



CITY OF  
PARRAMATTA

# PARRAMATTA NIGHT CITY FRAMEWORK 2020-2024





# Good evening, Parramatta.

## Sydney's Central City - open late for business

This is an exciting time for the City of Parramatta. We are experiencing an unprecedented level of resident, worker, student and visitor population growth and a record level of investment into Sydney's Central City.

While we are already the second largest night time economy by turnover in Greater Sydney and third largest in New South Wales, we need to do more to ensure the long term prosperity and continued investment in our night time economy and ensure that our CBD and our centres are delivering a diverse night time offer that meets the needs of the emerging 24/7 economy.

We need to lay the foundations to transition our CBD to a true 24-hour centre, supplemented with later trading strategic and town centres with a greater mix of things to see, do and explore, meeting the emerging and future needs of our communities.

It is time for our City to take a bold step and plan for the long term future, ensuring we are both building in and managing vibrant night time centres across the City of Parramatta.



# How do I get involved?

The draft *Parramatta Night City Framework 2020-2024* is being exhibited from Monday 14 October until Monday 11 November 2019 inclusive. You are encouraged to make a submission during this time. There are several ways to make a submission, including:



## Online

Community Engagement Portal  
[oursay.org/cityofparramatta](https://oursay.org/cityofparramatta)



## By post

Attention: Project Officer  
Economic Development  
City of Parramatta Council  
PO Box 32  
PARRAMATA NSW 2124



## By email

Email the project team:  
NTE@  
[cityofparramatta.nsw.gov.au](mailto:cityofparramatta.nsw.gov.au)

Please reference F2019/00902 in all submissions.

## Who do I contact for more information?

More information about the Framework, including answers to Frequently Asked Questions can be found at Council's Engagement Portal:

**[oursay.org/cityofparramatta](https://oursay.org/cityofparramatta)**

For more information, please contact

**Beau Reid - Project Officer Economic Development**

(02) 9806 5538

**[NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au)**

Please note: all submissions received may in whole or part be referred to within or attached to the formal report to Council. Please indicate in your submission, whether you approve for your name/organisation to be included or whether you prefer for your submission to be published anonymously.









# Recognition of the Darug Peoples

**NUNANGLANUNGDYU BARAMADA GULBANGA MAWA  
NAA BARAMADAGAL DARUG NGURRAWA BADURA  
BARAMADA DARUG YURA**

**We respectfully acknowledge the Traditional Owners and Custodians of the land and waters of Parramatta, the Darug peoples.**

**Parramatta has been home to the Darug peoples for over 60,000 years, and they maintain an ongoing connection to Country.**

We know that Aboriginal people were the first people of our country, and that for thousands of generations they managed and nurtured the land and waters. Even with the disastrous impacts of colonisation, Aboriginal and Torres Strait Islander people played a vital role in the ecological, economic, social and cultural life of Parramatta; while maintaining a distinct culture built on the principles of Caring for Country, the primacy of family, and the dignity and governance of Elders.

We can learn from their resilience and community strength to ensure a socially sustainable future for all people in our City. Parramatta has always been an important meeting place for Aboriginal peoples, in particular, the Parramatta River.

City of Parramatta Council also recognises the significance of this area for all Aboriginal and Torres Strait Islander peoples as a site of early contact between Aboriginal and Torres Strait Islander people and European colonists.

City of Parramatta Council is committed to the process of Reconciliation and to ensuring Parramatta a place of choice to live, work and play for Aboriginal and Torres Strait Islander peoples.

City of Parramatta's Reconciliation Action Plan is available on Council's website: [cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)

# Contents

## INTRODUCTION

|                                  |   |
|----------------------------------|---|
| Good evening, Parramatta.        | 3 |
| How do I get involved?           | 5 |
| A message from the Lord Mayor    | 7 |
| Recognition of the Darug Peoples | 9 |

## OUR VISION

|   |    |
|---|----|
| Executive summary                           | 12 |
| Our night city goals                        | 13 |
| Project timeline                            | 14 |
| Why are we doing this?                      | 15 |
| Our night city vision                       | 16 |
| How do we achieve it?                       | 17 |
| A snapshot of our night time economy        | 18 |
| Our community in numbers                    | 19 |
| We must reflect our community in what we do | 20 |

## OUR CITY

|  |    |
|--|----|
| City of Parramatta needs a plan for our night city | 22 |
| Our community goals                                | 24 |
| Delivering on our community goals                  | 25 |
| A city that is transforming                        | 27 |
| A city that is transforming                        | 28 |
| Major precincts                                    | 30 |



## DEVELOPING THE FRAMEWORK

|  |    |
|--|----|
| You spoke and we listened                        | 32 |
| What our community has told us they want to see: | 33 |
| Developing the Framework                         | 34 |
| Baseline research                                | 35 |
| Consulting with our key stakeholders             | 36 |
| Planning for different times of night            | 38 |
| Homelessness in our night city                   | 40 |
| Our role in shaping the night city               | 41 |

## OUR GOALS AND ACTIONS

|  |    |
|--|----|
| Our strategic night city goals   | 43 |
| Our action plan  | 44 |
| Goal 1: a night city that is safe, well-designed and accessible                | 46 |
| Goal 2: a thriving night city of diverse businesses and offerings              | 53 |
| Goal 3: a night city that celebrates our unique identity and diverse community | 59 |
| Goal 4: a night city that fosters creativity, live music and events            | 64 |
| Goal 5: a night city that responds proactively to challenges and change        | 76 |
| Goal 6: Parramatta - a leading night city                                      | 82 |

## IMPLEMENTATION AND EVALUATION

|                             |    |
|-----------------------------|----|
| Implementing the Framework  | 84 |
| Collaboration is key        | 85 |
| Measuring our success       | 86 |
| We want to hear from you    | 88 |
| How do I make a submission? | 89 |
| Next steps                  | 90 |



# Executive summary

## Our vision for the Central City at night

Our vision is to foster a night city that is safe, diverse and vibrant, providing great experiences and welcoming everyone. This vision had developed from our research and our consultation with our businesses, community and visitors in developing our *Night Time Economy Discussion Paper* (2017).

To order to achieve our vision, we have considered what we need to deliver and when to ensure we can both incentive and manage the growth of our night city.

This *Framework* focuses holistically on what Council, with our strategic stakeholders and our community needs to work towards to deliver on our vision.

We are seeking your feedback to help refine these actions. We will utilise your feedback to help shape the finalised *Framework* and shape our priorities for the next five years.

## Why are we doing this?

Our city is undergoing a once in a lifetime transformation. We need to harness the opportunities our growth and changing demographics present to further develop our night time offer. We need to diversify our night time offerings to meet our diverse community's needs and aspirations, we need to balance residential amenity with a thriving night experience and to ensure everyone feels safe in our city at night.

## What do we need to do?

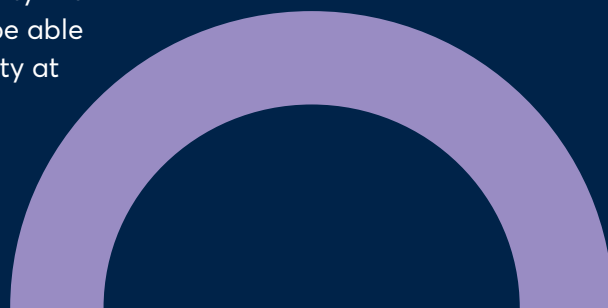
- Create the right conditions to enable our CBD to transition to a 24-hour centre
- Promote our local centres as late-night destinations that needs of our communities
- Provide our businesses and our community with the capacity to be able to thrive in our city at night

## How will we plan for the whole city, CBD and our centres?

Our LGA is large and diverse. We need to ensure that our *Framework* delivers on our vision for our major night city centre, Parramatta CBD and our local centres. Our action plan proposed actions for Parramatta CBD, our local centres and city-wide initiatives and reforms.

|  |
|--|
| City-wide                                |
| Parramatta CBD                           |
| Local, Neighbourhood and Village Centres |

We want to ensure that our local centres, as much as our CBD, have the capacity to trade later into the evening, deliver key services and night time offerings and service their local communities needs as the economy becomes progressively more 24-hours.



# Our night city goals

To achieve our ambition, we must set aspirational goals for Council and our partners to strive towards that reflect the holistic nature of this Framework. Our night city goals are:



Through smart design, we will develop a night-friendly city that promotes community safety, an exciting and well-lit public domain encouraging passive surveillance and place dwelling.



We will incentivise the diversification of our night city, utilise our assets, promote late trading retail and services and broker opportunities for collaboration and co-working.



We will leverage our strong night time food culture, celebrate and promote our world-class sporting facilities, cultural and built heritage assets and develop our cultural offering at night.



We will continue to develop Parramatta as a centre of live music and night time events, and expand the offering of our major creative institutions.



We will review our local planning controls and development processes to broker opportunities for greater night time uses and balance concerns around residential amenity.



We will advocate for night city policy reform to the State Government to unlock our CBD and our centres to more diverse uses and to streamline existing planning and licensing processes.

# Project timeline



## **May 2015 – August 2017**

Community consultation to develop a Night Time Economy Discussion Paper. Developed through extensive community consultation with over 1,500 participants including community, businesses, visitors and key stakeholders.

## **August 2017**

Night Time Economy Discussion Paper

## **August – October 2017**

Night Time Economy Discussion Paper publically exhibited with 68 submissions received.

## **December 2017**

Night Time Economy Discussion Paper endorsed by Council.

## **January 2018 – September 2018**

Draft strategic framework developed

## **September 2018**

Validating sentiment about our City's nightlife by survey through our Community Engagement Portal

## **October 2018 – March 2019**

Framework refined with internal and external partners

## **Now**

Draft *Parramatta Night City Framework 2019-2024*

# Why are we doing this?

## We need to diversify our night city offerings to reflect our standing as Sydney's Central City

As the world becomes increasing 24-hours, the needs and wants of our community are changing.

We need to harness the economic and social opportunities that come with our massive population growth and significant infrastructure investment in our City. With a night city centred primarily on food, we need to look to ways that Council has support new, different and diverse businesses to enter our night time economy. Our community has told us they want more variety in the available night time experiences in our City.

Our community wants to see more family-friendly offerings, more retail and services open longer, more artistic, cultural and sporting opportunities available to appeal to more of our community and visitors and to make our night city accessible to everyone.

## We need to balance the growth of our night city with concerns around residential amenity

Our community has told us that while they would like to see a vibrant night city, they are concerned about the effects of late night sound on their local amenity.

Our community wants to see Council develop a framework around managing potential land use conflicts between night time uses and residents and identifying ways for new buildings built in existing entertainment precincts to have adequate sound attenuation measures in place.

This *Framework* outlines how Council is going to approach this balance, including the principle of agent of change, building controls and dealing with sound compliants.

## We need to change perceptions about Parramatta at night

More people on the street at night increases passive surveillance and people's feelings of safety. This is why it is so important for safety that our community feels safe and empowered to engage with the city at night. Our community wants to see Council invest in night friendly urban design, better lighting and CCTV to promote a safer night time experience.

We need to work proactively to minimise crime hot-spots in our City, and where crime does occur, we work quickly and effectively with police to deal with these issues.

# Our night city vision

We want to prepare Parramatta for the future transition into a 24-hour city to cement our place as Sydney's Central City.

We want to be known as a safe and diverse place that is open for business, providing great experiences and welcoming everyone.

We will create a night city that is uniquely Parramatta; celebrating our past, present and future and providing social and economic opportunities for all.





