



Creative Parramatta 2025—2034

Epicentre of Culture and Creativity



**CITY OF
PARRAMATTA**

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Recognition and Commitment to the Dharug People

**Nunanglanungdyu baramada
gulbanga mawa naa Baramadagal
darug ngurrawa badura
baramada darug**

We respectfully acknowledge the Traditional Owners of the land and waters of Parramatta, the Baramadagal Clan of the Dharug Nation.

City of Parramatta recognises the Dharug 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 Dharug peoples, the traditional custodians of the land we call the City of Parramatta today.

The Baramadagal and 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 our 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.**





Performance of Bubble Fever by HOSSEI at Parramatta Lanes 2022,
photo by Cassandra Hannigan

Message from the Lord Mayor



At the heart of Creative Parramatta is a deep acknowledgment of Dharug culture, whose connection to Country shape our city's identity. This understanding drives our commitment to fostering creativity, cultural expression, and participation across generations and diverse experiences.

Parramatta's grassroots cultural organisations and local talent are vital to our city's prosperity and wellbeing. As we embrace major cultural initiatives such as Powerhouse Parramatta and the redevelopment of Riverside Theatres, we also recognise the importance of providing other accessible, welcoming creative spaces to support the diverse needs of our growing creative community.

Through extensive consultation, our community has called for stronger collaboration between Council, creatives, cultural organisations, and institutions. Together, we seek to harness opportunities, drive innovation, and reflect Parramatta's diversity.

Our Cultural Strategy, Creative Parramatta, is more than a financial investment—it's about cultivating an environment where ideas flourish, creativity thrives, and cultural expression is valued. Developed through engagement with residents,

artists, and cultural leaders, it envisions inclusive creative communities, world-class events, and opportunities for both emerging and established talent.

Arts, culture, and creativity are essential to our city's identity, civic pride, and social cohesion. Creative Parramatta will help realise our vision, ensuring all who live, work, and visit can experience and contribute to our vibrant global city.

Parramatta is a beacon of daring, diversity, and inclusivity. Together, we will celebrate a Creative Parramatta that resonates with our community and inspires the world.

Cr Martin Zaiter
Lord Mayor

Creative Parramatta at a Glance

OUR VISION

The City of Parramatta is the epicentre of Greater Sydney's arts and cultural production, participation, and creative economy.

OUR OBJECTIVES

01

Foster arts and cultural development and production in Parramatta

02

Increase our community's access to cultural participation

03

Boost our local economy through culture and creative experiences

OUR ROLE

Engage

Foster relationships with arts, cultural and creative sectors and stakeholders, partners and community.

Promote

Brand the city as a global cultural destination welcoming, inclusive, accessible and inspiring.

Deliver

Continue to deliver innovative nation-leading programs and opportunities for artists, world-class events and activations, accessible and fit-for-purpose, tenure-secure venues, and vibrant local precincts.

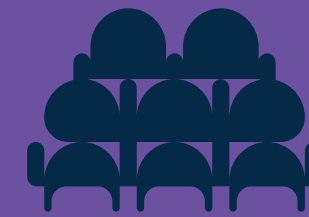
Partner

Build and maintain collaborative partnerships with Dharug people, our community, creative businesses, and arts and cultural organisations.

Advocate

Recommend investment in cultural infrastructure, programming and education pathways for arts, culture and creative industries.

OUR PRIORITIES



INCREASE ACCESS TO CULTURAL PRACTICE AND PARTICIPATION

Provide increased access and inclusion to arts and cultural experiences, for creative practitioners, organisations and audiences in Parramatta.



EDUCATION, EMPLOYMENT AND SKILLS DEVELOPMENT

Build Parramatta's reputation as Greater Sydney's leader in arts, cultural and creative industries training, skills development and employment opportunities.



FIRST NATIONS FIRST

Embed the goals of the First Nations Strategy in the cultural and creative life of our City through partnership with Dharug and First Nations peoples.



CULTURAL INFRASTRUCTURE, PRECINCTS AND PLANNING

Grow the opportunities for arts, cultural and creative industry workers to access affordable, fit-for-purpose, flexible tenure-secure spaces for the development and presentation of work.



CULTURAL AND CREATIVE LEADERSHIP

Position Parramatta as the Cultural Capital of Western Sydney, through its bold creative and cultural leadership, nationally and globally.



Kaiti at Ngana Birrung 2024, photo by Ken Leanfore

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INTRODUCTION

Overview

Creative Parramatta is the City of Parramatta’s 10-year cultural strategy, providing a cohesive vision for arts, cultural and creative practice and participation in our City.

THE PURPOSE OF THIS STRATEGY IS TO:

- 01

Provide a consolidated and integrated vision for the community, cultural sectors, partners and Council
- 02

Identify opportunities for investment and acknowledgement of Parramatta as a recognised global cultural leader
- 03

Articulate, map and celebrate existing cultural activity in the City of Parramatta
- Creative Parramatta outlines the aspirations and opportunities for our community, the arts and cultural sector and the City of Parramatta to celebrate the dynamic, unique and energetic cultural life of our Global City.

Within Creative Parramatta we recognise the inherent value culture and creativity brings to our City, both as a key economic driver - attracting talent and investment, and as way of fostering social cohesion, inclusion and civic pride.
- Creative Parramatta positions Parramatta’s unique community, heritage and authenticity as its point of difference and increasing awareness of the City as a desirable cultural destination across and beyond Western Sydney.

This strategy encompasses arts and cultural production and participation from flagship cultural infrastructure, heritage sites, major events and festivals through to local precincts defined by their communities.

INTRODUCTION

Our Journey So Far

Creative Parramatta builds upon the legacy of Culture and Our City, A Cultural Plan for Parramatta’s CBD 2017-2022, which laid the foundations for cultural investment in Parramatta and championed diverse voices, recognising culture as integral to the city’s vibrancy.

To date, the plan has fostered numerous essential projects and initiatives, including the expansion of Parramatta Artists Studios, investment in the

re-imagined Riverside Theatres, the formulation of Public Art & Heritage Guidelines, and the successful delivery of a range of award-winning festivals and events.

Building upon these achievements, our new strategy reaches beyond the CBD to a whole of Parramatta perspective and includes several key actions that commenced under the previous plan.



Visitors to Elizabeth Farm, photo by Flashpoint Labs

INTRODUCTION

Council's Role

Council is committed to making Creative Parramatta a reality by actively engaging, promoting, delivering, partnering, and advocating for a vibrant cultural future—collaborating with artists, communities, and investors to elevate the city as a thriving creative hub.



WE WILL:



Engage

The Council will actively foster relationships with the arts, cultural, and creative sectors by collaborating with stakeholders, partners, and the community. This involves hosting dialogues, creating networking opportunities, and supporting initiatives that strengthen these connections and enrich the city's cultural fabric.



