

# WESTERN CITY

Local government partners building  
the Western Parkland City





# WELCOME TO WESTERN SYDNEY

Western Sydney is a thriving region of economic opportunity and environmental wonders. Surrounded by enviable World Heritage-listed landscapes and full of bustling towns and centres, Western Sydney is one of the fastest growing regions in Australia. It is a key contributor to the New South Wales economy and a popular destination for people from around the world.

## The councils of the Western Parkland City

The vision for Greater Sydney is for a 'metropolis of three cities' – an Eastern Harbour City, Central River City and Western Parkland City.

Together, the eight councils of the Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith and Wollondilly comprise the Western Parkland City.

## The Western Sydney City Deal

In 2018, the eight councils partnered with the Australian and New South Wales governments to create the Western Sydney City Deal. The historic agreement will build on the once-in-a-generation economic boom of the Western Sydney Airport and Aerotropolis to transform the Western Parkland City. Over the next few decades, the City Deal will deliver more jobs, transport and services for the people of the region.



The councils of the Western Parkland City stand beside the Australian and New South Wales governments, ready to work together to deliver outcomes for our communities.



*Cr Mark Greenhill OAM*  
Mayor  
Blue Mountains City Council



*Cr Mary Lyons-Buckett*  
Mayor  
Hawkesbury City Council



*Cr Lara Symkowiak*  
Mayor  
Camden Council



*Wendy Waller*  
Mayor  
Liverpool City Council



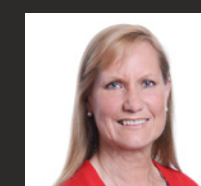
*Cr George Brticevic*  
Mayor  
Campbelltown City Council



*Cr John Thain*  
Mayor  
Penrith City Council



*Frank Carbone*  
Mayor  
Fairfield City Council



*Cr Judith Hannan*  
Mayor  
Wollondilly Shire Council



# INVEST IN THE CITY OF BLUE MOUNTAINS



**Framing the western edge of Sydney, the City of Blue Mountains is one of only two cities in the world surrounded by a UNESCO World Heritage-listed national park. This nationally and internationally significant area is home to nearly 80,000 people living across 100 kilometres of mountainous terrain.**

The city is a unique recreational and tourist destination for Sydney, Australia and the world. It also provides a major road and rail transport link between urban Sydney and the more rural central west region of New South Wales.

The City of Blue Mountains is made up of a series of communities: 27 towns and villages stretch across the Great Dividing Range, each with their own character and distinctive features. The transition through our communities, and the breathtaking scenery of the Greater Blue Mountains tells you that you have left metropolitan Sydney and are travelling through an exceptional and extraordinary place.

We celebrate the rich creativity, culture and heritage of the Blue Mountains, both Aboriginal and European.

The City of the Blue Mountains is located within the Country of the Darug and Gundungurra peoples. Blue Mountains City Council recognises that Darug and Gundungurra Traditional Owners have a continuous and deep connection to their Country and that this is of great cultural significance to Aboriginal people, both locally and in the region. There are vast numbers of cultural sites in the Blue Mountains that not only illustrate Aboriginal cultural heritage, but are an important legacy for present and future generations of Aboriginal and non-Aboriginal people.

## FAST FACTS

- **A city within the Greater Blue Mountains World Heritage Area**
- **Links urban Sydney to the rural central west region of New South Wales**
- **Unique recreational and tourist destination for Sydney, Australia and the world**
- **Population of 78,705 spread across 27 towns and villages**
- **Inaugural City of the Arts in New South Wales**

As the inaugural City of the Arts in New South Wales, the Blue Mountains is renowned for its artistic and creative community, events, cultural facilities and buildings. Many of the attractions built in the city in the first phase of tourism – following the crossing of the Blue Mountains by Blaxland, Lawson and Wentworth in 1813 – continue to be major drawcards. Many of our towns and villages also have distinctive heritage buildings.

### FROM LEFT:

Leura village

Connect with nature

Blue Mountains Cultural Centre



We celebrate the unique Blue Mountains natural and built environment. Blue Mountains City Council is a steward of this unique environment, which includes managing the impact of development on the environment, protecting and conserving World Heritage natural values, protecting the health of drinking water catchments, and conserving and protecting our built heritage. As a City on the Edge, we also work with the community to manage one of the most bushfire-prone regions in the world and build preparedness and resilience.

