



CITY OF
PARRAMATTA

> COMMUNITY < REPORT CARD

Produced for the Annual Report 2023/24



COMMUNITY REPORT CARD

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3.01

HOW HAVE WE DONE THIS YEAR?

Each Council term, Council develops a Delivery Program outlining its four-year commitments to the community, to support the long-term goals of our Community Strategic Plan. The Delivery Program is combined with a corresponding Operational Plan & Budget (the 'DPOP'), which spells out the key deliverables and budgets for each financial year.

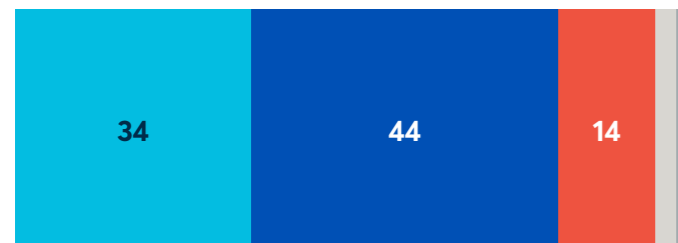
Council's deliverables in the DPOP fall into two categories:

- > Projects that Council has committed to deliver during each year.
- > Key performance indicators (KPIs) for Council's ongoing service delivery.

This Community Report Card outlines Council's performance on delivering the projects, KPIs and budgets in the Delivery Program, Operational Plan & Budget in 2023/24.

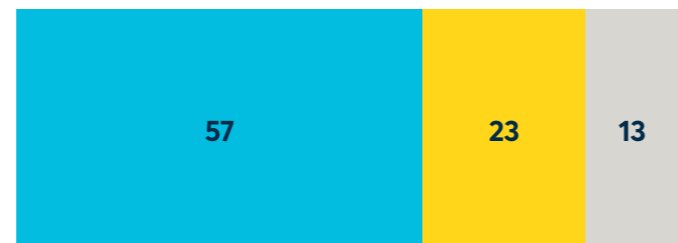
Full progress reports on Council's Delivery Program can be found on [Council's website](#).

Council's Projects



Completed	34	38%
Progressing on track	40	44%
Progressing off track	13	14%
On hold / Stopped	3	3%
Not due to start	0	1%
Projects Total	91	

Council's Key Performance Indicators



Achieved	57	61%
Not achieved	23	24%
Data not available	13	14%
Not due	1	1%
Services Measures Total	94	

A further breakdown of Council's progress can be found on pages 59–82 of this report.

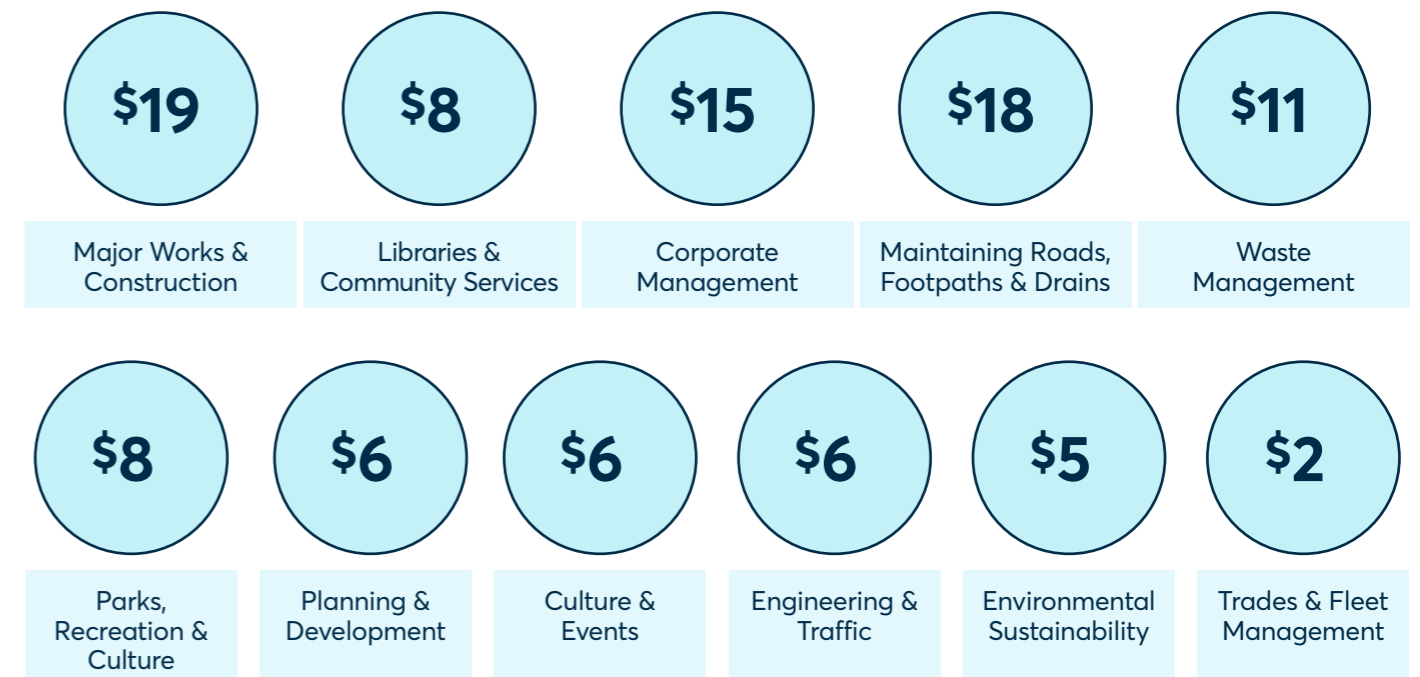
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2023/24 FINANCIAL SNAPSHOT

Financial summary for all of Council

\$455.6m Budgeted Income	\$286.9m Budgeted Capital Expenses	\$327.3m Budgeted Operating Costs
\$471.8m Actual Income	\$147.2m Actual Capital Expenses	\$383.6m Actual Operating Costs

For every \$100 spent this year Council delivered:



DELIVERING OUR COMMUNITY STRATEGIC PLAN GOALS

The following long-term community goals were developed from 2018 to 2022 to reflect the community's aspirations for the City of Parramatta.

In June 2022 Council reviewed and refreshed these goals to better align with contemporary priorities and impacts.



Our original 2018 Community Strategic Plan goals - are outlined below along with their supporting strategies:



FAIR — We can all benefit from the opportunities our City and neighbourhoods offer.

ACCESSIBLE — We can all take part and get to where we want to go.

WELCOMING — We foster belonging and celebrate culture and diversity.

GREEN — We value and care for our environment.

THRIVING — We are a nation-leading City with prospering communities and industries.

INNOVATIVE — We champion new ideas to create a better future.