Promote

The Council will brand Parramatta as a global cultural destination, emphasising its welcoming, inclusive, and inspiring atmosphere. This includes marketing campaigns, cultural festivals, and events that highlight Parramatta's unique artistic and cultural offerings, attracting visitors and enhancing the city's global.



Deliver

The Council will provide innovative, nation-leading programs and events for artists, supported by world-class, accessible venues and secure long-term tenures. This approach ensures vibrant local precincts and high-quality activations, continually enhancing the city's cultural landscape and offering premier experiences for both residents and visitors.



Partner

The Council will build and sustain collaborative partnerships with Dharug people, local communities, creative businesses, and arts organisations. This involves joint projects, cultural exchanges, and shared resources that support diverse creative expressions and strengthen community ties within Parramatta.



Advocate

The Council will champion investment in cultural infrastructure, programming, and educational pathways for the arts and creative industries. This advocacy seeks to secure funding and support for initiatives that foster growth, innovation, and excellence within Parramatta's cultural sector.

INTRODUCTION

Our Strategic Context

All planning at Council is conducted within the Integrated Planning & Reporting (IP&R) framework – a mandatory framework for all NSW councils. The framework allows Council to draw various strategic plans together, understand how they interact and get the maximum leverage from their efforts by planning holistically and sustainably for the future.

City of Parramatta’s Community Strategic Plan 2018 – 2038 (CSP) is the leading plan in the IP&R framework. The CSP sets out the City’s long-term goals and local outcomes.

PARRAMATTA 2050

Culture is central to Global Parramatta’s economic vitality, drawing talent and investment while reinforcing its status as a global city. **Parramatta 2050** outlines key “Game Changers” to elevate this vision, with **Creative Parramatta** aligning to the Game Changer that states Global Parramatta is: *the epicentre of culture and creativity*.

Parramatta 2050, launched in 2024, is City of Parramatta’s global city vision. 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.

Importantly, Creative Parramatta has been developed to align with the CSP and Parramatta 2050.

This Game Changer aims to empower creators, enhance cultural accessibility, and celebrate our city’s rich diversity. By promoting collaboration and supportive policies, this vision positions Global Parramatta as a global hub of creative excellence, ensuring its cultural legacy for generations to come.

THE EPICENTRE OF CULTURE AND CREATIVITY – KEY MOVES

Enabling Policies and Planning:

We’re enhancing aesthetics, soundscapes, and ambience through film-friendly policies, 24-hour precincts, fine arts degree support, and expanding creative spaces to foster innovation.

A City Immersed in Literature:

Leveraging Parramatta’s literary strengths will enhance its role as a hub for storytelling, boosting its global profile and community connections.

Creatives Housing:

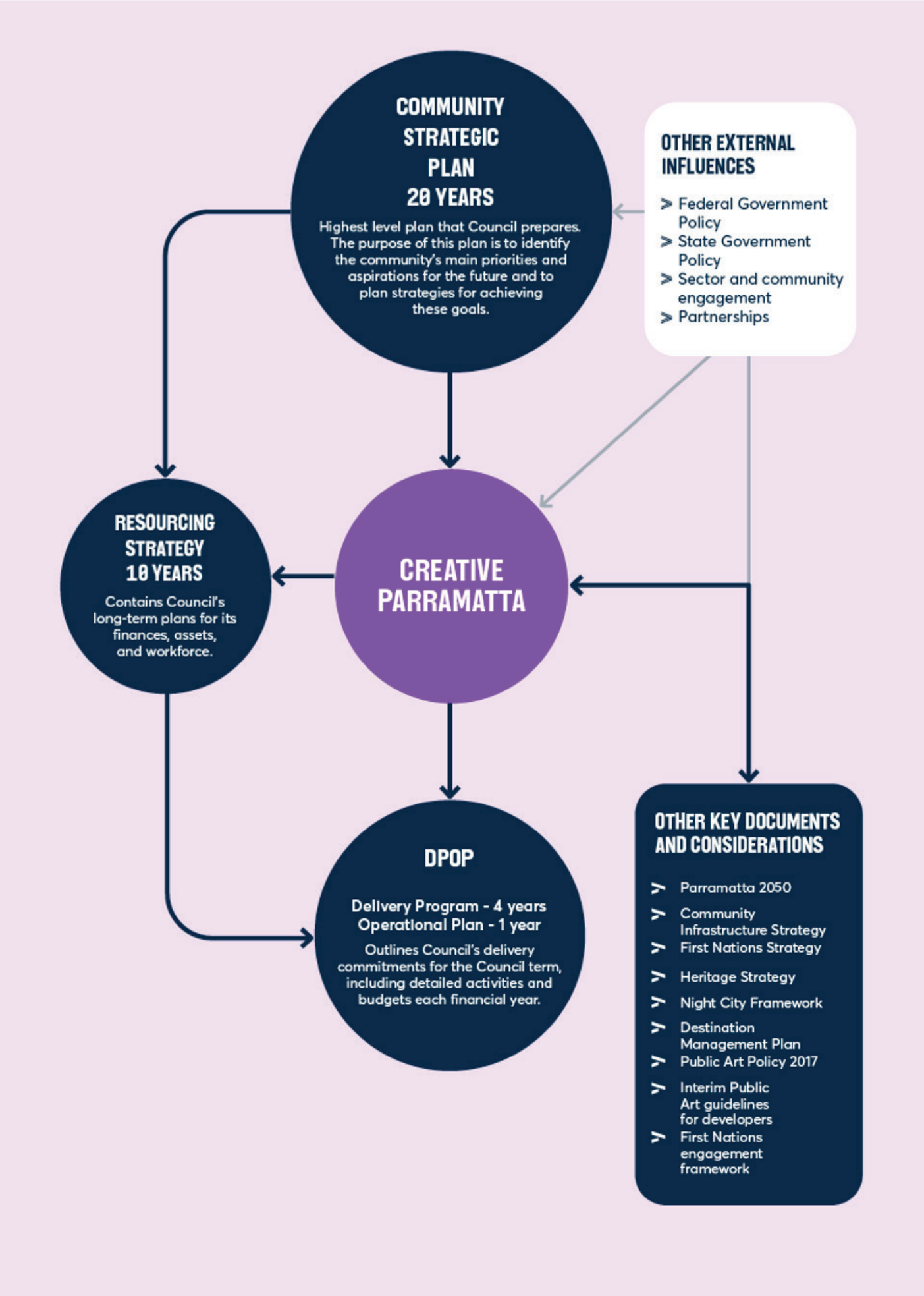
The Creators Quarter will provide subsidised accommodation for artists, offering long-term housing to increase accessibility, diversity, and artistic production.

A New Contemporary Art Gallery:

A world-class contemporary art gallery will provide much-needed exhibition space, supporting diverse voices, attracting international audiences, and enriching the city’s cultural scene.

Cultural and Heritage

Tourism: Parramatta boasts unique cultural identity and heritage, including UNESCO-listed Old Government House and the National-Heritage Listed Parramatta Female Factory. Diverse cultural practices from migration enhance its appeal as a must-visit destination.



