunity for it to evolve to attract technology and innovation companies. It has access to all required services while being sufficiently separate to the CBD to establish a distinct technology industry ecosystem. Its CBD fringe location will provide affordable commercial rents which will support Startups and entrepreneurs which are a key component of an innovation precinct.

2.3. PROJECT DESCRIPTION

The proposed SSDA will facilitate the development of a new mixed-use development comprising 'tourist and visitor accommodation' (in the form of a 'backpackers') and commercial office space within the tower form. Retail, lobby and food and drink premises at the Lower Ground level and Upper Ground level.

Atlassian Central at 8-10 Lee Street will be the new gateway development at Central Station which will anchor the new Technology Precinct proposed by the NSW Government. The new building will be purpose-built to accommodate the Atlassian Headquarters, a new TfNSW Pedestrian Link Zone, and the new Railway Square YHA backpacker's accommodation, in addition to commercial floorspace to support Tech Start-ups.

The new development is to be built over the existing heritage former Inwards Parcels Shed (the Parcels Shed) located on the western boundary of Central Station with the Adina hotel to the west. The works includes a 38-storey mixed-use tower with basement loading dock facilities and end of trip (EOT) facilities accessed off Lee Street, 2 storey lobby utilising the Parcels Shed building, lower ground and upper ground retail, YHA hostel and commercial tower with staff amenities to the mid-level and roof top areas and a pedestrian Link Zone works for TfNSW.

The building design has been conceived to support the delivery of a site plan designed to connect with future developments to both the south and east and integrate with a cohesive public realm for the broader Sydney community in accordance with NSW government strategic planning.

The tower design is a demonstration project for Atlassian, representing their commitment to environmental sustainability and contemporary workplace settings through tower form and construction systems along with a set of emblematic outdoor workplaces stacked in the tower form.

The existing Parcels Shed will be adaptively re-used in accordance with best practice heritage process and form the upper level of a 2-storey entry volume that connects visually with the 2 level Link Zone. Over the roof of the Parcels Shed, a new privately owned but publicly accessible landscaped area will be created as the first part of a new upper level public realm that may extend to connect to a future Central Station concourse or future Over Station Development.

The proposed mixed use tower directly adjoins a live rail environment to the east and public domain to the north, west and south. These works will consider these rail environments and have been designed to ensure that all TfNSW external development standards are achieved. This ensures there is no impact to the operation or safety of these TfNSW assets.

Interfaces from the overall site and especially the State works Link Zone have been designed in consultation with the adjoining stakeholders. These stakeholders include TfNSW to the north and south, Toga and the Adina Hotel operator to the west and the Dexu Fraser's site to the south. Connections via the Link Zone, through the basements, and off the proposed new Link Zone dive ramp will be designed to enable existing and future developments to function in both the day 1 scenario and end state when all developers have completed their works.

The overall project aspiration is to create a world class tech precinct with effective pedestrian links through the Atlassian site to the Central Station western forecourt to Central Walk west and adjoining stakeholder's sites.

3. STAKEHOLDER ANALYSIS

Stakeholders are individuals, groups of individuals or organisations that could influence or affect a project. Urbis Engagement collaborated with Atlassian in managing the community stakeholders for the 8-10 Lee Street, Haymarket proposal.

3.1. LEVEL OF ENGAGEMENT

Urbis Engagement works in line with the International Association of Public Participation's (IAP2) Public Participation spectrum and utilises the participation principles of:

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2 Spectrum of Public Participation

The following table outlines the key stakeholders who formed part of the consultation process. The stakeholder identification matrix is based on the principles in accordance with the International Association of Public Participation's (IAP2) Public Participation spectrum as outlined above.

Table 1 Stakeholder matrix

Stakeholder	Level	How this group participated
Residential and business neighbours located on Elizabeth Street, Randle Street, Elizabeth Street, Eddy Avenue, George Street, Rawson Place, Little Regent Street, Regent Street and Lee Street.	▪ Inform/Consult	<ul style="list-style-type: none"> ▪ Fact sheet ▪ Website ▪ Information and feedback hotline and email.
Community and government stakeholders	▪ Inform/Consult	<ul style="list-style-type: none"> ▪ Website ▪ Information and feedback hotline and email.

4. ENGAGEMENT PROCESS

As part of the supplementary engagement and communication process, the following consultation was undertaken for the Atlassian Central proposal:

- Project fact sheet
- Website
- Dedicated 1800 number and email feedback channels.