FAIR

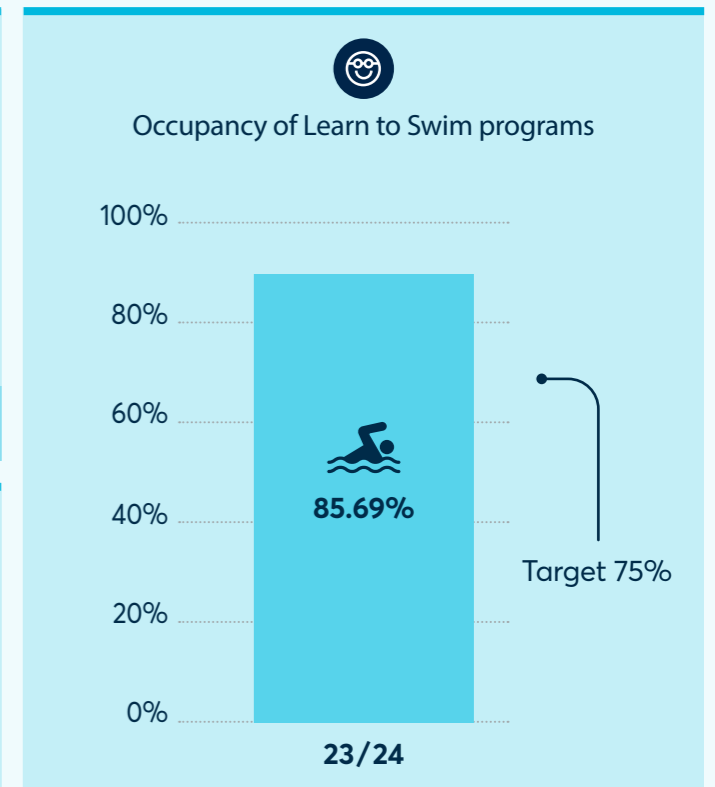
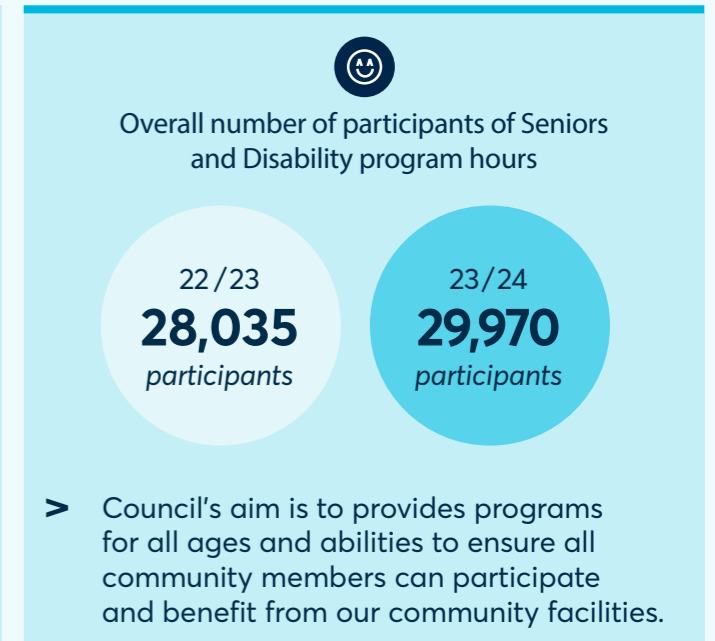
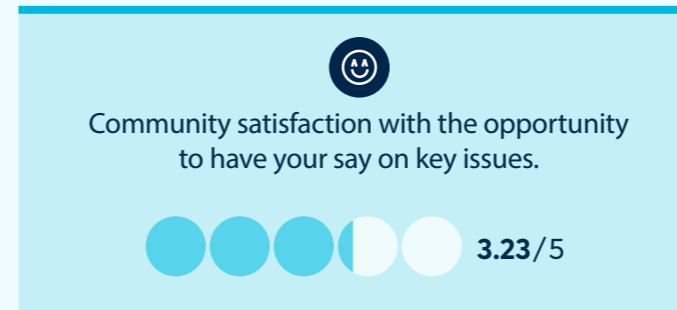
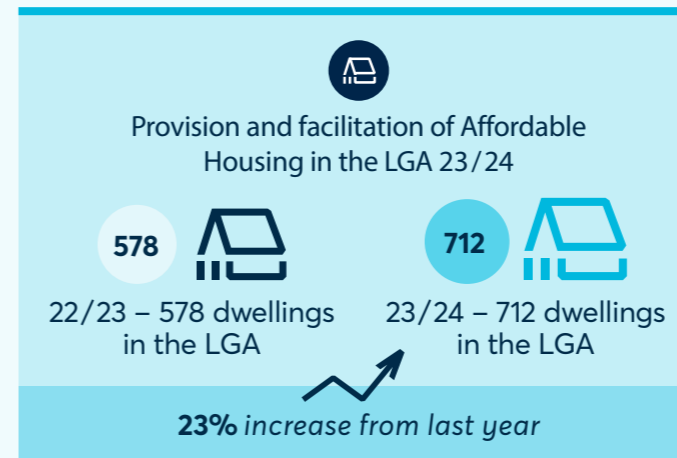
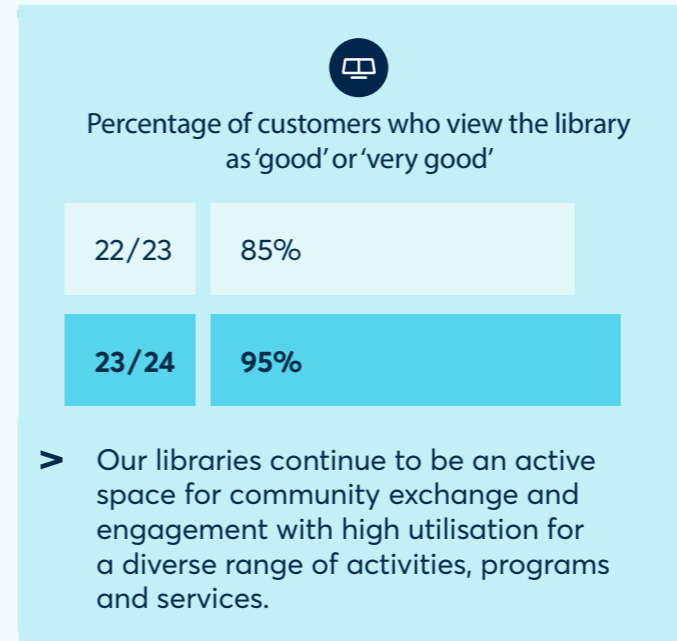
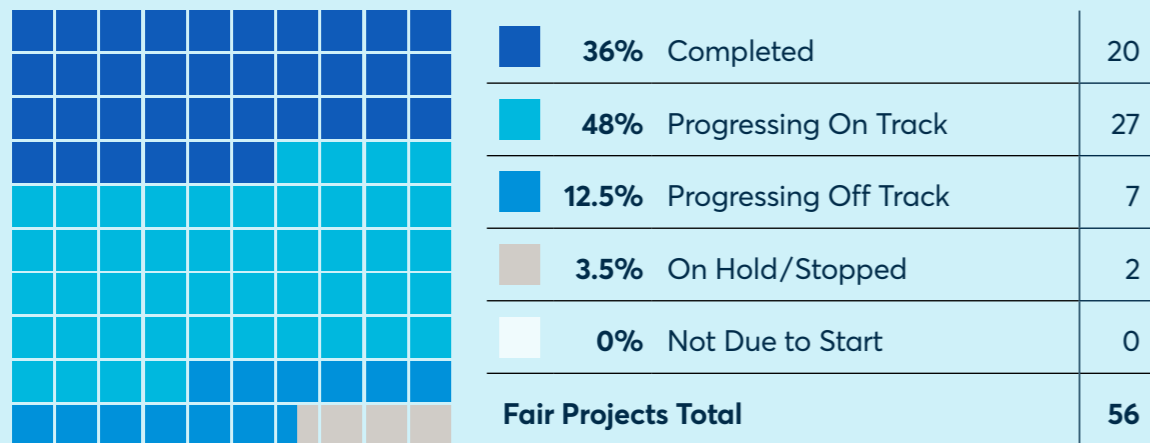
We can all benefit from the opportunities our City and neighbourhoods offer.

The City of Parramatta works in collaboration with the community to promote equity of opportunity through access to essential services, education and resources that support health and wellbeing. Council facilitates important advocacy and opportunities for community members to have their say. This is also supported by high-quality facilities and infrastructure to meet the needs of all our growing and diverse communities.



> Our performance against our Delivery Program and Operational Plan this year for the Fair goal:

Fair Projects



Parramatta Aquatic Centre Opening

The Parramatta Aquatic Centre (PAC) is a partnership project with the NSW State Government. This multi-purpose and sustainable facility provides a new social space for the community, promoting health and wellbeing for people of all ages, abilities, interests, and backgrounds.

Opened on 25 September 2023, PAC covers 40,000 square metres and includes a 50m, 10-lane outdoor heated pool

with seating; a 25m indoor recreational pool; an indoor learn-to-swim pool; an indoor splash play area; multipurpose community rooms; spa and sauna facilities; fitness centre; café; and up to 180 parking spots.

Since opening the centre has seen more than 20,000 people attend swimming lessons, 4,000 school children attending swimming carnivals, and over 2,000 swim school program registrations.

A Commitment to Affordable Housing

Housing affordability is a critical issue for Parramatta and Greater Sydney. In 2023, Council developed an Affordable Housing Action Plan which identifies direct actions and advocacy positions that Council will take towards improving housing affordability in the LGA during 2023-2025.

In May 2024, Council exhibited amendments to the Affordable Rental Housing Policy, which addresses the operational management of Council-owned affordable rental housing properties and complements the Affordable Housing Action Plan.

Sport, Open Space and Recreation

Throughout 2023-24 Council progressed a number of key sporting and community infrastructure projects through to concept and detailed design phase. These upgrades are funded under The NSW Government's Western Sydney Infrastructure Grants Program and aim to provide high quality sporting and community facilities at locations throughout the LGA such as Somerville Park in Eastwood, Doyle Ground in North Parramatta, Max Ruddock Reserve in Winston Hills, Sue Savage Reserve in Toongabbie, West Epping Park Dog Off Leash Area and Kilpack Park in Carlingford.

In April 2024 Council placed the Sportsground Allocation Policy on exhibition. This policy aims to ensure that Council will allocate the use of its Sportsgrounds in a systematic approach which aligns with Council's broader Sportsground Strategy and values, including to actively contribute to the health, wellbeing, equality, and inclusion of the whole community.

In 2024, City of Parramatta also signed a three-year partnership with the Parramatta Eels to help cement the City's reputation as the home of sport, drive visitation and economic growth and build capacity in the community.



The Social Sustainability Strategy 2024–2033

In June 2024 Council endorsed The Social Sustainability Strategy 2024-2033. This is Council's ten-year vision for an equitable and resilient Parramatta where residents are safe, socially connected, and have what they need to live

with dignity and to thrive. It establishes five priorities which will guide decision making in how Council plans and delivers community infrastructure, services, and programs.

Meals on Wheels

During 2023/24 our Meals on Wheels volunteers have contributed more than 2,107 hours supporting participants and delivering more than

27,719 meals to ensure that vulnerable members of the community have access to healthy, nutritious meals.

Active Parramatta

Active Parramatta is a Council initiative that provides free and affordable health and wellbeing programs that cater to people of all ages, abilities and backgrounds both online and in person. This past year The Active Parramatta Van offered over 130 free programs such as Gentle Exercise, Mobility Flow and Holistic Fitness to over 9,000 participants. The Health & Fitness programs including Zumba, Pilates, yoga, boxing and circuit training attracted over 1018 registrations.

Council's school holiday program - the largest free school holiday program in NSW, offered 161 activities with over 2,400 participants.

Council also partnered with the Australian International Sports Organisation to provide an eight-week multi-sport afterschool program informed by research from Western Sydney Health. Utilising the Active Kids Voucher program 653 children participating in this program.



