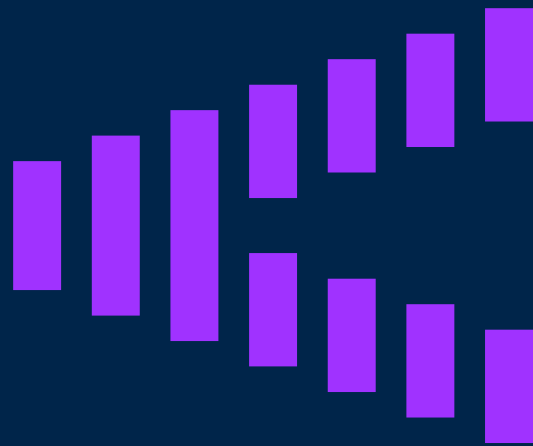




# INVEST PARRAMATTA UPDATE

MARCH 2023



| PARRAMATTA





# 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

PHIVE at 5 Parramatta Square is officially open. The bold new community, cultural and civic hub — with its vibrant red and orange tessellated roof — provides world-class facilities for those who live, work, study or play in Parramatta.

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.

City of Parramatta's PHIVE was awarded both the Project of the Year and Outstanding Community Project at Western Sydney Leadership Dialogue's Boomtown! Property & Infrastructure Dinner & Summit 2022.

## 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.

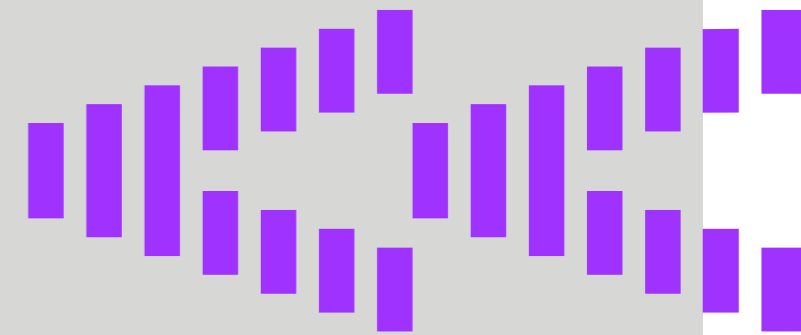
## THINGS TO KNOW

- **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.

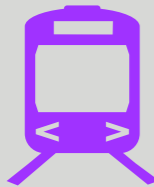




# A CITY OF GROWTH AND INNOVATION



## LIGHT RAIL



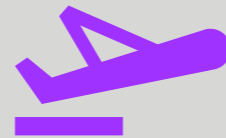
Due to open in 2024, the Parramatta Light Rail will transform the way workers, residents, and visitors move around the Parramatta area. It's estimated by 2026 around 28,000 people will use the service every day.[1]

## CITY ON THE MOVE



Parramatta Station is the fourth busiest station in Sydney and the busiest outside of the Sydney CBD. The 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 investing 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 will provide 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

**\$33.16 B**  
GRP

As of Quarter 1 2022, GRP was \$33.16b (rolling 4 qrt sum), up \$24m from the previous 4 quarter total. (Economy.iD)

**35,992**  
BUSINESSES

As of Quarter 1 2022, the total number of businesses was 35,992. This represents 7.2% growth since Quarter 1 last year. (Economy.iD)

