



# BUILDING A GLOBAL CITY: PARRAMATTA BUSINESS INSIGHTS

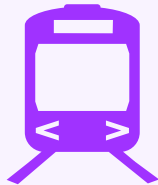
APRIL 2025



INVEST  
**PARRAMATTA**

# A CITY OF GROWTH AND INNOVATION

## LIGHT RAIL



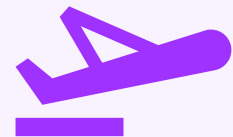
Parramatta Light Rail is transforming the way workers, residents, and visitors move around the Parramatta area. Stage 1 of this game-changing megaproject is now operational, and Stage 2 is moving ahead. It's estimated by 2026 around 22,000 people will use the service every day. [1]

## CITY ON THE MOVE



Parramatta Station is the fourth busiest station in Sydney and the busiest in 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 decrease 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 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; fostering Australia's most educated, diverse, and talented workforce. [6]

## 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. [7]

## CULTURAL ECOSYSTEM



Parramatta is a growing cultural and creative powerhouse, with creative industries adding \$180 million to the economy [8]. The critical link between Western Sydney and Eastern Sydney CBD, Parramatta acts as a bridge for cultural exchange and economic activity and is well on its way to becoming the epicentre of culture and creativity.

[1] NSW Government, *Parramatta Light Rail Opens – marking a new era of public transport in Western Sydney*, December 2024, <https://www.nsw.gov.au/driving-boating-and-transport/projects/parramatta-light-rail/news/parramatta-light-rail-opens-%e2%80%93-marking-a-new-era-of-public-transport-western-sydney>

[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.sydneymetro.info/west/project-overview>

[4] Western Sydney International Airport, *Sydney's New Airport*, <https://wsairport.com.au/your-airport/sydneys-new-airport>

[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/sites/council/files/2024-11/AdoptedParramatta-2050\\_1724117232%20%281%29.pdf](https://www.cityofparramatta.nsw.gov.au/sites/council/files/2024-11/AdoptedParramatta-2050_1724117232%20%281%29.pdf)

[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] Western Sydney University, *Unleashing Creativity: Strategies for Growing Western Sydney's Creative Industries*, November 2024, <https://www.westernsydney.edu.au/content/dam/digital/images/centre-for-western-sydney/UnleashingCreativityCfWS.pdf>



## ECONOMIC INDICATORS

**177,953**  
LOCAL JOBS

Local jobs for the region were up 5.2% (approx. 8,800 jobs) on the June 2022 total. (Source: economy.id)

**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.

**\$28.856B**  
GRP

The most recent figures show the year-end GRP in June 2023 was up 1.37% on June 2022. (Source: economy.id)

**2.7%**  
UNEMPLOYMENT

Unemployment sat at 2.7% in the September 2024 quarter, lower than the Greater Sydney and NSW figures. (Source: economy.id)

**+1295**  
KNOWLEDGE SECTOR

The Professional, Scientific and Technical Services sector added 1,295 jobs in Parramatta between 2017 and 2023. (Source: economy.id)

**\$2.535B**  
CONSTRUCTION PIPELINE

Value of total building approvals as of February 2025 (FYTD 24-25). (Source: economy.id)

**32,803**  
LOCAL BUSINESSES

Between 2020 and 2024, Parramatta saw a net total of 4,922 new businesses. (Source: economy.id)





# CITY-SHAPING PROJECTS

## CIVIC LINK: DESIGNS FOR \$21 MILLION GREEN BOULEVARD REVEALED

A detailed design for Block 3 of Parramatta's 450-metre green pedestrian boulevard - connecting Parramatta Square to Parramatta River - went on public exhibition in March and the community were invited to have their say.

The plans for Civic Link (Block 3) incorporate community feedback from the draft concept design and include more than 3,000 plants, multiple gathering spaces and seating options for the community to enjoy.

The \$21 million Civic Link project runs north-south along Horwood Place from George Street to Phillip Street connecting Parramatta Square (Block 1) and the public spaces proposed within the Sydney MetroWest project (Block 2) to the south and Powerhouse Parramatta (Block 4) to the north.

