

Response to Parramatta City Council's Draft Night Time Economy Strategy

As Parramatta sits at the heart of the newly formed central city, it plays a vital role in stimulating a vibrant visitor economy for the region and can offer a critical mass of activities and experiences through into the evening and late at night. Examples from around the world show that a thriving night time economy is a fundamental element in any successful city.

It is essential that the City of Parramatta's Night Time Economy Plan is designed to attract the right mix of residents and business to align with the vision for the City – a 30 minute city, a city that is creative, innovative, diverse and sustainable.

Western Sydney Business Connection commends The City of Parramatta on the development of the Night Time Economy Strategy. The draft document incorporates many of the ideas and recommendations put forward through the consultation process.

With that in mind there are some additional areas that warrant further consideration. WSBC has focussed feedback on a few key areas that specifically relate to the recent work undertaken as part of the Western Sydney Visitor Network Strategy:

1. Leveraging the Potential of Sydney Olympic Park

There are over 8 million people visiting Sydney Olympic Park annually. While Sydney Olympic Park is now part of Parramatta's LGA it would make sense to explore opportunities to leverage that visitation for the benefit of the Parramatta CBD and surrounding areas.

In particular we would urge the council to come to a conclusion around both connectivity and riverfront activation, providing visitors to SOP with a compelling reason to come to Parramatta and easy access.

The City should also explore ways to leverage major events in Sydney Olympic Park.

2. Developing & Marketing Experience Trails

WSBC commends Parramatta City Council's support of the development WSBC's Visitor Network Strategy, providing a mechanism for local business and government to come together to promote what already exists as part of the City of Parramatta's night time offering.

This strategy will help facilitate and fund the promotion of the city and its culturally diverse 'villages' and cuisine precincts through developing cuisine and other experience trails via a cooperative marketing model.

WSBC is currently curating a set of experience trails as part of the execution of the Western Sydney Visitor Strategy. The objective of the trails is to assemble the 'best' experiences/product into bite sized marketing categories. This will include but is not limited;

- Multi Cultural Cuisine

- Beer and Wine
- Coffee

By marketing the offerings in this way, WSBC aims to promote an authentic experience and a vibrant night time economy.

3. Consideration should be given to better utilisation of the historic buildings and places in and around Parramatta as part of the night time economy strategy

This could include lighting, wayfinding and activation strategies that attract people to engage with these assets into the evening

4. Consideration should be given to better utilisation of the river as part of the night time economy strategy

This could include lighting, wayfinding and activation (busking pitches etc) strategies that attract people to engage with the river into the evening

Please feel free to contact me directly with any queries or for clarification on any of the above.

Yours sincerely,



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General Manager

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