



Sydney - City Business Guide

brought to you by SkyTeam

Overview

Sydney's stunning natural setting includes coast, mountains and parks, enhancing the appeal of this international business and arts center. Attracting more than 2.6 million international visitors each year, Sydney, Australia's largest and oldest city, represents 25% of the country's economic activity. The city's major industries include banking, finance, telecommunications, information technology, international trading and tourism. The heart of Sydney's appeal, and of its culture and history, is its dazzling harbor. The Opera House, with its view on the harbor, is the city's most identifiable landmark. The area around the harbor is also home to many other points of interest. Australia's oldest English settlement, The Rocks, is today the site of numerous cafes, galleries and boutiques, housed in restored buildings. If you walk eastward from the harbor, you will encounter Macquarie Street and its characteristic sandstone buildings. The lovely flowers of the Royal Botanic Gardens are nearby. Walking westward will take you to Darling Harbour, which has been revitalized as a sprawling entertainment area featuring amusement parks, museums and restaurants.

Business Etiquette

* While business attire should be conservative, you may find business culture to be less formal than in other major international centers.

* Meetings should be scheduled in advance and punctuality observed.

* It is customary to shake hands when introduced to a person and at the end of meetings. Handshakes are rapid and firm.

* Avoid greeting Australian associates with "G'day", which can seem condescending.

* Avoid smoking or chewing gum during meetings unless you are invited to.

* Note that building personal relationships is key as they are emphasized over business relationships.

* Use humor carefully. Although Australians may make humorous self-deprecating remarks about themselves or Australia, do not criticize Australia, even in fun.

* Decision-making is generally rapid and Australians move on quickly to other matters so avoid dwelling on issues.

Chamber of Commerce

American Chamber of Commerce 88 Cumberland Street, Sydney 2000 NSW; Tel.: +61 02 9241-1907

Australian British Chamber of Commerce Level 16, The Gateway Building, 1 Macquarie Place, Sydney 2000 NSW; Tel.: +61 02 9247-6271

Brazil-Australian Chamber of Commerce P.O. Box 146 North Sydney 2059 NSW Tel.: + 61 02 9969 6846

French Chamber of Commerce & Industry 259 Georges Street, Sydney 2000 NSW; Tel.: +61 02 9223-6146

French-Australian Chamber of Commerce & Industry 259 Georges Street, Sydney 2000 NSW; Tel.: +61 02 9251-1033

German-Australian Chamber of Industry & Commerce Sydney Square, Sydney 2000 NSW; Tel: +61-2 9265-2200

Italian Chamber of Commerce 44 Market Street, Sydney 2000 NSW; Tel.: +61 02 9262-5744

Japanese Society of Sydney, Inc. 1 Market Street, Sydney 2000 NSW; Tel.: +61 02 9267-3380

Australia-Korea Chamber Of Commerce & Industry(NSW) 45 Willoughby Street, Epping NSW, Tel. : + 61 02 9876 2433

State Chamber of Commerce 83 Clarence Street; Tel.: +61 02 9350-8100

Australian-Netherlands Chamber of Commerce, 84 Pitt Street Sydney 2000 NSW Tel: +61 02 9231-1888

Swedish Chamber of Commerce, 44 Market Street, Sydney 2000 NSW; Tel: +61-2 9262-1077

Embassies and Consulates

Brazil Level 17, 31 Market Street, Sydney 2000 NSW; Tel. +61 02 9267-4414

Consulate General Of The People's Republic Of China 39 Dunblane St Camperdown Prvte Boxes NSW 1450. Tel: (02) 9698 7929

Czech Republic 169 Military Road, Dover Heights, Sydney NSW 2030; Tel.: + 61 02 9371-0860

Germany 13 Trelawney St Woolahra, Sydney NSW 2025; Tel.: +61 02 9328-7733

France Level 26, St Martins Tower, 31 Market Street, Sydney NSW 2000; Tel.: +61 02 9261-5779

Italy Lvl 45 1 Macquaria PI Sydney NSW 2000; Tel.: +61 02 9392 7942

Japan Level 34, Colonial Center, 52 Martin Place, Sydney, NSW 2000; Tel.: +61 02 9231-3455

Korea Lvl 8/ 32 Martin PI Sydney NSW 2000, Tel. : + 61 02 9210 0200

The U.S. level 59 MLC Centre 19- 29 Martin PI Sydney NSW 2000; Tel.: +61 02 9373 9200

The U.K. The Gateway, Level UK (16), 1 Macquarie Place, Sydney, NSW 2000, Tel. : + 61 02 9247 7521

Netherlands Consulate-General Level 23 Plaza Tower 2, 500 Oxford St Bondi Junction NSW 2022; Tel.: +61 02 9387 6644

Business Centers

Most large hotels also have business centers that offer many of the same services that independent centers provide.

