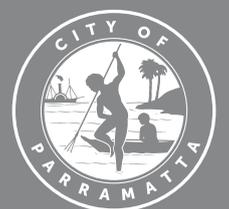
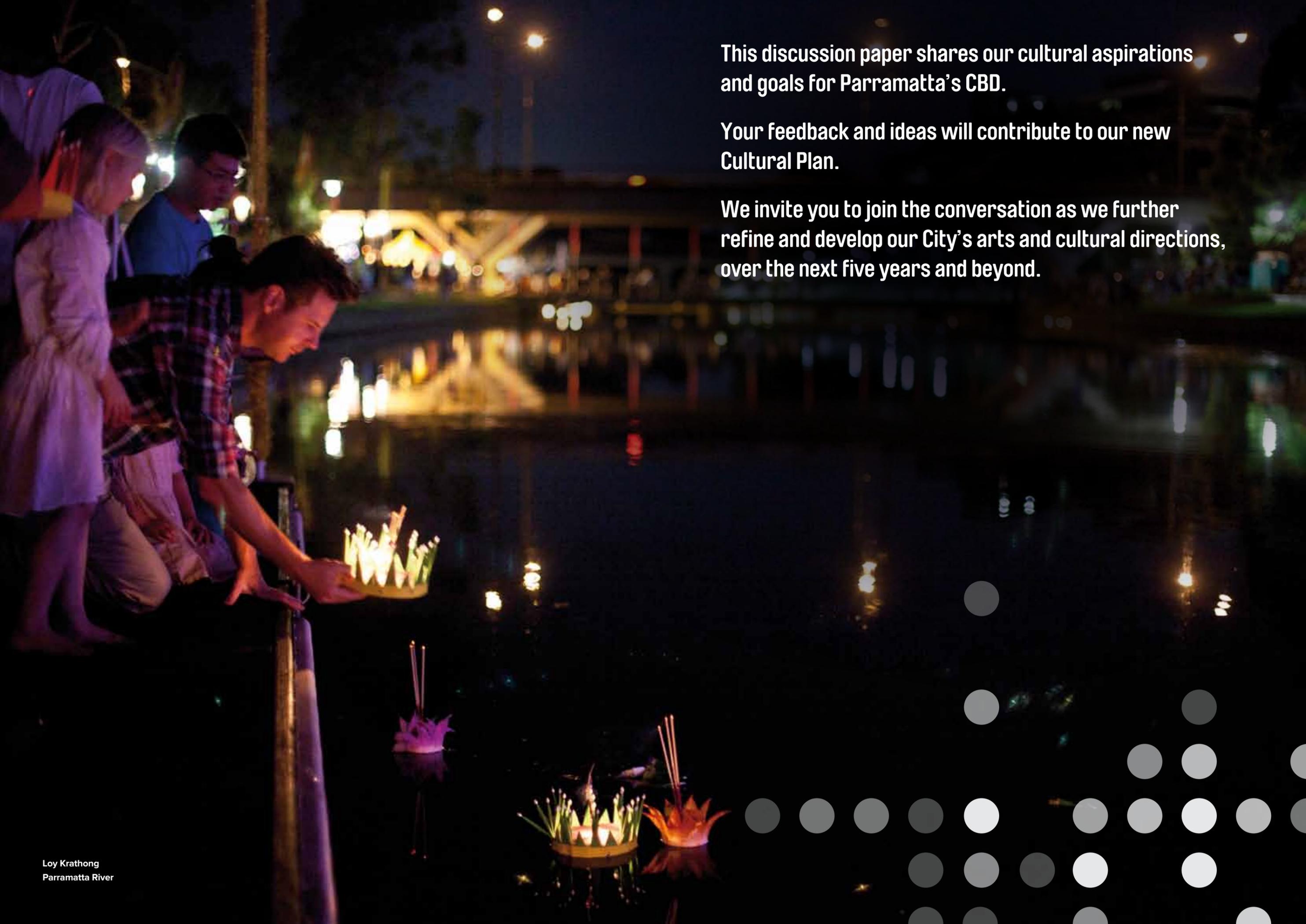


# CULTURE AND OUR CITY

A Cultural Discussion Paper for Parramatta's CBD





**This discussion paper shares our cultural aspirations and goals for Parramatta's CBD.**

**Your feedback and ideas will contribute to our new Cultural Plan.**

**We invite you to join the conversation as we further refine and develop our City's arts and cultural directions, over the next five years and beyond.**



# WARIMI NGALLAWAH MITTIGAR

HELLO  
COME IN, SIT DOWN  
FRIEND

## WARIMI NGALLAWAH MITTIGAR

TIATI MURRA DURGA PEMEL.  
KOI MURRA YA PEMEL NGALARINGI BUBBUNA.  
BAN NYE WURRA NANG.  
NYE DICE GAI DYI YA NANGAMI DYARRALANG.  
NGALARINGI TIATI NGALARINGI NAGAMI GAI.  
GU-YA WILLY ANGARA GU-NU-GAL DA GU-NU-GAL.  
DA LA LOEY MOOGOO COT-BALLIE NANGAMI  
DICE LA LOEY GNIA TARIMI GU-NU-GAL.  
JAM YA TIATI NGALARINGI EORAH JUMNA.  
MITTIGAR GURRUNG BURRUCK GNEENE DA  
DURAGA PEMEL.

## Hello, come in, sit down friend

This is Darug lands.  
It is the land of our Ancestors.  
Their spirits walk amongst us.  
Spirits that have been here since the Dreaming.  
Our language and our culture have been passed  
down from generation to generation.  
To continue an unbroken culture that has extended  
for thousands of years.  
In the language of our people we welcome you to  
Darug lands.

## Welcome from Aunty Edna Watson

We are Darug, born of this land, born of the spirit,  
we have walked this land since the Dreaming. Darug  
clan lands embrace the land, rivers and seas from the  
Blue Mountains to the oceans, from Hawkesbury in  
the north and down as far as Appin in the south. Our  
ancestors voices are echoed in our own as we still live  
in these changed, but beautiful places.

When we perform a welcome to country it is very  
important to myself and our community because  
we are making a statement. We are saying that  
even though we do not own the land now, it is still  
our country and we still have spiritual ties with the  
Dreamtime and the land you live and walk on.

Being Aboriginal to us means survival, gentle strength,  
respect and recognition for all people. Aboriginal  
people are still connected to the land and know it in  
ways that Europeans never could. But together we  
can make better decisions about how to live here.

Together we can belong here.

Aboriginal people are more than happy to share their  
stories with non-Aboriginal people, but even if those  
stories cannot be understood or if the traditional  
owners are no longer around to tell them, tread softly  
on this ancient land because our Dreamtime is still  
happening, our Dreamtime is forever.

Aunty Edna Watson  
Darug Elder



Arquitectura de Feria  
Sydney Festival, Prince Alfred Square

## CULTURE AND OUR CITY

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# CHARTING OUR CULTURAL DIRECTION

It is an exciting time for culture, arts and entertainment in the City of Parramatta.

We are experiencing a period of dramatic change and transformation. Our City is rapidly growing, building and evolving. We are on a fast-track to becoming Sydney's central city. A smart global city that sets the vision for great Australian cities.

A new Cultural Plan will prepare our City for the opportunities and challenges that unprecedented growth brings. Culture invites us and others to celebrate Parramatta as a cosmopolitan global city that is rich in diversity and history. It showcases what we are passionate about, what we value, who we are. Central to our vision for an activated global city are the people - the artists, creative thinkers, communities, volunteers, participants, players, producers, creative enthusiasts and audiences.

Our plan will champion the role that culture plays in city building. Culture is key to activating, celebrating and promoting our changing City. It is a driving force of vibrancy, a contributor to prosperity and the agent for showcasing and celebrating our Parramatta experience and story.

An activated and culturally alive city buzzes and hums. It is safe, welcoming, imaginative, stimulating and fun to be a part of our City.

*I believe that a successful city is like a fabulous party. People stay because they are having a great time.*

**Amanda Burden,**  
New York City's Planning Director

# Developing a Cultural Plan

We are looking to influence the design of future Parramatta and articulate how in a successful city, culture is infused in the everyday. We embrace the extraordinary changes taking place in the economy, technology, lifestyle and social practices and acknowledge the profound effects this will have on the lives of our residents, students, workers and visitors.

To develop this cultural discussion paper we have listened to a broad range of perspectives, and ideas both big and small. We consulted with a range of thought leaders, cultural practitioners, organisations, community members and business leaders. To further refine and develop our new Cultural Plan for Parramatta's CBD, we want to hear more from you.

## To develop this discussion paper we have:

- Considered the vision and priorities for the City
- Explored the local and global context to identify future needs and opportunities
- Taken inspiration from benchmark global cities and lifestyle trends

## Consulted and hosted workshops with:

- Arts and cultural organisations, local artists, young people and community members
- Key stakeholders, local, regional and state partners
- Aboriginal and Torres Strait Islander Advisory Committee, Riverside Theatres Advisory Board, Heritage Advisory Committee and former councillors

To date, over 350 community members, industry representatives and external stakeholders have participated in face to face consultations for the development of this Cultural Discussion Paper.

Our mission is to explore ways to expand the global reach of Parramatta and strengthen the cultural and social fabric of our city centre, local neighbourhoods and precincts. As Sydney's Central City, Parramatta needs to meet the demands of a prosperous, innovative and socially inclusive place, while celebrating and growing from the richness of our past.