Designs for the city-shaping project include a green spine of new trees and garden planting offering shade and pockets of nature to explore, a ribbon of mixed-use seating and activations for opportunities to meet, engage and play, architectural lighting for nighttime character, widening the existing pedestrian footpaths to create boulevards and establishing accessible east-west bridges across the gardens to create immersive green spaces.

Parramatta's city-shaping corridor received a welcome boost in January 2025 with the Federal Government announcing \$10.1 million in funding from the Housing Support Program Stream 2 for the Civic Link project.

The project is due to commence construction in late 2025.

## PARRAMATTA LIGHT RAIL STAGE 2 ENABLING WORKS IS MOVING AHEAD

Parramatta Light Rail Stage 2 Enabling Works has commenced early works, including site establishment and investigation activities, at Wentworth Point and Melrose Park. This initial phase marks the preparation for major construction which is set to begin later this year.

The Enabling Works will deliver the first 1.3kms of new light rail alignment, including a 320m public and active transport bridge over the Parramatta River to provide a much-needed link between the growing communities of Melrose Park and Wentworth Point. The bridge will feature an innovative, long-span design with just two piers in the river to greatly reduce the environmental footprint and ensure minimal disruption to waterway users.

The NSW Government has provisioned \$2.1 billion to deliver the remainder of Parramatta Light Rail Stage 2, in addition to \$73 million to update the project's Final Business Case.

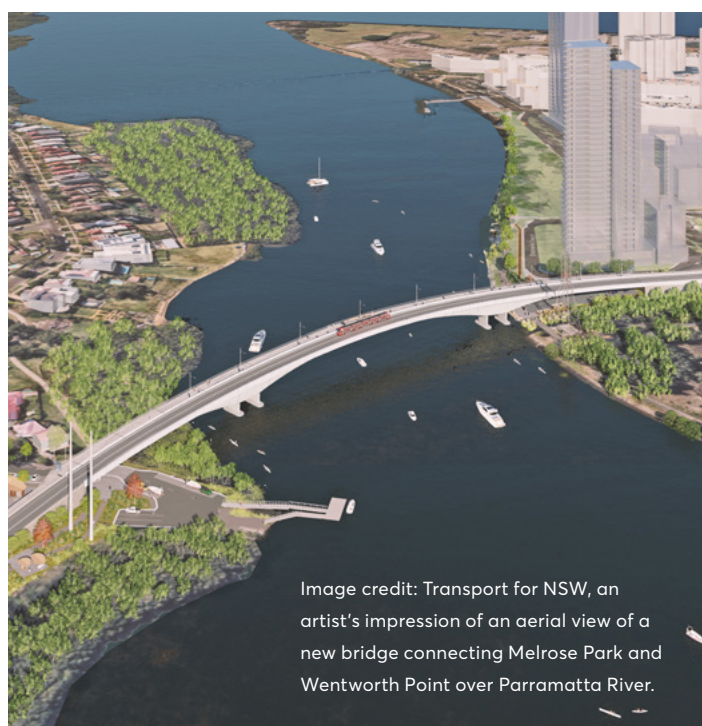


Image credit: Transport for NSW, an artist's impression of an aerial view of a new bridge connecting Melrose Park and Wentworth Point over Parramatta River.





Image credit: Zan Wimberley

## ONE OF THE WORLD'S BIGGEST MUSEUM PROJECTS COMES TO PARRAMATTA

Set to open in late 2026, Powerhouse Parramatta is the largest investment in cultural infrastructure in NSW since the Sydney Opera House and the first major cultural institution to be established in Western Sydney.

The new museum will be a global cultural landmark, offering immersive experiences and world-class exhibitions. Once complete, Powerhouse Parramatta will be the largest museum in NSW, providing 18,000sqm of public and exhibition space and welcoming around 2 million visitors annually, supporting the region's economic growth and tourism industry.

Home to over 500,000 objects in the Powerhouse Collection, no museum in Australia is better placed to demonstrate the continued impact of the applied arts and sciences on our world through technology, innovation, design and engineering.

As both buildings advance rapidly, Powerhouse Parramatta continues to progress to deliver a world-class cultural institution for Western Sydney. Most recent construction milestones include the topping out of building B and 6 of 7 exhibitions spaces now being fully formed.

This project represents the NSW Government's commitment to investing in Western Sydney, supporting local businesses, creating jobs, and ensuring the region is home to high-quality cultural experiences.