Bankstown Office Centre 150 Canterbury Rd Bankstown NSW 2200; Tel: (02) 9708 1712

The Business Centre 16th Floor, Wardell Chambers, 39 Martin Place Sydney NSW 2000; Tel:(02) 9232 6139

HQ Global Sydney Clarence Street Centre, Level 1, 151 Clarence Street, Sydney NSW 2000, Tel. : + 61 02 8296 3274; Tel. +61 02 9231-7500

HQ Global Sydney Darling Park 2, Levels 20 & 21, Tower 2 Darling Park, Sydney NSW 2000, Tel. : + 61 02 9006 1000; Tel.: +61 02 9375-2100

HQ Global Sydney Citigroup Centre, 38 & 39 Citigroup Centre, 2 Park Street, Sydney NSW 2000, Tel. : + 61 02 9004 7000; Tel.: +61 02 9238-2100

Sydney Citigroup Centre 38 & 39 Citigroup Centre, 2 Park Street; Tel.: +61 02 9004-7000

Star City Pty Ltd 80 Pyrmont St Pyrmont NSW 2009; Tel : 1800 700 700 (Australia Only) , International + 61 02 9777 9000

Conference and Exhibition Centers

Sydney Convention and Exhibition Centre Darling Drive, Darling Harbour, Locked Bag 14, Pyrmont, NSW 2009 Australia, Telephone +61 2 9282 5000

Sydney Showground and Exhibition Complex 1 Showground Rd, Sydney Olympic Park NSW 2127, Tel : +61 02 9704 1111

The Gallery Function Centre Level 6/ 1 Broadway, University of Technology; Tel.: (02) 9514 1633

Quay West Sydney 98 Gloucester Street; Tel.: +61 02 9240-6000

Star City 80 Pyrmont St Pyrmont NSW 2009, Tel. : 1800 700 700 (Australia Only) , International + 61 02 9777 9000

Translation Offices

Associated Translators Linguists Pty Ltd Level 5, 72 Pitt St Sydney NSW 2000 Tel : +61 02 9231 3288

Commercial Translation Centre Level 20, 99 Walker St North Sydney NSW 2060 Tel: +61 02 9954 4376

Conference Interpreter Services Level 10, 51 Druitt St Sydney NSW 2001; Tel: (02) 9264 9859

Conference Interpreter Services Level 10, 51 Druitt St Sydney NSW 2000 Tel.: +61 02 9248 0853

Ethnic Interpreters & Translators Level 4, 91 George St Parramatta NSW 2124 Tel.: +61 02 9633 4544

Global Village Translations Suite 301 66 Berry St North Sydney NSW 2060, Tel. : + 61 02 9955 9788

T & T Interpreting Service 910 / 155 King St Sydney NSW 2000; Tel: (02) 9232 1313

Gallungi Dimo & Associates 72 Pitt Street Level 5, Sydney South, Sydney City Region, New South Wales

Courier/Messenger Services

Midnite Express 3/ 14 Anderson St East Botany NSW 2019, Tel. : + 61 02 9666 9188

DHL Worldwide Express 37 Affleck Rd, International Perth Airport WA 6105; Tel.: 13 1406

Federal Express 215- 225 Euston Rd Alexandria NSW 2015, Tel. : 13 2610

UPS 247 King St Mascot NSW 2020; Tel.: 1300 300 013

Internet Connection Place

All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels also offer business centers equipped with computers and Internet access. Outside hotels, cyber cafes are available including:

Interville Internet Cafe 391 Pitt St, Sydney NSW 2000, Tel. : + 61 02 9283 0977

Café Internet 331 Church Street; Tel:(02) 9635 4248

Digi.Kaf 174 St Johns Rd, Glebe Tel.: +61 02 9660-3509

Global Gossip Central 790 George St, Sydney NSW 2000, Tel. : + 61 02 9212 4444

Visas & Customs

Visas are required of all travelers, except New Zealand nationals. Citizens of the EU, the Republic of Korea, Japan, the U.K., and the U.S. may apply for Electronic Travel Authority visas with travel agencies, airlines, and appropriate Australian government authorities. Regular visas are required of all other travelers.

