

Attachment A16

**Vision and Values Statement – 2 Chifley
Square, Sydney - Part 1**

CHIFLEY

2 CHIFLEY SQUARE SYDNEY

SHARED VISION & VALUES

Charter Hall 

JULY 2021

THE EVOLUTION OF CHIFLEY

CONTENTS

A MESSAGE FROM OUR CEO	4	VALUE PROPOSITION	30
EXECUTIVE SUMMARY	6	A CENTRE OF INFLUENCE AND EXCELLENCE	32
PRESENCE, PERMANENCE AND PROGRESS	8	A STRONGER ECONOMY	35
ABOUT CHARTER HALL	14	GREEN, GLOBAL AND CONNECTED	38
VISION	17	A SAFE HAVEN FOR ECONOMIC RECOVERY	41
A UNIQUE POSITION	19	A WORLD CLASS WORKPLACE	43
A REMARKABLE SITE	20	A BUILDING TO CHERISH	45
THE PIVOT POINT OF GLOBAL SYDNEY	21	AN EXEMPLAR IN SUSTAINABILITY	47
ANCHORING THE FINANCIAL DISTRICT	22	A MEMORABLE EXPERIENCE	48
A RESPONSIVE SOLUTION	24	A NEW AXIS OF ACTIVATION	52
RESPONSIVE TO GEOGRAPHIC CONSTRAINTS	25	A HEALTHY AND CONNECTED COMMUNITY	54
RESPONSIVE TO CITY SHAPING INFRASTRUCTURE	26	A PARTNERSHIP IN CREATING SHARED VALUE	56
RESPONSIVE TO DEMAND	28	CONCLUSION	58



631

CHIFLEY

A MESSAGE FROM OUR CEO

AT CHARTER HALL WE ARE PROUD OF OUR CONTRIBUTION TO HELPING CITIES THRIVE THROUGH AMBITION AND INVENTION. WE LOOK TO THE FUTURE AND GO FURTHER IN PURSUIT OF SHARED VALUE TO PROVIDE PEOPLE WITH BETTER PLACES, MORE OPPORTUNITIES AND SUSTAINABLE, RESILIENT DEVELOPMENT OUTCOMES.

For us, a project like 2 Chifley Square is a unique privilege and opportunity to help a vital part of Sydney's global financial district be the best it can be. It's an opportunity to go further in making it a globally best-in-class workplace, a welcoming and memorable city experience and an iconic, world-class addition to Sydney's skyline.

This document presents our vision for 2 Chifley Square. It is a vision informed by the aspirations and needs of our community and consistent with Council's ambitions for this great city. It also clearly sets out the firm values and principles chosen to guide the project and ensure it delivers a positive legacy and an enduring contribution to the city's economy, attractiveness and connectedness.

With over 30 years' experience in property and an outstanding record of delivering remarkable new places like 333 George Street in Sydney and 555 Collins Street in Melbourne, we welcome the opportunity to partner with the City of Sydney Council, the community, our customers and investors to create this positive new future for 2 Chifley Square.

We are optimistic and excited by this opportunity and look forward to working with the City to realise this ambition for such a significant part of Central Sydney.

David Harrison
Managing Director and Group CEO

AUSTRALIA'S ULTIMATE BUSINESS ADDRESS

LEVEL
01
16

DIRECTORY

UBS	
UBS Investment Bank	16
UBS Asset Management	16
Courier / M... Deliveries	

632

EXECUTIVE SUMMARY

A WORLD CLASS VISION, BUILT ON LOCAL VALUES. THE PURPOSE OF THIS REPORT IS TO SET OUT CHARTER HALL'S VISION FOR 2 CHIFLEY SQUARE AND THE VALUES THAT ARE GUIDING THE PROPOSAL TO CREATE AN OUTCOME OF OUTSTANDING QUALITY.

THE EVOLUTION OF 2 CHIFLEY SQUARE BUILDS ON AN ILLUSTRIOUS HISTORY TO RESHAPE SYDNEY'S COMMERCIAL LANDSCAPE.

Our aim is to ensure Chifley's enduring success for future generations by creating a precinct that not only cements Chifley's reputation as the first choice for top tier customers but serves a broader and more inclusive audience. Chifley will offer many experiences in one place, promising to inspire and motivate talent who demand a frictionless, modern, healthy, flexible workplace and will be a welcoming and accessible place for people to visit. An evolved Chifley will enable more choices and deliver new and different ways of working in a cost COVID world.

