

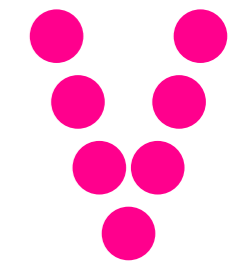
THE FUTURE HOME OF SBS



| PARRAMATTA



Parramatta Nights
Photo Credit: Cassandra Hannagan



AN EXCITING FUTURE AWAITS AT PARRAMATTA



Parramatta is the geographical heart of Sydney. Diverse, unique and innovative with a rich history and promising future. Why would you want to be anywhere else?"



CR DONNA DAVIS

Lord Mayor
City of Parramatta Council



Parramatta is the undisputed gateway to Western Sydney and the strongest commercial centre in the region.



Locate in Parramatta to enhance the visibility of SBS as a platform for migrant and ethnic communities and position the talented SBS content-makers close to the communities they serve.



Access the tools and technologies for the production and provision of multilingual and multicultural media services to all Australians.



Parramatta is already the second-largest CBD in Australia, with an estimated 20 billion dollars of private and public investment is helping reshape the city.



As a growing CBD, there are opportunities for SBS to select existing or new locations and participate in the most significant urban and civic transformation in the country.



A FASCINATING MOSAIC

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Artist impression of future Parramatta CBD

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In established cities, it's harder to bring about the change we're seeing in Parramatta, where we're not limited by density or other pressures. There can be more individuality, and there's more room to make our mark.¹

A
ANDY MARKS
 Pro-Vice-Chancellor
 Western Sydney University

At the geographical centre of global Sydney is the rapidly growing city of Parramatta – a fascinating mosaic of ideas, culture, stories and identities that offer unparalleled opportunities for all.

For 60,000 years Parramatta has been a place of exchange, commerce and innovation, and will continue this role well into the future. Built on ancient roots and propelled by openness and positivity, Parramatta draws people from across the globe, creating a unique cultural montage.

It's a city of big thinkers, full of ambition, creating world-class centres of excellence in education, health, research and innovation. SBS would fit right in alongside this abundance of like-minded people.

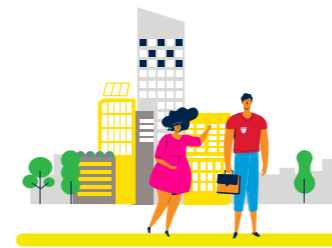
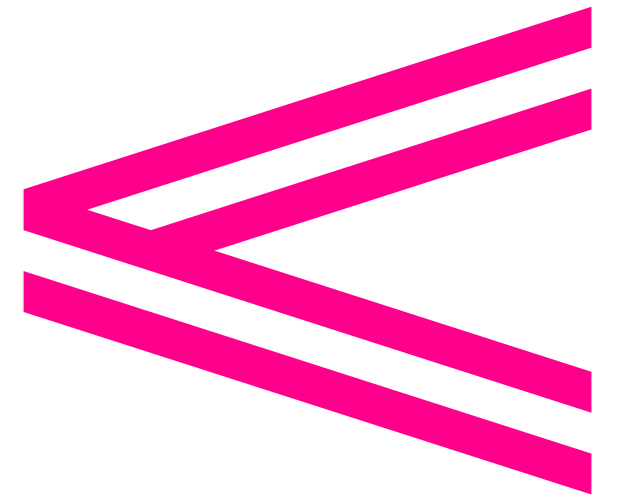
As the oldest inland European settlement, built on the land of the Burrumattagal people, stories from all corners of Australia have been told for generations and will be passed down for generations to come.

Growth in the area is driven by many sectors, including arts and culture, transport, education, technology and more. All the while, maintaining the area's authenticity and providing open spaces for the community to gather.

SBS will be in good company in Parramatta, with more world-leading companies moving to this global business hub with a highly talented and educated workforce waiting on their doorstep. More than 30% of Australia's top 500 companies have offices in Parramatta.²

Additionally, SBS will have access to some of the nation's best emerging thinkers with five universities located in Parramatta. The education sector employs more than 11,500 people with over 25,000 university students enrolled across the campuses.

MOSAIC



A CENTRAL MEETING PLACE

Originally a gathering place for the Burrumattagal people and the location of Australia's first Government House, Parramatta now welcomes people from across the world.