The Blue Mountains is a dynamic, diversified economy with opportunities for growth and investment in several key areas.

The Blue Mountains Destination Management Plan identifies 39 tourism development opportunities to grow a sustainable visitor economy. Tourism investment can support ancillary sectors, strengthen other market segments such as agri-tourism, heritage and cultural tourism, and generate local employment.

The Blue Mountains Economic Enterprise, supported by the council, works to stimulate economic development through advocacy, investment and job creation. This focus is consistent with the region's competitive advantages, recognising tourism as the second-largest employer in the region behind the health and wellbeing sector; and the Blue Mountains as both a knowledge hub regarding building in a bushfire-prone area and a creative hub of excellence.

As a city within a World Heritage-listed national park, we are working to build a sustainable, resilient and successful future for the Blue Mountains socially, economically and environmentally. We will continue to live in harmony with our environment and protect it for future generations.

The Western Sydney City Deal acknowledges the individual positions taken by the councils of the Western Parkland City regarding Australian and New South Wales government policy.



ABOVE: Echo Point, Katoomba

### Contact details for Blue Mountains City Council

Phone: (02) 4780 5000  
International phone: +61 2 4780 5000  
council@bmcc.nsw.gov.au  
bmcc.nsw.gov.au



# INVEST IN CAMDEN

As the fastest growing local government area in Australia, Camden is rapidly evolving from an agricultural region into a vibrant, dynamic and modern place defined by its unique history and rural backdrop.



Located just 60 kilometres south-west of Sydney, Camden comprises of a mix of agricultural farmland, a variety of towns and villages, new residential sub-division areas, and associated commercial and industry hubs.

With several parks, wineries, attractions, and accommodation and restaurants options, Tourism is a key industry for the area. With expanding industrial areas, Camden is also home to a range of large commercial enterprises. There is also work underway both locally and more broadly that will provide the Camden business community with extensive opportunities for economic development. This includes local development occurring within the key commercial and economic hubs of Camden, Leppington, Narellan, Oran Park and Smeaton Grange.

Industry in Camden is well positioned to participate in some of the fastest growing market sectors – such as education, health and retail – all of which harness innovation and technology.

With the population forecast to increase from the current 88,000 residents to almost 230,000 by 2036, Camden Council is planning for a community of tomorrow through an innovative infrastructure and service delivery program that is investing in the established suburbs, as well as creating brand new communities.

## FAST FACTS

- **The fastest growing local government area in Australia, with 8.4 per cent annual growth**
- **Part of the South West Growth Area**
- **7,202 registered businesses as at April 2018**
- **Gross regional product: \$3.48 billion in 2017**
- **Only 10 minutes from the future Western Sydney Airport**

To support the economic prosperity of the region, Camden Council has also established the Camden Region Economic Taskforce Ltd. (CRET). The CRET's main purpose is to drive and facilitate the economic growth of the Camden local government area through leadership, advocacy and coordination. It will be focusing on job creation, securing investment, infrastructure development, and supporting the growth of industry and business.

### FROM LEFT:

Leppington train station

Birriwa Reserve Outdoor Youth Space

Alan Baker Art Gallery



TOP: Narellan Town Centre

LEFT: Aerial image of Oran Park



### Contact details for:

#### Camden Council

##### Casli Mehmed

Manager Communications & Events

Phone: +61 2 4645 5613

Casli.mehmed@camden.nsw.gov.au

camden.nsw.gov.au

#### CRET

##### Debbie Roberts

Executive Officer

Phone: +61 4 4709 6914

debbie.roberts@cret.com.au



# INVEST IN THE CITY OF CAMPBELLTOWN



As the southern gateway to Sydney, the City of Campbelltown is best positioned to make the most of the unprecedented population growth currently taking place across Greater Western Sydney and consolidate its future as an important economic and lifestyle hub for the Macarthur region.

The City of Campbelltown offers a new era of innovation and opportunity for the south-west. Our re-imagined future city will see Campbelltown take its place as a true central business district (CBD), serving one of Australia's most dynamic communities.

Location and connectivity are chief among Campbelltown's many advantages. Campbelltown boasts extensive public transport and road networks, and is ideally located with direct road and rail links to the Sydney CBD, Sydney Airport, Canberra, Wollongong and the new Western Sydney Airport.

