

NIGHT TIME ECONOMY DISCUSSION PAPER



August 2017



CITY OF
PARRAMATTA



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This Night Time Economy Discussion Paper brings together research, experiences and ideas from our community about the future of Parramatta's night life....

We invite you to comment on the questions and ideas outlined in this Discussion Paper. Your input will help Council develop a Night Time Economy Strategy for the City of Parramatta LGA.

How do I make a submission?

This discussion paper is being exhibited from 21 August until 22 September 2017 inclusive. You can make a submission during this time. Please quote reference no: F2017/00224

SUBMISSIONS CAN BE POSTED TO:

Night Time Economy Discussion Paper
City of Parramatta Council
PO Box 32
PARRAMATTA NSW 2150

SUBMISSIONS CAN BE EMAILED TO:

economicdevelopment@cityofparramatta.nsw.gov.au

YOU CAN ALSO CALL US:

9806 5050

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.

Glossary

Night Time Economy - NTE
Central Business District - CBD
City of Parramatta Council - Council
City of Parramatta LGA - The City

GROWING OUR NIGHT TIME ECONOMY

City of Parramatta LGA (the City) is transforming. It is set to become Sydney's "Central City": a centre of services, infrastructure and employment for Western Sydney where more than half of Sydney's population live¹.

Given this context, the opportunity for the City to grow our Night Time Economy (NTE) to be more diverse, welcoming and vibrant, is now.

This document, City of Parramatta – A NTE Discussion Paper (Paper) proposes ideas to develop the City's future NTE Strategy – a framework that will further encourage the City at night as a vibrant, diverse and welcoming space. The NTE will be driven and inspired by strong inter-industry partnerships, including the community, creatives, entrepreneurs, businesses, police, landowners, innovative investors and other government agencies. As the City continues to flourish, we must address negative perceptions of the local night time experience, encourage positive recognition of the significant steps forward in growing our City's NTE, and continue to imagine and shape our future NTE.

This Paper comes amid a climate of rapid change for our City. As we welcome new residents and development, and an increasing number of visitors, so too do we welcome the potential for growing our vibrant NTE in our three key focus areas: Parramatta CBD, Harris Park and Epping. The way people think about the City has significant impact on its growth and development, including ultimately, its ability to evolve and respond flexibly to the changing environment, to be resilient. This is especially salient when considering the City at night.

If Council plans well for the City's growing nightlife, we can increase feelings of safety, casual surveillance and tolerance, diversify the offerings to ensure it is welcoming for all people, increase economic productivity, have spaces for creative expression, attract visitors and encourage investment.

Parramatta's vision to become Sydney's Central City starts with a conversation – with our stakeholders, businesses, our staff, our visitors, workers and residents – asking what do you want to see in your City's future nightlife?



The City of Parramatta Council acknowledges the traditional owners of the land and waters of Parramatta, the Darug Peoples.

Parramatta has been home to the Darug peoples for over 60,000 years. This connection to country transcends time and place.

Parramatta was a site of colonisation, a history that makes Parramatta an area of significance for the Darug people and other Aboriginal and Torres Strait Islander people that are part of our community.

At City of Parramatta, we are committed to the process of reconciliation and to ensuring that Parramatta remains a place of choice to live, work and play for Aboriginal and Torres Strait Islander peoples.



CONTENTS

12 EXECUTIVE SUMMARY

15 INTRODUCTION

- 15 Purpose of this Paper
- 15 What is the Night Time Economy?
- 15 Why is the Night Time Economy Important?
- 16 Key Focus Areas

18 OUR APPROACH

- 18 How Did We Develop This Discussion Paper?
- 18 Night Time Economy Baseline Research
- 19 Key Stakeholder Consultation
- 21 What Does a Successful Parramatta Night Time Economy Look Like?

23 OUR EXISTING NIGHT TIME ECONOMY

- 23 What Makes up the City's Night Time Economy?
- 24 How is the Night Time Economy Being Currently Used?
- 26 Who is Participating in City of Parramatta's Nightlife?
- 29 Key Transformative Projects

30 KEY THEMES FOR OUR FUTURE NIGHT TIME ECONOMY

- 32 Safe and Vibrant Centres
- 36 A Competitive Night Time Economy
- 40 Live Entertainment & Recreation

- 44 Creative Spaces
- 48 Celebrating Our Diversity, Welcoming Everyone
- 52 Events & Activations
- 56 Easy To Get To, Easy To Get Home

60 WHERE TO FROM HERE?

- 60 We Want Your Feedback
- 61 Summary of Potential Actions
- 63 How Do I Make a Submission?
- 63 Next Steps

65 REFERENCES

66 APPENDIX 1 - SUMMARY OF MICROMEX DATA ON EXISTING NTE

68 APPENDIX 2 - INTERNATIONAL EVIDENCE AND EXPERIENCES

72 ACKNOWLEDGEMENTS



EXECUTIVE SUMMARY

The ideas below represent extensive consultation with our community, visitors, business leaders and key stakeholders. Your feedback on the seven themes and the proposed actions will help shape the City's future NTE.

SAFE AND VIBRANT CENTRES

1. Develop a lighting strategy that creates a safe night time environment as well as adds to the experience and interest of the place in the key focus areas
2. Encourage later trading retail and non-alcohol based uses
3. Commission artists for creative lighting installations in "dark spots" or unwelcoming spaces to encourage feelings of safety in the night
4. Improve legibility and way finding within the CBD particularly around the transport interchange, toilets and library
5. Review Parramatta Safety Plan



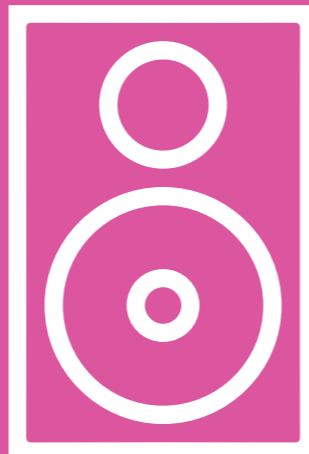
A COMPETITIVE NIGHT TIME ECONOMY

1. More small business workshops covering aspects such as later trading, food businesses, small bars and live music
2. Grow local visitation through unique marketing for Parramatta CBD, Harris Park and Epping
3. Increase and encourage more events in Harris Park and Epping to increase visitor spend into the economy
4. Investigate incentives to encourage later trading of retail and other commercial uses at night
5. Trial night markets in Parramatta CBD
6. Investigate the potential to extend opening hours for cultural venues and community facilities such as the libraries and town hall.



LIVE ENTERTAINMENT AND RECREATION

1. Council to investigate regulatory changes to manage potential land use conflicts and assist in more low risk, cultural, arts and live music entertainment being showcased in Parramatta CBD, Harris Park & Epping
2. Continued programming of live music events such as Live and Local and Amplify
3. Develop a live music action plan for the city in consultation with key stakeholders including local artists, venues, community and businesses.
4. Encourage and attract interesting and unusual entertainment options that are family friendly
5. Activate existing underutilised spaces as a small music venue space to be curated
6. Deliver an event for young people to showcase original music.



CREATIVE SPACES

1. Investigate more spaces for residencies for creatives to "live and work" within Parramatta CBD and Epping
2. Investigate ways to assist small arts and creative organisations to deliver and showcase their ideas in the evenings
3. Community grant funding for creative ideas for programming Epping and Harris Park to be vibrant after hours
4. Execute the actions under the Parramatta CBD Cultural Plan
5. Broker affordable small and medium venues to be used by the community as creative spaces
6. Undertake research to better understand the range of requirements for incubator and creative spaces in our city

CELEBRATING OUR DIVERSITY, WELCOMING EVERYONE

1. Investigate potential to trial extended opening hours for cultural venues and community facilities such as the libraries and Town Hall
2. Host events, workshops, courses and live performances for free in already existing underutilised spaces
3. Investigate incentives for non-alcohol based fine grain businesses to trade late
4. Expand activations in our public spaces for young children, young people and over 55's to be programmed by their cohort.
5. Expand night time programming of events and activations that celebrate Parramatta's cultural and social diversity

EVENTS AND ACTIVATIONS

1. Consider more pilot place making projects which begin to activate the city and other centres.
2. Allow independence to flourish by making applications for small events and small venues easier.
3. Ensure new developments have ground and first floor retail and commercial spaces that trade beyond 5pm.
4. Continue to curate a regular program of events and festivals that activate our outdoor, public and natural environment.



1. EASY TO GET TO, EASY TO GET HOME

2. Encourage universal design to create an accessible city
3. Investigate alternative transport options to make getting in and out of Parramatta CBD, Harris Park and Epping easier for visitors and residents coming west of Parramatta
4. Increase awareness about the availability of existing car parks
5. Provide connected way finding signage
6. Adjust night and weekend parking rates to support visitation to the CBD
7. Advocate for effective and seamless public transport at night



1 | INTRODUCTION

PURPOSE OF THIS PAPER

This Paper has been prepared to seek feedback on ideas that will form the City's future NTE Strategy for the next five years.

The direction of this paper draws on key themes and potential actions which emerged as a result of consultation with the community, research, evidence and experiences from other like cities.

We invite you to contribute to the discussion focusing on the potential actions outlined under the key themes in the Paper.

Your feedback will allow Council to develop a NTE Strategy that reflects the values, concerns and recommendations of our community.

WHAT IS THE NIGHT TIME ECONOMY?

For the purposes of this Paper we define the Night Time Economy as all activities and experiences that occur at night. This includes any night time activity including recreation, entertainment and public services such as transport, infrastructure, policing, venue and street hygiene².

When is night?

Night refers to activities after 6pm known as:

- Early evening (6pm-8pm)
- Night (8pm-1am)
- Late night (1am-3am) and
- Early morning (3am-6am)

WHY IS THE NIGHT TIME ECONOMY IMPORTANT?

The NTE is an important part of the City's economy and identity as the Central City for Sydney and the largest centre in Western Sydney. The NTE provides great economic, social and cultural benefits to the City, its residents, visitors, businesses and workers. Not pursuing a framework for the NTE will be detrimental to the City. It could mean the loss of potential economic growth, loss of flexible employment, and missed opportunities to attract large corporate offices and talented workers, potential residents, businesses as well as talented creatives and artists. It will also limit the opportunities to increase the number of overnight stays by visitors.

There is a wealth of benefits from growing and managing the City's NTE to ensure that it appeals to a wide cross section of our community. The City will champion diversity, great experiences and be a welcoming space at night. A thriving NTE contributes to establishing a unique identity for Parramatta, making it a place that people want to be in. It will enhance community cohesion and a sense of belonging, boost economic growth and increase flexible employment.

