

INFLUENCE

Newsletter of the Parramatta Chamber of Commerce



Q2 APRIL 2017



ON TRACK FOR BUSINESS IN PARRAMATTA - THE CENTRAL CITY.

The Parramatta Chamber of Commerce hosts a much anticipated event each year known as the **State of the City Address**. This event presents an ideal opportunity to address the leaders of Western Sydney, including civic, business and cultural leaders across the region.

This year the Parramatta Chamber of Commerce will be partnering with **City of Parramatta Council** and **Sydney Business Chamber, Western Sydney** to present the 2017 State of the City Address. We are delighted to announce our support sponsor **Macquarie Bank** and our Major sponsor for this event is **Walker Corporation**.

Walker Corporation is proud to be Australia's largest private development company that diversifies with projects across all areas of the property spectrum including residential, retail, commercial, industrial, master planned communities and resort style living. **Walker Corporation** will deliver the community of Parramatta one of the largest urban renewal projects in Australia, spanning across a three hectare site.

The \$2 billion Parramatta Square Redevelopment will revitalise Parramatta - central city with new A-Grade office space, residential apartments, including the tallest residential tower in Sydney, twin commercial towers as well as and civic facilities.

"All eyes are on Parramatta and Western Sydney. Our State of the City event gives the business community the chance to come together and gain insight on the exciting plans which will shape the future of Parramatta, including the Light Rail" says Michael Mekhitarian, President of the Parramatta Chamber of Commerce.

The purpose of this annual State of the City Address is to engage the business community to gain insight about plans and growth for the city that encourages vision, business engagement, networking, partnerships and investment.

The State of the City Address will be held on **Friday 21 April 2017**, at 12 noon over a 2 course luncheon at PARKROYAL PARRAMATTA, 30 Phillip Street, Parramatta.

The theme for this event is **'On track for business in Parramatta – the central city'**.

Our guest speakers include:

- **The Hon. Stuart Ayres, MP** - Minister for Western Sydney, Minister for WestConnex and Minister for Sport
- **Michael Mekhitarian** - Parramatta Chamber of Commerce
- **Greg Dyer** - City of Parramatta Council
- **David Berger** - Sydney Business Chamber, Western Sydney
- **Tim Poole** - Parramatta Light Rail

Tickets are on sale. Book now to avoid disappointment. Parramatta Chamber Members \$140pp, Non Members \$150pp and discounts apply for tables of ten.

rsvp@parramattachamber.com.au

For more information, visit www.parramattachamber.com.au or contact Romina Bousimon on 9635 0022 or romina@parramattachamber.com.au

New Members

Welcome this month's new members

Parramatta Eels

Coleman Greig Lawyers

Con Bonovas Physiotherapy

Gina Digital

Milan Tojcic

NetStripes

Upcoming Events

Annual General Meeting	19 April
State of the City Address	21 April
Business After Five	2 May
Hospitality Industry Forum	17 May
Charity Golf Day	19 May

PCYC Parramatta
PARKROYAL Parramatta
Westfield Parramatta
PARKROYAL Parramatta
Oatlands Golf Club

MEET A MEMBER: Gina Jaaskelainen

Gina Jaaskelainen is a brand strategist, designer and digital marketing consultant. She has been a business trainer, presenter and business mentor and is to this day a brand inventor, website developer, social media marketer and SEO specialist.

In her career, Gina has been a lead designer, art director and editor-in-chief and continues to be a highly effective and results-driven ideas person.



During the past 20 years of Gina's professional career, she has worked for major design, print, packaging, corporate and retail companies. She has also worked on iconic brands including Coca-Cola, Nestlé, SmithKline Beecham, Vitasoy and Dairy Farmers, and with leading agencies such as Saatchi & Saatchi, Singleton Ogilvy & Mather and Lewis Kahn Staniford, to name a few.

At gina.digital, Gina provides premium brand strategy and online marketing consulting, social media, SEO and website development, as well as online sales techniques and selling strategies. We offer tailored marketing and campaign strategies for companies, government and SMEs, as well as for those businesses ready to invest in and embark on a journey to achieve digital success. gina.digital has achieved over \$150 million in wins for clients.

To find out more and book a consultation, visit gina.digital or email gina@gina.digital.

Get some eNRGy!

Contact Chamber office for more details about our business building eNRGy groups.

- eNRGy 1 Thursday 7.15am
- eNRGy 2 Wednesday 7.15am
- eNRGy 3 Tuesday 9.45am
- eNRGy 4 Friday 9.45am

Major Sponsor
BOQ Parramatta

We're raising funds for
HeartKids

CHARITY GOLF DAY 2017

BUSINESS HELPING HANDS

Join our PIB Hole-in-One Challenge
\$10,000

Save the date
9th May 2017
Oatlands Golf Club

HOLE SPONSORSHIPS AVAILABLE
Contact the chamber on 9635 9022 or email business@parramatta.com.au for more information or bookings

PIB 69 Phillip St Parramatta

snep 69 Phillip St Parramatta

NOPPEN Group

OATLANDS GOLF CLUB

Parramatta Chamber of Commerce is proud to host the
WESTERN SYDNEY AWARDS FOR BUSINESS EXCELLENCE

Key Dates

The Launch – May 2017
A cocktail style event attracting major Western Sydney business and corporations.