Designated a Metropolitan City Cluster by the Greater Sydney Commission, the City of Campbelltown is well established to play a leading role in the growing south-west and wider Sydney area. By 2036, more than 275,000 people will call Campbelltown home, and with this growth comes opportunity – to generate growth in investment; to create local jobs for local people; and to transform the city into a dynamic, self-sustainable, liveable urban centre where people and business want to be.

Strong business and community partnerships are at the heart of major projects underway now across the city; our collaboration with key stakeholders will ensure that these city-changing projects are relevant, practical, inspiring and deliverable. We are transforming the

## INVESTMENT FAST FACTS

- **Population: 164,273 (2017)**
- **Forecast: 275,775 by 2036 (an increase of 64.68%)**
- **Size of LGA: 312 km<sup>2</sup>**
- **GRP: \$7.944 billion (2017)**
- **Businesses: 9,054 (2017)**
- **Local jobs: 49,857 (2017)**
- **Median property value: houses \$559,032; units \$422,983**
- **Largest industries: health, education, manufacturing and retail**

City of Campbelltown into a true metropolitan CBD – we will become a leading centre of health services, technology-based enterprises and research activity, surrounded by green space and improved public domain.

The City of Campbelltown will be known as a strong and distinctive city in its own right; a city that celebrates its people and places. Ours will be a destination city.

### FROM LEFT:

- Western Sydney University Campbelltown School of Medicine
- Campbelltown Private Hospital
- Campbelltown Arts Centre



## MAJOR PROJECTS

### Re-imagining Campbelltown CBD

Council recently unveiled its plan to 'Re-imagine Campbelltown CBD' as it kickstarts a new employment and investment initiative aimed at attracting and supporting the next generation of jobs, homes and lifestyles.

The first stage of the Re-imagining Campbelltown CBD project, presented in March at New South Wales Parliament to a full house of Sydney's leaders, focused on the vision for the Campbelltown CBD, and the creation of more activated, connected and sustainable places.

Stage two and onwards of the project, currently out to tender, will focus on the design and establishment of a range of planning tools, such as master planning, economic planning and infrastructure planning, as well as implementation and delivery mechanisms.

### Night-time economy strategy

Council is developing a night-time economy strategy and action plan for the Campbelltown CBD, which will be informed by the Re-imagining project. Council is working to create opportunities for economic and employment growth, to encourage a diversity of businesses, experiences and activities across different times of the night in the Campbelltown CBD. The message is 'Campbelltown is open for business'.

### Campbelltown Destination Management Plan

Work has commenced on the development of a Campbelltown Destination Management Plan (DMP), which will focus on opportunities that the CBD can offer to help cement Campbelltown as a destination city in its own right. Previous projects including Re-imagining, the Health and Education Precinct, and the Community Strategic Plan (Campbelltown 2027) will be used to inform the DMP.

### Greater Sydney's newest health and medical hub

Campbelltown is on track to become an innovative city of health and education excellence, following the council's recent endorsement of the Campbelltown Health and Education Precinct (HEP) Vision and Strategy.

The Campbelltown HEP, developed in collaboration with key strategic stakeholders, will play a significant role in shaping the growth and transformation of the City of Campbelltown and drive the development of knowledge-intensive jobs and businesses over the next two decades.

Council is prioritising research and strategic planning to encourage development and investment in the medical and healthcare sector, and, together with the stakeholder working group, is actively pursuing the attraction of higher value jobs to the city.

**Campbelltown's outlook has never been so strong. We are putting the City of Campbelltown on the map and are working towards developing connections and partnerships with a range of stakeholders, public and private, who can help us deliver our projects and be a part of our city's vibrant future. Join us on our journey.**



ABOVE: Campbelltown CBD with vacant business park land

### Contact details for Campbelltown City Council

**Bernice Naylor**  
Manager City Marketing and Economy  
Phone: +61 2 4645 4476  
business@campbelltown.nsw.gov.au  
campbelltown.nsw.gov.au



# INVEST IN THE CITY OF FAIRFIELD



**Fairfield City is the perfect place to start and grow your business. Strategically located with efficient transport access to national and international markets, and a skilled and motivated labour force, Fairfield City has a proven track record of successful businesses.**

## Fairfield City: The perfect place to grow your business

Fairfield City is the ideal location to start, grow and conduct your business. It offers many advantages, including:

- a local council committed to supporting industry and actively contributing to the growth and development of Fairfield City and its economy
- a strategic location in close proximity to major regional markets in Sydney, and with excellent access to other parts of New South Wales and Australia
- good infrastructure including reliable telecommunications, electricity and an extensive, well connected transport network
- strong manufacturing, professional service and retail sectors to support your business activities
- strategically planned industrial areas with few restrictions to industrial activity
- cost-competitive industrial, commercial, retail and residential property options with major potential for capital growth
- education and training opportunities at nearby universities, business colleges and TAFE campuses
- significant public facilities, vibrant retail and entertainment sectors, excellent recreational opportunities, cultural events and an abundance of opportunity to engage with the community
- a city that welcomes new residents and businesses.