- A new world class commercial tower that complements the quality and presence of the existing Chifley Tower
- The total Chifley precinct will be 131,300sqm of in-demand, premium grade commercial floorspace, of which the refurbished and new build is 64,000sqm
- Site-specific public domain revitalisation to Chifley Square and the surrounding locality
- A reimagined ground plane and podium with destination retail, food and beverage and community presence
- Improved pedestrian experience and accessibility in a precinct directly adjacent to the new Martin Place Metro station.

The iconic beauty of Chifley Square as it stands today will be reinvigorated as the city site continues to evolve into a destination in its own right. This unique, latent and unconstrained city site does not require any amalgamation of disparate landholdings in order to achieve an outstanding outcome. It is ready to evolve.

Charter Hall's vision will deliver key strategic benefits to the locality of the CBD:

- World-class workplace
- Stronger economy
- Memorable experience
- Healthy, connected community - after isolation and uncertainty of Covid
- Leader in sustainability
- Partnership in shared value – cohesion and community are essential to wellbeing.

**THIS IS AN OPPORTUNITY TO DELIVER
AND MANAGE THE BEST PREMIUM-GRADE
PRECINCT IN AUSTRALIA, A WORLD
LEADER OF THE FUTURE WORKPLACE.
A TRANSFORMATION THAT WILL CREATE
A NEW PRESENCE ON THE SKYLINE,
ON THE GROUND PLANE,
IN THE MARKET.**

634

PRESENCE, PERMANENCE AND PROGRESS

SYDNEY IS AUSTRALIA'S TRULY GLOBAL CITY. IT CONSISTENTLY RANKS AS ONE OF THE LEADING CITIES IN THE WORLD TO LIVE, CONDUCT BUSINESS, VISIT OR STUDY. EACH YEAR SYDNEY ATTRACTS MILLIONS OF VISITORS AND BECOMES HOME TO THOUSANDS OF NEW RESIDENTS AND WORKERS.

Critical to Sydney's overall success is its CBD. It is the epicentre of the nation's economy, arts and culture, higher learning and leading visitor experiences. Within a small space of only 3km² are the head offices of Fortune 500 companies, world-renowned cultural venues, a vibrant laneway culture, diverse entertainment options and a resident population of approximately 25,000 people.

The success of Sydney's CBD has been achieved through its continued renewal and evolution. Each new development contributes to the collective experience of the CBD by creating new distinctive places, precincts and activities.

Sydney is currently experiencing considerable growth and development which is anticipated to continue in the future with the delivery of city shaping projects:

- George Street Light Rail extension
- Sydney Metro
- Central Station Innovation and Technology Precinct
- The City of Sydney's laneway revitalisation program
- Barangaroo and Darling Harbour Live urban renewal precincts
- Draft Central Sydney Planning Strategy

Sydney's constant renewal and growth is both supplying and generating demand for new and unique experiences.

Combining Charter Hall's trusted, proven track record with their appetite for regeneration and development will result in the dawning of a new era for Chifley.

Chifley's evolution allows a vital part of Sydney's global financial district to become the best it can be, whilst contributing to the site, the locality and Global Sydney in general.

The Planning Proposal enhances and augments an existing high-quality commercial asset (Chifley Tower) and takes it into the 21st Century. Through this evolution, we offer tangible, unique city-making opportunities.



636

CHIFLEY

PRESENCE

- On the skyline
- On the street
- On the commercial market
- By setting the current and future tone for the city's skyline
- By contributing to the success of the CBD's financial heart
- By reaffirming and contributing to the success of Global Sydney.



PERMANENCE

- Despite its grandeur and heritage, Chifley Tower is reassuring; it is an established Sydney icon. In an uncertain era, the solidity and permanence of Chifley is attractive, signalling economic confidence and longevity
- A respected fixture within the city's commercial landscape
- An internationally applauded and recognized building
- Intrinsic piece in the Sydney skyline now and looking into the future
- Having an established identity both architecturally and reputationally even before its next evolution.



PROGRESS

- Ensuring the success of 2 Chifley Square endures into the 21st Century
- Responding to city-shaping infrastructure, such as the Sydney Metro, on the site's doorstep
- Street activation: redefining a vibrant locality
- Innovation: new ways of working in a modern healthy workplace
- Creating an opportunity to make Council's Chifley Square a destination in its own right and a much-loved piece of the public domain
- Delivered with the expertise of one of Australia's leading commercial property portfolios.