Economic Benefits

The City's NTE was valued at \$908.7 million in 2015, having grown 13% since 2009. This growth has largely been in cafés and restaurants which has grown 43% during 2009-2015³. This rate of growth is aligned to the aspirations of the City as Sydney's Central City. However, the City's NTE has notable potential to grow and further diversify through active participation by the community and businesses alike.

As such, it is the obligation of Council to provide the right framework in order to encourage organic growth. This will enrich the urban fabric to make the City more liveable, smart and fun.

Cultural Benefits

A great NTE offers opportunities to enjoy the cultural life of the city, sustainable job growth for creative industries, opportunities to express ourselves, and celebrate our cultural richness through storytelling.

Social Benefits

A vibrant, welcoming and diverse night time economy improves perceptions of safety, expands civic and community life, provides opportunities to come together and celebrate. In particular our newly arrived residents often come from backgrounds where nightlife is an important part of social and community life for all ages.

Environmental Benefits

A great NTE activates the city's natural assets after dark, providing cool and natural spaces to be at night.

KEY FOCUS AREAS



In determining areas of focus for the Paper, Council investigated areas that have existing NTEs to capture baseline information. Naturally, people tend to gravitate towards existing night time areas, using them as reference points when talking about aspects and elements which they consider appealing or which could be improved upon.

From Micromex's resident survey, it was evident that the City's resident population had an understanding of Parramatta CBD, Harris Park and Epping as existing NTE areas. For this reason, they have become the focus for Paper and the NTE Strategy that will follow.

OTHER AREAS THAT CONTRIBUTE TO THE NTE



ROSEHILL

Rosehill is an important hub for recreation and for attracting visitors from outside the local area. The Australian Turf Club and Rosehill Racecourse are an important source of entertainment for Sydney-siders. The Valvoline Raceway (Sydney Speedway) is also a local favourite for motorsport fans.

SYDNEY OLYMPIC PARK

Sydney Olympic Park is Australia's major event, sport and entertainment precinct able to successfully host major games and multiple event types concurrently in a range of venues and open space. A green precinct, surrounded by 430 hectares of parklands, it continues to maintain its major events capacity and offers 10 world class venues.



2 | OUR APPROACH

HOW DID WE DEVELOP THIS PAPER?

To develop this Paper, we collected input from over 1500 participants including a range of community members, businesses, organisations, workers and visitors. We have also considered past studies, Council strategies and appropriate literature relating to the NTE.

The input that has informed this Paper is listed below.

NTE BASELINE RESEARCH (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 the 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) recontact. The data is not weighted but rather a random sample of visitors to the areas.

TWO WORKSHOPS (BUSINESSES AND KEY STAKEHOLDERS) - Two workshops were held in early April 2017 with 26 participants representing businesses and key stakeholders of the NTE. They provided insight into projects and ideas on how to grow the NTE in Parramatta CBD, Epping and Harris Park.

NIGHT 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, the condition of the lighting, cleanliness and antisocial behaviour. A total of 4 night audits took place – 2 in Parramatta CBD and 1 each in Harris Park and Epping. Each audit started at 6:00pm and finished at 1:00am, with researchers completing 2 to 3 loops in each area.



KEY STAKEHOLDER CONSULTATION

FOUR FOCUS GROUPS - Focus groups provide an opportunity for people to explore different points of view and formulate and reconsider their own ideas and understandings on a particular topic⁴. This research method was implemented to understand and probe the thoughts and feelings of residents, visitors and workers on night time activities in Parramatta CBD, Epping and Harris Park. These sessions were split into the following age groups: 16-24; 25-39; 40-59; 60+.

INTERNAL COUNCIL WORKSHOPS - Internal Council workshops were held to help understand the existing NTE and present key findings of the research.

BUSINESS RETENTION AND EXPANSION 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 NTE with regards to creative and cultural offerings, look and feel of the city and availability of cafes, restaurants and pubs.

PARRAMATTA POLICE CONSULTATIONS One-on-one discussions were held with Parramatta Local Area Command (LAC) to gather their input on the current NTE, as well as feedback on related projects such as the Parramatta CBD Small Bars Policy.

LIQUOR ACCORD PRESENTATIONS Draft findings from the NTE 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 by 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 and the NTE encompassed and sought ideas on how to diversify the City at night.

SUBMISSIONS TO PARRAMATTA CBD SMALL BARS POLICY Some submissions to the Parramatta CBD Small Bars Policy were considered as part of this Paper, as they detailed specific ideas for Council to investigate.



What does a successful Parramatta Night Time Economy look like?

PILLARS FOR OUR FUTURE NIGHT TIME ECONOMY

From our extensive consultation with the community, we realise there are three key pillars to a successful night time policy that are particularly pertinent to the City.

DIVERSITY

Diversity is our community's greatest strength. People of different ages, cultures, backgrounds and perspectives come together in Parramatta and respecting and celebrating our difference is fundamental to our identity. In a way, this Paper serves to facilitate a discussion on how to further diversify the City's total offerings and realise Parramatta's potential to have a thriving, vibrant nightlife. It aims to identify gaps, harness opportunities and dispel misconceptions about what the City can offer when the sun goes down. It provides a range of opportunities and experiences for all members of the community. At the same time, it aims to balance concerns and demands of current stakeholders with those of future residents, visitors, business owners and workers.

WELCOMING

Through our consultation with community members, clear themes have emerged surrounding perceptions of safety, accessibility and appeal of the City at night time. A city that welcomes and includes all people, and where everyone feels like they belong, is a safe place to be after dark.

GREAT EXPERIENCES

Cities are complex spaces that are constantly evolving. Successful night time policy needs to be holistic, flexible and resilient. It needs to allow room for spontaneity, discovery and curiosity, so that people can meet, interact and have great experiences. Planning, design, regulation, culture and creativity come together to ensure that our community can have great experiences in urban spaces.



3 | OUR EXISTING NIGHT TIME ECONOMY

WHAT MAKES UP THE CITY'S NIGHT TIME ECONOMY?

The three key focus areas have distinct elements that make their NTEs operate differently and attract different residents, workers and visitors. The City's current NTE is made up of the restaurants, specialised grocery stores, small bars, the Riverside Theatre, hotels and pubs that are active between 6pm – 11pm most nights. The City has an active early evening and night economy that centres around food, particularly around Church Street in Parramatta CBD, the cluster of restaurants alongside Wigram and Marion Streets and Rawson and Beecroft Roads in Epping.

ECONOMIC

A yearly report outlining economic trends in NTEs using ABS data is commissioned by the National Local Government Drug and Alcohol Committee (NLGDAAC), of which Council is a member. The report on the Australian NTE and the NTE Economic Performance of Key LGAs 2009 to 2015 compared the economic output of a number of LGAs throughout Australia.

The City's NTE can be measured through tracking and measuring the sales turnover, establishments and employment of both the Core, Non-Core NTE and supply NTE. In 2015, the Australian NTE was valued at \$121.7 billion dollars, 19% of the total Australian economy⁵.

The following information provides a snapshot of the trend between 2009 and 2016 in regards to the City's NTE:

- There are 1,182 establishments operating in the Core NTE sector of the City's economy, which account for 28% of the total NTE.
- The number of Core NTE establishments has increased by 27% since 2009.
- Employment associated with core NTE activities has increased from 7,646 in 2009 to 8,632 in 2015 (growth of 13%). Food sector is the largest sector in the City's NTE:
 - sales in the food sector has grown 43% during 2009 – 2015
 - employment in the Food sector has grown 27% during 2009 – 2015
 - number of establishments has increased by 43% during 2009-2015.

How is the Night Time Economy currently being used?

This section provides suburb specific reflections on how the NTE is currently being used by the City's visitors. This forms part of the baseline research Micromex undertook for Council in the three areas of focus: Parramatta CBD, Harris Park and Epping.

GAPS IN THE BASELINE RESEARCH

In early 2017, two major infrastructure changes took place – the Parramatta Pool was demolished and Parramatta Stadium was to be replaced with a new 30,000 seat venue. Parramatta Stadium, the City's largest and best known sports venue, was readily accessible by foot and a key NTE contributor. As the

baseline research provides a snapshot of the NTE between March and May 2017 it does not capture sports and recreation at Parramatta Stadium as a key NTE driver, despite being embedded in the City's NTE culture. This was evident in the focus groups, where people talked about Parramatta's NTE in general, rather than how they had spent their time on a particular night (as the baseline research identified). At the Youth Forum, young people talked positively about their past experiences in the NTE including recreation at Parramatta Stadium and at Parramatta Pool.

PARRAMATTA CBD

 **93%** Spent time with family/friends

 **93%** Had a full sit-down meal

 **61%** Had a drink



Group Size 3.89 people



Group Spend \$167.92

From a youth perspective (12-25 year olds):

- Going to Westfield for food, shopping and movies
- Church St shopping, cafes and restaurants
- Parramatta Park including for events
- Robin Thomas Reserve to play or watch friends play sport
- Watching sports and Parramatta Stadium
- Prince Alfred Park including for Winterlight and the City Library

HARRIS PARK

 **82%** Spent time with family/friends

 **62%** Had a snack

 **51%** Had a full sit-down meal



Group Size 3.25 people



Group Spend \$105.15

From a youth perspective (12-25 year olds):

- Food and restaurants
- Indian food
- Lebanese sweets
- Cheaper food, Spice of Life, Bay foods,
- Cake shop
- Going to church/temple
- Playing in the park, performing, enjoying Wigram St because it's peaceful
- Elizabeth Farm and bowling

