

tendered by Ms Amanda Chadwick  
received by Ms Emma Rogerson  
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My name is Amanda Chadwick, I am the Administrator of the new City of Parramatta Council where my role is to lead and govern the Council during this period of transition.

My colleague is Ms Rebecca Grasso, Council's Director of Marketing and City Identity.

My introductory remarks focus on two of the terms of reference namely e) **'the proposed move to Parramatta'** and h) **'the economic impact of museums and galleries'**.

The Heads of Agreement signed between the Council and State Government on 28 July 2017 leverages Council's Riverbank site to create a new cultural precinct on the Parramatta River.

The precinct will include the Museum of Applied Arts and Sciences (MAAS), \$100M for an enlarged and enhanced Riverside Theatres and a new pedestrian bridge across the River. All of which will be underpinned by further \$40 million to deliver Council's *Cultural Plan (2017-2021)*.

The Heads of Agreement is aligned to both the policies of the former Parramatta City Council and those of the new City of Parramatta Council. It delivers on community aspirations as expressed in various recent rounds of Council consultation.

Further, as I will briefly explain, it will drive economic benefits for the whole region.

In recent negotiations the new Council has been mindful of the direction of its former council – who supported the expansion and upgrade of the Riverside Theatres and the creation of a mixed use vibrant precinct along the Parramatta River that includes cultural infrastructure.

An equally important factor has been the clarity of the communities' aspirations.

### **Community views**

Right from the start the residents of ratepayers of the City of Parramatta have stressed the importance to them arts and culture.

In initial rounds of consultation – standing at North Rocks Rotary Market on a Sunday morning - it was clear to me that many residents <sup>felt</sup> ~~made~~ a positive connection between the future of their area and the MAAS' relocation.

When Council engaged around with 9000 residents (roughly 4% of the population) about their vision and priorities for the Council– 'supporting arts and culture, celebrations and destinations' was consistently one of their top 8 priorities.



In Council's extensive consultation to develop its Cultural Plan – it was abundantly clear that attracting MAAS and growing Riverside Theatres were our communities' **two key** cultural priorities.

7 in every 10 respondents in surveys and focus groups specified MAAS as their top cultural priority. Respondents saw MAAS as an integrated element of Parramatta's cultural infrastructure, a support for reconciliation and a vehicle <sup>for history</sup> local story telling.

### **Turning quickly to the economic impact**

The cultural precinct will be a big stimulus for our local economy and jobs.

Modelling by Deloitte shows that by 2028 it will grow the local economy by between \$106 million and \$422 million (NPV).

Employment is also expected to increase both in the construction and operational phases. Once the museum is operational in 2022, local jobs are expected to increase by between 150 and 600 new full-time equivalent jobs due to the precinct.

The City of Parramatta is transforming at an unprecedented rate and together with the MAAS stimulus will have broader multiplier effects expected for whole Western Sydney region.

Further, I note that over the past five years the number of visitors to Parramatta has grown by more than a third – demonstrating market potential.

The new Western Sydney Stadium is being built

Our growing visitor and restaurant scene supports a local night-time economy worth \$858 million.

Price Waterhouse Coopers estimate by 2021 our economy will grow by \$7 billion (to \$30 billion), and our CBD will grow to be a third larger than it is today.

Parramatta has a vision to be driven by culture, to be a world-class city known for its diversity and energy, with people, ideas and creativity at its core.

As the commercial and cultural capital of Western Sydney, we recognise that shaping a new Parramatta means investing in commerce and culture.

Consistent, with our Cultural Strategy we are working to establish a global city that is rich in diversity and history – one that includes a world class museum.



Western Sydney is home half of all Sydneysiders – its students, its artists, its creatives, its scientists, business and everyone else in the community - deserve no less than the State's investment in a new world class Museum of Applied Arts and Sciences.

