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2050



START YOUR STORY
PARRAMATTA

DRAFT FOR PUBLIC
EXHIBITION

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V1.0 (Council meeting version)

RECOGNITION OF & COMMITMENT TO THE DHARUG PEOPLE

**Wadyiman Barramada gŭlbaŋga naadyi
Barramadaŋal Dharuŋ Ngurrayin, badu,
burra barramadaŋal dharuŋ yurayin.**

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

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

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

The name Parramatta is derived from the word Baramada/Burramatta or 'place where the eels lie down' (breeding location for eels within the Parramatta River). City of Parramatta recognises the significance of this area for all First Nations People as a site of early contact between the First Australians and European colonists, and Parramatta remains an important meeting place for the First Nations community.

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

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

Always Was, Always Will Be, Aboriginal Land.

THE NEXT CHAPTER IN PARRAMATTA'S STORY



WE ARE A CITY OF FIRSTS WITH A UNIQUE & COMPELLING STORY

- The First Nations People of this Country – the Burramattagal Clan of the Dharug people – are part of the oldest continuing living culture on earth.
- Significant site of contact between First Nations People and European colonists.
- First NSW city to be granted metropolitan status outside of Sydney (1938).
- Amongst the first official Government apologies to First Nations People (1997).
- Site of the "Green Games" of the 2000 Sydney Olympics.



WE HAVE SO MUCH TO OFFER IN THIS MOMENT

- Council has made a significant commitment to partner with Dharug People as part of its First Nations Strategy 2024-2029.
- The Parramatta River is a vital environmental, social and cultural asset that we honour as a living entity.
- A highly-educated community, including 44% of residents with a tertiary qualification (compared to 26% national and 28% state averages).
- Six Australian universities with a presence in Parramatta, and a significant new university campus opportunity.
- 50% growth in commercial office space in the past decade.



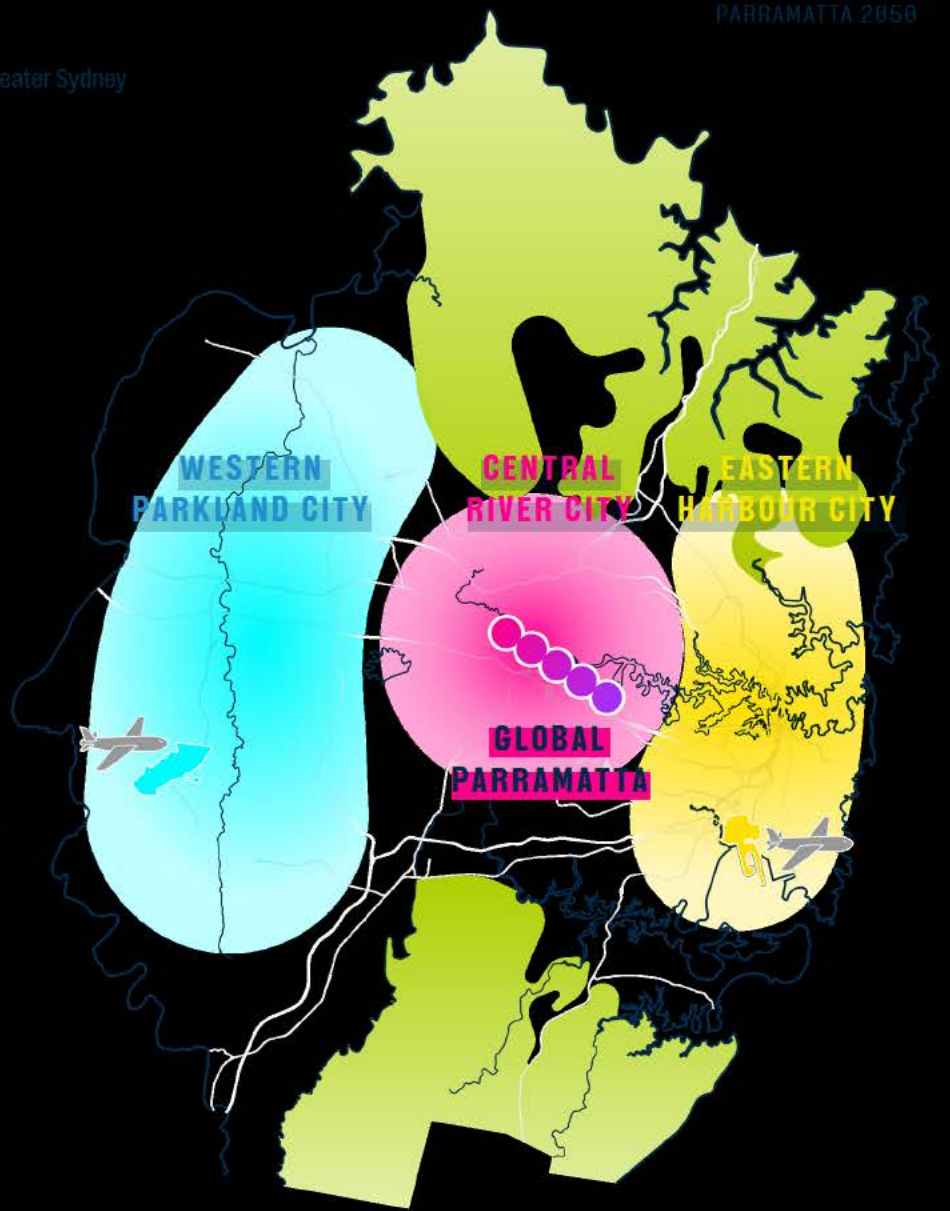
PARRAMATTA IS GLOBALLY POSITIONED

- The world meets in Parramatta: 91 languages are spoken across the City, representing the current and future face of a culturally-diverse Australia.
- At the heart of Greater Sydney, Parramatta is strategically positioned between Sydney's two international airports.
- Home to the largest hospital complex in the Southern Hemisphere at Westmead.
- Unprecedented investment in transport infrastructure is set to radically transform Parramatta's accessibility.
- Cultural, sporting and entertainment venues hosting events with international draw – plus a new major museum and doubled theatre capacity.