EPPING

 **65%** Went shopping

 **62%** Spent time with family/friends

 **41%** Had a snack



Group Size 2.42 people



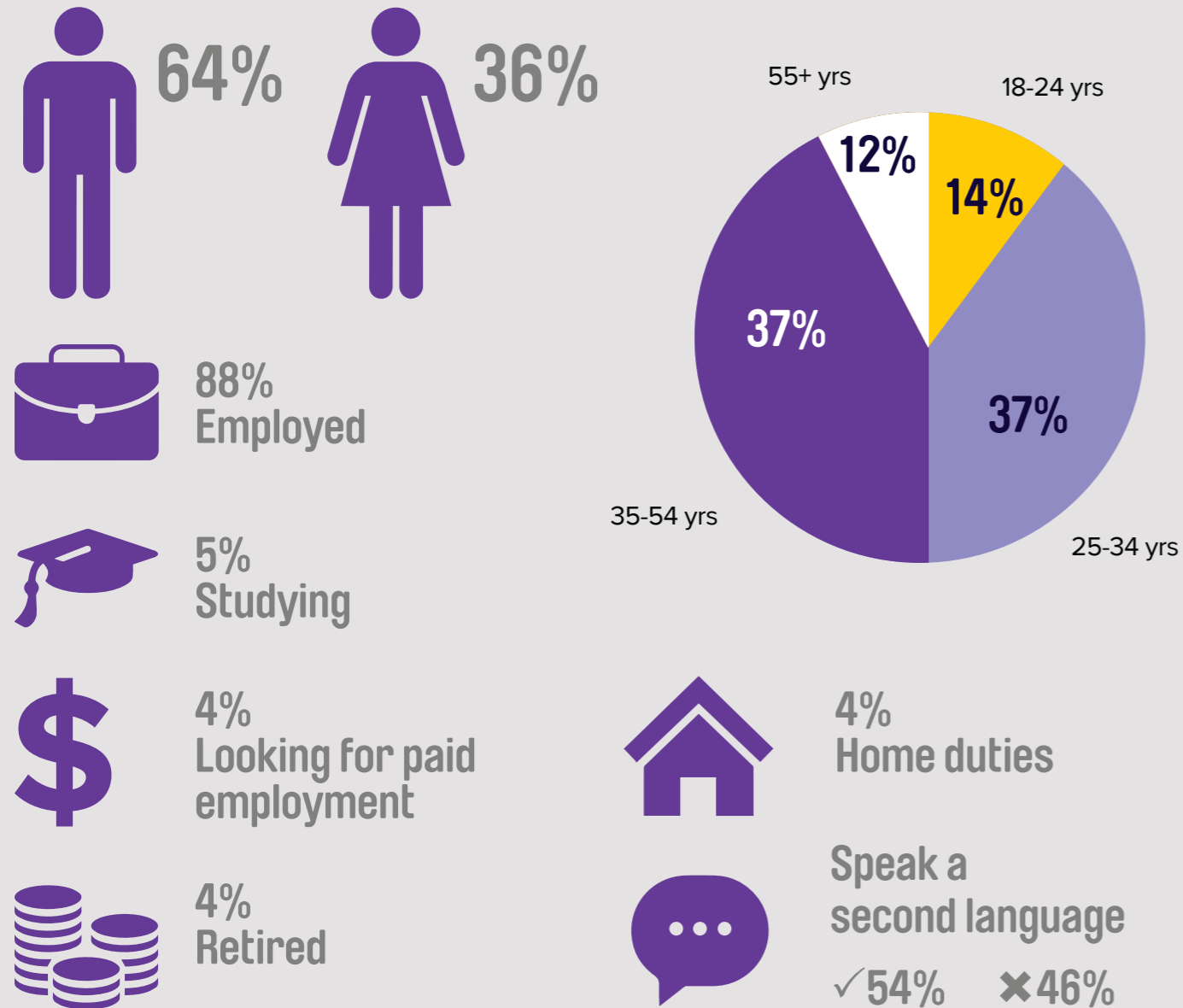
Group Spend \$81.39

From a youth perspective (12-25 year olds):

- restaurants with friends and family including Krispy Kreme and Korean BBQ
- West Epping Park and Boronia Park
- shopping
- Swimming
- School formal

WHO IS PARTICIPATING IN CITY OF PARRAMATTA'S NIGHTLIFE?

Baseline research by Micromex provided insights into who is currently (2017) using the NTE in Parramatta CBD, Harris Park and Epping.



GENDER
Parramatta CBD was more even in terms of males (46%) and females (54%), with a male dominance in Harris Park (84%) and Epping (68%).

AGE
More 18-24 year olds participated in Epping (20%) and Harris Park (15%) than in Parramatta CBD, while Parramatta CBD drew more 25-34 year olds (39%) and 35-54 (38%)

EMPLOYMENT
More retirees (9%) participated in Epping's NTE than elsewhere. Slightly more students participated in Harris Park's NTE (8%) than in the other two precincts.

SPEAK A SECOND LANGUAGE
We are a diverse community, with over half of those participating in our NTE being able to speak a second language.



WHERE ARE PEOPLE COMING FROM?

Visitors to Epping and Harris Park tend to reside closer to the precinct they were visiting, whereas visitors to Parramatta CBD appear to have a wider distribution of residence across Sydney. This is a reflection of Parramatta CBD as an employment hub⁶.

	Parramatta CBD	Harris Park	Epping
City of Parramatta	39%	75%	74%
Blacktown	11%	1%	1%
Hornsby Shire	<1%	0%	13%
Cumberland Council	11%	2%	0%
City of Canterbury Bankstown	3%	4%	0%



KEY TRANSFORMATIVE PROJECTS

The City is seeing a significant transformation. The projects listed below will all impact how our NTE develops over time, and alongside these large developments.

WESTERN SYDNEY 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 the Western Sydney Stadium will cement sport as a key ingredient of Parramatta's nightlife and will further support local restaurants and bars within proximity.

MUSEUM OF APPLIED ARTS AND SCIENCES

Our City welcomes a world class iconic museum in Western Sydney – the flagship site for the Museum of Applied Arts and Sciences (MAAS).

5 PARRAMATTA SQUARE

This architecturally designed civic and cultural centre will be our 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.

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 the City's nightlife.

CIVIC LINK

Extending over four City blocks, Civic Link is a green, pedestrian, cultural corridor connecting Parramatta CBD's transport, civic, and riverfront spaces.

AQUATIC LEISURE CENTRE

Constructed within the Mays Hill Precinct of Parramatta Park, the new aquatic centre will meet the contemporary and recreation needs of the community, providing sport and leisure opportunities into the evening and night.

LIGHT RAIL

The Parramatta Light Rail will connect our City and its neighborhoods, making it easier for residents and workers to participate in the City's NTE.

SYDNEY METRO WEST

Sydney Metro West will better connect Sydney CBD and Parramatta CBD.

RIVER SQUARE

Parramatta's premier public riverside space, which has the potential to host night activities and events along the river foreshore.

WESTMEAD HEALTH PRECINCT

The Westmead Health Precinct is a very unique place insofar as there are hospitals, universities and research institutions all co-located. It has the right components and partners to be an internationally-renowned bio-tech hub.

Westmead will be more accessible, have better amenity, improved retail and hospitality, and improved connections to Parramatta CBD's growing NTE.

4 | KEY THEMES FOR OUR NIGHT TIME ECONOMY

DISCUSSION QUESTIONS

A number of potential actions have emerged under each of the seven key themes outlined in the following section.

Council has limited resources and to ensure we hit the mark for the City's Draft NTE Strategy, we want you to ask yourself the following questions as you read over this section:

1. Which of the potential actions under each theme do you support the most and why?
2. What are some suggestions on how these potential actions may work?
3. What are some issues and problems that you can see with the potential actions?
4. Are there any additional items that should be included in the development of our NTE?

INTERNATIONAL EVIDENCE AND EXPERIENCES

We have looked at evidence and experiences from around the world to assist us with developing the potential actions. If you need some inspiration, have a look at Appendix 2.



THEME 1

SAFE AND VIBRANT CENTRES

“It is important to consider how crime and perception can change how people feel and talk about Parramatta. We need to work on educating people to let them know Parramatta is safe”

Hotel Manager,
Parramatta CBD

“Build a more vibrant NTE – more restaurants, bars, events – dead after 9pm weekdays.”

Participant at drop in session for Socially Sustainable Parramatta Framework



WHY IS IT IMPORTANT?

Vibrant centres (with active local communities) help people to feel safe at night. Activated nightspots are busy, well-lit and humming with the sounds of the streets. This creates “eyes on the street” and an environment where antisocial behaviour and disorder are less likely to occur or go unnoticed, thus strengthening perceptions of safety in the community.

Positive perceptions of safety encourage people to get out and about at night, participate in activities, stroll the streets, go to dinner or have drinks with their friends.

WHAT IS COUNCIL ALREADY DOING?

- Upgraded CCTV network in Parramatta CBD
- Better lighting via multi-functional poles trial at corner of Smith and Macquarie Street
- Ongoing community consultation to assess perceptions of safety and subsequent social outcomes
- High visibility policing program pilot
- CBD carpark upgrades including rebranding and wayfinding
- Streetscape upgrades at Harris Park
- Draft Late Night Trading Development Control Plan (DCP) for key focus areas

WHAT YOU SAID YOU WANTED?

TO FEEL SAFE AT NIGHT TIME

During 2017 Council undertook extensive consultation with our community. 98% of visitors and 96% of residents agree that a key factor to deciding where to visit at night for leisure is knowing that the area feels safe. People also noted that if the city was vibrant and alive, with more people around, they would feel safer.

There were differences in how to address the feeling of safety, and even address the perceptions of safety. Those aged 40 and above indicated that having visible police presence would make them feel safe at night, while young people felt that they had a poor relationship with police and security.

In particular, within the Parramatta context, focus group participants indicated that their feelings of safety diminished when “undesired others” enter the night time space, including homeless persons, drug users, drunk or rowdy people and, in some cases, those older participants identified ‘young people’⁷. In the existing NTE, participants do very little to engage

“Light up the streets – most of the streets are in the dark”

Straight talk – A Shared Vision for Parramatta



with those they identify as undesirable others, only noting the impact of these groups’ presence on their feelings of safety.

The issue of tolerance of different groups was seen as a way to educate and change behaviour, with a 16-24-year-old participant mentioning that “it is a culture issue to fix safety, [it] is more than just having police on the streets⁸.”

MORE NIGHT FRIENDLY URBAN DESIGN

It is widely believed that safe and enjoyable spaces attract more visitors and encourage more participation in the night time activity⁹. However, feelings of safety differ widely across the community, visitors and key stakeholders¹⁰. Many of the participants aged over 40 fear walking from Church Street or Riverside to Parramatta Station, and many female participants do not feel safe walking from Harris Park Station at night. Both feel threatened by groups of men or youths¹¹. In order to maximise the number of individuals partaking in NTE activities, concerns regarding walkability around the elected precincts, in particular to and from transportation and car parking, need to be addressed.

BETTER LIGHTING

People suggested that lighting is critical to achieving a sense of safety at night time, with Harris Park in particular being an area which could use more lighting. Others explored the potential for creative and functional lighting to keep things interesting on the street as well as promoting safety. Consistent lighting in thoroughfares and laneways was also identified as a key factor in increasing the feelings of safety and vibrancy. The night audit revealed that Epping was the darkest location with only 11% of the businesses considered to be well lit on a late evening on a Saturday¹².

MORE THINGS TO DO AFTER HOURS

A key recommendation from the *Needs of Teenagers and Young People in the Parramatta CBD*, included spaces for young people to sit and hang out with friends¹³. This was reinforced in the 16-24 year old focus group where a number of participants indicated their frustration with the lack of activities and spaces available for teenagers and young people that did not involve drinking. Similarly, other focus groups indicated that there was not enough in the existing NTE for a whole night out i.e. a dinner,


drink, a show/live music, followed by shopping or “third spaces” to socialise.