## FAST FACTS

- **Fairfield is home to more than 15,000 businesses with a combined annual output of around \$7.35 billion**
- **The three largest industries are manufacturing (12,200 workers), retail trade (8600 workers) and wholesale trade (6200 workers)**
- **The local economy is growing strongly with 800 additional workers per annum.**

## Industrial precinct

The Smithfield-Wetherill Park Industrial Area is one of the largest in the Southern Hemisphere, and makes a major contribution to the New South Wales and Australian economies. It is strategically connected to national and international transport networks, including the M4 and M7 motorways, the new Western Sydney Airport and a nearby intermodal terminal. The industrial area is home to nearly 3000 businesses and 20,000 workers.

**FROM LEFT:**  
Cultural festivals  
Smithfield-Wetherill Park Industrial Area  
Aquatopia water park



## Tourism and events

Fairfield City is one of the most culturally diverse areas in Australia, with more than 50 per cent of residents born overseas and more than 120 different languages spoken. It boasts many attractions including family-friendly activities, vibrant cultural festivals, international dining experiences and eat streets, diverse shopping choices, beautiful parks and heritage assets. More than 300,000 people attend the council's major events each year.

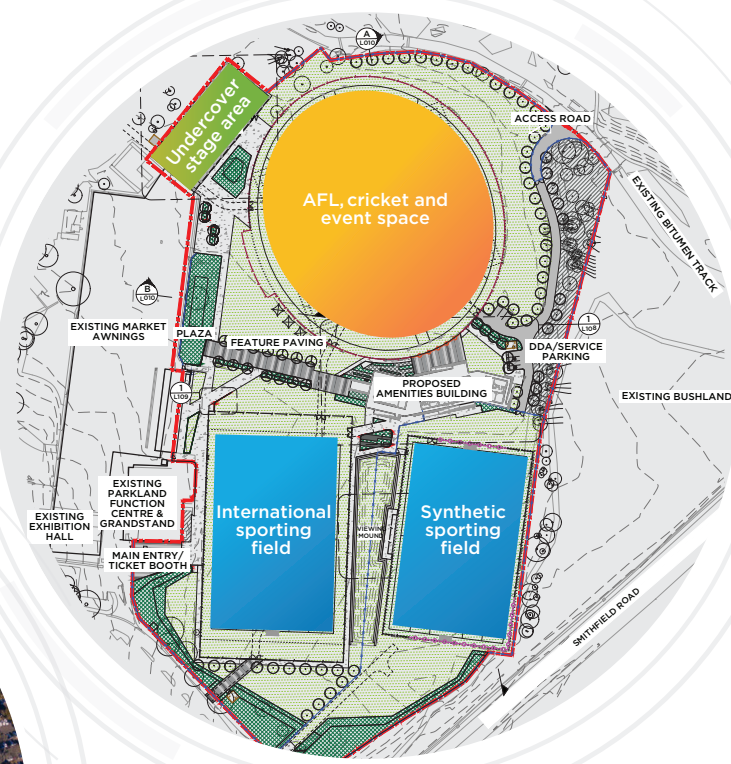
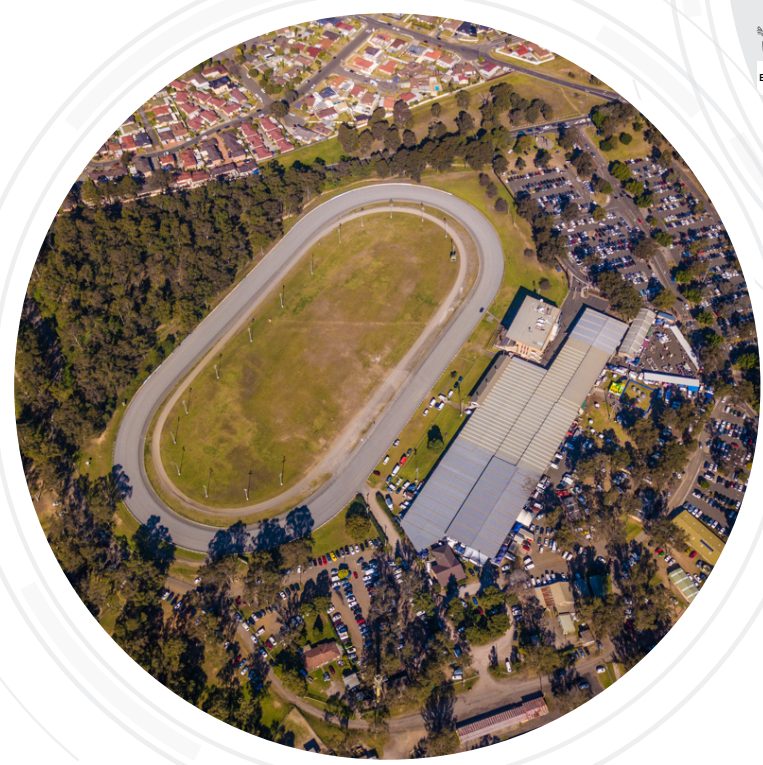
## Regional multicultural and sporting centre of excellence

Fairfield Showground will be transformed from a disused harness racing venue into a regional multicultural and sporting complex, creating one of the biggest sports, entertainment and festival venues in south-west Sydney. It will host high-level sporting competitions, community festivals, concerts and outdoor movies. Located in the city's geographical heart, the showground is close to multiple transport hubs, with 700,000 people currently utilising the site. Fairfield City Council will commence construction of stage one in 2018.

**As part of stage one, the revamped showground will boast:**

- an international-size football field and an all-weather synthetic field
- festival and events area and AFL/cricket field
- high-standard lighting for all playing fields
- a new extended awning area for festivals – an undercover area measuring 2070 square metres, with solid flooring, utilities and services
- an open-sided stage with a roof for concerts, festivals, field games and outdoor cinema
- new amenities facility, with restrooms, change rooms and a kiosk

The master plan identifies a multicultural and sporting indoor facility and grandstand seating.



**ABOVE: Fairfield Showground stage 1 construction**

**LEFT: Fairfield Showground site**

## Contact details for Fairfield City Council

**Rhonda Tyne**  
Director, Community Outcomes  
Phone: +61 2 9725 0897  
rtyne@fairfieldcity.nsw.gov.au  
fairfieldcity.nsw.gov.au



# HAWKESBURY CITY COUNCIL



Hawkesbury City Council is located one hour north-west of Sydney. Straddling the Hawkesbury River, it comprises Australia's third-oldest European settlement, the northern area of the UNESCO World Heritage-listed Greater Blue Mountains Area, and an economy that includes industrial, commercial, retail, agribusiness and equine activities

Hawkesbury City Council is also home to the Hawkesbury Education, Research and Employment Precinct, a cluster of education, defence, aviation and equine activities located between Windsor and Richmond, including the Richmond Royal Australian Air Force (RAAF) base and Western Sydney University.

The 2000-hectare precinct is located on the metropolitan rail network and serviced by the Clarendon and Richmond stations.

## RAAF Base Richmond

The only 'high security' air base left in the Sydney basin, RAAF Base Richmond includes more than 450 aerospace specialists working in the following organisations:

- **RAAF:** home to the C-130J Hercules and C-27J Spartan aircraft
- **United States Air Force:** transitional staging base for C-17 cargo aircraft
- **Northrop Grumman:** maintenance, repair, overhaul and upgrade of the Rolls-Royce Turbofan engines powering the BAE Hawk Fighter Trainer for the RAAF, Royal Canadian Air Force and Indian Air Force; and Pratt & Whitney (Canada) PT6 Turboprop powering the RAAF PC-9 trainer

## FAST FACTS

- Includes an established defence maintenance facility and high-security defence site
- Home to a university campus with links to international research institutions, and a NSW TAFE vocational training centre
- Has abundant quality housing with direct access to World Heritage-listed areas

- **Airbus Group Australia Pacific:** maintenance, repair, overhaul and upgrade of RAAF C-130J Hercules and RAAF AP-3C Orion aircraft
- **StandardAero:** maintenance, repair, overhaul and upgrade of Rolls-Royce AE2100 and T56-A14 engines
- **GE Aviation:** maintenance, repair, overhaul and upgrade of RAAF C-130J Hercules and C-27J Spartan aircraft
- **CAE:** maintenance, repair, overhaul and upgrade of C-130J and C-27J flight simulators
- **L3 Aviation Products.**

## Western Sydney University

Also located within the precinct is the **Hawkesbury Campus** of Western Sydney University, including 500 academic and administrative staff members and almost 3000 university students.

The Hawkesbury campus currently offers a range of courses from the School of Nursing and Midwifery; and the School of Science and Health, including environmental science, forensic science, and nutrition and food sciences.

**The Hawkesbury Institute for the Environment** is also located on this campus. The institute is a leading centre of excellence in ecosystem function and environmental responses to changing climates, with a reputation for quality research. It comprises a team of more than 50 scientists who conduct world-class research across the full spectrum of life, from the genetic to ecosystem level.

**The Greenhouse Research Education Training Facility**, designed with Wageningen University & Research in The Netherlands, is helping Australian growers tap into the latest research and practices within greenhouse crop production to make their operations more efficient, and meet the increased demand for fresh food that can be delivered quickly to markets. It works in partnership with industry and TAFE to produce career-ready graduates.

Work has also commenced on a new **science, technology, engineering and mathematics (STEM) high school** within the campus. The new school will be an academically selective agriculture and STEM school catering for 1000 students spanning years 7 to 12.



ABOVE: RAAF Hercules aircraft

## FROM LEFT:

Bilpin Shields Orchard  
Windsor township and river from air  
Windsor Heritage Walk, Loder House



## Contact details for Hawkesbury City Council

**Suzanne Stuart**  
Manager, Corporate Communications  
Phone: +61 4 7833 1130  
suzanne.stuart@hawkesbury.nsw.gov.au  
hawkesbury.nsw.gov.au



# INVEST IN THE CITY OF LIVERPOOL

Liverpool City Council has a clear vision of what the Western Sydney Aerotropolis will be, and is doing the hard work when it comes to shaping its future.

The Aerotropolis will be a dynamic place to work or study – a place where innovation can flourish.

Liverpool, the gateway city to Western Sydney Airport, is the most connected city in Australia. Our location, astride the M5 and M7 motorways, the Hume Highway and a major rail freight corridor, delivers unsurpassed connectivity on the eastern seaboard.

When the new airport is built in 2026, two-thirds of the world's population will be half a day's flight away.

Major corporations know the strategic advantages of setting up in Liverpool – and appreciate the opportunity to work collaboratively with a stable, future-focused council that understands their needs.

Amazon, global aerospace giant Northrop Grumman and international logistics leader Toll are just a few of the big international players moving in. Western Sydney Airport Company – the organisation that will build and run the \$5.3 billion airport – is based in the heart of our CBD.

There is room for much more in the Aerotropolis. Agribusiness, advanced manufacturing and tourism will all have their place in the near future.

We want to help your organisation make its mark on the Aerotropolis. We're open for business.

## FROM LEFT:

Liverpool's vision for a rapid transit corridor link to Western Sydney Airport

Liverpool nightlife  
Dining options



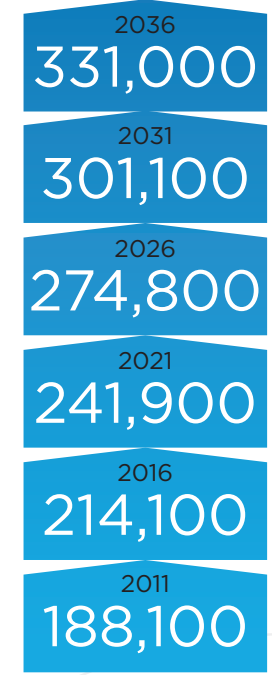
## FAST FACTS

- More than \$1.8 billion in development applications before council
- More than \$10 billion in infrastructure spending in the region by 2028
- \$11.4 billion gross regional product
- Health and education sector contributes \$1.7 billion to the economy

Sitting astride the M5, M7, M12, Hume Highway and Southern Freight Line...

“Liverpool is probably the best physically connected region in the country. That's an enormous natural advantage.”

Mark Pesce  
Futurist



ABOVE: Proposed Liverpool Mall  
LEFT: Liverpool holds an advantage with its strategic location



## Contact details for Liverpool City Council

**Julie Scott**  
Manager City Economy  
Phone: +61 2 8711 7731  
ScottJ@liverpool.nsw.gov.au  
liverpool.nsw.gov.au



# INVEST IN THE CITY OF PENRITH

**Penrith is making its mark as a place of limitless opportunities. A thriving city with the space, the people and the vision to make things happen. A city where impressive urban amenity is balanced with striking natural beauty. A city that will be one of the most connected in Australia. A place that is open to new ideas, new people and new ways of doing things. A place where there is great potential still to be tapped. A place where you can turn your big ideas into reality.**

We believe anything is possible in Penrith. As the heart of one of the fastest growing regions in Australia, Penrith is a hub of activity and opportunity.

West of Sydney's CBD, Penrith is located at the point where Sydney's north-south growth arc, Australia's most significant future economic corridor, crosses the established east-west connection. Penrith has the location, land, infrastructure and strong leadership to provide limitless opportunities.

We value partnerships and collaboration that deliver game-changing catalytic developments to maximise the benefits of the new Western Sydney Airport and associated infrastructure. Some projects already underway in Penrith include The Quarter – Penrith's health and education precinct, and Sydney Science Park.

As the closest major centre to the new international Western Sydney Airport, Penrith will be central to the success of this significant investment.

Council is committed to maximising the benefits of the airport by stimulating economic investment in Penrith to create 55,000 new local jobs by 2031. We're committed to working with others to deliver innovative and remarkable results for our community.

With so many major projects in the pipeline to support our fast-growing region, Penrith will benefit from the most significant infrastructure investment by the Australian and New South Wales governments.

## FAST FACTS

- **Area: 404 km<sup>2</sup>**
- **Home to more than 200,000 residents, growing to 260,000 by 2031**
- **Economic catchment expected to grow to more than a million people by 2031**
- **Higher median household income than Greater Sydney**
- **High workforce participation – unemployment lower than state and national average**
- **Closest city centre to Western Sydney Airport**
- **47.8 ha of city centre land owned by council**

Our city boasts a remarkable lifestyle, where residents have access to pristine natural assets, open spaces, lifestyle-balance, recreational activities and urban amenity.

And this is set to be even better; through the landmark Western Sydney City Deal, Penrith is strategically positioned to capitalise on extensive government commitments that will unlock opportunities in education, business, liveability and employment for the region and its residents.

### FROM LEFT:

**Penrith has a vibrant night-time economy**

**Planning for a new urban heart is underway (artist's impression)**

**Penrith's annual REAL Festival draws thousands to our beautiful natural river setting**



At the centre of the City Deal is the first stage of the North South Rail Link from St Marys to the Western Sydney Airport, and the new Western Sydney Aerotropolis. This will transform the region, creating a 30-minute city that brings people closer to jobs, health, education and recreation.

The time to be part of this transformation is now. Join with Penrith and make your mark in Australia's most exciting region.

## Opportunities

We have the space, the passion and the people to turn your ideas into reality.

### The Quarter – Penrith's health and education precinct

Situated in one of Australia's fastest growing economies, The Quarter is a leading centre for health and education, committed to excellence in health care, medical research and world-class education in Western Sydney. Spanning over 300 hectares between Penrith and St Marys, The Quarter is synonymous with innovative thinking, collaboration and growth. Already providing 6000 jobs, The Quarter Action Plan and supporting partners will create an additional 6000 jobs in the next 10 years. [www.thequarter.org.au](http://www.thequarter.org.au)

### City centre

With more than 47.8 hectares in the heart of Penrith owned by council, we're leveraging our property portfolio to drive transformation and growth to create a more vibrant, productive and liveable city centre. Development approval has been given to an A-grade commercial building ready to house quality tenants and we're also planning for a new City Park.

## Economic development

We're building the New West, with a bold vision to create 55,000 additional jobs by 2031. These will be created in the health, education, arts, advanced manufacturing, advanced logistics and tourism sectors.

## Western Sydney Airport Growth Area

Penrith and Liverpool councils are working with the NSW Government on this exciting 16,000 hectare precinct, which will support Western Sydney's aspirations as a '30-minute city', where jobs and housing are within easy reach and well connected. This includes Celestino's \$5 billion Sydney Science Park, which will become an internationally recognised epicentre of research and development, with 12,000 knowledge-based jobs, 10,000 students and more than 10,000 residents.

