

Summary Recording of the Retail Sector Roundtable held on March 15, 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">1. Michael O'Connor (MC), Eckersleys Art Supplies2. Judith Macdonald (JM), Scuba Warehouse3. James Dyer (JD), Dots Flower Shoppe4. Peter Berg (PB), Berg's Hobbies5. Greg Paddisson (GP), Westfield	<ol style="list-style-type: none">6. Mike Thomas (MT), Economic Outcomes manager7. Michelle Macgregor-Owen (MMO), Business Development Manager8. Richard Petkovic (RP), Project Officer9. Serge Markov (SM), City Marketing Officer10. Solaire Eggert (SE), Project Support Officer
Apologies – Mike Rodgers, Brandsmart/Chris Underwood, Underwood Jewellers, Stan Mobbs, Guitar Factory	
Industry Trends <ul style="list-style-type: none">• Westfield's significant investment in the area has brought welcome transport/infrastructure improvements, large numbers of people to Parramatta and a general 'clean up' of the Southern precinct. Westfield Parramatta has access to the one of largest concentration of consumers in Australia.• There has been a drain of pedestrian traffic away from the city core and a downturn in trade for many stores as customers are attracted to Westfield, offering a professional, safe, easy experience with convenient parking.• The establishment of 'Eat Street' and its night-economy, the re-opening of Church St Mall, the Justice Precinct development, and the proposed works to the Parramatta River are all positive developments in the Northern end of the city with real potential to flow through to retailers situated in the city core.• Concerns remain amongst core retailers regarding safety and security issues - particularly in the mall and alleys, parking and meter difficulties for customers, problematic road networks and long-term vacancies in neighbouring lots.• Some specialty retailers are developing online capabilities to side-step these issues and reach a wider customer-base.	
Challenges and Opportunities <ul style="list-style-type: none">• To improve communication to retailers on developments in and around the city• To foster greater cooperation between Retailers• To look at, and encourage, a better 'mix' of Retailing in and around Church Street• To develop strategies designed to drive pedestrian trade past the doors of independent retailers, including ways of tapping the worker/weekday trade• To address the perception that the city is not a safe place• To further develop strategies for stimulating a night-time economy and steering Parramatta towards a safe 24 hour city• To further develop day-time entertainment programs in the city centre to stimulate activity and better blend elements that may contribute to the reality that the city is safe• To reiterate to Parramatta City Council, the Safety Committee and the Police, the importance of improved lighting and / or CCTV options in crime-related areas	