



Business Support Initiatives

April 2021



**CITY OF
PARRAMATTA**

City of Parramatta Council and our partners are passionate about supporting local businesses by providing opportunities that promote your business to the wider community. Here are a few ways you can get involved.

Initiative	What is it?	How to get involved?
Vouchers and Gift Cards		
 <p>(NSW Government)</p>	<p>From March, NSW residents aged 18 and over will be eligible for 4 x \$25 vouchers, worth \$100 in total. Vouchers can be used at participating NSW businesses that are registered as COVID Safe. Two vouchers will be available for dining out and two for entertainment and recreation.</p> <p>All eligible businesses can register for the scheme.</p> <p>Vouchers must be used by 30 June 2021.</p>	<p>For further information and to register online visit: service.nsw.gov.au/transaction/register-business-dine-discover-nsw</p>
 <p>(City of Parramatta)</p>	<p>The AT Parramatta Gift Card program encourages local spending at businesses in the Parramatta Local Government Area (LGA). The gift card is an EFTPOS based card where card holders can only spend the funds with participating businesses.</p> <p>Businesses within the Parramatta LGA can join the program at no cost.</p>	<p>To register your business visit: atparramatta.com/form/register-your-business-interest-</p> <p>For further information, contact the Economic Development team at City of Parramatta Council: economicdevelopment@cityofparramatta.nsw.gov.au</p>
Business Support and Training		
 <p>(Transport for NSW)</p>	<p>Realise Business provides small businesses with advice, support, digital advisory services, training, and mentoring to help them build and develop sustainable businesses.</p> <p>These services are provided free of charge by Transport for NSW to businesses along the Parramatta Light Rail alignment. The services are offered at low cost to other businesses in metropolitan Sydney.</p>	<p>For further information, contact Realise Business: 02 9545 5900; bookings@realisebusiness.com.au; or visit: realise.business</p>
<p>Small Business Programs and Support (City of Parramatta)</p>	<p>City of Parramatta offers a range of quality seminars and workshops to local businesses to provide important business development tools to make starting and growing a business easier.</p> <p>This program is provided at low cost or free of charge to local businesses.</p>	<p>To view the list of programs and register, visit: cityofparramatta.nsw.gov.au/businessprograms</p> <p>For further information, contact the Economic Development team at City of Parramatta Council: economicdevelopment@cityofparramatta.nsw.gov.au</p>

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	<p>The NSW Small Business Commissioner offers a range of support and advocacy services for small businesses. They also help to resolve issues impacting on the day-to-day operation of businesses. Services include a Business Concierge that provides small business owners with free personalised support.</p>	<p>For further information, visit: smallbusiness.nsw.gov.au</p>
Business Promotion		
<p>Activate Parramatta (Transport for NSW)</p>	<p>Available to businesses along the Parramatta Light Rail alignment.</p> <p>An ongoing program of business promotion, activities and support initiatives to assist businesses impacted by the Parramatta Light Rail.</p>	<p>To view the latest campaigns and to get involved, visit: parramattalightrail.nsw.gov.au/activate</p> <p>Contact Transport for NSW for further information: parramattalightrail@transport.nsw.gov.au</p>
<p>Enjoy Game Day on Eat Street (Transport for NSW – part of Activate Parramatta)</p>	<p>Available to restaurants, cafes, bars and small food vendors in the Parramatta CBD including Eat Street. Encouraging game goers to head down to Parramatta's Eat Street for the chance to win 1 of 13 \$100 dining vouchers by simply dining at a participating business and scanning the in-store QR code using the Activate Parramatta app.</p> <p>The Enjoy Game Day campaign runs until 4 September 2021.</p>	<p>The Activate Parramatta app can be downloaded from the app store on your smart device.</p> <p>Contact Transport for NSW for further information: parramattalightrail@transport.nsw.gov.au</p> <p>To find out more, visit: parramattalightrail.nsw.gov.au/businesses</p>
<p> Localised (City of Parramatta)</p>	<p>Council has partnered with Localised to build a local business platform to promote and support business activity across Parramatta.</p> <p>The platform is free to join and allows customers to connect more easily with your business.</p>	<p>To join visit: parramatta.localised.com.au</p> <p>For further information, contact the Economic Development team at City of Parramatta Council: economicdevelopment@cityofparramatta.nsw.gov.au</p>
<p> PARRAMATTA (City of Parramatta)</p>	<p>The seasonal 'Where it's AT' campaigns are designed to drive visitation and spend across the Parramatta LGA to profile the City as a destination of choice.</p>	<p>To express your interest, contact the Marketing team at City of Parramatta Council: hello@discoverparramatta.com</p> <p>Visit: atparramatta.com</p>
<p> DISCOVER PARRAMATTA (City of Parramatta)</p>	<p>Discover Parramatta is Council's digital destination platform promoting what visitors can see, do, explore and experience in the City.</p>	<p>To express your interest, contact the Marketing team at City of Parramatta Council: hello@discoverparramatta.com</p> <p>Visit: discoverparramatta.com</p>
<p> AUSTRALIAN TOURISM DATA WAREHOUSE</p>	<p>The Australian Tourism Data Warehouse (ATDW) is a digital database and distribution network for tourism products and destination information. Tourism websites use this database to draw information. Businesses need to ensure their details are correct on the ATDW.</p>	<p>To register your business, visit: atdw.com.au</p>
<p>Local Business Finder  (City of Parramatta)</p>	<p>The Local Business Finder is an interactive map displaying local businesses that are open and trading.</p>	<p>To add your business, contact the Economic Development team at City of Parramatta Council: economicdevelopment@cityofparramatta.nsw.gov.au</p>



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