Figure 1: Global Parramatta's setting in Greater Sydney
(Source: Council)



**GLOBAL PARRAMATTA
IS THE HEART OF
GREATER SYDNEY**



**WE ARE STARTING
A NEW CHAPTER
FOR PARRAMATTA
AND INVITE YOU TO
START YOUR STORY
WITH US HERE.**

PARRAMATTA 2050

OUR VISION

START YOUR STORY
AT PARRAMATTA



IN OUR CITY, WE ...



GATHER



CREATE



ACCELERATE

GAME CHANGERS

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

WE ARE BECOMING...

- A world leader in First Nations partnerships.
- Western Sydney’s jobs engine.
- The epicentre of creativity.
- The home of festivals, sports and entertainment.
- Asia Pacific’s centre for best-in-class education.
- An unrivalled river city.

SEIZING FUTURE OPPORTUNITIES IN...

- Camellia-Rosehill: A model city.
- Silverwater: Jobs for the future.

WHAT WE NEED TO GET THERE...

- Connections to the world.
- Nation-leading governance.
- Western Sydney Cabinet of Mayors.
- Parramatta International.

IMPLEMENTATION

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

HOW WE WILL GET THERE...

- Strategic governance framework.
- Evaluation tool kit.
- Point Parramatta 2050.
- Action planning.
- Advocacy.
- Collective championing.

OUR VISION

PARRA
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2050

START YOUR STORY AT PARRAMATTA

In 2050...Parramatta is a global city that invites people to gather, create and accelerate.

By gathering a world of stories and experiences in one place, Parramatta creates space for expression, connection and opportunity.

Our City's dynamic fabric represents the acceleration of Parramatta beyond the bounds of current thinking.

We respect our past, embrace today, and work together to create a better, bolder tomorrow.

IN OUR CITY, WE...



GATHER

Parramatta gathers a world of stories, ideas and experiences in place.

We embrace the spirit of gathering to learn, work, play, and solve problems together. Diverse voices converge to exchange ideas and experiences.

We honour and lead in collaboration with the Dharug community and First Nations Peoples, recognising their continuous culture and stewardship of the land, waterways and skies.

Our City is accessible and easy to move around, and our streets have a warm sense of welcome, embracing all who come with open arms.

World-class cultural and sporting experiences can be found across Global Parramatta, curating unique and memorable experiences for all people, day and night.

The world meets in Parramatta to celebrate our rich tapestry of cultures and stories. Together, we forge connections that transcend borders and differences, creating a community where everyone is heard, valued and empowered.



CREATE

Together we create space for expression, connection and transformation.

We champion the spirit of creation, nurturing our community's diverse creative and cultural expression.

We embrace collaboration as the cornerstone of our ethos, partnering and co-creating to deliver shared value and meaningful experiences.

Our City boasts internationally-renowned venues and creation spaces, serving as incubators for innovation, imagination, thought leadership and artistic excellence. From intimate studios to grand stages, our City offers creation spaces of all shapes and sizes to meet different needs.

We provide platforms and places for individuals and groups to unleash their creativity, amplifying their voices and talents to find local and global audiences.

Our City creates opportunities for anyone and everyone. We are locally loved, nationally respected, and internationally recognised.

Together, we cultivate an environment where creativity knows no bounds, where every idea finds expression, and where arts and culture flourish.



ACCELERATE

We accelerate beyond the bounds of current thinking and prioritise learning and opportunity.

We celebrate a culture of firsts, where individuals dare to challenge the status-quo and establish new paths.

Our City serves as a fertile ground for growth and opportunity, where people and businesses alike can thrive, nurtured by a supportive ecosystem and boundless opportunities for advancement.

We champion collaborative and future-focused ways of working and thinking, recognising that creating the city of tomorrow will require us to act boldly and dream big.

We amplify Parramatta's health, research, innovation, creative and business economies by fostering collaborations between educational institutions and industries, locally and globally. We enable everyone to reach their full potential.

We cultivate curiosity and experimentation, fostering an entrepreneurial spirit that drives continuous improvement and transformation. We are becoming, together, a place the world looks to for fresh ideas and momentum.

GLOBAL PARRAMATTA

HEALTH AND INNOVATION DISTRICT

WESTMEAD/PARRAMATTA NORTH

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

HEADQUARTERS DISTRICT

PARRAMATTA CBD & SURROUNDS

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

MODEL CITY DISTRICT

CAMELLIA-ROSEHILL

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

The benefits of our vision will be felt throughout Parramatta and beyond. However, we recognise that our key global opportunities lie concentrated within a series of five districts connected by the Parramatta River and the Metro line – an area we call **Global Parramatta**. This vision details the initiatives that will strengthen Global Parramatta.

