



**How McArthur helped
deliver world-class
experiences at one of
Sydney's most iconic venues**

City of Sydney and McArthur: Sydney Town Hall



Sydney Town Hall is one of the City of Sydney's most iconic and loved venues. McArthur has been a trusted staffing partner, providing over 8,000 hours of customer experience service annually. In 2024 alone, our teams supported more than 100 events, from civic ceremonies to major cultural festivals at the venue.

On average, we provide eight front-of-house team members per event, ensuring guests receive professional, welcoming, and efficient service - ensuring they have the most memorable experience possible.

The Challenges

- **Managing guest flow effectively** for large and diverse audiences
- **Coordinating multiple entry and exit points** to maximise accessibility
- **Positioning staff strategically** to balance service quality with security needs
- **Providing clear wayfinding and assistance** so all patrons feel supported throughout their visit



Our Approach

Clear Communication Frameworks

At the heart of McArthur's approach at Sydney Town Hall is a commitment to clear, consistent, and structured communication. This ensures we maintain patron confidence, deliver safe and seamless events, and continually improve the guest experience.



Andrew Holden

General Manager -
Commercial & Operations



Regular, structured feedback, reporting and communication is critical to ensuring we deliver the best possible experience for all Patrons. All of our long-term partnerships including Transport for NSW, Australian National Maritime Museum, Opera Australia and Ticketek include regular feedback and communication frameworks that allow us to continuously improve our services and the patron's experience.

At Sydney Town Hall, in particular, maintaining patron confidence and delivering a safe, seamless experience requires more than just great on-the-day service- it relies on consistent, transparent communication. Our End-of-Shift Reports capture key observations and feedback after every event, while regular Staff Surveys provide valuable insights into team experiences and improvement opportunities. Together, these strategies form a cornerstone of our partnership with the City of Sydney, helping us anticipate needs, address challenges quickly, and continually elevate the guest experience.



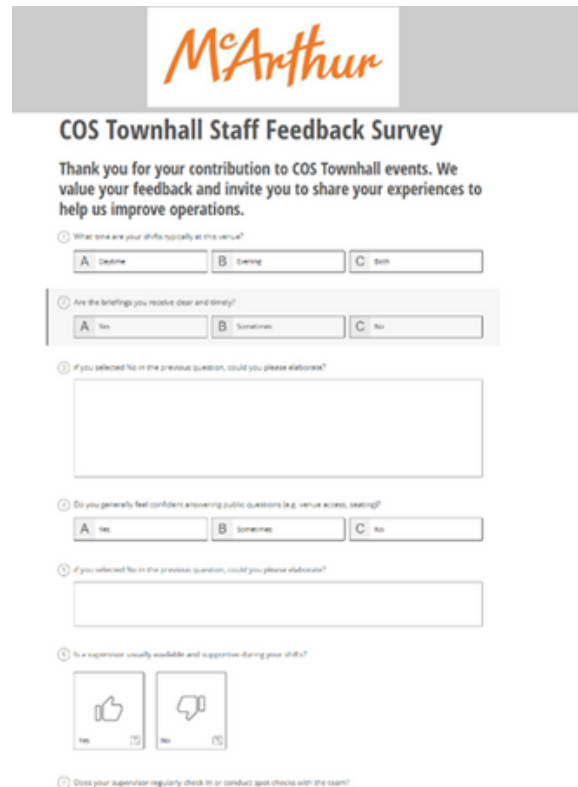
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End of Shift Reporting

All FOH Managers and Head Ushers provide immediate feedback, opinion and suggestions after every event/shift via our secure, online portal.

This allows us to both highlight potential issues and challenges, and also to identify opportunities for continuous improvement



Staff Feedback Surveys

McArthur invites all staff to complete quick online surveys on a regular basis via our portal. Responses are anonymous and are compiled into clear reports that highlight strengths, address improvement areas, and help us continually enhance the experience for both patrons and clients.

Feedback from our 'End of Shift' Reporting



"Staff upheld the high standards for McArthur event staff. No issues to report".

Ode to Peace, William Morrish
(FOH Head Usher), 09/08/2025.



"Reconnecting with the client was a highlight. They were friendly and remembered me from last year. The event was busy but ran seamlessly."

Sydney Tattoo Convention 2025, Katerina Contreras
(FOH Manager), 16/08/2025.



"The FOH Manager and I worked closely to ensure the event was a success, I checked on everyone every 20 minutes in a continuous float position and assisted Patrons."

Sydney Male Choir Annual Concert 2025, Justin Rynne
(FOH Head Usher), 23/08/2025

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Here's what our team members have to say about working at Sydney Town Hall events...



Keira Sinclair
McArthur FOH Manager



It's an honour to work at Town Hall because of its unique place in the city's civic experience. It's a beautiful space and important community events happen there.

The building is special because of its architecture and it's always interesting to see people's reactions to it when they arrive for the first time.

Personally, I think the citizenship ceremony is an incredible sight to witness because it is exciting to be part of a truly multicultural society. I also enjoy the theatre events as part of Sydney Festival and the Hub as part of Sydney Film Festival.

The team is delightful because they are welcoming and truly work together and support each other to make sure everything is running smoothly at every event.



William Morrish
McArthur FOH Manager



Working at City of Sydney Town Hall has for me truly encapsulated what it means to be part of a global city. We get to work on events that bring people, ideas and culture from every corner of the world. Then do our part to bring the events to life. Town Hall is a cultural hub that strengthens the social bonds of our city. I am really proud to work on so many events that empower and represent First Nation communities, grass root community organisations and to support our democratic process when I get a chance to work at council events or Citizenship ceremonies.