How We Plan

To create an evidence-based Strategy, Council conducted and commissioned research to complement extensive community and stakeholder engagement. This included reviewing key documents and best practices in cultural policy development.



We tracked the successes and challenges of the Culture and Our City Plan 2017 – 2022, identifying projects that were delivered and remain in progress.



We reviewed existing City of Parramatta, relevant State and Federal Government policies to understand how to leverage existing initiatives and Policies.



We reviewed similar strategic documents from other local governments, both in Australia and abroad, to identify the strengths and weaknesses of the strategies.



We worked with the Centre for Western Sydney and Western Sydney Creative to identify opportunities for the growth of the creative industries sectors in Parramatta working with industry partners and sector stakeholders.



We conducted research on the factors that contribute to arts education, thriving arts production and cultural vibrancy, developing creative industries hubs, international creative networks and liveable cities.

INTRODUCTION

Engagement

Through extensive community and stakeholder engagement, we gained valuable insights into what matters most to the people of Parramatta. This included targeted engagement sessions over seven months, with more than 150+ cultural sector stakeholders, 170 Council staff and 220+ Community members sharing their subject matter expertise.



An online survey conducted via the Participate Parramatta portal, provided valuable community input. The survey attracted 2,195 unique visitors. Council also delivered a pop-up engagement as part of Parramatta Lanes 2023 engaging with 103 people aged from 5 to 84 years of age.

COMMUNITY ENGAGEMENT

2,195

unique visitors

103

people engaged

5—84

years of age



COUNCIL ADVISORY COMMITTEES

Workshops were held with various committees of Council including Heritage, Access, First Nations and Riverside Theatres. Three workshops were also held with Councillors to gather their insights, representing the diverse needs and priorities of the communities they serve.



CREATIVE AND CULTURAL SECTOR

JOC Consulting conducted engagement with the arts, cultural and creative sector, NSW Government partners, key Parramatta businesses and education providers. 105 participated in focus groups and interviews.



YOUTH ENGAGEMENT

Twenty-four (24) young people aged between 15 and 18 years from Northmead Performing Arts High School provided their ideas and identified opportunities for culture in Parramatta.



COUNCIL STAFF

Feedback was gathered from Council staff working within various departments such as community, place, planning, culture, events and marketing, to capture both expertise and their knowledge of our community.

INTRODUCTION

What You Told Us

Community and stakeholder feedback highlighted Parramatta’s rich cultural foundations, the importance of place, and the need for greater support and collaboration. Key themes included First Nations recognition, the city’s unique identity, infrastructure needs, and opportunities for local talent and youth.



Bonnie Huang at PAS Granville Open Day 2024, photo by Anna Kucera

First Nations Recognition

We heard resoundingly that Dharug and First Nations community is foundational to culture in Parramatta.

Infrastructure Gaps

Although participants expressed excitement for the new transformational infrastructure coming online such as the Powerhouse Parramatta and the redeveloped Riverside Theatres, the most critical need that emerged through consultation was the lack of affordable, fit-for purpose and tenure-secure spaces for the development and presentation of creative work.

Parramatta’s Unique Identity

We heard that Parramatta’s unique identity is shaped by its layers of First Nations history, 18th Century built heritage, and enlivened by the stories, traditions and cultural practices of its multicultural residents.

Literature Strength

Literature was identified as a key strength of the City’s cultural landscape, and the opportunities to position Parramatta as a unique literary destination for festivals, writers and residencies.

Valued Places

Participants highlighted the importance of the Parramatta River, surrounding natural landscapes, and heritage sites. These places were seen as key assets that enrich the city’s cultural life and reinforce Parramatta’s significance for all Australians.

Call for Collaboration

Across consultation, there was a strong call for greater collaboration and coordination between Council, creative practitioners, local cultural/arts organisations, and local and statewide cultural institutions.

Local Talent and Growth

The City’s home-grown talent, grassroots cultural organisations, and often underrepresented creative producers are the lifeblood of the cultural scene and key to its future growth. However, creating strategic alliances, developing pathways, and fostering collaboration is critical to advancing the cultural sector to its next stage of maturity and attracting new audiences.

Youth Engagement

We heard young people wanted increased opportunities to engage with arts and culture across our City.



White Pearl, National Theatre of Parramatta, photo by Phil Irbacher

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Creative Parramatta

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Vision

The City of Parramatta is the epicentre of Greater Sydney’s arts and cultural production, participation, and creative economy.



Tamir Eastwood at PAS Granville Open Day, photo by Anna Kucera

PRIORITY 1

First Nations First

OBJECTIVE

Embed the goals of the First Nations Strategy in the cultural and creative life of our City through partnership with Dharug and other First Nations peoples.

ACTIONS

- 1.1 ENGAGE** — Facilitate and foster relationships with local Dharug knowledge holders to ensure a partnership approach is embedded throughout cultural programming, infrastructure and design initiatives in the City of Parramatta.
- 1.2 ADVOCATE** — Amplify advocacy for increased investment from State and Federal Government for Dharug and First Nations artists, cultural workers and organisations.
- 1.3 DELIVER** — Create targeted initiatives within existing programs to increase investment in Dharug and First Nations artists, cultural workers and organisations.

TIMEFRAME

Ongoing

Year 1 - 4

Year 1 - Ongoing

PRIORITY PROJECT

- Facilitate and foster relationships with Dharug knowledge holders through the establishment of the Dharug Design panel to ensure consultation is embedded throughout cultural infrastructure and City Design initiatives.
- Work with Murama Healing Space, Indigenise and Sydney Olympic Park on the River Rangers program to support intergenerational knowledge exchange and care for the Parramatta River.
- Partner with National Centre for Indigenous Excellence at Western Sydney University to increase visibility of Dharug and First Nations cultural practice and leadership in Parramatta.