Previously five separate places, the key move in our thinking is to consider them together as one integrated, amazing city with opportunities for everyone. By 2050 each will have distinct identities powered by different strengths, but together will form part of one great place to gather, create and accelerate.

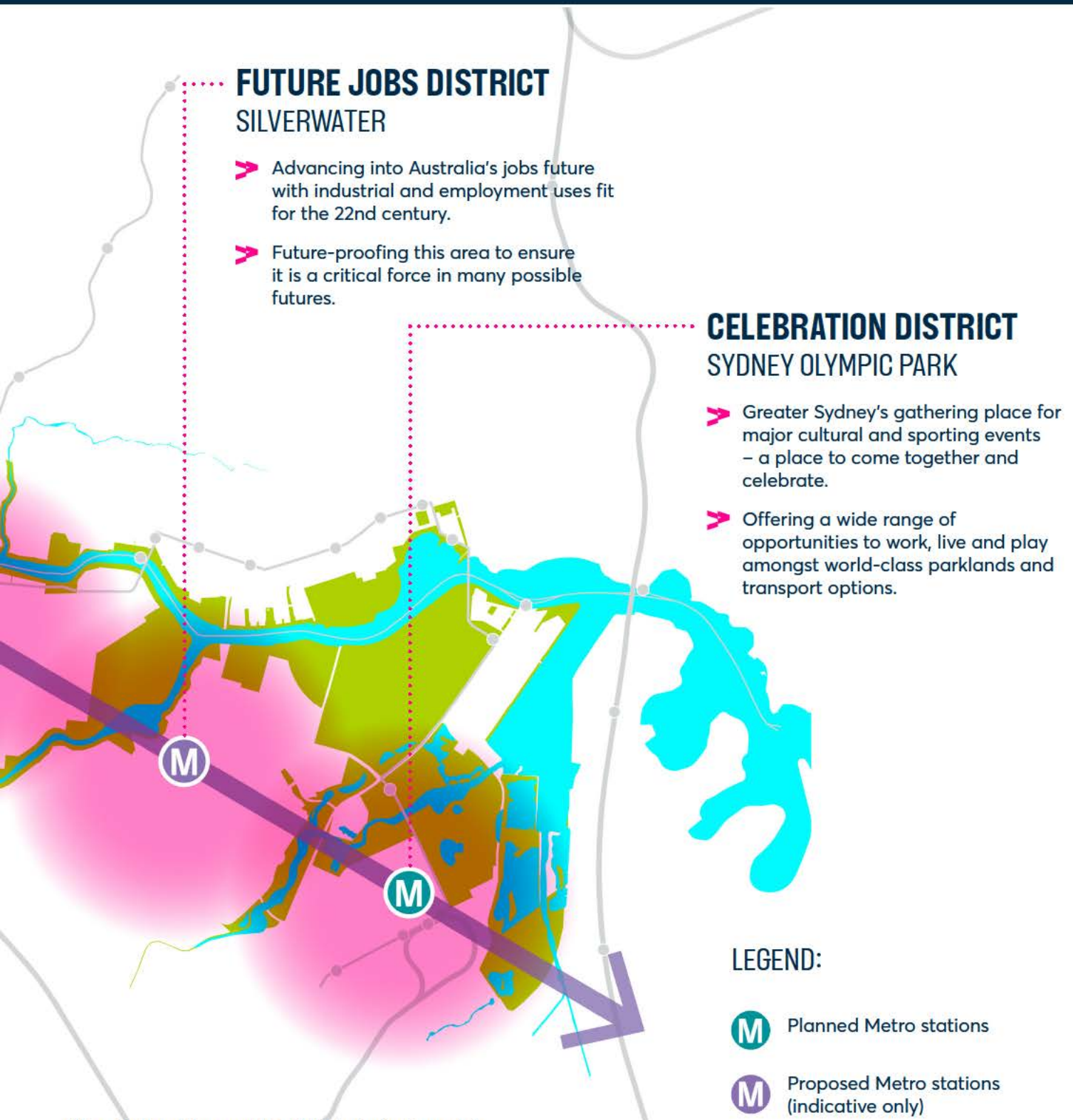


Figure 2: Global Parramatta's districts (Indicative only)
(Source: Council)

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



GAME CHANGERS

WE ARE BECOMING...

- A world leader in First Nations partnerships.
- Western Sydney's jobs engine.
- The epicentre of creativity.
- The home of festivals, sports and entertainment.
- Asia Pacific's centre for best-in-class education.
- An unrivalled river city.

SEIZING FUTURE OPPORTUNITIES IN...

- Camellia-Rosehill: A model city.
- Silverwater: Jobs for the future.

WHAT WE NEED TO GET THERE...

- Connections to the world.
- Nation-leading governance.
- Western Sydney Cabinet of Mayors.
- Parramatta International.

WE ARE BECOMING...

A WORLD LEADER IN FIRST NATIONS PARTNERSHIPS



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

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

We will work together to recognise, protect, and share the rich and varied heritage and history of Parramatta. An important story of contact and impact between First Nations and non-Indigenous people started here in Parramatta. We see an important opportunity to start a new story in Parramatta. Truth-telling will be central to the development and success of these partnerships and by sharing and being accountable to this knowledge, we will ensure that we are respectful of our past and are committed to working together to create a better tomorrow.

