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ADOPTED BY COUNCIL 12 AUGUST 2024

# RECOGNITION OF & COMMITMENT TO THE DHARUG PEOPLE

**Wadyiman Barramada gŭlbanġa naadyi Barramadaġal Dharuġ  
Nġurrayin, badu, burra barramadaġal dharuġ yurayin.**

City of Parramatta recognises the Dharuġ People as First Australians, peoples of the oldest continuous living culture in the world.

For more than 60,000 years, Parramatta has been home to the Baramadagal and other Dharug peoples, the Traditional Owners of the land we call the City of Parramatta today. The Baramadagal and other Dharug Peoples have cared for and nurtured the habitat, land, and waters for thousands of generations, and maintain an ongoing connection to Parramatta and its surrounding areas.

As a community, we can learn from the resilience and community spirit of First Nations People to best ensure a sustainable city for all. Parramatta has always been an important meeting place for the First Nations People, particularly the Parramatta River, which has provided life and vitality since the beginning of time (The Dreaming).

The name Parramatta is derived from the word Baramada/Burramatta or 'place where the eels lie down' (breeding location for eels within the

Parramatta River). City of Parramatta recognises the significance of this area for all First Nations People as a site of early contact between the First Australians and European colonists, and Parramatta remains an important meeting place for the First Nations community.

First Nations People continue to play a vital role in the ecological, economic, social and cultural life of Parramatta, while maintaining a distinct culture built on the principles of Caring for Country, the primacy of family, and the dignity and governance of Elders.

At City of Parramatta, we aspire to a future where the cultures, histories and rights of all First Nations People are understood, recognised, and respected by all Australians. City of Parramatta is committed to playing an active role in making this future a reality. City of Parramatta is proud to acknowledge the ongoing stewardship of Country by Dharug and other First Nations People and to celebrate their enduring wisdom, strength, and resilience.

**Always Was, Always Will Be,  
Aboriginal Land.**

# PARRAMATTA 2050



## PARRAMATTA'S STORY

For more than 60,000 years, Parramatta has been home to the Baramadagal and other Dharug peoples, the Traditional Owners of the land and waterways. Baramada/Burrumatta has always been an important meeting place for First Nations people.

Parramatta was a place of early contact between First Nations people and European colonists, and a site of First Nations resistance, becoming the first inland European settlement in Australia.

Today, Parramatta is a meeting place for people from all around the world and plays an important role for new arrivals to Australia. Migration has significantly influenced our City's identity, evident in the languages, cuisines, and cultural celebrations that can be experienced in Parramatta.

We are a City surrounded by nature, home to a cherished network of green and blue spaces, including Parramatta River and UNESCO World Heritage-listed Parramatta Park.

## WE HAVE THE FOUNDATIONS OF A GLOBAL CITY

Global cities are economic powerhouses that host international business, foster diversity, provide hubs for research and innovation, prioritise wellbeing and sustainability, and are supported by robust transport infrastructure.

Parramatta has undergone significant change in recent years, establishing the foundations for a global city.

Parramatta Square has transformed our City's skyline, with premium office space attracting leading businesses and government agencies. Central to Parramatta Square are PHIVE, the award-winning community, cultural, and civic hub, and Parramatta Town Hall, recently refurbished to preserve the City's heritage architecture. Nearby, CommBank Stadium has come to life, providing a 30,000-seat venue for events in our CBD.

Our City is home to Sydney Olympic Park, a premier events destination, which hosted the 2000 Summer Olympics and continues to welcome some of the world's largest music, sporting and cultural events today.

Australia's largest health and research zone is located in Westmead and six Australian universities already have a presence in our City.

Heritage meets innovation in Parramatta North, where restored heritage buildings are now home to Western Sydney Start-Up Hub, a place to collaborate and innovate.

Whilst investment in infrastructure has been critical to Parramatta's evolution, we know that the fabric of our City is its people and places. Our City expands beyond the CBD, with distinct neighbourhoods that are home to people with diverse skills, experiences, and connections across the world.



## THE TIME IS NOW AS WE ENTER A NEW ERA OF TRANSFORMATION

Our City is entering a new era of transformation, catalysed by city shaping infrastructure and investment.

Metro West, Parramatta Light Rail, and the nearby Western Sydney Airport will transform our City's connections to Greater Sydney and the world. Our City is eagerly awaiting the completion of Powerhouse Parramatta and redevelopment of the Riverside Theatres. Civic Link will transform the heart of our CBD, creating a green and activated pedestrian spine from Parramatta Square to the Parramatta River.

As Greater Sydney's population grows, and business centres continue to decentralise from the Harbour City, we are ideally positioned as a hub for transport, education, jobs, innovation, arts, culture, and events for the region.

We also recognise the critical threat that climate change and other stresses pose to all cities, and that sustainability and resilience are foundational for all city shaping initiatives.

Whilst much change has already occurred, we know there are still some big decisions to be made by state and federal government that will influence Parramatta's future.

These decisions will not only impact Parramatta. Decisions made about our City's future will influence how Greater Sydney functions as a whole for the decades to come.

As our City continues to grow and change, we require a visionary document with a long-term outlook, to ensure that Council has a seat at the table in critical decision-making for our City's future.

We are not waiting for these decisions to be made - we want to shape them.

## PARRAMATTA 2050 IS OUR GLOBAL CITY VISION

Parramatta 2050 is Council's aspirational response to the changes coming our way.

This vision to become a global city leverages Parramatta's assets and strengths, identifying 'Game Changers' and enablers. Parramatta 2050 is designed to survive successive governments, at the local, state, and federal levels.

Parramatta 2050 is supported by Council's other strategic documents, including our Community Strategic Plan, which translates our global vision into local outcomes. Global cities should be equitable and resilient places, where everyone can reach their full potential. Council's strategic documents can embed these principles at the heart of our journey.

This vision is unlike anything Council has done before. It identifies the places, directions and initiatives that will shape our long-term evolution, guiding us through the next quarter century and securing our position as a global city.

# GLOBAL PARRAMATTA

## HEALTH & INNOVATION DISTRICT

### WESTMEAD/PARRAMATTA NORTH



- A world leader in health, technology, clinical research, and wellbeing.
- Opportunity for a significant new university campus to anchor Parramatta's identity as a knowledge city.
- A magnet for Australian innovation in health and health sciences.
- A place immersed in innovation, culture and creativity.

## HEADQUARTERS DISTRICT

### PARRAMATTA CBD & SURROUNDS

- The Headquarters District is the place to be – day or night.
- The business heart of Global Parramatta, generating prosperity far beyond its borders for Sydney and the world, and offering unparalleled opportunities for government, media, business, civic and community sector headquarters.
- Welcoming to everyone as the home of nightlife, arts, shopping, live music, food, and festivals.

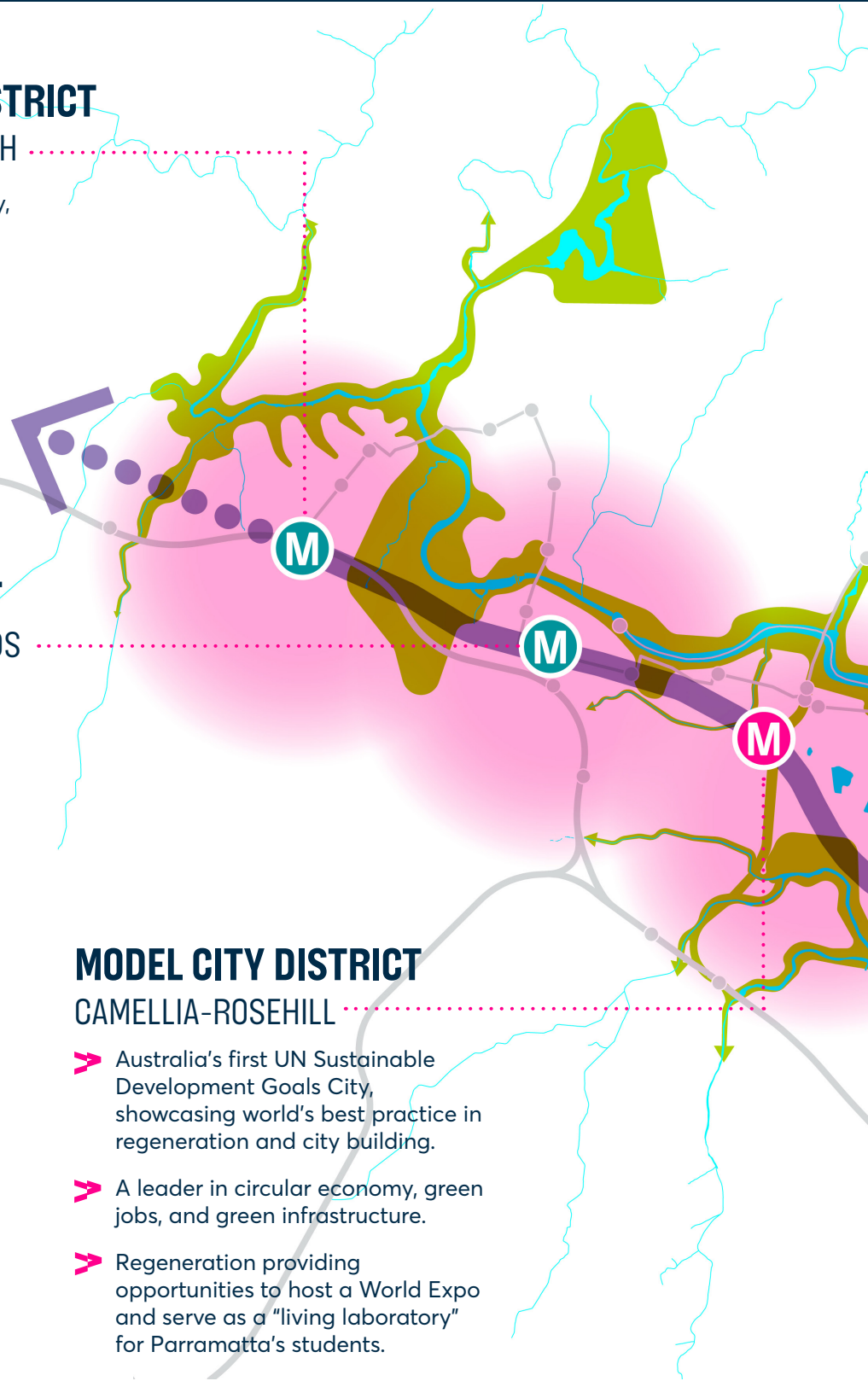
### LEGEND:

-  Planned Metro stations
-  Proposed Metro stations (indicative only)

## MODEL CITY DISTRICT

### CAMELLIA-ROSEHILL

- Australia's first UN Sustainable Development Goals City, showcasing world's best practice in regeneration and city building.
- A leader in circular economy, green jobs, and green infrastructure.
- Regeneration providing opportunities to host a World Expo and serve as a "living laboratory" for Parramatta's students.



Global Parramatta includes five Districts spanning from Westmead to Sydney Olympic Park, connected by the Parramatta River and the Metro line. Whilst we know that key global opportunities for our City are concentrated in these Districts, the benefits of this global city vision will be felt throughout our neighbourhoods, Greater Sydney, and beyond.

