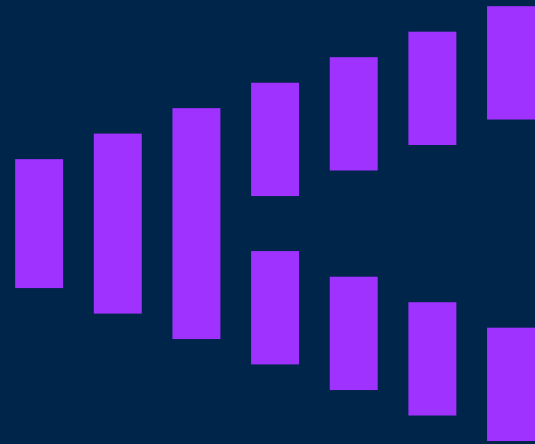




Photography: Peter Bennetts courtesy Grimshaw and ABA

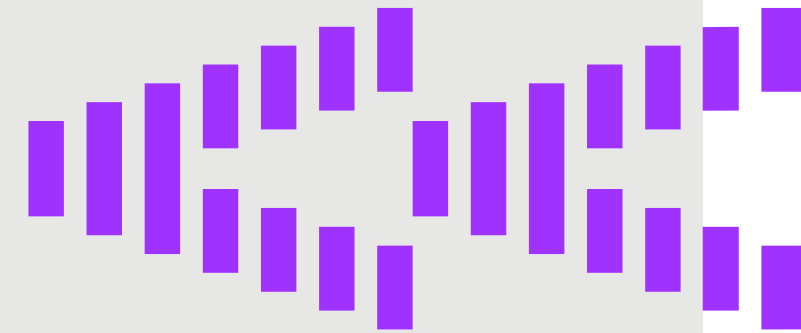
# INVEST PARRAMATTA UPDATE

## OCTOBER 2023



| PARRAMATTA

# A CITY OF GROWTH AND INNOVATION



## LIGHT RAIL



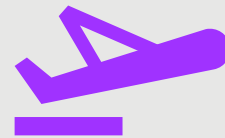
Due to open in 2024, the Parramatta Light Rail will transform the way workers, residents, and visitors move around the Parramatta area. It's estimated by 2026 around 28,000 people will use the service every day.[1]

## CITY ON THE MOVE



Parramatta Station is the fourth busiest station in Sydney and the busiest outside of the Sydney CBD. Metro West, which is currently under construction, will double Parramatta's rail capacity and decrease travel times.[2][3]

## NATIONAL & GLOBAL REACH



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

## EDUCATIONAL INSTITUTIONS



Six educational institutions are continuing to invest in the future of knowledge and learning in Parramatta; fostering Australia's most educated, diverse, and talented workforce.

## ENGINEERING INNOVATION HUB



The first of its kind in Australia, this campus provides cross-functional collaboration and creative inspiration between students, educators, industry professionals, and researchers.[5]

## CULTURAL ECOSYSTEM



Home to a growing 5.8% of NSW's creative industries workforce, the stories of tomorrow are being written in Parramatta today.[6]

## ECONOMIC INDICATORS

**\$28.589B**  
GRP

Most recent figures show the year-end GRP in the March quarter is up by 0.3% from the December quarter, and 1.33% up on the year-end GRP in March 2022. (Source: .id Economic Insights)

**181,980**  
LOCAL JOBS

Local jobs for the region were up 1.3% to 181,980 in the March quarter. This exceeds the four-quarter average of 177,33. (Source: .id Economic Insights)

**2.5%**  
UNEMPLOYMENT

Parramatta's unemployment rate dropped to just 2.5% in the March quarter, lower than the Greater Sydney and NSW unemployment rates (3.4% and 3.3% respectively). (Source: .id Economic Insights)

**\$317M**  
CONSTRUCTION PIPELINE

The value of building approvals in the March quarter was down 29.7% on the December quarter and 37.5% on the 2022 March quarter. (Source: .id Economic Insights)

**545,070**  
VISITORS

The March 2023 quarter saw continued strength in visitor growth, with visitation up 68.7% on the previous quarter and 126% on the 2022 March quarter. (Source: .id Economic Insights)

**\$449M**  
TOTAL LOCAL SPEND

Total local spend in the month of July was up 9.03% on July 2022 to \$449m. (Source: Spendmapp)

[1] Parramatta Light Rail, Parramatta Light Rail Contracts Signed, December 2018, <http://www.parramattalightrail.nsw.gov.au/news/parramatta-light-rail-contracts-signed>.

