



# How McArthur helped light up Sydney's biggest night of the year



**CITY OF  
SYDNEY**

**McArthur**  
Best people fit. Making a difference.

# City of Sydney and McArthur: 2025 New Year's Eve

City of Sydney New Year's Eve 2025 represented the city's largest and most operationally complex annual event, requiring extensive planning, coordination, and real-time management across dozens of vantage points, transport corridors, and pedestrian control zones.

McArthur was engaged to deliver a large, multi-skilled front-of-house and wayfinding workforce to support crowd movement, transit access, accessibility, and patron information across the CBD, harbour foreshore, and key inner-city precincts. Working in close partnership with City of Sydney teams and the Event Operations Centre (EOC), McArthur played a critical role in helping customers safely navigate the city before, during, and after the 9pm Calling Country fireworks and the midnight display.

## The Challenges

- Multiple free and ticketed vantage points opening progressively across the city from early morning
- Two major fireworks events creating distinct surges in crowd movement
- Extensive road closures, pedestrian diversions, and controlled access zones
- Large numbers of patrons unfamiliar with changed routes, access points, and transport arrangements
- Prolonged operational hours requiring sustained workforce coverage and shift management

## 1 The McArthur Solution

McArthur deployed an experienced and highly visible workforce across key vantage points, pedestrian control locations, and transit access areas throughout the event. The workforce included front-of-house staff, wayfinders, transit pass support, accessibility roles, quiet space attendants, supervisors, and operations control support, providing comprehensive coverage across all critical customer-facing functions.

Teams were positioned at major locations including Observatory Hill, Pirrama Park, Embarkation Park, Giba Park, Macquarie Street, East and West Circular Quay, Hickson Road, Barangaroo, and surrounding overflow areas. In these locations, staff delivered wayfinding and patron information across complex pedestrian and transport networks, supported crowd management and safe redirection as vantage points reached capacity, and managed transit pass verification and controlled access areas.

Staff also supported accessible viewing areas, Quiet Spaces, and mobility assistance, while responding in real time to changing access requirements and contingency arrangements. Supervisors were embedded across precincts and maintained continuous communication with City of Sydney site management and the Event Operations Centre, enabling coordinated redeployment, rapid escalation, and consistent frontline messaging across the city.



# City of Sydney and McArthur: 2025 New Year's Eve

## 2 Delivery and Outcomes

McArthur staff operated from early morning through to the early hours of New Year's Day, supporting the full lifecycle of the event. As vantage points progressively filled, teams guided patrons to appropriate viewing areas and overflow locations while maintaining separation between pedestrian flows.

Following the 9pm Calling Country fireworks and again after the midnight display, staff managed complex citywide crowd movements, assisting patrons as they transitioned away from foreshore areas toward transport hubs and designated exit routes. At high-demand locations such as Pirrama Park, Observatory Hill, and Circular Quay precincts, staff supported safe movement, accessibility needs, and patron welfare under sustained peak conditions.

Throughout the operation, clear communication between McArthur supervisors, City of Sydney site managers, and the EOC ensured staff received timely updates on capacity changes, access restrictions, and crowd management instructions.

### Outcomes and Key Insights

- Successful delivery of City of Sydney's largest annual public event
- Clear, consistent patron communication across complex and changing environments
- Effective management of peak crowd movements following both fireworks displays
- Strong utilisation and positive feedback for accessibility initiatives, including Quiet Spaces
- Consistent professionalism and adaptability demonstrated by staff during extended shifts
- Strong collaboration between McArthur, City of Sydney, and the EOC

### KEY PROJECT METRICS



126

Staff deployed  
across the event



1,100+

Total operational  
hours completed



9

Key precincts supported



100%

Roster coverage

3 ...and most importantly, a safe and spectacular New Year's Eve experience for communities across Sydney.

