



Image credit: Sara Vita Photography, Parramatta Square

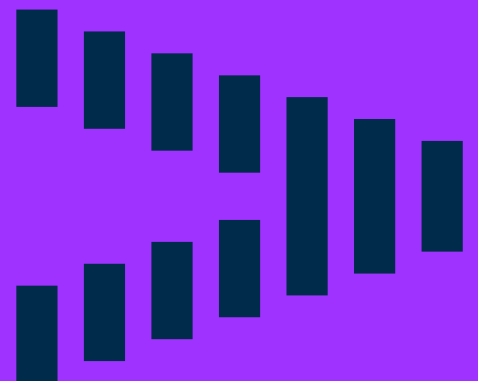
# THE FUTURE FEELS CLOSER HERE: PARRAMATTA BUSINESS INSIGHTS

MAY 2026



INVEST  
**PARRAMATTA**

Powered by the City of Parramatta



# A CITY OF GROWTH AND INNOVATION

## LIGHT RAIL



Parramatta Light Rail is transforming the way workers, residents and visitors move around the Parramatta area. Stage 1 is a 12-kilometre, 16-stop route now operational from Westmead to Carlingford via Parramatta CBD and Camellia. Stage 2 will connect to Sydney Olympic Park, serving residential areas. [1]

## CITY ON THE MOVE



Parramatta Station is one of Sydney's most heavily used transport interchanges and the primary rail hub for Western Sydney. Metro West, which is currently under construction with a target opening date of 2032, will double Parramatta's rail capacity between Parramatta and Sydney CBD and reduce travel times. [2][3]

## NATIONAL & GLOBAL REACH



Parramatta will be a central interchange point to the new world-class Western Sydney International Airport — opening in October 2026 — and a potential fast rail hub, connecting Newcastle and Wollongong. [4][5]

## EDUCATIONAL INSTITUTIONS



Five educational institutions are continuing to invest in the future of knowledge and learning in Parramatta, with the Sydney Conservatorium of Music opening a new, technology-focused campus that strengthens creative education and fosters Australia's most educated, diverse and talented workforce. [6]

## ENGINEERING INNOVATION HUB



The first of its kind in Australia, this integrated hub is home to Western Sydney University and the University of New South Wales, supporting collaboration and creative exchange between students, educators, industry professionals and researchers. [7]

## CULTURAL ECOSYSTEM



Parramatta is a growing cultural and creative powerhouse, with creative industries adding \$952 million to the economy [8]. The critical link between Western Sydney and Sydney CBD, Parramatta plays an important role in cultural exchange and economic activity, and is well positioned to continue strengthening its role as an epicentre for culture and creativity.

[1] NSW Government, *Parramatta Light Rail*, <https://www.nsw.gov.au/driving-boating-and-transport/projects/parramatta-light-rail>

[2] AT Parramatta, *Parramatta: A City of Connections*, <https://atparramatta.com/business/development/parramatta-a-city-of-connections>

[3] Sydney Metro West, *Project Overview*, <https://www.sydnymetro.info/west/project-overview>

[4] Western Sydney International Airport, *Discover WSI*, <https://www.wsiairport.com.au/discover-wsi>

[5] Government News, *Parramatta Bids for Major Rail Hub, December 2024*, <https://www.governmentnews.com.au/parramatta-bids-for-major-rail-hub/>

[6] City of Parramatta, *Global City Vision, page 18*, <https://www.cityofparramatta.nsw.gov.au/council/publications-policies-and-fees/parramatta-2050>

[7] Western Sydney University, *First-of-its-kind Engineering Innovation Hub tops out in Parramatta, February 2021*, [https://www.westernsydney.edu.au/newscentre/news\\_centre/story\\_archive/2021/first-of-its-kind-engineering-innovation-hub-tops-out-at-6-hassall-street-in-parramatta](https://www.westernsydney.edu.au/newscentre/news_centre/story_archive/2021/first-of-its-kind-engineering-innovation-hub-tops-out-at-6-hassall-street-in-parramatta)

[8] Economy ID *Creative and Cultural Sector Report 2022/2023*

[9] Economy.id, <https://economy.id.com.au/>

[10] City Economy Strategy, <https://participate.cityofparramatta.nsw.gov.au/city-economy-strategy>



## ECONOMIC INDICATORS

**193,094**  
LOCAL JOBS

Total number of jobs currently located in the City of Parramatta, with more than 24,000 new jobs added between 2022 and 2025. [9]

**150,000**  
NEW JOBS

City of Parramatta is committed to supporting the growth of 150,000 new jobs by 2050, nearly doubling the number of jobs available in our City today. [10]

**\$33.96B**  
GROSS REGIONAL PRODUCT

Represents over 4% of NSW Gross State Product (GSP). [9]

**2.9%**  
UNEMPLOYMENT

Unemployment sat at 2.9% in the December 2025 quarter, lower than the Greater Sydney and NSW figures. [9]

**34,124**  
LOCAL BUSINESSES

A rapidly growing business community, with more than 5,000 new businesses added between 2021 and 2025. [9]

**\$1.87B**  
CONSTRUCTION PIPELINE

Value of total building approvals as of February 2026 (FYTD 25/26). [9]



### SUBSCRIBE TO OUR BUSINESS NEWSLETTER

Join Parramatta's growing network of entrepreneurs, innovators and industry leaders.

Our monthly newsletter delivers the latest business news straight to your inbox—including upcoming events, Council initiatives, major project updates and exclusive opportunities to help your business thrive.