[2] City of Parramatta, Parramatta Integrated Transport Plan, April 2021, [https://s3.ap-southeast-2.amazonaws.com/hdp.au.prod.app.pcc-participate.files/2716/2027/3188/Parramatta\\_CBD\\_Integrated\\_Transport\\_Plan\\_Report\\_V1.6.pdf](https://s3.ap-southeast-2.amazonaws.com/hdp.au.prod.app.pcc-participate.files/2716/2027/3188/Parramatta_CBD_Integrated_Transport_Plan_Report_V1.6.pdf)

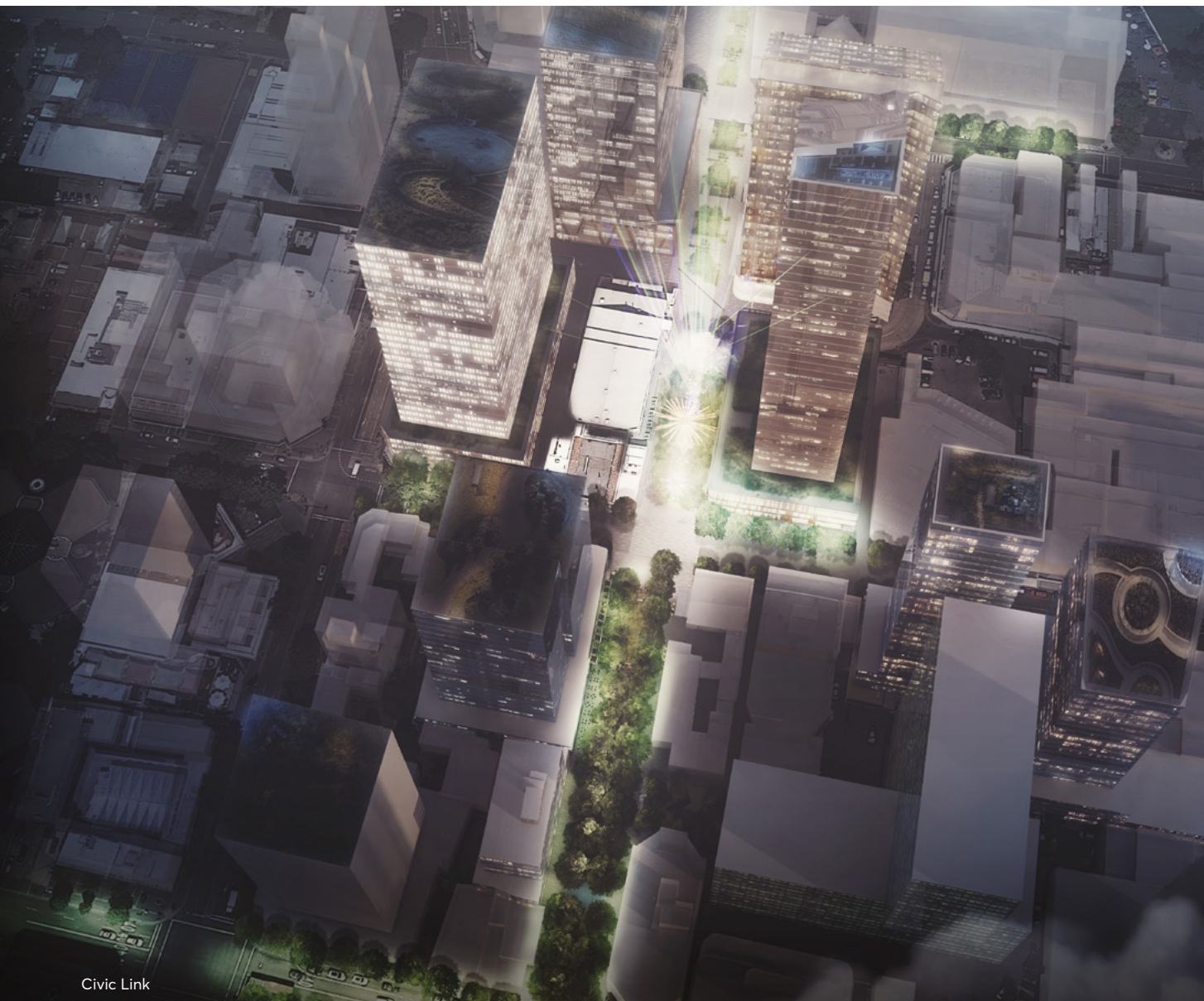
[3] Sydney Morning Herald, Push for PM to commit money to building \$20b metro line to Sydney's west, June 2019 <https://www.smh.com.au/national/nsw/push-for-pm-to-commit-money-to-building-20b-metro-line-to-sydney-s-west-20190522-p51q0w.html>.