The names of the Districts amplify their key strengths and highlight their points of difference, but do not limit their potential. Opportunities for innovation, jobs creation, creativity, celebration, and sustainability will be seized across all five Districts. While each is a standalone District in its own right, Parramatta 2050 considers these Districts as part of an integrated global city.

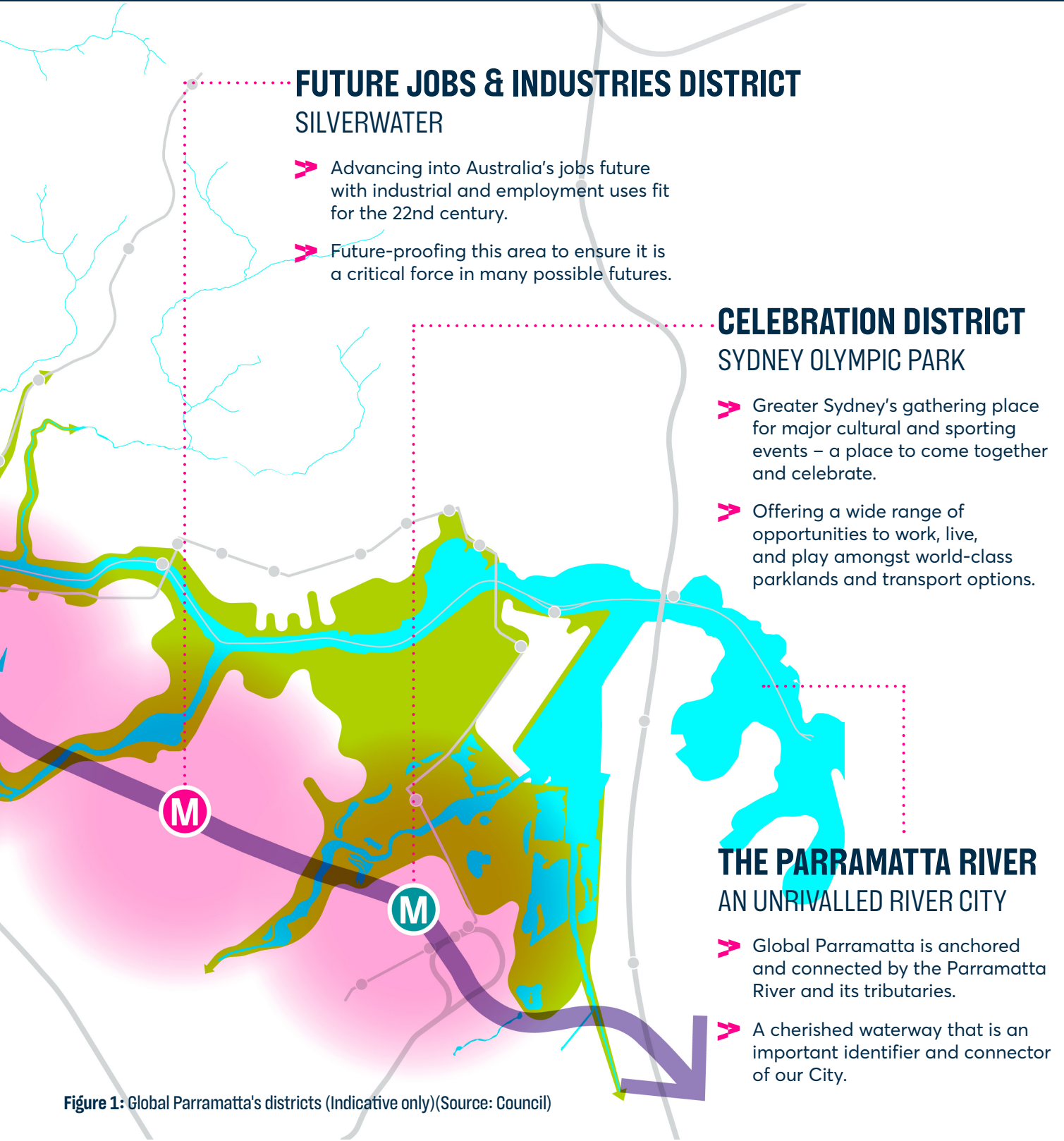


Figure 1: Global Parramatta's districts (Indicative only)(Source: Council)

# GLOBAL PARRAMATTA IN CONTEXT

## LEGEND:

 Future transport connections

 High speed rail link

 Strategic centre

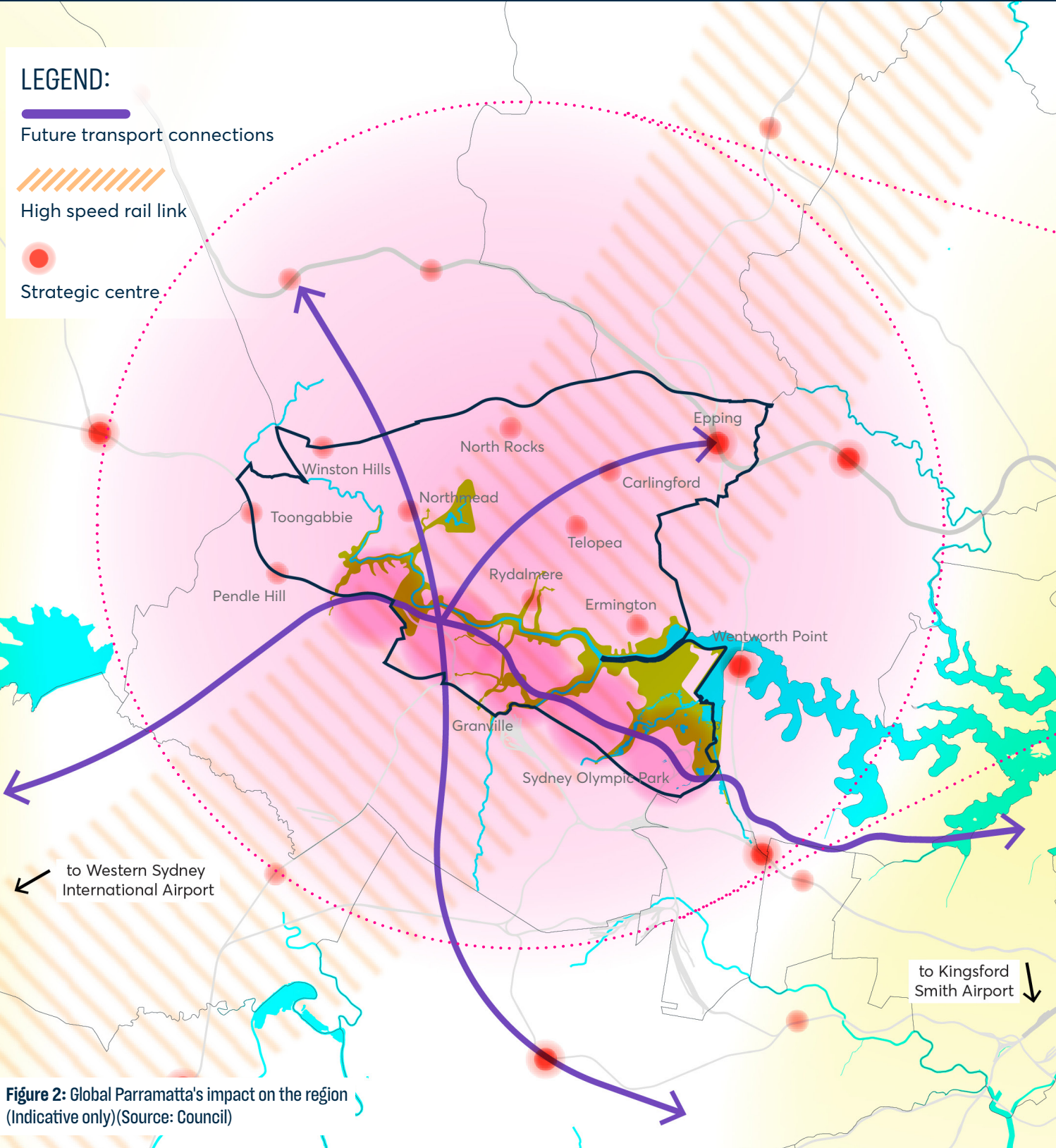
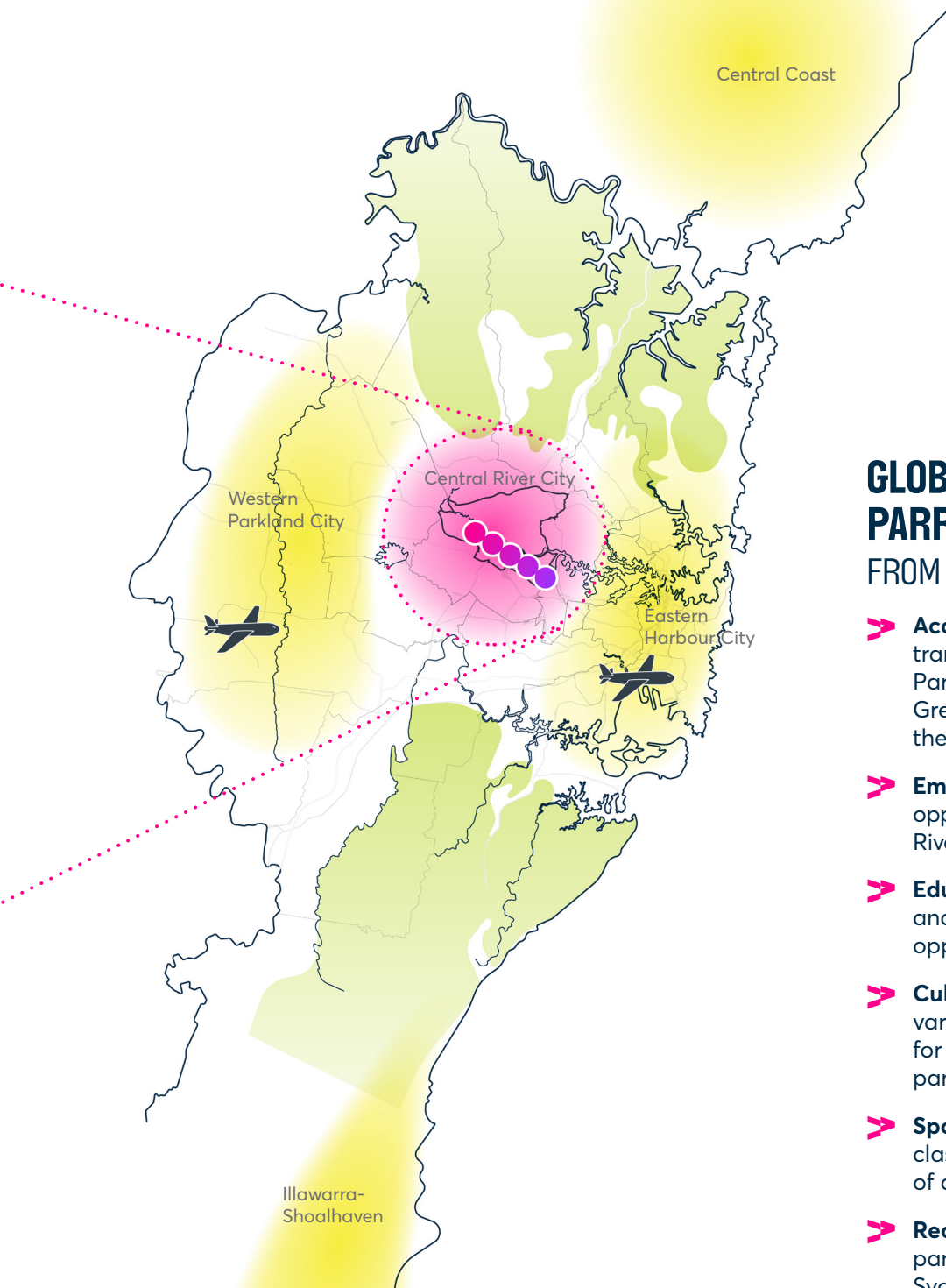


Figure 2: Global Parramatta's impact on the region (Indicative only)(Source: Council)



Global Parramatta is critical to the success of Greater Sydney, playing an increasingly important role as an economic, cultural and transportation hub in Sydney's geographic heart. Our vision is also supported by Council's other strategic documents including our Community Strategic Plan which translates our global vision into location outcomes. Anchored by a

transformative public transport network centred on Global Parramatta, Greater Sydney will benefit from better access to and a richer range of cultural, entertainment, recreational, educational and employment opportunities. The benefits of this vision will extend beyond the five Districts of Global Parramatta to our neighbourhoods and centres, Greater Sydney and beyond.