These partnerships will outline our shared responsibility for Caring for Country and for Caring for People on Country, recognising that a thriving natural environment significantly contributes to the wellbeing of its people. As part of this, we will highlight the role of the Parramatta River as central to our City's story and identity, and one

that has been foundational throughout its various roles over centuries. Underpinning these partnerships will be a strong focus on action and commitment to delivery of shared priorities. Prior to 2050, Council envisages the complete integration of partnerships into its core practices, policies, and decision-making mechanisms. These partnerships will be deeply ingrained within the Council's operations, reflecting steadfast dedication to honouring and collaborating with First Nations People.

Council will also support other Government agencies in developing their relationships with First Nations People, as well as the delivery of critical pieces of First Nations cultural infrastructure within Parramatta, including an aspiration to become home to Australia's first Aboriginal university. Additionally, these partnerships will resonate with all residents of our City, fostering a sense of inclusivity and belonging.

Through these actions, Parramatta can become a gathering place for Indigenous People from across the globe, providing an open invitation to come to our City to gather, create and accelerate, with Baramadagal and other Dharug at the centre of it all.

These partnerships will strengthen and expand on the vision set out in Council's First Nations Strategy adopted in 2023:

"A shared journey to continue working together with First Nations People and communities through relationships built on action, trust and integrity, that recognises First Nations People's self-determination and respects their own decision-making and knowledge systems."

This Game Changer will reinforce Parramatta's role as a place where First Nations and local government gather to co-create Australia's leading example of partnership, respect, and cultural exchange.

WE ARE BECOMING...

WESTERN SYDNEY'S JOBS ENGINE



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

Five adjacent districts along the new Metro line and river provide a diverse, rich and interconnected range of economic opportunities with global imperatives. The answer is clear: an ambitious and game-changing platform for jobs must be realised for Global Parramatta.

Capitalising on the opportunity of a new international airport in Western Sydney, we seek to shift the dial on today's jobs conversation, charting an ambitious expansion of Parramatta's economic role within Greater Sydney.

We also endeavour to better understand and address our City's existing "gaps" in employment offering for our talented local and regional community - particularly for highly-skilled workers and for women.

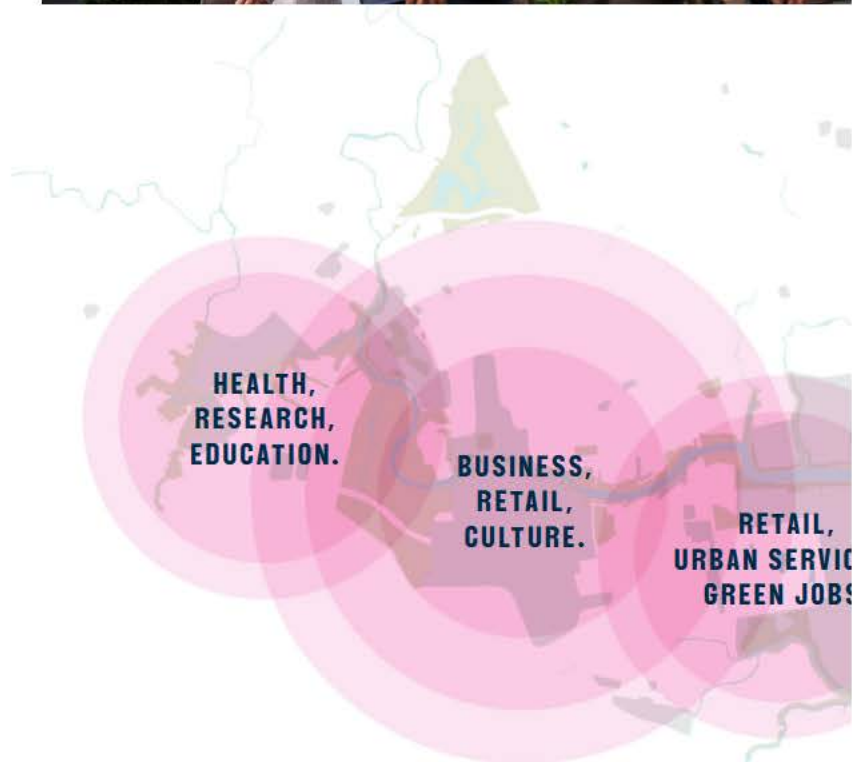


Figure 3: Jobs growth and key sectors within Global Parramatta (Indicative only)
(Source:Council)

Today our City offers about 1 job for every 1.5 residents of the local government area (LGA), and we have been losing ground on this figure for more than a decade. To balance the scales and draw a line in the sand, Council commits to **no further loss on local jobs density** as a core policy position.

This means that in every planning conversation, Council will aim **at a minimum** to maintain this current local jobs density ratio of 1 job for every 1.5 residents.

Even with conservative growth estimates, this means at least **150,000 new jobs by 2050** are needed to account for population growth within our own LGA – let alone to expand our regional impact as a jobs centre. This aspiration envisions nearly a doubling of jobs in Parramatta today.

Recognising that the key opportunities for jobs growth lie within this corridor, every precinct and every development within Global Parramatta will be considered through this lens as we aim to protect and promote employment opportunities for our local community, Greater Sydney, and the world.