[4] Sydney Morning Herald, 'Radically faster': Parramatta at centre of NSW's high-speed rail future, May 2022, <https://www.smh.com.au/national/nsw/radically-faster-parramatta-at-centre-of-nsw-s-high-speed-rail-future-20220511-p5akev.html>

[5] 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)

[6] NSW Creative Industries: An Economic Snapshot, April 2019, <https://static1.squarespace.com/static/58b62fb837c581c6dd7d7151/t/5cc63b2be83b420001b74f27/1556495173543/NSW+Creative+Industries+-+BYP+Group+-+corr+290419.pdf>





Civic Link

# CITY-SHAPING PROJECTS

## CIVIC LINK FAST-TRACKED

The NSW Government has fast-tracked the construction of Civic Link, a pedestrianised public space designed to connect the Parramatta CBD to the River Foreshore and the site of the upcoming Powerhouse Parramatta. Nearly 500 metres long and 20 metres wide, Civic Link will span four city blocks and feature half a football field of green space with an eye to promoting active transport and connectivity. This connection will help support the City's growing population and commercial centre.

The completion of Parramatta Square saw the initial blocks of the link established, with more to come following the delivery of Metro West and Powerhouse Parramatta. The \$10.6m announced by the State Government to fast

track the link is matched by the City of Parramatta's own funding commitment to deliver the outstanding block of the link, block three. Construction on this block will begin in late 2024.

Additional funding has been set aside to build intersections on Phillip and George St as well as other upgrades to the space. By improving access to key destinations around the City, Civic Link's opening will promote growth in the City's dining and entertainment sector and improve pedestrian links for its office workers.

Sources: *City of Parramatta, The Daily Telegraph*

## 64-66 PHILLIP STREET, PARRAMATTA

Architectural firm Smith & Tzannes' winning entry in a design competition for the riverside site combines state-of-the-art commercial space with heritage preservation. The 22 storey tower will include several floors of A-grade commercial office space, helping to accommodate the City's growing commercial and professional sectors.

It will also include a number of amenities and hospitality offerings, ranging from a wellness studio and restaurant on the building's lower levels, to a rooftop bar with views over the river and CBD. The design preserves the heritage-listed cottage at 66 Phillip street, a remnant of the City's colonial history, as well as free-flowing access from the street to the River Foreshore via the publicly accessible ground floor.

Source: *The Urban Developer*



64-66 Phillip Street



Charles Street Square

## CHARLES STREET SQUARE OPEN

A joint investment by the NSW Government and City of Parramatta is set to come to fruition this Spring with the opening of Charles Street Square. Sitting adjacent to the Parramatta Ferry Terminal, Charles Street Square serves as a nexus between the river and the City for visitors travelling by ferry from the East.

Once completed, the square will join the ferry terminal under the name Parramatta Quay, with an eye to the space becoming a unique and accessible gateway from the river to the heart of the City. This vision has been realised through additions to the site, including new ramps and stairs, public art installations, and freshly planted trees and garden beds. These improvements will contribute to accessibility, amenity, and visitor experience of the space, bolstering the appeal of Parramatta's CBD.

Source: *City of Parramatta*

## CICADA HEALTHTECH HUB, WESTMEAD

Westmead's Health and Innovation District is set to welcome Cicada Innovations' new health-tech incubator, supporting world-class biomedical research onto the market and into health care facilities. As a deep tech incubator, Cicada Innovations supports the commercialisation of science and technology startups. By supporting early-stage innovators, incubators like Cicada can solve global social, medical, and environmental problems as well as generating significant financial returns.

The incubator at Westmead will specialise in supporting health focused startups at the pre-revenue stage, with an eye to leveraging the district's growing health knowledge network. This will translate into improved patient outcomes locally and globally, as well as supporting employment, growth, and upscaling Parramatta's health economy.