POTENTIAL ACTIONS

1. Develop a lighting strategy that creates a safe night time environment as well as adds to the experience and interest of the place in the key focus areas
2. Encourage later trading retail and non-alcohol based uses
3. Commission artists for creative lighting installations in “dark spots” or unwelcoming spaces to encourage feelings of safety in the night
4. Improve legibility and way finding within the CBD particularly around the transport interchange, toilets and library
5. Review Parramatta Safety Plan

THEME 2

A COMPETITIVE NIGHT TIME ECONOMY



“Parramatta has all of the assets & natural space as a leading night life entertainment precinct. The City of Parramatta Council has only yet to seize the opportunity to establish its nightlife as a uniquely branded and unified leisure site”

Submission to Draft Parramatta
CBD Small Bars Policy

WHY IS IT IMPORTANT?

For a large number of Greater Western Sydney residents, Sydney CBD is the destination of choice for heading out at night. There is an opportunity for Parramatta to become the regional night culture capital in Greater Western Sydney. We want to foster and promote a night culture that offers a different experience than Sydney CBD and recaptures our night-active local residents, and brings in new visitors.

WHAT IS COUNCIL ALREADY DOING?

- Lanes Strategy and Civic Link Framework to invite interesting development that activates Parramatta's network of hidden laneways
- Diversifying licensed venues through small bar policy
- Providing information resources such as 'how to start a small business' workshops held regularly with local training organisations
- Working with Service NSW to move more potential customers through the Easy to Do Business Program
- Social enterprise program and a series of workshops on social innovation

WHAT YOU SAID YOU WANTED?

MORE SUPPORT FOR SMALL BUSINESS

The business workshop and small bars workshop participants both discussed the need for greater flexibility and assistance in setting up and running a small business. Most of the participating businesses understand the long term benefits of the major transformative developments occurring in Parramatta CBD, such as the light rail and MAAS, but are concerned for the viability of their business and fear a drop in visitors to the CBD over the next five years. Place-based marketing and events and activations (that are not food related), are seen to benefit businesses concerned with the level of construction occurring in Parramatta CBD.

COORDINATED AND TARGETED MARKETING

A lot of people in the focus groups did not know what was happening in their city, which notes a gap in communication between Council and its NTE users, workers and residents. A key example desired by all focus groups was for more live music through the city, with none knowing that Council had planned their Live and Local event for that weekend in Parramatta CBD.

LATER TRADING BUSINESSES

People wanted more businesses to stay open later into the night. People noted that Parramatta "just dies after 11pm". While Parramatta CBD is seen to have the most variety when compared to Epping and Harris Park, people still wanted more variety of restaurants and bars and for the existing businesses to trade later. Some of the focus group participants stated that the areas are exempt from the "lock out" zone and could capitalise on this¹⁴. The key stakeholder workshop understood this as a positive for the City, however also recommended that the right planning and regulatory framework would ensure there are clear expectations for businesses (particularly licensed premises) and future residents. People wanted to see shops such as supermarkets and retail open later in the evening. One focus group participant made a point that the Westfield in Bondi Junction trades until 7pm Monday – Friday. Given the City's large worker population, later trading shops was seen as an incentive to spend more time in the City after work. Additionally, later trading supermarkets and shops would also allow those residents travelling back to the City, to pick up necessary items after hours.

A DISTINCT EXPERIENCE & NICHE OFFERING

A distinct experience is cited as a key reason why people would travel to a certain place to eat, drink or participate in a particular activity. Harris Park was considered to have a distinct NTE, a strength that should be better marketed and enhanced. There were fears that Parramatta CBD was going to lose its history, heritage and authenticity as the city begins redevelopment. Additionally, Epping did not have a distinct "night time experience" attached to it, however the research notes there is a desire for more at night. The focus groups and audit did reveal that Epping is a centre for tutoring, and the desire for a "late night hub" was mentioned by young people as a way to seamlessly draw day activities to night.

Out of all three centres, people agreed that Harris Park had the most distinct experience. While some focus group participants noted that beyond food and grocery shopping there was not much to do there, others realised the potential of Harris Park to draw people from all of Sydney. Some recognised activities that could further be attached to the 'distinct' areas of Parramatta CBD and Harris Park, with a participant at the key stakeholder workshop proposing marketing the "pubs of Parramatta", or a participant in one of the focus groups proposing a small cinema showcasing foreign films from India, Lebanon and Italy in Harris Park, alongside craft nights from these different cultural groups.



"Harris Park has quality restaurants, not the big chain franchises that are more abundant in other areas"

Participant,
Key Stakeholder Workshop

POTENTIAL ACTIONS

1. More small business workshops covering aspects such as later trading, food businesses, small bars and live music
2. Grow local visitation through unique marketing for Parramatta CBD, Harris Park and Epping
3. Increase and encourage more events in Harris Park and Epping to increase visitor spend into the economy
4. Investigate incentives to encourage later trading of retail and other commercial uses at night
5. Trial night markets in Parramatta CBD
6. Investigate the potential to extend opening hours for cultural venues and community facilities such as libraries and Town Hall.



THEME 3

LIVE ENTERTAINMENT & RECREATION



“I believe Parramatta is becoming busier with all the developments going and there are already many excellent and interesting restaurants. There is nothing like live music that adds atmosphere and ambience”

Community feedback – Parramatta CBD
Cultural Plan

WHY IS IT IMPORTANT?

Venues for music, theatre, sports and other leisure activities are essential to the cultural identity of a city. In many instances, the concentration of these types of venues results in the establishment of an entertainment hub, which, in turn can attract secondary businesses (such as cafes, restaurants and other attractions), and promote investment and growth in the surrounding area. Achieving a balance between the value and impact of entertainment venues within a centre is vital for the growth of the NTE.

However, these districts can cause conflict with residents – while an inner city lifestyle is desirable, many people don't want to lose sleep over it.

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.
- Working with the state government to deliver the new Western Sydney Stadium

WHAT YOU SAID YOU WANTED

MORE LIVE MUSIC

More live music and entertainment that showcases all our different tastes and cultures was voiced by all focus groups, at the youth forum and key stakeholder workshop, and discussed in the submissions to the Parramatta CBD Small Bars Policy. The data collected by Micromex placed live music as a lower 'importance attribute' to both the visitors and non-visitors, however the first 4-5 attributes were all related to safety and parking. Additionally, the statement measured by the Micromex researched asked if the area had a good live music scene, not measuring the desire for more live music.

MORE FAMILY FRIENDLY ENTERTAINMENT

Many people wanted the NTE to be family friendly. They noted that early evenings are the periods of time they would be most willing to participate and

“Just a few residents complaining about noise can cause huge problems for night time businesses. Ground rules need to be set by Council to ensure that residential constructions are built to endure a certain level of noise”

Participant, Key Stakeholder Workshop

engage in night time activities. Anything after the early evening was considered to not have a 'family friendly' atmosphere as entertainment and activities migrated to more 'alcohol-based venues'. A number of participants aged 35 and above saw the City's natural assets as venues for more family friendly activities such as picnics, markets, food vans, and outdoor cinemas¹⁶.

BE PROACTIVE ABOUT ENTERTAINMENT NOISE

Participants involved within the key stakeholder workshop noted that in developing Parramatta's NTE there needed to be a framework in place for Council to be proactive about potential land use conflicts between residents and NTE uses, particularly around entertainment noise¹⁷. A submission to the Draft Parramatta CBD Small Bars Policy noted that entertainment noise can be a problem and urged Council to have a more proactive approach in managing this issue. The submission also called for an entertainment precinct to be restricted to Parramatta CBD as residential uses are prohibited in this area¹⁸.

BALANCE BETWEEN FUTURE RESIDENTS AND A GROWING NTE

Participants expressed differing views on the growth and management of the NTE. Businesses, licensees and focus group participants noted the importance of managing all relevant stakeholders with a particular focus on mixed-used areas in Parramatta CBD.



To manage the expectations of future residents and future late night trading premises, it was suggested that a policy on acceptable trading hours and noise be developed in addition to education and informing stakeholders.

MORE ACTIVITIES AND ENTERTAINMENT OPTIONS

Alcohol-based activities and live music are only one part of a thriving NTE. Other activities such as spectating sport, learning a craft, listening to a reading and going rock-climbing were also brought up as ideas for the NTE. Interesting and unusual entertainment such as skate parks, sculptures, bowling, arcade and sports competitions were also bought up by young people at the youth forum.

POTENTIAL ACTIONS

1. Council to investigate regulatory changes to manage potential land use conflicts and assist in more low risk, cultural, arts and live music entertainment being showcased in Parramatta CBD, Harris Park & Epping
2. Continued programming of live music events such as Live and Local and Amplify
3. Develop a live music action plan for the city in consultation with key stakeholders including local artists, venues, community and businesses.
4. Encourage and attract interesting and unusual entertainment options that are family friendly
5. Activate existing underutilised spaces as a small music venue space to be curated
6. Deliver an event for young people to showcase original music

THEME 4

CREATIVE SPACES



“Parramatta needs a collaborative arts centre which encompasses a redeveloped Riverside, National Theatre of Parramatta, exhibition space and also spaces for collaborative projects/incubation”

Response to the Cultural Discussion Paper

WHY IS IT IMPORTANT?

Parramatta is home to many creatives, intellectuals, artists, designers, innovators and influencers. We want to provide spaces for these people to meet; where they can create, collaborate and contribute to the Parramatta they want for their future.

WHAT IS COUNCIL ALREADY DOING?

- Parramatta CBD Planning Proposal requirements for minimum commercial floor space in B4 mixed use zone will increase affordable space to allow start-ups and small businesses to flourish.
- Streamlining events process via the Street Activity Policy
- Digital wayfinding app and interactive information poles
- Providing ongoing support to art and cultural spaces including Riverside Theatres, Studio 404 and Parramatta Artist Studios

WHAT YOU SAID YOU WANTED

LANDMARK CULTURAL INFRASTRUCTURE

Participants were positive about the social, economic and cultural benefits of having landmark cultural infrastructure in Parramatta. 7 out of 10 respondents from the consultation conducted for the Cultural Plan Discussion Paper were supportive of the relocation of the MAAS, seeing it as a way to raise Parramatta's profile and strengthen its identity as a cultural hub¹⁹. Participants called for MAAS to become an integrated element of Parramatta's cultural infrastructure.

In addition to the relocation of MAAS, one focus group was particularly positive about having a landmark cultural public building commissioned by a prominent architect, that reflected the values and diversity of the Harris Park community.

ART AFTER HOURS

People want more things to do after hours, including going to galleries and seeing local exhibitions. A number of participants were surprised by the lack of galleries in Parramatta and suggested that a new gallery be a top priority for the City²⁰.