RESPONSIBILITY

- City Planning and Design
- Community and Culture
- Community and Culture

PRIORITY 2

Increase Access to Cultural Practice and Participation

ACTIONS

PRIORITY PROJECTS

2.1 ADVOCATE — For investment from external funding sources to increase access to cultural practice and participation.	2.2 DELIVER — On our commitment to celebrating and growing the music sector in Western Sydney	2.3 ENGAGE — With the arts, culture and creative industries networks in Parramatta.	2.4 DELIVER — Nation-leading initiatives, projects and funding programs to support creative and cultural experiences that drive our visitor economy and enhance Parramatta's night life.	2.5 PARTNER — To support the growth of enterprises led by people who are: First Nations, women and gender diverse, culturally diverse, seniors, LGBTQI+, and people living with disability.
<div><div>2.1.1 Advocate to Government, developers and philanthropists for increased funding to support programming and artist development programs for Western Sydney based artists and creative workers.</div><div>Timeframe: Ongoing Responsibility: Community and Culture</div></div> <div><div>2.1.2 Advocate for the inclusion of the National Theatre of Parramatta in the National Performing Arts Partnership with Creative Australia.</div><div>Timeframe: Year 3 Responsibility: Community and Culture</div></div> <div><div>2.1.3 Promote Parramatta as the city of choice to host major events such as the World Expo, International Council of Museums, Global River Cities network, UNESCO Creative Cities Network and UNESCO World Heritage program.</div><div>Timeframe: Year 4 - 10 Responsibility: City Engagement and Experience</div></div>	<div><div>2.2.1 Respond to the recommendations of the Live Music Action Plan to support Western Sydney based musicians, local business operators and live music venues.</div><div>Timeframe: Year 1 Responsibility: Community and Culture</div></div> <div><div>2.2.2 Create partnership programs such as International Make Music Day and major music industry conferences and awards with the commercial music sector, Music NSW and NSW Government.</div><div>Timeframe: Year 2 - 5 Responsibility: City Engagement and Experience</div></div> <div><div>2.2.3 Maintain a register of venues hosting regular live music events in Parramatta based on the Live Music census.</div><div>Timeframe: Ongoing Responsibility: Community and Culture</div></div>	<div><div>2.3.1 Host networking and information sharing events within Council owned venues, arts, culture and creative industries networks in Parramatta.</div><div>Timeframe: Ongoing Responsibility: Community and Culture</div></div> <div><div>2.3.2 Develop a Creative Parramatta newsletter to the arts, culture and creative industries networks in Parramatta with a focus on sharing funding and resourcing opportunities including residencies and awards within and external to Council.</div><div>Timeframe: Year 2 Responsibility: Community and Culture & City Engagement and Experience</div></div> <div><div>2.3.3 Explore the establishment of a "Creative Concierge" within Council to support artists, organisations and creative businesses in accessing Council channels, resources, assets and venues.</div><div>Timeframe: Year 3 Responsibility: Community and Culture & City Engagement and Experience</div></div> <div><div>2.3.4 Prioritise Western Sydney artists and organisations to activate accessible and affordable creative space, public art commissions and programming opportunities.</div><div>Timeframe: Year 1 - 3 Responsibility: Community and Culture</div></div>	<div><div>2.4.1 Deliver Creative Economy, Visitor Economy and Night-Time Creative Economy grants programs that support sector development and extend access to cultural experiences in Parramatta.</div><div>Timeframe: Year 1 - Ongoing Responsibility: Community and Culture</div></div> <div><div>2.4.2 Identify opportunities for young people to participate in programs and activities as part of the night-time economy.</div><div>Timeframe: Year 1 - 5 Responsibility: Community and Culture</div></div> <div><div>2.4.3 Identify community led programming opportunities within Council run venues to engage women and gender diverse people, diverse communities, seniors, LGBTQI+ people, and people with disability.</div><div>Timeframe: Ongoing Responsibility: Community and Culture</div></div>	<div><div>2.5.1 Identify gaps and opportunities to drive partnerships and direct investment into cultural and creative activities owned and/or led by underrepresented groups within our community.</div><div>Timeframe: Year 1 - 2 Responsibility: Community and Culture</div></div> <div><div>2.5.2 Foster collaborations to empower women in arts and cultural leadership positions across Western Sydney.</div><div>Timeframe: Year 1 - 3 Responsibility: Community and Culture</div></div> <div><div>2.5.3 Investigate opportunities to increase access to Council owned and/or operated venues, programs and funding to support for creative and cultural workers living with disability.</div><div>Timeframe: 3 - 5 Responsibility: Community and Culture</div></div>

OBJECTIVE

To provide increased access and inclusion to arts and cultural experiences, for creative practitioners and audiences in Parramatta.

PRIORITY 3

Cultural Infrastructure,
Precincts and Planning

ACTIONS

3.1 DELIVER — Increased access to Council owned and operated cultural infrastructure, assets and precincts

3.2 ENGAGE — With creative and cultural businesses to operate in/relocate to City of Parramatta

OBJECTIVE

To grow opportunities for arts, cultural and creative industry workers to access affordable, fit-for-purpose, tenure-secure spaces for the development and presentation of work.

PRIORITY PROJECTS

3.1.1 Review and define cultural infrastructure needs and opportunities in Council's plans and policies.

Timeframe: Year 1
Responsibility: Community and Culture & City Planning and Design

3.2.1 Investigate options for adaptive reuse of spaces for cultural uses and creative production.

Timeframe: Ongoing
Responsibility: Community and Culture

3.3.1 Secure a permanent, fit-for-purpose, accessible home for an expanded Parramatta Artists' Studios and a site for a contemporary art gallery.

Timeframe: Year 3 -10
Responsibility: Community and Culture

3.4.1 Develop a communications and marketing strategy which enables best practice in heritage interpretation.

Timeframe: Year 1 - 2
Responsibility: Community and Culture & City Engagement and Experience

3.1.2 Develop a Parramatta CBD Arts and Cultural Precinct Masterplan and investigate designated areas to be developed as special entertainment precincts.

Timeframe: Year 1 - 3
Responsibility: Community and Culture & City Planning and Design

3.2.2 Investigate ways to cut red tape and lower barriers to entry and participation, including subsidising fees, streamlining processes.

Timeframe: Year 1 - 2
Responsibility: City Planning and Design

3.3.2 Prioritise preservation, activation and promotion of Parramatta's unique Heritage venues and precincts including advocating for the reopening of the Roxy as a live music venue.

Timeframe: Ongoing
Responsibility: Community and Culture

3.4.2 Advocate for investment from State and Federal Departments to increase investment in Parramatta's Heritage and history preservation, storytelling and digitisation programs.

Timeframe: Year 2 - 5
Responsibility: Community and Culture

3.1.3 Identify opportunities to cluster creative and cultural uses within Council owned assets including dedicated creative spaces for young people.

Timeframe: Year 2 - 10
Responsibility: Community and Culture & City Planning and Design

3.2.3 Advocate for Parramatta as the location of SBS's new Western Sydney studio.

Timeframe: Year 1 -3
Responsibility: Community and Culture

3.3.3 Support advocacy efforts led by key Parramatta-based arts and cultural organisations to secure long term tenancies in subsidised NSW Government owned properties.

Timeframe: Ongoing
Responsibility: Community and Culture

3.4.3 Promote our local histories and heritage sites through coordinated and promoted arts and cultural programs.

Timeframe: Ongoing
Responsibility: Community and Culture

3.1.4 Identify opportunities and advocate for new dedicated spaces for the production and presentation of cultural and creative work and to house creative organisations.

Timeframe: Ongoing
Responsibility: Community and Culture & City Planning and Design

PRIORITY 4

Education, Employment
and Skills Development

ACTIONS

PRIORITY PROJECTS

4.1 DELIVER — Pathways for skills development and employment opportunities for Parramatta’s creative community

4.1.1 Develop targeted initiatives within Council run venues, programs and events which provide paid opportunities and commissions by:

- Artists living with disability
- Dharug and other First Nations people
- Culturally and Linguistically Diverse people
- Western Sydney based artists and cultural workers
- Young people

Timeframe: Year 1 - Ongoing
Responsibility: Community and Culture

4.1.2 Facilitate capacity building workshops and initiatives including increasing business capability, expanding audience reach and marketing, and artform specific skills development.