## GLOBAL PARRAMATTA'S IMPACT FROM LOCAL TO REGIONAL

- **Access** – a transformative public transport network centred on Global Parramatta, connecting across Greater Sydney to each other and the world.
- **Employment** – expanded employment opportunities for our LGA, the Central River City and beyond.
- **Education** – equitably-located and best-in-class educational opportunities.
- **Culture and creativity** – a rich variety of authentic opportunities for cultural production and participation.
- **Sports and Entertainment** – world-class experiences within easy reach of all Sydneysiders.
- **Recreation** – significant new regional parklands transforming the heart of Sydney's Central River City.
- **Leadership** – Sydney's model for innovation and future city planning.

Figure 3: Global Parramatta's impact on Greater Sydney (Indicative only)(Source: Council)

# PARRAMATTA 2050

## START YOUR STORY AT PARRAMATTA

### OUR VISION

By 2050, Global Parramatta will be a global city full of world class experiences and opportunities to gather, create, and accelerate.

### STRATEGIC DIRECTIONS

Parramatta 2050 establishes three strategic directions - gather, create, accelerate.

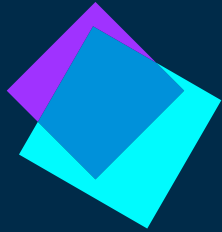
**Gather** is about connecting to people and place. We gather a world of stories, ideas, and experiences.

**Create** is about expression, connection, and transformation. We create world-class experiences and opportunities in an environment where creativity knows no bounds.

**Accelerate** is about considered, concerted and innovative action to amplify the strengths of our City. We accelerate beyond the bounds of current thinking, recognising that creating the city of tomorrow will require us to act boldly and dream big.

# GAME CHANGERS

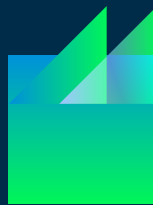
We propose a set of “Game Changers” that will elevate our status to global city and point Global Parramatta towards 2050.



## GATHER

### WE ARE BECOMING...

- A world leader in First Nations partnerships
- An unrivalled river city
- Seamlessly connected to the world



## CREATE

### WE ARE BECOMING...

- Western Sydney’s jobs engine
- The epicentre of culture and creativity
- The home of festivals, sports and entertainment
- Asia Pacific’s centre for research and education



## ACCELERATE

### WE ARE SEIZING OPPORTUNITIES IN...

- Westmead and Parramatta North: Health and Innovation District
- Parramatta CBD and surrounds: Headquarters District
- Camellia-Rosehill: Model City District
- Silverwater: Future Jobs & Industries District
- Sydney Olympic Park: Celebration District

# HOW WILL WE GET THERE?

- Parramatta International
- Nation-leading governance
- Western Sydney Cabinet of Mayors

- Strategic governance framework
- Evaluation and monitoring, supported by global city experts

- Action planning
- Advocacy
- Collective championing



# GATHER

'Gather' is about connecting to people and place, fostering a sense of belonging.

For thousands of years, Parramatta has been an important meeting place for First Nations peoples. Today, our City is culturally diverse, attracting people from around the world - the world meets at Parramatta.

As a global city, we gather a world of stories, ideas, and experiences. Our streets have a warm sense of welcome, embracing all who come with open arms.

For our community, 'Gather' is about having equitable access to quality shared spaces and efficient transport connections, underpinned by resilience and sustainability as foundations of the modern city.

## GAME CHANGERS

By 2050, we are becoming...

- > A world leader in First Nations partnerships
- > An unrivalled river city
- > Seamlessly connected to the world

**WE ARE BECOMING...**

# A WORLD LEADER IN FIRST NATIONS PARTNERSHIPS



'A world leader in First Nations Partnerships' seeks to establish clear, robust, and respectful partnership agreements between Council and the Dharug People, the Traditional Owners of the land, waterways, and skies we call the City of Parramatta today. These partnerships will mark a significant step towards fostering meaningful collaboration, social justice, cultural respect and accountability.

This Game Changer will lay down the foundational framework for Dharug People and Council to become world leaders in First Nations and local government collaboration. Council commits to walking together with Dharug People to develop these partnerships, ensuring that the voices, perspectives, and aspirations of Dharug and other First Nations People are central to this process, our actions and expected outcomes.

We will work together to recognise, protect, and share the rich and varied heritage and history of Parramatta. A significant story of contact and impact between First Nations and non-Indigenous people started here in Parramatta. We see

an important opportunity to start a new story in Global Parramatta. Truth-telling will be central to the development and success of these partnerships and by sharing and being accountable to this knowledge, we will ensure that we are respectful of our past and are committed to creating a better tomorrow.

These partnerships will outline our shared responsibility for Caring for Country and for Caring for People on Country, recognising that a thriving natural environment significantly contributes to the wellbeing of its people. As part of this, we will highlight the role of the Parramatta River as central to our City's story and identity, and one that has been foundational throughout its various roles over centuries. Underpinning these partnerships will be a strong focus on action and commitment to delivery of shared priorities.

Prior to 2050, Council envisages the complete integration of partnerships into its core practices, policies, and decision-making mechanisms. These partnerships will be deeply ingrained within the Council's operations, reflecting steadfast dedication to honouring and collaborating with First Nations People.

Council will also support other organisations in the development and delivery of critical pieces of

First Nations cultural infrastructure within Global Parramatta such as the Indigenous Centre of Excellence at Western Sydney University. Additionally, Council will support other organisations to develop their relationships with First Nations People.

Through these Indigenous-centered and Indigenous-led actions, Global Parramatta can become a gathering place for First Nations People from across the globe, providing a place to gather, collaborate, and share knowledge, with Baramadagal and other Dharug People at the centre of it all.

These partnerships will strengthen and expand on the vision set out in Council's First Nations Strategy adopted in 2023. We will ensure that these partnerships will resonate with all residents of our City, fostering a sense of inclusivity and belonging. This Game Changer will reinforce Global Parramatta's role as a place where First Nations People and local government gather to co-create Australia's leading example of partnership, respect, and cultural exchange.

**By 2050, Dharug and other First Nations People will shape partnerships with Council to move towards their aspirations for Country and communities.**

**WE ARE BECOMING...**

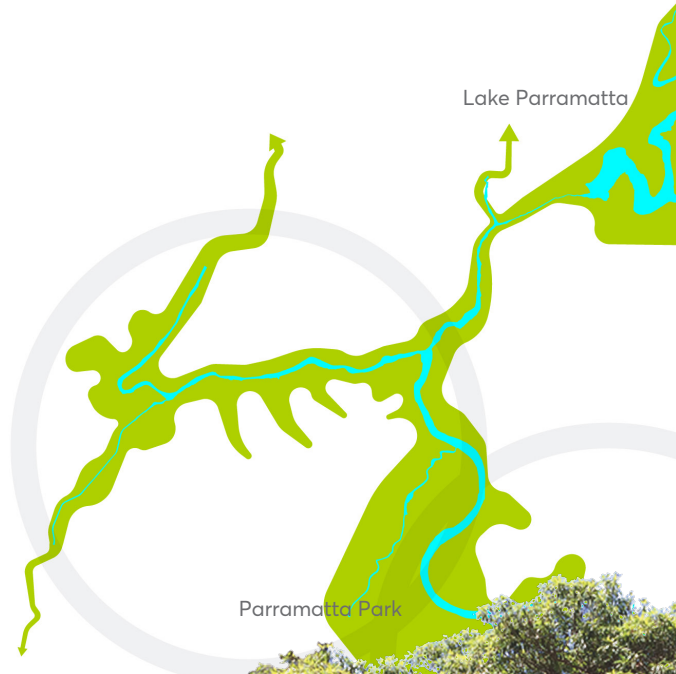
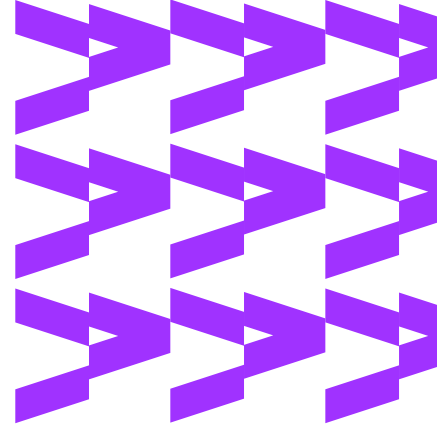
# AN UNRIVALLED RIVER CITY



'An unrivalled river city' establishes Global Parramatta as a global leader in resilience, regeneration and recreation.

This Game Changer aims to elevate Global Parramatta's profile on the world stage by leveraging the unique relationship our City has with its river, the artery of Global Parramatta, and enhancing our natural environment.

We recognise that a global city must be underpinned by consideration of sustainability and prioritise the health of its people and environment.



**Key moves include:**

**Continuous regional parkland from Lake Parramatta to Sydney Olympic Park.**

The Central River Parklands will be a landmark green and blue spine for Global Parramatta, strategically linking our City's five Districts, and providing a cohesive network of spaces where people can rest, play, move and connect.

Council's adoption of the Parramatta River Vision in 2023 marked a pivotal moment in envisioning a vibrant riverfront that serves as the centrepiece of our metropolis. Parramatta River now has the potential to evolve into a world-renowned continuous regional parkland, spanning over 500 hectares of lush greenery, encompassing two regional parks, Parramatta Park and Bicentennial Park, and a new regional park proposed in Camellia.

Stretching across the five Districts, these parklands will not only connect communities but also offer a tranquil space for relaxation amidst the dynamic offerings of Global Parramatta. Additionally, they will play a crucial role for future generations in preserving and enriching opportunities to connect with Country.

Through collaborating with other councils and organisations, this continuous parkland has the potential to extend beyond Global Parramatta, connecting through to Sydney Harbour in the east and the Blue Mountains in the west.

