



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

MEDIA RELEASE

25 November 2019

SUPPORTING LOCAL RETAILERS BEFORE LIGHT RAIL CONSTRUCTION

Shoppers can take advantage of special discounts and deals this Christmas as part of a new Shop Local campaign to promote retailers in the Parramatta CBD.

Member for Parramatta, Dr Geoff Lee said local retailers in the Parramatta CBD will benefit from a marketing campaign aimed at attracting people to the precinct and helping the CBD remain a vibrant destination for visitors and residents alike.

“The Parramatta Light Rail team is working closely with businesses in Parramatta and have teamed up with a number of local retailers to bring you some fantastic deals this Christmas,” said Dr Lee.

“We have a range of unique retailers in the Parramatta CBD and when you shop local, you’re not only helping the business but you are also supporting the local economy and the employment of local people.”

The Shop Local campaign is part of the Parramatta Light Rail’s ‘Activate Parramatta’ plan to attract visitors and shoppers to the Parramatta CBD and across the wider area by promoting local businesses, event and activities before and during construction.

Dr Lee said as with any major infrastructure project, building in the heart of existing communities will involve challenges.

“We understand that when major construction begins on the Parramatta Light Rail, there will be some disruption so we are working closely with businesses to help them prepare for construction,” Dr Lee said.

“When complete, we know that the Parramatta Light Rail will provide access to businesses and help to attract customers to shopping and business centres as well as the vibrant restaurant and café precinct we have here in the Parramatta CBD.”

Major construction on Parramatta’s Church Street, from the Riverside Theatre to Centenary Square, including ‘Eat Street’ will begin in June 2020. The street will be closed to car traffic from 1 February 2020 for construction teams to establish mobile work sites and to install temporary hoardings.

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

Media: Deborah Howitt | 02 9891 4722