This engagement process in addition to the wider Engagement and Communications process undertaken by Transport for NSW for the Central Precinct Western Gateway Rezoning Proposal.

Atlassian has worked closely with Transport for NSW and other stakeholders to refine the design whilst the Western Gateway sub-precinct Planning Proposal submissions are reviewed and finalised.

4.1. PURPOSE OF ENGAGEMENT

The stakeholder and community engagement process for the Atlassian Central proposal aimed to:

- Provide accurate information about the State Significant Development Application (SSDA) and the process for providing feedback
- Deliver an independent, transparent and accountable consultation process and provide a range of ways for people to engage and give feedback
- Create pathways for stakeholder interaction and feedback that are open and transparent
- Understand community views to inform the SSDA for the Atlassian Central proposal.

4.2. OVERVIEW OF CONSULTATION ACTIVITIES

The following activities were undertaken as part of the engagement and communication process:

4.2.1. Website

As part of the consultation process, and to ensure access to detailed information regarding the proposal, a dedicated project information website was developed and published. The project website (atlassiancentral.com.au) provided information about the proposed development application, the planning process, contact information and frequently asked questions.

This engagement activity was designed to be used as an inform tool, with easily accessible information available anywhere, at any time. The website was live from 13 July 2020 and has received 37 views at time of writing this report.

4.2.2. Fact sheet

A fact sheet was prepared to outline key features of the proposal and invite members of the community to provide feedback. The fact sheet advertised details of a dedicated email and phone number, managed by Urbis Engagement, to make further enquires.

The fact sheet was distributed on 15 July 2020 to the mailboxes of approximately 600 businesses and residential neighbours located in the catchment area.

A copy of the fact sheet and distribution catchment can be found in Appendix B and Appendix C respectively.

4.2.3. Engagement email and phone line

Members of the public were invited to contact Urbis Engagement through a dedicated 1800 phone number and/or an email address in July and August 2020.

At the time of writing this report, one enquiry was received seeking further information and feedback on the proposal.

5. ENGAGEMENT FEEDBACK

Overall feedback about the Atlassian Central proposal was neutral.

Residents, businesses and near neighbours located in the catchment area provided minimal feedback regarding the proposed development as a result of the fact sheet letterbox drop.

At the time of writing this report one enquiry/piece of feedback was submitted to the Urbis Engagement enquiry line or email address.

The feedback email and phone line will remain open until determination of the SSDA is completed.

5.1. AREAS OF FEEDBACK

Table 2 Feedback

Area of feedback	Description	Response
Need for office space	<ul style="list-style-type: none"> Concern there is insufficient need for more office and retail space in the CBD. 	<ul style="list-style-type: none"> Atlassian Central forms a key part of a Tech Central. Tech central is designed to be a new innovation precinct where ambitious start-ups, world class universities and research institutions, established tech companies and the community will collaborate to solve problems, socialise and spark ideas and support the jobs of the future (NSW Government vision). The precinct from Central to Eveleigh was identified by the NSW Government and selected in consultation with stakeholders for its close proximity to Sydney's CBD, extensive transport links, emerging innovation ecosystem with two world-class universities (the University of Sydney and UTS), CSIRO's Data 61, the Australian Technology Park, the Royal Prince Alfred Hospital and many important medical research institutions. The Western Gateway sub-precinct (within the Tech Central Precinct) will be the focal point of the innovation and technology hub and the location of Atlassian's Global Headquarters.
Bulk and height	<ul style="list-style-type: none"> Concern the proposal is too tall and bulky for the area. 	<ul style="list-style-type: none"> The building envelope and design has gone through extensive and iterative consultation with the City of Sydney, the GANSW, the Department of Planning, Industry and Environment as well as other government agencies and technical consultants to ensure the to ensure any proposed development is appropriate for the location. The delivery of a global technology and innovation precinct aims to reflect upon our past, while building for the future. The Parcels Shed is integrated into to the public spaces and woven through the design of the building. This will protect and preserve