# How do we achieve it?

The Parramatta Night City Framework 2020-2024 sets out our strategic plan for the development of our night city; economically, socially, environmentally and culturally. In order to achieve our night city vision, we need to:



## CREATE

the right conditions to enable our CBD to transition to a 24-hour centre



## PROMOTE

our local centres as late-night destinations that meet the needs of our communities



## PROVIDE

our businesses and our community with the capacity to be able to thrive in our city at night



# A snapshot of our night time economy

The night city economy is an important part of our City's economy and identity as Sydney's Central River City and the economic and cultural powerhouse of Greater Sydney.

Our night city economy is growing and thriving, but there is more to do to ensure that we continue on this great momentum.

**Our night time economy is growing strongly:**

Turnover increase of:

**\$277 million**  
(2019 vs 2009)

**37%**  
increase since 2009



**8th largest NTE in Australia**



**3rd largest NTE in New South Wales**



**1.034 billion Gross product (2018)**



**8,000 employed in our City**

## Our core night time economy in numbers

| Establishments |               | Turnover (\$) |
|----------------|---------------|---------------|
| 901<br>77%     | food          | \$496M<br>48% |
| 46<br>4%       | beverage      | \$90M<br>9%   |
| 224<br>19%     | entertainment | \$448M<br>43% |

**We are growing our night time economy, but we lack diversity.**

**77%** of our core NTE business activity is food based

**30%** of turnover comes from licensed gaming

**We have:**

**47** licensed venues

but only **2** of them are small bars (<120 patrons)

# Our community in numbers

## City of Parramatta is transforming.

Population growth, new housing, jobs and infrastructure are changing the area from a suburban centre into Sydney's Central City: the centre of services, infrastructure and employment for Western Sydney. City of Parramatta is home to many unique neighborhoods, which have their own distinct demographic qualities, from Winston Hills to Westmead to Wentworth Point.

## Population

- **235,000** in 2016 (2,800 people per km<sup>2</sup>)
- **390,000** forecast for 2036 (4,650 people per km<sup>2</sup>)
- Median age of **34 years**

## Dwellings

- **85,600** dwellings in 2016
- **157,000** dwellings forecast for 2036
- **55%** of residents live in medium or high density dwellings

## Diversity

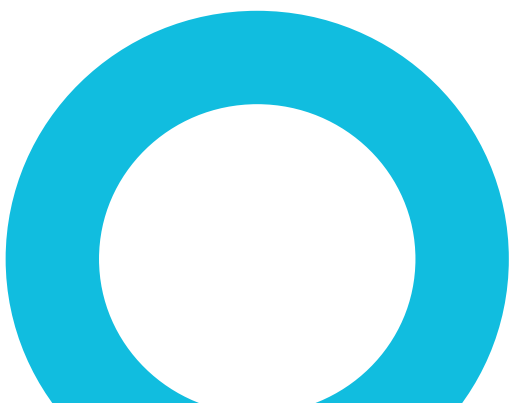
- **50%** of residents were born overseas
- **52%** speak a language other than English at home
- **0.7%** of residents identify as Aboriginal or Torres Strait Islander

## Education and employment

- **37%** of residents hold a Bachelor's degree or higher
- **93%** employment rate
- **27%** of residents also work within the City of Parramatta LGA
- Median household income of **\$1,755 per week** (NSW median of \$1,481)

## Vulnerable communities

- **19%** of households are 'low income', earning less than \$750 per week
- **13%** of households are in housing stress
- **4%** of people require assistance with daily living activities
- **10%** of residents do not speak English well or at all.



# We must reflect our community in what we do

## Why is planning for a night city in the City of Parramatta so important for our community's future?

### Young people are the future of Parramatta

In 2021, over 20 per cent of the population will be under 18. A nightlife that encompasses under 18 venues, and spaces for active participation will therefore provide more reasons for young people to stay in our City at night.

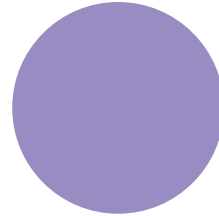
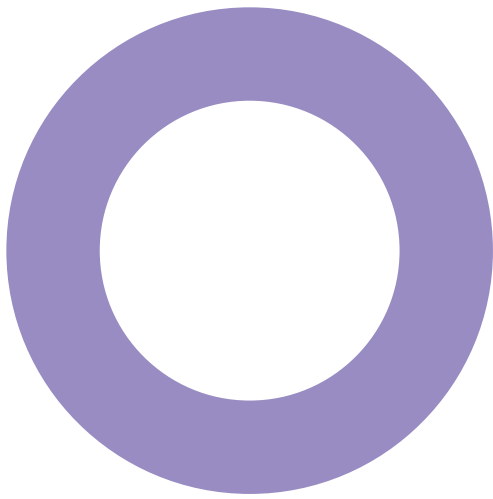
It is important that in planning for our night city that we consider the needs of children too; sparking a sense of playfulness and curiosity about the city at night. We need to ensure that we particularly provide opportunities for child-friendly night time activities, particularly between 5pm and 7pm, through an expanded art, sport and entertainment offering.

### We are a family oriented City

As the night begins, families look at ways to wind down in the City. Our City is young and family-oriented, with our community's median age at 34 years old. In considering how we plan for our night city, we must ensure that we adopt actions that consider and plan for the concerns, needs and aspirations of our local families as they participate and navigate the city at night.

### We are a City of culturally and linguistically diverse backgrounds

We are a City of diverse voices. Our identity thrives on a strong presence of cultural and linguistic differences with over 140 languages spoken, and half our residents born overseas. Despite this, people born overseas are significantly more likely to have no engagement with social activities. Diverse and vibrant spaces in the evenings will offer new opportunities to encourage participation amongst our culturally and linguistically diverse communities.



## **We must be a night city that caters for women**

Participation levels in our City are not the same between males and females, reflecting how interactions at night are differentiated by gender. The City's residents are evenly split between males and females, but at night, only 36% of its visitors are female. This gender disparity is likely coloured by perceptions of safety, and a strong relationship between perceived safety and community engagement amongst women. The combination of increased safety measures and diverse offerings intends to make the City's nightlife a more open and attractive place for people of all gender identities.

## **Inequality is an issue in our community**

City of Parramatta is a very diverse local government area, with communities that span considerable differences in terms of socio-economic advantage, cultural diversity and age range.

There are people within our community who barriers to participation, particularly at night in which safe social opportunities to connect with the community are limited. Accessibility, cost and public safety are important to enable a diversity of available night time experiences in our City that increase community cohesion.

## **The nature of work in our City is rapidly changing**

As the world becomes progressively more globalised and the nature of trade in the City of Parramatta becomes ever more international, our workforce will be active both day and night.

Needs of a progressively 24-hour workforce, including goods, services, transport and night friendly spaces will be paramount in ensuring the liveability and market competitiveness of Parramatta.

# City of Parramatta needs a plan for our night city

**There are significant and exciting opportunities that come with growth, and we know that well-managed growth leads to positive outcomes for individuals, families and the broader community.**

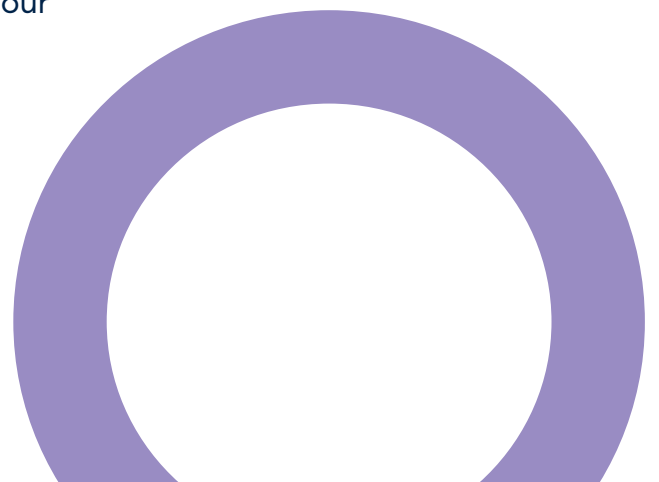
Parramatta is undergoing unprecedented development and attracting high-value investment from both the public and private sector. This fast-paced growth is seeing a huge influx of new residents, workers, students and visitors to our City.

Whilst already being home to the third largest night time economy by turnover in New South Wales, there is still so much untapped potential for a vibrant and diverse night time culture in Parramatta that meets modern expectations of lifestyle within cosmopolitan centres. No longer can we afford for the Sydney CBD to be the only major night time destination in Greater Sydney.

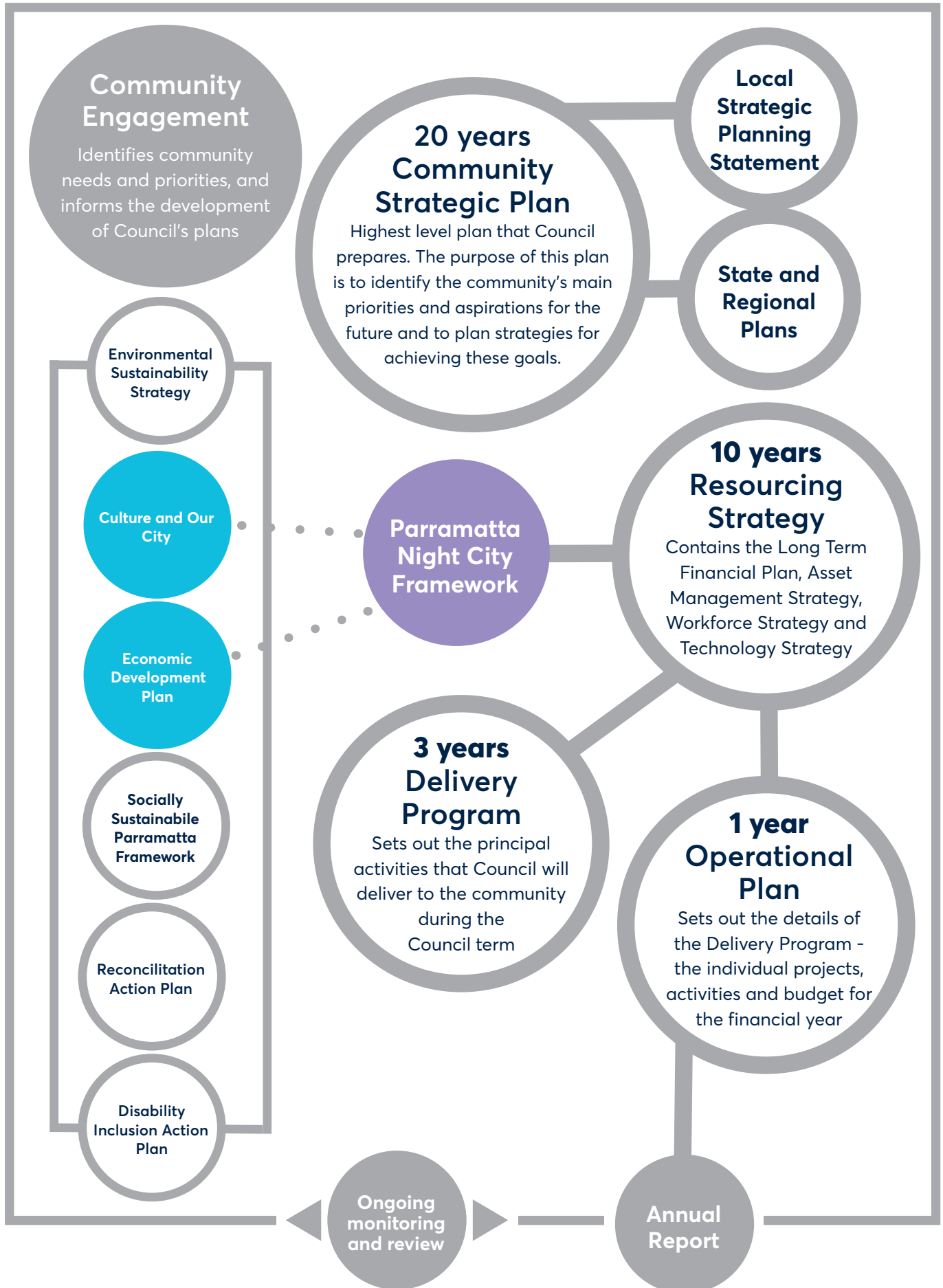
We recognise that now is the time to clearly identify the opportunities and the barriers in the growth and management of a night city here in Parramatta that builds on our key strengths, and enables easier pathways to diversifying our City's offer, design and functions to be ready to meet the growing demands of a world-class city operating in the 24-hour economy.