Council also commits to an ambitious approach to jobs within each of the Districts of Global Parramatta:

- Council continues to advocate for 50,000 jobs in **Westmead** by 2036 as a minimum. We also commit to establishing a further target for 2050, with a clear focus on health, research and education sectors.
- We will continue to expand, intensify and diversify the **Parramatta CBD**, positioning it as a centre for business headquarters, preserving its commercial core for employment uses, and promoting a rich variety of cultural and retail opportunities.
- A model city must provide for a wide range of opportunities and land uses. Regardless of final housing densities agreed at **Camellia-Rosehill**, the jobs-to-resident ratio must be better than the City's current 1 job for every 1.5 residents. Green jobs must also play a key role in this District's economic future, as it becomes a model city for resilience and regeneration.
- **Silverwater's** employment potential must be protected, prioritised and future-proofed to allow this District to evolve towards 2050. This includes a considered intensification of industrial and manufacturing uses, as well as responding to innovation imperatives and changing global supply chain requirements.
- With a new Metro stop putting it within easy reach of an enormous catchment of workers, **Sydney Olympic Park** must propel us forward on employment opportunities, not take us backwards. For every 1.5 new residents must be matched with more than 1 new job. Key sectoral opportunities for expansion include sports, sports science and entertainment.



WE ARE BECOMING...

THE EPICENTRE OF CREATIVITY



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

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

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

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



2024 PAS Granville Studio Artists, from left: Marian Abboud, Morgan Hogg, Anney Bounpraseuth, Ali Tahayori, M. Sunflower, Audrey Newton, Celine Cheung, Monica Rani Rudhar, Kirtika Kain, Bonnie Huang, Abdullah M. I. Syed, and Keg de Souza (not pictured). Photo: Anna Kučera.





Bigger and bolder

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

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

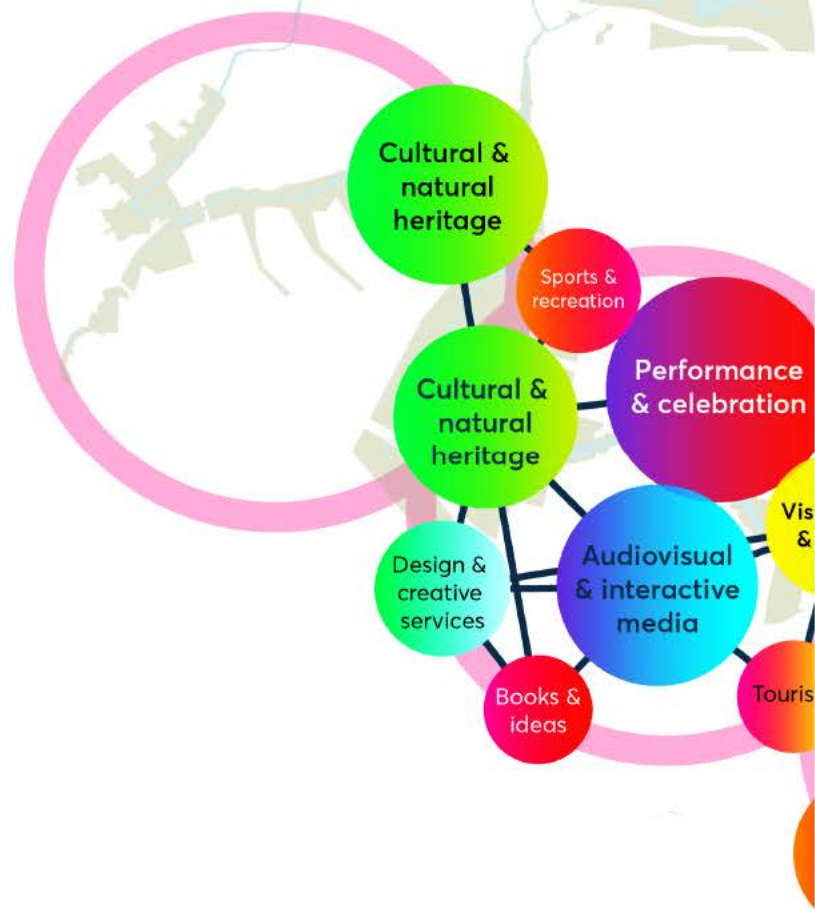


Figure 4: Global Parramatta's Cultural Domains as defined by UNESCO's Framework for Cultural Statistics (Indicative only)
(Source: Council)

A new contemporary art gallery

Council is dedicated to nurturing creativity and cultural expression by both advocating and acting to expand creative spaces within our City. This includes the creation of a new world-renowned contemporary art gallery.

The new institution would respond to a gap for exhibition spaces in our City and provide a new international platform upon which our diverse community can shine.

Creatives housing

At the heart of this initiative lies the establishment of the Creators Quarter, offering fixed-term subsidised accommodation for artists and creatives. This pioneering venture underscores the essential role of artists in shaping Parramatta's global success.

Complementing existing opportunities at Parramatta Artists Studios and the forthcoming Powerhouse Parramatta, the Creators Quarter provides longer-term accommodation detached from specific exhibitions or programs, thereby enriching the accessibility and diversity of creative production within our community.

