

THE FUTURE HOME OF SBS



Photo Credit: Sara Vita Photography



WHERE IT'S
PARRAMATTA



Parramatta Nights
Photo Credit: Cassandra Hannagan



AN EMERGING GLOBAL CITY

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THE EPICENTRE OF CULTURE AND CREATIVITY

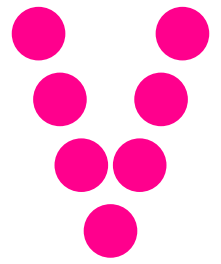
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**SEAMLESSLY CONNECTED
TO SYDNEY AND THE WORLD**

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AN EXCITING FUTURE AWAITS AT PARRAMATTA



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"A new SBS studio located in Parramatta is a chance to demonstrate the benefits of basing the broadcaster in the heart of Greater Sydney and closer to its audiences.

More than half of Parramatta's population was born overseas and speak a language other than English at home and almost 70 per cent, including me, have two parents born overseas so we understand the importance of sharing the stories of our diverse community.

A successful new studio in the west could be the first step to ultimately convincing all players, including the Federal Government, of the merits of investing in a full relocation that better positions SBS for the future"



CLR MARTIN ZAITER

Lord Mayor
City of Parramatta Council

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- > Parramatta is the undisputed gateway to Western Sydney and the strongest commercial centre in the region, with Parramatta CBD anchoring a dynamic \$31 billion local economy.
- > Parramatta is strategically positioned at Sydney's geographic and population centre. Most Western Sydney LGAs are within 30 minutes by road or public transport. By 2032, Parramatta will be the most connected destination in Greater Sydney outside the Sydney CBD, with light rail, trains, buses, ferries, and Metro West.
- > 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.
- > Parramatta is the key centre for Western Sydney, which is home to Australia's largest urban First Nations population. The City of Parramatta is proud to support the aspirations of First Nations peoples through the recently adopted First Nations Strategy and *Parramatta 2050*, and Parramatta will soon be home to the Indigenous Centre of Excellence at Western Sydney University's Yallamundi (Parramatta South) campus.
- > Access the tools and technologies for the production and provision of multilingual and multicultural media services to all Australians.
- > With a growing media sector, bolstered by the ABC and The Sydney Morning Herald bureau, SBS can unlock strategic advantages unique to Parramatta.
- > With the reimagining of Riverside Theatres and the State's largest museum in Powerhouse Parramatta, our city is a growing global epicentre of culture and creativity.
- > Locating in Parramatta gives SBS an exciting opportunity to participate in the most significant urban and civic transformation in the country.
- > Council's global city vision *Parramatta 2050* seeks to transform Parramatta into a creative powerhouse on the world stage by 2050. With the aim of creating a world of experiences and opportunities on Parramatta's doorstep, the global city vision identifies key city shaping projects that celebrate Parramatta's rich diversity and amplifies its reputation as a premier national and global destination for entertainment.

photo credit: Parramatta Aquatic Centre and Parramatta CBD skyline,
Peter Bennets courtesy of Grimshaw and ABA

AN EMERGING GLOBAL CITY

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Parramatta is an emerging global city - a place where everyone can gather, create and accelerate towards their full potential.

At the geographical centre of Greater Sydney, Parramatta offers a fascinating mosaic of ideas, culture, stories and identities, with unparalleled opportunities for all.

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A HISTORY OF DIVERSE STORIES

For more than 60,000 years, Parramatta has been a place of exchange, commerce and innovation, and with its vision to become a global city that leverages its assets and strengths, Parramatta 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.

Parramatta's rich history means that stories from all corners of

Australia have been told for generations and will be passed down for generations to come. Today, Parramatta is a meeting place for people from all around the world and plays an important role for new arrivals to Australia. Migration has significantly influenced the City's identity, evident in the languages, cuisines, and cultural celebrations that can be experienced in Parramatta.

A GLOBAL FUTURE

Growth in Parramatta is driven by many sectors, including arts and culture, transport, education, technology and more. At the same time, the city maintains its authenticity and offers opportunities for the community to gather, create and accelerate.

Parramatta 2050 is City of Parramatta's global city vision – it identifies the places, directions and initiatives that will shape its long-term evolution, guiding the City through the next quarter century and securing its position as a global city.