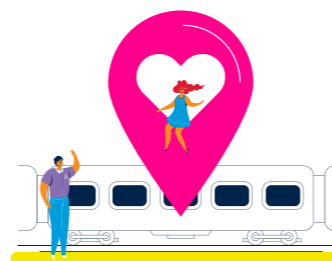
UNMATCHED GLOBAL REACH

Parramatta's residents speak more than 140 languages³ and more than half of households speak a language other than English at home.⁴



ICONIC CIVIC SPACES

PHIVE, our new community, cultural and city hub and Civic Link will transform the way people connect, play and gather in the CBD, reimagining public space now and in the future.



A HUB FOR CONNECTIVITY

Over \$9 billion is being invested in transport infrastructure to make Parramatta 30 minutes from anywhere in Greater Sydney and the Western Sydney Airport will extend its reach.



CULTURAL ECOSYSTEM

A globally significant cultural core, with the new Powerhouse Museum, revitalisation of the Riverside Theatres, and renewal of the Parramatta North Heritage area will boost economic growth.

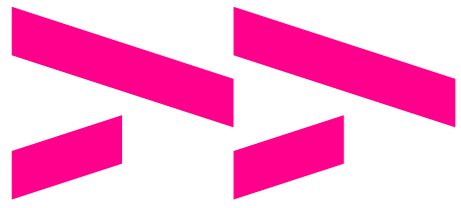


GROWING POPULATION

Two busloads of people move to Parramatta each week, growth that consistently outpaces that of NSW.⁵ Between 2016 and 2021, Parramatta's population grew by nearly twice the rate of NSW and Australia.⁶

1 City of Parramatta, Parramatta Invest Magazine, March 2020, p.24.
 2 City of Parramatta, Parramatta Invest Magazine, March 2020, p.19.

3 City of Parramatta, June 2017, https://www.cityofparramatta.nsw.gov.au/sites/council/files/2017-06/Parramatta%20Cultural%20Plan_3b.pdf
 4 .idcommunity, 2021, <https://profile.id.com.au/parramatta/language>
 5 PwC & City of Parramatta, Parramatta 2021, October 2016, p.6.
 6 PwC & City of Parramatta, Parramatta 2021, October 2016, p.6.



A COMMUNITY OF COMMUNITIES

By locating in Parramatta, SBS will have access to all that the area has to offer and the communities it serves, as they continue to grow and evolve.

Parramatta is a city of established and emerging talent. Our people are younger, more educated and more culturally and linguistically diverse than other parts of NSW and Australia, and they are eager to continue telling Australia's most important and exciting stories.⁷

Parramatta is a place for anyone and everyone to seek out opportunities. 52% of Parramatta's residents attending university and vocational education are mature age students. Parramatta boasts the second highest number of PhDs per capita in the Sydney area.⁸

Parramatta is working towards a thriving 24-hour economy that aims to expand, preserve and cultivate the rich cultural and creative diversity that is unique to Western Sydney. With such a diverse community comes a vibrant cultural scene that attracts people from all over Sydney.

SBS holds a unique place in the Australian media landscape. It aims to inspire all Australians to explore, respect and celebrate a diverse world and contribute to an inclusive and cohesive society. The City of Parramatta has similar goals, making it an ideal future home for Australia's most diverse broadcaster.

7 City of Parramatta, Parramatta Invest Magazine, March 2020, p.19.
8 Western Sydney Leadership Dialogue, August 2019, https://static1.squarespace.com/static/552bbddde4b0da214d6d3a2f/t/5d5cdd93038c2700016e2f2d/1566367347041/190822_SydneyCentralCity_Upload.pdf
9 City of Parramatta, March 2017, https://www.cityofparramatta.nsw.gov.au/sites/council/files/2017-03/Parramatta%20Cultural%20Paper_March%202017.pdf



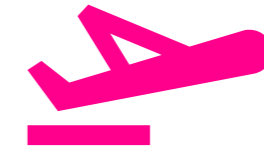
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Respect will determine the sustainability of Parramatta's cultural cauldron. Collectively, we share a firm responsibility to shape the ever-evolving narratives of Parramatta's unique cultural story.⁹

A

MEIHUA GONG
Student & City of Parramatta's 2015 Young Citizen of the Year

Parramatta Lanes



EMBRACING GLOBAL CITIZENS

Nearly half of the population was born overseas, speaking over 140 languages.¹⁰ 62% of households use a non-English language at home, compared to 30% across NSW.¹¹



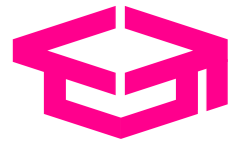
AUSTRALIA'S FRONT DOOR

People from all over the world are choosing Parramatta as their home with 58% of Parramatta residents being born overseas. 27% of overseas arrivals to Parramatta moved here within the last 5 years.¹²