Source: *Cicada Innovations*



Westmead Health Precinct

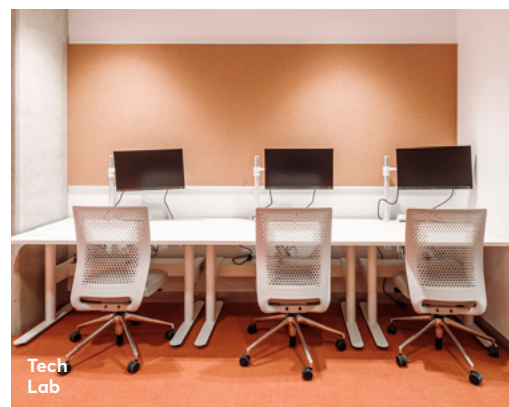




# PHIVE. FIND YOUR SPACE.



Meeting Rooms



Tech Lab



Discovery Space



Wellness Studio



Scan the QR code or visit [cityofparramatta.nsw.gov.au/PHIVE](https://cityofparramatta.nsw.gov.au/PHIVE) for more information.

## MEET AND CONNECT AT PHIVE

September marks one year since the doors of PHIVE, Parramatta's striking library and community hub, opened to the community for the first time. Since then, some 400,000 people have visited to learn something new, study, explore the library, enjoy Story Time, join a wellness class, attend an event, or visit exciting exhibitions.

The \$136 million architectural icon spreads across six levels and accommodates a range of flexible event and meeting spaces; all available for community and business use. PHIVE is home to a state-of-the-art library, maker spaces, tech labs and sound studios where anyone can learn, innovate, and create.

Visitor and Council services and the new Council Chambers are also located within this remarkable new building. PHIVE is accessible to everyone, keeping inclusivity and sustainability at its core.

City of Parramatta Lord Mayor Cr Donna Davis said PHIVE is the brilliant, bold centrepiece of Parramatta Square's \$2.7 billion transformation; a place to discover and explore.

"We are proud PHIVE has arrived — a landmark addition to our City. Parramatta's dazzling new building has been years in the making, and we are so delighted PHIVE is now open for everyone to enjoy.

"This space has been designed with and for our communities — to connect, collaborate, and enjoy. PHIVE is a much-needed community facility that will service the needs of the region's rapidly-growing population. It's important we have accessible, state-of-the-art facilities to support the people who live, work, study or visit Parramatta," Cr Davis said.

PHIVE was designed by an architectural team led by award-winning architect Manuelle Gautrand. Ms Gautrand's French firm worked in partnership with Australian firms Lacoste+Stevenson and DesignInc. A local firm, Built, were in charge of construction.

The building was designed to incorporate the original heritage-listed Parramatta Town Hall, giving the old building a new lease of life. As part of PHIVE's 'smart' design, the building has been fitted with giant automated louvres that respond to weather conditions and allow fresh air to circulate.

The space has been recognised further afield, in the International Library of the Year Awards, and named outstanding community project at the Western Sydney Leadership Dialogue's BOOMTOWN! Project of the Year awards.

## EVENT SPACES AT PHIVE

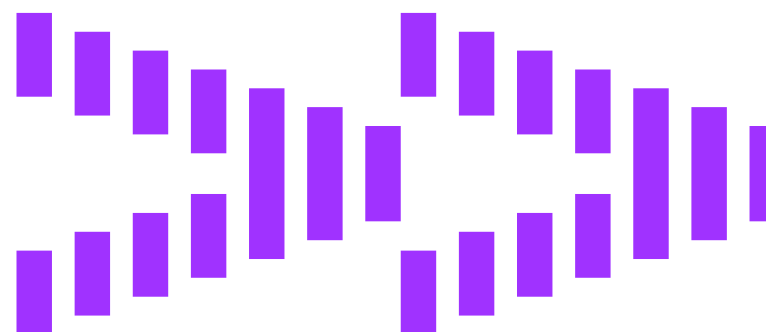
From sound studios, tech labs and creative maker spaces, to tranquil active wellness spaces to host a class, PHIVE offers a range of inspiring spaces for hire.

Light-filled spaces to suit community meetings are dotted throughout the building, as well as integrated spaces to suit corporates looking to escape the hustle of daily work with an off-site designed to inspire and reward teams.