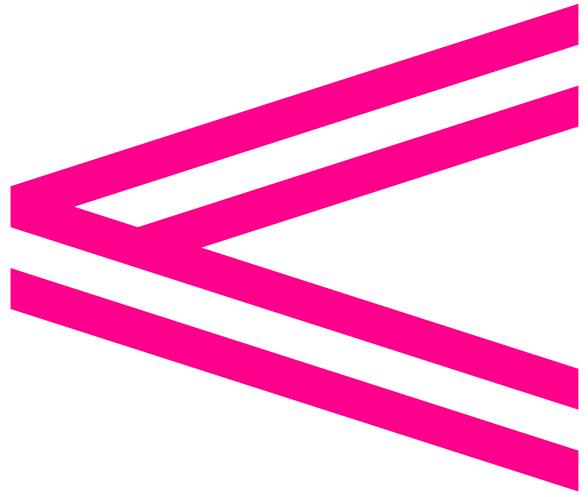
A HOME FOR SBS IN THE WEST

This means that Parramatta is 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. Parramatta is committed to being a driving force for economic development and employment growth for all of Sydney. A growing number of Australia's top 500 companies have offices in Parramatta, tapping into our city's highly talented and educated workforce.

SBS will be in good company in Parramatta, with an established media presence since the arrival of the ABC and The Sydney Morning Herald.

Additionally, SBS will have access to some of the nation's best emerging thinkers with five universities located in Parramatta. Parramatta's education and training sector employs more than 10,000 people, with over 24,000 university and TAFE students calling the area home in 2021 (Source: Profile ID).



A CENTRAL MEETING PLACE

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



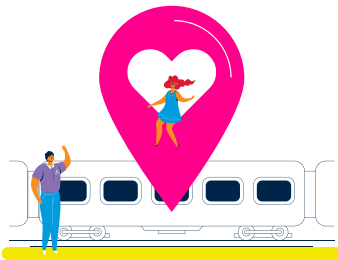
UNMATCHED GLOBAL REACH

Parramatta's residents speak more than 140 languages¹ and more than half of households speak a language other than English at home.²



ICONIC CIVIC SPACES

Parramatta Square and PHIVE, Parramatta's community, cultural, and city hub have transformed the way people connect, play, and gather in the CBD. Civic Link, Parramatta's new pedestrian spine, will soon also reimagine public space in the heart of the City.



A HUB FOR CONNECTIVITY

Parramatta is strategically positioned at Greater Sydney's geographic and population centre. By 2032, Parramatta will be the most connected destination in Greater Sydney outside the Sydney CBD with major transport upgrades.



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.³ Between 2019 and 2024, Parramatta's population grew by more than 17,000.⁴

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

THE EPICENTRE OF CULTURE AND CREATIVITY

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.

Parramatta acts as a bridge for cultural exchange and economic activity. As the critical link between Western Sydney and the Eastern Harbour City, Parramatta is well on its way to becoming the epicentre of culture and creativity. 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.⁵

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.⁶

Parramatta is becoming Western Sydney's jobs engine. With 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.

Parramatta embodies rich and diverse stories, houses leading cultural institutions, celebrates sporting heroes, offers culinary delights, showcases world-renowned literature, and personifies a distinctive Australian identity. With a vision to transform into a creative powerhouse by 2050, Parramatta is committed to drawing on its unique community tapestry, abundant heritage and authentic voice to further embed culture and creativity into its fabric.

⁵ City of Parramatta, Parramatta Invest Magazine, March 2020, p.19.
⁶ Western Sydney Leadership Dialogue, August 2019,
https://static1.squarespace.com/static/552bbddde4b0da214d6d3a2f/t/5d5cdd93038c2700016e2f2d/1566367347041/190822_SydneyCentralCity_Upload.pdf



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

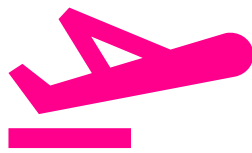


MEIHUA GONG

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



Parramatta Lanes



EMBRACING GLOBAL CITIZENS

Parramatta's community is incredibly diverse with 53% of residents born overseas and 56% speaking a language at home other than English, compared to Greater Sydney where 38% are born overseas and 37% speak a language other than English.⁷



CELEBRATING FIRST NATIONS

Parramatta embraces and celebrates 60,000+ years of Dharug heritage. Parramatta is the key centre for Western Sydney, which is home to Australia's largest urban First Nations population. The City of Parramatta is proud to support the aspirations of First Nations peoples through the recently adopted First Nations Strategy and *Parramatta 2050*, and Parramatta will soon be home to the Indigenous Centre of Excellence at Western Sydney University's Yallamundi (Parramatta South) campus.



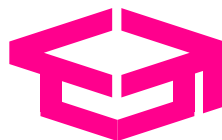
THE EPICENTRE OF CULTURE AND CREATIVITY

Parramatta is a growing cultural and creative powerhouse, with creative industries adding \$180 million to the economy.⁹ Parramatta contains the highest concentration of organisations engaged in cultural production and creative services in Western Sydney (excluding Blue Mountains), with 71 cultural businesses and 92 creative services organisations identified in 2023.⁹, providing SBS with a pipeline of local businesses and suppliers with whom to engage or partner.