AFFORDABLE STUDIO, WORK, REHEARSAL AND PERFORMANCE SPACES

Creativity and cultural participation are considered essential to developing a successful NTE. Currently there is a gap in the creative and cultural space, with very little for people to engage with and participate in that isn't food or drink related. Additionally, there

is a growing demand for studio, rehearsal and performance spaces, for artists. The Cultural Plan identified the need for improved infrastructure to support our community of artists. A report by Cred Consulting in 2016 indicates that 22.5% of young people wanted creative and performing art spaces as well as hireable studio spaces²¹.

A CREATIVE AND ART FRIENDLY CITY

In addition to galleries and other official art spaces, the urban landscape is seen as a domain for creativity. Young people suggested having a legal 'street art/graffiti' wall in some areas in the CBD²², as well as creative lighting and permanent staging embedded in the urban fabric. This was also discussed at the key stakeholders workshop, where projects that provide opportunities for local artists to develop and showcase their work through installations, urban design and street art were nominated to help enhance the NTE²³.

TECHNOLOGY & CREATIVE INDUSTRIES

Technology is a fundamental part of contemporary life. We inhabit the digital world as much as we do the physical world. Communications and technology are dominant aspects of commercial, social and cultural consumption. As we continue to encounter the city virtually and online, we need to ensure that urban spaces are also connected 'online' and in the real world.

Research with young people led to recommendations on how Council could better engage with this cohort, with two ideas being related to technology embedded in the urban fabric – having free Wi-Fi and power outlets to encourage greater dwell time in urban spaces. Technology also allows its users another avenue for innovation, entrepreneurship and creativity. These correlations between creativity and technology have implications on the NTE, including increased expenditure and creating a secondary 24-hour economy for the City.

One of the recommendations from the Draft Civic Link Framework centres around the need to investigate the potential for tech hubs and incubators as creative spaces within the Civic Link.



POTENTIAL ACTIONS

1. Investigate more spaces for residencies for creatives to live and work within Parramatta CBD and Epping
2. Investigate ways to assist small arts and creative organisations to deliver and showcase their ideas in the evenings
3. Community grant funding for creative ideas for programming Epping and Harris Park to be vibrant after hours
4. Execute the actions under the Parramatta CBD Cultural Plan
5. Broker affordable small and medium venues to be used by the community as creative spaces
6. Undertake research to better understand the range of requirements for incubator and creative spaces in our city



THEME 5

CELEBRATING OUR DIVERSITY, WELCOMING EVERY ONE



“Cultural diversity gives identity to neighbourhoods in the area and has exposed me to new experiences and ideas. There is also a sense of activity, on weekdays and weekends”

Survey respondent,
Socially Sustainable Parramatta
Framework online survey

WHY IS IT IMPORTANT?

Great cities are welcoming and inclusive to all people, regardless of their gender, ability, age or cultural background. A great NTE makes everyone feel welcome and connected. It offers a wide range of spaces, activities and options that provide opportunities to meet up with your neighbours and friends, regardless of your definition of “a good night out”.

Diversity is our community’s greatest strength, and we celebrate our City’s nightlife as the sum of our diverse parts – different cultures, age groups, aspirations, experiences and ideas coming together to create a NTE that is uniquely Parramatta.

WHAT IS COUNCIL ALREADY DOING?

- Let’s Dine Out Program
- Ongoing community consultation to assess perceptions of safety and subsequent social outcomes
- Social enterprise program and a series of workshops on social innovation

WHAT YOU SAID YOU WANTED

DIVERSE USES & DIFFERENT EXPERIENCES

Parramatta’s existing NTE centres around food and alcohol. While food is considered a strength of the City, and a point of differentiation from other NTEs, people also desired for other activities and experiences, beyond eating and drinking. Leisure, culture, learning and playing are just some of the night time activities people wanted to see. Additionally, a number of people expressed the need to have later trading services and shops in order for them to complete their everyday errands. Others noted the importance of retail to encourage office workers to stay in the area longer and allow for a seamless transition from day to night²⁴.

A few participants from the Youth Forum also wanted to see more activities at Parramatta Park, as well as events that targets young people. People wanted different experiences such as being able to go to an arcade, to see sculptures, go bowling, go to the movies, go to a museum or participate in a carnival. Our NTE should also embrace all people, and include events for different groups.

AFFORDABLE PLACES + EXPERIENCES

Affordability, low cost and free options were brought up in the focus groups with families and young people wanting the NTE to be open for all, instead of priced for the ‘dream demographic’ of 25 – 34

year olds. Families wanted places where they were able to have a great time for free, and young people were looking for affordable places to spend time with friends. Many people were concerned with Parramatta CBD becoming more expensive, which would make Parramatta more exclusive, and limit the participation of some community members.

CURATED THIRD SPACES

The research conducted by Micromex reflected that the majority of people who use the NTE do so to spend time with friends and family. Having functional and creative lighting as well as night friendly urban design was also important to people. To address this, Council owned public space, libraries and community facilities could be better utilised and curated to encourage use as “third spaces,” as opposed to workplaces or homes, where people can comfortably “be” and participate in public life. Third spaces are important in urban areas, particularly for residents who live in high rise development or small spaces, where they encourage social interaction and connection with neighbours.

POTENTIAL ACTIONS

1. Investigate potential to trial extended opening hours for cultural venues and community facilities such as the libraries and Town Hall
2. Host events, workshops, courses and live performances for free in already existing underutilised spaces
3. Investigate incentives for non-alcohol based fine grain businesses to trade late
4. Expand activations in our public spaces for young children, young people and over 55’s to be programmed by their cohort
5. Expand night time programming of events and activations that celebrate Parramatta’s cultural and social diversity



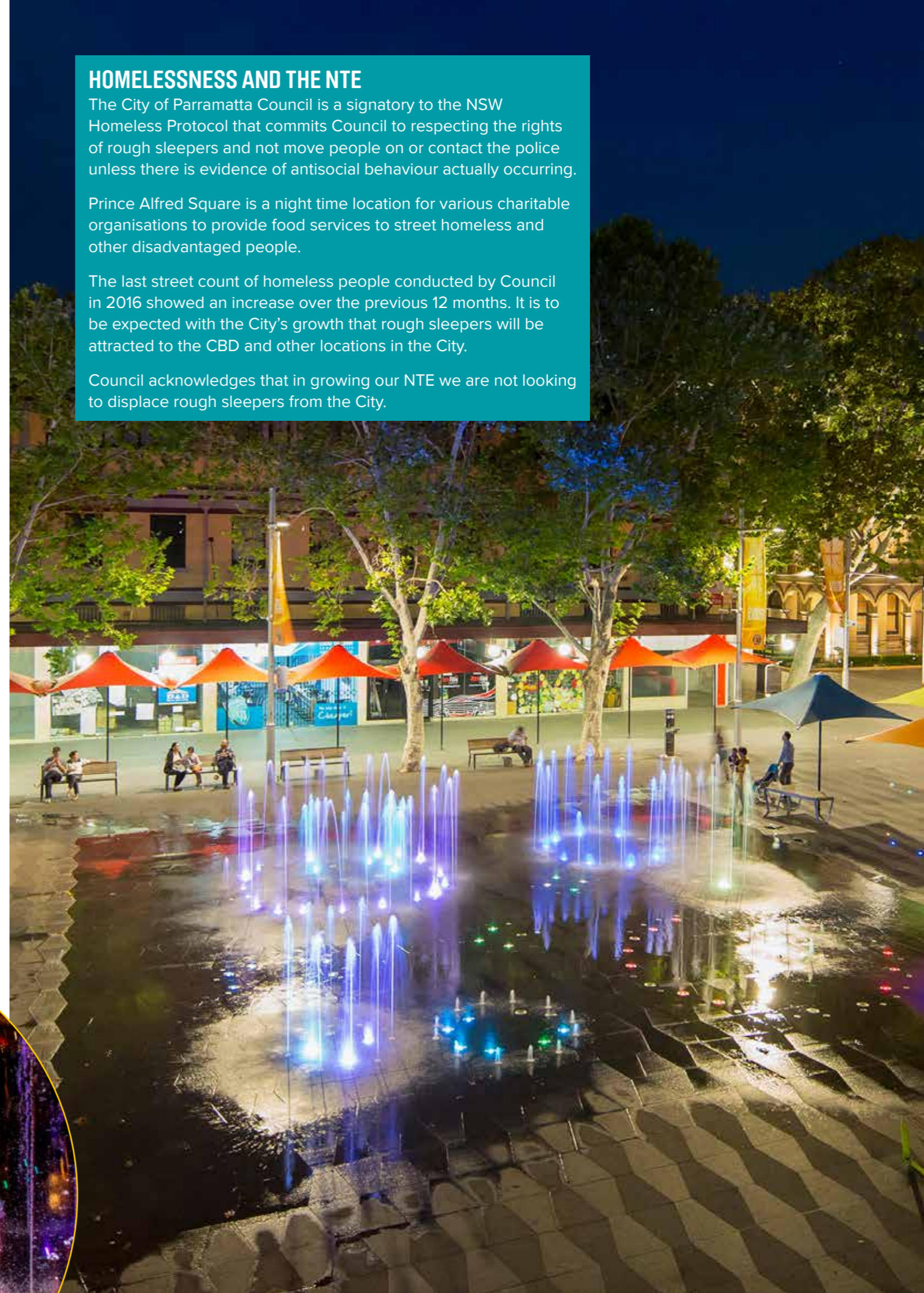
HOMELESSNESS AND THE NTE

The City of Parramatta Council is a signatory to the NSW Homeless Protocol that commits Council to respecting the rights of rough sleepers and not move people on or contact the police unless there is evidence of antisocial behaviour actually occurring.

Prince Alfred Square is a night time location for various charitable organisations to provide food services to street homeless and other disadvantaged people.

The last street count of homeless people conducted by Council in 2016 showed an increase over the previous 12 months. It is to be expected with the City’s growth that rough sleepers will be attracted to the CBD and other locations in the City.

Council acknowledges that in growing our NTE we are not looking to displace rough sleepers from the City.



THEME 6

EVENTS AND ACTIVATIONS

“The idea of the ‘park’ as a public domain has changed – parks need food carts. In France I distinctly remember in one of their parks there was a food cart, a crepe cart, a high end restaurant, a playground and a small art gallery. They were using their public domain to its full potential and it catered to a number of people including families”

Sydney Business Chamber (Western Connection) interview



WHY IS IT IMPORTANT?

Parramatta has a rich cultural identity and an enviable wealth of unique spaces. Our beautiful river, diverse mix of buildings and hidden network of laneways are among our most treasured physical assets. We want to create amazing experiences that utilise these wonderful spaces and attract visitors from across the country and around the world. We also understand that we are entering in to a period of construction, particularly in Parramatta CBD. We have to be as proactive as possible to ensure that our events and activations continue to bring and engage people throughout the City.