**THE SUCCESS OF SYDNEY'S
CBD HAS BEEN ACHIEVED
THROUGH ITS CONTINUED RENEWAL
AND EVOLUTION. EACH NEW
DEVELOPMENT CONTRIBUTES TO
THE COLLECTIVE EXPERIENCE
OF THE CBD BY CREATING
NEW DISTINCTIVE PLACES,
PRECINCTS AND ACTIVITIES.**

639

THE EVOLUTION OF AN ICON

640

ABOUT CHARTER HALL

AT CHARTER HALL WE CREATE BETTER FUTURES BY DRIVING VALUE AND MUTUAL SUCCESS. WITH OVER 30 YEARS' EXPERIENCE IN PROPERTY INVESTMENT AND FUNDS MANAGEMENT, WE ARE ONE OF AUSTRALIA'S LEADING PROPERTY GROUPS, WITH OVER 1,300+ PROPERTIES IN A DIVERSE PORTFOLIO THAT SPANS PREMIUM OFFICE BUILDINGS, RETAIL CENTRES, INDUSTRIAL PROPERTIES AND EARLY LEARNING CENTRES.

Partnership and financial discipline are at the heart of our approach. From helping businesses succeed by supporting their evolving workplace needs, to providing investors with superior returns for a better retirement, we are powered by the drive to go further.

- total property portfolio valued at over \$40 billion
- office portfolio valued at over \$19.9 billion, of which 13 assets are within the Sydney CBD
- proven track record of creating and maintaining high quality, high-performing, environmentally efficient and economically resilient assets

We are an active participant in the development of the City of Sydney's strategic planning approach, supporting the City of Sydney's Sustainable City 2030, and a founding member of the City of Sydney's Better Building Partnership, with many of our employees sitting on the executive and working groups.

Our investment continues to grow through the delivery of new projects such as 333 George Street and the enhancement and regeneration of existing assets such as 1 Martin Place, all of which meet the City's desire for excellence in the design of its places, spaces and buildings.



\$52bn

Funds under management



\$7bn

Development Total Pipeline



45,000+

Investor & Tenant Customers



1,395+

Office, Industrial & Logistics,
Retail and Social
Infrastructure Properties

Figures as at 25 June 2021



333 GEORGE STREET, SYDNEY



1PSQ, WSU, PARRAMATTA, NSW



900 ANN ST, BRISBANE, QLD



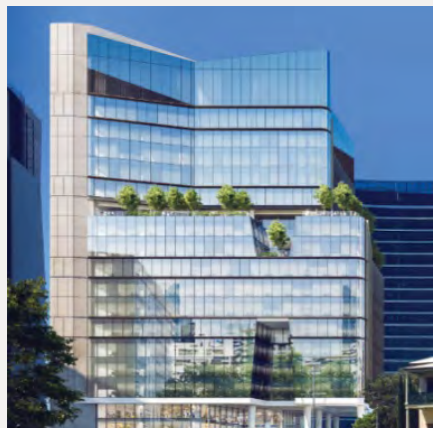
RAINE SQUARE, PERTH, WA



105 PHILLIP ST, PARRAMATTA, NSW



GPO EXCHANGE, ADELAIDE, SA



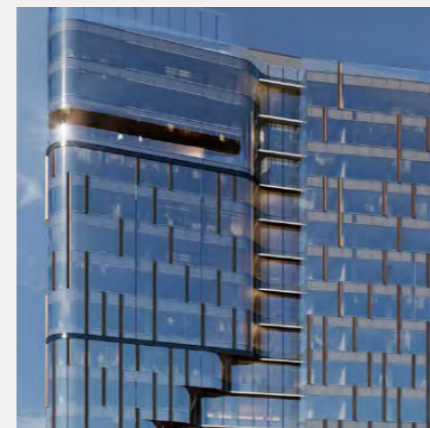
6 HASSALL STREET, PARRAMATTA, NSW



140 LONSDALE ST, MELBOURNE, VIC



IQ WESTMEAD, NSW



60 KING WILLIAM ST, MELBOURNE, VIC



555 COLLINS STREET, MELBOURNE, VIC



360 QUEEN ST, BRISBANE, QLD



11BCR, NEWSTEAD, QLD



480 SWAN ST, RICHMOND, VIC



130 LONSDALE ST, MELBOURNE, VIC



150 LONSDALE ST, MELBOURNE, VIC

OUR TEAM

WE HAVE ASSEMBLED A WORLD-CLASS TEAM WITH A RECORD OF EXCELLENCE, INCLUDING:

- Strategy & Planning – Ethos Urban
- Architecture & Urban Design – Architectus
- Traffic, transport and pedestrian movement – AECOM
- Structure – RBG
- Services – Floth
- Heritage – Urbis

PUBLIC SPACE THAT DEFINES SYDNEY'S COMMERCIAL CENTRE OF GRAVITY

643