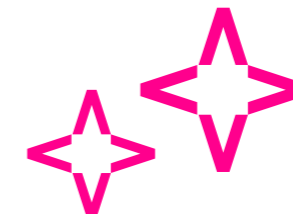
THE NEXT GENERATION

Parramatta has a median age of 35, younger than NSW and Australia, and over 22% of the population is under 18.¹³



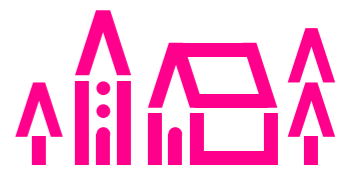
AMBITIOUS & HIGHLY EDUCATED

SBS will have direct access to a local talent pool via Parramatta's strong culture of education, supported by five universities in the surrounding area.¹⁴



A CITY AFTER DARK

Parramatta is the 2nd largest night-time economy by turnover in Greater Sydney and 3rd largest in NSW, valued in 2020 at approximately \$1.03 billion.¹⁵



LIVE, WORK & PLAY

From more affordable housing and great schools for growing families, to a global job market that fulfils a young professional's potential, Parramatta has everything in reach.

10 City of Parramatta, June 2017, https://www.cityofparramatta.nsw.gov.au/sites/council/files/2017-06/Parramatta%20Cultural%20Plan_3b.pdf
11 .idcommunity, 2021, <https://profile.id.com.au/parramatta/language>
12 .idcommunity, 2021, <https://profile.id.com.au/parramatta/overseas-arrivals>
13 .idcommunity, 2021, <https://profile.id.com.au/parramatta/five-year-age-groups>
14 PwC & City of Parramatta, Parramatta 2021, October 2016, p.13.
15 City of Parramatta, Parramatta Night City Framework, April 2021, p.15.

A CITY OF CONNECTIONS



Parramatta River

Parramatta is connected to the rest of Australia via its excellent transport links but also its diverse community, and business networks. By locating in Parramatta, SBS would have easy access to move in and out of the area with ease, as well as close connections with residents, visitors and businesses.

The area offers a range of public and active transport options, and an extensive road network. The new Parramatta Light Rail will open next year, and the Metro West is also under construction.

Over 2.3 million people are within a 45-minute trip via car or public transport.¹⁶ Within the next 40 years, almost half of the population of Greater Sydney will live west of Parramatta, making it a true Sydney gateway.¹⁷

Parramatta's ingenuity and resilience have also seen it seize the opportunities that come with change, moving into fields such as healthcare, tourism and education.

As a hub for thinking of the future of NSW and Australia, Parramatta has unprecedented access to key government agencies, more than 30% of Australia's top 500 companies, plus new and existing cultural and creative institutions.

When SBS workers want to take a break, they are spoilt for choice. They can connect to the natural environment and the built heritage of surrounding areas like Parramatta Park and Parramatta North to discover stories about the area's past.

16 PwC & City of Parramatta, Parramatta 2021, October 2016, p.15.
 17 Greater Sydney Commission, July 2019, https://gsc-public-1.s3.amazonaws.com/s3fs-public/gsc_pulse_of_greater_sydney-july_2019_updated_0.pdf
 18 Parramatta Light Rail, 20 December 2018, <http://www.parramattalightrail.nsw.gov.au/news/parramatta-light-rail-contracts-signed>
 19 City of Parramatta, April 2021, https://s3.ap-southeast-2.amazonaws.com/hdp.au.prod.app.pcc-participate.files/2716/2021/3188/Parramatta_CBD_Integrated_Transport_Plan_Report_V1.6.pdf
 20 Matt O'Sullivan, Sydney Morning Herald, 4 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>



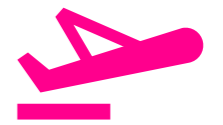
PARRAMATTA LIGHT RAIL

Due to open in 2023, it 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 Parramatta Light Rail every day.¹⁸



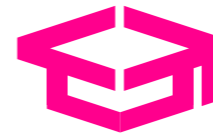
A CITY ON THE MOVE

Parramatta Station is the 4th busiest in Sydney and the busiest in Western Sydney.¹⁹ Currently under construction, the Metro West will double Parramatta's rail capacity and decrease travel times.²⁰



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.²¹



EDUCATIONAL INSTITUTIONS

Five universities are investing in the future of knowledge and learning in Parramatta, fostering Australia's most educated, diverse and talented workforce.²²



