



11 November 2019

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**Sydney Business Chamber:**  
*Helping Sydney maximise its potential as a leading global city.*

Sydney Business Chamber is a division of NSW Business Chamber which represents 30,000 businesses across the state.

**Re: Western Sydney Business Chamber response to *Draft Parramatta Night City Framework 2020-2024***

Dear Mr Reid,

The Western Sydney Business Chamber welcomes the opportunity to provide feedback on the City of Parramatta's *Draft Parramatta Night City Framework 2020 -2024*.

The Chamber has been a vocal advocate of the need to enhance the night time economies of the cities of Western Sydney with the City of Parramatta being a key focus of our advocacy. We believe that the entire Greater Sydney metropolitan area is missing out on an obvious and low hanging opportunity to expand economic activity by embracing the night time through regulatory changes and strategic investments in events and key infrastructure.

We applaud the City of Parramatta in its ambition to develop a stronger night time economy in Parramatta. The commitment and enthusiasm of Council for deepening and strengthening a vibrant night life particularly in the city centre is woven throughout the narrative of the Framework.

The Chamber would like to work with the City of Parramatta in supporting live music and events, late trading and a more flexible and progressive approach to liquor licensing in the city.

We do have some concerns about some elements of the Framework and we are proposing a number of suggestions to enhance the focus of the Framework and fast track the opportunities to shape a more vibrant night time economy within the next 12 – 24 months.

We are concerned that it has taken four years to develop a draft framework that only has a life span of five years. This seems to be an extraordinarily long time for policy development. Many of the recommendations indicate that the planning phase has not in fact commenced for strengthening the night time economy.

Recommendations too often call for further planning and investigation rather than concrete actions. It is unclear who is accountable for delivering the actions and what the deliverables actually are. It is our view that the document would have far greater value if it could separate the most important actions from the more general recommendations.



WESTERN SYDNEY



We strongly believe that the following 10 actions will account for the maximum impact on strengthening the night time economy and should be prioritised for delivery over the next 12 months.

Yours sincerely

A handwritten signature in black ink, appearing to read "D. Berger".

**David Berger**  
**Executive Director**

Action	Comments
2.1.1 Implement a Night Time Economy Diversification Grants Scheme to incentivise the diversification of businesses and activities at night	Agreed. Implement as soon as possible
2.3.1 Investigate the potential to trial extended opening hours for Council facilities at night, such as libraries, community halls, indoor recreation facilities, and the Parramatta Town Hall	A positive initiative but rather than investigate the potential for a trial, City of Parramatta should commit to have the trial underway by 30 June 2020.
2.3.4 Investigate the greater use of parks and sportsgrounds and the necessary supporting infrastructure required at night	Agreed. Better lighting and pathways in parks and sportsground would support greater night time usage by surrounding communities.
3.1.1 Run night markets in the Parramatta CBD and investigate locations for night markets in our local centres	Agreed. First sites in the CBD should be in place by 30 June 2020 and potential sites in surrounding local centres identified.
3.2.3 Market Parramatta as a vibrant and diverse night-time destination	Agreed but opportunity with fast tracking of other actions to bring the timeframe forward by one year.
5.1.2 Investigate allowing businesses in established local centres to trade until 10pm without the need for additional approval	Agreed but recommendation should be expanded to trading until midnight and implemented by 30 June 2020.
5.3.4 Investigate the inclusion of a clause into the Section 10.7 Planning Certificate detailing expectations of some reasonable night time sound when moving to key entertainment and night time precincts consistent with existing practice in Sydney Olympic Park	Agreed but this should be actioned as an immediate priority to be implemented by 30 June 2020.
5.3.6 Develop a consistent regulatory response to night time sound complaints to balance between residential amenity and reasonable sound made by night time businesses	Agreed. Should be put in place by 30 June 2020.
6.1.3 Establish a night city advocacy group for the City of high-level thought leaders and decision makers across government and industry to advance the City's night time economy agenda	Agreed. The Western Sydney Business Chamber would be a welcome participant in such a group.
New - Immediately implement a requirement for new residential apartment buildings in the city centre to incorporate double glazing and other noise attenuation measures	An additional recommendation. A common sense measure that should be implemented immediately to minimise the noise impact of night time venues on residential apartments on lower floors.