



2019 PARRAMATTA MAJOR EVENTS OVERVIEW

PARRAMATTA WE'RE CELEBRATING IN **AUSTRALIA'S NEXT GREAT CITY**

AUSTRALIA DAY

WHAT	- Aerial (hot air balloons)	6am – 10am
	- Today Show live from Parramatta Park- TBC	6am – 10am
	- Australia's Largest Citizenship Ceremony	9am – 11.30am
	- The Big BBQ (showcase and competition)	8am – 4pm
	- CARnivale (vintage car showcase)	10am – 5:30pm
	- Kids Playground and Parravision	10am – 6:00pm
	- Concert in the Crescent Amphitheatre	6pm – 9pm
	- Fireworks spectacular	9pm

WHERE Parramatta Park, Parramatta

WHO Attendance approx. 70,000 (2017)
Families within and outside Parramatta LGA – daytime and evening.

WHY A safe, fun and friendly event that delivers an enjoyable experience in an exciting environment.
Increase economic wealth and value to local businesses in Parramatta on Australia Day.

MARKETING

REACH 7,546,000



PARRAMATTA WE'RE CELEBRATING IN **AUSTRALIA'S NEXT GREAT CITY**

LUNAR NEW YEAR – YEAR OF THE DOG!

WHAT Annual Lunar New Year Twilight Festival supported with stage entertainment program, dragon and lion dancing, activities, food stalls and a bar.

WHERE Centenary Square, Parramatta

WHO Parramatta workers (all ages with youth and Asian community skew)
Families within and outside Parramatta LGA
Attendance: 10,000 (2017)

WHY Celebrate cultural diversity.
Activate Centenary Square and Parramatta CBD at night.
Promote positive atmosphere of Parramatta as safe, active, vibrant, diverse and family friendly. Increase economic wealth and value to local businesses.

MARKETING

REACH 1,802,443



PARRAMATTA ARTIST STUDIOS

WHAT Movers and Makers

WHERE Parramatta Artists Studios, 68 Macquarie Street, Parramatta

WHO Aimed at local and Sydney-based artists who are interested in arts and culture in Parramatta. A secondary market includes people interested in the arts generally. Programming includes industry talks, meet and greets between artists and curators, performances, an exhibition, studio tours and other art activities. Attendance: 500 (niche arts audience)

WHY This event connects directly with artists who are engaged with the local community and dedicated to their careers as artists. The event brings together the best artists and artworkers from across Australia to Parramatta to discuss current trends and opportunities in the arts sector. This is a very targeted opportunity to reach a prominent arts audience with local relevance.

MARKETING REACH Approximately 5500.



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WINTERLIGHT FESTIVAL

WHAT A unique and interactive 17-day festival showcasing a 'Winter Wonderland' in Parramatta. Featuring a 22m x 36m ticketed ice skating rink in the Parramatta CBD. Supported with an 'alpine village' with activities, food stalls and a bar.

WHERE Prince Alfred Square, Parramatta.

WHO Parramatta workers (all ages with youth skew).
Families within and outside Parramatta LGA – generally daytime.
Visitor from outside the Parramatta LGA
Business sector – lunch time attendance and after work social outings
Attendance: 25,000 skaters and 100,000 audience (2016).

WHY Activate Prince Alfred Square day and night with a minimum of 25,000 ticket sales.
Promote positive atmosphere of Parramatta as safe, active, vibrant, diverse and family friendly. Increase economic wealth and value to local businesses.

MARKETING

REACH 4,986,911



BURRAMATTA NAIDOC

WHAT This event acknowledges Council's commitment to NAIDOC Week in the first week of July. The event aims to celebrate, in a positive frame, the importance of Aboriginal and Torres Strait Islander culture, especially in regard to the local Darug people of the Parramatta area, local lands and places.

WHERE Parramatta Park, Parramatta.

WHO Aimed especially at local families with children (5-15 years) who are interested in aspects of indigenous culture. A secondary market is Aboriginal people from across Western Sydney. Programming includes live music, dance, kids workshops, roving entertainment, themed food stalls, walking tours etc. All programming emphasizes fun, children's engagement and positive messages about Aboriginal cultural practice.
Attendance: 5,000

WHY Promote positive atmosphere of Parramatta as safe, active, vibrant, diverse and family friendly Increase economic wealth & value to local businesses

MARKETING

REACH 1,248,695



PARRAMATTA LANES FESTIVAL

WHAT Parramatta Lanes is a four night event presented as part of the Sydney Morning Herald Good Food Month. It aims to activate lanes and spaces in the Parramatta CBD with high quality food, music and art and to encourage city workers to stay after hours in the CBD and is also positioned to attract residents and visitors to Parramatta.

WHERE Multiple laneway sites through the Parramatta CBD

WHO Parramatta City workers
Younger Parramatta residents working in Sydney CBD
People outside the LGA, seeking a new event and food experience;
Attendance: 95,000 (2016)

WHY Offer a high quality food and city cultural experience.
Support new and emerging food culture in the city.
Engage office workers in the cultural life of the city and a very unique and destinational event on the Parramatta calendar.
Change perceptions of Parramatta through media campaign, event model and public image.

MARKETING

REACH 3,055,449



PARRAMATTA WE'RE CELEBRATING IN **AUSTRALIA'S NEXT GREAT CITY**

LOY KRATHONG: THAI WATER FESTIVAL

WHAT A unique Thai Water Festival delivered by Parramatta City Council in partnership with The Royal Thai Consulate Sydney, Tourism Authority of Thailand and Thai Australia Association. Includes a Krathong floating ceremony on Parramatta River Foreshore.

WHERE River Foreshore, Parramatta

WHO Families within and outside Parramatta LGA.
Wider Sydney Thai and south-east Asian community.
Attendance: 14,000

WHY Activate the river foreshore.
Celebrate cultural diversity.
Promote a positive atmosphere of Parramatta as safe, active, vibrant, diverse and family friendly

MARKETING

REACH 1,495,018



PARRAMATTA WE'RE CELEBRATING IN **AUSTRALIA'S NEXT GREAT CITY**

CHRISTMAS IN PARRAMATTA

WHAT Community focused family Christmas lighting of the tree.
Lighting of the Parramatta Christmas Tree and Parramatta Town Hall.

WHERE Centenary Square, Parramatta.

WHO Families predominantly from within the Parramatta LGA.
Attendance: 3,000

WHY Activate Centenary Square day and night.
Celebrate the Christmas tradition and provide an enjoyable community event in the Parramatta CBD.
Activate Centenary Square with family friendly activities

MARKETING

REACH 1,153,080



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NEW YEAR'S EVE

WHAT New Year's Eve celebrations for families in greater Western Sydney.
Three sites within Parramatta Park, including two stages of family programming, food stalls, amusement rides, roving entertainment and three fireworks displays.

WHERE Parramatta Park

WHO Families within and outside Parramatta LGA.
Attendance: 60,000.

WHY Promote positive atmosphere of Parramatta as safe, active, vibrant, diverse and family friendly.

MARKETING

REACH 1,935,889



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