Area of feedback	Description	Response
		<p>Sydney's past and form the backdrop for Sydney's future.</p> <ul style="list-style-type: none"> The final design was the result of an international architectural design competition undertaken to find a design that is most capable of achieving design excellence. Design Excellence is a term used to describe high quality, innovative architectural, urban and landscape design.
Solar access	<ul style="list-style-type: none"> Concern the proposal impacts on solar access for residential apartments on Chalmers Street, particularly during Winter afternoon. 	<ul style="list-style-type: none"> Solar impact analysis has been conducted and demonstrates that there will be no impact on the solar access of residential apartments and the proposal is in accordance with the relevant requires of the Apartment Design Guide.
View impacts	<ul style="list-style-type: none"> Impact on views and 'dwarfing' Central Station and other historical buildings nearby. 	<ul style="list-style-type: none"> The Western Gateway sub-precinct (within the Tech Central Precinct) from Central to Eveleigh was identified by the NSW Government and selected in consultation with stakeholders for its close proximity to Sydney's CBD, extensive transport links, emerging innovation ecosystem with two world-class universities (the University of Sydney and UTS), CSIRO's Data 61, the Australian Technology Park, the Royal Prince Alfred Hospital and many important medical research institutions. Significant work has been undertaken in forming the planning controls for the precinct to understand the impact from a view and view sharing perspective within and around the Central Station precinct and other historical buildings nearby particularly in relation to the heritage context. The Visual Impact Assessment prepared for the SSDA concludes that the visual impact is acceptable having regard to the context and scale of development contemplated by the planning controls as well as future development anticipated for the precinct.
Central Station Western Precinct Zoning Proposal	<ul style="list-style-type: none"> Enquiry about the relationship of this proposal with the close of submissions for the Central Station Western Precinct Zoning Proposal. 	<ul style="list-style-type: none"> This proposal is separate to the Central Station Western Precinct Zoning Proposal. Atlassian is working closely with Transport for NSW and other stakeholders to refine the design whilst the Western Gateway sub-precinct Planning Proposal submissions are reviewed and finalised.

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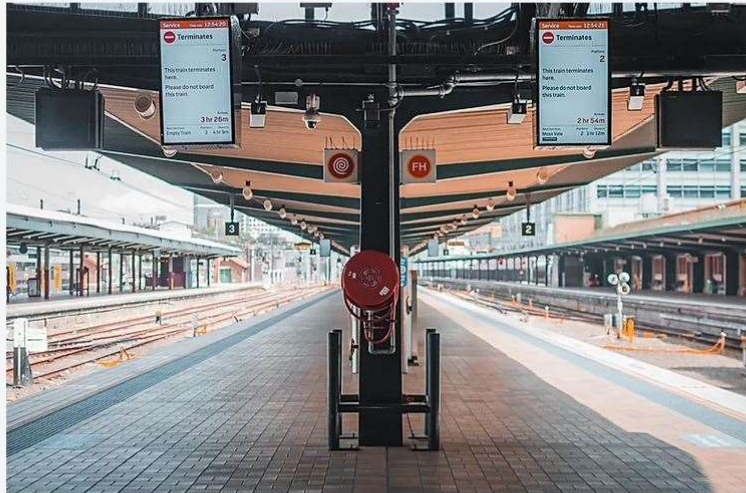
This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

APPENDIX A

PROJECT WEBSITE

Atlassian Central

A catalyst for a global precinct



Tech Central

This globally connected precinct will attract the brightest and the best talent to Sydney and establish an ambitious benchmark for generations to come.

Tech Central is a place where ambitious start-ups, world class universities and research institutions, established tech companies and the community will collaborate to solve problems, socialise and spark ideas that change our world and support the jobs of the future (NSW Government vision).

The precinct from Central to Eveleigh was identified by the NSW Government and selected in consultation with stakeholders for its close proximity to Sydney's CBD, extensive transport links, emerging innovation ecosystem with two world-class universities (the University of Sydney and UTS), CSIRO's Data 61, the Australian Technology Park, the Royal Prince Alfred Hospital and many important medical research institutions.

APPENDIX B

FACT SHEET

Atlassian Central



8–10 Lee Street, Haymarket

JULY 2020

A catalyst for a global innovation precinct

Tech Central is a place where ambitious start-ups, world class universities and research institutions, established tech companies and the community will collaborate to solve problems, socialise and spark ideas that change our world and support the jobs of the future (NSW Government vision).

The precinct from Central to Eveleigh was identified by the NSW Government and selected in consultation with stakeholders for its close proximity to Sydney's CBD, extensive transport links, emerging innovation ecosystem with two world-class universities (the University of Sydney and UTS), CSIRO's Data 61, the Australian Technology Park, the Royal Prince Alfred Hospital and many important medical research institutions.