"The Parramatta Aquatic Centre is a multi-purpose and sustainable facility that provides a new social space for the community, promoting health and wellbeing for people of all ages, abilities, interests, and backgrounds."

ACCESSIBLE

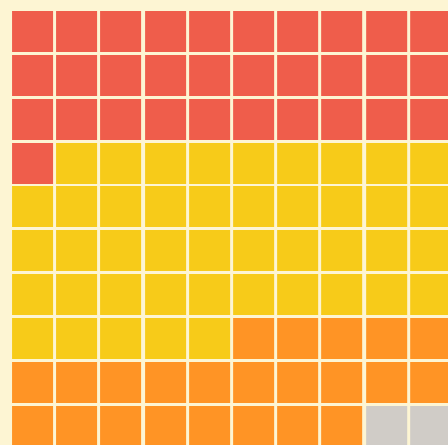
We can all take part and get to where we want to go.

As the City of Parramatta grows, an increase in sustainable, reliable and diverse infrastructure is essential to create greater connections and access for all commuting and travelling across the LGA. Integrated transport strategies that are driven by universal design, well planned location of jobs and educational opportunities and prioritising programs that promote inclusivity and awareness are driving Council's projects for the Accessible goal.

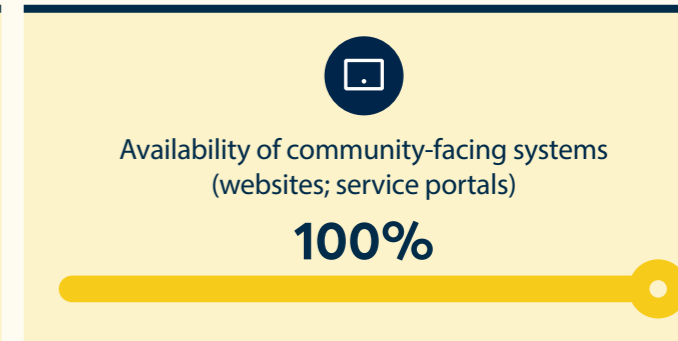
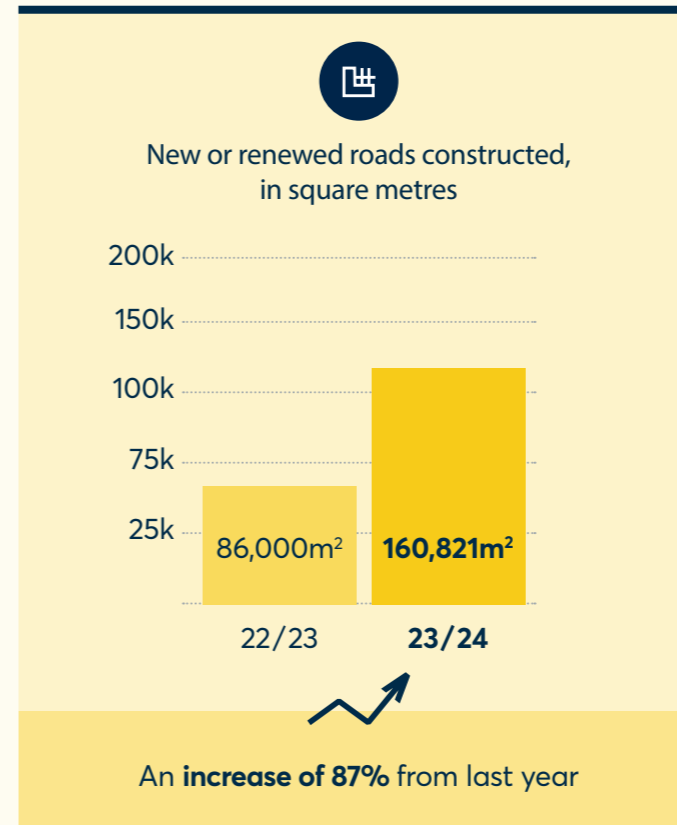
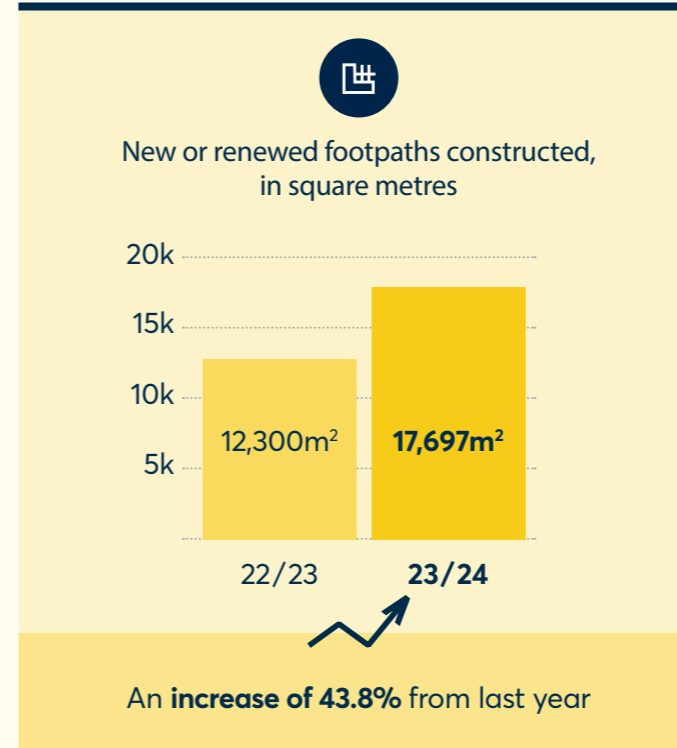


> Our performance against our Delivery Program and Operational Plan this year or the Accessible goal:

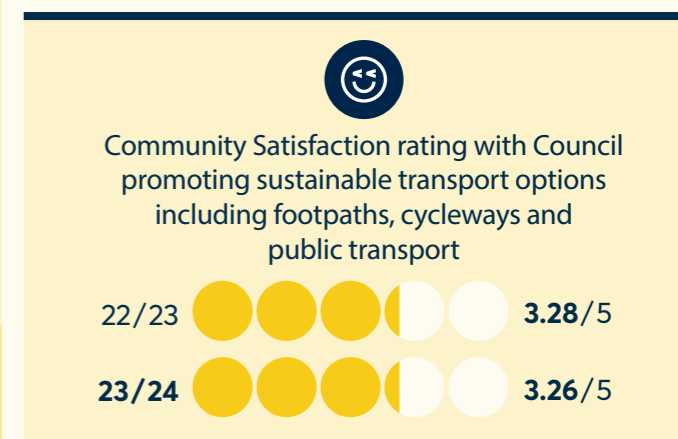
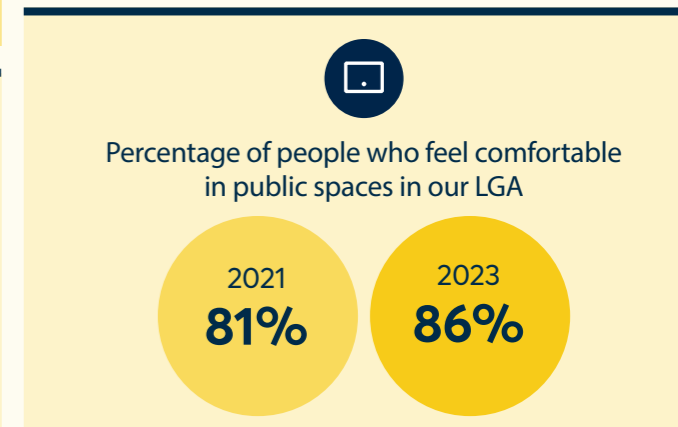
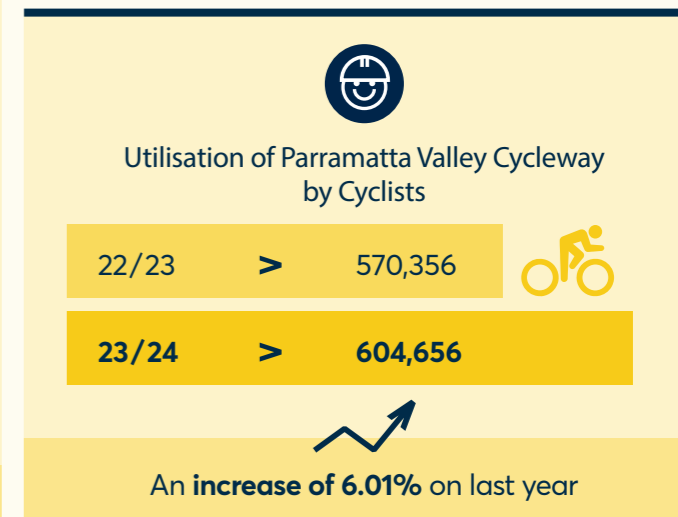
Accessible Projects



31%	Completed	12
44%	Progressing On Track	17
23%	Progressing Off Track	9
2%	On Hold/Stopped	1
0%	Not Due to Start	0
Accessible Projects Total		39



> Council's goal is to achieve 99.5% excluding scheduled maintenance. Access to online services and information is essential to assist Council's reach throughout the community.



Disability Inclusion Action Plan

City of Parramatta is delivering on key community outcomes identified in the Disability Inclusion Action Plan 2022-2026. Commitments over the last year include working with Autism Spectrum Australia (ASPECT) to create Autism friendly spaces and services, Auslan interpreted Story Time sessions at Council libraries, three digital wayfinding kiosks installed in the Parramatta CBD and an access audit completed for all playgrounds across the LGA to inform Council's accessible playground framework.

