



Summary of the Events/Venues Roundtable held on 14 April 2008, Quest Apartments

Chair/Host

Chair: Dr Deborah Kuchler, Chairman, Parramatta Economic Development Partnerships
Host: Parramatta City Council, Parramatta Chamber of Commerce, Quest Apartments

Participants

1. Councillor Paul Barber, Lord Mayor, Parramatta
2. Roman Dechnicz, President, Parramatta Chamber of Commerce
3. Paula Roden, Secretary, Parramatta Chamber of Commerce
4. Adam Reid, Divisional Manager, Parramatta Advertiser
5. Alan Overton, President, Parramatta Leagues Club
6. Luke Coleman, Venue Manager, Parramatta Stadium Trust
7. Spencer Bailey, Director, Quest Rosehill
8. Sunny Bawa, Business Development Manager, Quest Rosehill
9. Brad Fowler, Team Leader, Suncorp
10. Michael Kenny, CEO, Sydney Turf Club
11. Greg Duncan, Executive Chairman, Trivett Classic
12. Trevor Oldfield, President, Wentworthville Leagues Club
13. Brett Clarke, Centre Manager, Westfield
14. Jo Williams, Senior Marketing Manager, Westfield
15. Mike Thomas, Manager, Economic Development, Parramatta Council
16. Solaire Eggert, Project Officer, Economic Development, Parramatta Council

Apologies

1. Sam Davies, General Manager, Crowne Plaza
2. Denis Fitzgerald, CEO

Outcomes of discussion

- Agreement on need to encourage people visiting the city to stay longer, spend more.
- Agreement on need for cross-selling of the Parramatta brand and cross-selling of each other's events/attractions.
- Re bundling of activities – can a weekend of football and horseracing be bundled with a discounted hotel rate – three day super-pass?
- Re cross-selling – can upcoming events be marketed to the large crowds attending NRL games, or the Rosehill meets?
- Parramatta Stadium flagged intention to host other large events in addition to football matches (eg rock concerts, expos) and a willingness to program these into 'gaps' in the annual event calendar.
- Agreement on the need to sell effectively to the CBD business / employee crowd who represent potential 'return customers'
- Agreement on the need to reach markets outside the LGA, eg Hills district. The membership of the Leagues Club shows interest in Parramatta that extends beyond Council's boundaries. Can the media play a role in this? Can the Rivercat service be utilised?
- Agreement on the need to clearly identify 'distribution' points for disseminating information about upcoming activities eg through Westfield, ANZ Stadium and Rosehill information points
- Agreement on the immediate need for a modern, updatable and centralised Parramatta website that profiles all the events and attractions of the city. Preliminary discussion around format, management and hosting, marketing budget, need for navigation to depict main target markets. Participants flagged willingness to contribute content and funding. PCC to drive this initiative with the Chamber volunteering to manage the Events Calendar.
- Agreement on need for better, easier road/rail/bus links between major events and the city.