ENGINEERING INNOVATION HUB

The first of its kind in Australia, this campus provides cross-collaboration and creative inspiration between students, educators, industry professionals and researchers.²³



WHERE CREATIVITY THRIVES

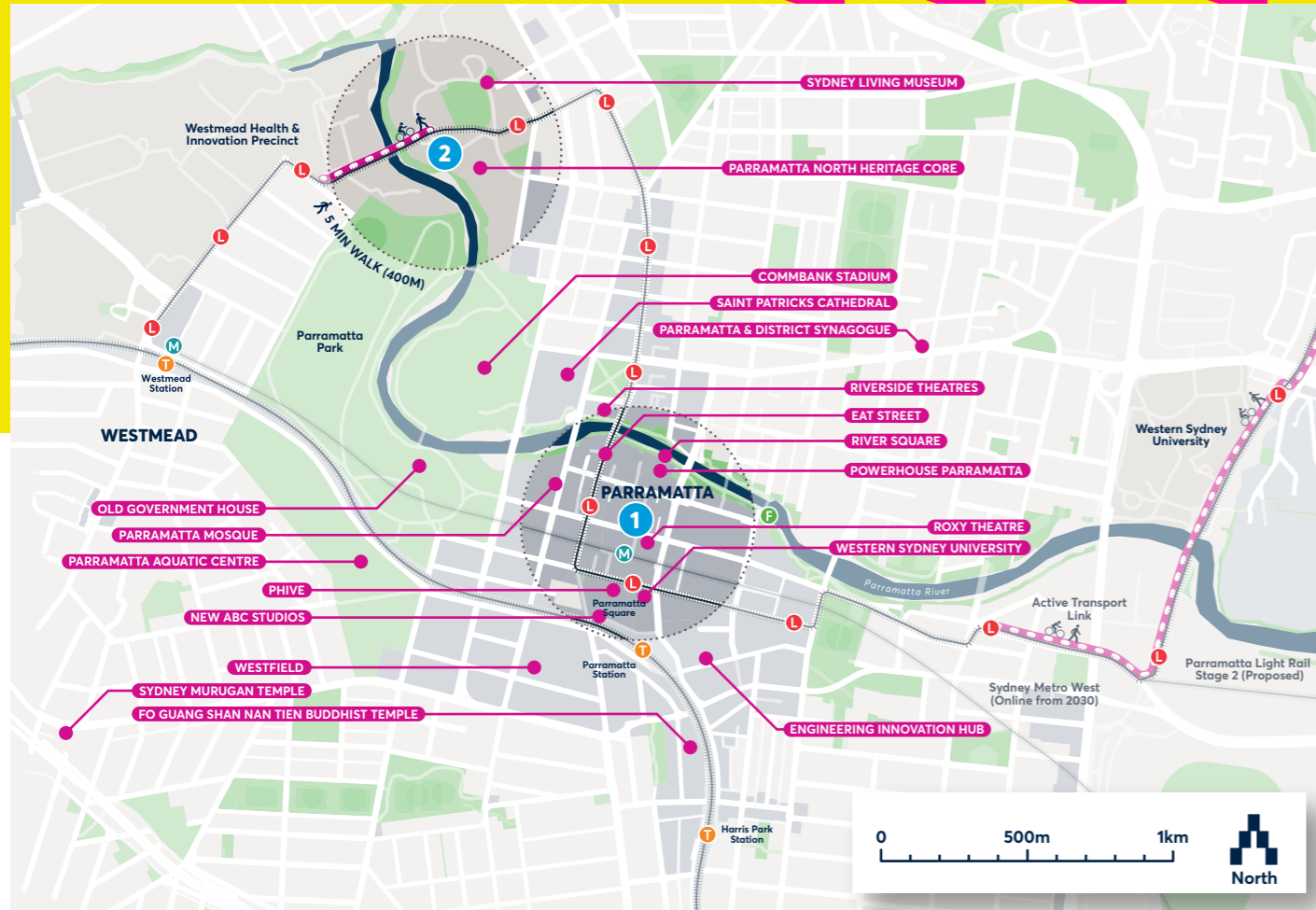
The stories of tomorrow are being written in Parramatta today by the 5th largest creative industries workforce in NSW, growing by 34.1% in the past five years.²⁴