**Activation and recreation opportunities, inspired by our unique natural assets.**

Activations along the Parramatta River will contribute to creating a lively city that attracts residents and visitors, whilst fostering a culture of stewardship and appreciation of the River. We also know that the activation of green spaces throughout our LGA is important to our community and helps to enhance community connection.

**Active transport worthy of a global city.**

By linking the five Districts of Global Parramatta, the Central River Parklands will foster connectivity and accessibility for residents and visitors alike. Supported by wayfinding, walkways, boardwalks and cycleways, Global Parramatta's interconnected network of green spaces will enhance recreational opportunities and provide an active transport experience worthy of a global city.

**Climate action, resilience and regeneration.**

We are committed to building a greener, healthier, and more resilient Global Parramatta – a place that people want to live, work, and play, now and for future generations. Council's Environmental Sustainability Strategy sets our direction and targets to reduce carbon emissions, improve air and water quality, connect bushland and waterways, and foster biodiversity across the City.

By integrating recreation and sustainability, investing in green infrastructure, and protecting the wellbeing of both people and Country, Global Parramatta aims to set an example for cities worldwide. Global Parramatta will serve as a model of ecological resilience, with the Central City Parklands showcasing innovative approaches to flood management, biodiversity conservation, and climate adaptation. Through strategic planning and community involvement, Global Parramatta will mitigate the impacts of climate change and foster environmental stewardship. This includes commitments to regenerate and protect Country, increase tree canopy, and tackle urban heat.

*By 2050, our community has access to a continuous parkland and our City is renowned for its focus on sustainability and the quality of its green and blue spaces.*



**Figure 4:** Central River Parklands, and existing and potential green and blue spaces (Indicative only) (Source: Council)

## WE ARE BECOMING...

# SEAMLESSLY CONNECTED TO THE WORLD



Our City's global stature and the sustainability of our region hinge on establishing Global Parramatta as the gateway to Australia and the world.

To achieve this aim, Global Parramatta must become the centre of Greater Sydney's 24-hour transport network, seamlessly linking Global Parramatta with the Greater Sydney region, Australia and the world via two nearby airports.


While ongoing light rail and metro projects mark progress, our journey towards comprehensive transport infrastructure remains ongoing.


Council is steadfast in its ongoing commitment to advocate for, and secure commitments from, the NSW Government to ensure timely delivery or commencement of these projects prior to 2050.

to the Blue Mountains  
and Central West

  
Comprehensive  
East-West Metro Link

  
High Speed Rail Link

  
Extension of Cumberland  
line to Epping

  
Norwest to Miranda via  
Parramatta, Bankstown  
and Kogarah

  
Light Rail and  
Intermediate Routes



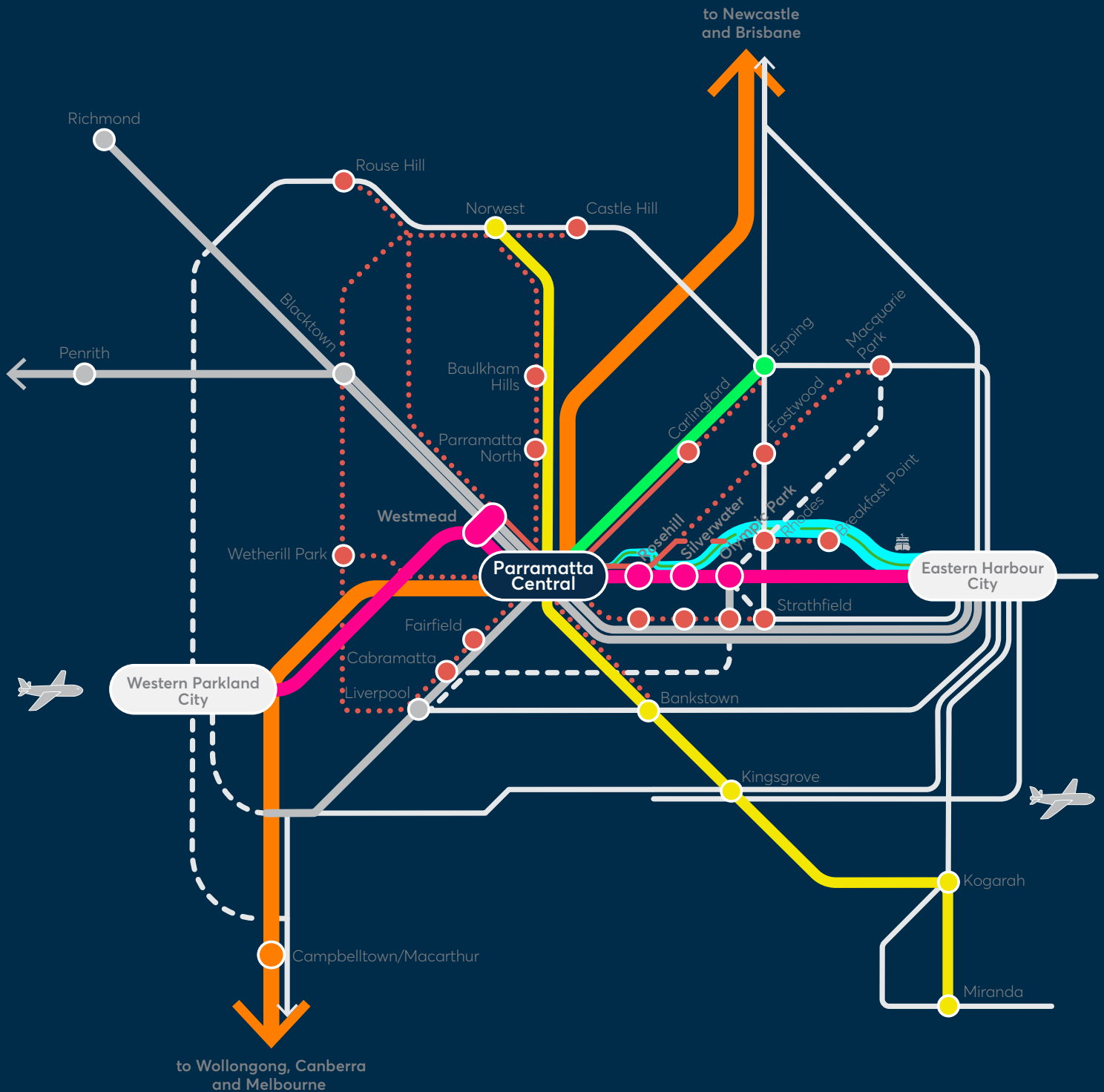


Figure 5: Global Parramatta Central's proposed transport connections (indicative only) (Source: Council)



A comprehensive East-West Metro link and a new North-South high speed rail link are the most critical transformational components of Council's transport vision. These two links form the backbone of a future Sydney that is connected both east-west and north-south, with Global Parramatta at its heart. With easy access and equidistant to two of the country's largest airports, and high speed rail connections to Brisbane, Canberra and Melbourne, Global Parramatta can truly become Australia's gateway to the world.

Key moves include:

## COMPREHENSIVE EAST-WEST METRO LINK

Currently, the new Western Sydney International (Nancy-Bird Walton) Airport is set to open in 2026 with no direct connection to the state's two largest economies – Parramatta and Sydney. Recognising this fact as well as the significant jobs opportunities associated with the Western Sydney International Airport, Council has identified the metro link as a key move.

Completing this link has two critical outstanding components:

- Fast tracking an East-West Metro link between Global Parramatta and Western Sydney International Airport is imperative. This link must be established as an immediate priority for Global Parramatta to both contribute to and benefit from the airport's success.
- A new Metro station within Camellia-Rosehill and a future-proofed stop for Silverwater are critical to ensure seamless connectivity across the City's landscape, closing Global Parramatta's spatial gaps and placing its five Districts within minutes of each other – as well as the Eastern Harbour CBD and new airport.

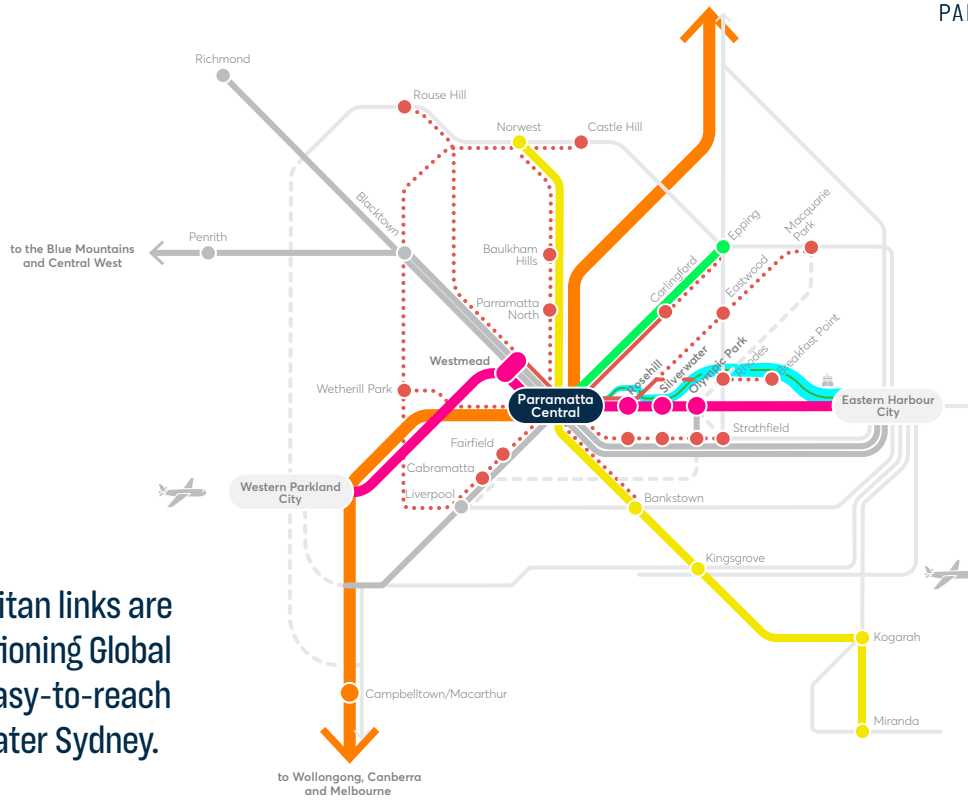
## HIGH SPEED RAIL

High speed rail is a crucial missing piece in Australia's east coast transport network and would radically transform connections between cities. Forthcoming plans for a high speed rail network must incorporate a stop in the heart of the metropolis – Global Parramatta.

Global Parramatta is ideally positioned for high speed rail, given its demographic and geographic centrality. By 2050, the City itself will be home to more than half a million people, and more people will be living west of Global Parramatta than east.

Failure to realise a high speed rail connection for Global Parramatta would be an enormous missed opportunity for Sydney. This connection will realise a long-aspired vision for a polycentric Sydney, reducing pressure on Sydney CBD and unlocking major opportunities for communities across the Six Cities Region to connect to each other, employment opportunities and the world.

High speed rail will enable Global Parramatta to reach its potential as a global city and economic powerhouse for its region. Reducing travel times between cities, this connection will radically transform access to housing, employment, education and many other opportunities for the region.



Additional metropolitan links are also critical to positioning Global Parramatta as an easy-to-reach centre for all of Greater Sydney.