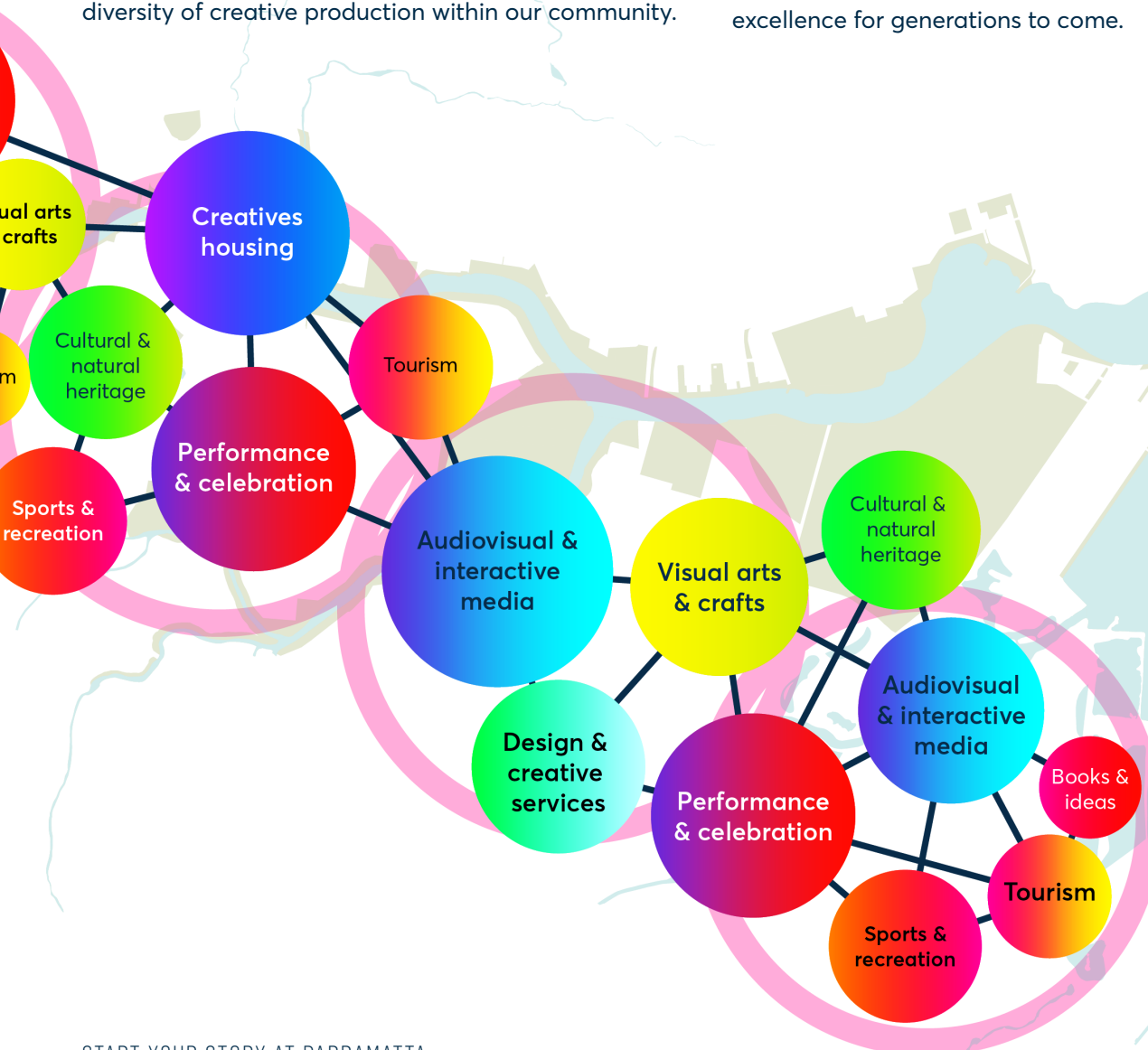
Enabling policies and planning

In addition to infrastructure development, we are committed to advancing current initiatives aimed at enhancing Parramatta's aesthetics, soundscapes, and aromas.

This includes developing film-friendly policies, designating 24-hour precincts with revised policies and sound management controls, advocating for arts degrees in our university sector, implementing planning regulations to accommodate live music venues, exploring adaptive reuse of heritage items and ongoing support and promotion of our diverse culinary landscape.

Council will also seek and support planning for larger spaces for creation and rehearsal across Global Parramatta, identifying particular opportunities for examination in Silverwater.

Together, these measures will cultivate an environment conducive to artistic expression, innovation, and collaboration, cementing Parramatta's status as a beacon of cultural excellence for generations to come.



WE ARE BECOMING...

THE HOME OF FESTIVALS, SPORTS AND ENTERTAINMENT





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

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

Key moves include:

➤ **A Festival City**

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

➤ **Places to meet and stay**

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

➤ **Esports and other unique opportunities**

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

➤ **Empowering women in sports**

Council will advocate for partnerships and investments to support women's sports and explore opportunities for national teams to make our City their home. This could take the form of making Parramatta the base for national teams, and greater inclusive sporting infrastructure. This commitment aims to provide an environment for all elite athletes to thrive and call Parramatta home.

➤ **Strengthening our partnerships**

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

WE ARE BECOMING...

ASIA PACIFIC'S CENTRE FOR BEST-IN-CLASS EDUCATION



'Asia Pacific's Centre for Best-In-Class Education' represents a comprehensive effort to revolutionise Parramatta's educational landscape, aspiring to offer the finest educational experience in the Asia-Pacific, position Parramatta as the most globally connected university city in the nation, and drive the city's economic transformation towards knowledge sector jobs. The City will host leading university programs with key global focus areas such as health, arts and culture, and urban resilience. We also aim to foster opportunities linking university and TAFE students with Parramatta's community and industries, ensuring that our students will call Parramatta home long after completing their studies.