Council is also working with the Australian Network on Disability to develop a Workplace Adjustment Policy, and the Parramatta Aquatic Centre (PAC) is working to increase access for people with disability by providing opportunities for free trials and identifying quiet spaces and times for people who may struggle with sensory overload.

The Parramatta Bike Plan

The Parramatta Bike Plan was endorsed by Council on Tuesday 11 June 2024. This Plan looks at opportunities to invest in new and existing cycleways and create a better user experience for the community including:

To enhance the productivity and liveability of Parramatta through an increase in cycling, helping foster healthy and connected residents, workers and visitors.

For cycling to be safe and perceived as a safe and attractive option for all members of the community, for those aged 8 through to 88.

To increase the proportion of people cycling in Parramatta to 5% of all trips to work, and 10% for those ending in the CBD

Alfred Street Bridge

In October 2023, a new gateway into the City of Parramatta was officially opened. The Alfred Street Bridge is both a distinctive landmark and an important piece in a growing network of active transport links, which will make it easier for pedestrians and bike riders.

The 4.5-metre-wide, 200-metre-long bridge spans the Parramatta River between James Ruse Drive and Gasworks Bridge.

It provides the City's growing population with a convenient, safe and scenic connection over the river, directly to the Stage 1 Parramatta Light Rail.

The \$19 million project, co-funded by Council (\$7.5million) and the NSW Government (\$11.5 million), is Australia's first true diagonal arch bridge.



Parramatta Light Rail Advocacy

Council's successful advocacy to the NSW Government to progress Stage 2 of the Parramatta Light Rail resulted in the Department of Planning Housing and Infrastructure providing planning approval for Stage 2 in February 2024.

Stage 2 will connect Stage 1 and the Parramatta CBD to Sydney Olympic Park via Camellia, Rydalmere, Ermington, Melrose Park and Wentworth Point.

Enhancing Pedestrian and Cyclist Networks

Plans are underway for four new pedestrian and cyclist projects - Bennelong Parkway Bridge and Paths, Toongabbie to Westmead Corridor, Kleins Road Corridor, and the Wilderline to Duck River Paths. These plans were presented to the community for feedback March and April 2024 and include proposals for new footpaths and bike paths, safer crossing facilities, boardwalks and bridges to improve pedestrian and cyclist infrastructure.

This project is funded by the NSW Government's Parramatta to Sydney Foreshore Link.

Council has also progressed the George Street East Pedestrian and Cyclist Paths through the detailed design phase and the Norwest T-Way Shared Path and Ermington Foreshore Stage 3 into the construction phase which will begin in later 2024.

Pedestrians and cyclists travelling through Rydalmere have a safer connection to Parramatta with the completion of the raised combined pedestrian and cyclist crossing on Brodie Street.



V
 "The Alfred Street Bridge is both a distinctive landmark and an important piece in a growing network of active transport links."
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Photograph: courtesy of Guthrie Project.

WELCOMING

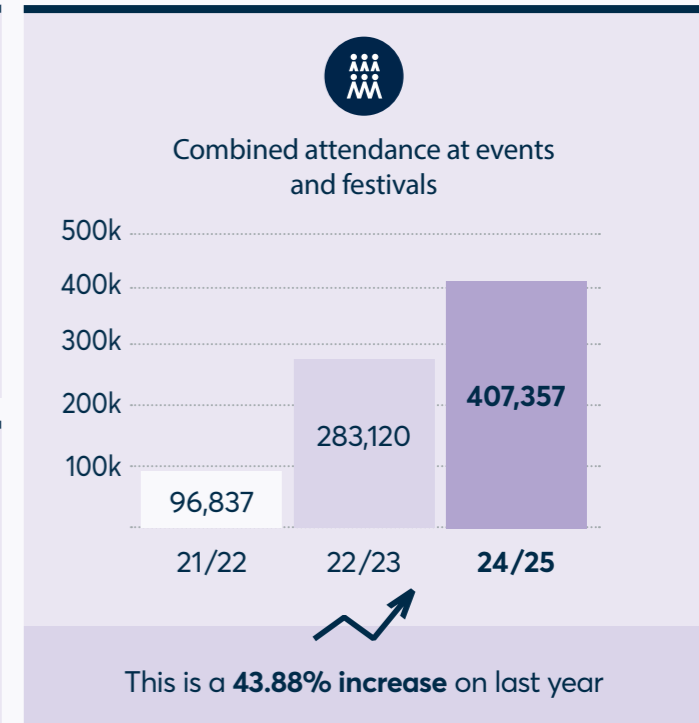
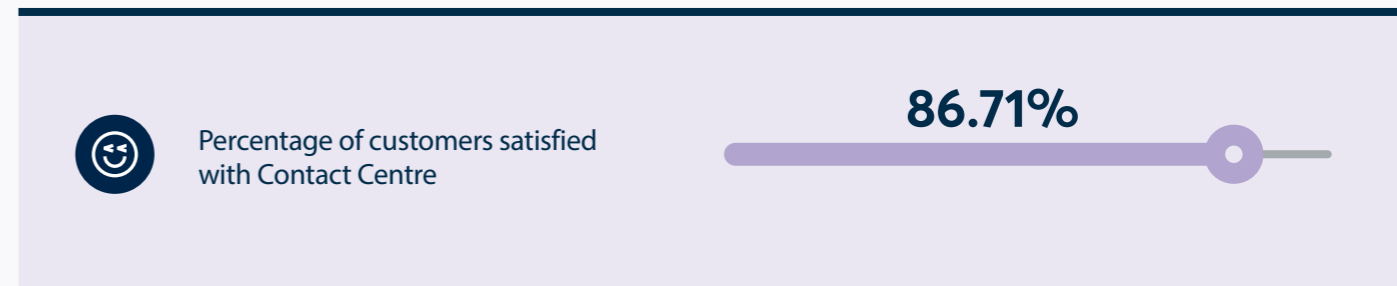
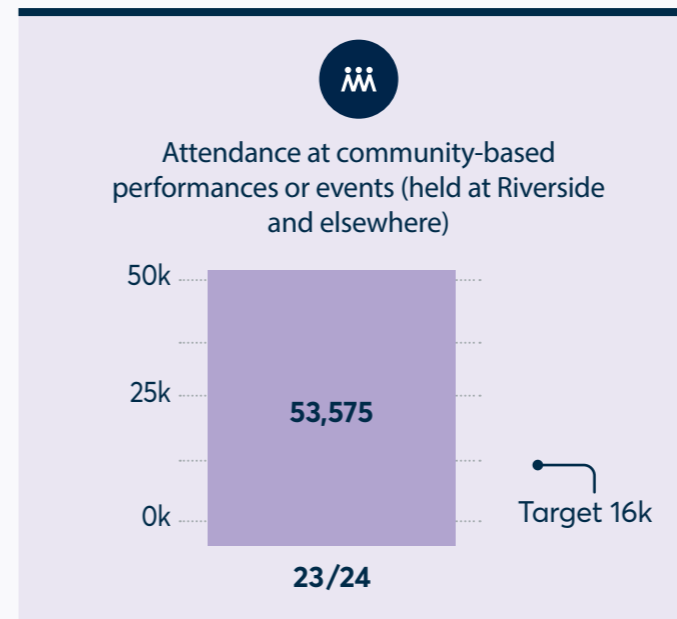
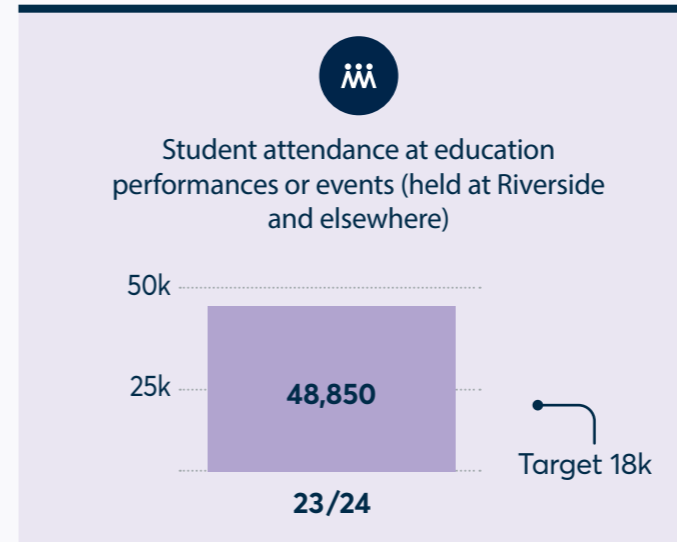
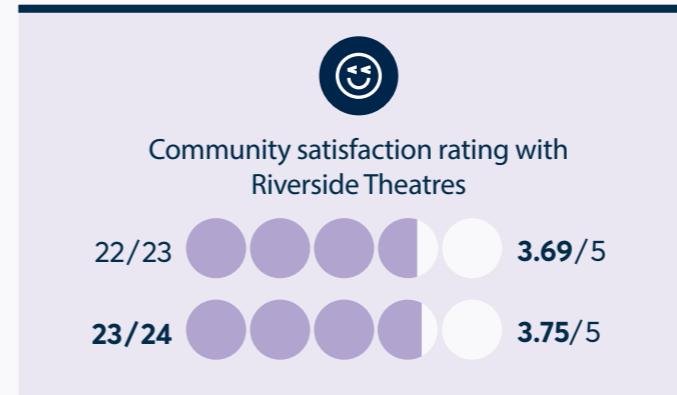
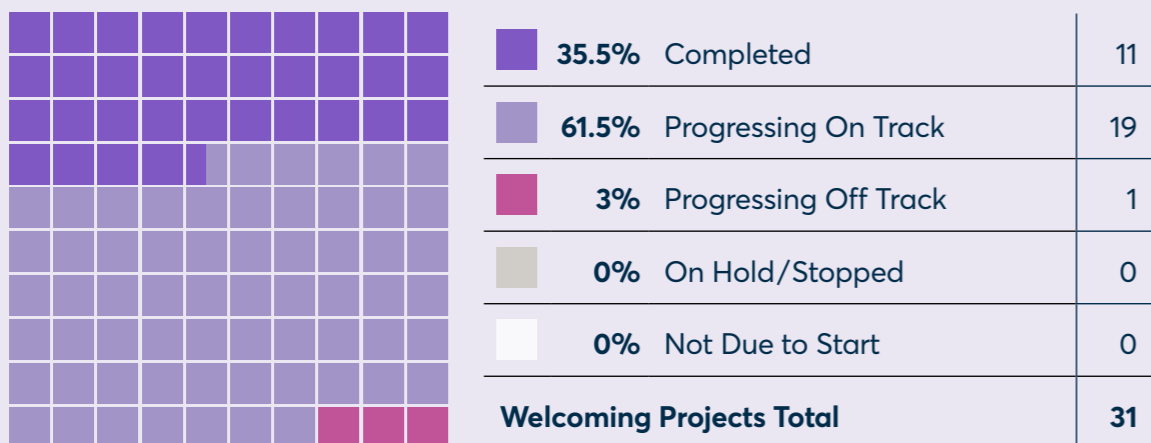
We foster belonging and celebrate culture and diversity.

