

## Summary Recording of the Creative/Innovative Roundtable held on March 27, 2007

7.30 – 10.00 am at the Parramatta Town Hall

Chaired by Dr Deborah Kuchler, Chairman of the Parramatta Economic Development Partnerships

Industry Representatives	Parramatta City Council Representatives
<ol style="list-style-type: none"><li>1. Nick Simitis, Arc Image Architects</li><li>2. Bob O'Shea, Firequip</li><li>3. Caitlin Vaughn, ICE</li><li>4. Luba Charlton, Advance Recruitment</li><li>5. Robyn Lawson, UWS</li><li>6. Brendan Upson, WebWise Network Consultants</li><li>7. Matthew Camenzuli, Companion Systems</li><li>8. Peter Dennis, Totem Advertising</li></ol>	<ol style="list-style-type: none"><li>9. John Neish, General Manager</li><li>10. Andrew Overton, Animating the City</li><li>11. Mike Thomas, Economic Outcomes manager</li><li>12. Michelle Macgregor-Owen, Business Development Manager</li><li>13. Solaire Eggert, Project Support Officer</li></ol>
Apologies – Des Sloane, Animated Biomedical; Louise Butler, Shell	
<b>Industry Trends</b> <ul style="list-style-type: none"><li>• Parramatta is not perceived as a centre for creative or innovative excellence although there is significant potential for this to develop</li><li>• It is burdened with the undesirable stereotype of being an unsophisticated, working class Western suburb, lacking city-life, style and complexity</li><li>• Although there is a creative energy inside the city, it remains 'insider knowledge' – this needs to be communicated to external markets</li><li>• Many operators rely on outside business, either regional or interstate clientele – local business is capable of supplying many of these services and products</li><li>• Businesses report difficulties in attracting young, qualified staff, there is a belief that Parramatta does not avail itself to young professionals and the development of their careers</li></ul>	
<b>Challenges and Opportunities</b> <ul style="list-style-type: none"><li>• To position and promote Parramatta's points of difference; open spaces, parks, riverside location, relaxed pace and modern conveniences</li><li>• To develop Parramatta's art, design and culture scene, architectural scapes and city aesthetic; to treat the city as a gallery</li><li>• To create the perceptions that Parramatta is a vibrant, interesting, modern metropolis offering a real alternative to Sydney City and other centres as a life/work choice by continuing to inject life into Parramatta's 'small spaces' and laneways and continue to better use the riverbank as one of our central assets</li><li>• To invigorate Parramatta on evenings and weekends and attract a strong youth and family trade</li><li>• To better engage with adjacent Local Government Area populations</li><li>• To develop business initiatives that promote innovation, creativity and efficiency</li></ul>	