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.⁸ In 2023, City of Parramatta joined an elite list of global cities upon receiving international Purple Flag accreditation for the Parramatta CBD.



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.¹⁰



THE NEXT GENERATION

Parramatta has a median age of 35, younger than NSW and Australia, and over 22% of the population is under 18.¹¹

7 <https://profile.id.com.au/parramatta/language> & <https://profile.id.com.au/parramatta/birthplace>
8 City of Parramatta, Parramatta Night City Framework, April 2021, p.15.
9 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>
10 PwC & City of Parramatta, Parramatta 2021, October 2016, p.13.
11 .idcommunity, 2021, <https://profile.id.com.au/parramatta/five-year-age-groups>

SEAMLESSLY CONNECTED TO SYDNEY AND THE WORLD

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 opening of the Parramatta Light Rail Stage One has already transformed the way workers, residents and visitors move around the Parramatta area and the much anticipated Metro West will double Parramatta's rail capacity between Parramatta and Sydney CBD when it goes online in 2032.

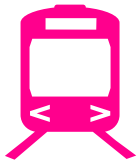
Parramatta also has a bold vision to become the centre of Greater Sydney's 24-hour transport network, seamlessly linking Global Parramatta with the Greater Sydney region, Australia and the world via two nearby airports. You can read more about these game changing projects in Parramatta 2050, City of Parramatta's global city vision.

Over 2.3 million people are within a 45-minute trip via car or public transport. More than half of Greater Sydney's population already live west of Parramatta, making it a true Sydney gateway.¹²

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, a growing number 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.



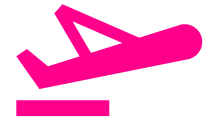
PARRAMATTA LIGHT RAIL

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.¹²



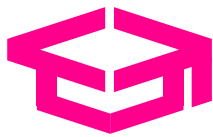
A CITY ON THE MOVE

Parramatta Station is the fourth busiest station in Sydney and the busiest outside of the Sydney CBD. Metro West, which is currently under construction with a target opening date of 2032, will double Parramatta's rail capacity and decrease travel times.^{14 15}



NATIONAL & GLOBAL REACH

Council's vision is for Parramatta to be a central interchange point to the new world-class Western Sydney Airport — opening in 2026 — and be a fast rail hub for Greater Sydney.^{16 17}



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, and championing First Nations culture and learning at Western Sydney Universities' new Indigenous Centre of Excellence



INNOVATION AND FUTURE READINESS

Parramatta is leading the region in innovation with key institutions across the CBD and Westmead Health and Innovation District delivering world class research and product development, and fostering startups and new ideas for the future.



LIVE, WORK & PLAY

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

12 <https://profile.id.com.au/cws/>

13 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>

14 City of Parramatta, Parramatta Integrated Transport Plan, April 2021, <https://participate.cityofparramatta.nsw.gov.au/ITP-Parra-CBD>

15 Sydney Metro, West Project Overview, <https://www.sydneymetro.info/west/project-overview>

16 Western Sydney International Airport, The Airport, <https://wsiairport.com.au/the-airport>

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



PARRAMATTA: THE BEST OF THE WEST FOR SBS

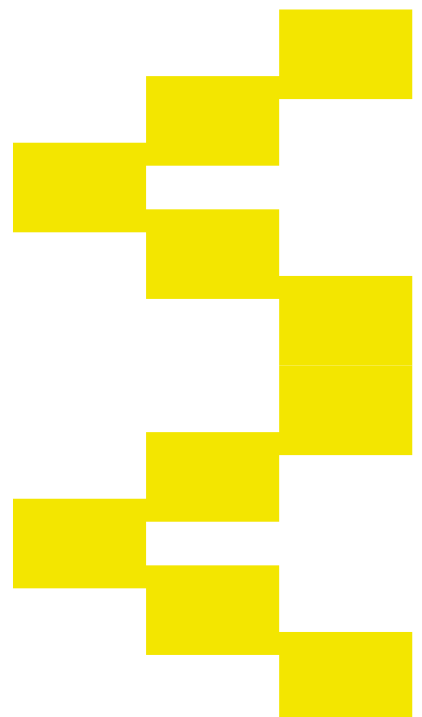
Let's keep in touch!

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 and a bold global city vision to ensure it reaches its full potential, there's ample opportunity here in Parramatta for SBS.

If you're responding to SBS' EOI or 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 please reach out directly to the contacts below:

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Creative Economy Manager
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WHERE IT'S
PARRAMATTA