WHAT IS COUNCIL ALREADY DOING?

- Partnerships with Parramatta Park.
- River Foreshore and Centenary Square to bring large events to Parramatta, including Tropfest, Sydney Festival.
- Great calendar of events that celebrate Parramatta's cultural diversity including Parramatta Lanes Festival, Parramasala, Arab Film Festival Australia, Lunar New Year Festival, Winterlight Festival, New Year's Eve & Sydney Writers' Festival.

WHAT YOU SAID YOU WANTED

MORE EVENTS

People noted that Parramatta did events and activations well. However, they did express they wanted to see more events around Harris Park and Epping²⁵. Key stakeholders noted events and activations as a strength of the City, however business owners saw it as a challenge due to potential closures of streets and car parks²⁶ having impact on their business. However, business owners also saw the positive impacts of events, stating that the City should curate a regular program of events and offer first preference to local businesses.

POP UP VENUES: SMALL BARS, FOOD VANS & NIGHT MARKETS

Temporary venues were seen as a way to activate the night time and “test” areas out prior to committing to something more permanent. Participants at the youth forum mentioned food trucks, sculptures, musical events, a social hub with bowling, table tennis, food and areas to sit around²⁷. Those in focus groups also identified food vans as appropriate activations for “dead areas” such as around the transport nodes, car parks and in places like Epping.



At the Youth Forum, the idea of night markets and food stalls were bought up as activations the youth could be involved in. Night markets were also supported by the Sydney Business Chamber, who indicated it was a great way to test opportunities in the key focus areas.

TO USE UNDERUTILISED SPACES FOR EVENTS

A number of people suggested ‘pop up’ galleries, creative spaces, retail and small bars as potential projects to activate Parramatta's nightlife. There is a need from the community, businesses as well as key stakeholders for Parramatta to be able to better utilise spaces for temporary, short term leases or events. It is socially and economically beneficial for Parramatta to attract more events and spark various cultural and night activations, however planning legislation was cited as a barrier to achieve these outcomes. One of the Draft Parramatta CBD Small Bars Policy submissions recommended that new redevelopments that front or back a laneway, should be better designed to include and upgrade the laneways for them to be leased to mobile food vans, licensed pop up venues and pop up bars²⁸.

POTENTIAL ACTIONS

1. Consider more pilot place making projects which begin to activate the city and other centres
2. Allow independence to flourish by making applications for small events and small venues easier
3. Ensure new developments have ground and first floor retail and commercial spaces that trade beyond 5pm
4. Continue to curate a regular program of events and festivals that activate our outdoor, public and natural environment



“There needs to be a balance of small and large to keep the ambience. Balance is important to create a better environment”

Licensee, Parramatta CBD

THEME 7

EASY TO GET TO, EASY TO GET HOME



“Better connections are needed between the different parts of the city, there is more to Parramatta than just downtown”

Participant, Key Stakeholder Workshop

WHY IS IT IMPORTANT?

Accessibility was cited as the second most important concern of residents and workers. A strong and efficient transport network ensures our city and its various attractions are made accessible to all residents and visitors in the greater region. In each city, this invariably involves significant investment in the ongoing development and upgrading of public transportation nodes. With regards to the NTE, this also involves providing a greater frequency of services, increased security and partnering with particular events, among others.

Construction throughout the CBD has also been disruptive for many members of our community.

WHAT IS COUNCIL ALREADY DOING?

- Working with the State Government to deliver light rail from Westmead to Carlingford via Parramatta CBD
- Investment in active transport modes such as cycle ways and greater priority given to bicycles and pedestrians
- Parramatta CBD Public Car Parking Strategy

WHAT YOU SAID YOU WANTED

EASE OF PARKING AT NIGHT

Parking is a prominent issue to the majority of the participants of the research, resonating most with businesses, families and over 35 year olds²⁹. 88% of residents indicated parking as an important factor in their participation in the NTE. They perceive Parramatta CBD and Harris Park to be difficult places to find parking, particularly in areas where significant development is occurring. Epping was perceived to have issues with traffic congestion rather than parking³⁰. Some participants understood that Parramatta was undergoing change to become the “central city”, however still associate the area as ‘suburban’ – with the ability for easy parking. The Draft CBD Public Car Parking Strategy favours short term parking over long term parking to support local businesses. Issues of safety contribute to the demand and preference of certain car parks over others.

BETTER CONNECTIONS BETWEEN PARRAMATTA AND WESTERN SYDNEY

Literature notes that efficient late night transportation is vital to increase the number of people coming into nightlife areas. Research also indicates that drivers living in suburban areas with limited access to public transport may continue

to rely upon private cars when visiting nightlife destinations³¹. Participants from the South West and North West of the LGA stated that because there was not frequent public transportation from their locations to and from the City, they were most likely to disregard Parramatta as an area to go out to, opting for options such as Sydney CBD, Darling Harbour/King Street Wharf and the Inner West³². Other participants indicated that they would rather drive locally or to Sydney CBD than visit Parramatta, Harris Park or Epping as it was an easier option.

EASE OF MOVEMENT FOR PEDESTRIANS

Universal design is important to ensure that there is ease of movement for pedestrians. Given that Parramatta CBD is at the beginning of its construction phase, it is more important to consider how visitors, residents and people with a disability will be able to navigate through the area. There is fear that the construction phase will deter visitors and residents from further engaging in the NTE, with businesses voicing the importance of accessibility within these areas.

ENGAGING & SAFE PUBLIC TRANSPORTATION NODES

A number of participants noted that if they did make their way to Parramatta or Harris Park at night, another barrier to catching public transportation was the feelings and atmosphere of not feeling safe in the train stations. Harris Park was considered “creepy” because of the lack of people that would use that station after hours, and the lack of lighting. Similarly as discussed in Liquor and Gaming NSW’s youth consultation for Sydney’s NTE, participants noted that they would catch public transport if there are a lot of people around however, would utilise ride sharing applications such as Uber because of safety issues³³.

POTENTIAL ACTIONS

1. Encourage universal design to create an accessible city
2. Investigate alternative transport options to make getting in and out of Parramatta CBD, Harris Park and Epping easier for visitors and residents coming west of Parramatta
3. Increase awareness about the availability of existing car parks
4. Provide connected way finding signage
5. Adjust night and weekend parking rates to support visitation to the CBD
6. Advocate for effective and seamless public transport at night





SUMMARY OF POTENTIAL ACTIONS

Theme	Potential Actions
Safe and Vibrant Centres	1.1 Develop a lighting strategy that creates a safe night time environment, as well as adds to the experience and interest of the place in the key focus areas
	1.2 Encourage later trading retail and non-alcohol based uses
	1.3 Commission artists for creative lighting installations in "dark spots" or unwelcoming spaces to encourage feelings of safety in the night
	1.4 Improve legibility and way finding within the CBD, particularly around the transport interchange, toilets and library
	1.5 Review Parramatta Safety Plan
A Competitive Economy	2.1 More small business workshops covering aspects such as later trading, food businesses, small bars and live music
	2.2 Grow local visitation through unique marketing for Parramatta CBD, Harris Park and Epping
	2.3 Increase and encourage more events in Harris Park and Epping to increase visitor spend into the economy
	2.4 Investigate incentives to encourage later trading of retail and other commercial uses at night
	2.5 Trial night markets in Parramatta CBD
Live Entertainment & Recreation	3.1 Council to investigate regulatory changes to manage potential land use conflicts and assist in more low risk, cultural, arts and live music entertainment being showcased in Parramatta CBD, Harris Park & Epping
	3.2 Continued programming of live music events such as Live and Local and Amplify
	3.3 Develop a live music action plan for the city in consultation with key stakeholders, including local artists, venues, community and businesses.
	3.4 Encourage and attract interesting and unusual entertainment options that are family friendly
	3.5 Activate existing underutilised spaces as a small music venue space to be curated
	3.6 Deliver an event for young people to showcase original music
Creative Spaces	4.1 Investigate more spaces for residencies for creatives to live and work within Parramatta CBD and Epping
	4.2 Investigate ways to assist small arts and creative organisations to deliver and showcase their ideas in the evenings
	4.3 Community grant funding for creative ideas for programming Epping and Harris Park to be vibrant after hours
	4.4 Execute the actions under the Parramatta CBD Cultural Plan
	4.5 Broker affordable small and medium venues to be used by the community as creative spaces
	4.6 Undertake research to better understand the range of requirements for incubator and creative spaces in our city
Celebrating our diversity, welcoming everyone	5.1 Investigate potential to trial extended opening hours for cultural venues and community facilities, such as the libraries and Town Hall
	5.2 Host events, workshops, courses and live performances for free in already existing underutilised spaces
	5.3 Investigate incentives for non-alcohol based fine grain businesses to trade late
	5.4 Expand activations in our public spaces for young children, young people and over 55's to be programmed by their cohort.
	5.5 Expand night time programming of events and activations that celebrate Parramatta's cultural and social diversity
Events and Activations	6.1 Consider more pilot place making projects which begin to activate the City and other centres
	6.2 Allow independence to flourish by making applications for small events simpler and easier
	6.3 Ensure new developments have ground and first floor retail and commercial spaces that trade beyond 5pm
	6.4 Continue to curate a regular program of events and festivals that activate our outdoor, public and natural environment
Easy to get to, Easy to get home	7.1 Encourage universal design to create an accessible city
	7.2 Investigate alternative transport options to make getting in and out of Parramatta CBD, Harris Park and Epping easier for visitors and residents coming west of Parramatta
	7.3 Increase awareness about the availability of existing car parks in the City
	7.4 Provide connected way finding signage
	7.5 Adjust night and weekend parking rates to support visitation to the CBD
	7.6 Advocate for effective and seamless public transport at night

5 | WHERE TO FROM HERE?

WE WANT YOUR FEEDBACK

This Paper draws on the many conversations, workshops and ideas of the community, business and key stakeholders. City of Parramatta Council want to ensure we have captured where our focus should be over the next five years in growing our NTE.

Council has limited resources and to ensure we hit the mark for the City's NTE Strategy, we want you to answer these questions to better inform our Draft Strategy:

1. Which of the potential actions under each theme do you support the most and why?
2. What are some suggestions on how these potential actions may work?
3. What are some issues and problems that you can see with the potential actions?
4. Are there any additional items that should be included in the development of our NTE?



HOW DO I MAKE A SUBMISSION?

This Paper is being exhibited from the 21 August to 22 September 2017 inclusive. You can make a submission during this time.
Please quote reference no: F2017/00224

Submissions can be emailed to: economicdevelopment@cityofparramatta.nsw.gov.au
You can also call us on 9806 5050.