## REIMAGINING RIVERSIDE THEATRES

Considered one of the most exciting and highly anticipated cultural developments, the reimagining of Riverside Theatres will see it become Australia's new, international standard major performing arts centre.

COX Architecture, 3XN Architects, Aileen Sage, Turf Design Studio, and Bangawarra have created a visionary design that blends contemporary architecture with First Nations inspired interiors.

The revitalised venue will feature a 1,500-seat Broadway-style lyric theatre, a refurbished 700-seat Riverside Playhouse theatre, an all-new 325-seat black-box drama theatre, a state-of-the-art 110-seat digital studio and cinema with

enhanced public spaces. Welcoming more than 400,000 visitors per year, the venue will ensure a dynamic and inclusive experience for audiences, artists, and the wider community.

By bringing world-class art and culture to the heart of the city, the reimagined Riverside Theatres is set to be a major driver of economic growth, attracting visitors and creating opportunities for local businesses, from hospitality to retail, further enhancing Parramatta as a vibrant community and tourism destination.

Through its investment in the Riverside Theatres, Parramatta is building a legacy of cultural and artistic excellence that will serve and inspire generations to come, enriching the city's identity as a cultural epicentre and thriving hub of creativity.

# 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, Global Parramatta will be a global city full of world-class experiences 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.





### Our Global Parramatta Districts

- **The Health and Innovation District** in Westmead and North Parramatta that is a world leader in medical research, technology and well-being.
- **The Headquarters District** in the CBD that 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 that sets the standard for green jobs, green infrastructure and the circular economy.
- **The Future Jobs and Industries District** in Silverwater that will be a hub for new industries.
- **The Celebration District** at Sydney Olympic Park that 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 Paramatta 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.**



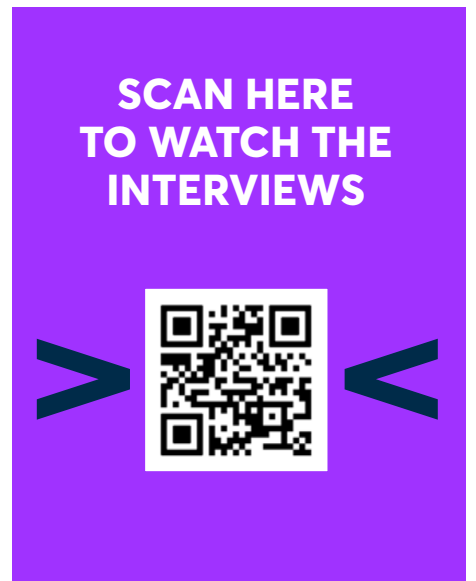
# PARRAMATTA STARTUPS

## MEET THE ENTREPRENEURS AND GAME-CHANGERS IN GLOBAL PARRAMATTA'S STARTUP HUB

Parramatta is emerging as a dynamic hub for startups in Sydney, offering a unique blend of strategic advantages, resources and a thriving community that makes it an ideal location for entrepreneurs.

### Why Parramatta: a case study

We interviewed founders from innovative tech startups ForensicXR, Portfolio, and iiShield to learn about the strategic advantages Parramatta offers them in helping their startups to grow.



## 8 REASONS WHY PARRAMATTA IS THE PERFECT PLACE FOR STARTUPS TO SET DOWN ROOTS AND GROW:

### > Strategic Location and Connectivity

Parramatta is at the geographic heart of Sydney and one of Australia's most well-connected cities. With frequent train and bus services, expanding light rail, access to major roads, and proximity to two international airports when Western Sydney International Airport opens in 2026, startups in Parramatta can connect with customers, clients, and partners across the greater Sydney region and beyond.

### > A Thriving Business Ecosystem

Parramatta is home to a diverse range of industries, from technology, retail and finance to health care and education. This rich business ecosystem creates opportunities for collaboration, networking, and innovation, providing startups with a fertile environment to thrive.

### > Skilled Workforce and Talent Pool

Parramatta's 185,000 strong workforce is expected to grow by another 150,000 by 2050, and the number of people who call our City home will almost double.

### > Innovation and Technology Focus

Parramatta is increasingly becoming a centre for innovation and technology, with coworking spaces, innovation hubs, and technology-focused events. Startups in Parramatta can tap into this innovative spirit, gaining exposure to the latest trends and technologies.

