



GEOFF LEE MP
MEMBER FOR PARRAMATTA
Minister for Skills and Tertiary Education

MEDIA RELEASE

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LOCAL BUSINESSES BOLSTERED BY FREE SUPPORT

More than 100 Parramatta small businesses have signed up to free business mentoring in the first year of a NSW Government-appointed service.

Member for Parramatta, Dr Geoff Lee said independent advisory service Realise Business had been engaged early on by Transport for NSW to help local businesses build resilience and develop commercial strategies before and during construction of the Parramatta Light Rail.

“Local businesses are the heart and soul of a thriving community and we are thrilled at the response to the expert advice sessions from Realise Business,” said Geoff.

“These businesses are benefitting from simple advice such as how to build a new website, help with negotiating their lease or menu planning. Best of all, the service is free for people to access.”

Businesses located along the Parramatta Light Rail route are encouraged to get in touch with Realise Business advisors to discuss opportunities to grow their brand awareness, get their businesses online and develop compelling marketing campaigns.

Geoff said the service is part of a holistic approach to building the Parramatta Light Rail.

“We thank the local businesses of Parramatta for their patience during the light rail construction period, and we will continue to provide them with information and support.”

Chief executive officer of Realise Business Jacqui Attard said that providing expert advice to local businesses is a progressive step that will see businesses benefit.

“Together we are working towards the goal of helping local businesses from the beginning to the end of the project,” said Ms Attard.

In addition to the partnership with Realise Business, Transport for NSW has a number of initiatives in place to help support local businesses, such as dedicated place managers who work directly with business owners to provide information and updates on the project, a Business Reference Group and an ‘Activate Parramatta’ plan to invigorate the Parramatta CBD with events and activities during light rail construction.

Parramatta Light Rail Stage 1 will connect Westmead to Carlingford via Parramatta CBD and Camellia, and is expected to open in 2023.

Find out more at www.parramattalightrail.nsw.gov.au/businesses.

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