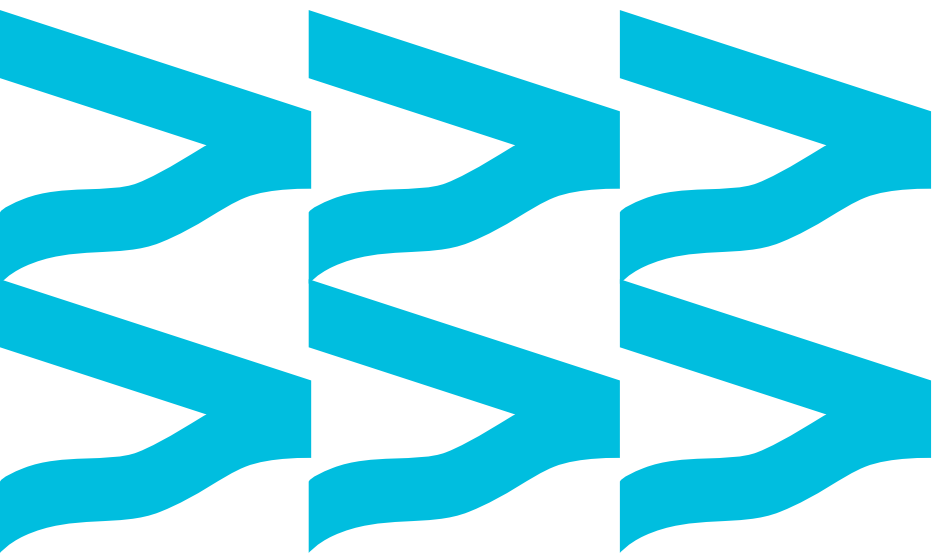
PHIVE is embedded with culturally-diverse stories, heritage, art and history — it's a space that's sure to inspire.

## THINGS TO KNOW

- **Spaces include** — tech-enabled meeting rooms; active spaces for dance, movement, and yoga; maker spaces for science, craft and art workshops; sound studios and tech labs suitable for online training; plus a range of unique spaces including the library amphitheatre, exhibition areas, and outdoor terraces.
- **Fully customisable** — All spaces are beautifully appointed and customisable with the latest AV and video conferencing equipment. There is also on-site tech support to help make your experiences as seamless as possible.
- **Everyone is welcome** — Corporates, event organisers, creatives, businesses, community groups, students — all are welcome at PHIVE.
- **Heritage venue coming soon** — PHIVE is connected to heritage-listed Parramatta Town Hall. This complementary space is currently undergoing restorations and will open for bookings in late 2023.







# WELCOME TO THE PAC



## ABOUT THE PAC

Parramatta Aquatic Centre (or 'PAC') is Parramatta's brand new, year-round destination for swimming, fitness and wellness, catering to families, schools, workers, and visitors. The \$88.6 million project is being co-funded by Council and the NSW Government, which is investing \$38.5 million from the Restart NSW Fund.

## SECURE YOUR MEMBERSHIP

Whether you're an avid swimmer looking to do regular laps before work or during your lunchbreak or want full facility access to support all your health and wellness needs, a wide range of membership options are available to purchase now via the website.

## COME FOR A COFFEE, STAY FOR A WORKOUT

Fuel your body before and after your session. With both indoor and outdoor seating, the café offers a delicious range of food and drinks for those social catchups with friends or colleagues after a swim or fitness class.

## YOU ASKED FOR A POOL, THE PAC HAS THREE!

Dive into the heated 50m Outdoor Memorial Swimming Pool, which features 10 lap lanes and an accessible ramp entry. Set amongst leafy, park-like surrounds, it's the perfect destination for year-round lap swimming, school swimming carnivals, competition swimming and training. Indoors you will find the 25m heated Leisure Pool (Bugi Badu), perfect for laps, recreational swimming, and home to aqua aerobics. The Program Swimming Pool (Gulyangarri Badu) is the dedicated Learn to Swim indoor pool,

which is also heated. Enrolments are now open online for Learn to Swim classes, catering for students from six months old through to adults. The Indoor Splash Zone (Gungung Badu) is the place to be for families with babies through to primary aged children. There you'll find a slide and loads of play equipment for kids to enjoy, plus a zero-depth entry point to provide a safe and fun aquatic space for all swimming abilities.

## HEALTH AND WELLNESS

Train with the PAC in the fully equipped, state-of-the-art gym facility, designed to cater for everyone from the recreational and social user to the dedicated fitness enthusiast. The open plan gym floor includes more than 100 pieces of the latest fitness equipment from NovoFit. Members can also enjoy a dedicated weights area, functional training space and gym floor classes, while three purpose-built studios provide a home for Cycle, Yoga,

Pilates, Les Mills classes and more. Fitness classes cater to all levels, abilities, and goals, while the PAC instructors are qualified, inspiring, caring, and dedicated to make getting fit challenging yet fun.