We need to start planning now, while many parts of our City are under renewal or construction, to ensure we are building in contemporary night time uses that meet the needs of our communities.

If we continue to invest and support the development of our night city through a holistic approach supported by policy, with our partners, our City will be a more resilient, productive, liveable and sustainable place.



## Integrating the Parramatta Night City Framework into Council's Planning



# Our community goals

Following the formation of the City of Parramatta in 2016, extensive community consultation was carried out to develop a community vision:

**Sydney's Central City: sustainable, liveable and productive – inspired by our communities**



**FAIR**

WE CAN ALL BENEFIT FROM THE OPPORTUNITIES OUR CITY OFFERS.



**ACCESSIBLE**

WE CAN ALL GET TO WHERE WE WANT TO GO.



**GREEN**

WE CARE FOR AND ENJOY OUR ENVIRONMENT.



**WELCOMING**

WE CELEBRATE CULTURE AND DIVERSITY - PAST, PRESENT AND FUTURE.



**THRIVING**

WE BENEFIT FROM HAVING A THRIVING CBD AND LOCAL CENTRES.



**INNOVATIVE**

WE COLLABORATE AND CHAMPION NEW IDEAS TO CREATE A BETTER FUTURE.



# Delivering on our community goals

Our Parramatta Night City Framework will contribute to our Community Goals in the following ways:

## FAIR

A night city of diverse experiences will provide greater opportunity for all to be able to engage with events, activities and offerings that cater for our diverse community. It will also provide greater employment opportunities locally as businesses diversify and thrive.

## ACCESSIBLE

Our night city must be universally accessible, safe and vibrant. It is imperative for the success of our night city economy that experiences are easy to get to, and easy to get home, regardless of who you are and how far you have travelled.

## GREEN

The night city economy values the natural assets of our City and through the enjoyment of local facilities will contribute to the awareness and importance of our green spaces and waterways.

## WELCOMING

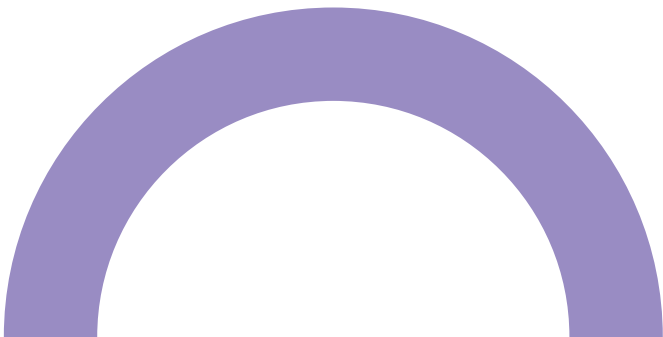
A great quality of life which includes a vibrant night city with a diversity of experiences and services across the city will provide greater amenity and make our City more interesting for both residents and visitors alike, celebrating our diversity and welcoming everyone.

## THRIVING

A vibrant and diverse night time economy will drive economic growth for our CBD and local centres. As businesses diversify and our night time offering enhances, we will investment into our City increase.

## INNOVATIVE

This strategy is a holistic and cross-collaborative approach to the development of our night city, enabling us to consider the development of our night time economy in all that we do. This framework will enable us, our businesses and communities to be empowered to innovate our night city economy to provide a uniquely Parramatta offering that appeals to all and drives economic growth in our city.



Parramatta Square



# A city that is transforming

**To ensure that our City makes the most of this unprecedented level of business and capital investment in our City, we must ensure our night city leverages these transformative projects to continue to develop and diversify our night time offerings and unlock our City through seamless transport options.**

## Parramatta Square

Parramatta Square is one of the largest urban renewal precincts in Australia. It will deliver major commercial, civic, education and residential buildings which will border a public square in the heart of the city, with retail and hospitality venues adding to our city at night.

Once complete, the precinct will host 23,000 workers and transform Parramatta's city centre into a unique and iconic space to live, work and play. The 23,000 incoming workers will not only interact with the existing night city but will also demand an expanded and diversified offering of night time activities. Parramatta Square epitomises the evolution of Parramatta and as the city evolves, so too will its people and their preferences in engaging with the City at night.

## 5 Parramatta Square

This architecturally designed civic and cultural centre will be our City's home to ideas, aspirations and expertise. It will

be a place for our community to connect, participate and learn, activating Parramatta Square day and night. It will be also be a civic centre that accommodates people of all ages as the new library, youth areas and maker spaces creates opportunities for even our youngest residents and visitors to engage with the City at night.

Meanwhile, the exterior of the building is designed to act as a canvas for artistic expression by displaying public artworks through digital projections and installations. It will transform the public space at night and, in its own right, anchor the Parramatta Square precinct as a key attraction for residents, workers and visitors to enjoy.

## Museum of Applied Arts and Sciences

Our City will welcome a world-class museum - the flagship site for the Museum of Applied Arts and Sciences (MAAS) relocating to the Parramatta Riverbank. Located alongside Riverside Theatres, MAAS will anchor Parramatta's Arts and Cultural Precinct and will serve as the central hub for residents and visitors across Sydney to interact with state-of-the-art exhibitions and creative expressions. Beyond expanding the cultural richness of the city, MAAS will also unlock the economic opportunities of Parramatta at night as more than 1 million visitors are

anticipated to visit the museum on an annual basis upon completion.

## Riverside Theatres

The re-development of Riverside Theatres is a central component to the realisation of a night city in Parramatta that celebrates arts, culture and performance at its core.

Already showcasing over 1,400 shows annually, Riverside Theatres has, and will continue to be a cultural anchor and centre of performance excellence for Greater Sydney.

The realisation of the re-development of Riverside Theatres as part of a broader arts and cultural precinct will cement Parramatta as a world-class destination for arts, culture and performance programming and will build on the 30-year legacy of this landmark institution.



**Our city is  
undergoing  
a once-in-  
a-lifetime  
transformation**

# A city that is transforming

## Bankwest Stadium

Part of the State Government's Rebuilding the Major Stadium Network Program, our new stadium will seat 30,000 people and deliver a multi-use venue for sports and large-scale outdoor entertainment events. The development of Bankwest Stadium will cement sport as a key ingredient of Parramatta's night city and will further support local restaurants, bars and entertainment offerings within our CBD. Beyond attracting domestic and international crowds across various codes of sport, Bankwest Stadium also operates as an exhibition venue with large conference spaces that have both day and night uses.

## Civic Link

Extending over four City blocks, the Civic Link will be a green, pedestrian, cultural spine connecting Parramatta CBD's transport, civic and riverfront spaces. It will provide connectivity and walkability from the city centre in the south to the recreational spaces in the north all while activating the day and night time uses in and around

Civic Link. By incorporating the natural surrounds into the built environment, Civic Link is designed to be a public space that is an attraction destination, a place for leisure and a safe and accessible walkway at night.

## A new aquatic leisure centre for our City

Within the Mays Hill Precinct of Parramatta Park, the new aquatic centre will meet the contemporary and recreational needs of our growing community and will provide sport and leisure opportunities both day and night.

## Parramatta Light Rail

The Parramatta Light Rail network will connect our City and local centres, unlocking new centres of night time activity and making it easier for residents and workers to participate in our night city. Urban renewal along light rail stations from Westmead to Carlingford will create opportunities for the organic growth of night time economies in our local centres, as mobility and connectivity across the LGA is unlocked. With an estimated 130,000 people living within

walking distance of light rail stops, travelling across the City of Parramatta will become more accessible at night.

## Sydney Metro West

The State Government has begun early planning for Sydney Metro West, connecting Greater Parramatta to the Harbour CBD, making our CBD and major centres easy to get to, and easy to get home at night. With stations at Westmead, Parramatta and Sydney Olympic Park, people from across Sydney will have significantly improved access to engage in our night city, be it for work or leisure. Rail capacity east-west will be doubled and travel times will be halved when the Sydney Metro West becomes operational, unlocking opportunities to cement Parramatta as a destination of choice at night.



Bankwest  
Stadium

BOX OFFICE A

# Major precincts

**Although many areas within our City will not undergo significant change, there are plans for precinct development in several areas across the City of Parramatta.**

## Parramatta North

UrbanGrowth NSW is planning to deliver new apartments and a village centre, as well as 7 ha of public open space, including a river foreshore park on NSW Government lands. Council will advocate for the retention and adaptive reuse of heritage buildings to accommodate arts, cultural, health and heritage endeavours.

## Westmead

More than \$3 billion has been committed by the NSW Government, universities and the private sector to upgrade and expand the precinct's health services, medical research facilities and public transport. As a world-class Innovation District, Westmead will see a significant increase in jobs and university students over the next 20 years. A masterplan is being undertaken to guide this and future investment in the precinct.

## Granville

Part of the Parramatta Road Corridor Urban Transformation Strategy area (north of the railway line), the strategy will see Granville transform into a high density, mixed-use town centre with high quality public domain, open space networks and transport links.

## Camellia

The long term vision for renewal at Camellia includes a high density mixed use town centre located on the future Parramatta Light Rail route with a proposed new primary school, community facilities, new jobs, housing and public open spaces on the riverfront.

### Teloepa

A combination of new and revitalised social, affordable and private housing is planned, as well as a retail centre next to the forthcoming light rail station. This mix of housing, transport and social infrastructure will support a growing and more diverse community.

### Epping Town Centre

With significant new and redevelopment putting pressure on existing infrastructure, the Epping Planning Review seeks to introduce planning controls that better manage future growth. Stage 2 of the Epping Planning Review aims to address principles relating to heritage, commercial floorspace, public domain, traffic and planning processes.

### Rydalmere

The vision for Rydalmere involves its transformation into a high-tech and knowledge precinct. This will involve redevelopment for retail and commercial uses, suiting businesses seeking to build strong relationships with the adjacent Western Sydney University campus.

### Melrose Park

The urban renewal planned will result in significant public benefit for the new and existing community and surrounding neighbourhoods. Residential development, including a minimum of 150 affordable dwellings, will provide significant housing stock to the area to address housing choice and affordability.

### Wentworth Point

This precinct forms part of the wider area of urban renewal of former industrial and commercial lands on the Sydney Olympic Peninsula. A growing residential area is planned, as well as commercial centres and a maritime plaza. This precinct will continue to deliver new homes, open space, shops and services.

### Carter Street

South of Sydney Olympic Park, this area was rezoned in 2015 to support its transformation into a vibrant community with easy access to the M4 motorway. The precinct will provide more homes, better public spaces, a primary school, shops and cafes with access to public transport, international sporting facilities and entertainment venues.

### Sydney Olympic Park

The masterplan for this precinct seeks to promote the Park's role as a premier destination for cultural, entertainment, recreation and sporting events, and protect and enhance the public domain and parklands. Sydney Olympic Park will be transformed into a thriving urban centre providing employment opportunities, housing and retail.