Council takes pride in celebrating the city's community and highlighting its the finest aspect; it's cultural diversity. Baramada/Burrumatta has always been an important meeting place for First Nations people and today Parramatta is a meeting place for people from all around the world. The City of Parramatta celebrates this through its active events and festival program each year. Our community infrastructure promotes Parramatta's unique heritage and diversity, to support connection and inclusivity.



> Our performance against our Delivery Program and Operational Plan this year for the Welcoming goal:

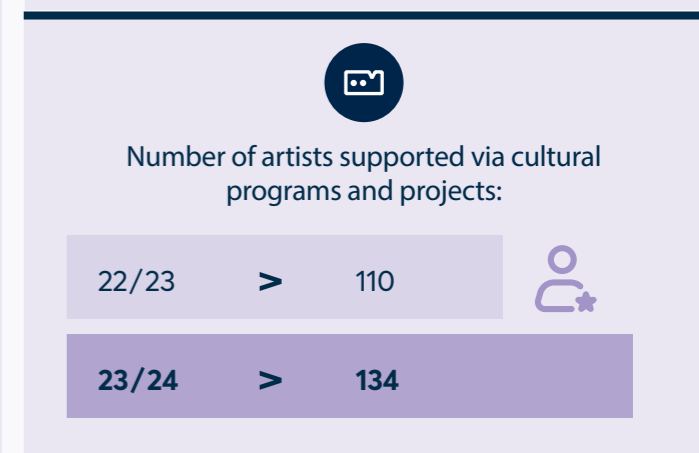
Welcoming Projects



> Throughout 2023/24 Council provided over **\$1 million** in grants and sponsorship to support more than **150 organisations and festivals** via:

- Community Grants
- Local Heritage Grants
- Council Support
- Sydney Festival
- The Night Time Economy Grants

> See Appendix 1 for further details



First Nations Strategy 2024-2029, WARAMI & Ngana Birrung

City of Parramatta’s relationship with Dharug and the First Nations community reached a new milestone with completion and launch of the ground-breaking First Nations Strategy 2024-2029 at the City’s meeting place, Parramatta Town Hall on 2 May 2024.

This Strategy was developed in consultation with the First Nations community, service providers, staff and the wider community and is focused around five pillars: social justice, cultural leadership, social cohesion, celebration, and accountability. It embodies a unique framework

specific to the City of Parramatta, demonstrating Council’s commitment to the fundamental principles of the Uluru Statement of the Heart: **Voice, Makarrata (meaning ‘Treaty’ in Yolngu), and Truth.**

WARAMI is Council’s overarching festival for First Nations events and programs for Sorry Day and Burrumatta NAIDOC Week. **Ngana Birrung** held in March 2024 is an initiative of Council which unites First Nations musicians from across the Country and provides a platform for local artists.

Parramatta Lanes 2023

From 11 – 14 October 2023 Parramatta Lanes attracted more than 180,000 visitors across 15 laneways and roof top car parks offering a range of street food, live music, and cultural experiences. Local restaurants, food trucks, and pop-up stalls showcased multicultural cuisines, and 120 musicians performed, with more than 50% of

artists from Western Sydney. Three public artworks were featured including Lawrence Liang’s Bloom sculpture illuminating St John’s Lawn.

A special ‘Festival of Lights’ event was also held on Saturday 14 October 2023 to celebrate the sights, sounds and colours of the South Asian community.

Cultural Celebrations

Each year, Council celebrates it’s cultural diversity through a range of programs and events. In February 2024 Parramatta came alive with art installations, street food, live entertainment, cultural workshops and performances to celebrate Lunar New Year. The event also provided insight into history and culture through the ancient art of traditional Chinese calligraphy, lanterns, a wishing

tree, traditional tea sampling and roving dragon and lion dances.

Diwali is also a significant celebration in Parramatta with almost 29,000 Indian-born local residents. Council supported a range of community-led events such as Little India Diwali Celebration in Harris Park on 18 November 2023.



Riverside Theatres Redevelopment Project

Riverside Theatres is the premier performing arts venue in Western Sydney. In May 2024, the highly anticipated winning design for the redevelopment of Riverside was announced. Featuring a 1,500 seat Broadway-style lyric theatre with First Nations inspired interiors, the iconic design also includes the refurbishment of the iconic 760-seat Riverside Playhouse Theatre, construction of an all-new 430-seat ‘Black Box’ drama/performance theatre, an all-new

80–100 seat digital development studio / digital cinema and enhanced public spaces, foyers, food and beverage and function spaces.

This redesign will help establish the venue as a world-class performing arts centre, that will attract major Australian and international works to Parramatta whilst also creating a space where everyone feels welcomed and inspired and which embodies our commitment to cultural inclusion and creative excellence.

Parramatta Town Hall

Parramatta Town Hall has a rich legacy serving as a key community gathering space since 1883. The recent \$30 million upgrade includes the restoration of original features as well as the addition of a light-filled, modern glass atrium that directly opens onto the vibrant Parramatta Square, and integrates with PHIVE, Parramatta’s new community, cultural and civic hub.

The seamless blend of heritage architecture and contemporary design, demonstrates our ongoing commitment to conserving heritage and embracing a new and exciting phase in the City’s transformation.

Programs at PHIVE

Programs at PHIVE have continued to be popular amongst children and families with school holiday workshops and hands-on activities booking out. ‘Creature’, an interactive light display, and ‘Beetle’, a physical storytelling performance, provided low

and no-cost opportunities for families in Western Sydney to engage in arts and culture experiences. Sea of Light was a highlight of the events and programming calendar with 30,241 free tickets being snapped up by local families.

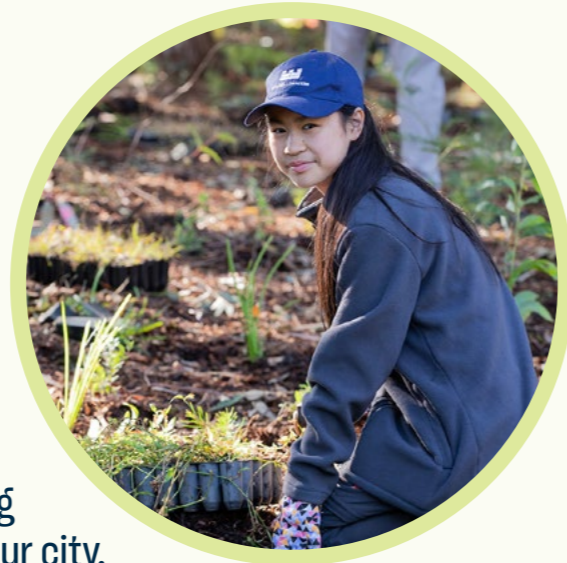


“Riverside Theatres is the premier arts venue in Western Sydney.”