# CITY-SHAPING PROJECTS

## POWERHOUSE PARRAMATTA IS ONE OF THE WORLD'S MOST SIGNIFICANT NEW MUSEUM PROJECTS

Construction of Western Sydney's first State government-delivered cultural institution, Powerhouse Parramatta is now 95 per cent complete. Set to open in late 2026, Powerhouse Parramatta is one of the world's most significant new museum projects and, once open, will deliver dynamic world-class exhibitions, innovative learning and community programs and 12,000 square metres of public space, attracting millions of visitors to Western Sydney each year.

The highly anticipated opening exhibition, *Task Eternal*, will be a global drawcard and one of the most ambitious aerospace exhibitions ever staged in the world, tracing humanity's enduring quest to defy gravity, take flight and journey into space. As a major cultural anchor, Powerhouse Parramatta will drive visitation, support local businesses, create jobs and generate long-term economic benefits for Parramatta and the wider region.

**Opening in late 2026.**



## A WORLD-CLASS HOME FOR CONTEMPORARY MUSIC AND CREATIVE TALENT

Sydney Conservatorium of Music Parramatta will strengthen NSW's contemporary music sector by delivering critical education and industry infrastructure in Western Sydney.

The initiative is expected to generate \$164 million in Gross State Product over ten years and support around 400 full-time equivalent jobs across the state, contributing to sustained industry growth. By creating a strong pipeline of skilled graduates, Sydney Conservatorium of Music Parramatta will also expand the professional music workforce, with up to 590 music professionals entering the arts sector within the first decade—supporting productivity, business development and long-term returns across the creative economy.

**Opening in late 2026.**



## WESTERN SYDNEY'S NEW CENTRE OF THE ARTS

The redevelopment of Riverside Theatres will see it become Australia's new, international standard major performing arts centre. Aligned with Parramatta's vision to establish itself as a world-class destination by 2050, Riverside is central to our City's ambition to grow its visitor economy, activate its night-time precinct and economy and attract the kind of cultural performances and investment that defines great cities.

The redeveloped Riverside Theatres will bring world-class art and culture to the heart of Western Sydney — creating opportunities for local businesses, driving growth in hospitality, retail and tourism.



Artist's impression of Civic Link Block 3

## CIVIC LINK BLOCK 3

Civic Link Block 3 is one of Council's major projects for 2026/27. It will transform part of Horwood Place into a more people-friendly space by permanently closing the street to traffic and creating a new green boulevard designed for walking and cycling.

Construction will take place in two stages:

- Stage 1: Phillip Street will commence in mid-2026 and is expected to be complete by October 2026.
- Stage 2: Horwood Place main works are planned to begin once Stage 1 is finished, forecast for November 2026, with work continuing through to the end of 2027.

Civic Link Block 3 will become the cool green heart of our CBD. A canopy of 38 mature native trees and more than 3,000 shrubs and groundcover will provide character and shade.

Wider, well-lit paths will offer places to stop, rest and enjoy the surroundings. There will also be more seating. Designed for walking and cycling, Civic Link Block 3 will connect our CBD to the Parramatta River. It will be a place to relax, meet friends and enjoy local cafes.



Artist's impression of Parramatta Metro Station

## SYDNEY METRO WEST

Construction is continuing on the Sydney Metro West project — a new 24-kilometre underground metro railway which will double rail capacity between Parramatta and the Sydney CBD, transforming Sydney for generations to come.

This once-in-a-century infrastructure investment will provide fast, reliable, turn-up-and-go Metro services with fully accessible stations, link new communities to rail services and support employment growth and housing supply. Stations have been confirmed at Westmead, Parramatta, Sydney Olympic Park, North Strathfield, Burwood North, Five Dock, The Bays, Pyrmont and Hunter Street in the Sydney CBD.

Parramatta Metro Station will support Parramatta CBD as a major employment growth centre, boosting jobs and improving connections across Greater Sydney. It will provide easy, efficient and accessible interchange with buses and Parramatta Light Rail.

**Sydney Metro West will target an opening date of 2032.**



Artist's impression of Light Rail Stage 2A in Boronia Street, Ermington.

## PARRAMATTA LIGHT RAIL STAGE 2A

Shaping the future of a connected city.

Parramatta Light Rail Stage 2A has been approved to progress to major construction, marking a defining moment in the evolution of Global Parramatta.

The new light rail line will connect Camellia, Rydalmere, Ermington and Melrose Park with Wentworth Point, bringing people, places and opportunity closer together.

With construction expected to begin in early 2027, early works are already underway, including preparation for a new public and active transport bridge across the Parramatta River — the first new crossing in almost 40 years. Parramatta Light Rail Stage 2A is shaping our City so that it is better connected, more sustainable and designed for the future.

# CITY ECONOMY STRATEGY

**A RESILIENT AND FUTURE-FOCUSED CITY ECONOMY WITH A GOAL TO CREATE 150,000 NEW JOBS BY 2050.**



**Council's City Economy Strategy sets a clear 10-year direction to guide Parramatta's growth as a prosperous, inclusive, sustainable and future-focused global city. It provides a strong foundation of research, advocacy and strategic planning to support the Parramatta 2050 vision.**

**The Strategy focuses on three priority areas: Productivity, Place and People—to ensure long-term economic resilience, diverse employment opportunities and shared prosperity for our community.**

## PRODUCTIVITY

Parramatta is a major economic powerhouse, with the second-largest Gross Regional Product in NSW and a vital role in the state's economy. Parramatta's night-time economy is also a major driver of local economic growth, ranking as Sydney's second-largest with \$1.6 billion in core night-time economy sales turnover in 2023/24 [1]. It is important that Parramatta's economy continues to leverage a broad and balanced range of industry sectors, ensuring our City has a strong foundation for economic resilience and can provide more diverse job opportunities for our communities.