Finalists Recognition – August 2017
An event that honors and recognises our outstanding Western Sydney business finalists and celebrates their success stories before the awards gala.

Gala Awards Dinner – September 2017
Join over 500 guests, including VIPs, celebrities and parliamentarians over a seated plated black tie gala dinner as we announce the award winners.

Winners & Sponsors Celebration – November 2017
Join us over a celebratory evening with the WSABE 2017 winners, partners and sponsors over a relaxed cocktail-style environment.



GOVERNMENT FUNDING PLEDGE GUARANTEES CONSTRUCTION OF NEW POOL

City of Parramatta Council has welcomed the NSW Government's announcement it will contribute \$30 million for a new Parramatta aquatic centre, providing certainty that a new pool will be built in the City.

The State Government today confirmed it has allocated enough funding for Council to build a like-for-like new pool to replace the current Parramatta War Memorial Swimming Centre, which will close on 31 March 2017 to make way for the construction of the Government's new Western Sydney Stadium.

Two potential sites in the Mays Hill Precinct are under consideration, and the new pool's location will be finalised once community consultation currently being undertaken by Parramatta Park Trust as part of its Master Planning process for the Precinct has concluded.

"Council is excited for the community as this funding pledge from the Government guarantees that a new aquatic centre can be constructed," City of Parramatta Administrator Amanda Chadwick said.

"At its next meeting I will ask Council to identify additional funding options of up to \$30 million to be provisionally allocated to the project to ensure that the design and facilities of the new aquatic centre meet the expectations of the current community, and the future needs of the people of Parramatta. Council will also consider strategies to fast track delivery."

"Council is currently undertaking widespread public consultation to determine what features the community expects of the new aquatic centre. Once we have a more complete understanding of the features and facilities people want to see included, a detailed business case can be prepared for Council. In the interim, I reassure the community that, combined with this State funding, Council has the resources it needs to deliver a fantastic new pool."

With the current swimming centre to close on 31 March, Council has put a number of interim arrangements in place to ensure pool users continue to have access to aquatic facilities. This includes the relocation of the Parramatta Memorial Swimming Club and other user groups.

Investigations are continuing into other interim arrangements, including the possible provision of a temporary indoor aquatic facility, while plans to conduct learn to swim classes at Macarthur Girls High School's swimming pool are also progressing.

More information about alternatives, including a facility to search for nearby swimming centres is available via the 'Swimming' page at www.cityofparramatta.nsw.gov.au, and people can register to receive updates about the new pool and interim arrangements by emailing poolupdate@cityofparramatta.nsw.gov.au

Pool users and Parramatta residents can also share their views about what they would like in a new aquatic centre by completing an online survey that will be open until Friday 7 April 2017. The survey can be accessed via www.bit.ly/AquaticLeisureCentre

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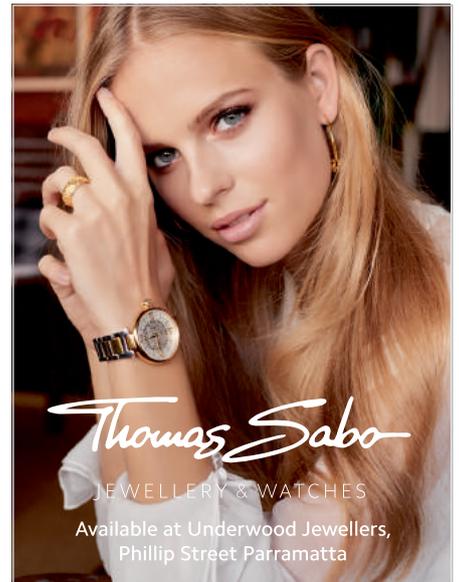
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BUSINESS AFTER 5

Our March 'Business After 5' event was a spectacular example of maximising an opportunity to showcase your venue to the business community. Always a crowd pleaser, **Rydges Parramatta** never disappoints. Our guests walked into a beautifully positioned and decorated space with a centrepiece dessert display with countless macaroons and petite selections that could have been mistaken for a celebrity wedding. There was a seafood chef, a pulled pork master serving sliders, great wine & beer and live music... All this on a Tuesday night! Thank you **Rydges Parramatta** for allowing our Chamber guests to experience such great hospitality. We welcomed new members, mingled and networked, we were updated with current area activities and plans and enjoyed the company of our peers from the business community, building relationships! Thanks again to Michael and team and we look forward to visiting again next year!

Rydges Parramatta is the perfect venue for conferences, meetings, weddings and Christmas parties to name a few.

Rydges is located at 116-118 James Ruse Dr, Rosehill (opposite Rosehill Racecourse). It offers bars, restaurants and cost effective accommodation. To find out more, call 8863 7600 or visit www.rydges.com.




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