

# STRATEGY SNAPSHOT

EXHIBITION DRAFT  
AUGUST 2023



| PARRAMATTA

2023 – 2032

# ECONOMIC DEVELOPMENT STRATEGY AT A GLANCE

## OUR VISION

Our vision is for City of Parramatta to be the economic centre of Greater Sydney; globally competitive, connected, and vibrant.

Building on the long-term vision established by our Community Strategic Plan 2018-2038 (CSP) and further developed through consultation with our community and stakeholders, the Economic Development Strategy aims to deliver this vision.

By investing in Parramatta's future, we can build a resilient and vibrant economy in our City.

## OUR PRINCIPLES

The Economic Development Strategy is founded on five principles. These principles guide decision-making and the implementation of our actions:

- ▼ **Prioritising local business**
- ▼ **Delivering in partnership**
- ▼ **Innovative**
- ▼ **A 'whole of precinct' approach**
- ▼ **Inclusive opportunities.**

## OUR PRIORITIES

To achieve our vision, this Strategy establishes five priorities for the next 10 years:

- ▼ **A Prosperous City:** Our economy is strong, diverse, and resilient.
- ▼ **An Integrated and Well-planned City:** Our City is integrated and well-planned, with access to jobs, services and leisure.
- ▼ **A Business-friendly City:** Our businesses are enabled to succeed.
- ▼ **A Skilled City:** Our community has the skills and opportunities to succeed in employment.
- ▼ **A Vibrant City:** Our City is vibrant and a destination of choice.

## OUR ACTION PLAN

To realise the aspirations outlined in this Strategy, we must actively realise our City's economic potential and build upon the capacity of our industry sectors and businesses. This will allow us to not only achieve our goals but respond quickly to opportunities as they emerge. The action plan outlines detailed actions that Council will undertake over the span of this Strategy to help us reach the objectives within our priorities and position our City for continued success. It will be updated every four years and monitored annually.

The full action plan can be found in Section 04 of the Economic Development Strategy.