

**Chief Executive Officer
Parramatta City Council
PO Box 32
Parramatta NSW 2124**

10th January, 2017

Attention: Harumi Arrascue - Economic Development

RE: F2015/03473 – Draft Parramatta CBD Small Bars Policy

To whom it may concern,

I write in support of the above draft policy in my capacity as General Manager of Western Sydney Business Connection (**WSBC**). I also Chair the recently formed Western Sydney Tourism Alliance project on behalf of WSBC.

WSBC is an independent, not-for-profit, member based organisation representing thousands of businesses in Western Sydney.

WSBC fully supports the draft small bar policy proposed by the City of Parramatta and sees it as vital to the economic growth of Western Sydney and in particular the city of Parramatta.

A thriving night-time economy is an integral part of any successful CBD or commercial centre. It is a widely held position that a lack of amenity acts as a barrier to private investment and tier one organisations relocating to Parramatta.

Many cities around the world have successfully used small bars to help position themselves as cultural destinations and drive economic growth. The City of Parramatta is poised to reposition itself as a cultural destination with so many existing cultural offerings and many in the pipeline. A successful small bar policy will only help drive this outcome.

Reinvigorating the night time economy by providing the right regulatory landscape for small bars will undoubtedly have huge positive impacts for the City of Parramatta. In addition to the incremental visitor spend, WSBC believes that the policy will deliver a number of related economic benefits that will help the city prosper at this critical time including;

- Raise the profile of the city by offering diversity of product
- Compliment existing cultural and visitor products, thus attracting a higher visitor spend
- Contribute to the positive perception of the region and attract further direct investment and visitor spend
- Provide much needed amenity for the local community
- Deliver jobs



PO Box 4032
Parramatta NSW 2124

t: 0421 118 441
e: abrisot@wsbc.org.au
w: www.wsbc.org.au
ABN: 53 727 571 321

WSBC commend the City of Parramatta on its efforts to drive economic growth through reinvigorating the city's night time economy and strongly supports the draft policy as outlined above.

Should you wish to discuss WSBC's position further please feel free to contact me directly at your convenience.

Kind regards

Amanda Brisot
General Manager
Western Sydney Business Connection