The Western Gateway sub-precinct (within the Central Precinct) will be the focal point of the innovation and technology hub and location of Atlassian's Global Headquarters.

This globally connected precinct will attract the brightest and the best talent to Sydney and establish an ambitious benchmark for generations to come.



Ecosystem of innovation

Sydney is on the cusp of becoming one of the world's great innovation cities – and this precinct will turbocharge Australia's innovative future.

- Home to Atlassian's Global Headquarters, in the heart of Sydney, co-located with major education, health, creative and start-up businesses.
- YHA (Railway Square) backpacker accommodation with 480 beds, offering more than a place to stay – a like-minded community, a connected place, and a hub for experiencing Sydney and its premier technology precinct.
- Home to emerging tech start-ups, a drawcard of creative talent providing education, collaboration and commercialisation opportunities.
- Approximately 40 levels of commercial, retail and accommodation, creating a collaborative community of innovation.
- Retail, food and beverage on the lower lobby levels, generating a vibrant public place for the community.
- No impact on the Central Clock Tower protected view corridor or on solar access to the much-loved Belmore Park and Prince Alfred Park.
- Highest level of sustainability and environmental excellence with a commitment to substantially reduce embodied carbon in construction and to reduce the building's energy consumption compared to a conventionally constructed similar building. The building will also be powered by 100% renewable energy from day one.
- Adjacent to Australia's largest transport hub – rail, metro, light rail and bus.

Atlassian's mission is to unleash the potential in every team.

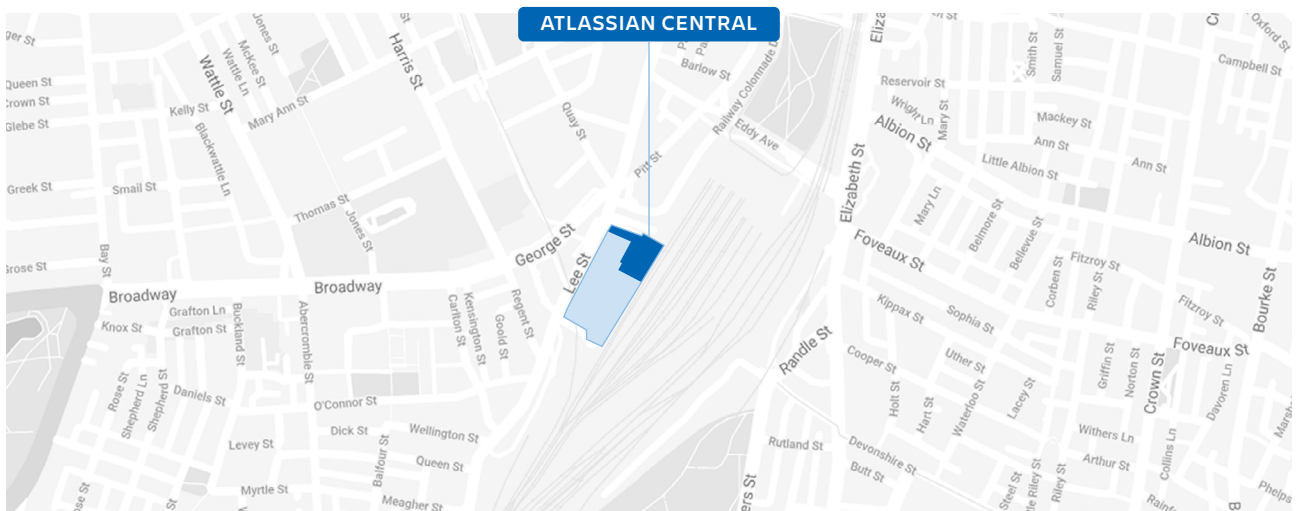
Atlassian's products help teams organise, discuss, and complete their work. We have helped NASA teams design the Mars Rover, Cochlear teams develop hearing implants and hundreds of thousands of other teams do amazing things.

Founders Mike Cannon-Brookes and Scott Farquhar met at the University of New South Wales and launched Atlassian in 2002. It's now a global company with more than 4,600 people and 170,000 customers.

Managing construction impacts on neighbours

Atlassian will be coordinating with Transport for NSW, which is managing the renewal of the Central Station Precinct, and its neighbours in the renewal of the Western Precinct.

