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EASTWOOD'S KOREATOWN SET TO BECOME MAJOR SYDNEY TOURIST HUB

City of Ryde has welcomed the State Government's decision to award a \$198,200 grant to a local business chamber promoting Eastwood's Koreatown, which comes as Council prepares to launch its own exciting activation program for the booming precinct.

The Korean Community Chambers in the City of Ryde (KCCR) was among 21 recipients of the initial Uptown Grant Program announced by NSW Night-time Economy Minister John Graham on Monday 19 June, with the funds to be used to create a multi-platform advertising campaign aiming to attract four million visitors to Eastwood's Koreatown.

It follows a Council resolution in January 2022 that the City of Ryde will partner with the Eastwood business community, residents, and other appropriate stakeholders to formally establish the Koreatown precinct on Rowe Street East.

City of Ryde Councillors Daniel Han and Charles Song – both of Korean descent – are chair and deputy chair, respectively, of the Koreatown Working Party which was convened on 9 May 2022 in response to the resolution.

The first stage of that Council activation – the installation of place markers, Korean-styled decals on bins and footpaths, and street banners in traditional Korean colours – is scheduled to be completed later this month.

It will be followed by an artistic treatment to the façade of the Rowe Street East carpark that will provide further recognition of the Korean business community. It is expected that stage will be completed by October this year.

Council staff engaged a Korean artist to provide culturally appropriate input into the design elements of the project.

City of Ryde Mayor Cllr Sarkis Yedelian OAM, said Koreatown will add vibrancy and character to an already-important economic zone, with Eastwood strategically placed between Sydney's second city, Parramatta, and City of Ryde's Macquarie Park – Australia's original innovation district.

"City of Ryde has one of the biggest populations of Korean speaking residents in the greater metropolitan area, growing steadily over the last five years," he said.

"Eastwood has long been recognised as the premiere unofficial Koreatown of Sydney and has an impressive array of Korean-focussed businesses including supermarkets, restaurants, fashion stores, and beauty outlets.

“The official recognition of Koreatown will help boost the local economy and foster greater harmony and cultural exchange.”

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