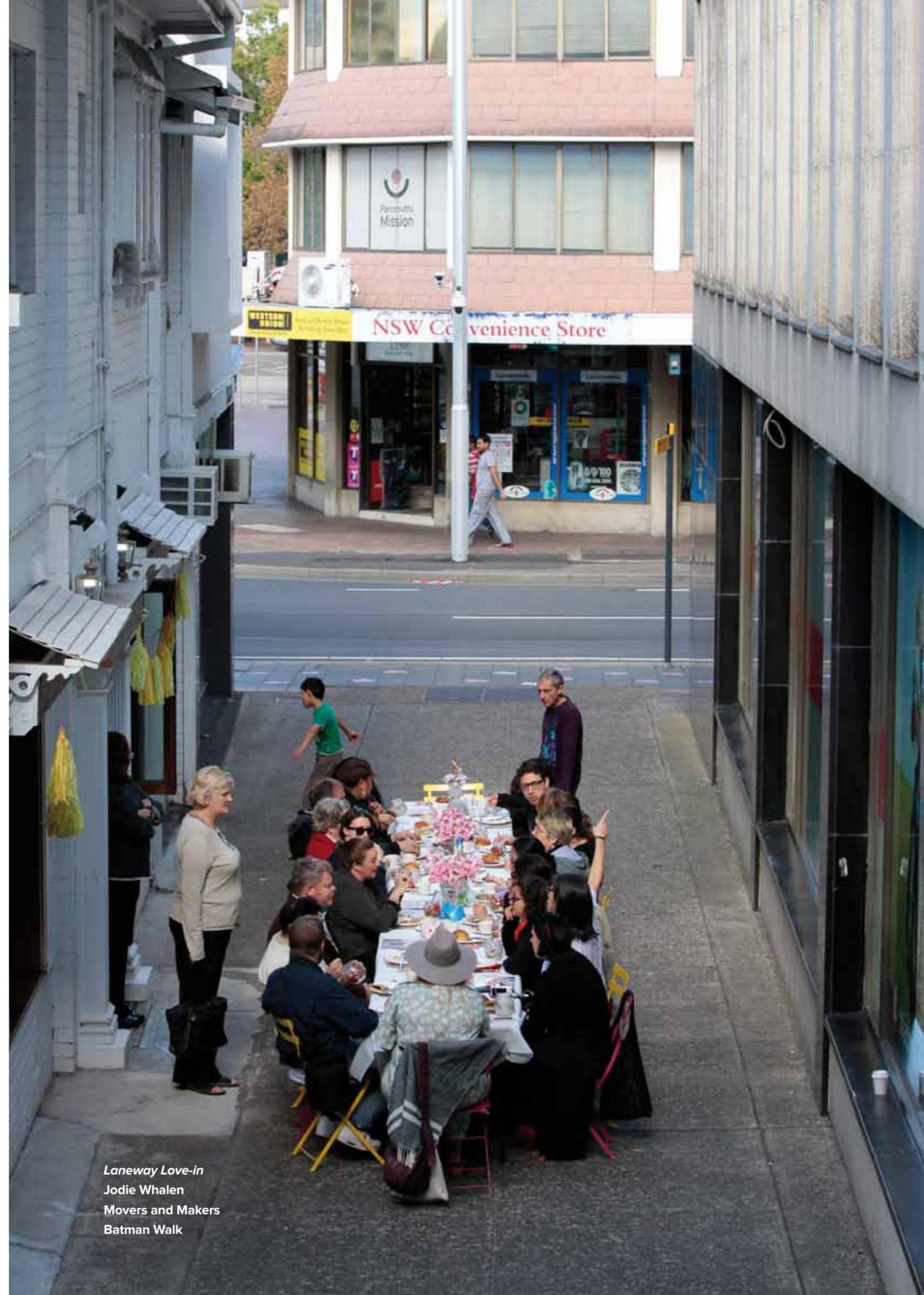
We understand the pace of change in our current environment and are open-minded and open-hearted to new opportunities and partnerships. During 2017, work will commence on developing a complementary cultural plan, which will reflect the aspirations and the distinctive identities of our broader local centres and communities across our Local Government Area. For the purpose of clarity, this Cultural Discussion Paper focuses on the Parramatta CBD, given its imminent and rapid transformation.

## Broader consultation and engagement

Since City of Parramatta was formed in May 2016, the City have been busy listening and engaging with our many residents, staff and stakeholders.

### We have listened to and value your feedback. Here is some of what you said:

- A sense of community is very important as are our green spaces, heritage and local jobs
- You like the unique cultural and sporting activities and experiences that our City offers
- You want to see growth managed so the benefits of development are shared
- You want the City of Parramatta to be a vibrant, dynamic and creative place at the centre of Sydney



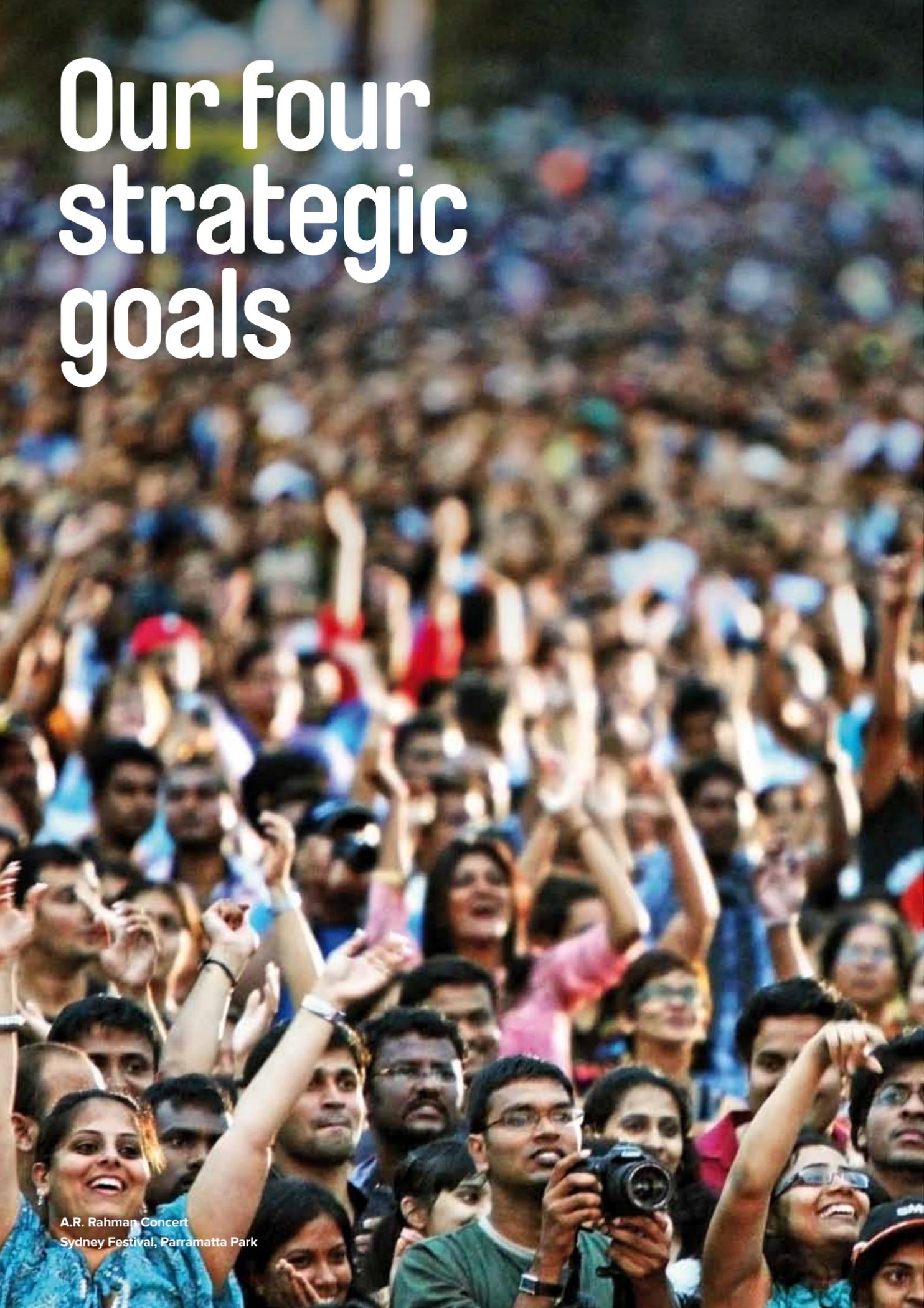
Laneway Love-in  
Jodie Whalen  
Movers and Makers  
Batman Walk



**We share an ambition  
for a city that is...**

**Driven by culture,  
Parramatta will  
be a world-class  
city known for its  
diversity and energy,  
with people, ideas and  
creativity at its core.**

# Our four strategic goals



A.R. Rahman Concert  
Sydney Festival, Parramatta Park

## 1...

**Always was,  
always will  
be a gathering place**

Create a place where people want to be.

Acknowledge and love the place we are in.

Share our rich and diverse heritage story and create new histories.

## 2...

**Diversity is our  
strength and everyone  
is welcome**

We celebrate our City's culture as the sum of all our parts: ideas, faiths, expertise, expression, ethnicity, race, sexuality, age.

We acknowledge and support the importance and value of our Aboriginal community.

Our people are connected. Our City celebrates inclusivity. We all belong.

## 3...

**Ideas and  
imagination  
are the heartbeat  
of our City**

We support innovation, playfulness, experimentation and curiosity.

Artists, dreamers, designers, storytellers, digital innovators, curators, scientists, architects inspire connections and transform the way we live, participate, come together, see ourselves and influence the world.