### > Collaboration Opportunities

With its mix of established businesses, academic institutions, and emerging startups, Parramatta offers ample opportunities for collaboration. Startups can form partnerships with other companies, engage with academic research, and tap into local expertise to accelerate their growth.

### > Government Support and Initiatives

Parramatta benefits from strong government support at both the local and state levels. Programs and initiatives designed to nurture startups, such as grants, mentorship, and business development resources, make it easier for entrepreneurs to establish and grow their businesses.

### > Affordable Office Spaces and Infrastructure

Compared to Sydney's central business district, Parramatta offers more affordable office spaces without compromising on quality. The City is experiencing significant investment in infrastructure and development, ensuring that startups have access to modern facilities and resources.

### > Vibrant Community and Lifestyle

Parramatta is more than just a business hub, it's a vibrant community with a rich cultural scene, diverse dining options, and recreational activities. This quality of life attracts and retains talent, creating a welcoming environment for startups and their employees.



## MEET THE ENTREPRENEURS



### **ForensicXR – Kirk Duncan**

ForensicXR focuses on harnessing XR technologies to enhance forensic investigations and crime scene analysis training. Meet Kirk Duncan, founder and CEO and learn more about this cutting-edge technology.



### **Portfolio – Vyoma Patel**

Portfolio helps solo-capitalists make impactful investments in startups with predictive intelligence and smart recommendations. Meet Vyoma Patel, founder of Portfolio to learn more about equitable funding.



### **iiShield – Jeremy Kwarcinski**

Revolutionising transplant surgery with the KPJ. Founder and CEO Jeremy Kwarcinski and the team at iiShield are making a profound impact on patient care and paving the way for a brighter future in the field of organ transplantation.

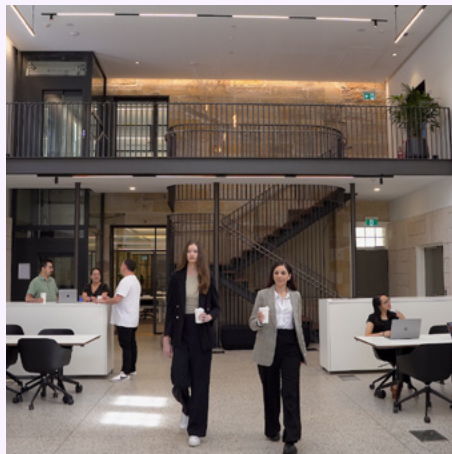
## EXPLORE PARRAMATTA'S STARTUP HUBS

In Parramatta startups gain access to a supportive ecosystem, a talented workforce, and a vibrant community, all in a strategic and well-connected location. Parramatta is the perfect place to innovate, collaborate, and succeed.



### **Launch Pad Western Sydney University**

Launch Pad is an initiative by Western Sydney University that focuses on fostering entrepreneurship, innovation, and industry partnerships in the Western Sydney region.



### **Western Sydney Startup Hub - powered by Spacecubed**

This co-working and innovation space is aimed at providing an inclusive environment for startups, entrepreneurs, and small to medium businesses to grow through collaboration.



### **Cicada Innovations**

Cicada Innovations is the home of deep tech for Australia and last year opened new premises in the HealthTech hub of Westmead's Innovation Quarter.







# NIGHT-TIME & CULTURAL ECONOMY

EXPERIENCE OUR NIGHT-TIME CREATIVE COMMUNITY AT THE CULTURAL EPICENTRE OF GLOBAL SYDNEY

Parramatta pulses with vibrant energy day and night, offering an unrivalled night-time economy and cultural scene for locals and visitors alike to experience and discover.

## How Parramatta helps night-time and cultural businesses thrive

We interviewed representatives from the ACE Arts & Cultural Exchange, WestWords, and Urban Salsa to highlight some of the unique opportunities Parramatta offers the night-time creative community.

SCAN HERE TO WATCH THE INTERVIEWS







## 5 REASONS WHY PARRAMATTA SHINES AS A THRIVING DESTINATION AFTER DARK

### > Vibrant Cultural Venues

Whether you're in the mood for live music, dancing, poetry, cinema, comedy or theatre, Parramatta has it all. Our city is home to renowned entertainment, sporting and cultural venues like Riverside Theatres, PHIVE, CommBank Stadium and the annual Parramatta Lanes art, music and food festival, offering a diverse array of cultural experiences to enjoy after sunset.