Timeframe: Year 2
Responsibility: Community and Culture

4.1.3 Identify partnerships and initiatives to support the development of employment pathways, career development and support systems for creatives working or living in the LGA

Timeframe: Year 3
Responsibility: Community and Culture

OBJECTIVE

To build Parramatta’s reputation as a leader in arts, cultural and creative industries training, skills development and employment opportunities in Greater Sydney.

4.2 PROMOTE — Parramatta as a “Film Friendly” City

4.2.1 Actively promote Council’s Film Friendly protocols to filmmakers, commissioning streaming services and production companies.

Timeframe: Year 1 - Ongoing
Responsibility: City Engagement and Experience

4.2.2 Update Locations Hub database with images of and from Parramatta to promote global opportunities from footloose filming productions.

Timeframe: Year 2
Responsibility: Community and Culture & City Engagement and Experience

4.2.3 Incentivise relocation of digital studios/start-ups and creative industries companies to relocate to Parramatta.

Timeframe: Year 3 - 5
Responsibility: Community and Culture

4.3 ADVOCATE — For Parramatta to be the home of leading arts, screen, and cultural industries training institutions and employers

4.3.1 Collaborate with the University of Sydney’s Conservatorium of Music, to establish a campus dedicated to contemporary music in Parramatta.

Timeframe: Year 1 - 3
Responsibility: Community and Culture

4.3.2 Support the establishment of a globally acclaimed creative industries hub at Western Sydney University, to include studios, flexible teaching spaces, co-working areas, labs, performance, exhibition, conference and event spaces for industry collaboration, skill development, research advancement, and community engagement.

Timeframe: Year 1 - 6
Responsibility: Community and Culture

4.3.3 Partner with the National Institute of Dramatic Art, TAFE NSW and the Australian Film, Television and Radio School to support skills development of the creative and cultural workforce.

Timeframe: Year 4
Responsibility: Community and Culture

PRIORITY 5

Cultural and Creative Leadership

ACTIONS

PRIORITY PROJECTS

5.1 PROMOTE — Contribute to key advocacy platforms and conferences as an arts sector leader, creative collaborator and cultural destination.

5.1.1 Contribute to Western Sydney regional advocacy as a member of the Western Sydney Arts Alliance.
Timeframe: Year 1
Responsibility: *Community and Culture*

5.1.2 Promote Parramatta as a national leader of the 24-hour Economy through targeted, strategic partnerships and initiatives to support a creative vibrant night life in Parramatta.
Timeframe: Ongoing
Responsibility: *Community and Culture*

5.1.3 Work with key organisations to promote Creative Parramatta such as: Western Sydney University, Western Sydney Creative, Centre for Western Sydney, Business Western Sydney, Committee for Sydney, and the Galleries Libraries Archives and Museums (GLAM) sector.
Timeframe: Ongoing
Responsibility: *Community and Culture*

5.2 ADVOCATE — Establish the Creative Parramatta Partnership to advocate for investment in major events, cultural tourism, night-time economy, music and infrastructure.

5.2.1 Establish a peak body of Creative and Cultural leaders comprising of key Parramatta based organisations such as:

- Powerhouse Parramatta
- Museums of History NSW
- Greater Sydney Parklands
- Sydney Olympic Park
- National Trust NSW
- Sydney University's Conservatorium of Music
- National Centre for Indigenous Excellence
- Western Sydney Creative

Timeframe: Year 1
Responsibility: *Community and Culture*

5.2.2 Develop and maintain advocacy messaging with key Western Sydney advocacy bodies such as Sydney Culture Network, Western Sydney Arts Alliance.
Timeframe: Ongoing
Responsibility: *Community and Culture*

5.3 PARTNER — Celebrate the global reach and impact of Parramatta's Literature and Writing communities.

5.3.1 Investigate the process of accreditation and global recognition of Parramatta as an UNESCO City of Literature.
Timeframe: Year 1
Responsibility: *Community and Culture*

5.3.2 Partner with Powerhouse Parramatta to develop a major new multi-year Western Sydney initiative for writers and writing with Sydney Writers Festival and Western Sydney University.
Timeframe: Year 2
Responsibility: *Community and Culture*

5.3.3 Deliver the Parramatta Laureate in Literature Program for a locally-based writer to write a substantial literary work.
Timeframe: Ongoing
Responsibility: *Community and Culture*

5.4 PROMOTE — "Creative Parramatta" brand as an extension to the City brand.

5.4.1 Develop a dedicated webpage/portal for "Creative Parramatta" which plays to our strengths of diversity, access, inclusion, and equity.
Timeframe: Year 1 - 5
Responsibility: *Community and Culture & City Engagement and Experience*

5.4.2 Develop social media and marketing campaign to boost visibility and engagement with locally led creative and cultural activity in Parramatta.
Timeframe: Year 1
Responsibility: *Community and Culture & City Engagement and Experience*

5.4.3 Explore establishing the category of **Creative Citizen of the Year Award** to the Australia Day awards.
Timeframe: Year 2
Responsibility: *Community and Culture & City Engagement and Experience*

5.5 DELIVER — World class cultural and commercial productions and presentations to drive visitor and night-time economy growth.

5.5.1 Deliver key international partnerships to expand the reach of Parramatta's cultural and creative production, presentation and export across all artforms.
Timeframe: Ongoing
Responsibility: *Community and Culture*

5.5.2 Investigate best practice operating models and structures to drive corporate, philanthropic and funding support for cultural venues and attraction of major events and productions.
Timeframe: Year 3 - 5
Responsibility: *Community and Culture*

5.5.3 Investigate the development of a major new Western Sydney multi-arts festival.
Timeframe: Year 1 - 3
Responsibility: *Community and Culture*

OBJECTIVE

To position Parramatta as the Cultural Capital of Western Sydney, through its bold creative and cultural leadership, nationally and globally.

Measurement and Evaluation

Creative Parramatta is a dynamic, action-driven strategy shaping the city’s creative future. To ensure its success, we will develop a detailed implementation plan. A Council implementation group of subject matter experts will provide quarterly monitoring of all actions and key projects, while the Cultural Strategy and Creative Economy team will develop an annual report, ensuring our efforts and impact are tracked and measured over time.



Eda Gunaydin at Holding the Space Panel Discussion, Sydney Writers’ Festival 2022 event, photo by Sally Tsoutas



(L-R) Cinematographer Tyron Seeto and Safia Amadou, ACE Screen Cultures Associate Producer, photo by Eunice Konan, 2022



Western Terrace, Gathering Before the Light, photo by Rihana Samouly

PART 3

People and Place

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PEOPLE AND PLACE

Overview

Parramatta stands on Dharug land, where First Nations people have lived, gathered, and cared for Country for over 60,000 years. Their enduring connection shapes the city’s cultural heart, reminding us of the strength of resilience, knowledge, and community.