## 4...

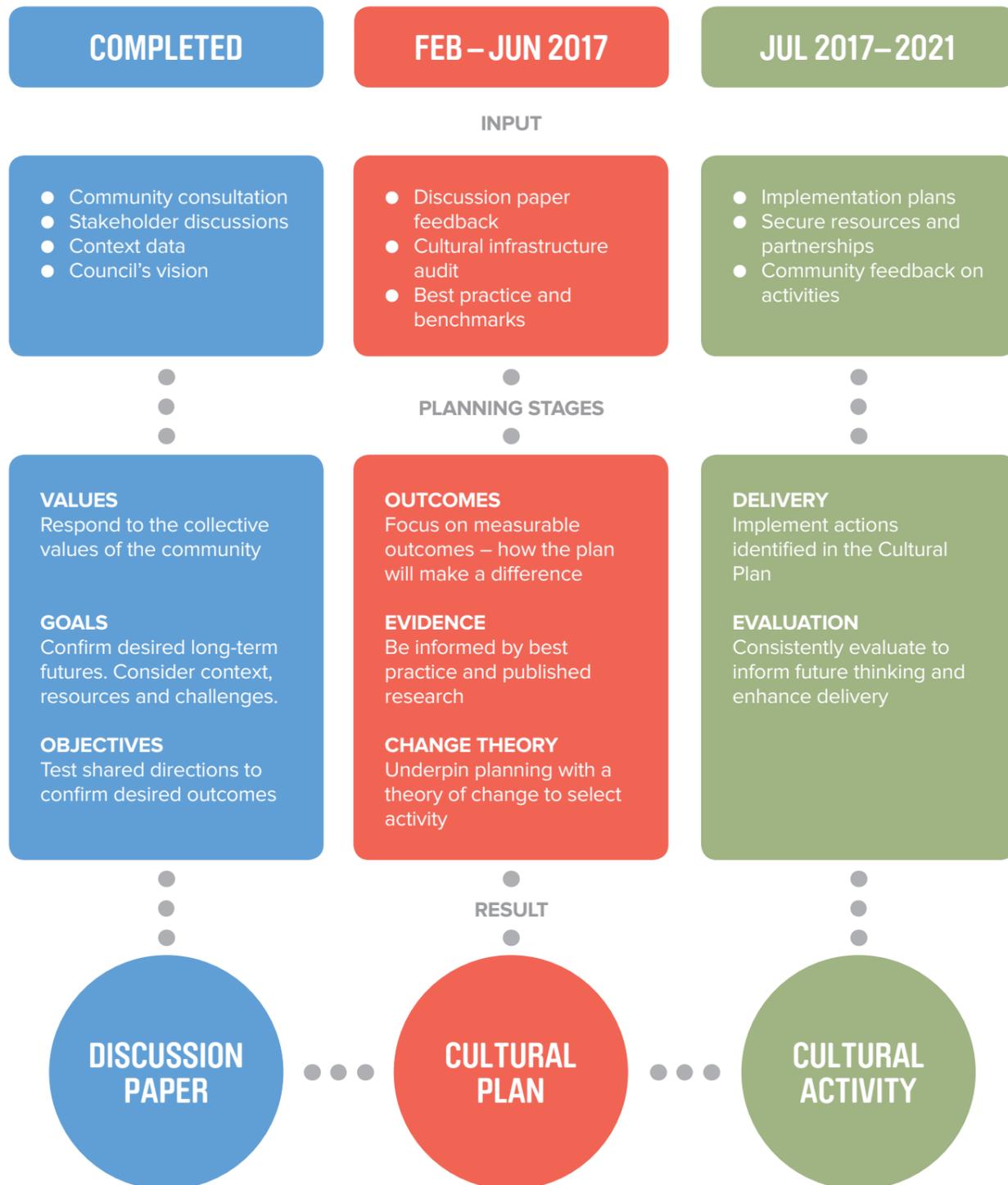
**By design, our City  
incubates creativity,  
industry and new  
knowledge**

We are open for business and encourage leadership and learning.

Our City is prosperous – a magnet for economic success and partnerships.

Creativity will be our agent of change, bringing people together and fostering new approaches to complex urban challenges.

# Our approach



# What is culture to us?

**What do we mean by culture? How can we define it? The word is infused with different meanings to us all. Through our consultations we learnt it is not a static concept.**

We've heard culture is part of everyday life. It is the way we live and, at its very broadest, the way we spend our time. Culture defines us, what sets us apart. Culture showcases what makes us distinctive and imprints the community's personality on a place.

Culture enables us to enjoy the place we inhabit, reflect and celebrate who we are, and reimagine the world we live in.

*In 1982, UNESCO defined culture as ...  
“...distinctive spiritual, material, intellectual and emotional features that characterise a society or social group. It includes arts, modes of life, the fundamental rights of the human being, value systems, traditions and beliefs”.*

*In 2001, Australian Bureau of Statistics defined culture as ...  
“...the shared sense of meaning that determines a group's way of life... People usually participate in a number of cultures; a family culture, a work culture, a religious culture. Cultures also evolve over time”.*

*In 2008, the United Nations articulated rights of Indigenous Peoples relating to culture as  
“Indigenous peoples have the right to practice and revitalize their cultural traditions and customs. This includes the right to maintain, protect and develop the past, present and future manifestations of their cultures, such as archaeological and historical sites, artefacts, designs, ceremonies, technologies and visual and performing arts and literature.”*

*In 2013, British think tank DEMOS described culture as encompassing  
“... publicly funded, commercial and individual 'homemade' culture. Among its core expressive activities are language, sport, education, food and religion.”*

DEMOS observed the word culture can sometimes be interchanged with the 'arts'. The arts give flight to our imagination. They span from the traditional to the contemporary and may include theatre, performance, music, visual arts, screen, heritage interpretation, writing, fashion, architecture and design, and creative industries.

For us, technology and new social practices are shaping our experience of contemporary life and forging new modes of cultural consumption.

On the subject of sport, we know mentioning it in cultural planning provokes fervent discussions. Some see sport and art as very separate activities, while many of our community have articulated that spectating and participating as a fan is a powerful, shared cultural experience.

For the purpose of this discussion paper we embrace these definitions and the dynamism of culture.

The way we imagine our community to experience culture includes:

- Watching, exploring, making, creating, playing and participating
- Personal and individual experiences as well as shared community connections
- In person, online and shared digital experiences
- Once in a life-time opportunities, seasonal temporary or permanent programs
- A range of formats from festivals, celebrations, cultural heritage programs and activities, performances, exhibitions and digital displays

Our City recognises culture can be intimate or grand, and is found in galleries, museums, libraries, theatres, studios, at built and natural cultural sites, on the streets and laneways, sporting grounds, open spaces and in unexpected and surprising locations.

*I love that the Aboriginal name of Country sounds like we say it in Arabic: Burramatta.*

*I love twilight exhilaration of the unexpected in the everyday – like making critical work, with people that opens intimate and unpredictable moments.*

*I'd love Burramatta to develop an independent space for Australian artists of the 'Middle East and North Africa'.*

**Alissar Chidiac,**  
Creative Producer, Community Arts  
and Cultural Development  
Burramatta

Image **George Voulgaropoulos,**  
*Parramatta, people, and culture* series 2016

*Parramatta, people, and culture* is a series of portraits commissioned by City of Parramatta. We invited cultural and community leaders to share a vision for our City.



*Parramatta is like a field that has been cross-culturally-pollinated by decades of different narratives and backgrounds.*

*I didn't just grow up in Parramatta, I grew up with it and I feel like the produce of that cross-pollination. The soon-to-be Western CBD is exciting because it's still fertile ground - it's going to be really interesting to see what else grows inside the cracks of all this major development.*

**Kalanjay Dhir**  
Artist, 2017 Tenant –  
Parramatta Artists Studios  
Under M4 Western Motorway





# UNDERSTANDING PARRAMATTA

**Parramatta is at the heart of global Sydney.  
Parramatta is Sydney's new Central City.**

Parramatta has been home to the Darug people for over 40,000 years and we support and value the continuing connection this community maintains to this Country. Families living in our community today share a language and have an unbroken lineage to this heritage. Parramatta also holds a special place for other Aboriginal and Torres Strait Islander nations, who are connected through history and contemporary identity. It is an ancient place of knowledge, ceremony, farming and trade. We recognise it as a place of shared and challenging histories: a place of early contact and colonisation, the site of resistance and sustained frontier wars.

Parramatta is rich in diversity, an important migration hub that has fostered generations of people who have a unique historical and ongoing relationship to the area. All of these histories are presently being woven into a new global city where the next generation can prosper and thrive.

The landscape and natural environment of Parramatta has enabled the city to be a vital gathering place for thousands of years and supported waves of people to come together, trade and generate new knowledge. Today our green spaces and natural environment contribute to the vitality and wellbeing of our growing population. Parramatta Park is the green heart of our City, our link to the past - a World Heritage listed asset and our shared back yard. A rejuvenated river and revitalised river foreshore is becoming the focal point of our City.

Parramatta occupies a vital role in our nation's history. As the first seat of government, our built environment features some of the Australia's most important colonial buildings peppered throughout our City's changing landscape. More than the architecture, these heritage assets tell a story of the past and help us better understand our future. We also understand the importance of sharing the stories of our Aboriginal, colonial and diverse settlement history with our growing local and global population.

**The people of our City – our residents, students, workers and visitors – are our most important asset.**

Diversity in every sense of the word is the great strength of our City. Together we are more than the sum of all our parts. This great wealth makes our City cosmopolitan and vibrant - our food, our love of sport, our many faiths, our music and our everyday.

Parramatta is currently home to a mix of arts and cultural agencies. These include purpose built spaces, production companies, outdoor venues, collectives of arts makers and heritage sites. As a City we value our people and assets, and invest in programs, activities and major events that tell our story, contribute to the vibrancy of Parramatta, and reflect the diversity of who we are.

*The Garden of a Thousand Years*  
Anna McMahon and Annie McKinnon  
Red Cow Lane, Parramatta Lanes



Portraits from the Adorned project. Courtesy of the artists and Liam Benson

# Community profile

In May 2016 the NSW Government announced major Local Government reforms which resulted in the formation of our new Council – the City of Parramatta – an amalgamation of parts of the former Parramatta, Auburn, Holroyd, Hills and Hornsby Councils. The realignment of boundaries has also brought together neighbourhoods and communities in new ways.

We are a young, diverse population that is growing. Over 46% of people in the City of Parramatta speak a language in addition to English, and over 140 languages are spoken by our community. Compared with Greater Sydney, we have a young population, with 28.3% of our population aged between 18 and 34 years. We are family-orientated and prosperous overall. We have nine university campuses and colleges and are building new vertical schools and universities. 2017 welcomes a new Western Sydney University campus for 10,000 postgraduate students in the centre of our CBD.

We know that over the next five, ten, twenty years, our City will look completely different to today. A soaring city skyline, a network of new commercial and public spaces, high density living, and new transport connections will transform the City.