# You spoke and we listened

## Our most frequented night time centres:



## What our community likes to do at night



**85%**  
eating out



**56%**  
entertainment



**40%**  
late night shopping



**28%**  
drinks with friends



**16%**  
sports and  
recreation

## Main barriers to night time participation



**42%**  
lack of parking

**35%**  
lack of an  
appealing  
offer or activity

**40%**  
feeling unsafe

**20%**  
lack of public  
transport

**29%**  
lack of a  
diversity of  
offer





# What our community has told us they want to see:

## Most frequently raised suggestions:



**40%**

night markets  
run in the City



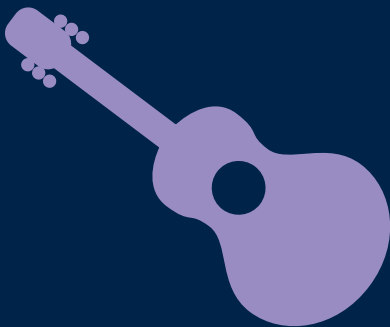
**27%**

more car  
parking



**20%**

more small  
bars



**30%**

more live music  
programming



**20%**

better lighting and public  
domain improvements



**34%**

more diverse live  
events and festivals  
in more places

# Developing the Framework

In developing the *Parramatta Night City Framework*, we collected input and feedback from over 1,500 participants, including a range of community members, businesses, organisations, workers and visitors.

We have also considered past studies, other Council plans and strategies, approaches from other Local Councils in New South Wales and appropriate literature relating to cities at night, both from national and international experience.

This feedback and literature review informed the *City's Night Time Economy Discussion Paper* (August 2017) which proposed over 40 high level actions to develop the City's night time economy over the next five years, forming the basis of the Framework.





# Baseline research

Baseline research was conducted by Micromex Research.

## Resident survey

300 interviews were conducted with residents from Parramatta CBD, Harris Park, Epping and Granville. The raw data has been weighted to reflect the real community profile of our City.

## Visitor survey

300 interviews were conducted with visitors to the City. Participants were recruited on site followed by a Computer Assisted Telephone Interviewing (CATI) re-contact. This data is not weighted, but rather a random sample of visitors to the areas.

## Business survey

A total of 678 business surveys were completed across all industry sectors to understand the top line key issues as expressed by the business community. This report considers how businesses in Parramatta rate the night time economy, with regards to creative and cultural offerings, the look and feel of the city and the availability of cafés, restaurants and pubs.

## Workshops – businesses and key stakeholders

Two workshops were held in early April 2017 with 26 participant stakeholders with interest in our night city. They provided insight

into projects and ideas on how to grow and diversify our night city in the Parramatta CBD, Epping and Harris Park.

## Night city audit

Night audits of Parramatta CBD, Harris Park and Epping were undertaken to record what businesses were open and to observe the presence of customers, condition and effectiveness of lighting, cleanliness of the public domain and levels of anti-social behaviour. A total of four night audits took place – two in Parramatta CBD and one in Harris Park and Epping respectively. Each audit started at 6:00pm and finished at 1:00am, with researchers completing two to three loops in each area.

# Consulting with our key stakeholders

## City of Parramatta Staff

Internal Council workshops were held to help understand the existing night city opportunities and challenges, present key findings of the research and align strategic objectives throughout the organisation. 37 teams across all 6 directorates of Council provided feedback and guidance in developing the Framework.

## Parramatta Police

One-on-one discussions were held with Parramatta Police to gather their input on the current night time economy, as well as feedback on related projects, such as the *Parramatta CBD Small Bars Policy*.

## Liquor Accord presentations

Draft findings from the night time economy research undertaken were presented to the Parramatta Liquor Accord, where members were given the opportunity to provide input from an industry perspective. Presentations were also given to the Flemington and Eastwood/Gladesville Liquor Accords.

## City of Parramatta Youth Forum

Input was sought from young people through the Youth Forum, held on 27 April 2017 (City of Parramatta Council and Cred Consulting). There were approximately 60 participants present at the Forum who contributed to the discussion. Council's presentation described what the City's nightlife encompassed, and sought ideas on how to diversify the City at night.

## Submissions to the Parramatta CBD Small Bars Policy

Submissions to the *Parramatta CBD Small Bars Policy* were considered as part of the development of the Framework, as they detailed specific ideas for Council to investigate.





# Planning for different times of night

The night city is different as it transitions from the early evening into the depths of night. There is a change in the offerings and activities available in the night city and the differing needs and wants of our community. It is important that we recognise this evolution in how we plan for our night city in this *Framework* and understand the different factors that contribute to this evolution, and when.

In developing this *Framework*, we have considered the distant characteristics that various periods of time have in their character, activity and demographics. These have broad implications of how we approach holistic planning for our night city, for economic and social development, events, arts and cultural programming, land use planning, alcohol management, public domain and transport.





In this *Framework*, we have adopted the following time periods to form the basis of our time of night planning: In this *Framework*, we have adopted the following time periods to form the basis of our time of night planning:



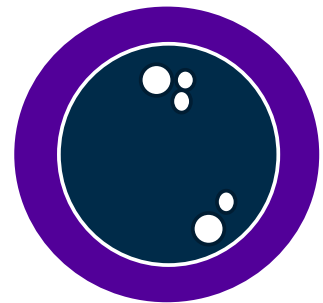
**Early evening economy**  
**5pm to 7pm**



**Twilight economy**  
**6pm to 10pm**



**Night time economy**  
**9pm to 1am**



**Late night economy**  
**12am to 5am**

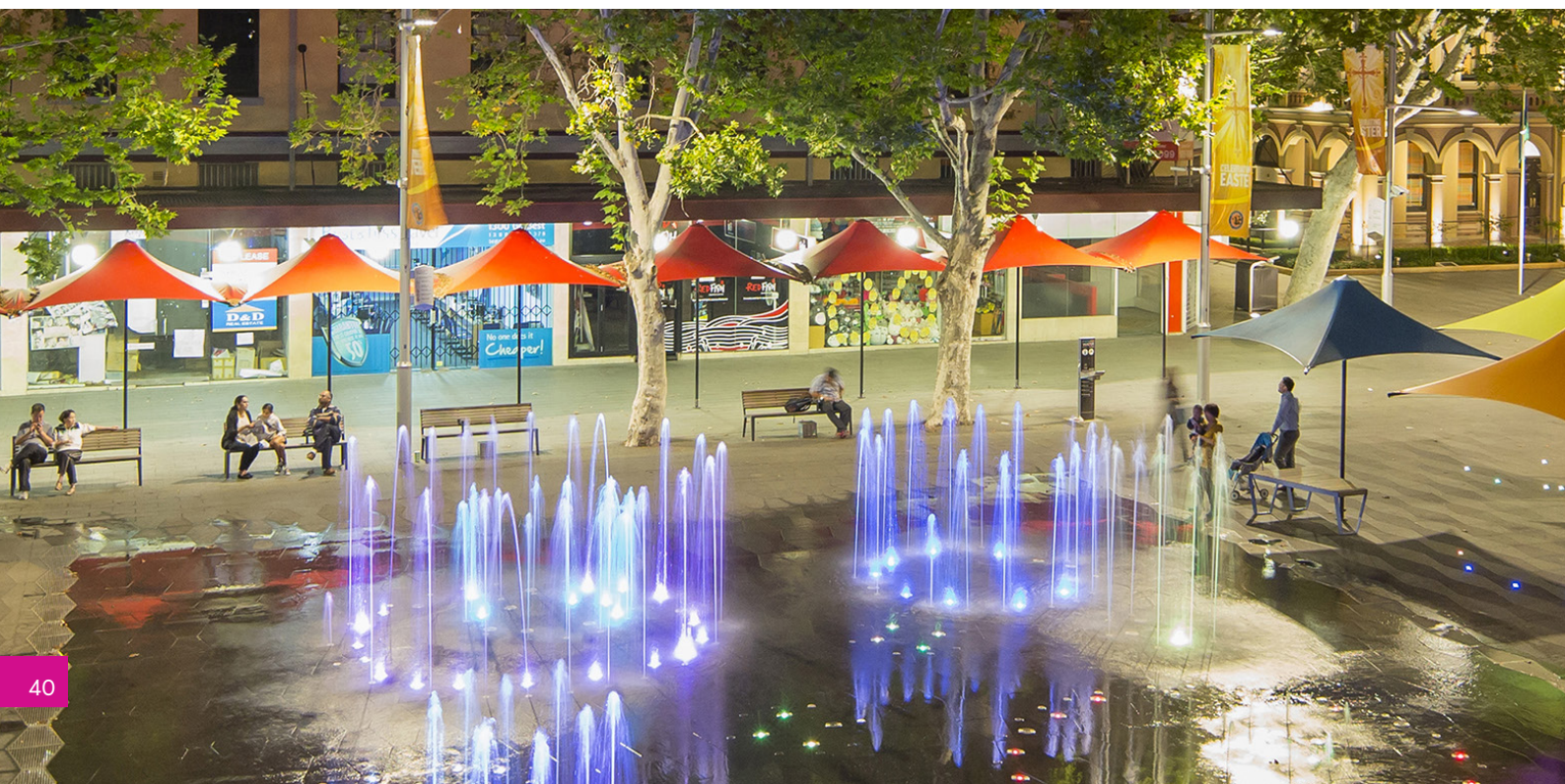
It is important economically that we consider the opportunities and offerings available in our CBD and our centres at night for those who are finishing work, school or activities or returning home from elsewhere. It is important for the success of our night city economy that we are able to retain people from the early evening into the late night.

# Homelessness in our night city

City of Parramatta Council acknowledges that the visible presence of people who are sleeping rough has the potential to impact on current and prospective resident, business, and visitor perceptions of the city. Council recognises the NSW State Government *Protocol for Homeless People in Public Spaces* and Council's *Homelessness Policy* acknowledges the rights of all members of the community to use public spaces, whilst also recognising everybody's right to enjoy the City in a safe and peaceful environment.

In working to support people sleeping rough, Council prioritises ensuring people have access to the services and assistance they need to improve their circumstances. Council only requires people to move on or to involve the police when anti-social behaviour is demonstrated, there is a concern for public safety or when there is concern for the personal safety of an individual.

Prince Alfred Square is an example of an important component of the night time domain, that is also a place where people who are homeless may sleep. A number of charitable organisations use Prince Alfred Square to provide food services to people financial disadvantage. It is to be expected that with the City's growth and transformation that people sleeping rough will continue to be attracted to Parramatta CBD and other locations in the City, and hence have an interest in the provision of an inclusive, safe and dynamic night time economy.





# Our role in shaping the night city

**The City has a significant and multi-faceted role in the development of our night city.**

## **PROVIDER**

We will continue to provide a range of high quality services, programs and Council facilities.

## **ADVOCATE**

We will give a voice to our community and leverage every opportunity to develop our night city through active and effective advocacy.

## **LEADER**

We will benchmark our City globally. We will listen to our communities and drive innovative approaches to the development of a distinctive, world-class night city.

## **CONNECTOR**

We will identify and connect commercial, government and third-sector parties to encourage innovation and maximise investment, from a broad range of sources.

## **PRODUCER**

We will invest in and produce conditions that enable businesses, community groups to flourish in delivering high quality night city offerings and experiences. We will produce events and create major and bespoke presentation opportunities for our growing creative community.

## **COLLABORATOR**

We will support and partner with businesses, our community and other government agencies to deliver on our night city objectives.

## **HOST**

We will create and maintain the right environment for large-scale events, festivals and sporting celebrations. We will create and maintain the right environment in our night city for visitors to feel welcome in our City, and to support cultural exchange to raise the City's profile and build understanding and reciprocity.

## **CAPACITY BUILDER**

We will work with businesses and our community to build the capacity to grow offerings, provide safe and vibrant centres and deliver on our night city objectives.

## **PLANNER**

We will work to strategically plan for the development of our night city through research, consultation and collaboration to identify and resolve conflicts and issues.