Guided by this enduring cultural foundation, Parramatta’s creative landscape thrives through the work of its artists and cultural workers. Reflecting the city’s diverse population, a broad spectrum of artistic expression and cultural contributions continues to enrich and enliven its identity.

We actively promote diversity, inclusion, and accessibility through strategies like the Disability Access and Action Plan. These initiatives enhance accessibility at Council-run venues with features such as visual stories and low-sensory performances, ensuring all community members can engage with the arts.

Parramatta supports its creative community through various resources and programs. Council-run arts organisations, such as Parramatta Artists

Studios, play a key role in fostering contemporary art and community engagement. Organisations like Jannawi Dance Clan, Murama Healing Space, and the African Australian Advocacy Centre contribute uniquely to the city’s cultural landscape.

The city’s dedication to the literary and performance arts is evident in initiatives like the Parramatta Laureate in Literature, the Council-run Riverside Theatres and support for organisations such as the New Writers’ Group and Story Factory.

Parramatta hosts festivals and events that celebrate its diverse community. Venues like Riverside Theatres, Parramatta Park, and CommBank Stadium make the city Western Sydney’s premier events destination, drawing large crowds and boosting local businesses.

The Annual Community Grants program, with a 2025 budget of \$725,000, further supports community engagement. The program includes funding for not-for-profits, social enterprises, and multicultural festivals, with new categories like Visitor Economy, Creative Economy and Night-Time Economy grants.

Parramatta’s visitor economy is a key economic driver, contributing \$3.47 billion in 2023, representing 63.6% of total local spend. The city’s diverse attractions, from heritage sites to world-class venues, draw visitors for a wide range of experiences. The expanding transport network enhances accessibility, offering new opportunities for local cultural institutions and businesses.

The Night-Time Economy is vital to Parramatta, encompassing vibrant dining, entertainment, and cultural events. With initiatives like the Late-Night Trading Development Control Plan and the upcoming 24-Hour Economy Strategy, Parramatta aims to strengthen its nightlife and cultural offerings.

Home to six universities and a highly educated population, Parramatta is poised to become Western Sydney’s centre for fine arts education, addressing a significant gap in Greater Sydney’s educational landscape. The city continues to explore opportunities for leading arts training institutions, supporting its growing role in the creative industries.

Parramatta Artists Studios Granville, photo by Katherine Lu

PEOPLE AND PLACE

Our Creative and Cultural Community

SOME OF THE CULTURAL ORGANISATIONS WHO CALL PARRAMATTA HOME INCLUDE:

African Australian Advocacy Centre

uses storytelling and advocacy to amplify African Australian voices, focusing on equity, social justice, and challenging systemic barriers.

Arts and Cultural Exchange (ACE)

established in 1984, prioritises First Nations and diversity through programs addressing social justice with various art forms and digital media.

Auburn Poets and Writers

is a collective dedicated to poetry and performance writing from diverse linguistic backgrounds.

City of Parramatta Art Society

NSW's oldest art society since 1950, promotes art appreciation and development through workshops and classes for emerging artists.

Diversity Arts Australia (DARTS)

advocates for ethno-cultural and migrant racial equity in the arts on a national level.

Epping Creative Centre

managed by Epping Creative Centre Incorporated, offers space for artistic and leisure activities, including felting workshops, amateur astronomy, and computer skills classes for seniors.

The Finishing School

is a collective of women writers dedicated to creative excellence and exploration, inspired by and responsive to the communities and concerns of Western Sydney.

FORM Dance

is an independent contemporary dance company in Western Sydney, transforming spaces into creative forums and fostering community engagement.

Green Crescent Trust

provides literacy education to underprivileged Pakistani girls in Western Sydney.

Jannawi Dance Clan

a community-based Indigenous ensemble, blends modern and traditional dance, promoting Indigenous cultural values and raising awareness of the world's oldest living culture.

Nautanki Theatre

offers immersive South Asian narratives, fostering inclusion and celebrating diverse stories in the arts.

National Theatre of Parramatta

creates, produces, presents and tours work. Committed to capacity building and nurturing talent by providing opportunities for theatre practitioners both on and off stage to develop their craft.

New Ghosts Theatre Company

focuses on new, women-led, and Australian stories.

New Writers' Group Incorporated

supports local writers and artists in Western Sydney, publishing ZineWest and Expression, and hosting workshops and open mic events.

Ninefold

investigates ensemble performance-making, known for its intense, imaginative works and commitment to a shared artistic language.

Old Government House

Australia's oldest surviving public building and Governor's Domain is a UNESCO World Heritage-Listed site that tells the story of Australia's early governance and forced convict migration.

PARI

is an artist-run space for community dialogue and creative practice, reflecting the social and political aspects of Western Sydney on Dharug land.

Parramatta Artists Studios

develops and presents a wide range of studio programs and opportunities that support artists of all disciplines and at all career stages.

Parramatta City Band

one of Australia's oldest brass bands, strives for musical excellence and camaraderie, competing in state and national championships.

Parramatta Clay and Arts Inc

offers inclusive ceramics and arts programs for all ages, fostering creativity and providing employment and community engagement.

The Parramatta Female Factory

Australia's largest and oldest surviving women's convict site, is a National Heritage-Listed site. Advocating for World Heritage recognition, they promote its historical significance through education and arts projects.

Parramatta Heritage Partners

is a collaborative working group comprising cultural institutions, heritage organisations, and community stakeholders dedicated to preserving and promoting Parramatta's rich history.

PHIVE

is Parramatta's community, cultural and civic hub, located in the heart of Parramatta's CBD providing community focused events and programming.

Powerhouse Parramatta

will be the first NSW State Cultural Institution to be based in Western Sydney and is recognised internationally across the applied arts and sciences.

River City Voices

delivers large-scale classical and contemporary choral works alongside original programs that engage and reflect local artists, community and stories.

Riverside Theatres

offers world class artistic and cultural performances and live events.

Story Factory

is a creative writing centre for young people from under-resourced communities.

SWANA Film Festival

showcases films from Iraq, Turkey, Egypt, Lebanon, Morocco, Armenia, and Syria.

Sydney Review of Books

publishes critical, creative, ambitious, and engaging writing on contemporary literature and culture.

Urdu International Australia

supports literary and cultural activities for Urdu-speaking communities through book groups, events, and international writer tours.

Voxstep

merges theatre and technology in Parramatta, creating innovative experiences with augmented reality and new writing.

Wentworth Point Community Centre and Library

provides a range of services, including music studios, co-working areas, and family-friendly programs.

WestWords

is Western Sydney's literature development organisation hosting storytelling initiatives, workshops, mentorships, and publications.

PEOPLE AND PLACE

Infrastructure Planned and in Progress



Public art in Parramatta enriches the city's cultural fabric by addressing social and political issues while celebrating diverse values. Future projects include the Three Bridges of Homebush Bay and PHIVE's Digital Art Wall that will enhance our public infrastructure and spaces.