Duty-free allowances are 250 cigarettes or 250g of tobacco; 1.125 liter of any alcoholic beverage; reasonable items for personal hygiene, and; personal goods up to the value of A\$200.

Phone Information

The country code for Australia is 61. The area code for Sydney is 2. Add a zero before 2, if calling long distance within Australia.

Emergency Phone Numbers

Police, Fire, and Ambulance 000

Tips and Rules for Use of Phone in Country

For local numbers, dial the eight-digit phone number. To make a long-distance call within Australia, dial a zero and the area code followed by the eight-digit phone number. To make a long-distance call outside of Australia, dial 0011 followed by the country code, the area code, and the phone number. Premium numbers begin with "19", while those numbers beginning with "12" are operator services. Toll-free numbers begin with 1-800. Sydney has a large number of modern public telephones. They work with prepaid calling cards, credit cards, and coins.

Tips and Rules for Use and Rental of Mobile Phones

Australia supports both GSM and CDMA cellular standards. The main mobile phone operators are Cable & Wireless Opus, Vodafone, Telstra MobileNet, and Orange. Cellular numbers begin with the prefix of "04". If you choose to bring your cellular phone into Australia, be sure to check with your home cellular service provider to establish compatibility of your phone with systems abroad. Rent a locally compatible cellular phone before you arrive to obtain reasonable rates and reliable service.

Money

Local currency is the Australian Dollar (A\$). Foreign currency can be exchanged at all international airports on arrival. Otherwise, banks are readily found and offer the best exchange rates. Money may also be changed at bureaux de change as well as major hotels. Foreign currency is not generally accepted at local merchants, hotels, etc. and should be changed into local currency first. The exceptions are the larger "international" hotels and shops specifically targeting travelers. ATMs are located in most banks, shopping centers, and tourist areas. Travelers' checks, in Australian dollars, are generally accepted in larger hotels and stores, but may not be accepted in smaller stores or restaurants. Travelers' checks in foreign currencies should be changed into local currency first.

Credit cards, notably Visa, MasterCard, American Express, Diner's Club, and the local Australian Bankcard are widely accepted and often offer the best exchange rate available.

Tippling

Service charges are not added to hotel or restaurant accounts, and Australians, who pride themselves on their egalitarian nature, are not accustomed to tipping. While not expected, however, a small gratuity for good service is becoming more common; although completely optional, the following guidelines often apply.

* **Restaurants** Up to 10 percent of the bill in a better restaurant

* **Bars** No tipping, although small change may be left

* **Airport Skycap/Porter** No tipping

* **Taxis** No tipping, although small change may be left

* **Hotel Bell Desk** No tipping

* **Hotel Housekeeping** No tipping

* **Hotel Room Service** No tipping

* **Parking Attendant/Valet** No tipping

* **Haircare/Personal Services** No tipping

Time Difference

Sydney operates on Australian Eastern Standard Time (GMT/UTC plus 10 hours). Daylight-savings time is generally observed from the end of October until the end of March.





Sydney - City Business Guide

brought to you by SkyTeam

VAT & Taxes

Goods and Services Tax (GST) is 10% and is often included in the price.

Voltage

The electrical voltage/current is 220-240V AC, 50Hz. Electrical plugs have either two or three flat pins, the two pins set in a V. Note that this is not the same as the U.K. three-pin plug.

Local Transportation

Driving is not the best way to get around Sydney. The traffic is heavy, roads are not laid out in a grid, and the drivers are aggressive. Taxis are plentiful and can be found at airports, outside major hotels, and at designated taxi stands, generally located in the city center. Elsewhere, they can be hailed in the street or ordered by telephone. All taxis are metered, and the fare includes a base rate plus a charge for distance traveled and waiting time. An average taxi fare, depending on your destination, will cost about AU\$15.