## PLACE

As one of Greater Sydney's leading commercial and retail centres, with important urban industrial precincts, Parramatta's role as a regional employment hub now and into the future is clear. The City is committed to preserving employment land, enabling diverse commercial spaces and future-proofing industrial precincts to support emerging industries. With strong transport connections, strategic planning and high-quality design, Parramatta offers an accessible, high-amenity, and well-planned environment ready for long-term investment.

## PEOPLE

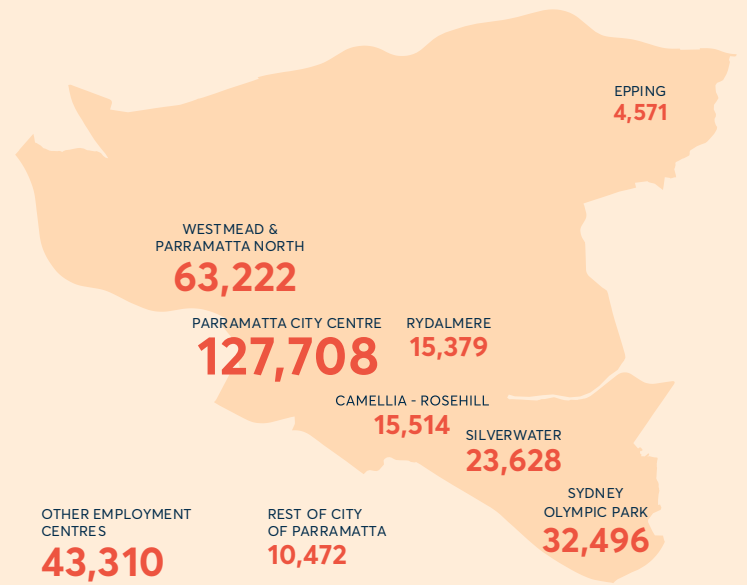
Parramatta is a leading city for business, home to more than 34,000 enterprises [2]. Council is committed to fostering business growth by implementing supportive policies, accessible services and programs that enable companies of all sizes to succeed. With five universities and a growing innovation network, our City offers a skilled and diverse workforce. Through upskilling and education delivered in partnership with key stakeholders, Parramatta will ensure businesses and workers are ready for the future—delivering long-term value for investors.

**PARRAMATTA IS HIGHLY CONNECTED, STRATEGICALLY PLANNED AND POSITIONED FOR LONG-TERM INVESTMENT.**





## JOB TARGETS FOR PARRAMATTA BY LOCATION



Source: City of Parramatta, City Economy Strategy

## COUNCIL'S ECONOMIC AMBITION

Council has set an ambitious target to deliver 150,000 new jobs by 2050, supporting the scale of economic and population growth anticipated across Parramatta and Greater Sydney. This target applies city-wide, extending well beyond the Parramatta City Centre.

Today our City offers about 1 job for every 1.5 residents of Parramatta [2]. Parramatta's rapid population growth has outpaced the increase in local jobs in the last decade.

Council has committed to maintaining this local jobs density ratio as a core policy position and a consideration in every planning conversation.

This means at least 150,000 new jobs are needed by 2050 to account for population growth in our own LGA – and to expand our regional impact as a jobs centre [3]. This is nearly a doubling of the jobs available in Parramatta today.

Achieving this ambitious target is essential to Parramatta becoming Western Sydney's jobs engine and a truly global city.

## COUNCIL'S ROADMAP TO 150,000 JOBS

To understand where and how 150,000 jobs can be provided in our City, Council has undertaken a significant body of research and analysis. The outcomes of this research support the actions identified in this Strategy, and precinct targets from this research are shown on the map.

The majority of jobs growth is anticipated within the five districts of Global Parramatta, which are located along a new Metro line and where the change proposition for the City is the greatest.

However, expanding employment opportunities are not limited to these districts. All parts of our City will contribute to, and benefit from, Parramatta's economic growth.

Whilst this Strategy identifies where jobs growth should occur by 2050, it does not set intermediate time-based targets for achieving this growth. Instead, this Strategy establishes a foundation of research, advocacy and planning to support the City's 2050 vision.

[1] *Measuring the Australian Night-time Economy (2025)*, page 84, [https://www.lordmayors.org/wp-content/uploads/2025/07/CCCLM\\_NTE\\_2025\\_Report.pdf](https://www.lordmayors.org/wp-content/uploads/2025/07/CCCLM_NTE_2025_Report.pdf)

[2] *Economy.id*, <https://economy.id.com.au/>

[3] *Parramatta 2050, City of Parramatta*, <https://www.cityofparramatta.nsw.gov.au/council/publications-policies-and-fees/parramatta-2050>

SCAN THE QR CODE  
TO READ THE CITY  
ECONOMY STRATEGY



# BUILDING A GLOBAL CITY



**PARRAMATTA**  
**2050**

## WHAT IS PARRAMATTA 2050?

*Parramatta 2050* is City of Parramatta Council's Global City Vision. It identifies the places, directions and initiatives that will continue growing our City as a global powerhouse and secure our position on the world stage. The benefits of this Global City Vision will extend beyond Parramatta, to Greater Sydney and beyond.

*Parramatta 2050* was endorsed unanimously by Council on 12 August 2024.

## WHY DO WE NEED PARRAMATTA 2050?

Parramatta is entering a new era of transformation, catalysed by city-shaping infrastructure and investment. *Parramatta 2050* is Council's aspirational move to seize these opportunities and shape the changes coming our way.

As Parramatta continues to grow and change, this vision will evolve and ensure we are creating a world of opportunity for our community.