The NSW State Government's Parramatta North urban renewal project, spanning 42 hectares, will serve as a vibrant hub for education, research, commerce, and culture. It will celebrate heritage while enhancing connectivity to surrounding areas and cultural precincts.



In May 2024, the City of Parramatta unveiled a transformative redesign for Riverside Theatres. With a \$188 million investment, this reimagined venue is set to become a State Significant Cultural Infrastructure project, elevating it as Parramatta's premier performing arts hub. It includes a grand 1,500-seat Broadway-style lyric theatre, a 760-seat Riverside Playhouse, a 420-seat black-box drama theatre, and an innovative 80-seat digital studio and cinema. The venue is projected to attract over 400,000 visitors annually and will feature enhanced public areas that harmonise with the new facilities.



Powerhouse Parramatta is set to be a landmark addition to Western Sydney's cultural scene. As the first NSW State Cultural Institution in the region, it will be the largest museum in the state, spanning over 18,000 sqm of exhibition and public space. Expected to draw 2 million visitors annually, Powerhouse Parramatta will offer a comprehensive exploration of Australia's history of innovation and achievement in the applied arts and sciences. The museum's dynamic programming will reflect the diverse community it serves and redefine the museum experience.



Civic Link, a project being delivered by Council and the NSW Government, will transform the core of Parramatta into a vibrant pedestrian corridor. Stretching from Parramatta Square to the river, it will integrate shops, green spaces, and cultural landmarks like Powerhouse Parramatta, creating a welcoming area for exploration and relaxation.



The First Nations Walk aims to celebrate over 60,000 years of Dharug culture through innovative placemaking and technology. The walk is expected to feature public artworks, a discovery trail with dual language signage, and an interactive app, deepening understanding of Country and connecting Parramatta's cultural identity with both the community and visitors.



Where the Eds Lie Down, by Reko Rennie 2023, photo by Jason Nichol

PART 4

Supporting Information

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References

COUNCIL STRATEGIES AND DOCUMENTS THAT HAVE BEEN USED TO INFORM THIS STRATEGY INCLUDE:

<div>Parramatta 2050</div> <div>Civic Link Framework Plan (2017)</div> <div>Integrated Heritage Strategy (to be refreshed)</div> <div>Parramatta Square Place Plan (2022)</div>	<div>First Nations Strategy (2024-2029)</div> <div>Community Infrastructure Strategy (2020)</div> <div>Night City Framework (2020–2024)</div> <div>Parramatta Ways Walking Strategy (2017)</div>	<div>Activity Guidelines for Parramatta Square and Centenary Square (Draft 2023)</div> <div>Culture and Our City Plan (2017-2022)</div> <div>Parramatta Bike Plan (2017)</div> <div>Planning for Parramatta's Cultural Infrastructure (WSU, 2020)</div>	<div>Art Place Interpretation: A Plan for Public Art and Heritage Interpretation (Draft 2020)</div> <div>Destination Management Plan (2019-2024)</div> <div>Parramatta City River Strategy (2015)</div> <div>Social Sustainability Strategy (2024-2033)</div>	<div>Charles Street Square Strategy (2017)</div> <div>Economic Development Strategy</div> <div>Parramatta Lanes Strategy (2010)</div> <div>Street Activity Policy (2021)</div>	<div>Civic Link Design Brief (2022)</div> <div>Festivals and Major Events Strategy</div> <div>Parramatta's River Vision (2023)</div> <div>Sydney's New Central River Parklands: Parramatta River Vision (2023)</div>
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OTHER RESEARCH AND REPORTS FROM CULTURAL INSTITUTIONS AND THINKTANKS INCLUDE:

<div>Aboriginal and Torres Strait Islander Cultural Infrastructure (Craigie & Duke, 2019)</div> <div>Recalibrating Culture: Production, Consumption, Policy (2017)</div> <div>Unlimited Potential: Western Sydney's Economic Plan (WSU, 2024)</div>	<div>A Reimagined CBD (Committee for Sydney, 2022)</div> <div>Stakeholder Engagement Outcomes Report (JOC Consulting 2024)</div> <div>Western Sydney Creative – Decadal Strategy (WSU, 2019)</div>	<div>Culture in crisis: policy guide for a resilient creative sector (UNESCO 2020)</div> <div>State of the Arts in Western Sydney Report (Centre for Western Sydney, 2023)</div>	<div>Everyday Culture (Committee for Sydney, 2023)</div> <div>State of the Scene: Review of the NSW live music industry (Sound NSW, 2024)</div>	<div>Mapping arts and culture in Western Sydney (SGS Economics & Planning, 2018)</div> <div>The Economic and Cultural Value of Live Music in Australia (2014)</div>	<div>Unleashing Creativity (Centre for Western Sydney, 2024)</div> <div>The Show Must Go On (Business Western Sydney 2018)</div>
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EXISTING STRATEGIES AND POLICIES FROM FEDERAL AND NSW GOVERNMENTS WHICH HAVE BEEN USED BY COUNCIL TO INFORM THIS STRATEGY INCLUDE:

<div>Connecting with Country Framework (2024)</div> <div>NSW Government Vibrancy Reforms (2023)</div>	<div>Designing With Country (NSW Government Architect 2020)</div> <div>NSW Visitor Economy Strategy (2030)</div>	<div>Draft Community Improvement Districts Bill (2023)</div>	<div>National Cultural Policy — Revive: a place for every story, a story for every place (2023)</div>	<div>NSW 24 Hour Economy Strategy (2020 and 2024)</div>	<div>NSW Creative Communities: Arts, Culture and Creative Industries Policy (2024-2033)</div>
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Glossary

TERM/ACRONYM	DESCRIPTION
24 Hour Economy	An urban or regional environment where businesses, services, and cultural activities operate beyond traditional daytime hours and emphasises extending operational hours into evenings, nights, and weekends to maximise economic activity and enhance accessibility for residents and visitors.
Accessibility	Accessibility in the arts refers to ensuring that cultural and artistic experiences, venues, programs, and resources are inclusive and available to all individuals, regardless of their physical, sensory, cognitive, or social abilities or backgrounds. It involves removing barriers that may prevent people from participating in or enjoying arts and cultural activities.
Advocacy	The act of publicly supporting and promoting the needs and interests of the creative sector and local community
Arts and Cultural masterplan	Outlines the vision, goals, and strategies for developing and enhancing arts and cultural sector and activities over a defined period.
Our City/The City	All areas within the City of Parramatta local government area
CBD	Central Business District
Creative Economy	Refers to the economic sector encompassing activities based on creativity, knowledge, and intellectual capital. Key components include: the Creative Industries, Intellectual Property, Cultural and Artistic Expression, Innovation and Entrepreneurship, Social and Economic Impact.
Creative Industries	Activities based in individual creativity and skill including visual arts and crafts, performing arts and entertainment, film, games development and digital media, advertising, fashion and design, technology and software development, writing and publishing, and architecture.