## **TRUSTED PARTNER**

We will provide an open, receptive and committed approach to foster opportunities for significant collaborations and partnerships with businesses, providers and the community.





# Our strategic night city goals

We have been inspired by what you have told us.

Your ideas and priorities have confirmed the strategic direction we need to take to deliver on what the Parramatta Night City Framework needs to achieve.

**GOAL 1**  
A night city that is safe, well-designed and accessible

**GOAL 2**  
A thriving night city of diverse businesses and offerings

**GOAL 3**  
A night city that celebrates our unique identity and diverse community

**GOAL 4**  
A night city that fosters creativity, events and live music

**GOAL 5**  
A night city that responds proactively to challenges and change

**GOAL 6**  
Parramatta: a leading night city

# Our action plan

## How to read our action plan

Our night city action plan is devised to provide deliverable and accountable actions that align with our strategic night city goals. Where relevant, particular actions are targeted at particular night city precincts due to the unique character of these precincts and delivery timelines will vary depending on the scale of each action.

Our goals have targeted outcomes that will be achieved through the implementation of specific actions.

| Strategic Objective | Focus Area         | Action Description    | Coverage                         | Delivery Timeframe  |                        |                         |                      |
|---------------------|--------------------|-----------------------|----------------------------------|---------------------|------------------------|-------------------------|----------------------|
| Action No.          | Method of delivery | Details of the action | Precinct (City-wide or targeted) | Now (N)<br>0-1 year | Short (S)<br>1-2 years | Medium (M)<br>2-3 years | Long (L)<br>3+ years |

## Our focus areas

To ensure that our approach to delivering on each of our goals is multi-faceted, we have identified 6 focus areas to guide the delivery of the Framework using the full-breadth of Council's available resources. These focus areas are:

**Business and cultural development**

**Research and advocacy**

**Infrastructure**

**Community safety and engagement**

**Planning and regulation**

**Marketing and promotion**



## Responding to our different night city precincts

In the development of the action plan, we have recognised that the character of our CBD differs greatly from our local, neighbourhood and village centres. Our goal is to develop and cultivate a thriving night city across the Parramatta LGA, not just in the Parramatta CBD. This is why we have identified particular actions for our CBD and local centres, while others we will work on city-wide.

|   |   |
|---|---|
| <b>City-Wide</b>                                | All centres across the Parramatta LGA   |
| <b>Parramatta CBD</b>                           | Applies only to the Parramatta CBD boundaries   |
| <b>Local, Neighbourhood and Village Centres</b> | Applies to all centres whose primary function is to service their immediate local communities |

# Goal 1: a night city that is safe, well-designed and accessible

Safety, good design and accessibility are universal cornerstones of an engaging night city. When these characteristics are met, people feel empowered to partake in the night time economy, regardless of their age, background and ability. Our residents and visitors have identified that safety, and associated concerns like street lighting and rowdy public behaviour, are major factors when choosing whether to go out in the evening. Visitors and residents alike have also ranked accessibility as the most desired improvement to increase their likelihood of visiting an area at night. Our aspiration is to integrate planning for a night friendly public domain, seamless night transport and night city wayfinding to deliver on this goal.

A night friendly public domain needs to provide curated 'third spaces', offering areas other than workplaces or homes where people can interact and form social connections. Prioritising universal design will facilitate an accessible city, where active, public and private transport options are advocated for, and the CBD and its centres are easy to navigate. By alleviating issues around safety and accessibility, the actions aim to broaden the public's capacity to more readily participate in the later hours of the night.





802 City/Crocker Quay via ... 545 Chatterbox  
820 City/Crocker Quay via ... 625 Burrendell  
521 Leppington via ... 547 Macarthur St  
523 West Hyde via ... 660 Nightride to  
524 West Hyde via ... 670 Nightride to

**A2 PRE-AY ONLY**  
www.a2.com.au

| ROUTE | DESTINATION |
|-------|-------------|
| 100   | ...         |
| 101   | ...         |
| 102   | ...         |
| 103   | ...         |
| 104   | ...         |
| 105   | ...         |
| 106   | ...         |
| 107   | ...         |
| 108   | ...         |
| 109   | ...         |
| 110   | ...         |

## What is Council's already doing?

- Upgrading the CCTV network in the Parramatta CBD.
- We are providing better lighting in our CBD and local centres through public domain improvements.
- We are having an ongoing conversation with businesses and our community to assess perceptions of safety and subsequent social outcomes.
- Working with NSW Police on high visibility policing.
- We are providing streetscape upgrades in Harris Park.
- Working with the State Government to deliver the Parramatta Light Rail Network, with Stage 1 extending from Westmead to Carlingford via the Parramatta CBD.
- Investing in active transport modes, such as cycleways and shared paths.
- Developing a *Parramatta CBD Public Car Parking Strategy*.

## We will:

- Foster safe and vibrant centres at night by working collaboratively and creatively.
- Design our CBD and our centres to be night-friendly.
- Provide a public domain that fosters 'third space' interaction at night.
- Make our CBD and our centres easier to navigate at night with legible wayfinding
- Advocate for seamless night transport options: active, public and private transport.

## What else do we need to do to achieve this goal?

- We need to comprehensively and strategically plan for crime prevention in the City.
- We need to plan for our strategic night time precincts to incubate planned and organic clusters.
- We need to curate and develop a night-friendly public domain that encourages dwelling in 'third spaces'.
- We need to encourage and advocate for greater public transport at night to and from our CBD and local centres, as well as provide real choices for private and active transport.

## What we want you to see by 2024:

- A night city that is safe at all times of night and welcomes everyone.
- Public domain design that fosters dynamic social interactions beyond the home or workplace.
- A city where universal design and access is incorporated into everything we do.
- Transformative night city transport, including Parramatta Light Rail – Stage 1 to make our City easy to get to, and easy to get home, unlocking our local centres to our CBD.





# Goal 1: Our actions

| Goal 1: a night city that is safe, well-designed and accessible |  |  |                      |     |               |                |             |
|---|--|--|----------------------|-----|---------------|----------------|-------------|
| Action No.  | Focus area                                       | Action Description   | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| <b>1.1</b>  | <b>Planning for our future night city</b>        |  |                      |     |               |                |             |
| 1.1.1   | Planning and regulation                          | Identify and map key entertainment precincts for the purposes of place-specific activations plans, strategic planning and development controls | City-wide            |     |               |                |             |
| <b>1.2</b>  | <b>A well-designed and accessible night city</b> |  |                      |     |               |                |             |
| 1.2.1   | Infrastructure                                   | Co-ordinated approach to public domain improvements including wayfinding and lighting that complies with universal design principles           | City-wide            |     |               |                |             |
| <b>1.3</b>  | <b>A safe city at night</b>                      |  |                      |     |               |                |             |
| 1.3.1   | Research and advocacy                            | Annually survey the community regarding perceptions of the City at night   | City-wide            |     |               |                |             |

|       |                                 |  |           |  |  |  |  |
|-------|---------------------------------|--|-----------|--|--|--|--|
| 1.3.2 | Community safety and engagement | Implement the City's Community Safety Plan to develop and deliver strategies and infrastructure to promote community safety  | City-wide |  |  |  |  |
|       | Infrastructure                  |  |           |  |  |  |  |
| 1.3.3 | Community safety and engagement | Collaborate with external partners including Local Area Commands and Local Police to deliver community safety education initiatives, increase community and business engagement and improve awareness of responsible service of alcohol requirements | City-wide |  |  |  |  |

KEEP  
CALM  
AND  
EAT  
PAAN





## Goal 2: a thriving night city of diverse businesses and offerings

The strength of a successful night city is underpinned by consumer choice, appealing to a variety of different needs and appealing to different demographics. A night city which hosts diverse businesses and offerings will solidify itself as a true urban centre by catering community needs for longer.

Our goal is therefore to support the growth of our night city economy so that people are compelled to stay in Parramatta well after they finish work, study or play; and compelled to leave their homes to engage with local businesses, events and other services.

Our vision for the City ensures that it remains welcoming and economically productive at all hours of the day, and that this continues well into the night. This includes incentivising businesses to operate outside the traditional business hours and supporting their exploration of new ideas and concepts to serve the community and grow their offerings.



## What is Council already doing?

- Diversifying licensed venues through the *Parramatta CBD Small Bars Policy*.
- Providing information and resources to our community to help either enter the night time economy, or diversify, such as 'How to start a Small Business' workshops, held regularly with local training organisations.
- Working collaboratively with Service NSW to move more potential customers through the Easy to Do Business Program.
- Delivering a social enterprise program and a series of workshops on social innovation to broker opportunities.

## We will:

- Broker opportunities to diversify our night city offerings and experience.
- Partner with our community to build the capacity of businesses to enter and thrive in the night time economy.
- Provide incentives and support to encourage more diversity in our night city experience.
- Provide the necessary conditions to allow businesses to experiment with new ideas

## What else do we need to do to achieve this goal?

- Utilise vacant spaces in our CBD and centres at night.
- Embrace pop-ups venues; small bars, food vans and markets to activate spaces and diversify our night time offerings.

- Provide affordable and free spaces, offerings and experiences.
- Curate 'third spaces' for meeting, exploring and learning.
- Enable and foster diverse uses and different experiences.
- Enable our businesses to trade later, where appropriate.
- Actively support our businesses and community to diversify, grow and thrive.

## What we want you to see by 2024:

- A more diverse night city offering that caters to the needs and aspirations of our community and visitors to our City.
- A bustling CBD and local centres with complementary mixes of business offerings and other activations at night
- Fully utilised Council facilities and more services to cater to a modern lifestyle and 24-hour service economy.
- Spaces for collaboration, education, co-working and social enterprises to flourish and add to the colour of our night city.

# Goal 2: Our actions

| Goal 2: a thriving night city of diverse businesses and offerings |  |   |                      |     |               |                |             |
|---|--|---|----------------------|-----|---------------|----------------|-------------|
| Action No.  | Focus area   | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| <b>2.1</b>  | <b>Encouraging the diversification of our night city</b> |   |                      |     |               |                |             |
| 2.1.1   | Business and cultural development                        | Implement a Night Time Economy Diversification Grants Scheme to incentivise the diversification of businesses and activities at night   | City-wide            |     |               |                |             |
| 2.1.2   | Business and cultural development                        | Delivery of business workshops, programs, or other services annually to support businesses to establish or grow their small bar operations and navigate regulatory requirements such as liquor licensing and development applications | City-wide            |     |               |                |             |
| 2.1.3   | Business and cultural development                        | Collaborate with local Business Chambers, regional and state business forums and Local Liquor Accords to encourage the diversification of night city venues   | City-wide            |     |               |                |             |
| <b>2.2</b>  | <b>Incentivising small bars</b>                          |   |                      |     |               |                |             |
| 2.2.1   | Planning and regulation                                  | Undertake a review of the <i>Parramatta CBD Small Bars Policy</i> and implement the policy outcomes into the <i>Parramatta Development Control Plan</i>   | Parramatta CBD       |     |               |                |             |
| 2.2.2   | Business and cultural development                        | Provide a business workshop annually on 'How to establish a small bar' (business support workshops on liquor licensing, navigating regulations)   | City-wide            |     |               |                |             |

