



Transport for NSW Media Release

24 June 2020

DELICIOUS DEALS FOR PARRAMATTA RESTAURANTS

Shoppers will have easy access to a directory of more than 50 Parramatta restaurants, cafes and takeaway shops offering local food and beverage deals through a ‘Dine, Scan, Win’ campaign, launched this week by Transport for NSW.

Parramatta Light Rail program director Anand Thomas said that each week, one lucky shopper will win a \$100 voucher from a participating business along the Parramatta Light Rail alignment, part of a plan to support local businesses during light rail construction.

“Entering is as easy as downloading the app ‘Activate Parramatta’ to explore our diverse and dynamic local eateries. Every time you dine or make a purchase, scan the in-store QR code and you will automatically go in the weekly draw – it’s that easy,” Mr Thomas said.

“We acknowledge that the recent COVID-19 lockdown measures have proved challenging for businesses. We want to do everything we can to provide a platform where these businesses can showcase and celebrate their offerings.”

The 12-week marketing campaign is part of ‘Activate Parramatta’, a Transport for NSW plan for businesses impacted by Parramatta Light Rail works. Major construction for the Parramatta Light Rail began on Parramatta’s ‘Eat Street’ earlier this month.

The plan aims to attract visitors and shoppers to destinations along the Parramatta Light Rail alignment by promoting local businesses, events and activities during construction.

Mr Thomas said the app is in addition to the existing, free one-on-one business support services available through Transport for NSW.

“More than 140 small businesses have signed up to the free Government-appointed service, Realise Business, helping businesses to navigate the challenges of a changing environment and make the most of the opportunities ahead, which is critical during their recovery from COVID-19 and the busy construction period,” Mr Thomas said.

The \$2.4 billion Parramatta Light Rail will connect Westmead to Carlingford via the Parramatta CBD and Camellia, and is set to open in 2023.

To download the *Activate Parramatta* app, visit the Apple Store and Google Play.

To see more about the campaign, visit www.activateparramatta.nsw.gov.au.