TERM/ACRONYM	DESCRIPTION
Creativity	Creativity is the ability to generate novel ideas, concepts, or solutions that are both original and valuable and includes key components such as originality, usefulness, divergent thinking, imagination, problem-solving.
Creative Worker	An individual whose labour is required to facilitate the production of goods and services in arts, cultural and creative industries
Creators Quarter	Fixed term subsidised accommodation for artists and creative workers
Co-design	A respectful partnership where knowledge and perspectives of partners are valued throughout the design process.
Community Hub	A large facility offering a range of spaces suitable for various activities, programs, services and events which address the social, physical and emotional wellbeing needs of the local community.
CSP	Community Strategic Plan
Culture	The distinct spiritual, material, intellectual, and emotional features characterising a society. It encompasses arts, lifestyle, human rights, value systems, traditions, and beliefs (UNESCO)
DCP	Development Control Plan
Delivery	The process of carrying out the initiatives, projects, and services outlined in the City's strategic plans
Epicentre	The focal point or central location of a significant event, activity, or phenomenon which implies a place where something important, impactful, or noteworthy originates or occurs.

TERM/ACRONYM

DESCRIPTION

Footloose Film Productions

A film production that operates without being tied to a specific studio or location.

Heritage

Legacy from the past, what we live with today, and what we pass on to future generations (UNESCO)

LGA

Local Government Area

Laureate

A person who has been honoured for notable achievements or outstanding contributions, especially in the fields of literature, poetry, music, or academic excellence.

Night-Time Economy

Night-Time Economy, covers economic and activation activity that takes place from 6pm to 6am.

Partnership

Collaborative efforts with a shared vision, working together to achieve beneficial outcomes for the City and its stakeholders.

Plug and Play City

Refers to a city or urban area designed to be highly efficient, flexible, and easy to integrate with new technologies and innovations.

Precinct

A defined area of land that has a particular interest to Council with economic, social, cultural or environmental benefits. Some key precincts include Parramatta Square, Sydney Olympic Park, Camellia-Rosehill and North Parramatta

Promotion

Creating awareness, encouraging participation, and building a positive image

Public Spaces

All publicly-owned places that can be accessed and enjoyed by the community for cultural purposes, recreation, relaxation, and social interaction. These include parks, plazas, footpaths, and cycle ways.

Special Entertainment Precinct

Refers to a designated area within a city or urban region that is recognised and planned specifically for entertainment and nightlife activities.

Sustainability

Managing the relationship between growth and liveability, as well as creating the right balance between the urban and the natural environment.

UNESCO

United Nations Educational, Scientific and Cultural Organisation

Visitor Economy

The visitor economy is made up of anyone who provides or promotes services to Australia’s domestic and international visitors. It includes a diverse set of businesses that span several industry sectors and operate across cities and regional destinations

SUPPORTING INFORMATION

Acknowledgements

City of Parramatta Executive Team:

Gail Connolly – Chief Executive Officer, Jon Greig – Executive Director Community and Culture, Jennifer Concato – Executive Director City Planning & Design, Angela Jones-Blayney – Executive Director City Engagement and Experience, George Bounassif – Executive Director City Assets & Operations, John Angilley – Executive Director Finance and Information.

Creative Parramatta Internal Reference Group:

Sarah Baker, David Birds, Michelle Carter, Sheree Gower, Rodrigo Guterrez, Sophia Kouyoumdjian, Craig McMaster, David Moutou, Hannah Olsen, Robert Ramsbottom, Christopher Snelling

Creative Parramatta was developed by Augusta Supple, Amy Wilson, Aileen Robalino and Carla Theunissen. Other key collaborators included Sarah Baker, Genevieve Blanchett, Angelina Gu, Hayley Megan French and Ava Senaratne.

Staff in the following Directorates and Business Units:

Community and Culture: Riverside Theatres, Library Services, Community Hubs & Parramatta Square, Social and Community Services, Parramatta Artists Studios, City Culture, Cultural Strategy and Creative Economy.

City Planning and Design: Major Projects ad Precincts, City Strategic Planning, City Design, Infrastructure Planning and Design

City Engagement and Experience: Marketing, Brand and Creative Services, Communications and Customer Engagement, Events

City Assets and Operations
Office of the Lord Mayor and CEO

JOC Consulting team:

John O’Callaghan, Ruth Carnac and Eloise Reddy.

City of Parramatta Advisory Committees:

First Nations Advisory Committee
Heritage Advisory Committee
Access Advisory Committee
Riverside Theatres Advisory Committee

Creative and Cultural Sector Stakeholders:


Arts and Cultural Exchange, Arab Theatre Studio, Billy Burke (Independent Artist), Bodega Collective, Box of Birds, C3 West, CBRE, Centre for Writing and Society - Western Sydney University, Charter Hall, Club Parramatta, Cultural Wellbeing Zine Project - Western Sydney University, Form Dance, Gayatri Bharat (Independent Artist) ,Giramondo Press, GML Heritage, GPT, Leo Tanoi (Independent Producer), Limelight Magazine, Lingalayam Dance Group, Made in the West, Museum of Contemporary Art, Nautanki Theatre, New Ghosts Theatre, New Writers Group Inc., Night Time Industries Association, PARI, Parramatta Art Society, Parramatta Clay, Parramatta District Historical Society, Parramatta Heritage Partners, Paul Smith (Independent Artist), River City Voices, Romanian Australian Anthology Editors, Roxy Theatre Action Group, School Bands Australia, Spacecubed, Sydney Conservatorium of Music - Sydney University, Sydney Festival, Sydney Review of Books - Western Sydney University, Sydney Youth Orchestra, Symphony for Life Foundation, Finishing School Collective Inc, Voxstep, We Are Studios, Western Sydney Business Chamber, Western Sydney Creative - Western Sydney University, WestWords, Ziggy (Independent Producer).

Government Stakeholders

Create NSW, Department of Planning, Destination NSW, Greater Sydney Parklands, Museums of History NSW, National Trust - Parramatta Branch, National Trust of Australia, NSW Health, NSW Liquor & Gaming, Office of the 24 Hour Economy Commissioner, Powerhouse Parramatta, Screen NSW, Sound NSW, Sydney Olympic Park Authority, Sydney Opera House, Transport for NSW.

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NSW Government through Create NSW, Office of the 24 Hour Economy Commissioner, Destination NSW, Department of Planning and Environment., Transport for NSW, Infrastructure NSW and Crown Resorts Foundation and Packer Family Foundation.

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

<p>KOREAN</p> <p>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.</p>	<p>CHINESE</p> <p>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客户服务处，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。</p>
<p>ARABIC</p> <p>إذا كنت بحاجة للمساعدة في ترجمة هذه النشرة، اتصل بـTIS 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.</p>	<p>HINDI</p> <p>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।</p>

Creative Parramatta 2025 - 2034

Epicentre of Culture
and Creativity



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