| Goal 2: a thriving night city of diverse businesses and offerings |   |   |                      |     |               |                |             |
|---|---|---|----------------------|-----|---------------|----------------|-------------|
| Action No.  | Focus area  | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| <b>2.3</b>  | <b>A night city of diverse retail, services and experiences</b> |   |                      |     |               |                |             |
| 2.3.1   | Business and cultural development                               | Investigate the potential to trial extended opening hours for Council facilities at night, such as libraries, community halls, indoor recreation facilities, and the Parramatta Town Hall | City-wide            |     |               |                |             |
| 2.3.2   | Business and cultural development                               | Explore options for evening activities within the City's over 55's programs and initiatives   | City-wide            |     |               |                |             |
| 2.3.3   | Business and cultural development                               | Explore options for encouraging expanded late-trading private child care centres  | City-wide            |     |               |                |             |
| 2.3.4   | Business and cultural development                               | Investigate the greater use of parks and sportsgrounds and the necessary supporting infrastructure required at night  | City-wide            |     |               |                |             |
| 2.3.5   | Research and advocacy   | Support the use of existing spaces such as schools and universities as community spaces that can be utilised at night   | Parramatta CBD       |     |               |                |             |
| 2.3.6   | Infrastructure  | Investigate the availability of, and explore options to enable more public toilets to be open at night  | City-wide            |     |               |                |             |
|   | Community safety and engagement                                 |   |                      |     |               |                |             |
| 2.3.7   | Infrastructure  | Regularly audit and identify vacant commercial and Council-owned buildings and identify sites that may support pop-up, short or long term lease arrangements that support night time uses | City-wide            |     |               |                |             |
| 2.3.8   | Planning and regulation   | Ensure that in the procuring of new tenants for vacant Council-owned tenancies, capacity for night time activity is considered through the Expression of Interest Process                 | City-wide            |     |               |                |             |



| Goal 2: a thriving night city of diverse businesses and offerings |  |   |                      |     |               |                |             |
|---|--|---|----------------------|-----|---------------|----------------|-------------|
| Action No.  | Focus area   | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| 2.3.9   | Planning and regulation  | Consider changes to, and the incorporation of, late night retail controls in the <i>Parramatta Development Control Plan 2011</i> to promote diverse late night retail across the City | City-wide            |     |               |                |             |
| 2.3.10  | Planning and regulation  | Deliver a Retail Strategy for the Parramatta CBD to guide future retail mixes, ensuring a focus on promoting and curating night time retail uses at the ground floor                  | Parramatta CBD       |     |               |                |             |
|   | Business and cultural development                                      |   |                      |     |               |                |             |
| 2.3.11  | Business and cultural development                                      | Work with major retail tenants, developers, landowners and non-alcohol based businesses to extend their operating hours further into the evening                                      | Parramatta CBD       |     |               |                |             |
| <b>2.4</b>  | <b>A night city of collaboration, co-working and social enterprise</b> |   |                      |     |               |                |             |
| 2.4.1   | Business and cultural development                                      | Investigate opportunities for the use of existing 'day-time' businesses to be used at night as co-working spaces or other uses  | City-wide            |     |               |                |             |
| 2.4.2   | Business and cultural development                                      | Broker opportunities for social enterprise businesses to participate in the night time economy  | City-wide            |     |               |                |             |



# Goal 3: a night city that celebrates our unique identity and diverse community

The night time economy is a celebration of the City's unique identity and diverse community. We want both our residents and visitors to see parts of themselves reflected in the City at night. Our residents want us to be authentic in how we communicate our City and promote the unique things without being pretentious.

This comes with an awareness that the night city is traditionally less amenable to certain people, including residents who are born overseas, as well as young

families and the elderly who have limited options for entertainment. A night city that actively embraces our cultural heritage and natural assets will create encouraging spaces for these groups.

The ultimate focus of achieving this goal is to bring people together harmoniously so that the offerings and experiences available at night celebrate everything great about being here in the City of Parramatta.

## What is Council already doing?

- Working with the State Government to deliver a successful user and city experience for visitors to Bankwest Stadium for day and night events.
- Broadening Discover Parramatta to showcase uniquely Parramatta night time experiences across the LGA.
- Delivering on our *Destination Management Plan* and *CBD Cultural Plan*.
- Implementing a *City-wide Marketing Strategy* that considers the promotion and marketing of our night city.

## We will:

- Celebrate everything that makes Parramatta unique and share our story – past, present and future through our night time experiences.
- Celebrate our City's night culture as the sum of all our parts: ideas, faiths, expertise, expression, ethnicity, race, sexuality and age.
- Promote our City as a night city destination of choice.

## What else do we need to do to achieve this goal?

- Broker more opportunities for celebration of food in our night city, including night markets.
- Better target our marketing and promotions of night time offerings, events and culture.
- Identify the cultural needs of our City and develop strategies to bolster the cultural offering of the City at night.
- Broker opportunities for night time offerings unique to the City of Parramatta through our own cultural and built heritage, as well as sporting culture.

## What we want you to see by 2024:

- Better targetted marketing for our night city offerings.
- A city that celebrates and actively promotes our cultural heritage and natural assets.
- Greater variety in our night city offerings to cater for our diverse community that is young and family oriented.

# Uniquely Parramatta

## Discover Parramatta

Discover Parramatta inspires to capture the spirit of our City as a place that people love to work, live and play. Through curated content that is relevant, authentic and engaging, Discover Parramatta seeks to improve the experiences and change perceptions of both locals and visitors.

## A destination for fans

We are the proud home to the Parramatta Eels, the Western Sydney Wanderers, Greater Western Sydney Giants, Giants Netball and NSW Waratahs.

With night games and major sporting events running constantly throughout the year, Parramatta is a night city built on pride in our local teams.

As part of the NSW State Government's Rebuilding the Major Stadium Network Program, the State Government have built the new Bankwest Stadium to seat 30,000 people. This is a multi-use venue for sports and large-scale outdoor entertainment events. We will continue to work with local

business and our sporting community to develop city-wide events and activations.

## A celebration of food

Our night culture in Parramatta is built on food. Over 85% of our core night time activity is based in food retailing throughout our City. One of the biggest draws to our City for residents and visitors alike is the delicious selection of cafes and restaurants that we have on offer, each adding to the vibrancy and community spirit in their own ways.

## A celebration of our history and heritage

Our City has a long and proud heritage. The preservation and celebration of such iconic heritage items is at the forefront of our concerns in our Night City Framework because we recognise that these culturally significant sites are essential to the community spirit that makes the Parramatta LGA so special. We know that communities which focus on their heritage areas as tourism hotspots have a multitude of benefits which follow, including but not limited

to 'community participation, local economic development and cultural and natural conservation.'

Our rich cultural heritage is more than just a key attraction for visitors to our City. It is the culmination of the unique experiences and characteristics that has endured throughout Parramatta's history which is now shared amongst residents and visitors. Thus, this has been pinpointed as being an integral part of meeting the strategic objectives of the *Parramatta Night City Framework*. In addition to the key economic benefits that arise, the preservation of heritage locations serves the dual purpose of enhancing community engagement and strengthening community ties.

Our built heritage, such as the Old Government House and the significant Parramatta North Precinct hold significant cultural and historical value to the people of the City of Parramatta, and are key in preserving our past and celebrating our future.

# Goal 3: Our actions

| Goal 3: a night city that celebrates our unique identity and diverse community |   |  |                      |     |               |                |             |
|--|---|--|----------------------|-----|---------------|----------------|-------------|
| Action No.   | Focus area                                  | Action Description   | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| 3.1  | Celebrating our love of food                |  |                      |     |               |                |             |
| 3.1.1  | Business and cultural development           | Run night markets in the Parramatta CBD and investigate locations for night markets in our local centres                         | City-wide            |     |               |                |             |
| 3.1.2  | Business and cultural development           | Create an encouraging environment for food trucks in the City at night   | City-wide            |     |               |                |             |
| 3.2  | Marketing our diverse and unique night city |  |                      |     |               |                |             |
| 3.2.1  | Marketing and promotion                     | Develop 'Discover Parramatta' as the primary digital platform to promote night city events, activities, businesses and offerings | City-wide            |     |               |                |             |
| 3.2.2  | Marketing and promotion                     | Promote night time experiences through Council's communication and visitor services assets                                       | City-wide            |     |               |                |             |
| 3.2.3  | Marketing and promotion                     | Market Parramatta as a vibrant and diverse night-time destination  | City-wide            |     |               |                |             |

| Goal 3: a night city that celebrates our unique identity and diverse community |   |   |                      |     |               |                |             |
|--|---|---|----------------------|-----|---------------|----------------|-------------|
| Action No.   | Focus area  | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| 3.2.4  | Marketing and promotion   | Promote night time events at Bankwest Stadium and curate complementary offerings to encourage fans to stay in the Parramatta CBD after events | Parramatta CBD       |     |               |                |             |
| 3.2.5  | Research and Advocacy   | Advocate for greater public transport options to and from Bankwest Stadium in all directions to meet peak demands                             | Parramatta CBD       |     |               |                |             |
| 3.3  | Developing and celebrating the unique offerings of our night city |   |                      |     |               |                |             |
| 3.3.1  | Business and cultural development                                 | Identify and develop strategies for meeting the cultural needs of the City and its centres at night   | City-wide            |     |               |                |             |
| 3.3.2  | Business and cultural development                                 | Identify opportunities to utilise and promote cultural and built heritage at night  | City-wide            |     |               |                |             |
| 3.3.3  | Research and Advocacy   | Advocate for appropriate cultural uses as part of the Parramatta North Re-development to support a vibrant cultural night time economy        | Parramatta North     |     |               |                |             |
| 3.3.4  | Business and cultural development                                 | Work with key stakeholders to investigate an annual 'heritage open' event that showcases the City's cultural heritage and stories at night    | City-wide            |     |               |                |             |

# Goal 4: a night city that fosters creativity, live music and events

A night city that fosters creativity, live music and events is one where people can actively engage and invest in their local culture and their own personal expression. Our community has told us that they want more opportunities for creative expression and ways to connect with one another.

We want to cement our place as a world-class destination by developing and leveraging the talent and publicity we have as the arts and cultural capital of Greater Western Sydney.

We will continue to make spaces and resources available to cultivate professional and community interests in creative projects and advocate for greater opportunities for our local community to thrive in. The City will be a destination of distinctive night time events, where the arts and performance scene is heralded as part of our identity.







## What is Council already doing?

- Live & Local and Amplify Program, which have been introduced to increase live music activity in Parramatta through advising selected venues on programming, technical aspects of presenting live music and assisting business with the regulatory obstacles associated with presenting live entertainment.
- Riverside Theatres showcasing talent and hosting events throughout the year, including the establishment of the National Theatre of Parramatta in 2016, which produced 6 major pieces in its first year.

## We will:

- Celebrate and support local creativity through art, culture, music and performance at night.
- Invest in local talent and curate uniquely Parramatta experiences at night through arts and culture.
- Cultivate and broker opportunities for the expansion of night time programming of our major cultural institutions, including Riverside Theatres and Parramatta Artists Studios.
- Broker opportunities to provide more creative spaces, more events and more live music more often throughout our City.

## What else do we need to do to achieve this goal?

- Continue to develop, expand and enhance our events and city animation programs into the evening.
- Develop a *Live Music Strategy* for the City to investigate the future development of Parramatta's live music venues, programming and talent.
- Work with the State Government and industry to develop the creative economy of the City.

## What we want you to see in 2024:

- Parramatta as a leading night city of events, live music, arts and performance, positioning the City as the arts and cultural capital of a burgeoning Greater Sydney.
- Our City continue to grow as an incubator for creative expression, learning and discovery through a new Museum of Applied Arts and Sciences and re-developed Riverside Theatres.
- A well-resourced community and professional creative workforce, with access to a mix of creative spaces, and performance and music venues at night.
- A City that makes it easy for events, activation and creativity to take place and thrive at night.





68

MACQUARIE STREET



# A night city of art and performance

Artists reflect, interpret and reimagine our understanding of the world and retell stories in new ways. Our artists create work that we experience and provoke our senses, emotions and thoughts. Throughout the consultation process, you called for more pop-ups, laneway projects and artist-run spaces to incubate a thriving artistic night city.