Make sure you leave time to finish your visit with a session in the spa, steam, and sauna facilities. Whether you're looking to unwind after a day at work or a good workout, this will be just what you need.

## AND THE PARENTS AREN'T FORGOTTEN ABOUT

To allow parents the opportunity to refresh and unwind as they enjoy the aquatic and fitness facilities, the PAC features an onsite crèche. Here, children can enjoy fun and engaging play facilitated by the experienced childcare team. The creche is available for children from 12 weeks old through to pre-schoolers, and open for members 8.30am-12.30pm, Monday through Saturday. Bookings are essential.

## GREEN INNOVATION

The Parramatta Aquatic Centre (PAC) has been designed to deliver on Council's sustainability mission to do more and use less. Expansive skylights in the pool halls might look like glass but are in fact made from a special lightweight material called ETFE (Ethylene tetrafluoroethylene). ETFE filters a large proportion of infra-red light and the sun's heat helps manage the temperature inside the pool halls. The PAC's roof features 358 solar panels with the power produced returned direct to the grid for the benefit of others.

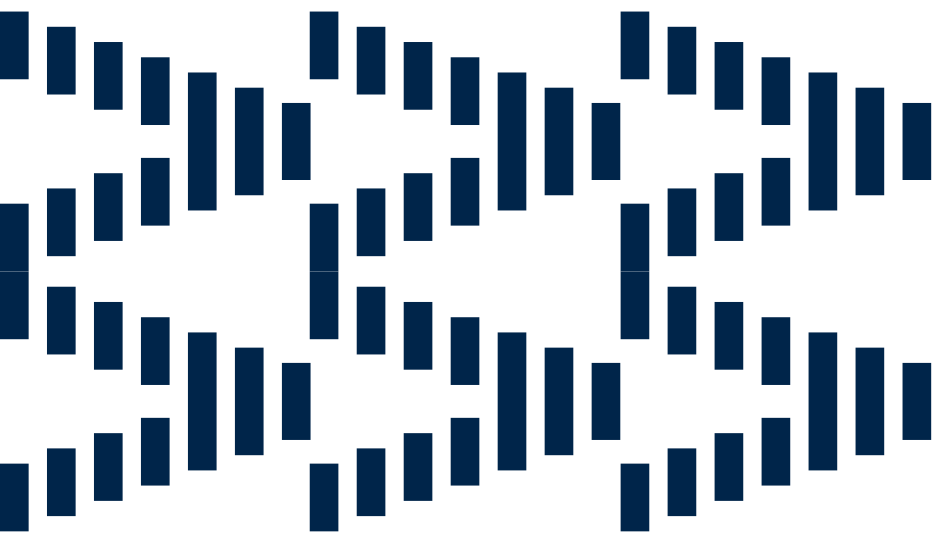
In the Health & Wellness Centre the automated, naturally ventilated façade reduces dependence on fulltime mechanical air-conditioning. Rain gardens on site not only filter pollutants from the waterways, but they also stop soil erosion and provide a wonderful spot for birds and butterflies. Finally, at least 95% of all timber used at the PAC is Forest Stewardship Council (FSC) certified. This means that the timber used was sustainably harvested from forests managed to the highest environmental, social, and economic standards.

SCAN HERE

Find out everything you need for your first visit!







# PARRAMATTA BUSINESS CONNECTIONS



## 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 promote and facilitate networking amongst members, promoting business collaboration and growth. [parramattachamber.com.au](http://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](http://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)

## 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 the 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](http://cityofparramatta.nsw.gov.au/business-programs)

## SUBSCRIBE TO OUR MONTHLY E-NEWSLETTER

Stay up to date with the latest City news, including updates on development, major projects, environment, business, and more.







