

Media release  
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## Shaping the future of Redfern

A new partnership has been formed to tell the world what a great place Redfern-Waterloo is to live, work and play.

The Roll Up Redfern Group is looking to continue to change the perception of the Redfern/Waterloo area. The group comprises of the City of Sydney, Redfern-Waterloo Authority (RWA), Redfern Waterloo Chamber of Commerce (RWCC), REDWatch and South Sydney Rabbitohs. Roll up Redfern was formed in 2009 to work collaboratively on business and community issues in the Redfern and Waterloo area.

The partnership is consulting with residents, community groups and local businesses to identify and celebrate the key strengths of the Redfern-Waterloo area and how best to market them.

Roy Wakelin-King, CEO of Redfern-Waterloo Authority, is excited about the prospects for the area saying, "We are working hard to say to the world Redfern-Waterloo is a place of vibrancy, discovery and opportunity."

"We will be implementing a brand and creative strategy highlighting iconic landmarks, the people, and the culture, which will provide a great opportunity to promote life in the community and to help shape its future."

City of Sydney CEO Monica Barone adds, "A new brand depicting Redfern and its surrounds will stimulate new activity, provide opportunities for economic development and create a unique identity for the area."

A workshop with the community was held in May 2010 with the results shaping the marketing strategy moving forward. The partnership is encouraging the views from the broader community, reaching out to residents, businesses and community groups within a 10km radius of Redfern-Waterloo.

It is anticipated that the project will be completed by September 2010.

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