GREEN

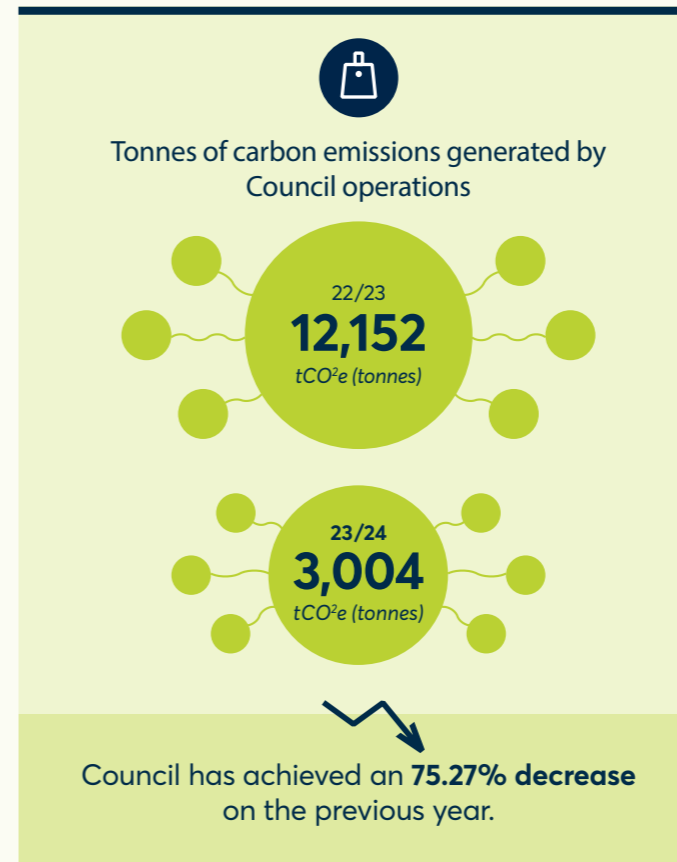
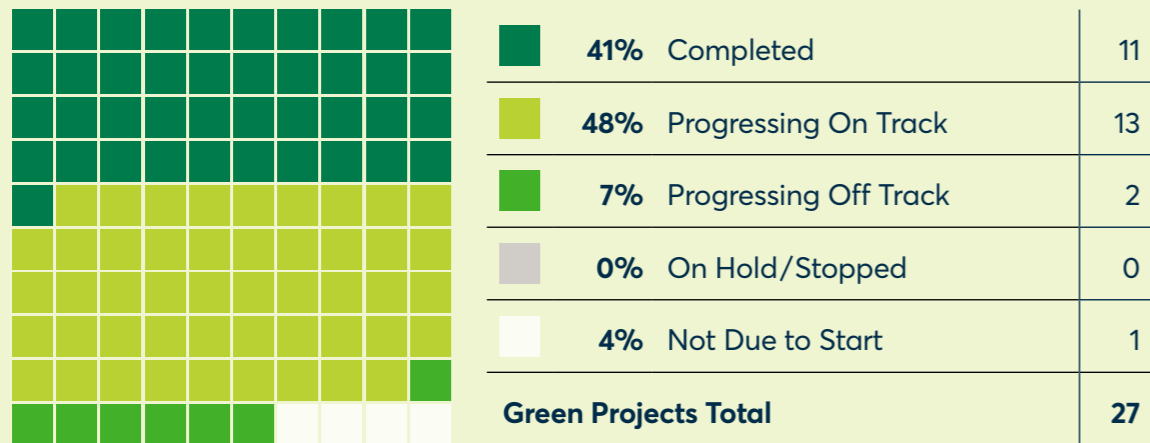
We value and care for our environment.

Parramatta is a City surrounded by nature. Our environment is integral to our identity and wellbeing and helps improve the liveability and productivity of our city. Our Green goal ensures we continue to prioritise sustainable design and infrastructure, improve and protect our natural assets and develop programs and processes to reduce our waste and impact on the local environment. As a river city within an urban setting, we are required to build resilience, foster a regenerative city through a circular economy and adapt to climate change so we can continue to maintain and connect to our natural environment, bushland and biodiversity.

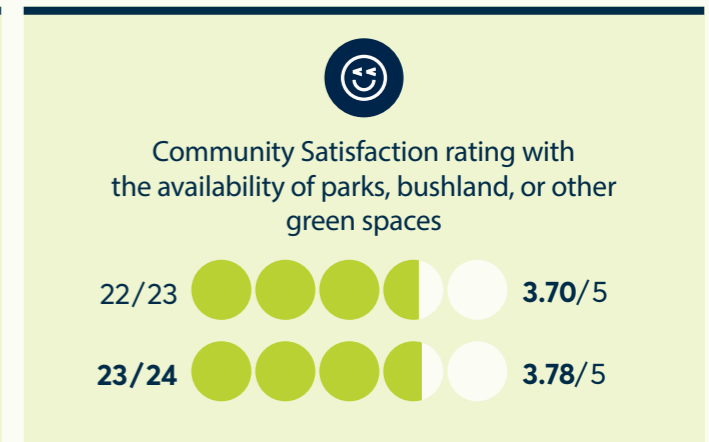


> Our performance against our Delivery Program and Operational Plan this year for the Green goal:

Green Projects



> tCO₂e includes



> To help our environment, Council aims to provide high quality, efficient and reliable domestic and commercial waste services managed in a sustainable way.



Council met its goal to divert a minimum of **50%** of waste from landfill each quarter



Environmental Sustainability Strategy 2024–2033

Throughout 2023/24 Council continued to review the draft Environmental Sustainability Strategy 2024-2033. This is Council’s ten-year vision that focuses on regeneration, resilience and climate

action that will guide Council’s decision making and encourage environmental actions and outcomes that bring people and nature together.

City for Nature

As a city for nature, Council has worked with partners and the community to give the city a green make-over including:

- > **Greening Parramatta Program:** In partnership with NSW State Government, over 1900 trees have been planted in streets and parks, prioritising areas vulnerable to urban heat.
- > **Parramatta Light Rail Tree Planting:** In partnership with Transport for NSW, more than 937 trees are being planted to replace those removed during the light rail construction.
- > **Community Tree Champions:** A volunteer program engages residents in tree planting, with 70+ Tree Champions fostering community ownership.
- > **National Tree Day:** Council hosts a major tree-planting event, with volunteers planting 10,000 plants each July.
- > **Bushcare:** volunteers have contributed 9,267 hours to weed removal, habitat restoration, and tree planting in bushland reserves.
- > **Canopy Plan:** For Parramatta to be a great city, it needs truly great trees. Throughout 2023/24 Council developed a report on progressing the Canopy Plan. The report included a range of preliminary actions that establish first steps towards improving organisational capacity in tree delivery and management.

These initiatives aim to create a greener and more sustainable Parramatta, with active community involvement in preserving and enhancing the natural environment.

Parramatta River Flood Study

The Parramatta River Flood Study was endorsed by Council in June 2024. City of Parramatta will now share the endorsed 2024 Parramatta River Flood Study and modelling with stakeholders and the community and begin work on the

Draft Floodplain Risk Management Study and Plan. This will explore options to reduce flood risk to property and will consider works such as levee banks, flood detention basins, house raising, property acquisition and community education.



eDNA survey

Hundreds of species could be identified as Parramatta becomes one of the first NSW councils to use new Environmental DNA (eDNA) testing as part of its biological survey of waterways to improve its local biodiversity.

All animals and plants shed fragments of their DNA into the environment, which is then washed into creeks and rivers. This new technique takes a forensic investigative approach to analysing the DNA samples and cross-matching them to a database.

Sustainability at the PAC

The Parramatta Aquatic Centre (PAC) has been designed with environmental performance front of mind. From sourcing ecological materials to water harvesting and alternative energy options, Parramatta’s newest community facility strikes the right balance between having the power to treat and heat water, keep the lights on and maintain a comfortable temperature, and delivering on Council’s sustainability mission to do more and use less.

Some key features include rooftop solar panels, expansive skylights made from a lightweight material Ethylene tetrafluoroethylene (ETFE) that helps improve the buildings energy consumption, three rain gardens to collect stormwater and an integrated centralised plant, located at the basement of the building, that will deliver waste, heat and energy efficiencies.

FOGO

Food Organics and Garden Organics (FOGO) is a new way to recycle your food scraps and garden waste and reduce landfill at the same time. Council staff have been actively engaging the community with a range of educational activities and resources on-line and in-person to ensure our residents are up to date on the FOGO roll-out

Council also has a dedicated FOGO customer service team, engaged additional staff to assist the process and revised all collateral to ensure consistent messaging on FOGO across the LGA.

FOGO in Parramatta is due to commence its first phase in November 2024 for residents in houses, town houses and unit building with 30 dwellings or less. The second phase for larger building will commence in 2025.



V
 “This is Council’s ten-year vision that focuses on regeneration, resilience and climate action.”
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Photograph: Simon Wood Photography