SUBMISSIONS CAN BE POSTED TO:
Night Time Economy Discussion Paper
City of Parramatta Council
PO BOX 32
Parramatta NSW 2150

Please note: if you post or email a submission, ensure you inform us whether or not you would like to be kept anonymous as all submission may be provided as an attachment to the Council report.

NEXT STEPS

Council will consider all submissions and input received during this consultation period. The next step for this project will be reporting the outcome of the public exhibition to Council. This feedback will help up develop City of Parramatta Night Time Economy Strategy 2017-2022.

Keep up to date on the progress of this project – email economicdevelopment@cityofparramatta.nsw.gov.au

1. DISCUSSION PAPER - AUGUST 2017

2. PUB EXHIBITION AUG - SEPT 2017

3. DRAFT NTE STRATEGY



Report to Council on findings, future themes for our NTE - August 2017

Public exhibition of Discussion Paper for additional community coments/input.

Report to Council - Late 2017



REFERENCES

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12. Micromex Research, City of Parramatta Night Time Economy Research (2017) p.105.
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APPENDIX 1 – Summary of Micromex Data on the Existing Night Time Economy

Parramatta CBD

Parramatta CBD was seen to have the most multi-faceted existing NTE image in comparison to the other precincts. Parramatta CBD was seen to have a greater variety of bars, restaurants, low cost entertainment and unique and interesting options. It also drew the most locals at night time, with 61% of the City's residents having visited in the past 12 months.

Visitors to Parramatta CBD spent their time with family and friends (93%), having a full sit down meal (93%), having a drink (61%) or having a snack (61%).

From an economic perspective, Parramatta CBD was seen to cater to larger visitor groups (average of 3.89 people per group), with larger group spend (\$43.17 per person). However, these visitations were less frequent when compared to Harris Park and Epping. 93% of the visitors intercepted in Parramatta CBD were spending time with family and friends and having a full sit down meal.

Harris Park

Harris Park was used more as a local village, with the City's residents using it predominately for shopping, restaurants and cafes. Harris Park was seen to score significantly lower in its range of bars, nightclubs and low cost entertainment options. 82% of visitors to Harris Park used the area to spend time with family and friends, while 62% were having a take-away or eat in snack and 51% reported to having a full sit down meal. It is important to note that only 30% of visitors to Harris Park had a drink in the area, noting that the Harris Park's NTE is not centered around alcohol.

From an economic perspective, visitor groups were slightly smaller than those in Parramatta CBD, averaging at 3.25 people per group, and were spending the least money out of all the precincts (\$32.35 per person).

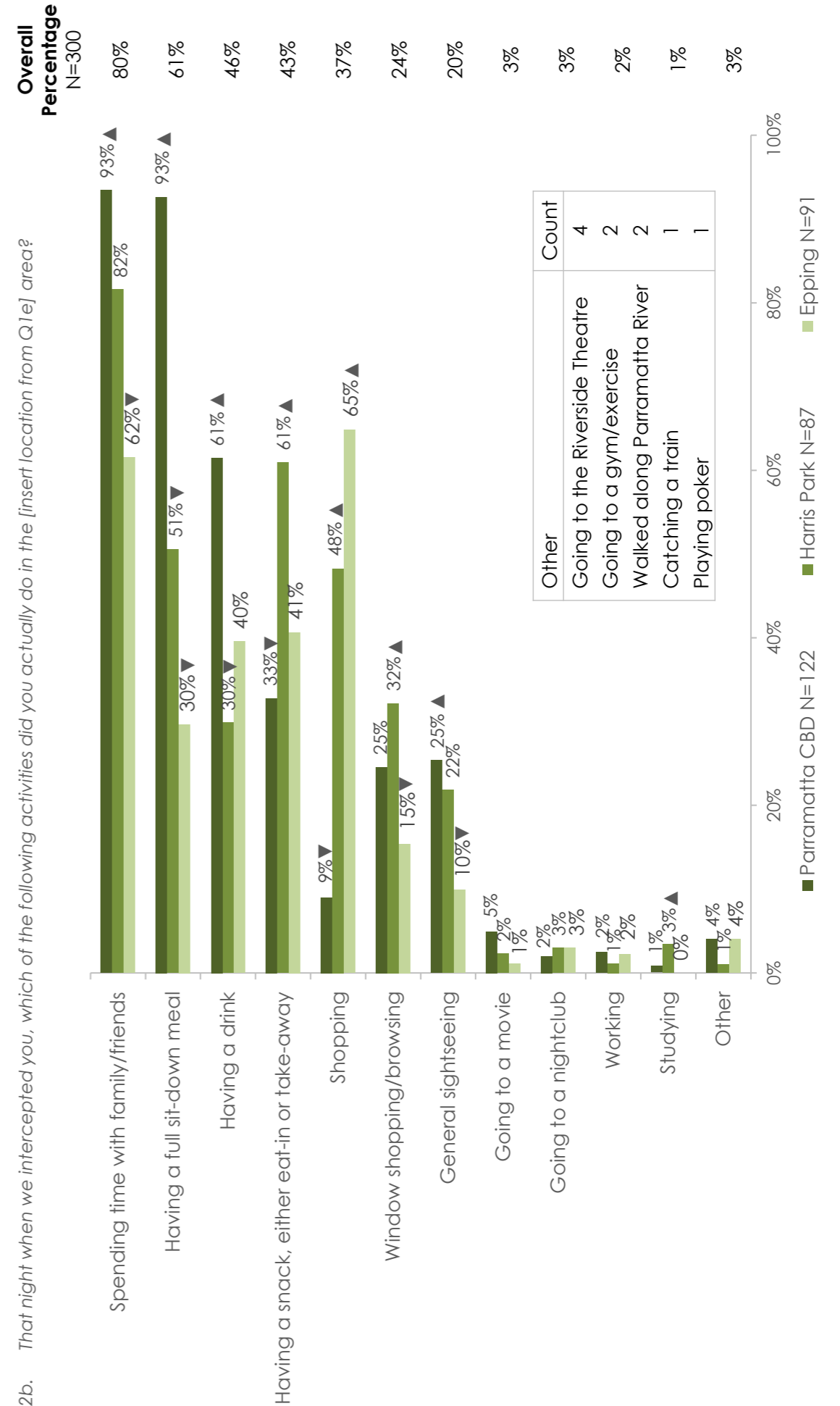
Epping

Epping was used mainly for shopping (65% of visitors), spending time with family and friends (62%), having a snack (41%) and having a drink (40%). The centre draws heavily on Parramatta LGA & Hornsby Shire residents for visitation, however visitors noted that there was not a lot of do in regards to bars and a nightlife.

From an economic perspective, visitor groups to Epping averaged 2.42 people and spent \$33.35 per person. Epping had a significantly larger portion of participants who engaged in the NTE solo (36%) than Parramatta CBD(5%) and Harris Park (16%).

Activities

Q2b. That night when we intercepted you, which of the following activities did you actually do in the [insert location from Q1e] area?



APPENDIX 2 – International Evidence and Experiences

SAFE AND VIBRANT CENTRES

STREET LIGHTING

Research shows that street lighting enhances perceptions of safety and prevents crime in and around busy entertainment precincts, because it encourages foot traffic¹. In the City of Parramatta Community Safety Plan, street lighting is identified as the most important measure in crime prevention with 62% of survey respondents said street lighting is extremely important as a crime prevention measure. Reporting a crime and having CCTV installed are the next two “extremely/very important measures, with the latter growing more important overall in 2015². The night audit revealed that Epping was the darkest location with only 11% of the businesses considered to be well lit on a late evening on a Saturday³.

PUBLIC HEALTH, ALCOHOL & DRUG USE

Safe Space and Take Kare Ambassador Program – City of Sydney & Salvation Army

In Sydney CBD, the *Safe Space and Take Kare Ambassador Program* was established in 2014 in response to concerns about the safety of young people at night⁴. A static safe space was located in Sydney Square, adjacent to Town Hall. Take Kare Ambassadors provided an outreach service offering practical support to people who were intoxicated, vulnerable, lost and in need of assistance to get transport home. Operated by the Salvation Army, the team comprised a paid staff member and up to 3 trained volunteers. The program has been very successful since its pilot in 2014, with the ambassadors assisting 35,421 people since its introduction 2 years ago⁵.

PERSONAL SAFETY

Walk Smart & Newcastle After Dark App – Newcastle City Council,

Newcastle City Council piloted the Walk Smart program in April 2011 in partnership with NSW Police. The routes were identified in consultation with Police and representatives of the Liquor Accords to ensure safer walking routes for participants of night time culture. The Newcastle After Dark app aims to make the maps interactive with information on available modes of transport as well as relevant contacts⁶.

A COMPETITIVE ECONOMY

AMSTERDAM

Amsterdam is known internationally for pioneering the NTE as a space and meeting point for creative talents. For this, the music culture is worth 120 million euros in Netherlands with 80% of this a direct contribution from electronic music.⁷ Amsterdam’s Night Mayor Mirik Milan understands that events can help develop talents and create social mobility as one event can provide direct economic benefit to the local creative community as well as the residents who participate in it.⁸

Trouw is a newspaper press turn modern day night club with an art scene, a creative accelerator, a bar, a restaurant and Sunday markets. The licensing board, who gave Trouw a 24-hour license were focused on quality of offerings and how the space was to be curated to be active during all 24 hours.

MUSEUM OF OLD AND NEW ART – HOBART

David Walsh’s Museum of Old and New Art (MONA) in Hobart has created a cultural renaissance, plunging Hobart into the international spotlight more than 5 years ago. Since its 2011 opening, more than

1.7 million people have walked through its doors⁹. MONA’s distinctiveness and marketing has driven Hobart’s local economy, supporting businesses and further showcasing Hobart’s local food and produce in a ‘ripple effect’. Visitors have spent \$719 million in the state for the year up to mid-July (2015)¹⁰.

LIVE ENTERTAINMENT AND RECREATION

AGENT OF CHANGE PRINCIPLE

The agent of change principle states that the business, use or person who is responsible for the change is responsible for managing the impact of the change. This is particularly important for areas where there is an existing night life which may impact on future residents’ amenity¹¹. The agent of change principle has been successfully integrated in Victorian planning and liquor licensing provisions since 2014.

CHANGE@SSA 90-DAY STREAMLINING LIVE MUSIC REGULATION PROJECT

The Change@SA 90-Day project saw a number of changes made across liquor, planning, Environment Protection Authority (EPA) and the National Construction Code to assist in supporting a thriving live music scene. Changes included the saw the introduction of the ‘small arts venue’ defined as Class 6 building instead of Class 9b, the introduction of low impact live entertainment be classified as exempt development under planning regulations in South Australia and amendments to the SA liquor laws which now allow venues to host live music between 11am until midnight without consent¹².