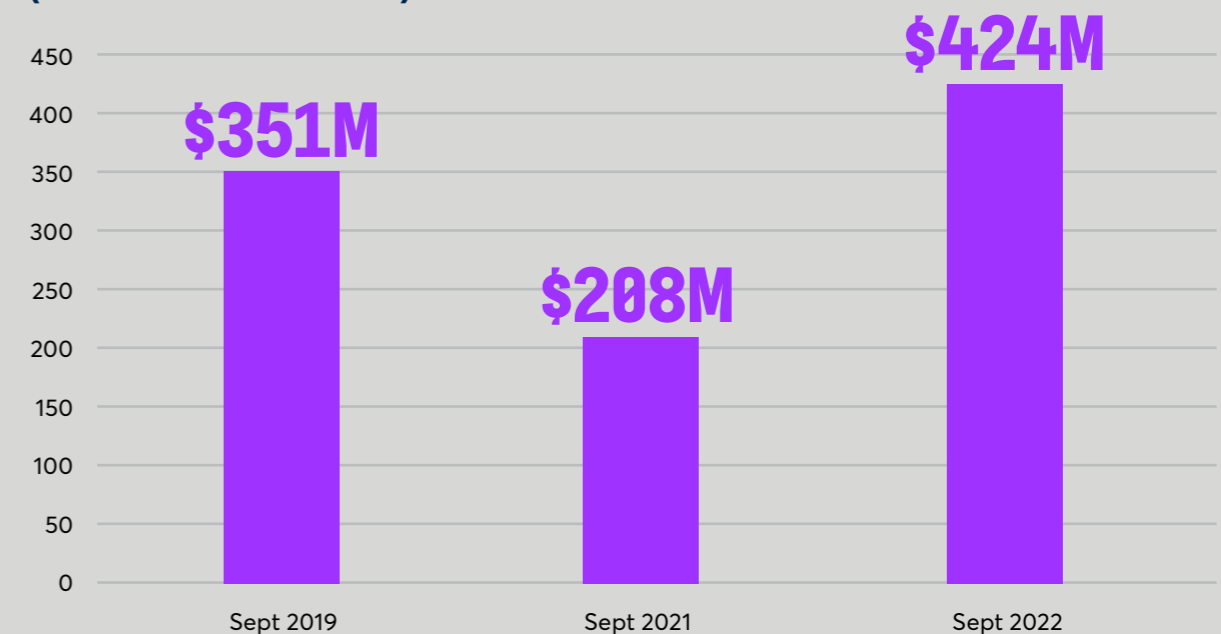
**207,103**  
LOCAL JOBS

Local Jobs in Quarter 1 2022 were estimated at 207,103. This has grown by 1,282 (0.6%) from Quarter 4 2021. (Economy.iD)

**242,390**  
VISITORS

As of Quarter 1 2022, there were 242,390 visitors to the City of Parramatta. This represents 163.5% growth since Quarter 1 last year. Visitation was also at its highest since Quarter 4 2020, showing strong post-COVID visitation recovery. (Economy.iD)

## TOTAL LOCAL SPEND IN PARRAMATTA (GOODS AND SERVICES)



[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+-+BY+Group+-+corr+290419.pdf>





# GAME CHANGING COMMERCIAL SPACES

## PARRAMATTA SQUARE

Walker's Parramatta Square is one of Australia's largest commercial business precincts. This is a premium commercial space with award-winning architecture and projected to be home to over 24,000 workers daily.

Located between Darcy Street and Macquarie Street, it comprises four premium A-grade commercial towers with 240,000 square metres of new office and retail space, all set around a new 10,000 square metre public domain.

Since its opening in 2020, Parramatta Square has attracted high-profile corporations to relocate their Sydney CBD offices to the geographical centre of global Sydney — the heart of Parramatta.

Organisations who have made Parramatta Square their corporate address include:

- ▼ New South Wales Government
- ▼ National Australia Bank
- ▼ Westpac
- ▼ Haleon
- ▼ GT Insurance
- ▼ Indesco
- ▼ Randstad
- ▼ Servcorp
- ▼ Spirit Super

The final tower at 8 Parramatta Square has been completed and the world-class commercial precinct will soon house industry leaders Deloitte, KPMG, and ABC. 6&8 Parramatta Square is 55 storeys tall and 230 metres high combined. It is the largest commercial building in Australia and the second tallest office tower in NSW.



## PARRAMATTA DEVELOPMENTS

### 197 CHURCH STREET PARRAMATTA

197 Church Street Parramatta is earmarked to become an exciting high-end shopping and dining precinct with 30,000sqm of commercial space, set to be completed in 2025. Holdmark Property Group has plans to revitalise the intersection of Church and Macquarie Streets.