## Place

It's the lifestyle and the opportunities Penrith offers that attract people to live, work and do business here. The Penrith community enjoys the benefits of great schools, leading health and education facilities, and major regional shopping centres. The region also offers a range of housing choices, from downtown city centre living, to prestige riverfront properties and acreage properties retreats in our rural settings. With a strong sporting culture, we also embrace the arts, entertainment and outdoor adventure. Some of our community's favourite attractions also make Penrith a great place to visit. They include Penrith Panthers, Sydney International Regatta Centre, Penrith Whitewater Stadium, The Joan Sutherland Performing Arts Centre and Penrith Regional Art Gallery, and the Nepean River – just to name a few.



**ABOVE: Penrith is the axis where the powerful east-west economic corridor and emerging north-south corridor intersect**

### Contact details for Penrith City Council

**Kylie Powell**

Executive Manager – City Economy and Planning

Phone: +61 2 4732 7580  
council@penrith.city  
PenrithNewWest.com.au



# INVEST IN WOLLONDILLY SHIRE

Wollondilly Shire is located on the south-western fringe of Sydney at the foothills of the Southern Highlands – an advantageous location in close proximity to Sydney, Wollongong, Canberra and the new Aerotropolis and Western Sydney Airport.

Wollondilly Shire covers 2,560 square kilometres and encompasses the Greater Blue Mountains World Heritage Area to the west, and the escarpment overlooking Wollongong to the east.

The Shire is a patchwork of agricultural lands, rural landscapes, bushland, and separate towns and villages.

Wollondilly has a rich farming history dating back to the early European settlers, who followed the First Fleet's famous straying cattle to the 'cowpastures'. This location (around the Menangle and Camden Park area) was the birthplace of modern agriculture in Australia, and from that time onwards, agriculture has been integral to the development, character, economy and identity of the shire.

Today, the shire continues to be proudly 'rural'. The community values this identity and character and the unique lifestyle opportunities of being in a rural setting within close proximity of Sydney, Canberra, Wollongong and the new Western Sydney Airport. This context, where we are on the periphery (or edge) of the city, is referred to as being 'peri-urban'.

Peri-urban lands typically comprise a mix of urban and rural residential areas with productive agricultural lands, biodiversity areas and diverse topographies.

Peri-urban areas such as Wollondilly have enormous environmental, economic and social value and are critical to the future resilience and functioning of Sydney as a whole.

LEFT:  
Greenfield  
development sites  
Agribusiness  
opportunities  
Business parks



## FAST FACTS

- Easily connected to Sydney, Canberra, Wollongong and Western Sydney Airport
- Population: 50,877 (2016)
- Priority growth area – forecast population growth of 51.46 per cent (2036)
- Land area: 255,697 ha (2,557 km<sup>2</sup>)
- Proactive and engaging council – easy to do business

## Economic profile

The three largest employment industries within Wollondilly are construction, mining and manufacturing. These industries provide a large proportion of the jobs within the shire, offer many investment opportunities and contribute largely to the local economy. Emerging sectors with employment growth are:

- agriculture and aquaculture
- healthcare and social assistance
- education and training.

The future economy will be diverse and strike a balance between new and old, inspiring investment and jobs from existing and new businesses while protecting the rural lifestyle and quality of life that the current community enjoys.

### Key objectives for our economic vision include:

- Economic diversity: Ensuring that the economy is diverse will ensure future sustainability and help to create a vibrant economy.
- Smart Shire Strategy: This is our commitment and plan for proactive engagement with digital technologies. Improved connectivity, more real-time information, increased innovation and online convenience will enhance liveability, sustainability and productivity for residents, business and visitors through the application of smart technologies.
- More jobs: Generating more local jobs will create opportunities for more residents to work closer to home.
- More investment: Recruiting new capital investments will support future jobs growth and diversification. The achievement of the economic vision will support the advancement of the community vision and the overall growth and development of the Wollondilly Shire.
- Implementation of the Wollondilly Destination Management Plan will leverage tourism, investment and infrastructure opportunities including Western Sydney Airport.



ABOVE: Burragorang Valley, home to Sydney's water supply

## Contact details for Wollondilly Shire Council

**Mr Kevin Abey**  
Tourism and Business Investment Manager  
Phone: +61 4 3821 4033  
kevin.abey@wollondilly.nsw.gov.au  
wollondilly.nsw.gov.au



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