Global Parramatta’s transport network must include:

### EXTENSION OF CUMBERLAND LINE TO EPPING

Alongside these connections, Council will continue to advocate for the extension of the Liverpool line to Epping. The link is crucial in ensuring that our global Districts are well connected to both the remainder of our LGA and to the region.

### LIGHT RAIL AND INTERMEDIATE ROUTES

Council will continue to advocate for expanded and interconnected light rail and bus networks. Short-term solutions like rapid bus transit and enhanced bus services will also be explored as interim measures until more extensive infrastructure projects can be actualised.

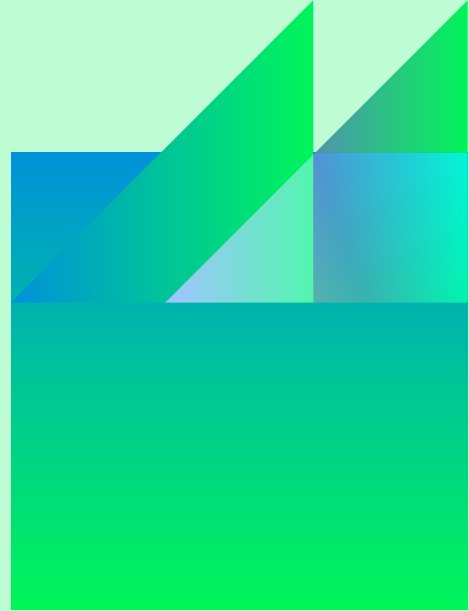
### RIVER RAIL

Council will advocate for a rail connection from Norwest to Miranda via Bankstown. This linkage is key to enabling Global Parramatta to act as our metropolis’ centre, reducing congestion across the region and improving its productivity.

*By 2050, our community is supported by an integrated transport network, providing easy access to places, jobs, experiences and opportunities within our LGA, across Greater Sydney, and internationally.*



# CREATE



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'Create' is about expression, connection, and transformation.

It recognises Global Parramatta's cultural richness as a cornerstone of our identity and economic vibrancy.

As a global city, we create world-class experiences and opportunities in an environment where creativity and prosperity knows no bounds.

For our community, 'Create' is about nurturing creativity and amplifying local talent, welcoming world-class events to Global Parramatta, and generating new employment and education opportunities close to home.

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## GAME CHANGERS

By 2050, we are becoming...

- > Western Sydney's job's engine
- > The epicentre of culture and creativity
- > The home of festivals, sports and entertainment
- > Asia Pacific's centre for research and education

**WE ARE BECOMING...****WESTERN SYDNEY'S  
JOBS ENGINE**

A hallmark of global cities is their economic prominence and the scale of opportunity and influence they offer. 'Western Sydney's jobs engine' commits to ensuring that Global Parramatta is a driving force for economic development and employment growth for all of Sydney.

Capitalising on the new international airport in Western Sydney and the potential of five adjacent Districts along the new Metro line and the Parramatta River, we seek to create a diverse, rich and interconnected range of economic opportunities with global scope. This includes defining clear focus sectors for Global Parramatta (including healthcare, arts and culture, green jobs, innovation, technology and advanced manufacturing), as well as advocating for economic development funding, such as the National Reconstruction Fund.

**Key moves include:****A target of 150,000 additional jobs by 2050.**

An ambitious and game-changing platform for jobs must be realised for Global Parramatta. Today our City offers about 1 job for every 1.5

residents of the local government area (LGA) and despite growth in jobs numbers, we have been losing ground on this figure for more than a decade due to rapidly increasing housing density.

To draw a line in the sand, Council commits to no further loss in local jobs density as a core policy position, maintaining the current ratio of 1 job for every 1.5 residents at a minimum. This means that in every planning conversation, Council will aim at a minimum to maintain the current local jobs density ratio. Even with conservative growth estimates, this means at least 150,000 new jobs by 2050 are needed to account for population growth in our own LGA – let alone to expand our regional impact as a jobs centre. This is nearly a doubling of the jobs available in the City of Parramatta LGA today.

**Business growth and attraction.**

To achieve our jobs target, we will leverage Parramatta's existing economic strengths and ensure that Global Parramatta is positioned to attract new businesses and provide an environment where they can grow.

Significant work is required to ensure that Global Parramatta is supported by the infrastructure, networks, and world-class opportunities that will attract

businesses, entrepreneurs, and workers. We will also support and grow the businesses and sectors that already call Parramatta home.

Global Parramatta has a critical role to play as a jobs centre. We must address existing employment "gaps" for our talented workers in our community and Greater Sydney, particularly for highly-skilled workers and women, to ensure that people and businesses can start and continue their story in Global Parramatta.

**Equity in jobs planning.**

In a global city, equity must be a key consideration to ensure that all residents can benefit from a city's economic growth. Global Parramatta must provide a diverse range of jobs at all levels, creating suitable opportunities for people with different qualifications and experience, and the right supports to enable their desired participation in the workforce.

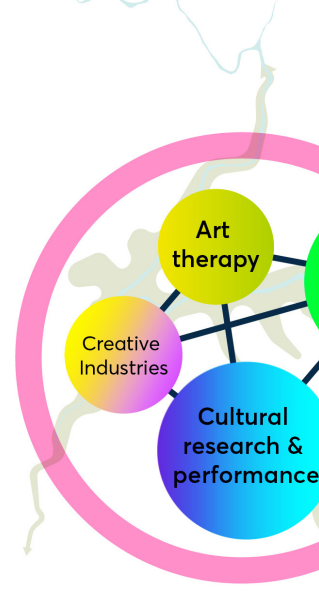
We must ensure that our education and skills pathways to employment are strong, providing links from skills training to employment in industries that will be critical in supporting Global Parramatta's transformation.

***By 2050, every Western Sydney resident can find a job that matches their skills and experience close to home.***



**WE ARE BECOMING...**

# THE EPICENTRE OF CULTURE & CREATIVITY

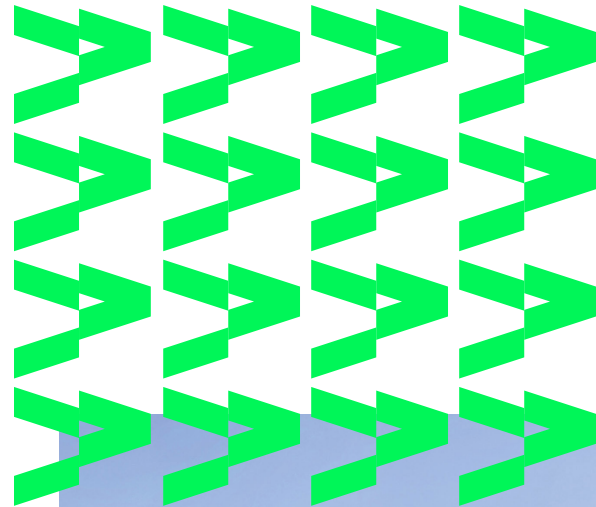


'The epicentre of culture and creativity' is Council's commitment to embedding culture into Global Parramatta's fabric. Through strategic infrastructure development and innovative approaches, this Game Changer aims to empower creators and enhance cultural accessibility.

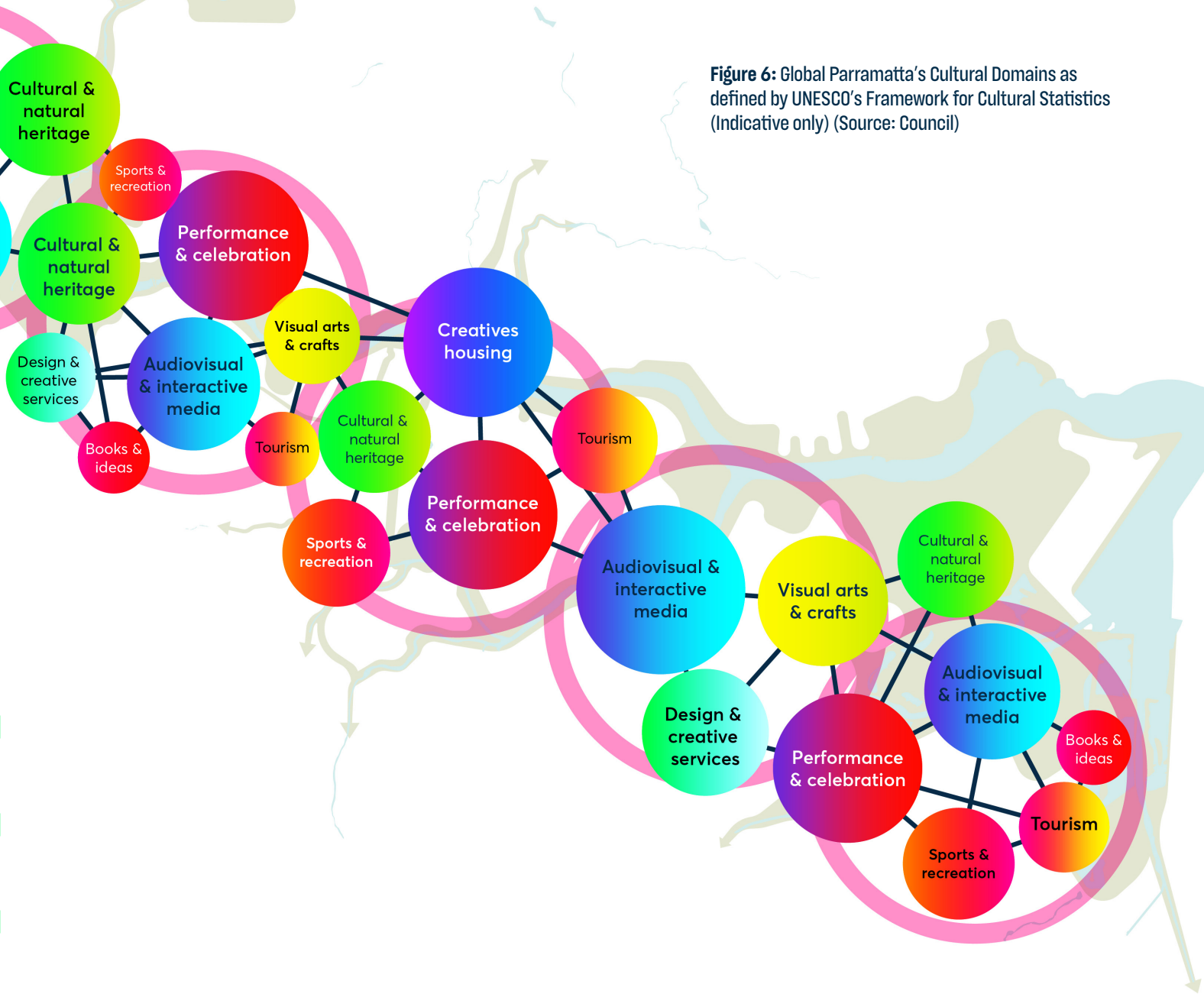
With a vision to transform Global Parramatta into a creative powerhouse, this Game Changer celebrates our City's rich diversity and cultural vibrancy. Through collaborative efforts and supportive policies, 'The epicentre of culture and creativity' seeks to solidify Global Parramatta's position as a global beacon of creative excellence, ensuring its legacy for generations to come.