### > Diverse Dining Options

Parramatta boasts a rich culinary landscape, with a plethora of restaurants, cafes, and eateries serving up delectable cuisines from around the globe. From trendy rooftop bars to cozy laneway bistros, there's something to satisfy every palate and craving

### > Cultural Landmarks

Explore Parramatta's rich history and heritage through its iconic cultural landmarks, such as Parramatta Park, and Parramatta Town Hall. Take a moonlit stroll along the riverbank or discover Parramatta's many public artworks, such as our commissioned artwork 'Where Eels Lie Down', by Kamilaroi artist Reko Rennie, in Centenary Square.

### > Convenient Access

With excellent transport links including trains, buses, ferries and light rail, Parramatta is easily accessible from all over Sydney. Our City's central location makes it the ideal destination for a night out, whether you're a local resident or visiting from afar.

### > Safe and Welcoming Environment

Parramatta has achieved Purple Flag accreditation which means that our City's CBD meets international standards of excellence in vibrancy, diversity and safety at night.

## ACE ARTS & CULTURAL EXCHANGE



### ACE Arts & Cultural Exchange – Anne Loxley

Meet Executive Director Anne Loxley of ACE Arts Cultural Exchange and find out why this organisation is dedicated to promoting cultural exchange, fostering creativity, and enriching the cultural landscape of Parramatta.



### WestWords – Michael Campbell

WestWords is a cultural platform dedicated to showcasing the vibrant arts, entertainment, and nightlife scene in Parramatta. Meet Michael Campbell, Executive Director of WestWords, and find out how they aim to celebrate the diverse talents, stories, and experiences that make Parramatta a thriving cultural hub.



### Urban Salsa – Raymund Gerard

Urban Salsa is a cultural initiative dedicated to infusing Parramatta's nightlife with the vibrant rhythms and flavours of Latin American dance and music. Meet Raymund Gerard, owner of Urban Salsa and find out how they create unforgettable experiences, and foster community connections through the art of dance and music.



# 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 Business news, including upcoming events, Council initiatives, key project updates, and opportunities for your business.



# WHAT'S ON IN PARRAMATTA

## 27 MAY – NGANA BIRRUNG

First Nations Hip Hop Festival – Parramatta Square

## 26 MAY – NATIONAL SORRY DAY

Commemorating First Nations people – Dharug Circle, Parramatta Square

## 31 MAY – ROB MILLS

Performs the songs of Bon Jovi - Riverside Theatres

## 12 JULY – BURRAMATTA NAIDOC DAY

Celebrating NAIDOC Week - Parramatta Park

## 11 – 15 JUNE – LOOKING FOR ALIBRANDI

Riverside Theatres

## 13 JULY – PARRAMATTA EELS V PENRITH PANTHERS

Battle of the West – CommBank Stadium



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 Happenings via [atparramatta.com](https://atparramatta.com) and follow us on Facebook and Instagram @atparramatta







RiversideBites



Sabah Cafe



Oribu - Heritage Lounge

# NEW PLACES TO EAT & DRINK

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

- > Publique Eatery, PHIVE, 5 Parramatta Sq, Parramatta
- > Henrietta's Charcoal Chicken (Middle Eastern), 3 Parramatta Sq, 153 Macquarie St, Parramatta
- > Temasek (Malaysian), new location on 2/100 George St, Parramatta
- > Pappa Flock (Chicken restaurant), 310 Church St, Parramatta
- > Sushi Diva (Japanese), 2 Horwood Pl, Parramatta
- > Tikka Taco Day (Indian Mexican Fusion), 144a Pennant St, North Parramatta
- > Oribu (Japanese), Heritage Lounge, 215 Church St, Parramatta
- > Bombat Masala (Indian), 55 Phillip St, Parramatta
- > 500 Degrees Parramatta (Steakhouse), 45 Macquarie St, Parramatta
- > RiversideBites, new food truck serving pre-show bites in the Riverside Theatres courtyard, Cnr Church and Market Streets, Parramatta
- > Sabah Café, 1/52 Carnarvon St, Silverwater



Publique Eatery



Tikka Taco Day



**INVEST**  
**PARRAMATTA**

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

April 2025