These changes will transform our city centre over the next five years we will see:

- An intensifying built environment and resident population in the CBD
- A city transformed by connectivity and transport links
- A regenerated city underpinned by substantial new infrastructure and investment
- An inward migration of corporate head offices
- Growth in the university sector and an increasing number of students in our City
- A diversifying food culture
- Continued migration of people born overseas
- Changes in housing styles and lifestyle options
- A walkable city with a green canopy connecting our city centre and our neighbourhoods
- A diversifying community practising varying faiths
- Growth in innovation, technology and creative industries
- A strengthening day and night time economy

*‘...culture is benefiting cities in ways that are additional to the aesthetic or economic. City leaders are using culture to encourage participation, add to the distinctive identity of a place, catalyse social inclusion and trigger innovation. This is important, because such activities are likely to help underpin the sustainability of world cities.’*

**Paul Owens**  
Director of the World Cities Culture Forum

# Social & economic snapshot



## We are fast growing

- Over 245,000 people live in the City of Parramatta
- In the next five years, our population will grow by 41,000



## We are young, but have a diverse range of age groups

- 21% of our population is under 18 and 17% are aged over 60 years
- Our median age is 35 years, a year younger than Greater Sydney
- By 2021, 10.6% of our population will be aged 18–24 years
- By 2021, the number of people over 60 years will increase by over 11,000



## We are diverse

- 27% of the population arrived in Australia less than five years ago
- 46% of our residents speak a language other than English at home
- The region will continue to be a centre of immigration and migrants will be attracted to calling the area home with its different cultures



## We are prosperous

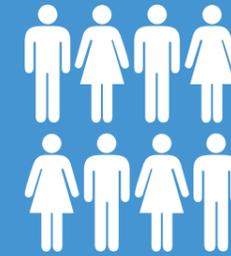
- Over 21% of the population are considered high income households
- In the next five years, an estimated 22,000 additional people will be working in Parramatta. With over \$10 billion in projected investment, the City will attract new workers in knowledge-intensive jobs



## We have vulnerable communities

- Nearly 15% of households are considered low income, and earn less than \$600 per week
- Nearly 14% of people do not have an internet connection at home

*Inequality across Australia has risen over the past 20 years and the share of wealth going to the lowest 20% of households continues to decrease*



## Population growth

In the next five years, Parramatta's population will grow by 41,000 residents at almost twice the pace of Australia. This is the equivalent of 2 busloads of new residents per week.



## Employment growth

By 2021, an estimated 22,000 additional people will be working in Parramatta totalling 186,000 (14% growth).



## Parramatta's investment boom

Over the next five years, more than \$10 billion will be invested in constructing roads, light rail, schools, hospital, universities offices, shops, accommodation, a museum, a sports stadium and new public spaces.



## Primed for take-off

Parramatta's economy is primed for the new one million annual visitors expected at the new Museum of Applied Arts and Sciences in 2022, and the 2025 commissioning of the Western Sydney Airport.



## The accessible heart of Sydney

The Parramatta LGA is accessible to 2.3 million people within 45 minutes by either car and / or public transport. This means half of Sydney can access Parramatta with ease.



# Trends and issues

## IMPLICATIONS AND OPPORTUNITIES FOR THE CITY

### Sydney's new Central City

Greater Sydney Commission's vision for Parramatta as Sydney's Central City provides opportunity for the planned inclusion of signature institutions in the area of learning, arts and culture production and presentation. We need accessible and engaging cultural infrastructure able to meet the expectations and demands of a global liveable city.

### Population growth

The dramatic increase in population and diversity will increase the need for an activated city day and night and require intercultural engagement to ensure equity, social inclusion and cohesion. As a growing City, we will have vulnerable community members who need our support to live well and thrive by sharing the benefits of growth for all.

### The expansion and renewal of a commercial centre

A growth in CBD workers, an influx of students, new residents and visitors will encourage a more dynamic mix of businesses, increased wealth; niche creative businesses and industry opportunities.

### Smart City

Our commitment to a Smart City promotes opportunities for a new knowledge economy, research and connectivity. It will be an environment that fosters creativity and links between artists, business, education and research, health and the social sector. It provides new opportunities for City management and engagement with communities.

### Significant new transport infrastructure

New transport infrastructure will radically transform accessibility, connectivity and movement within the City, encourage greater visitation and draw workers from outside our City. In this hub of activity we need to ensure a safe, lively and engaging city life.

### Reorienting and realigning the City to the river

The new river focal point will provide opportunities for connecting people with green spaces and create new zones for relaxation, exercise and engagement.

### Leader in Aboriginal Reconciliation

Our place is deeply significant for Aboriginal people and sits at the heart of cultural and social engagement. This includes those from here, those who live here, those who work or study here. Reconciliation is vital to our role as a place of gathering and influence nationally and internationally.

### Custodian of heritage of universal value

Parramatta contains over 700 historical sites and is a site of national and global significance. In the midst of a new contemporary, cosmopolitan city we need to anchor, promote and share this World Heritage for our local and national community.

*A city, like an artist's studio, is a place of ideas. As Parramatta moves forward, artists will move with it, armed to unpack, contest and honour ideas whilst also equipped to conceive and facilitate new ideas.*

*In our prosperous city, artists and communities will be revered and acclaimed. This is our now and our future.*

**Sophia Kouyoumdjian**  
Coordinator, Parramatta Artists Studios  
George Street parking lot, Parramatta





# PLANNING CONTEXT

## State

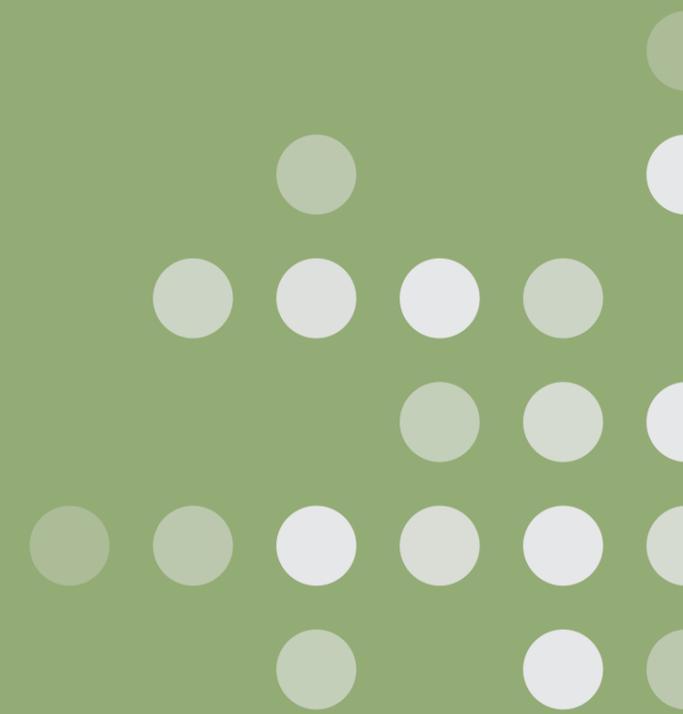
In 2016 the Greater Sydney Commission, established by the NSW Government to lead metropolitan planning for Greater Sydney, outlined a plan to create a three city strategy for Sydney with Greater Parramatta and the Olympic Peninsula (GPOP) as the Central City. The Greater Sydney Commission identified the importance of this 4,000 hectare economic corridor and the opportunities to create jobs, housing and transport connections to facilitate significant population growth in the region.

The NSW State Government is significantly investing in our City. Light rail and transport connectivity will dramatically transform Parramatta into a hub for the surrounding regions and, in the future, we will be connected to the new airport at Badgerys Creek – Sydney’s Western City. Within the Parramatta CBD, NSW State Government investment includes increased education, jobs, social and cultural infrastructure.

In 2014 *A Plan for Growing Sydney* outlines the goal to make Sydney ‘a great place to live with communities that are strong, healthy and well connected.’ Parramatta has specifically been identified as an area where arts and cultural opportunities need to grow to include state-level facilities. The plan considers the relocation of the Powerhouse Museum (Museum of Applied Arts and Science) as a catalyst for increased opportunities and enhanced arts and culture. *Create in NSW*, the NSW Arts and Cultural Policy Framework, outlines the plan to create a Parramatta Cultural Precinct in partnership with the City of Parramatta, private sector partners, Western Sydney arts and cultural organisations and local artists.

A key to success will be to underpin the employment and prosperity vision with improved liveability and lifestyle opportunities. This Cultural Discussion Paper embraces the extraordinary opportunities and demands that the NSW State Government’s vision and investment places upon our City.

Parramatta train station





# Local

The existing City of Parramatta cultural strategy *Parramatta Arts Facilities & Cultural Places Framework* was prepared in 2005 and has provided a framework for cultural activity over the past ten years. Some significant outcomes from this cultural strategy include:

- Establishment of Parramatta Artists Studios and Riverside Theatre's National Theatre of Parramatta
- Provision of space for local artists and organisations including PopUp Parramatta and ParraClay
- Increasing opportunities for community participation and creative expression through enhanced major events program including Parramatta Lanes, Loy Krathong and Lunar New Year
- Growing awareness, recognition and respect for our Aboriginal and Torres Strait Islander communities, particularly Darug traditional owners, through the development of Burramatta NAIDOC, walking tours and interpretation programs
- Increased focus on education, young people, Western Sydney artists and audiences through Riverside Theatres including Beyond the Square Creativity for People with Disability and FORM Dance Projects fostering contemporary dance in Western Sydney
- Strategic working relationship with Western Sydney partners, business and NSW government advocating for increased Western Sydney cultural infrastructure
- Development of key partnerships such as Parramasala, Sydney Festival, Sydney's Writer's Festival and, most recently, TropFest
- Currently the City of Parramatta makes a significant investment in culture throughout our City. Our investment works across multiple portfolios to deliver outstanding programs, partnerships and key infrastructure

In the same way culture is a part of our everyday life, it intersects with all aspects of the City's work and commitment to the community. Culture contributes to:

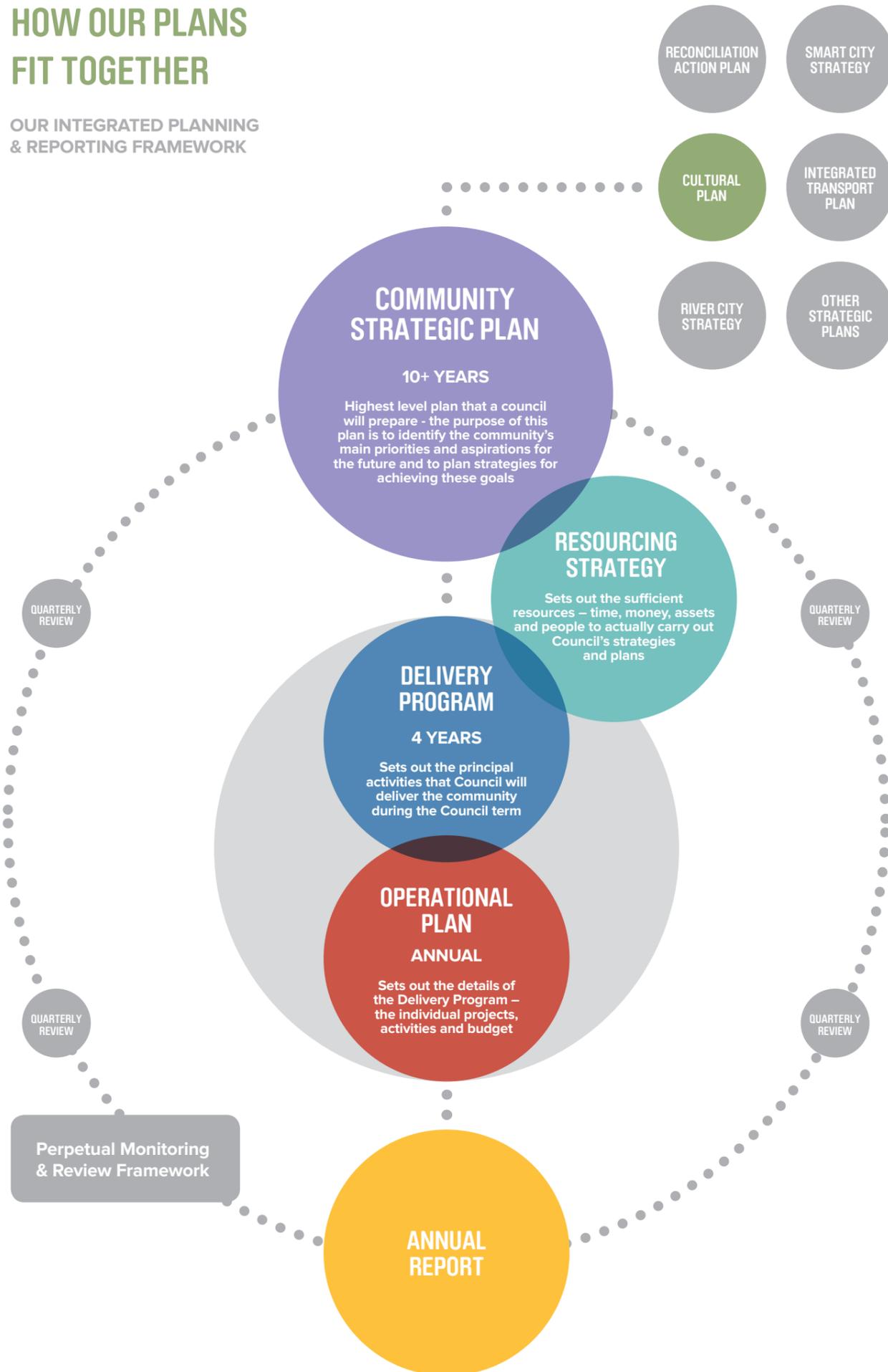
- Defining who we are, enhancing our well-being and creating a liveable and social city
- Highlighting the importance of our natural and cultural environments and built assets as welcoming, connected public spaces
- Attracting people to activities with flow-on benefits to restaurants, shops, transport and other facilities
- Bringing people together physically and digitally for shared experiences, celebrations and leisure time
- Inspiring and presenting innovation and excellence

Our cultural planning intersects with, and complements, a diverse range of city wide master plans and key activities, including River City Strategy, Disability Inclusion Action Plan, Reconciliation Action Plan, Economic Development Plan, Integrated Transport Plan, Smart City Strategy and Socially Sustainable Parramatta Plan.

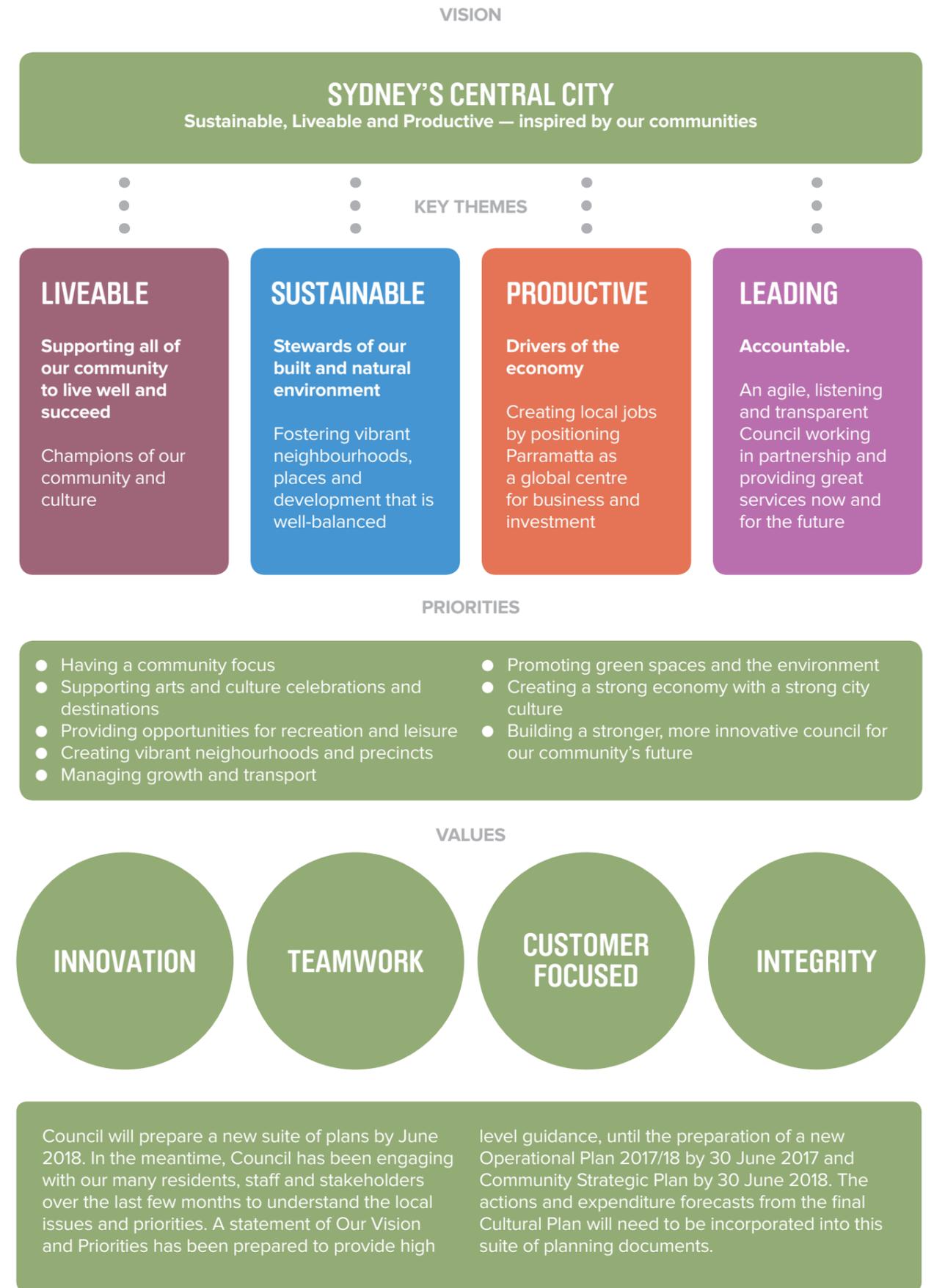


# HOW OUR PLANS FIT TOGETHER

## OUR INTEGRATED PLANNING & REPORTING FRAMEWORK



# OUR VISION AND PRIORITIES





*Angel of Incidence*  
Julia Davis

# Our role

As we imagine our cultural future we recognise the ways in which City of Parramatta can support culture and contribute to our ambition

## LEADER

Benchmark the City globally. Listen to our communities and drive innovative approaches to the development of a distinctive world-class city. Establish the cultural brand and distinct personality for cultural activity across our City.

## ADVOCATE

Celebrate the achievements of our artistic and creative community. Champion the role culture and the arts play in building a strong, cohesive and unified community.

## CUSTODIAN

In partnership with cultural heritage organisations and communities, we share responsibility for providing access to and caring for our Aboriginal history, colonial and diverse settlement history, cultural collections and cultural and natural heritage sites.

## HOST

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

## CONNECTOR

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

## TRUSTED PARTNER

An open, receptive and committed approach creates opportunities for significant collaborations and partnerships.

## PRODUCER

Invest in and produce conditions that allow for our local arts and culture sector and community to flourish. Produce events, seed new works and create presentation major and bespoke opportunities for our growing creative community.

**ENABLED BY THE CITY,  
PROGRAMMED  
BY THE PEOPLE.**

*Parramatta Town Hall – marking the first known area where on 20 January 1815 the first six children were taken.*

*Many Darug Western Sydney Aboriginal people can trace our family tree through Maria, daughter of Yarramundi.*

*In 1825, Maria’s marriage to Robert Locke in St. John’s Cathedral was the first marriage between an Aboriginal person and a whitefella recognised by the Government.*

**Uncle Greg Smith**  
Darug Elder  
St John’s Cathedral, Parramatta



*Connecting past to present  
and memory to action –  
Parramatta Female Factory  
Precinct Memory Project is  
a social history and art  
project that creates  
opportunities for the  
community to engage with  
this historic site.*

**Bonney Djuric**

Founder, Parragirls – Parramatta Female Factory  
Precinct  
Bethel House, North Parramatta



# OVER THE NEXT FIVE YEARS

We are looking to support our diverse and growing population to connect, engage, create and participate and we know that culture will help us celebrate, retain and develop our distinctive Parramatta identity.