Culture already lies at the core of Global Parramatta's economic vibrancy, attracting talent and investment, while solidifying our reputation as a global city. It serves as the conduit that unites our diverse communities and champions inclusivity.

Global Parramatta's essence is rooted in its unique community tapestry, abundant heritage, and authentic voice. We embody rich and diverse stories, house leading cultural institutions, celebrate sporting heroes, offer culinary delights, showcase world-renowned literature, and personify a distinctive Australian identity.



**Figure 6:** Global Parramatta's Cultural Domains as defined by UNESCO's Framework for Cultural Statistics (Indicative only) (Source: Council)





## Key moves include:

### **Cultural and heritage tourism.**

Global Parramatta is a place with unique cultural identity and heritage, and the home of leading artists and arts organisations. This creates an authentic point of difference for domestic and international visitors.

Like many global cities, Global Parramatta is home to places of exceptional natural and built heritage significance, which acknowledge shared and challenging histories. Sites include the UNESCO World Heritage listed Old Government House and the Parramatta Female Factory, which has World Heritage status potential.

Waves of migration have also embedded diverse cultural practices in the fabric of Global Parramatta. A sense of welcome and inclusion in our City is reflected in the diversity of events, cultural celebrations, cuisines, and creative spaces already on offer in Global Parramatta. Leveraging these strengths, Global Parramatta is positioned to become a must-visit destination for cultural and heritage experiences.

### **Enabling policies and planning.**

In addition to infrastructure development, we are committed to advancing current initiatives aimed at enhancing Global Parramatta's aesthetics, soundscapes, and ambience. This includes developing film-friendly policies, designating 24-hour precincts with revised policies and sound management controls, advocating for fine arts degrees in our university sector, implementing planning regulations to accommodate live music venues, exploring heritage tourism and the adaptive reuse of heritage items, and ongoing support and promotion of our diverse culinary landscape.

Council will support planning for a range of larger spaces for creation and rehearsal across Global Parramatta, including exploring opportunities in Silverwater. Together, these measures will cultivate an environment conducive to artistic expression, innovation, and collaboration, cementing Global Parramatta's status as a beacon of cultural excellence for generations to come.

### **Creatives housing.**

At the heart of this initiative lies the establishment of the Creators Quarter, offering fixed-term subsidised accommodation for artists and creatives. This pioneering venture underscores the essential role of artists in shaping Global Parramatta's success. Complementing existing opportunities at Parramatta Artists Studios and the forthcoming Powerhouse Parramatta, the Creators Quarter provides longer-term accommodation detached from specific exhibitions or programs, thereby enriching the accessibility and diversity of creative production within our community.

### **A City immersed in literature.**

We recognise that Global Parramatta already has existing strengths in literature, with a rich and varied sector including organisations such as Westwords. There is a unique opportunity for us to expand and share this unique offering with the world. By putting literature at the heart of Global Parramatta, it will become a place for authentic storytelling, shared experiences and connection - helping to propel Parramatta from the local to the global and back again.





Image:  
Jacquie Manning

### **A new contemporary art gallery.**

Council is dedicated to nurturing creative and cultural expression by both advocating and acting to expand creative spaces within Global Parramatta.

This includes the creation of a new world-renowned contemporary art gallery in Global Parramatta, which will be a leading global institution and the first public museum dedicated to contemporary art in Western Sydney.

The new institution would respond to a gap in exhibition spaces in Global Parramatta and provide a new international platform upon which our diverse community (including local artists of all ages, identities, backgrounds and experiences) can shine.

It will be home to premier international exhibitions and play an important role in attracting international audiences to the region.

The new institution will celebrate diverse stories and experiences through its world-class offerings, including exhibitions, collections, digital platforms, events and supporting programs.

It will also serve as an anchor within an ecosystem of large and small galleries, providing a rich network of infrastructure for cultural and artistic expression in Global Parramatta. This means that community organisations like Parramatta Art Society will have expanded opportunities for artists and community alike to gather and create in a global city.

By showcasing an inclusive array of artistic voices in a state-of-the-art facility, this new art contemporary gallery will contribute to Global Parramatta's rich cultural and creative landscape, fostering community identity, civic pride and social cohesion.

***By 2050, our community has access to world class arts and culture on their doorstep. Local creatives and performers are supported to reach their full potential, with access to affordable practice and performance spaces and creative educational offerings.***

**WE ARE BECOMING...**

# THE HOME OF FESTIVALS, SPORTS & ENTERTAINMENT





'The home of festivals, sports and entertainment' amplifies Global Parramatta's already formidable reputation in these areas. Drawing on our rich sporting legacy and vibrant cultural landscape, we seek to expand Global Parramatta's reputation as a premier national and global destination for sports, conventions, and year-round festivals.

By embracing emerging trends and fostering collaborations with sporting and cultural organisations, Global Parramatta stands ready to elevate tourism, invigorate local enterprises, and celebrate our multifaceted heritage. Through strategic partnerships, advocacy, and innovative planning, we're committed to unlocking the potential of sports and entertainment, and providing incredible experiences for everyone.

## Key moves include:

### **A Festival City.**

Our vision for Global Parramatta extends to becoming a Festival City by 2050, with events happening 365 days a year across our five Districts. To materialise this vision, we will enhance the capacity and capability of existing sites, develop new venues for large-scale festivals, and curate a dynamic cultural calendar that showcases our community's diversity on a global stage, including First Nations and multicultural community events.

### **Places to meet and stay.**

To enhance Global Parramatta's reputation as a place to gather, we recognise the need for new conference and convention infrastructure of various scales accompanied by diverse accommodation options, including 5-star opportunities. We will explore opportunities for convention centres in Camellia-Rosehill and Sydney Olympic Park that can accommodate large-scale events, including business and cultural events, as well as conferences, and exhibitions. We will also work to increase and diversify our accommodation offer to ensure an enjoyable stay for all.

### **Esports and other unique opportunities.**

In embracing emerging sports trends, Council will advocate for the development of state-of-the-art infrastructure, including exploring opportunities for an innovative multipurpose indoor arena catering to esports and other indoor sports. We also aim to explore opportunities for the Parramatta River to host river-based sports like rowing and swimming.

### **Continuing to empower women in sports.**

Council will continue to advocate for partnerships and investments to support women's sports from grassroots to elite levels. We will explore opportunities for national teams to make our City their home. This could take the form of making Parramatta the base for national teams, and greater inclusive sporting infrastructure.

### **Working in partnership and hosting international sporting championships.**

We will explore opportunities to strengthen our affiliations with sporting entities. This includes advocating for teams to include Parramatta in their names, enhancing our City's recognition and integration within the broader sporting community. Council will also investigate how Global Parramatta can host more elite championships and international competitions.

### **Positioning Parramatta as the premier Australian destination for international events.**

We will advocate to and partner with Government, venues and other organisations to put Parramatta forward in bids and proposals as the premier destination for international sporting events, major concerts, festivals and cultural experiences, and impactful conferences. As well as positioning Parramatta as an internationally-recognised destination, we also recognise the benefits of this key move to our economy and community as it brings easy access to world-class sports, entertainment and other events.

*By 2050, our community has access to sporting events, opportunities, and facilities from grassroots through to professional levels. There are events and festivals celebrating our diversity and identity year-round.*

**WE ARE BECOMING...**

# ASIA PACIFIC'S CENTRE FOR RESEARCH & EDUCATION



'Asia Pacific's centre for research and education' represents a comprehensive effort to revolutionise Global Parramatta's educational landscape, aspiring to offer the finest educational experience in the Asia-Pacific, position Global Parramatta as the most globally connected university city in the nation, and drive the city's economic transformation towards knowledge sector jobs.

Global Parramatta will host leading university programs with key global focus areas such as health, arts and culture, and urban resilience. We also aim to foster opportunities linking university and TAFE students with our community and industries, ensuring that our students will call our LGA home long after completing their studies.



## Key moves include:

### Transforming university offerings in Western Sydney.

A new university campus at Westmead holds the potential to transform our role as a centre for best-in-class education. Council will continue to advocate for and partner with the state government and institutions to ensure that we capitalise on the addition of a new world-leading institution to our educational landscape. Extending this immediate action, by 2050, our aim is for all major Australian universities to establish a presence in Global Parramatta. With our university partners, we also see exciting opportunities to invite top-tier international institutions to add their unique educational offer to our City as well.

To support our aspirations in the creative industries, we aim to be the home of Western Sydney's only fine arts school – a critical gap in Greater Sydney's tertiary education network that will support access to education and networks for local creatives.

### World-class student and graduate experience.

Council commits to closely monitoring and prioritising factors that shape an optimal student experience, including access

to housing, employment, and engagement with the vibrant city life of Global Parramatta. The goal is not only to attract students, but also to foster a sense of belonging and connection within the local community once they arrive.

This encompasses both direct action - such as prioritising students within Council's events calendar - and advocacy - such as engaging with the state government regarding appropriate planning controls for student housing. By collaborating with Parramatta International (proposed later in this document) and tertiary institutions, Council will also explore opportunities to facilitate international exchanges between top universities worldwide and local institutions in Global Parramatta.

We will work to ensure graduates remain in Global Parramatta and contribute to its success. Initiatives include subsidised graduate housing and guaranteed work experience in Global Parramatta's key focus areas. Global Parramatta will be a magnet for local, national and international businesses looking for talented graduates.

### "A living laboratory" for big ideas.

Global Parramatta's ongoing transformation into a global city will create a "living laboratory"

for students and researchers, with opportunities across a number of key disciplines. The regeneration of Camellia-Rosehill provides a decades-long opportunity for university and TAFE students across fields like city planning, construction, sustainability and the environmental sciences to witness and participate in best practice urban regeneration in real time.

We will also continue to leverage Westmead as a foundation of our learning and innovation ecosystem, to lead Australia in integrating health, research and education.

### Starting and continuing your learning journey in Global Parramatta.

We recognise that our entire network of education infrastructure must align with Global Parramatta's growth trajectory. Council will continue to advocate and fight for the planning and delivery of high quality early childhood education and care centres and public primary and secondary schools, emphasising that global cities offer attractive educational opportunities for all residents.

*By 2050, our community has access to high quality education, from early childhood through to tertiary studies. There are opportunities to study a broad range of disciplines within a rich ecosystem of learning and innovation.*



# ACCELERATE

'Accelerate' is about considered, concerted and innovative action to amplify the strengths of Global Parramatta, without compromising on equity and our community's quality of life.

We recognise that the five Districts are where our City's greatest global opportunities lie. Each must be a city in its own right, with a diverse range of opportunities to live, work and play. They must also work together to champion a spirit of gathering, creativity, and continuous evolution.

As a global city, we accelerate beyond the bounds of current thinking, act boldly and dream big. We aspire to become a place the world looks to for fresh ideas and momentum.

For our community, 'Accelerate' is about leveraging opportunities to enhance liveability, wellbeing and access to new opportunities and experiences.

## GAME CHANGERS

By 2050, we are seizing opportunities in...

- > Westmead and Parramatta North: Health and Innovation District
- > Parramatta CBD and surrounds: Headquarters District
- > Camellia-Rosehill: Model City District
- > Silverwater: Future Jobs and Industries District
- > Sydney Olympic Park: Celebration District

**WE ARE SEIZING  
OPPORTUNITIES IN...**

# THE HEALTH & INNOVATION DISTRICT

**WESTMEAD & PARRAMATTA NORTH**



Westmead and Parramatta North will be Australia's preeminent integrated hub for cutting-edge medical research and innovation, building on this District's unparalleled capability and success in health, technology, and education.