The development will combine existing architecture with the new, including Parramatta's first luxury hotel, Intercontinental Parramatta. High-end restaurants, entertainment venues, and retail opportunities will make this a sought-after investment. Pedestrian connectivity through Ngara Nura Way will be preserved, while paying homage to the Burramattagal people.



### 85 MACQUARIE STREET

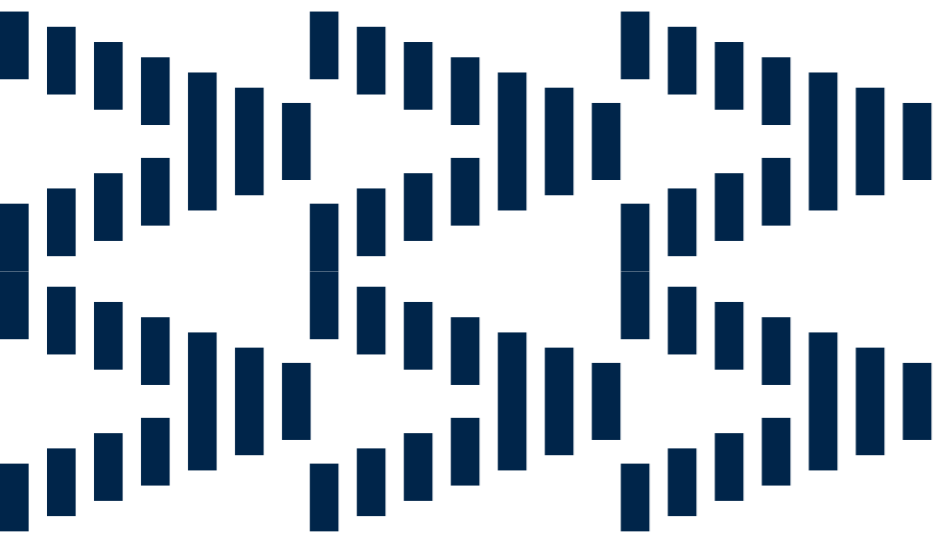
Parramatta's newest office block is almost complete. The building's 10,000sqm of commercial floor space will be available in 2023. The 11-storey office building has the amenities expected of a large-scale office tower but with a boutique feel. With immediate access to thriving Parramatta Square, this development represents a unique opportunity for retail, as well as financial and legal sectors. The Commonwealth Bank of Australia is planning a return to the Parramatta CBD, already pre-committing to two floors.

### 41-43 HUNTER STREET

The Royal Parramatta Private Hospital at 41-43 Hunter Street will be the first private hospital to service the second CBD and is due for completion in 2025, pending State Government approval.

The competition-winning design will integrate the existing heritage house at 44 Hunter Street. Plans for 24 storeys and 130 beds will help alleviate the healthcare shortfall in the region. The 1,400 square metre space will incorporate a ground floor café and dining spaces, with views overlooking St John's Anglican Cathedral.





# 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/businessprograms](http://cityofparramatta.nsw.gov.au/businessprograms)

## 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.







Brickman Cities at PHIVE

# WHAT'S ON IN PARRAMATTA

**17 FEBRUARY - 5 MARCH 2023**  
World Pride

**14 FEBRUARY- 11 MARCH 2023**  
Choir Boy at Riverside Theatres

**DECEMBER - 23 APRIL 2023**  
Brickman Cities at PHIVE

**8 MARCH 2023**  
International Women's Day -  
Future of Women in Western Sydney Summit

**MARCH - APRIL 2023**  
Autumn Racing Carnival at  
Rosehill Gardens Racecourse

**26 MAY - 9 JULY 2023**  
Warami + NAIDOC (Sorry Day,  
Reconciliation Week & NAIDOC Week)

**21 JUNE 2023**  
Make Music Day



Warami



MISC, Parramatta Park



# 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:

- ▼ MISC, Parramatta Park
- ▼ Mamak, Parramatta Square
- ▼ Al Aseel, 1/85 Victoria Road
- ▼ Willo Restaurant & Bar, 32 Smith Street
- ▼ Criniti's, 328 Church Street
- ▼ Havenstone café, 5 Fleet Street, North Parramatta
- ▼ Rocket Kulfi, 65 Wigram Street, Harris Park
- ▼ June, 11 Lomond Cres, Winston Hills
- ▼ Karen's Diner, North Rocks Shopping Centre