In the following pages we'll share with you a snapshot of ideas in development and propose new directions for the City. These ideas are built on our successes, embrace catalysts for change and are inspired through conversations with our communities.

The following pages capture what we have heard through our many conversations. We look forward to hearing your thoughts and feedback.

*Flock*  
Phil Lethlene  
Church Street Parramatta

*My real choice is  
expressing my thoughts,  
my ideas, my feelings  
and my viewpoint.*

**Suawbu Jalloh**  
Student  
Arthur Phillip High School



Excerpt from the short film  
*Real Choices, Real Men*

**George Voulgaropoulos,**  
*Parramatta, people, and culture series 2016*



# GOAL 1: Always was, always will be a gathering place

Our objective is to:

Create a place where people want to be.

Acknowledge and love the place we are in.

Share our heritage story and create new histories.



Australia Day  
Parramatta Park

# What do we want to see by 2021?

- Parramatta is renowned and it is visible in our streets and neighbourhoods that our City is an Aboriginal place with a rich history, as well as a City of contemporary knowledge and practice
- Our rich stories and built and natural heritage are known throughout the world, accessible and activated every day, and are leading contributors to the cultural experience of our City
- Our stories are accessible and embedded in our public spaces, the fabric of our built assets and activated through a regular program of everyday experiences throughout the region
- Parramatta is a cultural destination of choice
- Our parks and open spaces provide a place to come together as a community, are drawcards for visitors, and are activated and alive with seasonal events
- A safe and vibrant City, energised by a regular program of live music in our small bars, venues, on our streets and in unexpected places
- Loved restaurants and iconic landmarks are a welcome place to come together and are a vital part of our shared culture within a changing City
- A digital environment that brings a rich life, imagination and information to our City



Parramatta Park

# How will we get there?

## FOCUS ON OUR STRENGTHS

### HERITAGE OF OUTSTANDING UNIVERSAL VALUE

We better understand ourselves by knowing our past. Parramatta has an extraordinary and rich story to tell from Old Government House, Elizabeth Farm, Hambledon Cottage and many more historical building and sites.

- How do we best share our post-contact story as the first seat of government and our role in the earliest stages of the Australian nation story with local, national and global audiences?
- How should we enhance our offer for an authentic and connected visitor experience, in person and online?
- How do we best share the many layers of diverse histories and contemporary stories that have shaped our identity?

### OUR SHARED BACKYARD

Parramatta has some of the most amazing natural and accessible environments Sydney has to offer including our World Heritage listed Parramatta Park, a revitalised river foreshore and new public spaces in the making.

- How should we better activate our great outdoors and public spaces to be safe, inviting and a place to connect year long?

## WHAT ELSE COULD WE DO?

### AN ANCIENT AND DYNAMIC CULTURAL DOMAIN

Prior to colonisation Darug Country was managed and cared for by Darug people. The City of Parramatta Council recognises this ancient and ongoing connection and will work towards ensuring Darug people have access to Country, its resources and cultural economy and the stories that still resonate through Songlines, meeting sites, trading routes art, dancing grounds and intangible cultural heritage.

- How should we strengthen our cultural awareness and reconciliation between our first and newest residents?

### DISCOVER THE SOUNDTRACK OF THE CITY

Imagine our City alive with music. On the streets, in small bars, through the day, after work and into the night. The energy and diversity of a live music scene could enhance the liveability of our City and assist in creating a safe, inclusive and welcoming place.

- How can we create opportunities for local musicians from every musical tradition to complement the development of small bars and music venues throughout the City and add to our growing night-time economy?
- How can we make it easier for venue operators and major promoters to work in Parramatta?



### CELEBRATE OUR MUCH LOVED LANDMARKS

Everyone has a story, a favourite hang-out, a childhood memory and Parramatta has raised generations. Memories of a favourite family restaurant. A place to dance. Your first date. Global cities undergoing rapid change and urban renewal are working to prevent the displacement of beloved independent businesses – the shops, restaurants, bars and establishments that strengthen the fabric of their community, and contribute to the city's character. For example, citizens of San Francisco recently voted to provide educational and promotional assistance to long established, community-serving businesses which are valuable assets to the cultural life of the city.

- As the City reinvents itself, how should we champion and celebrate the popular culture we have made together?

## POTENTIAL ACTIONS

- Develop an Aboriginal Cultural Framework linking with the City's Reconciliation Action Plan
- Work in close collaboration with key partners to develop a City wide Heritage Strategy and connected programs that embed heritage interpretation and archaeological management into everyday experiences and regular activities

- Develop a Live Music Strategy in consultation with key stakeholders including local artists, venues, community and businesses
- Establish an Aboriginal City Scape Cultural Walk as a physical and digital tour of Parramatta to showcase local Darug peoples sites of significance, history and contemporary connection to Parramatta
- Design and develop digital content, oral histories and virtual mapping
- Update City signage to include Darug language
- Investigate regulatory changes that would secure spaces for our local landmarks in a City that is rapidly changing
- Create a regular program of events and festivals that activate our outdoor, public and natural environment and take maximum advantage of the assets of the City
- Encourage partnerships and inbound investment to grow our annual events and festivals program

*Vibrant, warm, energetic  
and innovative, Parramatta  
will be a city for all people.*

**Lakshmi Logathassan**

Student; Founder, The Laptop Project;  
inaugural NSW Young Woman of the Year 2014  
Smith Street, Parramatta



*Having lived in the Parramatta area since age eleven, I am excited for a future of more locally produced culture and social spaces.*

*The Parramatta Artists Studios has been a wonderful platform for fostering the arts practices and careers of local practitioners, myself included.*

*I'm very excited to see the studios continue to develop and hope to see a local artist run initiative some time in the future.*

**Heath Franco**  
Parramatta Artists Studios  
2015 Arts NSW Visual Arts Fellowship (Emerging)



# GOAL 2: Diversity is our strength and everyone is welcome

We celebrate our City's culture as the sum of all our parts: ideas, faith, expertise, sexuality, expression, ethnicity, race, age.

We acknowledge and support the importance and value of our Aboriginal community.

Our people are connected.  
Our city celebrates inclusivity.  
We all belong.



Christmas in Parramatta  
Centenary Square, Parramatta

# What do we want to see by 2021?



Wanderers Derby Day  
Phillip St, Parramatta

- The personality and cultural voices of our growing local and global community are evident throughout the City and inform a lively program of events and festivals
- A city is recognised as a home ground for many, a welcoming host that opens its doors, and supports and unites fans with shared activities to celebrate memorable sporting moments
- New places and ways to actively engage, experience and learn from traditional and contemporary Aboriginal culture
- More spaces and events that are for, and by, our young people; safe, inspiring, creative and respectful



Refugee Welcome Zone  
Town Hall, Parramatta

# How will we get there?

## FOCUS ON OUR STRENGTHS

### OUR PEOPLE, OUR CELEBRATIONS

We love our differences. We embrace our diversity. Our annual program of signature events and festivals and the way we activate our City every day are an expression of the diversity of community, and reflect the wealth of cultural knowledge, traditions, religions and contemporary practices.

Each year we showcase incredible moments of celebration with a range of partners from the multi-award winning Parramatta Lanes Festival to Parramasala, the Arab Film Festival, Lunar New Year Festival, the much loved Winterlight Festival and large-scale community events such as New Year's Eve and Australia Day attracting audiences in excess of 50,000 attendees.

- At these events and festivals our communities sing, dance, eat, laugh and celebrate together. How can we extend our invitation to all to learn, participate and engage with us?

### PARRAMATTA IS A CITY FOR SPORTS LOVERS

Regardless of the colours, the City welcomes the passionate supporters of all sporting codes. We take our role as a host city just as passionately - win or lose. As part of the NSW State Government's Rebuilding the Major Stadium Network Program we are building the new Western Sydney stadium to seat 30,000 people and deliver a multi-use venue for sports and large-scale outdoor entertainment and events.

- How can we continue to support the fans and promote local business while our new stadium is under construction?
- How can we see the excitement of the big game flow out of the stadium into surrounding streets?

### INFORMATION AND CULTURAL EXCHANGE (ICE)

Celebrated for producing community focused and driven art that is bold, imaginative and adventurous, ICE delivers creative opportunity, cultural empowerment and employment for communities and artists.

Since 1984 ICE has been providing resources to local migrant and refugee communities and has evolved into an organisation specialising in inter-disciplinary, technology-focused community cultural development production and training. ICE specifically works with vulnerable and disadvantaged communities, young people, Aboriginal and Torres Strait Islander families, refugees, newly arrived migrants, culturally and linguistically diverse communities, emerging artists and cultural producers, and people with a disability. This work creates art, builds cultural capacity and enhances Parramatta's cultural vibrancy.



Del Lumanta  
All Girl Electronic Showcase  
ICE

## WHAT ELSE COULD WE DO?

### CREATE A PLACE FOR YOUNG PEOPLE

We are building Parramatta for the next generation. And our young people have told us they are deeply interested in the arts, creativity and events "just for us".

- How should we ensure our young people feel they belong in our City, have places to be a part of and contribute to making something new?

23% of young people surveyed want to see creative and performing arts spaces, including public art, street art and arts-focused events for young people.

29% want to see more weekly/regular youth events, including sports, music and hanging out.

*Needs of Teenagers and Young People in the Parramatta CBD, 2016, Cred Consulting*

### ENGAGE WITH TRADITIONAL AND CONTEMPORARY ABORIGINAL CULTURE

We acknowledge the unique cultural strength and resilience of Darug people and the many Aboriginal nations that call our City home.

- How can our City demonstrate a strong commitment for ambitious Aboriginal cultural projects and initiatives?

## POTENTIAL ACTIONS

- Maintain a vibrant program of signature events and festivals and seek new opportunities to respond to our diverse and changing communities
- Expand the range of everyday activations and experiences that reflect our diverse community and encourage cross cultural engagement
- Work with local business to continue and develop city-wide events and programs of activities for fans during the construction of the new Western Sydney Stadium
- In continual dialogue with traditional owners and Aboriginal communities develop an Aboriginal Cultural Framework to deliver a suite of interconnected cultural projects and initiatives including an Aboriginal Keeping Place
- Build on our Statement of Commitment to Youth Engagement and develop a tailored process for young people in the city to inform, create, curate and occupy

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

**Meihua Gong**  
Student and City of Parramatta's 2015  
Young Citizen of the Year  
River Causeway Marsden St, Parramatta





# GOAL 3: Ideas and imagination are the heartbeat of our City

Artists, dreamers, designers, storytellers, digital innovators, curators, scientists, and architects inspire connections and transform the way we live, participate, come together, play, see ourselves and influence the world.