Westmead and Parramatta North are already home to four major hospitals, four globally renowned medical research institutes, two universities, and the largest research-intensive pathology service in NSW. Innovation meets heritage in this District, which is home to places of exceptional heritage significance, including Parramatta Gaol and the Parramatta Female Factory. By building on these strengths, Parramatta 2050 will solidify Westmead and Parramatta North's position as an economic and innovative powerhouse and the cornerstone of a globally renowned knowledge corridor through Global Parramatta.

Westmead and Parramatta North will continue to play an important role in providing jobs for Greater

Sydney. Council maintains its advocacy position for at least 50,000 total jobs in Westmead by 2036. We also commit to establishing a further jobs target for 2050, with a clear focus on health, research and education sectors.

## **KEY MOVE 1: A LEARNING ECOSYSTEM WITH A NEW FLAGSHIP UNIVERSITY**

This District will be underpinned by a learning ecosystem, with multiple universities co-located across Westmead and Parramatta North, anchored by a new flagship campus of a top 100 university in Westmead. This new campus will cater for 25,000 student enrolments, enhancing Global Parramatta's reputation as key learning and knowledge city for the Asia-Pacific region.

## **KEY MOVE 2: PLACEMAKING FOR INNOVATION**

To achieve success as a world-leading innovation precinct, Westmead and Parramatta North will need to be elevated by world-leading placemaking.

Innovation precincts must attract big thinkers, innovative start-ups and small entrepreneurial businesses. This District is already home to several anchors of attraction, including hospitals, universities, cultural assets, and research and innovation entities. But this is only part of the story.

To truly flourish, innovation precincts also require people-oriented design, welcoming civic and shared spaces and streetscapes, co-located social and cultural infrastructure, and vibrant high streets. These factors must be foundational throughout Westmead and Parramatta North's evolution.

Major transportation links, such as Metro West and Parramatta Light Rail will help integrate Westmead into the wider cityscape, but this alone won't be enough. A variety of local connections to the River, Parramatta Park and the Parramatta CBD are vital to ensuring that the western end of Global Parramatta realises its full potential.

**WE ARE SEIZING OPPORTUNITIES IN...**



# THE HEADQUARTERS DISTRICT

**PARRAMATTA CBD & SURROUNDS**



As Global Parramatta’s bustling core, Parramatta CBD, will be positioned as a centre for government, media, business, civic and community headquarters, with unrivalled connectivity, activated public places, and diverse lifestyle offerings.

Already one of Australia’s largest central business districts, the Parramatta CBD will continue to transform into a globally connected economic powerhouse by 2050. It will see leading local and global firms strengthening their foothold in Australia’s most exciting CBD.

This District will be more than just a place of work – there will be dynamic and unique experiences here, day and night. By 2050, this District will be a world-leader for safety and inclusivity. The new and old will intersect, with revitalised heritage buildings and contemporary spaces offering unique sites for retail, leisure, and hospitality. Major investments in arts, culture, and events will be complemented by world-class

accommodation and facilities, generating activity and buzz outside business hours.

## **KEY MOVE 1: METRO CONNECTION TO THE NEW INTERNATIONAL AIRPORT**

Fast, frequent, high-capacity transport links will underpin the success of the Headquarters District. Transport for NSW’s Future Transport Strategy positions Parramatta CBD to become one of the most connected places in Australia.

To unlock this potential, the Metro link between Parramatta CBD and the Western Sydney Airport must be delivered, providing a direct connection from Parramatta CBD to the new airport in under 30 minutes. This will solidify Parramatta CBD’s advantage as a globally connected CBD, strategically located between Western Sydney and Kingsford Smith International Airports. These connections will support the vision of the Headquarters District as a destination of choice for government, media, business and civic and community organisations.

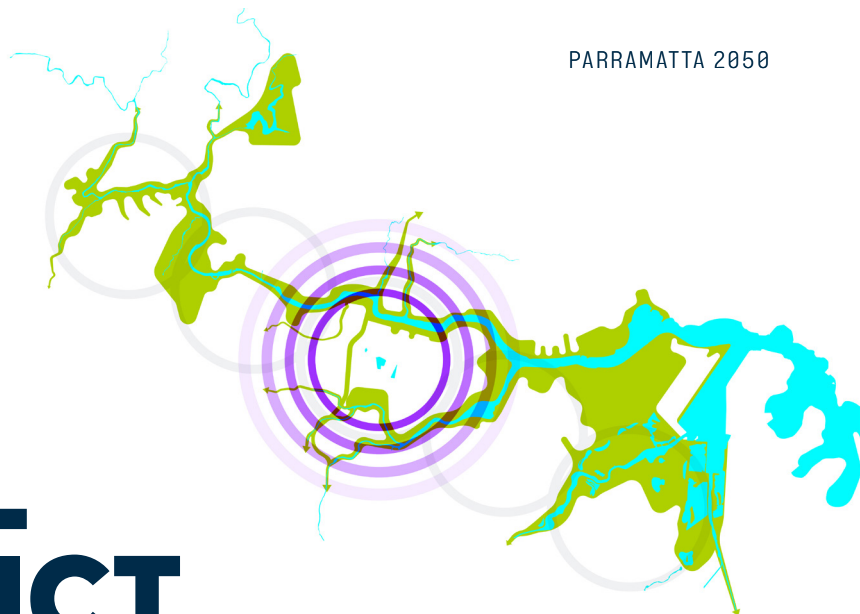
## **KEY MOVE 2: A 24-HOUR CULTURAL AND CREATIVE ECONOMY**

This initiative seeks to leverage Parramatta’s strengths and amplify its offerings. The Headquarters District is poised to transform into a 24-hour cultural and entertainment district, anchored by the imminent redevelopment of Riverside Theatres and Powerhouse Parramatta. We envision these cultural institutions offering world-leading exhibitions and Broadway-level experiences.

Coupled with a 24-hour diverse economy and the reopening of the Roxy as a live music venue, the Headquarters District holds the potential to emerge as a significant national and international cultural destination.

Through implementing late-night trading planning controls and increasing support for live music and artistic practice, we will solidify Parramatta’s position as a major cultural destination and place for a creative economy to thrive.





# THE MODEL CITY DISTRICT

## CAMELLIA-ROSEHILL



Camellia-Rosehill sets the stage for an unwritten story about what Global Parramatta can offer the world. We envision this District as a world-class example of urban regeneration, emerging by 2050 as a “model city”.

Learning from both the planning mistakes of Sydney’s past and great examples from other global cities, we see a unique opportunity for Camellia-Rosehill to attract worldwide interest as a place where the brownfields of the 20th century have been radically transformed into a true future city.

We will establish Camellia-Rosehill as the nation’s first example of a city that responds to the seventeen United Nations Sustainable Development Goals – Australia’s first SDG17 City. Anchored by these Goals, Camellia-Rosehill will be a testing ground for a new mode of city planning that moves away from outdated impact management systems and towards a focus on key outcomes of equity, resilience, wellbeing and prosperity. This could include collaborative projects and

forward thinking infrastructure development in areas such as renewable energy, water and flood management and social resilience.

### KEY MOVE 1: A WORLD EXPO FOCUSED ON SUSTAINABLE REGENERATION

As Camellia-Rosehill undergoes redevelopment, we will position this area as a frontrunner in environmental remediation and green infrastructure. This includes hosting a catalytic World Expo event to attract global attention to our regeneration efforts. Participating countries will undertake the construction of infrastructure and amenities to support future communities, showcasing world-leading sustainable planning and infrastructure delivery. The District will also provide a “living laboratory” for students in nearby education precincts, including Rydalmere.

The crowning achievement will be delivery of a new regional open space that significantly expands the Central River Parklands and provides a landmark gathering place within the new model city.

### KEY MOVE 2: SECURING LONG-TERM EMPLOYMENT PROSPECTS

A model city must provide for a wide range of opportunities and land uses. Council establishes a core policy position of at least 1 job for every 1.5 residents within Camellia-Rosehill. We will achieve these aspirations through a dynamic mix of employment generators, including a major new retail offering to support growth in this District and beyond, strategically locating critical urban services, and driving significant growth in green industries. We envision this District emerging as a national leader in circular economy and green jobs, with key opportunities to explore being utilities, energy, green technology, green manufacturing, and connections to industrial uses at Silverwater.

**WE ARE SEIZING OPPORTUNITIES IN...**

# THE FUTURE JOBS & INDUSTRIES DISTRICT

SILVERWATER



Of the five Districts of Global Parramatta, the Future Jobs and Industries District – centred on the industrial hub of Silverwater – is earliest in the planning process, representing a significant opportunity for Council to set terms for its future. Our steps must be charted carefully, futureproofing Silverwater with both infrastructure and a nuanced understanding of how future global economies might translate into our local story.

Silverwater is amongst the best-connected industrial areas in Sydney, boasting an ability to reach 98% of all metropolitan households in about an hour. Protecting and prioritising its employment and economic functions is critical to Global Parramatta's success. This includes a considered intensification of industrial and manufacturing uses, as well as responding to innovation imperatives and changing global supply chain requirements.

## KEY MOVE 1: FUTURE PROOF A METRO STATION

It is critical to future-proof our transport infrastructure to accommodate Global Parramatta's evolving needs and growth trajectories. Specifically, Council advocates for the proactive implementation of forward-thinking design elements for a future Metro station in this District. This includes strategic construction of auxiliary tunnels and the acquisition of adjacent land parcels to enable seamless expansion and adaptation in the years to come. This will unlock many possible futures for Silverwater and safeguard its future as a key economic pillar for Global Parramatta and Greater Sydney.

## KEY MOVE 2: DETERMINING FUTURE JOBS OPPORTUNITIES

Aspirations for Silverwater must be informed by detailed economic and planning analysis, including examining the appropriateness of potential industry specialisations for the District, such as technology,

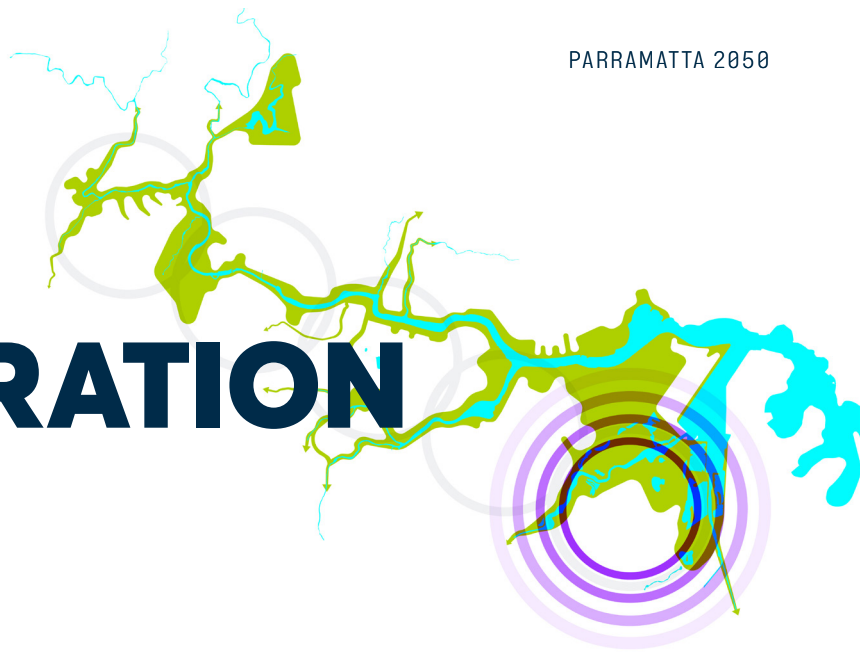
advanced manufacturing, biomedical support industries for Westmead, and creative industries, including film production and content creation.

