



**How McArthur helped
Transport for NSW ensure
NYE '25 went off with a
bang for more than
1 million Sydney-siders**



**Transport
for NSW**

McArthur
Best people fit. Making a difference.

TfNSW and McArthur: 2025 New Year's Eve

Sydney's New Year's Eve celebrations represent one of the most complex transport operations in Australia, with hundreds of thousands of people moving across the CBD and North Sydney within tightly controlled timeframes and changing access conditions.

For New Year's Eve 2025, Transport for NSW engaged McArthur to deliver Pink Shirt customer service, wayfinding, and bus marshal support across key transport hubs and high-volume pedestrian corridors. McArthur staff played a critical frontline role in helping customers navigate service changes, road closures, station access restrictions, and shifting vantage point capacities throughout the day and night.

Deployment locations included Circular Quay, Wynyard, Martin Place, Hyde Park Bus Interchange, Barangaroo Metro, Town Hall, Central Station, and North Sydney transport precincts.

The Challenges

- Significant transport service changes across trains, buses, metro, ferries, and light rail
- Progressive road closures and station access restrictions throughout the day
- High volumes of domestic and international visitors unfamiliar with Sydney's transport network
- Dynamic crowd conditions driven by vantage point capacities and fireworks scheduling
- Complex egress movements following the 9pm Calling Country fireworks and the midnight display
- The need for calm, consistent customer communication during peak congestion periods

1 McArthur's Solution

McArthur delivered a coordinated Pink Shirt staffing model aligned to Transport for NSW's Major Events operational framework. The deployment was designed to support safe, efficient movement of patrons across key transport and pedestrian environments throughout the event footprint.

Our teams provided customer wayfinding and basic trip planning assistance across major transport interchanges and pedestrian corridors, while also delivering bus marshal support at temporary and relocated bus interchanges. A high-visibility presence was maintained at key decision points to support safe ingress and egress flows and minimise congestion.

On-ground supervisors were embedded across the operation, providing real-time updates, incident reporting, and staff coordination. Continuous communication was maintained with Transport for NSW through dedicated WhatsApp channels, ensuring timely information sharing and rapid response to changing conditions.

Staff were deployed in phased waves across the day, with selected teams relocating mid-shift to respond to evolving operational priorities. This included supporting the transition from Circular Quay to Wynyard and the activation of Hyde Park as a major bus interchange.



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2 Delivery and Outcomes

McArthur's Pink Shirt teams supported TfNSW operations across key CBD and North Sydney transport precincts, adapting in real time to service changes, crowd movements, and evolving access conditions throughout New Year's Eve.

Staff provided wayfinding, bus marshal, and customer support at major hubs including Circular Quay, Wynyard, Martin Place, Hyde Park Bus Interchange, Town Hall, Central, Barangaroo Metro, and North Sydney. As vantage points reached capacity and fireworks-related ingress and egress peaked, teams assisted customers with transport relocations, pedestrian redirections, and safe access to trains, buses, and metro services.

Supervisors maintained continuous communication with TfNSW command teams, enabling timely updates on service changes, crowd management instructions, and vantage point closures. This ensured clear customer messaging, smooth transitions between ingress and egress phases, and effective support of temporary and relocated transport interchanges.

Outcomes and key insights:

- Successful citywide deployment across CBD and North Sydney precincts
- Clear, consistent customer communication during complex transport changes
- Effective management of peak ingress and post-fireworks egress
- Strong collaboration between McArthur supervisors and TfNSW command teams
- High-visibility staffing and real-time communication supported safe, efficient customer movement during one of Sydney's busiest nights

KEY PROJECT METRICS



1,000+

Working hours delivered.



56

Pink Shirt staff deployed



10+

Transport hubs and interchanges supported



100%

Shift fulfilment.

3 ...and most importantly, a seamless journey for customers across Sydney on a busy New Year's Eve.