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

Parramatta's ongoing transformation into a global city will serve a **"living laboratory"** for students and researchers, with opportunities across a number of key disciplines. The regeneration of Camellia-Rosehill provides a decades-long opportunity for university and TAFE students across fields like city planning, construction, sustainability and the environmental sciences to witness and participate in best practice urban regeneration in real time. To support our aspirations in the

creative industries, we also aim to be the **home of Western Sydney's only fine arts school** – a critical gap in Greater Sydney's tertiary education network. We will also continue to **leverage Westmead** as a foundation to lead Australia in terms of integrating health, research and education.

Council commits to closely monitoring and prioritising factors that shape an **optimal student experience**, including access to housing, employment, and engagement with the vibrant city life of Parramatta. The goal is not only to attract students, but also to foster a sense of belonging and connection within the local community once they arrive.

This project encompasses both direct action - such as prioritising students within Council's events calendar - and advocacy - such as engaging with the State government regarding appropriate **planning controls for student housing**. By collaborating with Parramatta International (another one of this vision's Game Changers) and tertiary institutions, Council will also explore opportunities to facilitate

international exchanges between top universities worldwide and local institutions in Parramatta.

We also recognise that our entire network of education infrastructure must align with our city's growth trajectory. Council will continue to advocate and fight for better **planning and delivery of primary and secondary schools**, emphasising that global cities offer attractive educational opportunities for the families of globally-agile, highly-skilled workers.

Finally, initiatives will be explored to ensure graduates remain in and contribute to Parramatta's success. These include subsidised graduate housing and guaranteed work experience in our City's key focus areas. Parramatta will be a **magnet for local, national and international businesses** looking for talented graduates.

Overall, this initiative represents a bold step towards shaping a vibrant educational future for Parramatta where individuals can gather, create and accelerate.



WE ARE BECOMING...

AN UNRIVALLED RIVER CITY



'An unrivalled river city' establishes Parramatta as a global leader in resilience, regeneration and recreation. Central to this vision is the development of the Central River Parklands, a prominent green and blue network serving as a hub for recreation, ecological resilience, and connectivity.

Stretching across the five Districts, these parklands will not only connect communities but also offer a tranquil space for relaxation amidst the dynamic offerings of Global Parramatta. A vibrant, thriving city will



'An unrivalled river city' aims to elevate Parramatta's profile on the global stage by leveraging the unique relationship our City has with its river. The Parramatta River acts as **the artery of Global Parramatta** - it is the place where Country, stories, knowledge and productivity come together.

At the core of this initiative is **the Central River Parklands**: a landmark green and blue spine for Global Parramatta, which will strategically link our City's five Districts, and provide a cohesive network where people can rest, play, move and connect.

Council's adoption of the Parramatta River Plan in 2023 marked a pivotal moment in envisioning a vibrant riverfront that serves as the centrepiece of our metropolis. Parramatta River now has the potential to evolve into **a world-renowned continuous regional parkland, spanning over 500 hectares of lush greenery**, including two regional parks of international significance.

By linking the five districts of Global Parramatta, the Central River Parklands will foster connectivity and accessibility for residents and visitors alike. This interconnected network of green spaces will not only enhance **recreational opportunities** but also provide **connections to Country** and an **active transport** experience worthy of a global city.

The Central River Parklands will also serve as **a model of ecological resilience**, showcasing innovative approaches to flood management, biodiversity conservation, and climate adaptation. Through strategic planning and community involvement, Parramatta aims to create a sustainable urban oasis that mitigates the impacts of climate change and fosters environmental stewardship. The initiative includes **commitments to regenerate and protect Country, increase tree canopy, and tackle urban heat across our Districts**.

This initiative is Parramatta's commitment to building a **greener, healthier, and more resilient City** for future generations. By integrating recreation and sustainability, investing in green infrastructure and protecting the wellbeing of both people and Country, Parramatta aims to set an example for cities worldwide.

Figure 5: Central River Parklands, and existing and potential green and blue spaces (Indicative only)
(Source: Council)

SEIZING FUTURE OPPORTUNITIES IN...

CAMELLIA-ROSEHILL: A MODEL CITY



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

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

Critical to this approach is establishing Camellia-Rosehill as the nation's first example of a city that responds to the seventeen UN Sustainable Development Goals – Australia's first SDG17 City. Anchored by these Goals, Camellia-Rosehill will be a testing ground for a new mode of city planning that moves away from outdated impact management systems and towards a focus on key outcomes of equity, resilience, wellbeing and prosperity.

To achieve this vision, Council will also seek to establish a joint governance framework with relevant State agencies for the district. This framework would be predicated on regeneration and resilience as critical lenses through which we can collaborate to solve wicked problems like contamination, flooding, traffic, transport, and infrastructure provision.

KEY MOVE 1: SUSTAINABLE REGENERATION

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

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

KEY MOVE 2: SECURING LONG-TERM EMPLOYMENT PROSPECTS

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



Figure 6: Global Parramatta's opportunity districts
(Source: Council)

SILVERWATER:

JOBS FOR THE FUTURE



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

Silverwater is amongst the best-connected industrial areas in Sydney, boasting an ability to reach 98% of all metropolitan households in about an hour. Protecting and intensifying its employment and economic functions is critical to Global Parramatta's success.