This will involve coordinating construction activities where possible to minimise the impact on surrounding businesses and keeping neighbours informed of works.



Next steps

Here's what Atlassian is working towards.

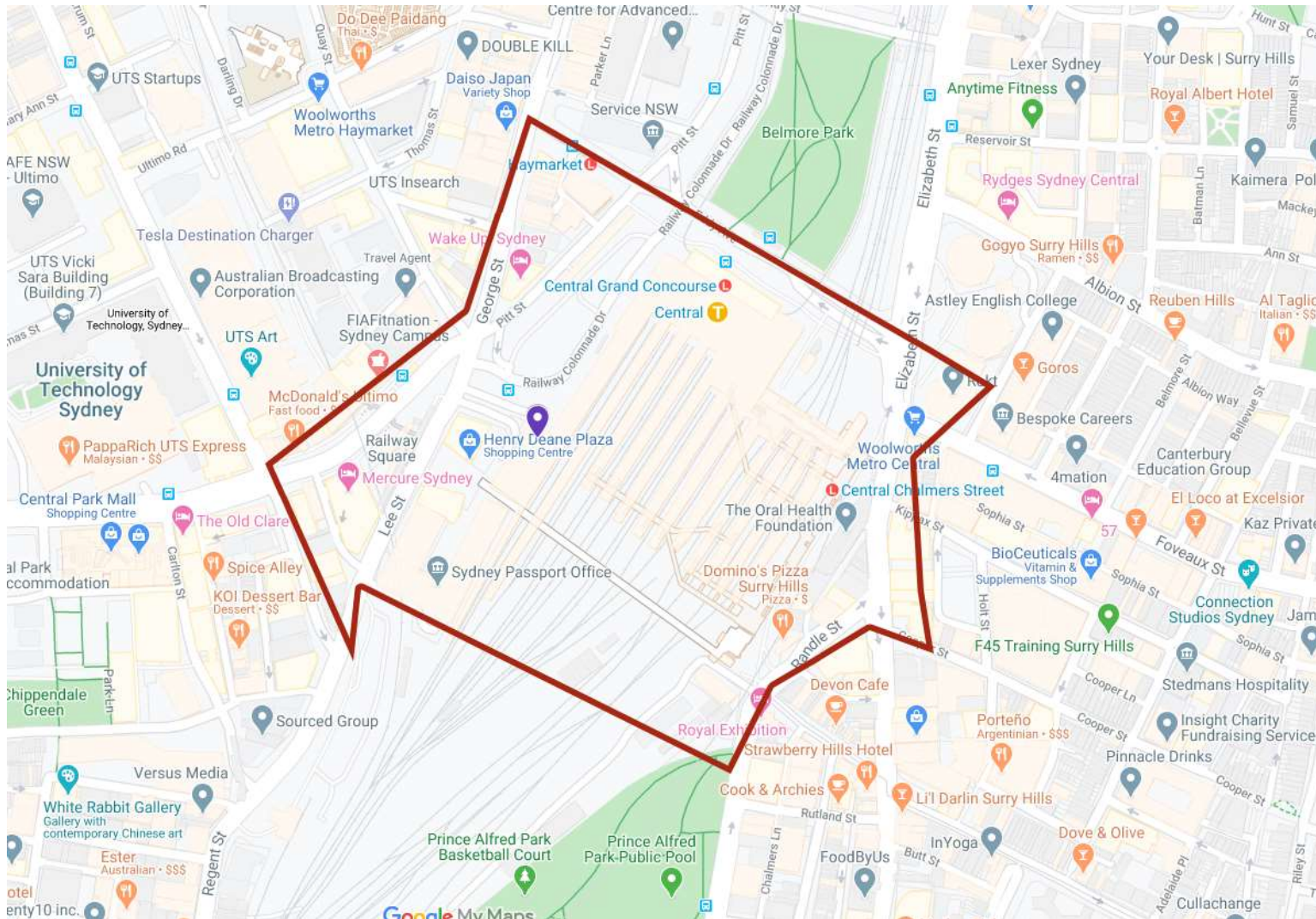


Atlassian is working closely with Transport for NSW and other stakeholders to refine the design whilst the Western Gateway sub-precinct Planning Proposal submissions are reviewed and finalised.

APPENDIX C

FACT SHEET DISTRIBUTION CATCHMENT AREA

Letterbox drop catchment area in Central Sydney:



Gps record of letterbox drop completed on 15 July 2020:

