

Jobs for Western Sydney

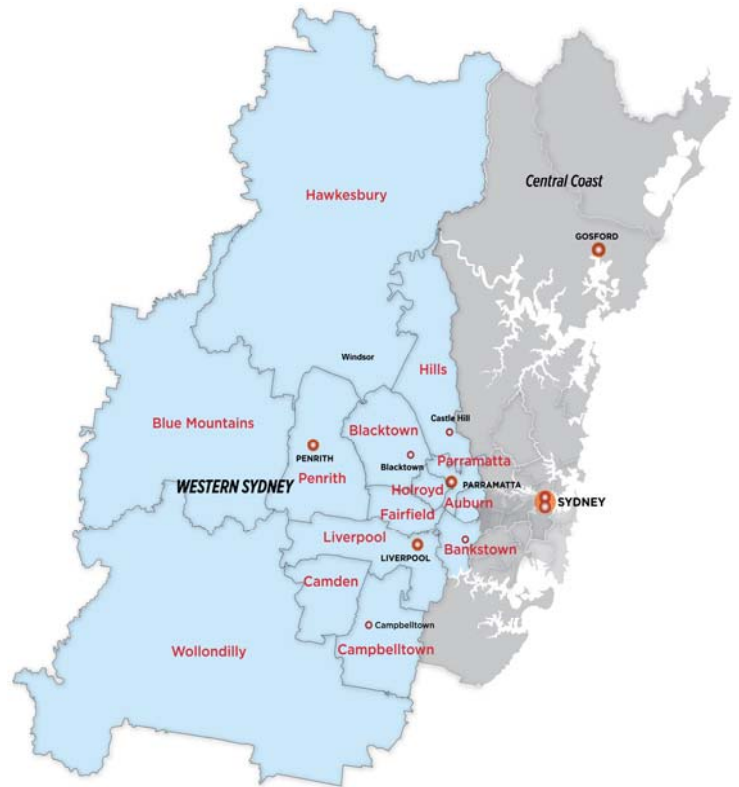
Western Sydney Business Growth Plan



Western Sydney region

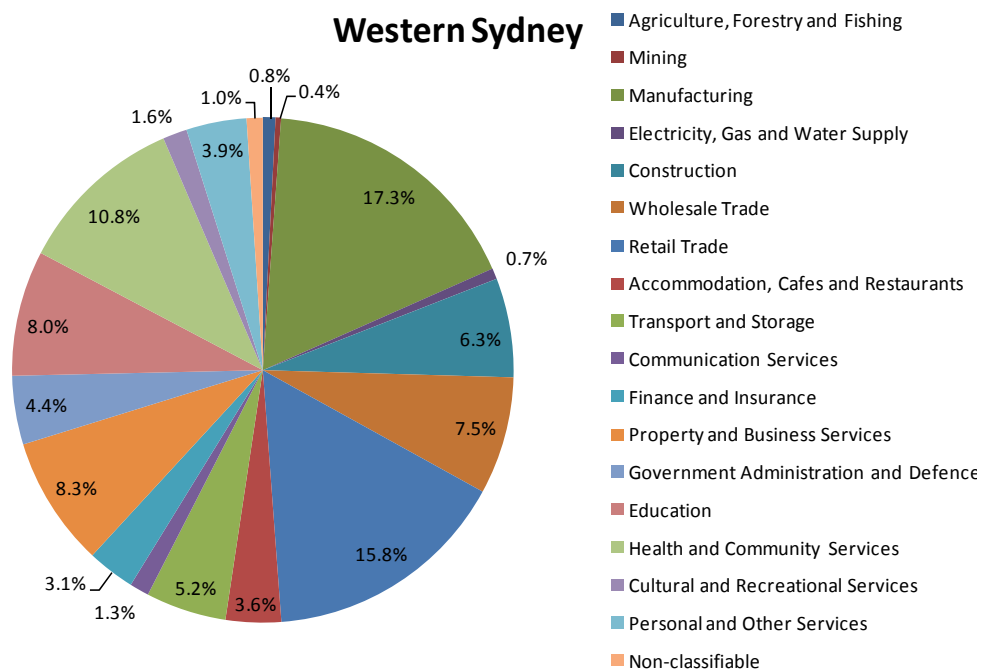
Western Sydney offers an active and competitive business environment, and is the largest manufacturing region in Australia. Almost \$80 billion in economic value-add was generated by Western Sydney in 2007-08, accounting for more than one fifth of the NSW economy. The region has a strong and diverse range of business enterprises including transport and logistics, financial services, health and community services, property services and construction.