We are not waiting for decisions to be made about Parramatta's future – we want to shape them.

## WHAT ARE THE KEY ELEMENTS OF PARRAMATTA 2050?

### Our Vision:

By 2050, the City of Parramatta will be a global city, full of world-class experience and opportunities to gather, create and accelerate.

### Our Strategic Directions:

- **Gather:** We gather a world of stories, ideas and experiences.
- **Create:** We create world-class experiences and opportunities in an environment where creativity knows no bounds.
- **Accelerate:** We accelerate beyond the bounds of current thinking, recognising that creating the city of tomorrow will require us to be bold and dream big.



Photo credit: Peter Bennetts courtesy Grimshaw and ABA. Aerial shot of Parramatta Aquatic Centre.

#### Our Global Parramatta Districts:

- **The Health and Innovation District** in Westmead and North Parramatta is a world leader in medical research, technology and well-being.
- **The Headquarters District** in the CBD is home to some of the world's biggest businesses and key government departments, and the place to be day or night.
- **The Model City District** around Camellia and Rosehill sets the standard for green jobs, green infrastructure and the circular economy.
- **The Future Jobs and Industries District** in Silverwater will be a hub for new industries.
- **The Celebration District** at Sydney Olympic Park becomes Greater Sydney's gathering place for major sporting and cultural events

#### Our Game Changers:

We propose a set of Game Changers that will continue to amplify our City's growth into a global powerhouse and point Global Parramatta towards 2050. *We are becoming...*

- **A world leader in First Nations partnerships.**
- **An Unrivalled River City** with a continuous green corridor between Lake Parramatta and Sydney Olympic Park.
- **Seamlessly connected to the world** through transport including a Metro link to Western Sydney International Airport and a north-south high-speed rail link.
- **Western Sydney's jobs engine**, creating 150,000 jobs.
- **The epicentre of culture and creativity**, with the reimagined Riverside Theatres, the State's largest museum in Powerhouse Parramatta and a new contemporary art gallery.
- **The home of festivals, sports and entertainment** and premier Australian destination for international events with activity 365 days a year.
- **Asia Pacific's centre for research and education** and the most globally connected university city in the nation.

**SCAN THE QR CODE  
TO FIND OUT MORE ABOUT  
PARRAMATTA 2050 AND  
DOWNLOAD OUR GLOBAL  
CITY VISION.**





The Indoor Plant Shed,  
North Parramatta

# RETAIL BUSINESS SUCCESS STORIES IN PARRAMATTA



## WHERE GREATER SYDNEY COMES TO SHOP AND EXPLORE.

Parramatta's retail scene is driven by a dynamic mix of long-standing local icons and bold new ventures that continue to shape our City's character. Supported by a diverse community and a growing visitor economy, Parramatta is a place where retailers are growing, connecting and evolving with our City.

From creative institutions and independent record stores to boutique lifestyle retailers and innovative leisure experiences, discover how local businesses are shaping Parramatta as a vibrant place to live, work and visit in our video case study.

**SCAN HERE  
TO WATCH  
RETAILER  
INTERVIEWS**



## MEET THE PEOPLE REDEFINING RETAIL IN PARRAMATTA



### **The Indoor Plant Shed** A boutique lifestyle retailer putting down roots in North Parramatta.

The Indoor Plant Shed thrives in Parramatta thanks to a growing community that values calm, connection and sustainability.

"There's so much potential in Parramatta with all the growth," says Founder Dearne Riddell. "Being a small business, it's fantastic to have so much opportunity at our doorstep."



### **Beatdisc Records** Celebrating 30 years of independent music in Parramatta CBD.

Strong foot traffic from music lovers and a passionate, multi-generational music community have created the conditions for Beatdisc Records to thrive.

"Parramatta is growing year-on-year, with new businesses coming in and the City becoming more accessible with the Parramatta Light Rail now operational and the Metro coming in soon," says Store Manager Tom Houlahan.



### **Eckersley's Art & Craft** A creative institution thriving in the Parramatta CBD.

Parramatta's vibrant mix of creatives, students and families makes the perfect audience for artistic inspiration.