## Parramatta Artists Studios

Parramatta Artists Studios (PAS) is the energetic home for creative production in the centre of Western Sydney. PAS is a significant incubator of ideas and creative production through the provision of vital studio spaces to artists and has become a key launch pad for artistic careers.

The studios are a place of making and activity day and night. Artists have 24-hour access to their studio spaces

and PAS is further activated in the evenings through a diverse program of art and literature workshops, exhibitions and talks that stimulate discussion and encourage valuable participation.

PAS partners with major festivals including Parramasala, Parramatta Lanes, Sydney Design Festival, Sydney Writer's Festival and Art Month Sydney to deliver engaging art installations and curated experiences for our community and audiences.

Parramatta Artists Studios is an initiative of the City of Parramatta and is supported by the NSW Government through Create NSW.

## Riverside Theatres

In 2018, Riverside Theatres celebrated 30 years of shared stories on our stages and screens. Already 200,000 people crowd through the doors of Riverside Theatres every year.

Riverside's legacy has given rise to new programming and organisations, including the National Theatre of Parramatta, FORM Dance Projects, Beyond the Square and the Dance Makers Collective to name a few.

The re-development of Riverside Theatres is a key component to the realisation of a night city in Parramatta that celebrates arts, culture and performance as the heart of creativity in our night city and provide a unique and diverse offer to those coming to Parramatta at night. Our community wants to see Riverside Theatres become an arts centre with flexible performance spaces and state-of-the-art cinematic equipment. The realisation of the re-development of Riverside Theatres as part of a broader arts precinct with cement Parramatta as the heart of arts, culture and performance for Greater Sydney.

# Live music and the City's soundtrack

We want to ensure that we provide all the necessary conditions required for businesses and venues to add live music to their night time entertainment programming, and for artists to be supported and to be given as many opportunities to perform in our City as possible. We are acutely aware of the conflicts between residential and commercial amenity, in which we plan to balance the wants of live music opportunities, and the needs of the rest of the community. Namely, we need to ensure that we address concerns surrounding additional entertainment noise and safety in the operation of licensed live music venues, whilst still allowing musicians and the live music scene to flourish.

## Live and Local

For the past two years, an annual event called *Live and Local Parramatta* has been held in multiple venues in the Parramatta CBD. Last year's event saw 70 Western Sydney music artists perform at 17 different venues across Parramatta, with over 3,000 attendees.

## Amplify

*Amplify* is an ongoing partnership and brokering program, matching live musicians and local businesses to deliver an ongoing live music program in diverse businesses across the Parramatta CBD.

The program includes best practice advice on areas such as live music production, marketing, promotion and the engagement of audiences. City of Parramatta is working with a number of businesses currently to deliver the *Amplify* program including Port Bar, Albion Hotel, Collector Tavern, Uncle Kurts, Alex and Co, Coco Cubano, the Novotel Parramatta and the Park Royal in Parramatta. The result has been hundreds of performances in the above spaces and more broadly a greater optimisation of live music in the west.





# A city of night time events

City of Parramatta is home to a sensational program of night time events that celebrate everything great about our city after dark. You told us that you love our existing program of night time events but want to see our program grow bigger and better and to see more events in our local communities.

We are committed as part of this Framework to deliver an *Events and Festivals Strategy* for the City, to grow our night time event offer and broker opportunities to bring events, pop-ups and activations to more parts of our City.

Some of our successful night time events include:

## Winterlight

As one of Greater Sydney's premiere winter festivals, Winterlight transforms the heritage grounds of Prince Alfred Square into a winter wonderland that features Sydney's biggest open-air ice rink along with carnival rides, live music and ice-skating performances. Held annually in July in time for the school holidays, Winterlight invites residents and visitors to venture out and explore the city during winter, animating the city at a traditionally quiet time of the year.

As night falls, Prince Alfred Square becomes illuminated with dazzling lights and vibrant displays that can be observed from a Ferris wheel which oversees the city. It also serves as a great reason for visitors to frequent surrounding businesses and offers another night time attraction for people attending shows at Riverside Theatres or frequenting our local businesses on our famous Eat Street.

## Parramatta Lanes

Parramatta Lanes is the City's annual celebration of food, music and art that brings together communities across Sydney in a street festival that attracts over 100,000 people into Parramatta. Hosted over four days in October, Lanes showcases the local businesses and talents that make Parramatta unique while attracting some of the best chefs, artists and musicians across Greater Sydney to exhibit their best works.

Hidden spaces and laneways in Parramatta's CBD are transformed sonically, visually, and experientially as bustling pop-up bars, food stalls, and art installations fill the streets. The 14 themed laneways come to life at night with residents, local workers, and visitors drawn to explore every corner of the CBD as the diverse range of activities and attractions offers something for everyone.





# Goal 4: Our actions

| Goal 4: a night city that fosters creativity, live music and events |                                   |   |                      |     |               |                |             |
|---|-----------------------------------|---|----------------------|-----|---------------|----------------|-------------|
| Action No.  | Focus area                        | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| <b>4.1</b>  | <b>A night city of live music</b> |   |                      |     |               |                |             |
| 4.1.1   | Business and cultural development | Develop a Live Music Strategy for the City  | City-wide            |     |               |                |             |
| 4.1.2   | Business and cultural development | Develop a Live Music Taskforce for the City to guide the development of the live music scene in Parramatta                        | City-wide            |     |               |                |             |
| 4.1.3   | Research and advocacy             | Advocate for live music venue liquor licence standard trading across the State  | City-wide            |     |               |                |             |
| 4.1.4   | Business and cultural development | Continue with Live and Local as a musician development program and Amplify as a CBD wide venue activation for live music at night | Parramatta CBD       |     |               |                |             |
| 4.1.5   | Marketing and promotion           | Undertake a collaborative marketing campaign with artists and venues for live music in Parramatta at night                        | City-wide            |     |               |                |             |
| 4.1.6   | Business and cultural development | Support an annual all-ages music event with mentoring for young musicians and event producers at night                            | City-wide            |     |               |                |             |
| 4.1.7   | Business and cultural development | Actively encourage licensed premises and other businesses to host live music programs at night                                    | City-wide            |     |               |                |             |
| 4.1.8   | Planning and regulation           | Develop consistent regulatory guidelines to live music throughout the City  | City-wide            |     |               |                |             |

| Goal 4: a night city that fosters creativity, live music and events |  |   |  |     |               |                |             |
|---|--|---|--|-----|---------------|----------------|-------------|
| Action No.  | Focus area   | Action Description  | Night city precincts                     | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| 4.1.9   | Research and advocacy  | Support the implementation of recommendations stemming from the NSW Parliamentary Inquiry into the Music and Arts Economy   | City-wide                                |     |               |                |             |
| <b>4.2</b>  | <b>Parramatta as a world-class night time events destination</b> |   |  |     |               |                |             |
| 4.2.1   | Marketing and promotion  | Actively promote the City as a business event destination of choice to achieve night time economy outcomes  | City-wide                                |     |               |                |             |
| 4.2.2   | Business and cultural development                                | Develop a City-wide Events and Festivals Strategy that considers night time events  | City-wide                                |     |               |                |             |
| 4.2.3   | Business and cultural development                                | Identify more sites outside of the Parramatta CBD for night time events   | Local, neighbourhood and village centres |     |               |                |             |
| <b>4.3</b>  | <b>Supporting the art and creative industries</b>                |   |  |     |               |                |             |
| Action No.  | Focus area   | Action Description  | Night city precincts                     | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| 4.3.1   | Business and cultural development                                | Broker opportunities for night-friendly public art in the CBD, local centres and local parks  | City-wide                                |     |               |                |             |
| 4.3.2   | Infrastructure   | Investigate creative lighting opportunities and installations, such as digital projections, to provide points of interest at key city sights                            | City-wide                                |     |               |                |             |
| 4.3.3   | Business and cultural development                                | Expand programming of Parramatta Artists Studios at night time, including art exhibitions, showcases and open nights  | City-wide                                |     |               |                |             |
| 4.3.4   | Business and cultural development                                | Broker opportunities to expand programming of Riverside Theatres at night time, including exhibitions, performances, showcases, open nights and other diverse offerings | City-wide                                |     |               |                |             |

# Goal 5: a night city that responds proactively to challenges and change

A night city that responds proactively to challenges and changes will ensure that it caters to its future just as much as the present. This requires careful planning and management so that the City can function effectively, both day and night.

Our growing and diverse community has desires for a vibrant nightlife which may conflict in some places with the residential amenity in our City and its centres. We intend to proactively address concerns around noise and public behaviour through both the City's physical design: by future-proofing entertainment precincts against the impacts of

night time sound, as well as through collaboration with businesses and community groups to manage alcohol and conduct.

We will ensure that our night city is planned and managed in line with our regulatory and legislative obligations.

We will also take on a role advocating for the simplification of complicated processes like gaining a liquor licence or seeking secondary or temporary uses where we alone cannot act.





## What is Council already doing?

- Considering a *Late Night Trading Development Control Plan* (DCP) for the City.
- Incorporating flexibility and less restriction on temporary uses as part of a new comprehensive *Local Environmental Plan* (LEP) for the City.
- Working constructively with NSW Liquor and Gaming, Local Liquor Accords, NSW Police and the community to combat and solve issues relating to alcohol and drug consumption, noise conflicts and anti-social behaviour.

## We will:

- Investigate planning and regulatory reforms to our environmental planning instruments to diversify our night city and make development easier.
- Advocate for state-wide policy and simplification of complex processes, such as liquor licensing.
- Work with businesses, partner agencies and community to manage alcohol, anti-social behaviour and noise conflicts as they occur.
- Proactively, creatively and responsibly respond to the challenges of a City in rapid change and transition.

## What else do we need to do to achieve this goal?

- Develop consistent and accountable policies for operating hours in our City.
- Ensure development in entertainment precincts is future proofed against sound.
- Transform our LEP and DCP to be more "night-friendly".
- Cut red-tape holding businesses and operators from diversifying and developing.
- Work with the State Government on the implementation of strategies and policies that grow the night time economy in NSW.

## What we want to see by 2024:

- Night city planning and regulation that responds to the needs of a 24-hour economy and 24-hour city experience.
- Proactive and localised responses to managing entertainment sound.
- Red-tape cut where possible to enable our night city to thrive.
- A development application system that is easier to navigate for night time businesses.
- A greater capacity for Council to work with partner agencies to manage and grow our night city.