## KEY MOVE 3: REIMAGINE SILVERWATER GAOL

Silverwater Correctional centre is a key public landholding within this District, encompassing approximately 25ha and adjacent to critical regional open space assets along the Parramatta River. This site holds strong potential to contribute to the infrastructure and employment futures of Global Parramatta. This will explore a significant expansion of adjacent parklands to extend regional open space, recreation and sporting offer. Partial retention of correctional facilities driven by a focus on world's best practice in rehabilitative justice could also form part of this site's future. Adaptive and sustainable re-use of both heritage and non-heritage components will ensure that we honour our past as we move towards the future, with uses to explore including educational, incubator and creative functions.

# THE CELEBRATION DISTRICT

SYDNEY OLYMPIC PARK



Building on its legacy as a premier events destination, Sydney Olympic Park will be firmly established as Australia's home to global sports, live music, arts, festivals, and business events, both day and night.

The 2000 Summer Olympics heralded a new era of ambition for Greater Sydney, hosting the world's first green games and establishing an internationally-renowned entertainment district to invite the world to Australia. Today, Sydney Olympic Park continues to host some of the world's largest music, sporting and cultural events, attracting attendees from across Australia and beyond.

Sydney Olympic Park is home to world-class venues where local and international events are celebrated, including art, performance, and sport. With Australia's leading convention and expo venues, this District will elevate Global Parramatta's standing to a premier business events destination in the Asia-Pacific.

It will continue to transform into a lively District attracting people to live, work, and celebrate, with enhanced integration with the Parramatta River and green spaces, and improved transport connections to Greater Sydney.

## KEY MOVE 1: EXPANSION OF CONVENTION AND EVENTS VENUES

Expansion of existing events and conferencing venues will position Sydney Olympic Park as a centrepiece of Global Parramatta's network of venues, enhancing our business events capability as a global city.

Multi-purpose arenas will support the growth of arts and recreation, allowing a wide range of local and global events to be hosted in this District year-round, beyond what is currently possible.

This will see visitation to the Sydney Olympic Park grow, supporting employment opportunities in the visitor economy and activating the District, day and night.

## KEY MOVE 2: JOBS GROWTH AND INDUSTRY SPECIALISATION

With a new Metro stop putting it within easy reach of an enormous catchment of workers, Sydney Olympic Park must propel Global Parramatta forward on employment opportunities, not take us backwards. To achieve this, every 1.5 new residents must be matched with more than 1 new job.

Sydney Olympic Park has the opportunity to become an employment hub for sports and sports science. Building on its reputation as the home of elite sport, Sydney Olympic Park is well positioned for a Sports Tech Hub, which would leverage the co-location of key sports industry bodies in the District and provide opportunities for collaboration between universities and sports institutes.

Other opportunities for sectoral expansion in the District should also be explored, including business events, music, and entertainment.

## HOW WILL WE GET THERE?

Council is committed to the success of this vision and will use a broad suite of tools to make it happen. These include:

- Three fundamental governance enablers which are crucial for our journey towards global success.
- Five implementation approaches with which Council will lead and partner to advance the vision's aims.

We will also stay open to arising and unexpected opportunities for implementing our vision.

This approach will lay the groundwork for Global Parramatta's evolution, and the extension of its benefits throughout the region, metropolis and world.

# PARRAMATTA INTERNATIONAL



Parramatta International, a proposed corporation instigated by Council, aims to foster economic development in Global Parramatta by attracting global investment, students, and talent, while supporting local initiatives. Focusing on health, research, arts, culture, resilience, and education, the goal is to collaborate with existing regional, state and federal agencies to enhance Parramatta's global presence and forge international partnerships.

Parramatta International has two main goals: attracting global interest and expanding local opportunities. It acts as a dedicated resource for our region's global economic development, elevating its international profile and attracting international investment, talent and cultural and entertainment offerings. The corporation will aid international businesses and individuals with navigating obstacles associated with global trade and investment. It will also unlock contemporary governance models for key civic, cultural and community endeavours.

Council will develop a comprehensive business case for Parramatta International, seeking partnerships and funding opportunities with councils, government entities, universities, and the private sector. Once established, Parramatta International will operate as a collaborative venture, with Council as a key partner.

## HOW WILL WE GET THERE?

# NATION-LEADING GOVERNANCE



Global Parramatta requires robust governance tailored to our LGA's unique needs and aspirations. This will ensure that our governance structures, regional collaborations, and international presence are finely tuned to realise our vision for 2050 and beyond.

### Key moves include:

#### **City of Parramatta Act.**

To this end, Council will advance the City of Parramatta Act – a critical piece of legislation specifically designed for our City to reach its global aspirations. This Act will empower Council and our community with greater autonomy, self-determination, financial resilience, and strategic planning capabilities essential for effective governance. The primary objective of this enabler is to equip our City with the requisite tools and authority to manage its growth and development in line with the Parramatta 2050 vision.

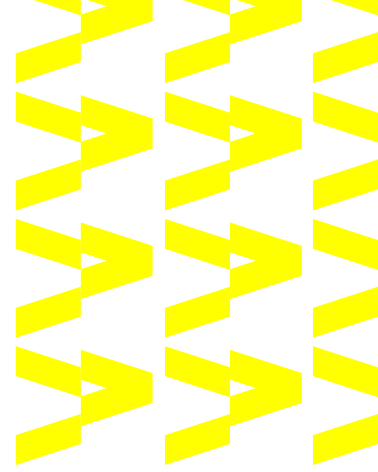
Presently, the City of Sydney stands as the sole LGA in New South Wales with a distinct Act granting it exclusive powers and responsibilities. The proposed City of Parramatta Act seeks to

provide provisions which (though not identical) would be similarly tailored to enable us to address Parramatta's transformation and meet the needs of our rapidly-expanding community.

The proposed Act must improve governance and streamline decision-making across Global Parramatta, including for Sydney Olympic Park and Parramatta Park, which are not managed by Council. This could look like improving collaborative governance to manage assets across Global Parramatta in a more integrated way, before ultimately transferring responsibility to Council by 2050.

Other key aspects of the proposed Act include establishing coordinated planning and infrastructure decision-making (potentially with an initial focus on Camellia-Rosehill), managing issues collaboratively, and allocating resources with a strong focus on outcomes. Critical to all of these aspects is the need for collaboration between state and local government.

Additionally, this enabler provides an opportunity to examine appropriate revenue reform, which remains outstanding for City of Parramatta. By exploring alternative funding mechanisms through the development of an Act, Council will enhance its financial flexibility, optimise service delivery and increase infrastructure investment.





### **Exploring new funding approaches.**

Council continues to advocate for investment in Global Parramatta by calling for collaboration between multiple levels of government to ensure a coordinated and dependable pipeline of funding, such as a Special Economic Zone. This will enable Global Parramatta to fulfill its global imperative, as well as ensure that infrastructure such as schools and hospitals keep up with growth.

### **A planning system fit for the 22nd century.**

Recognising that by 2050 the NSW Planning System will be over 70 years old and ill-equipped to deal with issues facing 22nd century cities, Global Parramatta should be positioned as a testing ground for more innovative and outcomes-focused planning approaches. Planning for the future of Global Parramatta must be underpinned by resilience and equity. This includes ensuring that a growing population is serviced with housing, infrastructure, jobs and other opportunities vital for economic and social wellbeing.

### **Coordinated regional planning and governance.**

With a lack of coordinated regional governance following the dissolution of the Greater Cities Commission, we know there is an urgent need to consider infrastructure planning for Greater Sydney holistically.

### **Collaboration and partnerships.**

The aspirations of the Parramatta 2050 vision will not be realised without collaboration and partnerships, and we welcome new and innovative approaches to governance to place partnership at the centre of creating a global city. We are well-positioned to partner with other councils, government departments and agencies, businesses, universities, and other stakeholders who are critical to shaping the future of Global Parramatta.

## HOW WILL WE GET THERE?

# WESTERN SYDNEY CABINET OF MAYORS



The Western Sydney Cabinet of Mayors will establish a critical table where local government leaders of Western Sydney can gather to align on pursuing joint advocacy, funding and projects that globally position the region. Following the dissolution of the Greater Cities Commission, Council perceives a critical role for local governments to work together on regional governance and projects to ensure that Western Sydney's potential is unlocked.

Unlocking Western Sydney's global potential depends on major changes in how we plan for and invest in jobs, infrastructure, education and liveability. Taking inspiration from the South East Queensland Council of Mayors, the Cabinet provides a forum for local government to assume a leadership role in local, regional and global conversations. This approach also provides an opportunity to position Global Parramatta as the leader in Western Sydney in a number of key arenas.

Key first steps for this enabler include canvassing perspectives as part of initiating and strengthening existing stakeholder relationships with other Western Sydney Councils, followed by an initial meeting to develop a draft joint governance structure. Council aspires to a stretch goal of completing an initial statement of intention to enable a joint submission on the Metropolitan and City Plans by the Western Sydney Cabinet of Mayors.





# HOW WILL WE GET THERE?

# IMPLEMENTATION

## COUNCIL'S STRATEGIC GOVERNANCE FRAMEWORK

Council's strategic governance framework including its Community Strategic Plan (CSP), land use planning framework, and other strategies will reflect and operationalise this vision.

**Next Steps:** Review of the CSP.

## OUR APPROACHES

### EVALUATION AND MONITORING, SUPPORTED BY GLOBAL CITY EXPERTS

Council will develop an evaluation toolkit with the help of Point Parramatta 2050, a forum of seven global city experts to point us towards success.

**Next steps:** Convene third meeting of Point Parramatta 2050, who will help develop an evaluation tool kit, and commence monitoring.

### ACTION PLANS

Each of the initiatives of this vision require more detailed action planning to chart a course for success.

**Next steps:** Create more detailed action plans for each initiative.

### ADVOCACY

Council is committed to capitalising on this vision's momentum through active advocacy on its Game Changers.

**Next steps:** Plan more detailed advocacy for each Game Changer, including developing prospectuses for key moves proposed in this document.

### COLLECTIVE CHAMPIONING

We all have a role to play in how we share, take responsibility for, and collaborate on the delivery of this collective vision.

**Next steps:** We invite community members to be champions for this vision, and welcome opportunities to collaborate with fellow organisations.



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**Address:** 9 Wentworth Street  
PO Box 32, Parramatta NSW, 2124

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**Phone:** 1300 617 058

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

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

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**Social:**  @parracity

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

#### KOREAN

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

#### CHINESE

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

#### ARABIC

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

#### HINDI

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

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