Parramatta Lanes

# WHAT'S ON IN PARRAMATTA

**11 - 14 OCT 2023**  
Parramatta Lanes | Eats, Beats, Art | Free festival

**OCT - NOV 2023**  
Diwali / Deepavali Festival in Parramatta

**19 - 21 OCT 2023**  
The Visitors at Riverside Theatres

**19 OCT - 3 NOV 2023**  
Girls in Boys' Cars at Riverside Theatres

**25 SEP - 1 NOV 2023**  
CoLAB innovation space at PHIVE

**30 NOV - 23 DEC 2023**  
Christmas activation in Parramatta Square

**7 DEC 2023**  
Good Gift Market

**31 DEC 2023**  
New Year's Eve fireworks in Parramatta Park



Diwali



Christmas



New Year's Eve



Smoky Cravings

# NEW PLACES TO EAT & DRINK

Parramatta's dining scene is vibrant, diverse, and delicious. With so many cafés, restaurants, and bars to choose from, there's something to suit every occasion. Here are some of the newest eateries to explore:

- ▼ Italian Street Kitchen, 1/180 George St, Parramatta
- ▼ Hunter and Barrel, 2/180 George St, Parramatta
- ▼ Soul Bowl, Parramatta Square
- ▼ The Lobbyist, Parramatta Square
- ▼ Mamak, Parramatta Square
- ▼ Smoky Cravings, 1/20 Victoria Rd, Parramatta
- ▼ MISC, Parramatta Park
- ▼ Havenstone Café, 5 Fleet St, North Parramatta