Western Sydney's population is on the rise and is expected to reach 3 million by 2036, making it the third largest metropolitan area in Australia. To remain sustainable, the region's employment should match this population growth, with 280,000 additional jobs needed by 2031. The Regional Cities - Parramatta, Penrith and Liverpool - are expected to be the focus of this growth supported by a hierarchy of major and specialised centres well connected by transport infrastructure.



This Business Growth Plan is based on industry and community consultation from the Western Sydney Jobs Summit held December 4, 2009. It draws on all levels of government, business and the community in planning for the region's business and economic development.

Resident workforce and employment by industry: AECgroup (2009); ABS Census (2006)



Strong basis on which to grow

Western Sydney has many strengths including:

- Availability of and access to industrial zoned land - as at December 2008, 9,700 hectares (ha) of industrial zoned land was identified in Western Sydney, with a further 4,300 ha set aside for future industrial use and \$80 million earmarked for the Erskine Park Link Road to create an effective connection to the M7 Orbital and M4
- A young and educated labour force - almost 40% of the workforce hold post-secondary school qualifications (ABS 2006)
- Strong educational, research and development facilities - including Western and South Western Sydney TAFE Institutes, the University of Western Sydney and Trade Schools
- An existing industrial base - Western Sydney is a strong and diverse economy drawing on a skilled and growing local workforce, well developed supply chains and established services and infrastructure
- Transport infrastructure and accessibility - Western Sydney is a pivotal transport and logistics hub due to its strategic location, significant established road and rail infrastructure and ready access to markets
- Proximity to international gateways - 85 percent of all containers handled at Sydney's Port Botany are either generated from or destined for locations within a 40km radius of Port Botany (*Freight Infrastructure Advisory Board, Railing Port Botany's Containers, 2005*). There are significant air freight operations at Bankstown Airport including warehouse and logistics facilities which are integrated with air freight operations at Sydney's Mascot Airport.

Investment in infrastructure in Western Sydney

The NSW Government is investing in Western Sydney to support the growing population and regional economic development. In the 2009-10 State Budget, \$8.5 billion was allocated to improving public transport, education, roads, social housing and health in Western Sydney, including:

- Major redevelopments of Liverpool and Nepean Hospitals
- A new public school at Wilton and major building projects at Hazelbrook, Marsden Road and Hilltop Road Public Schools and East Hills Girls, East Hills Boys and Cabramatta High Schools
- Major building projects at the Granville, Blue Mountains, Macquarie Fields, Nirimba and Campbelltown TAFE Campuses
- New and continuing construction of 744 social and crisis accommodation housing units
- New transport interchanges and car parks at Windsor and Macarthur rail stations, and 17 additional commuter car parks at train stations
- South West Rail Link and turnbacks at Liverpool and Macarthur stations with major upgrades to rail lines between Kingsgrove and Revesby and between Quakers Hill and New Schofields station
- Construction of the Southern Sydney Freight Line co-funded by the Australian Rail Track Corporation (ARTC)
- Improvements at Emu Plains Station, including easy access upgrades, stabling facilities, new platform and modernised signalling between Emu Plains and Penrith
- Delivery of 175 new buses and 43 replacement buses by July 2010
- Funding of \$4 million per year over two years to operate the Parramatta to Sydney CBD ferry
- Planning for new police stations at Liverpool and Parramatta and continuing construction of new police stations at Windsor, Granville, Camden and Riverstone
- Great Western Highway - dual carriageway at Lawson, Wentworth Falls and from Woodford to Hazelbrook
- Widening of the F5 from four to eight lanes between Brooks and Narellan Roads
- Upgrades to Cowpasture Road and Camden Valley Way.

Supporting business and jobs in Western Sydney

The NSW Government is supporting business and jobs in Western Sydney by:

- Providing investment opportunities through the \$12 million Western Sydney Business Employment Fund, to encourage business growth and new employment creation. The Fund aims to offset business costs, including payroll tax, to assist businesses create employment through establishment or expansion of operations
- Delivering the Western Sydney Employment Area which is expected to eventually accommodate a total of 40,000 jobs
- Working in partnership with local councils through the Greater Sydney Tourism Partnership Funding Program to promote tourism destinations and events within Western Sydney
- Building greater Aboriginal workforce participation in Western Sydney through Industry & Investment NSW (I&I NSW) to improve links between the private sector and Aboriginal communities to increase employment, business and economic development opportunities, this will include promoting the Western Sydney Job Compacts
- Partnering of over 60 medium to large Western Sydney businesses with the Department of Environment, Climate Change and Water (DECCW) on the Sustainability Advantage Program to accelerate sustainability initiatives including lean manufacturing, supply chain efficiencies and industrial ecology projects.

High Priority and High Impact Strategies for business investment

Strategy 1 Improve transport and grow jobs in Regional Cities and Strategic Centres

To facilitate employment growth in Western Sydney, it is important to ensure that there is continuity of appropriately zoned and serviced land to meet business needs.

Transport is critical to the economic success of Western Sydney. Transport connects people with employment in our regional cities, it enables business growth, and it supports the growing transport and logistics sector.

In February 2010, the NSW Government launched the Metropolitan Transport Plan *Connecting the City of Cities* for consultation. The Plan integrates transport and land use planning to ensure that we better connect people with jobs and services. It delivers a 25-year vision for Sydney's land use planning and is supported by a 10-year fully funded package of transport infrastructure.

The Metropolitan Transport Plan includes:

- The \$6.7 billion North West Rail Link from Epping to Rouse Hill which will commence construction in 2017 and provide rail access to Norwest Business Park
- The \$4.5 billion Western Express CityRail Service - a separate dedicated rail track to provide faster and more frequent services
- New express train services to be introduced for the Blue Mountains, Richmond, Penrith, Blacktown and Parramatta
- \$3.1 billion for new trains, in addition to the 626 rail carriages already on order
- More than \$400 million for commuter car parks
- \$158 million for designated cycleways – an investment completing many of Greater Sydney's high priority missing cycleway links
- A \$57 million Commuter Infrastructure Fund for local transport partnerships to provide improved easy access for people with disabilities together with more awnings and shelters at railway stations.

The Metropolitan Transport Plan will also complement major transport projects already underway or recently completed, including:

- \$2.9 billion for improvements to bus services including the roll-out of 1,000 new buses in Strategic Bus Corridors, many of which are located in Western Sydney
- \$2.1 billion South West Rail Link
- \$2 billion Rail Clearways Program
- \$1.5 billion Western Sydney Orbital Project (M7)
- \$105 million Parramatta Interchange.

Western Sydney is a pivotal transport and logistics hub due to its strategic location and significant road and rail infrastructure. The intermodal terminal network will be considered as part of the NSW Government's NSW Freight Strategy, the 25-year Plan which is due for release later in 2010.

In terms of land for commercial development (traditional offices), the Sydney Metropolitan Strategy has identified Parramatta, Liverpool and Penrith, as key Regional Cities and Sydney Olympic Park/Auburn, Norwest Business Park, Campbelltown and Blacktown as Major Centres for the focus of commercial development. The Government recently approved the Master Plan for Sydney Olympic Park which incorporates a capacity for up to 20,000 jobs over the next 20 years.

The revitalisation of Western Sydney's Strategic Centres, their public domain, transport infrastructure and services will contribute to their liveability, their attractiveness for business location and their capacity to house a growing, skilled local workforce.

The Western Sydney Business Employment Fund is expected to actively attract industry into Western Sydney's Strategic Centres. These Centres include business parks, where campus-style and traditional offices can be constructed and co-located with the industrial, research or storage functions of particular businesses.

By planning for business growth and investing in major infrastructure upgrades, regional outcomes will be targeted to include:

- Reducing the average journey to work travel times by increasing the percentage of Western Sydney residents working in the region
- Building on Western Sydney's existing role as a major manufacturing, services and distribution location to encourage economic development and employment growth
- Contributing to a range of quality, planned and well serviced centres that will attract business investment to Western Sydney.



Western Sydney's regional cities, growth centres and strategic centres

Strategy 2 Support growing industry sectors in Western Sydney

This strategy will focus on increasing productivity, environmental sustainability and competitiveness in four industry sectors:

1. Manufacturing
2. Property, Business and Financial Services
3. Health, Life Science and Community Services
4. Transport and Logistics.

Manufacturing

Manufacturing is the largest industry sector in Western Sydney valued at \$10.3 billion in 2007-08 and representing 13% of the region's \$80 billion economy. The sector employs around 100,000 people earning \$5 billion annually.

There is potential to significantly grow key, highly productive, manufacturing industries that are already well established in Western Sydney. For example, food and beverage manufacturing, advanced machinery and equipment, transportation equipment, building materials, defence and aerospace, logistics, pharmaceuticals, biomedical devices and advanced materials sectors could significantly increase their size and output and benefit from government support.

Initiatives to encourage Innovation and Productivity Growth in Manufacturing:

- In collaboration with Regional Development Australia (RDA) Sydney and the 14 Western Sydney Local Government Areas, I&I NSW will identify over a hundred potential leads for business expansion and relocation as a result of the recent Manufacturing in Western Sydney Industry Cluster Report
- I&I NSW and RDA Sydney will continue to run and support NSW Manufacturing Week to encourage international best practice innovation and management in the manufacturing sector
- I&I NSW and RDA Sydney will continue to run, support and promote Innovation Technology Showcases and Innovation in Manufacturing workshops in conjunction with industry groups, Commonwealth and NSW Government agencies, leading industry researchers, universities and training institutions
- I&I NSW and RDA Sydney to develop collaborative Sydney-wide and local industry network groups, where appropriate, including the identification of specific opportunities in the Defence and Aerospace sectors
- I&I NSW and Department of Premier and Cabinet to investigate motor sector and related business opportunities including tourism, events and advanced manufacturing through the development of the Eastern Creek motor industry precinct
- TAFE NSW will continue to work with the Manufacturing and Engineering sectors to promote on-site learning and skills development to increase employee retention within Western Sydney
- DECCW to continue implementation of the Sustainability Advantage Program's Resource Efficiency module with participating partners to build capacity in lean manufacturing, cleaner production and supply chain efficiencies
- DECCW to encourage business-to-business waste exchange as an alternative to acquiring raw materials through the Sustainability Advantage Program
- DECCW to conduct Sustainability Advantage Program's Energy Saver Audits of industrial sites to identify energy saving opportunities and develop business cases for effective implementation.

Property, Business and Financial Services

The combined Property, Business and Financial Services industry sector in NSW accounts for by far the largest share of NSW Gross State Product (GSP) - \$87.5 billion or almost a quarter of NSW GSP in 2007-08. They are ranked 1st (Property and Business Services) and 2nd (Financial Services) as NSW's largest industries by value added.

In Western Sydney these sectors provide strong opportunities for development and include companies engaged in banking, insurance and facilitating financial transactions together with businesses providing professional services covering legal, accounting, marketing and consulting services.

As the second largest sector in Western Sydney, Property and Business Services contributed \$9.9 billion in 2007-08 to Gross Regional Product (GRP), employing around 49,000 employees. This sector has recorded significant growth in recent years with many leading companies locating within the region. Whilst there has been growth, potential remains for much more expansion to support emerging industries and population within future growth centres.

The Finance & Insurance sector is the third largest sector, contributing \$8 billion to GRP in 2007-08 and employing around 18,000 employees. Significant growth in this sector has been driven by numerous global companies locating offices in Western Sydney. This trend has been driven by the opportunity to construct affordable, purpose built office space in growing commercial centres such as Parramatta, Liverpool, Penrith and Norwest. Blacktown, Castle Hill and Campbelltown also have significant growth potential.

In addition to business services growth, Parramatta is emerging as a major commercial and government precinct, recently attracting head offices of NSW Police, Sydney Water, Office of State Revenue and the Department of Justice and Attorney General to add to other major organisations. Increased connectivity to both the Sydney CBD and other regional centres will continue to attract high levels of business investment to Parramatta, which is identified in the recent Metropolitan Transport Plan as Sydney's second CBD.

Regional trends will also be strengthened by the emergence of Sydney Olympic Park as a commercial, business, cultural, events and education precinct.

Initiatives to attract Business Support Services to Western Sydney:

- Using the business services profile of the Sydney CBD, map the business support services that are lacking in Western Sydney and the specific areas where they are most needed
- RDA Sydney to run a series of round tables and workshops with key players including company directors, industry groups, professional associations, chambers of commerce etc, to identify and address barriers, including adverse perceptions, that prevent business services from locating in Western Sydney
- Develop a Business Attraction Strategy and promotional campaign that highlights the benefits of locating in Western Sydney, based on identifying growth opportunities, service demand and other business support strategies
- Continue to promote Parramatta, the North West sector and Sydney Olympic Park's commercial, business services, cultural and educational precincts to attract investment
- DECCW to enhance relationship with CitySwitch, the national Green Office tenant energy efficiency program, currently running in Parramatta to enable business tenancies to improve their environmental performance and commit to the National Australian Built Environment Rating System (NABERS). NABERS assesses the environmental impacts of existing buildings.

Health, Life Science and Community Services

Over the five years to 2008-09, the NSW Health and Community Services industry contributed the highest level of employment growth in NSW, with over 50,000 new jobs.

Life Science, which includes manufacturing and service delivery in pharmaceuticals, biomedical technologies, life systems technologies, nutraceuticals and biomedical devices, has strong growth potential in Western Sydney.

This industry sector also includes products and services in care and health provision, research and community care services. In Western Sydney it contributed \$4.1 billion to GRP in 2007-08 employing around 64,000 people.

With projected population growth expected for Western Sydney there is significant investment underway to upgrade existing major hospitals at Westmead, Nepean, Liverpool and Campbelltown. There is potential for supporting industry growth in health products and services and enormous research opportunities.

Growing this sector will create future employment and business opportunities for health and research in new technologies at Westmead, Nepean and Liverpool hospitals. Recent upgrades to the Campbelltown and Blacktown-Mt Druitt hospital precincts linked to the University of Western Sydney is an added opportunity for the sector.

Recent research anticipates a strong increase in demand for community service personnel in Western Sydney. In response, training delivered by TAFE NSW (Western and South Western Sydney Institutes) has increased by approximately 25 percent in these areas over the last five years.

It is also important to recognise, the health reforms agreed at the recent Council of Australian Governments' meeting will bring about significant changes within the health system. Local Hospital Networks will be established and become responsible for the day to day administration of hospitals, whereas primary care will be wholly funded by the Commonwealth Government.

Initiatives to attract Health, Life Science and Community Services to Western Sydney:

- Identify additional businesses and industries that could be attracted to the regional hospital precincts
- RDA Sydney to conduct consultation workshops with health and related sectors to determine the present state of the sector and potential development capacity
- Develop an industry attraction strategy for Life Science companies including skills supply, infrastructure, research and regulatory requirements
- Identify opportunities for health tourism that will attract cosmetic and reconstructive surgery clients
- RDA Sydney to collaborate with NSW Health to improve workforce flexibility and strengthen career pathways
- Extend the use of Vocational Education and Training (VET) qualifications to support job redesign and new roles in the workforce
- TAFE NSW has applied for Commonwealth funding to develop an integrated Allied Health Unit at the Nepean Campus including training and employment opportunities for dental, nursing, community and aged care services
- University of Western Sydney to expand integrated research opportunities with hospitals, health services and the Western Sydney community, leveraging purpose built biomedical research facilities at its Campbelltown campus and Blacktown-Mt Druitt Hospital
- RDA Sydney to work collaboratively with the National Health Workforce Principal Committee to determine the number of medical, nursing, dental and allied health higher education places required to meet future demand.

Transport and Logistics

The freight logistics industry (including associated transaction services) has been identified as a significant and important sector representing between 9.6% to 14.5% of Australia's Gross Domestic Product. There are opportunities to develop business clusters among these sectors at the M7 Orbital/Western Sydney Employment Area which is strategically placed to become a major transport and logistics hub for the eastern seaboard of NSW and Australia.

Initiatives to attract Transport and Logistics to Western Sydney:

- Explore Intermodal Terminal capacity with the investigation of Western Sydney Employment Area to facilitate integrated freight movements and increased supply chain efficiency
- Complete the ARTC co-funded Southern Sydney Freight Line and Rail Clearways Program to increase freight movement by rail
- Support the Metropolitan Transport Plan - *Connecting the City of Cities* and the development of the NSW Freight Strategy during 2010
- DECCW to work with major industrial property owners to offer integrated site services through stakeholder engagement and resource efficiency elements of the Sustainability Advantage Program.

Strategy 3 Create, attract, develop and retain skills in the region

The availability of people with relevant skills has a major impact on the decision of businesses to invest in a particular region. Research has indicated there are critical skill shortages in a number of sectors in Western Sydney including: Engineering, Trades, Business and Administrative Services and Information and Communication Technology.

There is also a need to create opportunities for, and support, young people seeking employment in Western Sydney, and to explore initiatives to reduce obstacles when travelling to potential work sites and training facilities.

The skills mix is not currently well matched with business growth. In particular, there is difficulty in attracting professionals and other high-tech workers. Reasons for this include perceived liveability issues or, travel times and transport constraints.

Westmead and Norwest have been designated as Specialised Centres in the Sydney Metropolitan Strategy and provide opportunities for business growth and skills development.

Initiatives to create, attract, develop and retain skills:

- Three tiers of Government to work together and implement strategies that seek to improve employment outcomes and business opportunities for community sectors that are disadvantaged in the labour market e.g. Aboriginal communities, youth and people from non-English speaking backgrounds
- Take up recommendations from Bradley Review of higher education and resulting Commonwealth Government's commitment to target 40% of persons aged 25-34 being degree qualified by 2025, closer integration of Vocational Education and Training and higher education sectors and increased participation of low socio-economic status persons in higher education to 20%
- Identify current and potential future skill shortage areas through sectoral skills taskforces comprising key stakeholders from business, government, education and not-for-profit sectors. Identification will include both sectoral (skill specific) and geographical analysis
- Partner with the University of Western Sydney and the business community to develop skills and support growth sectors particularly in the field of medicine where the University is undertaking \$100 million growth and expansion

- I&I NSW and Enterprise Connect to roll out a series of mentoring initiatives in the manufacturing sector to assist SME resolve and improve Human Resources practices for greater employee retention in Western Sydney
- Work with Department of Education, Employment and Workplace Relations and Keep Australia Working Local Employment Coordinators on initiatives to develop the skills of Western Sydney residents so they can successfully compete for current and future jobs
- Support the development of the Agribusiness sector around Hawkesbury, Penrith Valley and areas in South Western Sydney continuing to serve as part of Sydney's food bowl
- I&I NSW and Department of Education and Training to roll out youth employment initiatives in South Western Sydney to broker job experience placements with local employers leading to long-term employment
- Develop and implement initiatives to balance the skills base in Western Sydney by promoting, for example, the growth of business services in the region
- Take advantage of Commonwealth and NSW Government programs in State Training Services to strengthen the skills base and support emerging industries, including the Productivity Places Program, Continuing Apprenticeships Placements Service and Strategic Skills Program
- Encourage participation in DECCW's Energy Efficiency Training and Sustainability Advantage Programs to improve business effectiveness and enhance productivity
- Participate in public events and expos with a focus on re-skilling and informing people about career options, particularly engaging with sectors where there are existing or potential skills shortages
- Training delivered by TAFE NSW (Western and South Western Sydney Institutes) will be aligned to address skill shortages in business and administrative skills.
- TAFE NSW is using Commonwealth funding to build a *Green Skills Living Laboratory* at Nirimba (Western Sydney Institute) which will deliver hands-on training in sustainable building management systems and to establish the Macarthur Building Industry skills Centre at Ingleburn (South Western Sydney Institute) to develop industry-led skills development with focus on Green Skills.

The NSW Government will also invest in apprenticeships by:

- Partnering with Keep Australia Working Local Employment Coordinators, business and community stakeholders on the Western Sydney Apprenticeship Development strategy
- Continuing to fund 4,000 new apprenticeship positions for State Government projects and 2,000 Public Service Cadetships over four years by 2013.

This document has been prepared by the NSW Government in association with AECgroup (source ABS 2006) and stakeholder consultation.

Agencies & organisations involved in the development of this document:

Department of Communities - Office of Western Sydney

Department of Education & Training

Department of Environment, Climate Change and Water

Department of Planning

Department of Premier and Cabinet

Department of Services, Technology & Administration - Office of Fair Trading

Industry & Investment NSW

TAFE NSW - South Western and Western Sydney Institutes

Transport & Infrastructure NSW

Department of Education, Employment & Workplace Relations

Regional Development Australia - Sydney

University of Western Sydney

Other organisations consulted during development:

Macarthur Regional Organisation of Councils

Sector Connect

Western Sydney Community Forum

Western Sydney Regional Organisation of Councils