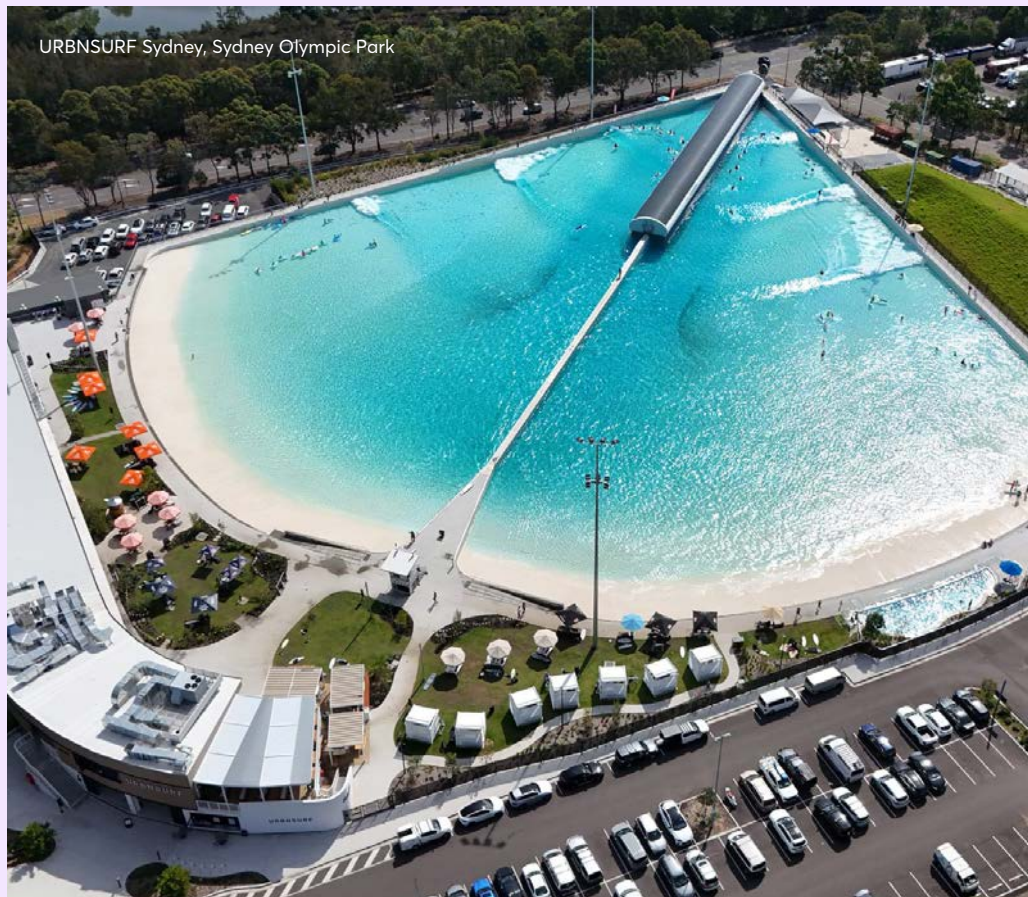
"What I love about Parramatta is the large range of diversity in the community," says Store Manager Tori Hanshaw.



### **URBNSURF Sydney** Riding the wave of growth in Sydney's heart.

URBNSURF Group is the world's largest surf park company, bringing beachside vibes to the Parramatta LGA and connecting with Greater Sydney's outdoor-loving adventure-seeking community.

"Parramatta represents the future of Sydney," says URBNSURF Group CEO Jennifer Vendekreeke. "It's a new dawn for Western Sydney, and we're excited to be part of it."





# PARRAMATTA'S GROWING STARTUP SCENE



## WHERE INNOVATION TAKES ROOT AND THRIVES.

Parramatta is a powerful startup hub, combining strategic location, strong infrastructure and a connected innovation community that's attracting ambitious founders to Western Sydney. Supported by incubators like Western Sydney University's Launch Pad, Cicada Innovations and the Western Sydney Startup Hub powered by Spacecubed, Parramatta is where ideas are accelerated through mentorship, collaboration and momentum.

From Equinox's med-tech breakthroughs and Curezma's science-backed skincare, to DRESSI's AI-driven fashion tech and Divergent Education's learning solutions, discover how these local startups are shaping our City's future in our new video case study.

SCAN HERE  
TO WATCH  
THE STARTUP  
INTERVIEWS



## MEET THE PEOPLE TURNING BOLD IDEAS INTO BUSINESSES



### **Equinox Medical** Redefining med-tech manufacturing in Westmead's hub of innovation.

Equinox Medical is advancing health innovation through precision, compliance and creative problem-solving.

"Our presence at Cicada Innovations connects us directly with key stakeholders in the Westmead Health Precinct, enhancing our ability to deliver meaningful solutions," says Medical Services Director David Mitchell. "Being based in Parramatta places us in the centre of Sydney, close to top-tier talent, universities and infrastructure that supports our growth."



### **Curezma** Biotech innovation, born from a personal mission in Northmead.

Supported by the Cicada Innovations network, Curezma has built momentum in Parramatta's innovation ecosystem while expanding its global footprint.

"Parramatta is now being recognised as a global city. And so is our brand Curezma," says CEO/Founder Aditi Brahmachari. "A serious powerhouse in Australia's advanced manufacturing and innovation landscape, Parramatta is not just a city which is growing, but it's evolving with purpose."



### **Divergent Education** Purpose-driven programs empowering educators from North Parramatta.

Housed in the Western Sydney Startup Hub powered by Spacecubed, Divergent Education designs real-world learning programs with, and for, teachers.

"The Spacecubed Accelerator Program really just gave me clear direction," says Founder Cheyanne Carter. "For people who are nervous to take that first leap, who have really brilliant ideas that can help people, it just removes that barrier and makes it more realistic."



### **DRESSI** AI-powered styling, making fashion personal in Parramatta CBD.

DRESSI is reshaping fashion retail through AI-powered styling that makes shopping more personal and fun.

"I first came to Parramatta through the Ignition program with Launch Pad," says Founder Iris Phan. "Launch Pad is my game changer. It's not just a co-working space, it's a sense of community, of support, mentorship and access to experienced founders."





# NIGHT-TIME BUSINESSES POWERING PARRAMATTA AFTER DARK

## WHERE CULTURE, CREATIVITY AND NIGHT-LIFE MEET.



Parramatta's night-time economy is one of Sydney's most exciting success stories, driven by local businesses that keep our City welcoming, vibrant and alive well beyond traditional trading hours. As our City grows, Parramatta is becoming a place where people don't just arrive for work or events, they stay to dine, create, connect and experience our City after dark.

Watch our night-time economy video case study series and discover how Parramatta has evolved into a destination in its own right after dark. Powered by culture-led experiences and community-driven businesses, these stories showcase a city that is driving vibrancy, attracting visitation and building a stronger sense of place at night.