Sydney has an extensive and reliable bus network throughout the city and suburbs. Major terminals are located at Circular Quay, Central Station, Town Hall on George Street, and Wynyard Park on York Street. The rail network provides the fastest link between the city center and the outlying suburbs of Sydney. The City Circle line, with major stations at Circular Quay and Town Hall, as well as the spur lines to Kings Cross and Bondi Junction, cover many of the inner tourist destinations. The Sydney Light Rail runs from Central Station to Wentworth Park, via Darling Harbour while the Monorail provides a novel sightseeing loop through central Sydney, Darling Harbour, and Chinatown.

Health Info

No specific immunizations are required to enter Australia unless the traveler has been in a yellow fever infected country within six days of arrival.

Climate

Seasons in the southern hemisphere are the inverse of those in the northern hemisphere. Temperatures in spring (September through November) and early autumn (March through May) are mild and relatively steady. Summer months (December through February) can experience very hot, humid conditions and sometimes, late in the season, tropical storms bringing heavy rain. Compared to many European and U.S. regions, Sydney enjoys a mild winter, with high temperatures of 61 degrees Fahrenheit (16 degrees Celsius) and no snow.

Public Holidays

- * **New Year's Day** January 1
- * **Australia Day** Monday closest to January 26
- * **Good Friday** Friday before Easter, usually in March or April
- * **Easter** Sunday in mid-March or early April
- * **Easter Monday** Monday after Easter
- * **Anzac Day** April 25
- * **Queen's Birthday** Second Monday in June
- * **Bank Holiday** First Monday in August
- * **Labour Day** First Monday in October
- * **Christmas Day** December 25
- * **Boxing Day** December 26

Where to Eat

Contemporary Australian and traditional French are just two of the cuisine styles found at marvelous **Bennelong**, which, with its location within the Opera House, includes striking views. With a menu that features the best local produce and exotic meats **Oh! Calcutta!** has won the Sydney Morning Herald's 'Best Indian Restaurant' award eight years in a row. **The Summit's** claim to fame is being the world's largest revolving restaurant; its menu offers continental and seafood dishes. In an elegant home-style venue, **Bayswater Brasserie** serves modern Mediterranean-style fare. The culinary creations at **Rockpool** are conceived by Australian celebrity chef Neil Perry and incorporate Asian and Mediterranean flavors. **Catalina Rose Bay** is a fine restaurant that serves seafood with Japanese and Spanish touches. If you're craving for emu tartare, crocodile sushi or kangaroo fillet, then **Edna's Table** is definitely the place to go.

Local Gift Ideas

Sydney shopping ranges from international brand-name fashion to Australian specialties. The shops on Castlereagh Street, in Chifley Plaza and the MLC Centre, and David Jones, the city's main department store, have good selections of designer fashion. Aboriginal artifacts and crafts can be purchased at Australia Craftworks, Coo-ee Aboriginal Art and the several branches of the Aboriginal Art Centre. Items featuring Australia's native stone, the opal, can be found at Flame Opals and The Rocks Opal Mine. Queen Street offers a host of antique shops.

Leisure Time

For a panoramic view of the city, ride up to the AMP Tower's observation deck on a clear day. The beautiful Sydney Harbour can be enjoyed by taking a cruise from Circular Quay or by crossing the Sydney Harbour Bridge on foot. Sydney's arts scene includes the Art Gallery of New South Wales, Australian Museum and the Museum of Contemporary Art. The Opera House and the regal State Theatre are two of the best venues for performing arts. The historical buildings, galleries and restaurants of the Rocks, one of Sydney's oldest settled areas, make it a pleasant place for a stroll, as is the street largely considered the city's most beautiful, Macquarie Street. The beach and village-like setting of Watson's Bay make it a worthwhile destination. Other areas to visit include Sydney's quaint inner suburbs of Darlinghurst, Paddington, Woollahra and Double Bay, for their lovely colonial houses. Formerly the home of the author of the Australian Constitution, the Vaucluse House offers peaceful ambience. An excellent example of Australia's late Georgian, early Regency architecture is the Victoria Barracks, constructed between 1841 and 1848, now used as a museum of military history. Built in 1819, the Hyde Park Barracks presents the history of its former prisoners. Sydney's best beaches include the renowned Bondi Beach and Balmoral Beach, which is located inside the harbor. Near the city center is the relaxing green space of Centennial Park. Gardens and statues dot Hyde Park. Just 30 km north of Sydney is the amazing Kuringgai Chase National Park. Australia's national sport, Australian Rules Football is played between March and September.