Willo Restaurant & Bar



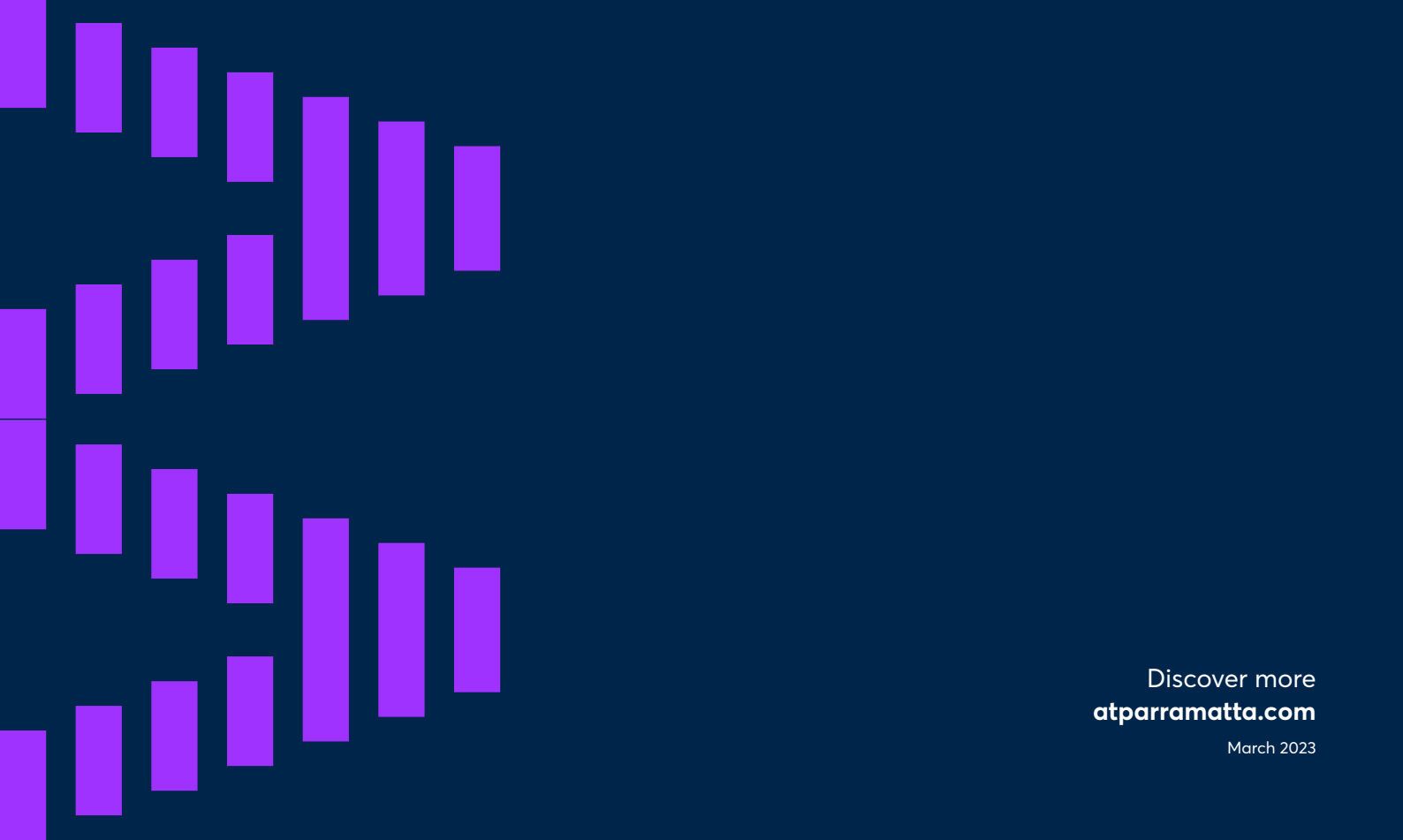
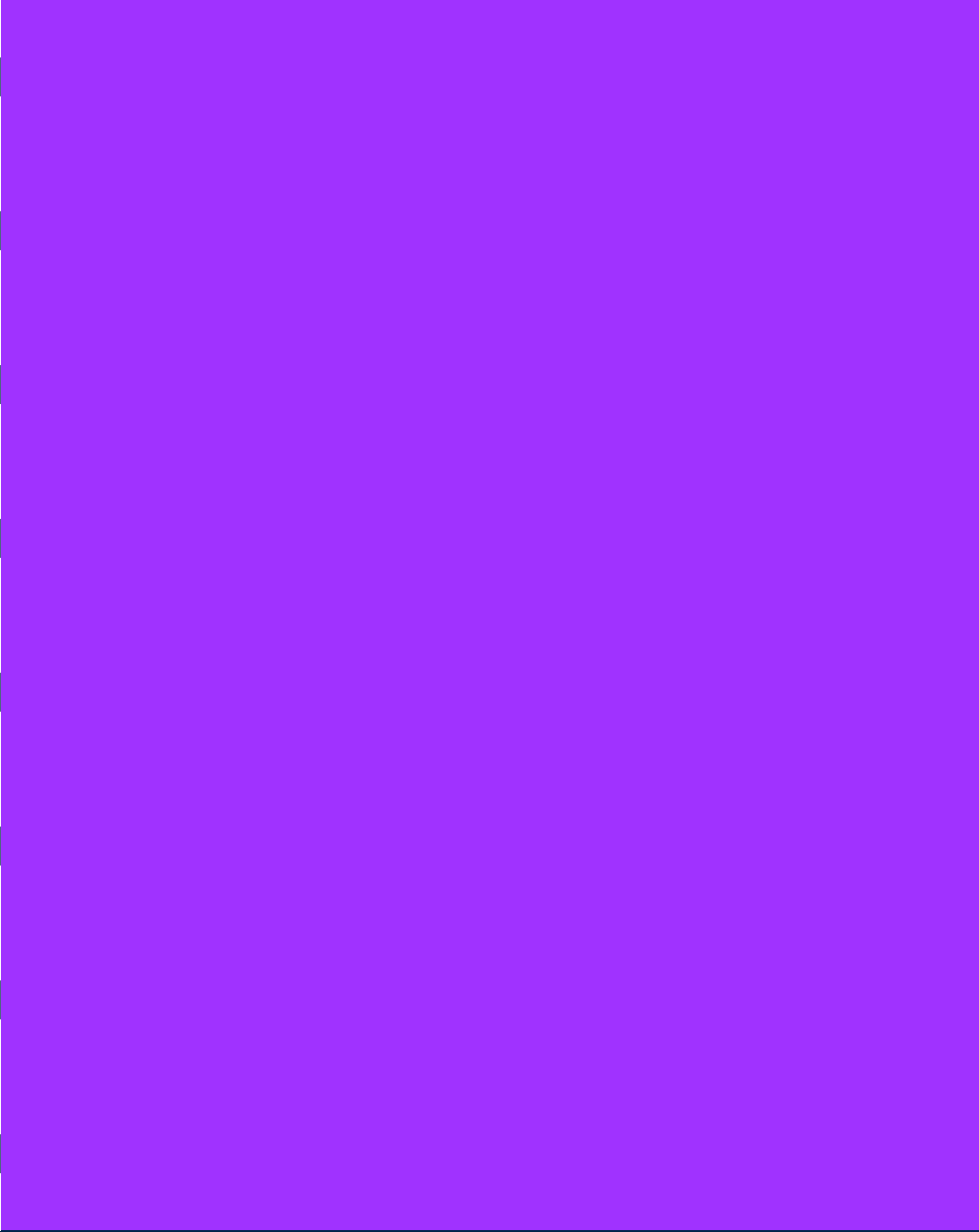
Mamak, Parramatta Square



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.facebook.com/atparramatta)





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

March 2023