# Goal 5: our actions

| Goal 5: a night city that responds proactively to challenges and change |  |  |  |     |               |                |             |
|---|--|--|--|-----|---------------|----------------|-------------|
| Action No.  | Focus area   | Action Description   | Night city precincts                     | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| <b>5.1</b>  | <b>Planning and regulation reforms for a thriving night city</b> |  |  |     |               |                |             |
| 5.1.1   | Planning and regulation  | Investigate planning control changes to general provisions of the Parramatta Development Control Plan to support the growth and management of the night time economy of the Parramatta CBD and local centres | City-wide                                |     |               |                |             |
| 5.1.2   | Planning and regulation  | Investigate allowing businesses in established local centres to trade until 10pm without the need for additional approval  | Local, neighbourhood and village centres |     |               |                |             |
| 5.1.3   | Planning and regulation  | Investigate changes to the Parramatta Local Environmental Plan to enable a diverse and compatible range of permissible uses across all zones at night  | City-wide                                |     |               |                |             |
| 5.1.4   | Planning and regulation  | Investigate permitting amusement centres in the Parramatta CBD Commercial Core   | City-wide                                |     |               |                |             |
| 5.1.5   | Planning and regulation  | Investigate planning mechanisms to make the conversion of existing food and beverage retailers to small bars easier  | City-wide                                |     |               |                |             |
| 5.1.6   | Planning and regulation  | Investigate planning mechanisms to allow low-risk and small scale cultural uses to be classified as exempt or complying development in the Parramatta Local Environmental Plan                               | City-wide                                |     |               |                |             |

# Goal 5: our actions

| Goal 5: a night city that responds proactively to challenges and change |  |   |                      |     |               |                |             |
|---|--|---|----------------------|-----|---------------|----------------|-------------|
| Action No.  | Focus area                                       | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| 5.1.7   | Business and cultural development                | Work proactively with businesses to identify pinch points in development application and liquor licensing processes   | City-wide            |     |               |                |             |
| <b>5.2</b>  | <b>Well-managed alcohol and liquor licensing</b> |   |                      |     |               |                |             |
| 5.2.1   | Community safety and engagement                  | Review alcohol-free zones and alcohol-prohibited zones through the City to evaluate their effectiveness and identify more appropriate locations where necessary   | City-wide            |     |               |                |             |
| 5.2.2   | Community safety and engagement                  | Ensure the City is informed on latest research regarding community safety as well as managing impacts from licensed venues  | City-wide            |     |               |                |             |
| 5.2.3   | Planning and regulation                          | Develop criteria to assess the cumulative impact of licensed venues and electronic gaming machines and their geographic saturation across the City of Parramatta  | City-wide            |     |               |                |             |
| 5.2.4   | Community safety and engagement                  | Partner with Local Liquor Accords to increase their profile, effectiveness and strategic response to issues in key precincts. Collaborate with the Community Drug Action Team to provide response services for issues relating to alcohol and other drugs consumption | City-wide            |     |               |                |             |



|            |  |  |           |  |  |  |  |
|------------|--|--|-----------|--|--|--|--|
| 5.2.5      | Research and advocacy                          | Advocate for the streamlining of the processes for modifying development consents for non-alcohol based businesses that are seeking to extend their trading hours  | City-wide |  |  |  |  |
| <b>5.3</b> | <b>Proactive responses to night time sound</b> |  |           |  |  |  |  |
| 5.3.1      | Planning and regulation                        | Investigate options to undertake a sound mapping project in key entertainment precincts to inform responses to late night noise  | City-wide |  |  |  |  |
| 5.3.2      | Planning and regulation                        | Consider the application of the principle of 'agent of change' in the City to protect residential amenity  | City-wide |  |  |  |  |
| 5.3.3      | Research and advocacy                          | Work with the Department of Planning and Environment in the development of state-wide sound attenuation policy to inform building standards for new developments in entertainment precincts  | City-wide |  |  |  |  |
| 5.3.4      | Planning and regulation                        | Investigate the inclusion of a clause into the Section 10.7 Planning Certificate detailing expectations of some reasonable night time sound when moving to key entertainment and night time precincts consistent with existing practice in Sydney Olympic Park | City-wide |  |  |  |  |
| 5.3.5      | Planning and regulation                        | Develop a resource for new residents moving to late night entertainment precincts detailing expectations for reasonable night time sound   | City-wide |  |  |  |  |
| 5.3.6      | Planning and regulation                        | Develop a consistent regulatory response to night time sound complaints to balance between residential amenity and reasonable sound made by night time businesses  | City-wide |  |  |  |  |

# Goal 6: Parramatta - a leading night city

The City of Parramatta is Sydney's Central City. We are committed to ensuring that we are a night city destination of choice and we provide all the necessary regulatory and economic conditions to enable our night city to thrive.

We must be leaders in shaping our night city and position and promote ourselves as exemplars in how we respond to challenges and change as we continue to grow and transform.

**City of Parramatta will lead the way in the develop of policy that shapes a resilient and responsive night time economy. We will advocate strongly on behalf of our community.**



# Goal 6: our actions

| Goal 6: Parramatta as a leading night city |  |   |                      |     |               |                |             |
|--|--|---|----------------------|-----|---------------|----------------|-------------|
| Action No.                                 | Focus area   | Action Description  | Night city precincts | Now | Short 1-2 yrs | Medium 2-3 yrs | Long 3+ yrs |
| <b>6.1</b>                                 | <b>Parramatta as a leading night city advocate and collaborative partner</b> |   |                      |     |               |                |             |
| 6.1.1                                      | Research and advocacy  | Support cross-functional collaboration across agencies and councils to enhance the night time economy of the State, such as the Night Time Economy Councils' Committee              | City-wide            |     |               |                |             |
| 6.1.2                                      | Research and advocacy  | Establish a night city advocacy group for the City of high-level thought leaders and decision makers across government and industry to advance the City's night time economy agenda | City-wide            |     |               |                |             |
| 6.1.3                                      | Research and advocacy  | Continue to advocate for the inclusion of City of Parramatta in state government conversations about night time economy policy and strategy   | City-wide            |     |               |                |             |
| 6.1.4                                      | Research and advocacy  | Advocate for the development of a NSW Night Time Economy Strategy and dedicated funding to night time economy development in local Council areas                                    | City-wide            |     |               |                |             |
| 6.1.5                                      | Research and advocacy  | Annually measure and report on the growth of the night time economy of the City and other relevant indicators   | City-wide            |     |               |                |             |

# Implementing the Framework

We plan to implement the finalised Parramatta Night City Framework in the following ways:



# Collaboration is key

Collaboration is imperative to the success of the implementation of the Framework.

Through the development of the Framework we have consulted widely to leverage opportunities, share stories and successes and to jointly advocate on behalf of the City of Parramatta.

## Some of our key stakeholders:

- Department of Planning, Industry and Environment
- Create NSW
- Liquor and Gaming
- Venues NSW
- NSW Live Music Office
- Sydney Olympic Park Authority
- Sydney Olympic Park Business Association
- Council of Capital City Lord Mayors
- APRA
- MusicNSW
- Committee for Sydney
- Local Government NSW
- NSW Police Force
- Parramatta, Flemington, Cumberland and Eastwood/Gladesville Liquor Accords
- Parramatta and Epping Chambers of Commerce
- Sydney Business Chamber - Western Sydney
- Industry bodies, such as the Night Time Industries Association and Australian Hotels Association
- Other local government authorities

How will we collaborate with our partners?

Pool resources

Share knowledge and expertise

Leverage our partners partnerships

Advocate with one joint voice

# Measuring our success

**It is imperative that we measure the success of our night city and measure how well this Framework is working to deliver on our strategic goals. The City has developed a series of economic, social and environmental indicators as part of this Framework in order to measure our successes and identify areas for improvement.**

**To measure our success, we will:**

- Report annually on the economic performance of our night time economy, including the growth of key night time business sectors; food, beverage and entertainment;
- Monitor the changing demographic make-up of our centres, particularly new populations and changing family structures;
- Measure pedestrian flows and public transport usage at night in key night entertainment precincts;
- Monitor development applications and approvals for night time businesses and expanded trading;
- Monitor Bureau of Crime Statistics and Research data relating to anti-social behaviour and crime across the City to target responses to community safety, as well as alcohol management strategies and responses;
- Regularly survey our businesses and community on their views relating to the city at night



# We want to hear from you

We want to hear your thoughts about our draft *Parramatta Night Framework 2020-2024*.

We want you to have your say about our proposed actions for the growth, development and management of our night city outlined in the *Framework*.



Is there anything Council should or should not be doing to grow and manage our night city?

Do the actions in the Framework cover all the relevant issues?

What would make our City nightlife more diverse, welcoming and full of great experiences?

How can we all work together to grow and diversify our night time economy?



# How do I make a submission?

The draft *Parramatta Night City Framework 2020-2024* is being exhibited from Monday 14 October until Monday 11 November 2019 inclusive. You are encouraged to make a submission during this time. There are several ways to make a submission, including:



## Online

Community Engagement Portal  
[oursay.org/cityofparramatta](https://oursay.org/cityofparramatta)



## By post

Attention: Project Officer  
Economic Development  
City of Parramatta Council  
PO Box 32  
PARRAMATA NSW 2124



## By email

Email the project team:  
NTE@  
[cityofparramatta.nsw.gov.au](mailto:cityofparramatta.nsw.gov.au)

Please reference F2019/00902 in all submissions.

## Who do I contact for more information?

More information about the Framework, including answers to Frequently Asked Questions can be found at Council's Engagement Portal: [oursay.org/cityofparramatta](https://oursay.org/cityofparramatta)

For more information, please contact  
**Beau Reid - Project Officer Economic Development**  
(02) 9806 5538  
[NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au)

Please note: all submissions received may in whole or part be referred to within or attached to the formal report to Council. Please indicate in your submission, whether you approve for your name/organisation to be included or whether you prefer for your submission to be published anonymously.

# Next steps

## What happens next?

Once the public exhibition of the Framework has concluded, Council officers will consider all feedback received from the community.

This feedback will then be considered and recommendations for changes to be made to the Framework, if required.

This will require Council's approval prior to the finalisation of the Framework.

## When will a decision be made?

Council officers will prepare a report once all submissions have been received and considered, and any changes identified. This may take sometime.

Everyone who provides a submission to the Framework will be notified when the report goes to Council.

## How can I keep up with the progress of the Framework?

Email the Night Time Economy Project Team at:

**[NTE@cityofparramatta.nsw.gov.au](mailto:NTE@cityofparramatta.nsw.gov.au)**

for updates on the progress of the Framework.

### 8 October 2019

Draft *Parramatta Night City Framework 2020-2024* is reported to Council for endorsement for public exhibition and consultation

### 14 October - 11 November 2019

Consultation with our community on the draft *Parramatta Night City Framework*

### November - December 2019

We receive and consider your feedback on the draft *Framework*. We may revise the *Framework* based on public feedback.

### December 2019

Outcomes of the public exhibition are reported to Council. Council considers the endorsement of the *Framework* for implementation.

### January 2020

Council begins implementation of the Framework

## CITY OF PARRAMATTA COUNCIL

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PO Box 32  
PARRAMATTA NSW 2124

**Phone:** 9806 5050

**Email:**  
council@cityofparramatta.nsw.gov.au

**Facsimile:** 9806 5917

**Web:** [cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)

To contact the Lord Mayor  
follow the link at:  
[cityofparramatta.nsw.gov.au](http://cityofparramatta.nsw.gov.au)

### ARABIC

إذا كنت بحاجة للمساعدة في ترجمة هذه النشرة، اتصل بـ TIS على الرقم 131 450 واطلب منهم الاتصال نيابة عنك بخدمة زبائن باراماتا على الرقم 9806 5050 من الإثنين إلى الجمعة بين الساعة 8:30 صباحاً و 5:00 مساءً.

### CHINESE

如果你需要翻译协助阅读这份新闻简报，请联系 TIS，电话131 450，要求他们代表你接通巴拉玛打市议会顾客服务处，电话 9806 5050。顾客服务处的工作时间是每星期一至星期五，上午8:30至下午5:00。

For non-English speakers, phone interpretation services are available by TIS National on **131 450**.

### KOREAN

본 소식지와 관련해 통역 지원이 필요하신 경우, TIS (131 450)에 전화하여 Parramatta Customer Service (9806 5050)를 연결해 달라고 요청하시면 됩니다. 업무시간은 월요일에서 금요일, 오전 8시 30분부터 오후 5시까지입니다.

### HINDI

यदि आपको यह सूचना-पत्र समझने में सहायता चाहिए तो कृपया TIS को 131 450 पर फ़ोन करें और उनसे कहें कि आपकी तरफ़ से पैरामाटा कस्टमर सर्विस को 9806 5050 पर फ़ोन करें। यह सेवा सोमवार से शुक्रवार, सुबह 8.30 बजे से शाम 5.00 तक उपलब्ध है।