THRIVING

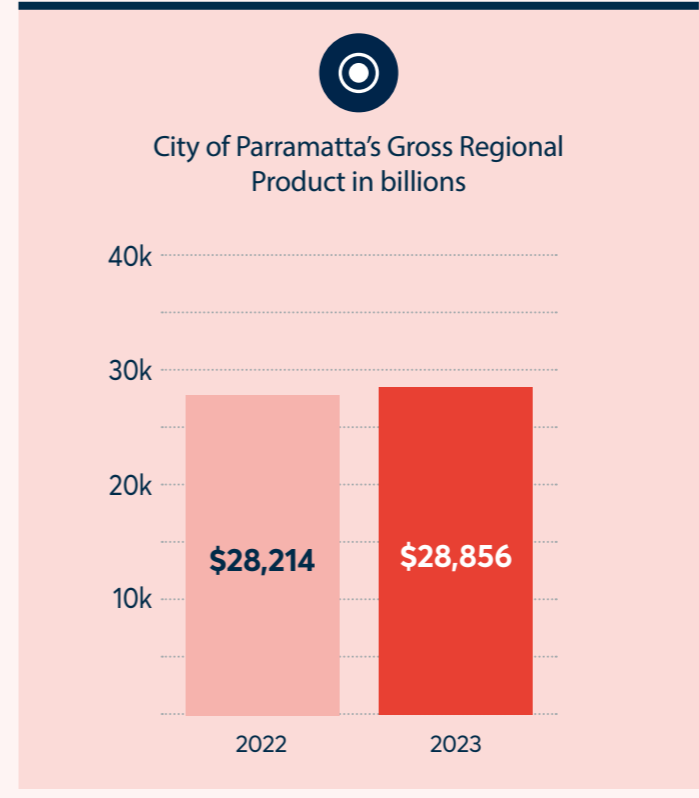
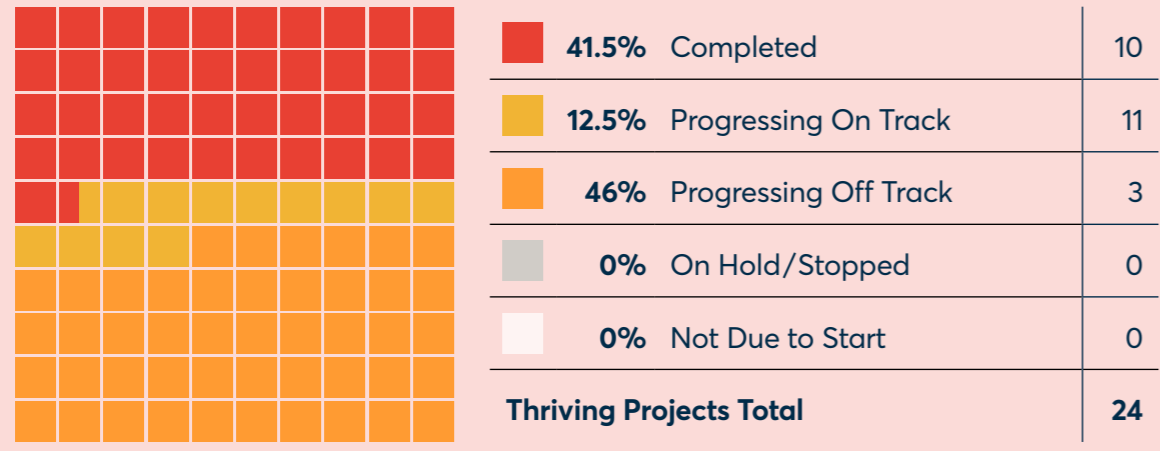
We are a nation-leading City with prospering communities and industries.



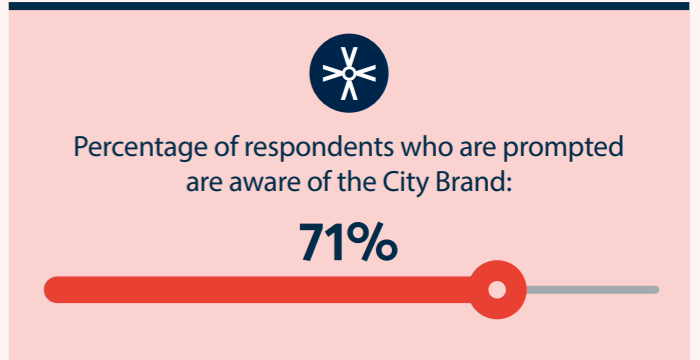
Our Thriving strategic goal recognises the importance of diversifying our economic, employment and tertiary opportunities. This is achieved through industry partnerships, strategic policy, private and public investment, and city-shaping infrastructure. Through this process our communities become vibrant and sustainable places with improved business exchange, arts and cultural activity, community engagement and state-of-the-art sports and entertainment facilities.

> Our performance against our Delivery Program and Operational Plan this year for the Welcoming goal:

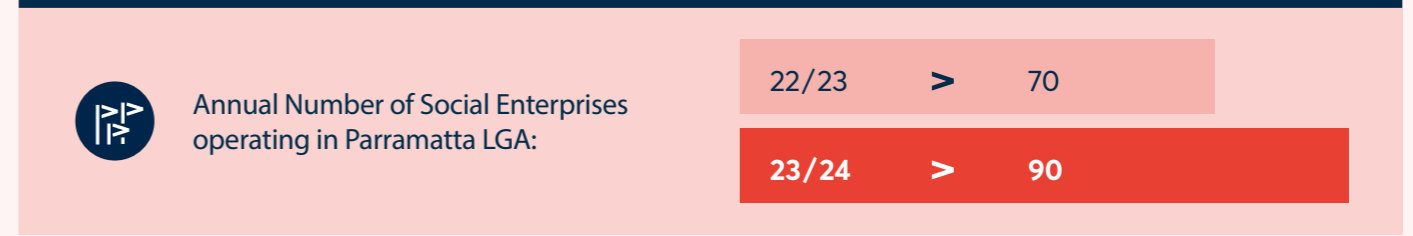
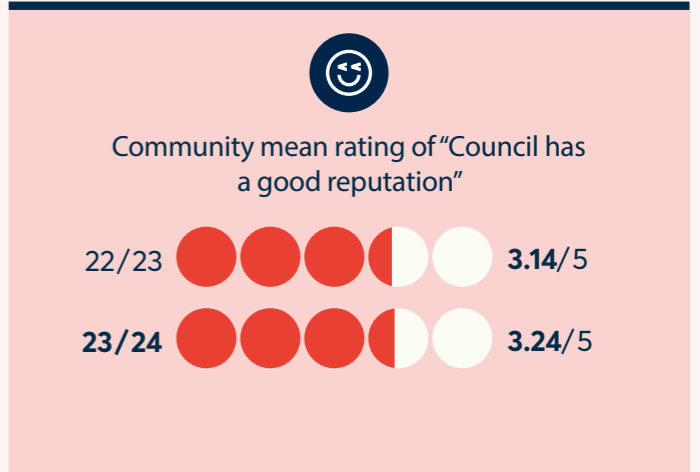
Thriving Projects



- > Council works collaboratively to support sustainable economic growth by
 - supporting small business
 - attracting investment
 - leveraging strategic partnerships with key stakeholders



- > Increased investment in the City of Parramatta provides more accessible and diverse job and educational opportunities.
- > With the development of new transport opportunities the City of Parramatta's strategic vision is to position Parramatta as Western Sydney's jobs engine.



Charles Street Square

With the \$12m+ transformation of Charles Street Square now complete and officially opened on 27 November 2023, Parramatta Quay welcomes residents and visitors to a new riverfront gathering place that connects people to Parramatta's unique stories.

Celebrating the point where salt water and fresh water meet, Charles Street Square now offers a distinctive arrival for ferry passengers with easy-to-navigate ramps and stairs making connections between the Parramatta River and the CBD accessible to all.

City of Parramatta's design for Charles Street Square draws inspiration from the curved geometry of the river, the surrounding landscape, and the site's unique history. This vibrant public space now offers a wide riverside promenade, an amphitheatre, garden terrace and City square.

Cultural heritage aspects form part of the visitor experience, with opportunities to scan small QR codes inlaid into seating to learn more about the people, places and events that have shaped Parramatta over time.

Parramatta Artist Studios Relocation

Parramatta Artists' Studios is home for creative production in Western Sydney, providing a contemporary and collaborative art space, which connects artists with community and contributes to a vibrant culture.

Through our supported studios, as well as our digital residencies, we offer tenancies, residencies, career development opportunities and community connected programs.

PAS Granville opened in May 2024, and together with the Rydalmere studios offers fourteen new spaces for artists. PAS is committed to providing a culturally safe and uninterrupted space for First Nations artists and community members, offering a space for them at the new Granville location.

Since 2006 PAS has provided hundreds of aspiring and recognised artists with opportunities to develop their studio-based practices, a rarity across Sydney.

We have a growing community of alumni who are at the forefront of contemporary artistic practice in Australia, some have earned international recognition for their work, such as contemporary artist Serwah Attafuah, who exhibited work at Amsterdam's Felix Meritis last year and is in the Biennale of Sydney this year.



Serwah Attafuah, 2023–24 PAS Rydalmere Studio Artist. Photograph: Anna Kučera.



Parramatta Late-Night Trading DCP

City of Parramatta Council endorsed the Parramatta Late Night Trading Development Control Plan (DCP) to form Part 10 of the Parramatta Development Control Plan 2023 at its meeting on 24 June 2024.

The Late-Night Trading DCP controls will apply to the Parramatta City Centre and provide detailed guidelines for business seeking to trade in the evening and early morning hours. The DCP also requires new sensitive receiver developments (such as new residential or office buildings) within the Parramatta City Centre to include appropriate

noise amelioration measures to ensure that future residents or workers will not be affected by late night trading noise.

The Late-Night Trading DCP is consistent with Council's strategic documents that set out Council's vision for Parramatta City Centre as a future 24-hour night time economy promoting a safe, thriving, and diverse range of opportunities to serve local residents and visitors with appropriate safeguards to monitor and balance amenity considerations.

Parramatta's World Cup Live Site

Parramatta turned into fan central for 31 days across July and August for one of the biggest sports events in Sydney in 2023 – the 2023 FIFA Women's World Cup. During this time a sold-out crowd of 80,000 descended on Sydney Olympic

Park for the Women's World Cup semi-final with thousands more watching the action at live sites across the Parramatta CBD including two sites at Parramatta Square and one at Centenary Square.

Supporting Social Enterprise

The Good Gift Guide and markets celebrate and promote businesses that make a difference for communities and the environment. Launched just before Christmas, the guide and markets featured local enterprises, fair trade, ethical purchasing and environmentally friendly businesses, indigenous owned/founded businesses, charities and more.

