



The opportunity to make Bondi
a world-class innovation hub

**Bondi
Innovation
Alliance**

OVERVIEW

The Bondi region (including Bondi Junction, Bondi Beach and the surrounding beaches and suburbs at the heart of Sydney's Eastern Suburbs) is an iconic Sydney area, home to beautiful beaches, exceptional views and above all a great quality of life.

Bondi attracts people who value its proximity to both nature and a global city, access to a wider variety of sports and recreational activities, a relaxed ambience and a strong community feeling.

However in an economy where **value is rapidly shifting to creativity, technology and innovation**, this sector is underrepresented in the region compared to for example Sydney CBD, Surry Hills, Redfern, Pyrmont or North Ryde. **The most dynamic talented people in the world would love to live in the Bondi area yet most of those who do have to commute out for their work**, negatively impacting their lifestyle, putting pressure on Sydney's already-stretched transport and infrastructure, and increasing carbon emissions.

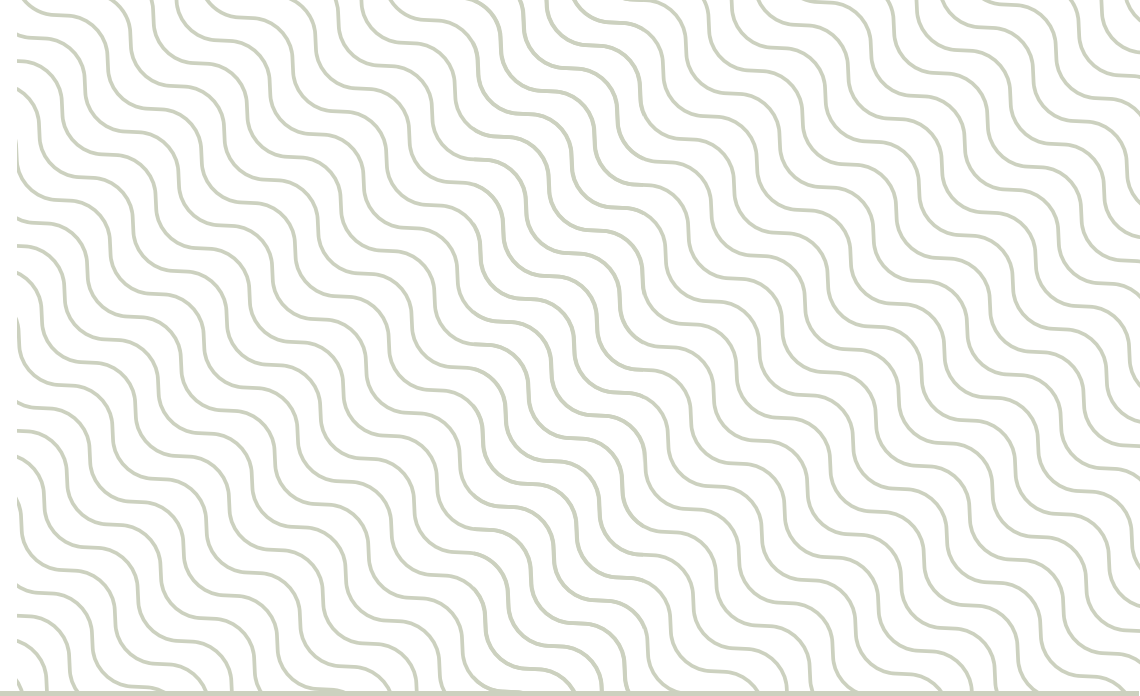
We believe **there is a compelling opportunity to develop a thriving world-class creative and technology sector in the Bondi region**. This will be a satellite and complement to the established startup and creative sectors in central Sydney, creating mutual success not least by showcasing the city's beauty and lifestyle as part of **Sydney's global innovation story**.

There are many organisations and individuals who would see the benefits not just for themselves but also for Sydney's and Australia's economy. We hope they can collaborate to help realise a **common vision for a world-class innovation economy in the Bondi region**.



VISION

The Bondi region has the potential to be a world-class innovation hub, attracting exceptionally talented people and highly dynamic companies to create a vibrant economy and community to complement its extraordinary natural beauty.



Be a vibrant innovation hub, housing world-leading innovative startups and companies in industries such as wellbeing, healthcare, online retail, edutech, marketing and fashion.



Act as a natural hub for professional employment in the Eastern Suburbs, attracting talented people who wish to avoid longer commutes from the beachside, yet with easy access to the CBD.



Build ties to UNSW, UTS and other universities with highly networked innovation spaces and centres for commercial research and spin-off businesses.



Host an outpost for Sydney Startup Hub to make it easier for entrepreneurs who reside in the Eastern Suburbs to work close to home and attract talented teams.



Attract sophisticated and creative people and in turn contemporary, funky cafés, bars and restaurants, giving a cool, dynamic vibe to the centre.



Serve as a dynamic satellite city, taking pressure off public and private transport and inner city infrastructure.



Provide a clear model for other suburban centres in Sydney, Australia and the world on how to build world-class innovation hubs as satellites to cities' central startup and innovation space.



Create an infrastructure of networked spaces and mixed-use zoning where talented and creative people can make connections and learn from each other.

ENABLERS

A range of factors and initiatives would support the development of Bondi as a highly innovative region

SUFFICIENT SPACES AND INNOVATION CENTRES

A critical mass of co-located working space is essential so that there can be cross-pollination of expertise and energy between startups and ventures. The buildings currently occupied by Spotlight and Officeworks could provide a fantastic space for a major startup hub.

LANDMARK BUSINESSES

Large creative and innovative businesses will attract and support an ecosystem of suppliers and complementary industries. An anchoring business such as a marketing agency group or a global technology company could have a dramatic impact.