Confirming our future aspirations for Silverwater must be informed by a detailed economic and planning analysis, including examining the appropriateness of various potential specialised roles for Silverwater including advanced manufacturing, biomedical support industries for Westmead, and creative industries, such as film production.

KEY MOVE 1: FUTURE PROOF A METRO STATION

We emphasise the importance of future-proofing our transport infrastructure to accommodate our City's evolving needs and growth trajectories. Specifically, Council advocates for the proactive implementation of forward-thinking design elements for a future Metro station in this District. This includes strategic construction of auxiliary tunnels and the acquisition of adjacent land parcels to enable seamless expansion and adaptation in the years to come, unlocking many possible futures for Silverwater and safeguarding its future as a key economic pillar for Parramatta and for all of Sydney.

KEY MOVE 2: REIMAGINE SILVERWATER GAOL

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

WHAT WE NEED**TO GET THERE...**

CONNECTIONS TO THE WORLD



Parramatta's global stature and the sustainability of our region hinge on establishing our City as the gateway to Australia. While ongoing light rail and metro projects mark progress, our journey towards comprehensive transport infrastructure remains ongoing.

These efforts are vital to seamlessly linking Parramatta with the wider city, Australia, and the world via the two nearby airports. Council remains steadfast in its commitment to advocate for, and secure commitments from, the NSW Government to ensure timely delivery or commencement of these projects prior to 2050.

to the Blue Mountains
and Central West

Metro West st
Parramatta to

Metro West st
Parramatta to
Sydney Airport

Norwest to Mi
Parramatta, B
and Kogarah

Extension of C
line to Epping

High Speed R
Melbourne to
via Parramatta

Light Rail and
Intermediate P

ADDITIONAL METRO WEST STATIONS

A new Metro station within Camellia-Rosehill and a future-proofed stop for Silverwater are critical to ensure seamless connectivity across the City's landscape, closing Global Parramatta's spatial gaps and placing its five Districts within minutes of each other – as well as the Eastern Harbour CBD.

METRO CONNECTION TO THE NEW AIRPORT

Fast-tracking the metro connection between Westmead and Western Sydney International (Nancy-Bird Walton) Airport is imperative. Currently, the new airport is set to open in 2026 with no direct connection to the state's two largest economies – Parramatta and Sydney. A metro link must be established for Parramatta to benefit from and contribute to the airport's success.

RIVER RAIL

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

the Southern Highlands
and Melbourne

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

Any forthcoming plans for fast rail or high-speed rail networks should incorporate a stop in the heart of the metropolis - Parramatta. With easy access to two of the country's largest airports, and high-speed rail connections to Melbourne and Brisbane, our City can become the gateway to Australia.

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

WHAT WE NEED TO GET THERE...

Parramatta 2050 identifies three fundamental governance enablers crucial for our journey towards global success. Together, these enablers lay the groundwork for Parramatta's advancement, ensuring that our governance structures, regional collaborations, and international presence are finely tuned to realise our vision for 2050 and beyond.

LOCAL

NATION-LEADING GOVERNANCE



Global Parramatta requires robust governance tailored to our City's unique needs and aspirations. To this end, Council will advance the City of Parramatta Act – a piece of critical legislation specifically designed for our City to reach its global aspirations. This Act will empower Council and our community with greater autonomy, self-determination, financial resilience, and strategic planning capabilities essential for effective governance.

The primary objective of this enabler is to equip Parramatta with the requisite tools and authority to manage its growth and development in line with the Parramatta 2050 vision. Presently, the City of Sydney stands as the sole LGA in New South Wales with a distinct Act granting it exclusive powers and responsibilities. The proposed Act for Parramatta seeks to provide provisions which (though not identical) would be similarly tailored to enable us to address Parramatta's transformation and meet the needs of our rapidly-expanding community.

Key aspects of the proposed Act include transferring certain responsibilities for Sydney Olympic Park and Parramatta Park to Council, establishing coordinated planning and infrastructure decision-making (potentially with an initial focus on Camellia-Rosehill), managing planning issues collaboratively, and allocating resources with a strong focus on outcomes. Critical to all of these aspects is the need for collaboration between State and local government.

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

Council also continues its advocacy for investment in Parramatta by calling for a City Deal between multiple levels of government. This will create a coordinated and dependable pipeline of funds that will enable Parramatta to fulfill its global imperative.

Recognising that by 2050 the NSW Planning System will be over 70 years old and ill-equipped to deal with issues faced by 22nd century cities, Parramatta can also be positioned as a testing ground for more innovative and outcomes-focused planning approaches.

WHAT WE NEED TO GET THERE...

NATIONAL

WESTERN SYDNEY CABINET OF MAYORS



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

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

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



GLOBAL

PARRAMATTA INTERNATIONAL



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

Parramatta International has two main goals: attracting global interest and expanding local opportunities. It acts as a dedicated resource for our region's global economic development, elevating its international profile and attracting industries and talent aligned with key sectors. The corporation would aid international businesses and individuals with navigating obstacles associated with global trade and investment.

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



HOW WE WILL GET THERE...

Council is committed to the success of this vision and will use a broad suite of tools to make it happen. While we stay open to arising and unexpected opportunities for implementing our vision, Council's next steps focus on the following components:

COUNCIL'S STRATEGIC GOVERNANCE FRAMEWORK

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

Next Steps: Review of the CSP.



COLLECTIVE CHAMPIONING

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

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

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

KOREAN

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

CHINESE

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

ARABIC

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HINDI

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

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