*Performing arts permit us to explore our world through imagination, words, movement and music. They can challenge how we see our real world by surprising, sometimes even shocking us. Parramatta and performance will go hand in hand as Sydney's central city grows and matures into a cultural and entertainment destination and a centre of excellence.*

**Robert Love**  
Director, Riverside Theatres  
Argyle Street, Parramatta



# What do we want to see by 2021?

- A growing reputation for our City as cultural incubator of ideas, imagination and artistic leadership
- Our community and professional creative workforce have access to a mix of new and adapted spaces to create, make and participate
- Our City is activated with artistic activity, cultural expression, imaginative endeavour and daring ambition
- Our public spaces, buildings and streets are enhanced with a visual aesthetic that is purposeful, playful and reflective of who we are. Our past is revealed and shared through new approaches to access, story-telling, exhibition and display
- A leading visual arts destination and anchor performing arts venue right in the heart of our City



*Dads*  
Dance Makers Collective  
Presented by Form Dance Projects and Riverside Theatres

# How will we get there?

## FOCUS ON OUR STRENGTHS

### PARRAMATTA ARTIST STUDIOS

Parramatta Artists Studios is a unique arts production facility and the only provider of significant studio and production-based arts space in Western Sydney. The Studios are an incubator of ideas, art forms, creative production and a launch pad for artistic careers. The Studios focus is on arts development and production, and how this contributes to the development of an individual artist's practice, engagement with the wider arts sector and the communities of City of Parramatta. The Studios also deliver public-facing programs that provide valuable participation experiences for audiences. The demand for studio space is high and our waiting list for residencies have grown by 120% over the last three years. The Studios are currently in leased premises in the CBD.

- How should we meet this demand and expand the outcomes of the studios?

### RIVERSIDE THEATRES

For 28 years Riverside Theatres has been Western Sydney's most successful cultural arts asset. With growing attendances nearing 200,000 per annum and events and performances in excess of 1,200 annually. Riverside contributes to Parramatta's economic prosperity and lifestyle by delivering world class performances and events.

As the Theatre's architecture and spaces strain at the seams is it time for renewal and re-visioning. A new, revitalised performing arts facility could fold out onto the river foreshore and welcome our City's people with a place to meet, present, discuss and experience the best of local, national and international performing arts.

### NATIONAL THEATRE OF PARRAMATTA

The National Theatre of Parramatta was established through Riverside Theatres in 2016. In its first operational year it has produced successful and distinctive work. National Theatre of Parramatta is an important foundation giving voice to local stories and performing artists while responding to the changing demographic and cultural diversity of Parramatta. It stimulates local production and professional employment opportunities and the chance to take the stories of Parramatta to the rest of Australia and the world.

### SUPPORT FOR PROFESSIONAL ARTISTS

Our stories and people are our inspiration. The growth of our new theatre company, and a vibrant sector of independent artists and organisations, such as FORM Dance Projects and WestWords, opens a conversation with artists, audiences and communities about the place we live in and global stories that connect us. The City directly supports a range of artists and projects through Creative Project Leverage Fund grants, Cultural Heritage and Stories grants and the Creative Fellowship within the Community Grants Program.

- How should we better nurture our professional artists to continue to provide a voice to local stories, respond to the demographic and the cultural diversity of Parramatta?
- How can we foster increased professional employment opportunities to take the creativity and stories of Parramatta to the rest of Australia and the world?



Chi Ukdaka  
TaikOz and Lingalayam Dance  
Riverside Theatres

**FORM Dance Projects** is a dynamic hub for Australian contemporary dance, based in Parramatta, Western Sydney and over the last four years has grown into one of Australia's leading dance presenters. FORM's aim is to support Australian choreographers in all stages of their career, develop artists' national profiles, provide valuable professional development opportunities, engage with the local community, including young people and cultural performers from Western Sydney, and connect with audiences.

**WestWords**, based in Parramatta, is dedicated to celebrating and championing the stories of the people, places and cultures that comprise the heart of Western Sydney. A guiding philosophy of WestWords is a belief in the power of literature and literacy (written, oral and visual), self-expression and creativity to change lives and the experience of communities. With a strategic focus on children and young people and through a comprehensive program of workshops, residencies, fellowships and support for writers WestWords offer professional opportunities for the growth of distinctive voices and literature.

### HOME FOR LEADING FESTIVALS

The energy, buzz and excitement of the major events and festivals draws us all to the City. Signature festivals continue to call our City home as a stage for presenting new ideas, artists and acts. Our annual calendar includes festival partnerships with iconic brands such as Sydney Festival, Parramasala, Sydney Writer's Festival and Tropfest.

- How can we attract other signature festivals to engage with our growing audiences?
- Can we stimulate new opportunities to bring the latest in artistic expression and create a legacy from these memorable experiences in our City?
- How can we broker more opportunities for Western Sydney artists and grow local creative production in the context of these festivals?

## WHAT ELSE COULD WE DO?

### PROVIDE MORE SPACES FOR OUR COMMUNITY TO CREATE

Our community of local artists, writers, historians, potters, poets, circus performers, actors, musicians, choirs and dancers ask one thing of City – to make and create in the place that they live and to share their work with us.

- How should we create a suite of affordable, flexible and available spaces to support cultural expression and participation of our citizens?

### INFUSE OUR CITY WITH PUBLIC ART AND UNDERSTANDING OF OUR HERITAGE

Both public art and interpreting our heritage are inspired by place and people, and infuse our everyday with stories of the past and visions for the future.

Public art contributes to the cultural expression of our City. It's something you can touch, climb on, meet at or argue about. Heritage interpretative installations capture and share the history and social fabric of our places.

- How should we better ensure our new city is infused with a healthy mix of public art and interpretation?

### DEVELOP AN ICONIC GALLERY AND EXHIBITION SPACE

Imagine an iconic gallery and exhibition space to rival that of any of the leading cities with inspiring installations, works of reflection and energetic public programs. Where you could experience the best of local, national and international visual artists and blockbuster touring exhibitions without having to leave the City. A place that excites, challenges and inspires. A place that expresses our diversity through an international lens.

Parramatta is the only City in Western Sydney that does not have a gallery or exhibition space.

## POTENTIAL ACTIONS

- Develop an integrated framework for public art and heritage interpretation
- Develop and implement a coordinated approach to public art including a masterplan for public art for Parramatta Square and a city-wide Public Art Policy
- Deliver an Interpretation Toolkit to ensure that quality heritage interpretations is delivered for all city significant developments
- Identify partners, funding sources and possible sites for a major new gallery or exhibition space
- Build the capacity of the Parramatta Artist Studios through increasing the number of studios spaces and footprint across the city, including flexible and adaptive spaces to cater for a wider range of art forms and public programming
- Determine key delivery partners for a redeveloped Parramatta Riverside Theatres
- Harness the growth of the City and leverage planning mechanisms to provide affordable rehearsal studios, creative production and presentation spaces, and other cultural facilities for a range of resident and guest artists, local artistic groups and organisations
- Work with key partners to ensure our creative workforce have the opportunity to work locally, generate and export new creative content
- Develop new events and public activities with signature opportunities for local engagement and input. Build events with strong local relevance and ensure quality local content in all events



*I have been at Riverside for five years since 2011. I am a performer and theatre operator assistant. I make people laugh and I make people cry. It means a lot to be a performer and an actor. I am passionate about it.*

*Everyone at Riverside is like my second family. We are a team. I love it.*

**Gerard O'Dwyer**  
Actor and Theatre Operator,  
Riverside Theatre  
Lennox Theatre, Riverside Theatres,  
Parramatta





Elizabeth Street Footbridge  
Milne and Stonehouse  
Parramatta River

# GOAL 4: By design, our City incubates creativity, industry and new knowledge

We support innovation, playfulness,  
experimentation and curiosity.  
We encourage leadership and learning.

Our City is prosperous and a magnet for  
economic success. Creativity will be our  
agent of change, bringing people together  
and fostering new approaches to complex  
urban challenges.

*Parramatta is evolving.  
The old is still here, but  
something new is  
emerging.*

*We design to go beyond  
the everyday, to create  
beauty, experience and  
possibility.*

**Frank Mainoo and Ruth Fattal**  
Theatre practitioner and Designer  
Ruth Fattal Haute Couture studio, Northmead



# What do we want to see by 2021?

- An impressive and civic landmark in the heart of our City sparks curiosity and encourages new conversations, social interactions, decision making, learning and discovery
- Working in partnership with our City to provide community hubs and collaborative working spaces for our CBD neighbourhoods and our people
- Our City leverages existing and new platforms for knowledge generation, cross-pollination of ideas and learning across business, industry, education and social investment
- Growing clusters of new creative industries and a developing Parramatta screen industry with local employment opportunities
- A leading research facility that is open to the public and shares traditional Aboriginal knowledge with scientific discovery
- A growing reputation for being a Smart City that is future focused, people centred and informed by creativity and ideas

# How will we get there?

## FOCUS ON OUR STRENGTHS

### PARRAMATTA SQUARE

We are planning one of the largest commercial renewal precincts in Australia. Upon completion, Parramatta Square will provide our City with a vibrant, mixed use commercial centre and large-scale public domain. The Square will feature new commercial towers, Western Sydney University's vertical campus, residential and retail, and incorporate 5 Parramatta Square as the City's flagship civic and community landmark building. 5 Parramatta Square is designed as our home to ideas, aspirations and expertise. A new centre for life-long learning that nourishes creativity and digital literacy. A place to connect, participate and learn.

- How can we make 5 Parramatta Square our place and a touch point for residents, workers, students and visitors to engage with the city of today, its history and the promise of Parramatta tomorrow?