### **PARRAMATTA'S PURPLE FLAG ACCREDITATION: SETTING THE STANDARD FOR NIGHT-TIME VISITATION**

Purple Flag is an internationally recognised accreditation that celebrates cities with safe, vibrant and well-managed night-time economies. It signals to visitors and locals that Parramatta's CBD delivers a high standard of excellence after dark, across safety and wellbeing, diversity of experiences and overall vibrancy. As one of only a few cities in Australia to achieve Purple Flag status, Parramatta's accreditation recognises the ongoing work to create a welcoming destination where people can dine, discover and connect well into the evening.

**SCAN HERE  
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INTERVIEWS**

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## MEET THE PEOPLE POWERING PARRAMATTA AFTER DARK



### **Frankie B's** A 24-hour dining institution in the heart of Parramatta CBD.

Discover how round-the-clock dining, cultural diversity and a growing night-time economy have helped Frankie B's thrive.

"We saw the opportunity and took it — and there's a real market for it," says Managing Director Melissa Criniti. "With improved transport like the Parramatta Light Rail, it's easier than ever for people to come here and dine late."



### **Parramatta Clay & Arts** Hands-on creativity shaping Parramatta CBD after dark.

Parramatta Clay & Arts is redefining nights out with hands-on pottery workshops that bring creativity, connection and culture to our City after dark.

"We really love being part of a thriving creative community," says Director Dianne Turner. "People now recognise Parramatta as a vibrant, open destination — even internationally. The culture is diverse, there's always something different happening, and it feels truly unique."



### **Gsus4 Music Gear & Supply Co.** Fuelling Parramatta's grassroots music scene in Rydalmere.

Gsus4 brings musicians together through world-class gear and its grassroots Burnt Butter Jam live sessions.

"We're perfectly positioned — accessible from every direction across Sydney," says Managing Director Kang Song. "What makes Burnt Butter Jam special is that it's happening here in Western Sydney. There's so much local talent, and we simply provide the platform for musicians to grow, collaborate and enjoy music together."



### **Arts & Cultural Exchange (ACE)** Championing culture and creativity after dark in the Parramatta CBD.

Learn how ACE nurtures creativity and supports diverse voices, playing a vital role in Parramatta's cultural life after dark.

"Parramatta is a cultural hub with incredible communities and strong public transport," says Executive Director Anne Loxley. "ACE offers a rich mix of night-time programs, from film and literature to community-led cultural events and we're proud to call Parramatta home."



### **WestWords** Amplifying Western Sydney stories in the Parramatta CBD.

WestWords is a cultural platform celebrating Parramatta's vibrant arts, entertainment and night-time scene.

"Parramatta is a city of stories," says Executive Director Michael Campbell. "It's one of the most exciting places to be, a true reflection of the world in microcosm".



### **Urban Salsa** Bringing rhythm, movement and connection to the night in North Parramatta.

Urban Salsa brings Parramatta's nights to life through the energy, rhythm and community spirit of Latin American dance and music.

"Latin dance is about more than movement — it's culture, connection and community," says Director Raymund Gerard. "Urban Salsa offers a welcoming, social space where people can dance, connect and enjoy Parramatta at night."



# HOTELS AT THE HEART OF PARRAMATTA'S VISITOR ECONOMY

## WHERE THE CITY WELCOMES YOU.

Parramatta's hotel sector is rapidly evolving into a defining part of our City's success story, supporting business growth, tourism and a thriving visitor economy. No longer just a stopover for meetings or events, Parramatta is evolving into a true destination, supported by world-class accommodation and a vibrant mix of culture and city energy. Its rise is being noticed globally, with Parramatta receiving a mention in Condé Nast Traveller's list of foodie hotspots to watch in 2026. [1]

Through distinctive design, premium hospitality and deep local connection, PARKROYAL Parramatta, SKYE Suites Parramatta and the highly anticipated QT Parramatta are shaping a new chapter for our City. Discover how, together, these hotels reflect Parramatta's transformation into a global city — confident, connected and ready to welcome the world.



[1] Condé Nast Traveler,  
<https://www.cntraveler.com/story/the-best-places-to-go-in-oceania-2026>

# MEET THE PEOPLE WELCOMING THE WORLD TO PARRAMATTA



**SKYE Suites Parramatta**  
Contemporary luxury in the heart of our City.

With spacious suites, thoughtful design and seamless access to dining, entertainment and transport, SKYE Suites reflects Parramatta's evolution into a global destination.

"Parramatta is the leading destination in Western Sydney," says Hotel Manager Jessica Avellaneda. "It's become a city with everything travellers need, and demand continues to rise."



**PARKROYAL Parramatta**  
A classic icon renewed for a new era.

Long established as one of Parramatta's most premium hotels, PARKROYAL Parramatta is entering a new chapter following a significant program of upgrades and renewal - ready to meet the expectations of a global destination.

"With major attractions and new infrastructure, Parramatta's visitor economy is entering a new phase," says Hotel Manager Hans Joachim. "Western Sydney International Airport will open Parramatta to new markets, including Asia."



**QT Hotel Parramatta**  
Bold design and hospitality, arriving in a prime Parramatta location.

QT Parramatta will bring a bold, design-led hospitality experience to the CBD, rising within a striking 65-storey mixed-use tower at 8 Phillip Street. The five-star hotel will feature more than 250 luxury rooms and suites, including Rooftop at QT bar.

"Parramatta is the next chapter in the future of Sydney," says Group General Manager David Sude. "The City is moving fast, and the audience is becoming more discerning every day."

## A NEW ERA OF PREMIUM STAYS

Parramatta's accommodation sector is set for significant growth, with a strong pipeline of premium and luxury hotels scheduled to open between 2027 and 2029. Driven by rapid population and economic growth, rising business travel, major events and the opening of Western Sydney International Airport, these developments reinforce Parramatta's position as a global city and a leading destination for investment and visitation.