The Lobbyist



Soul Bowl



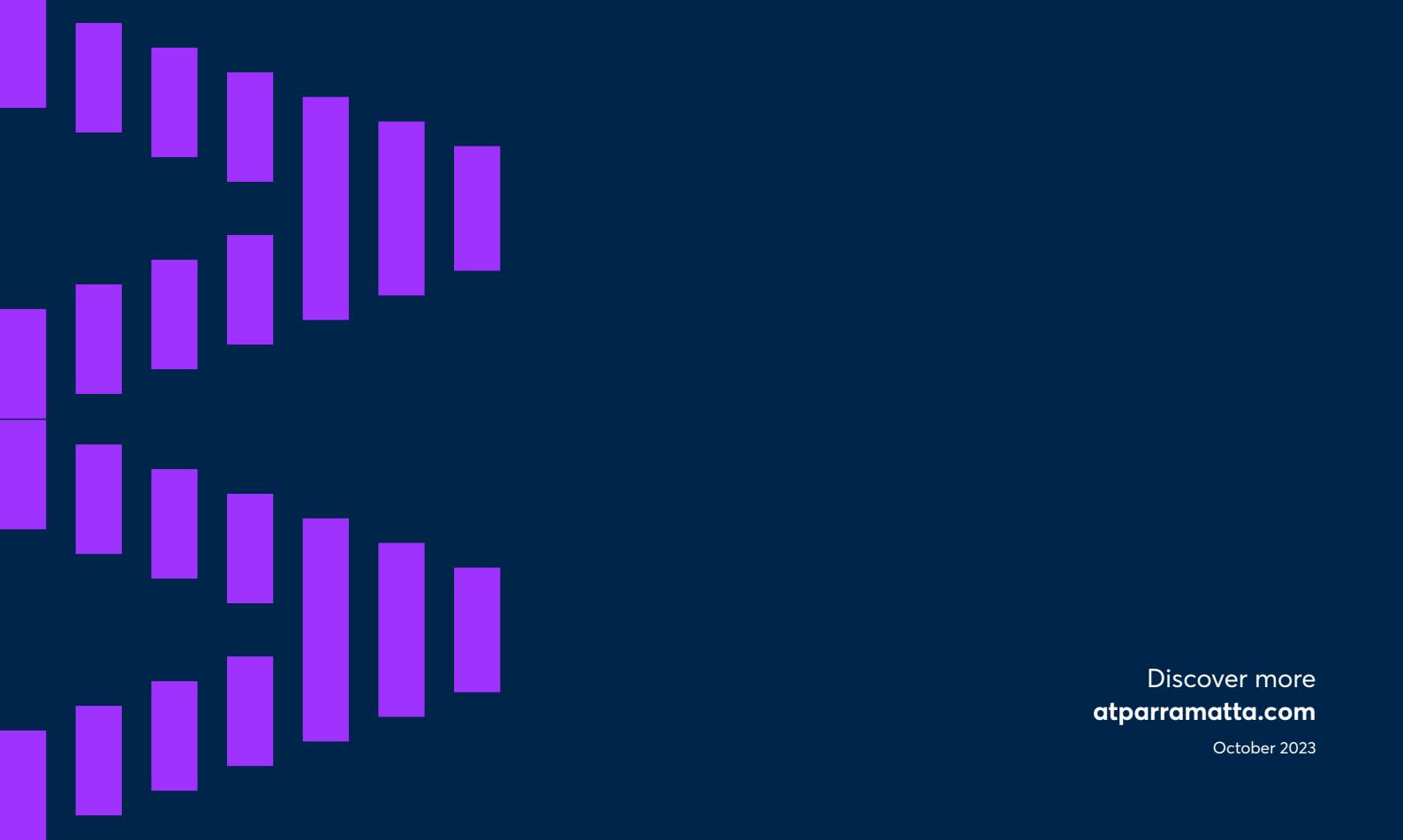
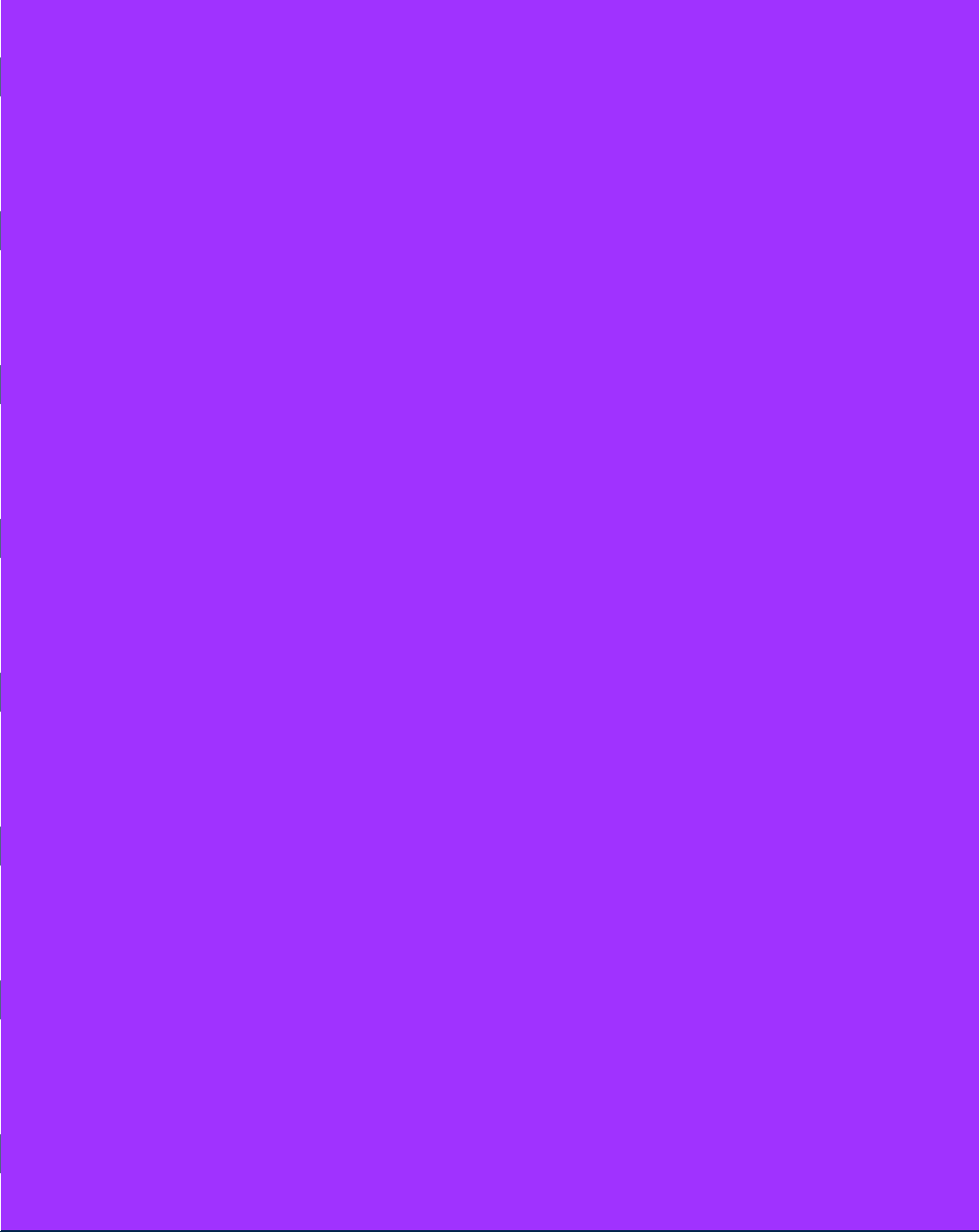
MISC



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

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





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

October 2023