### MUSEUM OF APPLIED ARTS AND SCIENCES (MAAS)

Our City is set to welcome a world-class museum that celebrates human ingenuity and sits proud on a revitalised, connected, and activated Parramatta River foreshore.

- How can we capitalise on this open platform for learning and enjoyment?
- How should we incorporate this museum of excellence and inspiration, and a new hub for innovation, arts, design and invention into the fabric of our City?

### CIVIC LINK AND A PARRAMATTA CULTURAL PRECINCT

We are planning a pedestrian friendly green corridor from the CBD's primary commercial heart running north to the river foreshore. Running parallel to our famous Church Street dining precinct, this proposed pedestrian zone connects the commercial heart of the city to MAAS and the activated river foreshore. Here we would have the opportunity work in partnership with the NSW State Government and build on the strength of Greater Western Sydney's cultural and arts economy to create a cultural spine defining a clustering of new cultural experiences for Parramatta.

- How can we encourage established companies, start-ups, business-in-residency, satellites and business models yet to be imagined to come and be a part of our new cultural cluster?
- Are there opportunities to offer flexible and permanent spaces, alongside technology and education, to spark and grow creative talent and innovation in the heart of our City?

## WHAT ELSE COULD WE DO?

We have you in mind as the City is being built and rebuilt. Imagine new rooftop gardens, courtyard playgrounds, community meeting spaces and workshop spaces. Our City is committed to brokering places for communities within new developments. Music studios for rehearsal, smart play spaces for children, active work spaces for artists and communities are places for our to gather, learn and collaborate.

- How should we prioritise new spaces that contribute to the cultural life of our City?



5 Parramatta Square  
Due for completion 2019  
Manuelle Gautrand Architecture,  
DesignInc and Lacoste + Stevenson

### FOSTER THE DEVELOPMENT OF A SCREEN INDUSTRY

Imagine our City as the centre for a new greater Western Sydney film industry. Our stories, ideas and our creative know-how could have the opportunity of new digital, screen, editing and animation jobs, education, filming locations and production facilities in our City.

### STIMULATE SOCIAL INVESTMENT

Our new CBD presents the opportunity to support innovation and set a benchmark in developing new ways of investing in organisations, programs, projects and infrastructure.

- How can Parramatta foster innovative practice that demonstrates the strong link between social outcomes and cultural outcomes?
- How can we foster philanthropic activity within the Parramatta community for the benefit of cultural practices and creativity?

### INTRODUCE RESEARCH FOR AN ABORIGINAL CULTURE AND KNOWLEDGE HUB

We believe our City needs dedicated cultural infrastructure for the Aboriginal community and for our people to experience Aboriginality in Parramatta. This would reflect the character and aspirations of the local Aboriginal and Torres Strait Islander community as well as providing a cultural meeting place for the more than 30,000 Aboriginal and Torres Strait Islander people who live or work in Western Sydney, and the some 700 Aboriginal and Torres Strait Islander people who travel to Parramatta every day to work.

## POTENTIAL ACTIONS

- Produce a portfolio of our cultural needs to inform conversations between the City and private enterprise, and to leverage public benefit from private investment in the City
- Establish environments for creative businesses to make the City their home
- Broker local film industry partnerships to deliver studios and production facilities and a master list of iconic filming locations across Western Sydney
- Develop a Parramatta screen culture in the City that delivers professional, educational and community benefit through industry partnerships
- Encourage and support local community participation in the development and establishment of innovative social enterprises and philanthropic activity, including the establishment of a Community Foundation
- Develop the business case, regional community consultation and key partnerships to deliver dedicated Aboriginal cultural infrastructure in Parramatta
- Develop and implement an ideas led programming framework that integrates the vision and expertise of City in dialogue with our community

# WHAT'S NEXT?

## WE WOULD LIKE TO HEAR MORE FROM YOU.

This Cultural Discussion Paper has been developed to capture the many conversations and community feedback about our cultural ambition for the City of Parramatta over the next five years. Your feedback and ideas will enable us to better understand and prioritise the cultural needs of our community and secure sufficient resources to deliver our priorities.

The City's Cultural Plan will be developed and released in June 2017.

Following public consultation the City will continue working with our community and stakeholders to develop and refine our Cultural Plan which will be put on exhibition once drafted. There will be further opportunity to review and comment on the draft cultural plan at this time.

## HOW DO I CONTRIBUTE?

The City welcomes submissions. There is no set format and feedback can be electronic or handwritten. If you would like to speak with someone in person, we can also arrange for a verbal submission. Your submission may contain facts, opinions, arguments and recommendations. Some questions you may choose to consider in providing your submission include:

- How well do you think this paper sets the direction for our cultural future?
- What's your favourite part of the plan?
- What should be our top five priorities and how would you order them?
- What should be included in the Cultural Plan we will prepare?
- Have you identified any areas for improvement?
- Are there any elements that shouldn't be included?
- What do we need to be mindful of going forward?
- What does success look like?

**Submissions close Friday 7 April 2016**

## HOW DO I MAKE A SUBMISSION?

**Submissions can be made online:**  
[bit.ly/ParramattaCulturalDiscussion](http://bit.ly/ParramattaCulturalDiscussion)

**Submissions can be posted to:**  
Cultural Plan Discussion Paper  
City of Parramatta Council  
PO Box 32, Parramatta NSW 2150

**Submissions can be emailed to:**  
[culturaldiscussion@cityofparramatta.gov.nsw.au](mailto:culturaldiscussion@cityofparramatta.gov.nsw.au)  
You can also call us on: 02 9806 5050

**If you have accessibility concerns:**  
Please contact the National Relay Service on <http://relayservice.gov.au/> and provide them with the City of Parramatta number you want to call (eg 02 9806 5050)

## What happens to my submission?

All submissions will be reported to Council and carefully considered by senior staff before preparing our Cultural Plan for further consultation. Letters of acknowledgment will be provided for written submissions.



Derby Day

## Acknowledgments

This Cultural Discussion Paper was written by Penny Miles and Alicia Talbot

### With contributions by:

Cultural Discussion Paper working group:

Rebecca Grasso, Lucy Fokkema, Sophia Kouyoumdjian, Robert Love, George Mannix, Karen O'Donnell McGrane, Steve Ross, Christopher Snelling.

### City of Parramatta Council staff:

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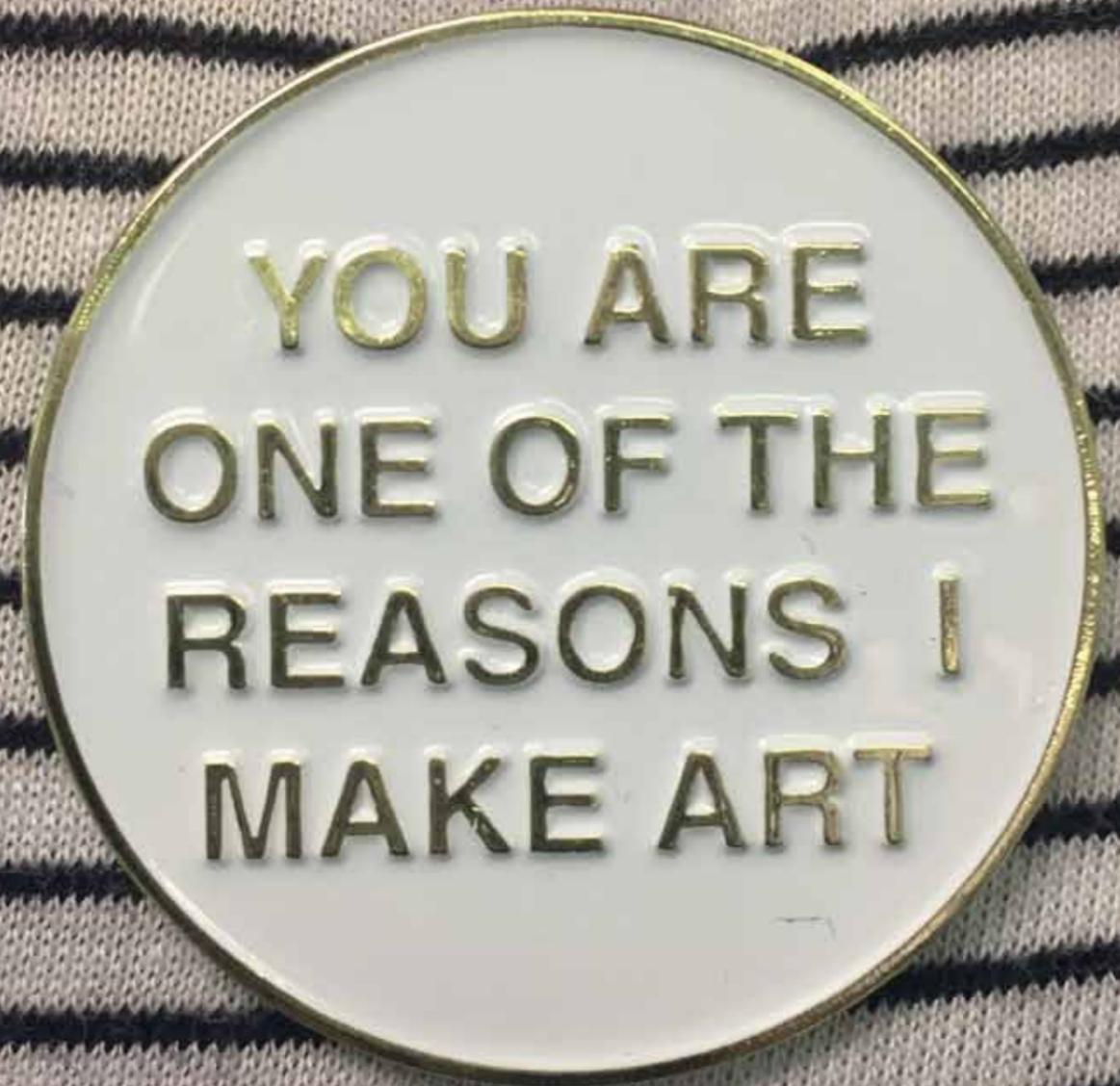
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*You are one of the reasons I make art*  
Hayley Megan French & Carla Liesch