Students at Parramatta Square

21 Matt O'Sullivan & Tom Rabe, Sydney Morning Herald, 11 May 2022, <https://www.smh.com.au/national/nsw/radically-faster-parramatta-at-centre-of-nsw-s-high-speed-rail-future-20220511-p5akev.html>
 22 PwC & City of Parramatta, Parramatta 2021, October 2016, p.13.
 23 Western Sydney University, 24 February 2021, https://www.westernsydney.edu.au/newscentre/news_centre/more_news_stories/first-of-its-kind_engineering_innovation_hub_tops_out_at_6_hassall_street_in_parramatta
 24 BYP Group, 2019, <https://static1.squarespace.com/static/58b62fb837c581c6dd7d7151/t/5cc63b2be83b420001b74f27/1556495173543/NSW+Creative+Industries+-+BYP+Group+-+corr+290419.pdf>

LOCATION OPTIONS



Artist impression of Civic Link

CIVIC LINK

The dynamic, urban nature of a Civic Link location presents high visibility broadcasting opportunities, benefits of co-location with the new ABC studios, access to major cultural institutions, a potential street-level multi-purpose space for content creation, and a purpose-built flagship headquarters.

Currently under construction, Civic Link will connect key landmarks with the CBD and provide a dynamic catalyst for further urban renewal in the diverse commercial, civic and creative spaces along its spine.

Civic Link sets the tone for Parramatta's future as a highly liveable and connected city, making it an ideal location for Australia's most diverse multilingual, multiplatform media organisation.

The new 500-metre-long and 20-metre-wide green centre will connect Parramatta Square and River Square. Framed by high-quality architecture, new public domain areas, and a vibrant laneway network, it will draw people to the new Powerhouse Precinct, River Square, Riverside Theatres, Parramatta Square, PHIVE and the Roxy Theatre.

Civic Link will be easily accessible via multiple modes of transport, ensuring fast, easy transit locally and regionally.

Providing a canvas for public art, lights, music and festivals while welcoming people of all ages and abilities, Civic Link will become a thriving place day and night. This will foster a new arts and culture ecosystem within the City, with spaces for new local businesses, small bars, collaborative workspaces and creative industries.

In addition to supporting arts and culture, live music, and First Nations stories, the Civic Link Creative Precinct will highlight the film and broadcast industries. As a world-class creative hub in the heart of Parramatta, SBS would be a logical enrichment to the area.

	1 CIVIC LINK	2 PARRAMATTA NORTH
TIMEFRAME	Medium-term (from 2024/25 – indicative)	Long-term (from 2026/27 – indicative)
FLOORSPACE (NLA)	~24,000 - 38,500m ²	~35,000 - 53,600m ² (over multiple lots)
BUILT FORM OPPORTUNITIES	Tower & Podium (Purpose-built)	Mid-rise Campus Style (Purpose-built)
OWNERSHIP	Sydney Metro/private	NSW Government
DEDICATED BUILDING	Yes	Yes
BUILDING CLASS	Premium	Premium
TRANSPORT CONNECTIVITY	T 400m L 50m M 50m F 70m	T 1.7km L 250m M 2km F 2.2km
BASEMENT PARKING	Yes	Yes
CULTURAL CONNECTIVITY	~200m (e.g. MAAS)	~1.8km (e.g. MAAS)



PARRAMATTA NORTH



PARRAMATTA: THE BEST OF THE WEST FOR SBS

Parramatta North offers significant benefits for staff and strategic adjacencies to major cultural & community assets. This site will facilitate shopfront broadcasting and street-level integration of a public-use content creation space into either a purpose-built campus-style HQ or the Heritage Core cultural precinct.

Covering 42-hectares of NSW Government-owned land, the Parramatta North Precinct is a major urban renewal initiative and will be a popular place to live, study, work and visit. When complete, it will incorporate a blend of residential, commercial, retail, and cultural uses. By locating in this unique area, SBS will become part of the local community, embedded in the landscape.

The historic area lies just north of the CBD situated on the eastern foreshore of the Parramatta River opposite Parramatta Park. The precinct links education with jobs and innovation, contemporary living with culture and the arts, public spaces with the city, and heritage with the future.

It will be seamlessly linked to the Parramatta CBD, Westmead and Sydney Olympic Park by the new Light Rail, as well as existing bus and active transport connections.

The precinct will be home to a global top-100 multi-disciplinary university embedded with research, commercial, enterprise and community use. With its enhanced public spaces, activated streets, affordable housing options, and new environmental, social and urban assets for workers, residents and visitors, it will be a community of its own.