VIBRANT AND DYNAMIC HOSPITALITY

Cafés, restaurants, bars where creative people feel at home are essential to building community, providing meeting places and drawing in talent from around the region.

WORLD CLASS EVENTS

Events including conferences, workshops or masterclasses that bring in international talent and attract people from Eastern Suburbs and beyond will bring attention and energy to the area.

COLLABORATION WITH KEY ORGANISATIONS

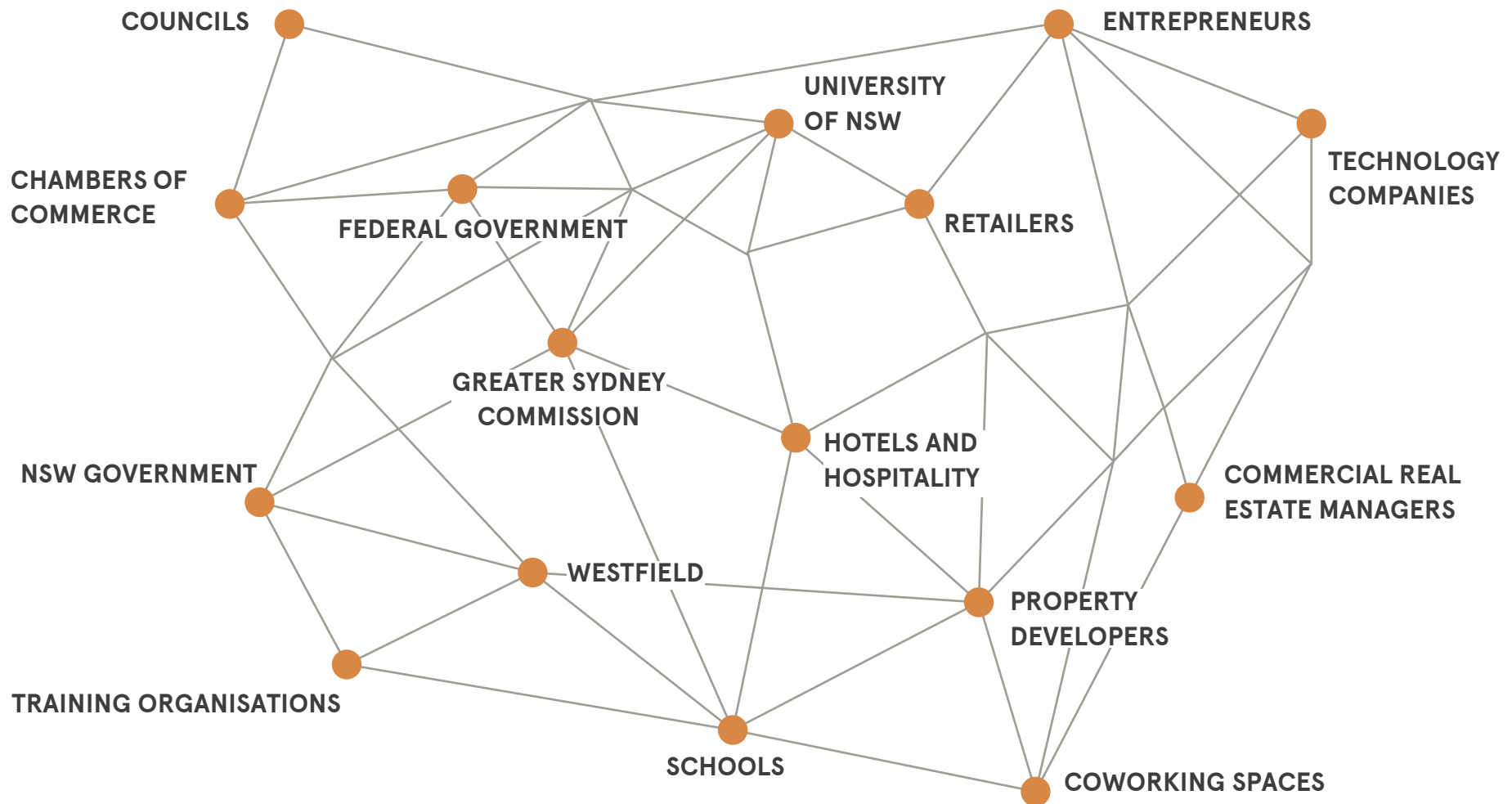
Collaboration with Australian-based organisations such as training providers e.g Academy Xi, General Assembly, innovation communities such as Sydney Startup Hub and Australian Technology Park and international innovation organisations e.g. SingularityU, Fablabs.

A GROWING STARTUP ECOSYSTEM

There are numerous technology startups in the Bondi area however they are poorly networked. Building a network of these growing businesses would be invaluable. There is the opportunity to establish an incubator or accelerator program based in Bondi, drawing participants not just from the area but potentially globally.

SUPPORTING NETWORK

Participants that should be kept to support the development of the Bondi region as a global innovation hub include:



ACTION

To help support the development of a healthy, dynamic ecosystem of startups, companies, investment and related services in Bondi we propose:

1

An initial meeting for those interested in collaborating to develop and work towards the vision.

2

Establish Bondi Innovation Alliance as an informal group to coordinate efforts and lobby for useful change.

3

Get broader participation in defining the vision and building engagement.

4

If useful, incorporating Bondi Innovation Alliance as a not-for-profit organisation with the mission of achieving the vision created by participants.

We will soon organise a preliminary meeting for people who are potentially interested in supporting the vision of Bondi Innovation Alliance.

If you believe in the potential of innovative business in Bondi and want to keep in touch on the activities of Bondi Innovation Alliance please leave your email address at [bondiinnovation.com.au](mailto:BIA@bondiinnovation.com.au)

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