The markets were held in Centenary Square on Social Enterprise Day and featured stalls from the guide, making it easy to find unique gifts that make a positive difference to the world.

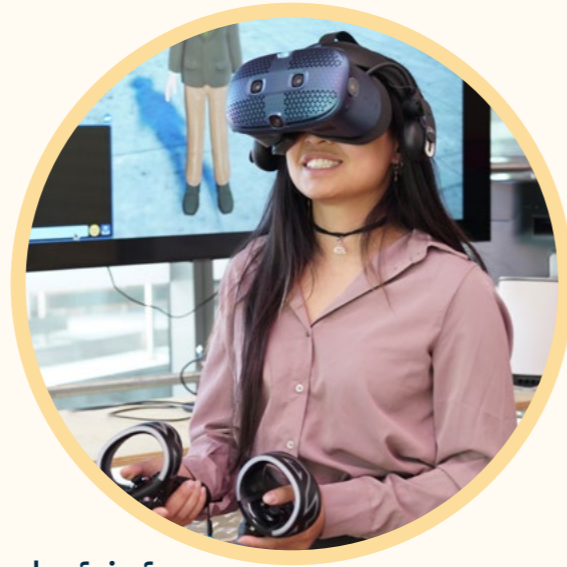


“We have a growing community of alumni who are at the forefront of contemporary artistic practice in Australia.”

Photograph: Katherine Lu

INNOVATIVE

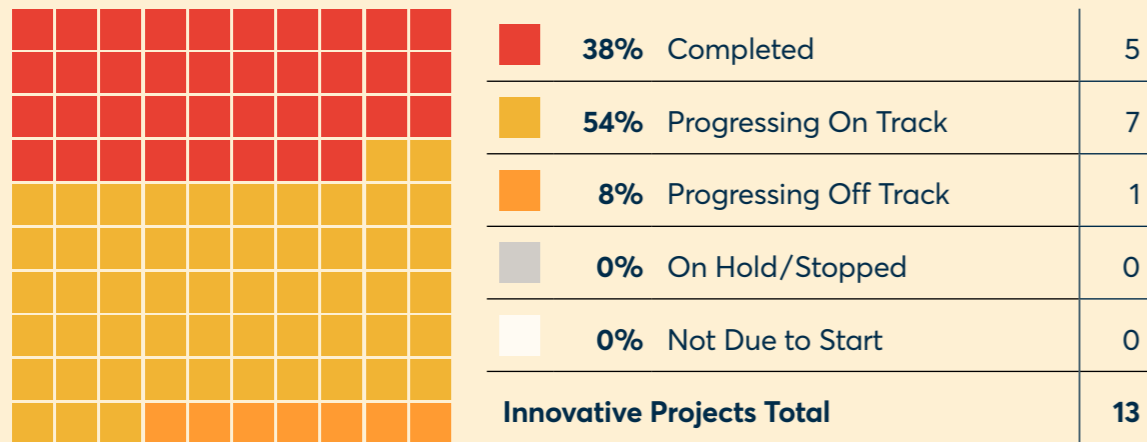
We are a nation-leading City with prospering communities and industries.



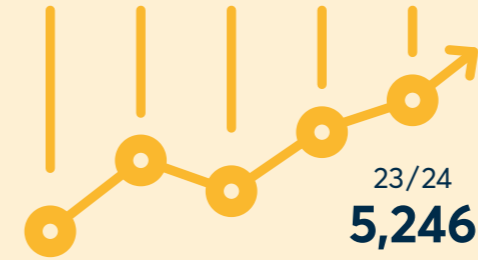
With the scale of transformation that Parramatta is undergoing, managing growth is one of the top concerns for our community. Focusing on our Innovative strategic goal meant understanding that the future of Parramatta is much more than bricks and mortar – it includes best practice in city design, technology, creativity and connectivity. It is not simply about growth: it is about becoming smarter. Inspired by some of the world’s greatest cities, Parramatta will leverage the foundations of good urban planning.

> Our performance against our Delivery Program and Operational Plan this year for the Welcoming goal:

Innovative Projects



Number of businesses registered in targeted industries (Education and Training and Professional, Scientific and Technical Services)



> Council aims to ensure it is financially sustainable and provides transparent, value for money services, according to the priorities of the community



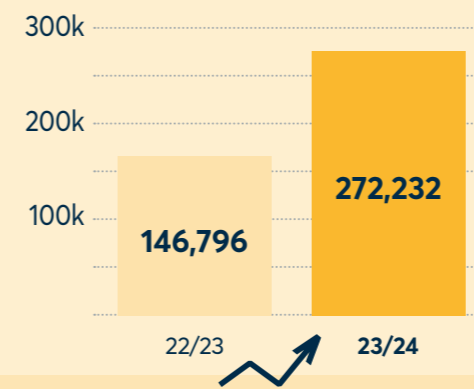
Community mean rating of "Council is forward thinking"



Community mean rating of "Council is innovative"



Number of visits to the Participate Parramatta engagement platform



This is an **85.22% increase** on the previous year.



Number of Smart City Initiatives



This is **expected to increase for 24/25** with the implementation of Council's Smart City and Innovation Strategy 2024–2033.

> Council innovates digital engagement by leveraging interactive platforms, employing data-driven insights and incorporating user feedback, we tailor our online presence to address community needs effectively and enhance civic participation.

Civic Link

The \$21 million project, part funded by the NSW Government will be Parramatta's grand promenade, providing a vibrant green pedestrian spine running from Parramatta Square to the Parramatta River.

It will connect the railway and light rail with the future Sydney Metrowest, and the Powerhouse Parramatta Museum at the river's edge. It will be an iconic pedestrian boulevard, a place to gather, celebrate culture and enjoy nature.

Designs for the city-shaping project reflect Parramatta's deep connection to the river and incorporate the use of innovative infrastructure with integrated lighting, CCTV, environmental sensors, dynamic signage, public WIFI and recharge points. TStage 1 was exhibited in early 2024 and expected to be completed in 2027.

Lake Parramatta Swimming Area Upgrade

Lake Parramatta is one of the most significant and beautiful bushland remnants in Western Sydney, with a diversity of native flora and fauna. The upgrade to the Lake Parramatta swimming area includes improved amenity, access and general visitor safety.

A critical component of this upgrade was the construction of an underwater retaining wall. To avoid draining the lake and impacting the local environment, Council utilised innovative technology to reduce costs, risk and impacts to the environment including:

- > Single beam echo sounder bathymetry and static marine seismic refraction to measure the lakebed and substrate depth and underwater topography, and inform the construction material and methodology of the wall
- > Innovative construction materials including highly durable geofabric bags filled with sand and gravel that provides greater flexibility and lakebed surface traction.

The project and swimming area site officially opens on Saturday 26 October 2024. Further information about this innovative project can be found on [Council's website](#).

Bringing People, Ideas and Tech Together at CoLAB

CoLAB was an exciting step in Parramatta's journey as a smart city. The successful program launched in October 2023, provided the opportunity to experiment with emerging technology, including virtual and augmented reality, 3D printing and AI.

The CoLAB technology lab was created in partnership by the City of Parramatta and Western Sydney University's Launch Pad technology business incubator, following community requests for more spaces for networking and collaboration. Council recently endorsed a 10-year Smart City and Innovation Strategy which will look to further promote advanced ideas and technology.

Phillip Street - Smart Street Stage 2

Council is moving forward with the second stage of upgrade works along Phillip Street, Parramatta, connecting the planned upgrades of Parramatta Wharf and Charles Street Square to the Eat Street Precinct and Bankwest Stadium. In October 2023 detailed designs were finalised, informed by community consultation and the tender process completed in early 2024.

The proposed works include the widening of the footpath on the southern side of Phillip Street between Smith Street and Charles Street to accommodate outdoor dining, as well as the installation of an 'urban forest' of mature trees and 'smart city elements' such as condition-response lighting, street furniture with built-in USB charging ports, smart irrigation, CCTV, environmental monitoring, compactor bins with sensors, digital screens and water misting.

Places to Love

The Yilabara Path in Parramatta introduced an innovative approach to urban design with its groundbreaking glow-in-the-dark ground mural, a first of its kind in the Parramatta LGA. This mural, created by First Nations artist Leanne Redpath (Watson) in collaboration with artists Tina Barahanos and Alexandra Byrne, enhances the aesthetic appeal of the path while also improving visibility and safety during nighttime hours. The glowing elements are strategically integrated into the path's design, incorporating traditional Aboriginal motifs and storytelling elements that illuminate under ambient light conditions.

This project, funded by Transport for NSW, sought to empower the local Dharug community in Indigenous-led place naming and placemaking, educating the wider community about Dharug language, culture and history. This involved working with Dharug consultants, Elders and an Aboriginal identified artist to name an unnamed lane and co-design a public artwork for the site. This transformed one of the few direct pedestrian connections between Phillip Street and the Parramatta River foreshore into a vibrant and inviting space.

Smart City and Innovation Strategy 2024–2033

Throughout 2023/24 Council continued to review the Smart City and Innovation Strategy 2024–2033. This ten-year strategy sets Council's vision for a vibrant, sustainable and connected Parramatta. Extensive consultation was undertaken with the community to provide information about the project, obtain feedback and involve them in the journey of drafting the Strategy.

City of Parramatta aims to create a culture of exploration with innovation at the centre, championing local initiatives and utilising data to make decisions about how to improve our City.



Right: Yilabara Path.



> **COMMUNITY** <
REPORT CARD

2023—2024



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