

# DARLING HARBOUR



## SENIOR MARKETING COORDINATOR

I was responsible for increasing visitation to The Rocks and Darling Harbour via the marketing of attractions and large-scale public events.

- Re-branded The Chinese Garden of Friendship, The Rocks Market and The Rocks Pub Tour.
- Led stakeholder consultation & engagement
- Developed & implemented integrated marketing campaigns to drive visitation and subsequent visitor spend
- Leveraged partnerships with
  - Luna Park
  - Sydney Festival
  - P&O Cruises
  - Sydney Theatre Company

Beatles on the Bay



large public event

**20% increase**

in visitation to Darling Harbour

Sydney Harbour Week

40 events / 10 days



**22% uplift**

in visitation across both precincts



**38%**

increase in revenue  
The Rocks Pub Tour

**45%**



increase in visitation to  
**THE ROCKS MARKET**

BRANDING & ART DIRECTION

PROJECT MANAGEMENT

CAMPAIGNS

REPORTING

EVENT MANAGEMENT

STAKEHOLDER ENGAGEMENT

PARTNERSHIPS