



**Dominic Perrottet**  
Treasurer

**Andrew Constance**  
Minister for Transport and Roads

## **MEDIA RELEASE**

Friday, 30 April 2021

*\*\*\*New vision available to download*

### **SECRET TOURS THE KEY TO UNLOCKING SYDNEY CBD**

Secret tours will be held across the Sydney CBD this weekend with \$10,000 worth of vouchers up for grabs for the first people to solve the riddles and unlock the clues.

The Secret City Trails Sydney website is part of the City Revitalisation Innovation Challenge, supported by Transport for NSW, to encourage people back into the CBD.

Treasurer Dominic Perrottet said the Sydney CBD was the economic engine room of the State and this exciting initiative would help people rediscover everything it has to offer and give it a much-needed jump-start.

“The pandemic has seen working patterns shift and we have to look at new and innovative ways to entice people back to into the city,” Mr Perrottet said.

“Nothing beats a day out in Sydney and this new and creative project will help more people rediscover the hidden gems of our city to support businesses and jobs in the CBD.”

Minister for Transport and Roads Andrew Constance said the challenge is about giving people exciting new reasons to head into the city.

“We are seeing more people returning to the CBD and we want that trend to continue. These unique experiences give people that extra reason to venture out of their suburb and into the CBD to explore all this wonderful city has to offer,” Mr Constance said.

“We are proud to provide more than \$400,000 in funding to encourage business to innovate new ways to help revitalise the city as we continue a strong economic recovery through COVID.”

The Secret City Trails Sydney will see participants discover the city through self-guided walks and by solving riddles to unlock curious stories about local landmarks. The first 2,000 people to complete a trail will receive \$5 to spend at the final destination, on a coffee, ice cream or as a discount off the total bill.

The CBD will also play host to an outdoor art gallery called, ‘I Came to See’, a joint initiative with City of Sydney featuring work from Australian artists.

The Director of the Council’s city life program, Emma Rigney, said art plays an important role in Sydney’s cultural life.

“A thriving arts scene is a critical element of our vision for Sydney as a liveable, sustainable and dynamic global city, and is an aspect of our city that we are keen to promote to both

Sydneysiders and visitors,” Ms Rigney said.

Explore Sydney’s Secret City Trails at: <https://secretcitytrails.com/sydney>. The ‘I Came to See’ Outdoor Art Gallery will be in the Sydney CBD on:

**Saturday 1 May - Friday 7 May** at Martin Place

**Saturday 8 May - Tuesday 18 May** at Customs House Square

**Wednesday 19 May - Sunday 30 May** at Exchange Place, Barangaroo

*New vision:* <https://spaces.hightail.com/receive/4nyAD0wCrz>

**MEDIA: Ian Paterson | Treasurer | 0438 748 501**

**Mia Burns | Minister Constance | 0455 338 762**