LATE NIGHT TRADING PREMISE MANAGEMENT

Various NSW Councils have put development provisions in place to ensure late night trading premises are managed responsibly and add to the vibrancy of the night life with minimal negative impacts on surrounding neighbours. From a planning and strategic framework perspective, these Councils have reported that it has assisted in the development assessment of late night trading premises. City of Parramatta are currently in

discussion with key stakeholders to develop a Late Night Trading Management Development Control Plan.

NOISE & LIVE MUSIC

‘Noise maps’ of late night areas, such as in Scotland, enhance amenity for residents close to night entertainment precincts and set clear expectations for residents¹³. Fortitude Valley in Brisbane, a special entertainment precinct was created around an existing cluster of night venues. This sets clear expectations of noise levels and amenity for the area.

An alternative approach has been the Barangaroo Masterplan which reverse-engineering the maximum decibal (dB) levels from the building materials used in the developments and identified ways to minimum noise away from residential units.

EDUCATING NEW RESIDENTS

S149 certificates – Evening economy clause

Wollongong City Council have lead by example through providing information about the ‘evening economy’ within the section 149 (2) & (5) certificate. The clause appears under “Part 5 - Additional Information” and informs the future property owner that the property is within an area which has a vibrant evening economy including higher levels of noise.

Green Square New Residents Package

When resident expectations of amenity differ from the actual amenity provided by a new living arrangement, complaints are more likely to occur¹⁴. In the case of Green Square, new residents were provided a “welcome” pack by City of Sydney, including a USB with potential noise levels to expect from their apartment. This is a great way of educating future residents and set their expectations about residential amenity in the CBD.

CREATIVE SPACES

PARRAMATTA ARTISTS STUDIOS

Parramatta Artists Studios is a unique arts production facility and the only provider of significant studio

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9 The Australian, David Walsh: from shy misfit to big-time gambler who founded MONA (2014) <http://www.theaustralian.com.au/arts/david-walsh-from-shy-misfit-to-bigtime-gambler-who-founded-mona/news-story/d7afde2a0ede3106cf41e8758caee5d5>

10 ABC, Capital Gains: How MONA got Hobart humming (2016) <http://www.abc.net.au/news/2016-01-13/mona-got-hobart-humming/7081376>

11 E, McCardle S, Lee G, Live music and the ‘Agent of change’ principle (2014)

12 Department of the Premier and Cabinet, Streamlining Live Music Regulation 90-day project – Final (2016) <http://mdo.sa.gov.au/wp-content/uploads/2016/08/Streamlining-Live-Music-Regulation-Report-FINAL.pdf>

13 Matthews S, The Winston Churchill Memorial Trust of Australia, Report by Suzie Matthews- 2009 Churchill Fellow: To compare regulatory and planning models which reduce crime in the night time economy, NSW (2009) p. 27

14 Hui E, McCardle S, Lee G, Live music and the ‘Agent of Change’ Principle (2014)

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 Studio's focus is on arts development and production. This includes the development of an individual artist's practice over time, their engagement with the wider arts sector and the communities of Parramatta. The Studios also deliver public-facing programs that provide valuable participation experiences for audiences.

RENEW NEWCASTLE & POP UP PARRAMATTA

Renew Newcastle is a non for profit company that aims to 'find artists, cultural projects and community groups to use and maintain these buildings until they become commercially viable or a redeveloped'¹⁵. Originally founded to solve Newcastle's empty CBD, the organisation has received funding support from the NSW government and various other partners. The organisation which centres creativity and cultural activity as catalysts for urban renewal has been a success and replicated in Adelaide, Townsville, Geelong and also in Parramatta as "Pop Up Parramatta". The economic benefits are enormous, with an SGS report citing a return on investment of 10:1.¹⁶

OFF BROADWAY PRECINCT PROJECT

This project was a joint partnership between the Sydney Fringe Festival and the former Leichhardt Council, seeking to activate a traditionally industrial-zoned precinct with creative businesses. The report noted the success of the project, with a small precinct created in underutilised spaces. A number of recommendations were made in the report, including expanding the precinct boundaries to include surrounding industrial areas, as well as considering the inclusion of "small bars, low risk arts and cultural facilities with live performances", as a use within the Light Industrial Zone. This is currently being pursued by the Live Music Taskforce.

BANKSTOWN POETRY SLAM

Bankstown Poetry Slam (BPS) was started by two students in 2013 at the Bankstown Arts Centre as an alternative to poetry slams in Sydney CBD and

Inner West. It is a monthly spoken word competition celebrating the cultural diversity of Western Sydney¹⁷. Since its inception, BSP and has grown significantly, now bringing in over 300 people every month¹⁸. It provides a mode of artistic expression for people which is all ages and is free.

ENTREPRENUERIAL SPACES: VISIBLE INK, BRISBANE

Run by Brisbane City Council, Visible Ink is a program which offers free space, equipment and staff support to young people to organise activities and launch their enterprise. Since its launch in 2005, Brisbane City Council have supported more than 50 youth run enterprises. The program links with seniors who are involved as mentors who are experts in their fields.¹⁹

CELEBRATING OUR DIVERSITY, WELCOMING EVERYONE

Research indicates that economic diversity is considered important as it contributes to feelings of safety, tolerance²⁰, and ensure a "diverse flow of visitors into [an] area...families and children, older people, ethnically diverse groups"²¹. Having a diverse offering of spaces, activities and businesses is very important for residents. As the City grows, many residents want to ensure that the diversity that they love in Parramatta isn't lost. Growth of the NTE should not come at the expense of day centric uses, which may drive up rental cost and potentially push out small business from centres, as experienced in areas undergoing renewal in New York City²².

GENEXT (MCA) EVENT

Genext is a festival-like event held at the Museum of Contemporary Art strictly for people 18 and under. It curates three hours of live music, art-making, interactive experiences, performances for young people after hours. The event take place five times a year, and has been highly successful.

UNDERBELLY ARTS FESTIVAL

"Underbelly arts festival started in 2007 as a response to the number of artists working out of

their bedrooms and in warehouses in isolation. It bought all those artists together under one roof- to expose them to one another and to new audiences"²³ As a festival that focuses on emerging artists, Underbelly Arts provides an interesting counterpoint to large scale art events, such as the Biennale, which focus on more established artists.

CONNECT RESPECT PROGRAM

The Connect Respect Program encourages businesses and service providers to work together to better and more respectful ways to manage issues around homelessness, rough sleeping and begging. The key themes of Connect Respect are social inclusion and creating community partnerships. The project aims to develop a better understanding of the reality of these issues and come up with practical, positive solutions for all those involved. It is focused on developing, implementing and evaluating printed resources and associated training for businesses to help them and their staff respond to people experiencing homelessness in a respectful and effective way.

Connect Respect is linked to the City of Melbourne's wider Public Space Improvement Program (PSIP) which includes a range of initiatives to make the city a safe place to live, work and visit during the day and at night.²⁴

FACES IN SPACES

The Faces in Spaces program, run by City of Darwin aims to activate public spaces using arts and cultural activities and place making strategies. The program has three projects:

Arts on the Move – a mobile arts and culture program that engages with vulnerable people in various public spaces across Darwin.

The Green Room Travelling Activity Hub- a community spaces that moves activating public spaces. It has been custom designed and built to host Wi-Fi, a small library of free books, computers, board games, kids toys and mobile TV.

Story Lounge – Story sharing film project that encourages people to share stories on who they are, what makes them feel safe and how they use public space.

BEALTAINÉ FESTIVAL, IRELAND

Established in 1995, Bealtaine is Ireland's national festival which uniquely celebrates the arts and creativity as we age. The festival is run by Age & Opportunity, the national organisation that promotes active and engaged living as we get older. It seeks to ensure meaningful engagement for all older people in socio-cultural life in Ireland, and to influence policy and practice at local and international levels. The Bealtaine program ranges from theatre to music to community workshops, many of which take place at night.

EVENTS AND ACTIVATIONS

The City has seen significant growth in major events program attendances, with approximately 265,000 recorded attendees in 2016. The quality and programming of the City's events are recognised as a key strength, and one that could be further explored in the NTE.

NUIT BLANCHE

Nuit Blanche festival began in Saint Petersburg Russia but now is held in various international cities, including Paris, Melbourne and Ballarat. The event is usually held every year from 7pm – 7am when the city comes alive from dusk to dawn with various installations, exhibitions, and arts and culture performances. Public transportation in Paris is available throughout the night to allow people to move freely and experience the festival²⁵. Aside from promoting various cultural and creative talents, the economic benefits are enormous with the Melbourne White Night festival generating \$16.8 million for the Victorian economy in 2015²⁶. A similar event "La Noche De Los Museos" is held over 29 districts in Buenos Aires.

EASY TO GET TO, EASY TO GET HOME NIGHT NETWORK – MELBOURNE

On January 1, 2016, round-the-clock public transport was introduced to Melbourne on Fridays and Saturdays, with trams running every 30 minutes through 6 routes, due to its success with more than 35 000 people using the tram services during the trial. The network has benefitted tourists, residents

15 Renew Newcastle, Property Owners (2017) <http://renewnewcastle.org/property-owners/>

16 Renew Newcastle, Property Owners (2017) <http://renewnewcastle.org/property-owners/>

17 ABC, Poetry Slam: A contest of ideas and expressions, <http://www.abc.net.au/7.30/content/2015/s4361615.htm> (2015)

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23 Underbelly Arts, About Underbelly Arts, (2017)<http://underbellyarts.com.au/about/>

24 City of Melbourne, Connect Respect (2017) <http://www.melbourne.vic.gov.au/community/health-support-services/social-support/Pages/connect-respect.aspx>

25 Paris Convention and Visitor Bureau, Nuit Blanche in Paris (2017)

26 ABC News, White Night Festival to return to Melbourne in 2016, but Premier will not reveal costs (2015)

as well as shift workers who account for more than 20% of the total trips ²⁷.

THE BICYCLE SNAKE, COPENHAGEN

Cykelstange, or Cycle Snake is an elevated orange bike lane, that provides a two-way bike lane for residents and visitors. The lane seamlessly connects the city, navigating cyclists away from pedestrians, traffic and staircase – which are current obstacles. The benefits being that the roads are not overcrowded with various transport modes, the ground floor is returned back to pedestrians and that it is well lit at night, encouraging use after hours ²⁸.

27 ABC, Melbourne's all-night weekend public transport services here to stay (2017) <http://www.abc.net.au/news/2017-04-22/all-night-public-transport-set-to-stay-in-melbourne/8463258>

28 DAC & Life, Copenhagen X Gallery The Bicycle Snake (2014) <http://www.dac.dk/en/dac-life/copenhagen-x-galleri/cases/the-bicycle-snake/>

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