**Sydney Marriott Hotel Parramatta**  
Marriott International will open its first Marriott-branded hotel in Western Sydney with the Sydney Marriott Hotel Parramatta, expected to open in 2027.

Located on Church Street within a major mixed-use development, the 279-room, 5-star hotel will be the fifth Marriott Hotels and Resorts property in Australia, and the second in New South Wales, signalling strong confidence in Parramatta's growing visitor and business economy.



**Crowne Plaza Parramatta**  
Opening in 2029, the 217-room Crowne Plaza Parramatta will anchor a landmark mixed-use development directly opposite Parramatta Train Station.

With seamless access to Westfield Parramatta and direct transport connectivity, the hotel will significantly strengthen our City's capacity to host business, leisure and major event travellers.



**InterContinental Parramatta**  
Delivered by Holdmark Property Group, InterContinental Parramatta will introduce a new level of luxury from its prime location opposite Parramatta Square.

The planned 31-33 storey tower will feature approximately 212 rooms, a rooftop bar, signature restaurant, club lounge and pool, elevating Parramatta's premium accommodation offering and supporting growing demand from corporate and leisure visitors.

# PARRAMATTA'S VISITOR ECONOMY

Parramatta is the beating heart of Greater Sydney's visitor economy — a rapidly growing destination attracting major events, transformative infrastructure investment and a diverse, expanding visitor base.

With strong growth in spending, jobs and business activity, Parramatta presents a compelling opportunity to invest, establish or expand in one of Australia's fastest-evolving cities.



## INVEST IN PARRAMATTA'S VISITOR ECONOMY

Parramatta is emerging as Greater Sydney's most dynamic visitor destination — a city powered by major cultural institutions, next-generation transport links and a booming visitor economy.

From hospitality and retail, to entertainment, accommodation and tourism services, Parramatta offers unparalleled potential for businesses ready to invest in a thriving, future-focused market.

Our City is being reshaped by some of Australia's most significant cultural and transport investments — including Powerhouse Parramatta, the Riverside Theatres redevelopment, Sydney Metro West and the Parramatta Light Rail. Together, these projects are unlocking unprecedented connectivity, cultural vibrancy and visitor growth, positioning Parramatta as Greater Sydney's next major destination.

## PARRAMATTA'S VISITOR ECONOMY TODAY

Parramatta is outperforming Greater Sydney in visitor economy growth. Here are some key figures:

- Output grew 43% (7.4% CAGR) vs 1.3% across Greater Sydney, and employment grew 4.5% p.a. while Greater Sydney declined 0.2% p.a.
- \$1.9 billion was spent by visitors between May 2024 and May 2025.
- 60% of all local spending comes from visitors.
- Overnight and international visitors are now back to pre-pandemic levels.
- Visitor-related jobs have grown 4.5% each year since 2018/19.
- Local business numbers have increased 20% since 2019/20.

These trends highlight a resilient, high-performing visitor economy with substantial opportunities for new and growing businesses.

**SCAN THE QR CODE  
TO DOWNLOAD THE  
VISITOR ECONOMY  
REPORT**



Explore the Visitor Economy webpage to download your copy of City of Parramatta's Visitor Economy Report (2025) for a deeper look at the sector.



## DRIVING ECONOMIC GROWTH

Parramatta's visitor economy is accelerating and strengthening our City's position as one of Greater Sydney's most dynamic and opportunity-rich markets.

- Annual economic output by businesses in the visitor economy is \$3.3 billion a year, contributing to around 6% of the whole local economy.
- The largest recent lifts have been food and drink (up \$200m since 2018/19) and sport and recreation (up \$130m).
- Parramatta is taking a bigger slice of Sydney's visitor spend — in 2023/24, Parramatta accounted for 6.1% of Greater Sydney's visitor economy, up from 4.6% in 2018/19.
- Growing faster than other areas: Parramatta's visitor economy value increased from \$1.1 billion to \$1.6 billion (+36%), outpacing Greater Sydney overall (1.2%) over the same period.
- Visitor activity generated about \$2.6 billion worth of business for the local economy in one year.

## VISITOR ECONOMY SNAPSHOT

# 60%+

Over 60% of all local spending comes from visitors to the LGA — totalling \$1.9 billion between May 2024 and May 2025.

# 2/3

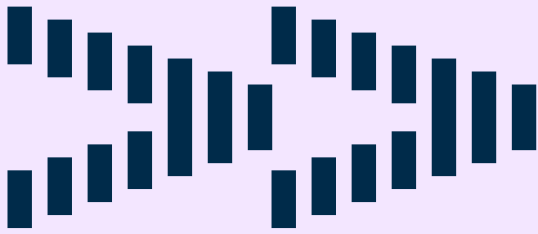
Around two thirds of all night-time activity in the CBD comes from people visiting from outside the area, and this rises to 84% during the day.

# 20%

Visitor-facing businesses grew 20% between 2019/20 and 2022/23.

# 20.3K

Over 20,300 people are employed in Parramatta's visitor economy. Visitor economy jobs have been growing faster than the wider economy, driven by strong post-pandemic growth in the food and beverage sector.



# PARRAMATTA BUSINESS CONNECTIONS



**CITY OF  
PARRAMATTA**



**Parramatta  
Chamber of  
Commerce**

**BUSINESS  
WESTERN  
SYDNEY**

## COUNCIL SUPPORT

City of Parramatta's business programs provide access to quality seminars and workshops run by leading training organisations and various industry professionals. These business development tools and events support new and existing businesses and entrepreneurs to grow.

Our programs also offer our City's diverse resident population opportunities to upskill and improve their employability, providing accessible pathways for further development.

