



How McArthur brought cheer to Sydney's Christmas Concerts

CITY OF SYDNEY 

McArthur
Best people fit. Making a difference.

City of Sydney and McArthur: 2025 Christmas Concerts

The City of Sydney Christmas Concerts 2025 program delivered a series of free, family-friendly community events across multiple suburbs, celebrating the festive season through live entertainment, performances, and inclusive activities. McArthur was engaged to provide front-of-house, accessibility, and wayfinding staffing services across six major concert and fair locations, supporting safe, welcoming, and well-managed experiences for thousands of attendees.

Delivered between 29 November and 14 December 2025, events took place across Pymont, Rosebery, Glebe, Rushcutters Bay, Surry Hills, and Alexandria, with individual locations attracting between 1,500 and more than 8,500 patrons.

The Challenges

- Large crowds across open-air venues with varying layouts and capacities
- Maintaining accessibility through managed drop-off zones and Quiet Spaces
- Ensuring safe pedestrian flow during peak periods around stages and food vendors
- Responding to weather changes, crowd surges, and patron welfare matters
- Delivering a consistent service standard across multiple dates and locations

1 McArthur's Solution

McArthur deployed experienced Front of House Supervisors and trained event staff across all sites, delivering a consistent and flexible staffing model aligned with City of Sydney requirements.

Services included front-of-house supervision, crowd and queue management, Quiet Space support for neurodiverse patrons and families, accessible drop-off coordination, and roving wayfinding assistance. Staffing levels were scaled to suit each site, with additional coverage at high-attendance locations such as the Surry Hills Christmas Fair.



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2 Delivery and Outcomes

Across the program, McArthur teams demonstrated adaptability and professionalism in real time:

- Crowd flow and role adjustments at Pyrmont and Rosebery
- Calm evacuation support during weather disruption at Glebe
- Smooth delivery and positive patron engagement at Rushcutters Bay and Alexandria
- Welfare and incident response at the Surry Hills Christmas Fair, including support during a lost child incident

Clear communication between staff, supervisors, and City of Sydney representatives ensured smooth operations across all events.

- Successful delivery of six major Christmas events across Sydney
- Positive crowd sentiment and strong community engagement
- Effective management of peak attendance without major incidents
- Inclusive event environments supported by Quiet Spaces and accessibility roles
- High client satisfaction and positive feedback on staff professionalism

KEY PROJECT METRICS

 **6**
Big days!

 **100%**
Shift fulfilment.

 **120+**
Working hours delivered.

 **6**
Locations!

 **0**
Major incidents.

3 ...and most importantly, 60,000+ happy Sydney-siders!