It is a globally unique site that will celebrate a significant collection of First Peoples' and European cultural heritage and community assets, making it an ideal location for a multi-cultural broadcaster.

Let's keep in touch!

Council is confident in our City's offering. We're at the centre of all the action; highly accessible, culturally diverse, and home to a growing pool of emerging talent.

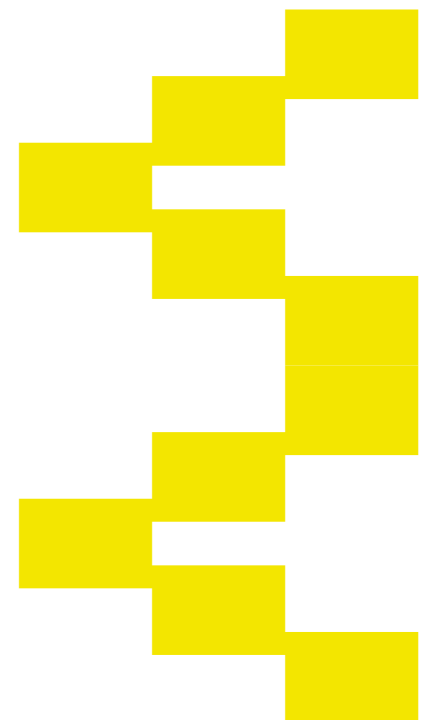
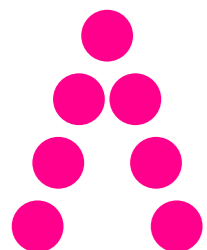
With considerable transformation occurring across the LGA, there's ample opportunity for the SBS to locate in one of several urban renewal precincts that can accommodate a multi-purpose space for content creation and public use. Two such precincts, Civic Link and Parramatta North, have been considered and would embrace the SBS as part of their fabric.

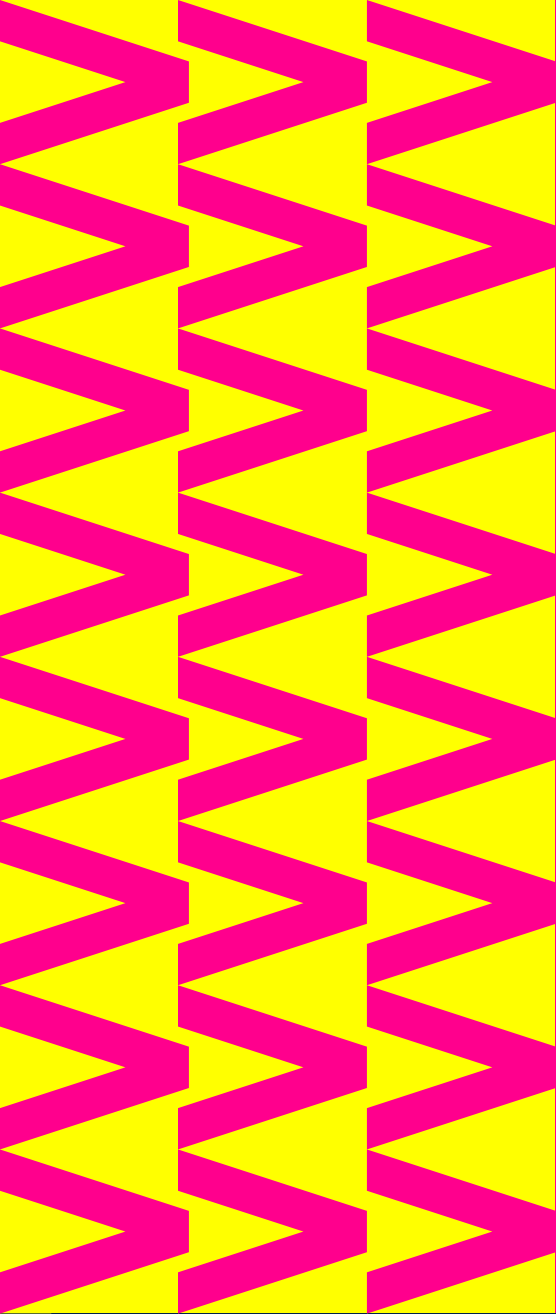
If you're interested in our campaign to secure the future home of the SBS, we'd love to hear from you.

For more information on Council's proposal, or to provide support for the City to help demonstrate why SBS at Parramatta makes sense, please reach out directly to the contacts below:

> **Nicole Carnegie**
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> **Michael Northey**
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| PARRAMATTA