Council's support of business events in Parramatta ensures our local business community members can network and connect, and are given recognition and reward opportunities.

[cityofparramatta.nsw.gov.au/  
business-programs](https://www.cityofparramatta.nsw.gov.au/business-programs)

## PARRAMATTA CHAMBER OF COMMERCE

Parramatta Chamber of Commerce is one of the longest serving Chambers, representing the interests of businesses since 1912. They host various networking events each month and throughout the year, including Weekly Referral Groups, Monthly Business After 5 events, Quarterly Business Forums, Annual signature events like Western Sydney Awards for Business Excellence (WSABE) and State of the City Address (SOTC), and an annual Charity drive.

These platforms and initiatives facilitate networking amongst members, promoting business collaboration and growth.

[parramattachamber.com.au](https://www.parramattachamber.com.au)

## BUSINESS WESTERN SYDNEY

Business Western Sydney is the region's peak business advocacy organisation, representing a regional economic footprint in the tens of billions. Their members include the CEOs, chairs, and leading executives from more than 125 top global businesses, major Australian corporations, local not-for-profits and government agencies.

As a not-for-profit organisation, they focus on bringing together business and industry with government to create communities of shared interest for the benefit of Western Sydney.

[businesswesternsydney.com](https://www.businesswesternsydney.com)



## WESTERN SYDNEY BUSINESS CONNECTION

The Western Sydney Business Connection exists to connect the businesses of Western Sydney, delivering leads and opportunities for economic growth. They save business owners time by facilitating strategic connections at world-class business events, and through innovative programs and initiatives. They provide learning tools, professional development opportunities, and essential regional updates.

They also work closely with their members to identify key regional and business issues affecting SMEs and advocate on their behalf, creating improved economic and social outcomes.

[wsbc.org.au](http://wsbc.org.au)

## SYDNEY OLYMPIC PARK BUSINESS ASSOCIATION

The Sydney Olympic Park Business Association is a not-for-profit membership-based organisation representing business owners, operators and investors in the park and across the Olympic Peninsula. They advocate for greater public and private sector investment in Sydney Olympic Park and the surrounding communities. Their aim is to drive employment growth, housing options and visitation — making the suburb a better place in which to live, work, play and learn.

The Business Association works continuously and collaboratively with its members and with the three levels of government.

[sopba.com.au](http://sopba.com.au)

## NEW BUSINESS WELCOME GUIDE

Everything new businesses need to succeed in Parramatta. Scan to explore key information on regulations and compliance, funding and support, networking and business development, plus economic and industry insights.



SCAN TO VIEW THE GUIDE

# WHAT'S ON IN PARRAMATTA

## **PARRAMATTA FARMERS MARKET**

Every Wednesday in Centenary Square

## **EPPING NIGHT MARKETS**

Last Friday of each month in Boronia Park, Epping

## **26 MAY: WARAMI - NATIONAL SORRY DAY**

Dharug Circle, Parramatta Square

## **21 JUNE: PARRAMATTA HALF MARATHON**

Starting on O'Connell Street, finishing inside CommBank Stadium

## **25 JUNE: WESTERN SYDNEY CAREERS EXPO**

Sydney Showground

## **4 - 18 JULY: MIDWINTER FESTIVAL**

Centenary Square and Parramatta Square

## **11 JULY: WARAMI - BURRAMATTA DAY**

The Crescent, Parramatta Park

## **23 JULY: PARRAMATTA EELS V PENRITH PANTHERS**

CommBank Stadium

## **12 AUGUST: ANH DO: THE HAPPIEST REFUGEE LIVE!**

Riverside Theatres

## **21 - 24 OCTOBER: PARRAMATTA LANES**

Parramatta CBD

## **16 OCTOBER - 01 NOVEMBER: RUGBY LEAGUE WORLD CUP 2026**

CommBank Stadium

## **26 NOVEMBER: LIGHTING OF THE CHRISTMAS TREE**

Parramatta Square

## **12 DECEMBER: CHRISTMAS CAROLS**

Parramatta Park

## **31 DECEMBER: NEW YEARS EVE CELEBRATION**

Parramatta Park



Stay in the loop and discover upcoming events and festivals, new dining experiences and hidden gems in Parramatta.

Sign up for email updates on Your City Happenings via [atparramatta.com](https://atparramatta.com) and follow us on Facebook and Instagram @atparramatta





Wingstop

# A GROWING FOOD & DRINK SCENE

Parramatta, and its surrounding neighbourhoods, are home to many delicious restaurants and bars, all serving unique foods and authentic cuisines. Whether you enjoy homemade traditional foods or modern fusions with a twist, there is a restaurant for you in Parramatta.

As our City continues to evolve, new dining destinations are constantly emerging, inviting you to discover exceptional flavours with friends and loved ones.

- > **Wingstop**  
5 Parramatta Sq, Parramatta
- > **Brooklyn Bridge Deli**  
85 Macquarie St, Parramatta
- > **Station Hotel**  
136 Church Street, Parramatta
- > **Euca Gelato**  
The Stables, 85 George Street, Parramatta
- > **Sabah Eatery**  
52 Carnarvon Street, Silverwater
- > **Ramen Ippudo**  
85 Macquarie St, Parramatta
- > **RAFI URBNSURF**  
15 Hill Road, Sydney Olympic Park
- > **Lucien Baked Goods**  
111 Phillip Street, Parramatta



Euca Gelato



Sabah Eatery



**INVEST**  
**PARRAMATTA**

Powered by the City of Parramatta

Discover more  
[atparramatta.com/business](https://atparramatta.com/business)

May 2026