



# Media Release

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7 August 2017

## First members of Camden's economic taskforce board selected

Council has initiated a business taskforce to drive the economic development and commercial appeal of the area.

The Camden Region Economic Taskforce is being set up as an independent company run by a board of directors designed to include up to two Councillors, professional experts and business leaders.

The Camden area is one of the fastest growing in the country, with the population forecast to increase from the current 88,000 to almost 230,000 by 2036.

Within this timeframe, the area will attract significant government investment for major transport networks and road infrastructure to service the growing community.

"The transformation anticipated for our area within the next 20 years places us in a unique position to develop business opportunities and attract commercial investment," said Mayor Lara Symkowiak.

"It's important that we apply a strategic approach to economic development to maintain the character of each town centre and offer a diversity of products, services and experiences across the area," Cr Symkowiak said.

"It is the intention of Council that this taskforce will bring together key local business leaders and experts to drive and facilitate the economic growth of the area through leadership, advocacy and coordination," she said.

"The taskforce will focus on helping Council to deliver the right conditions to create jobs, attract investment and to support the growth of business and industry, now and into the future."

Council has appointed accomplished local business owner and legal specialist, Adriana Care as the Independent Chairperson of the taskforce and nominated Cr Symkowiak and Cr Peter Sidgreaves as its representatives and Directors on the board.

"We are very fortunate to have Ms Care as chairperson of the taskforce. Ms Care is a successful business owner with the proven skills and experience needed to be a passionate advocate for the economic development of our area," she said.

Ms Care says she is excited about the appointment of Chair of the taskforce.

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“I feel the area is in need of a strong business leadership group that is solely dedicated to actively lobbying businesses into the Camden LGA and formalise a plan for the economic growth of the area. To lead this taskforce is nothing short of an honour,” Ms Care said.

“It is my preliminary view that the objective of the taskforce is to progress the economic development goals, policies and strategies by creating a comprehensive plan as well as any other goals for the Camden LGA,” she said.

“The taskforce will develop into a lead agency as an advisor on the implementation of economic development projects in the area, collaborate to develop an economic masterplan and any other pertinent documents and economic development initiatives and projects for the Camden LGA to roll out with key stakeholders in the area.”

The taskforce will soon be incorporated and the process of appointing further directors will then begin. When the entire board is formed, Council will work with the taskforce to create key performance indicators that support the aims of the taskforce and Council.

## **Background information**

On 12 August 2014, Council resolved to establish a business taskforce as a company limited by guarantee, subject to Ministerial Approval under Section 358 of the Local Government Act 1993. The Minister for Local Government approved the establishment of the taskforce last year.

## **About the Camden LGA economy**

Economic growth in the Camden area has increased in recent years, with a current 14.9 per cent annual growth rate.

Employment in the local government area has increased across all industries in the past five years, with substantial upturn in its major employment sectors (Economy i.d.), including: -

- Retail Trade 16%
- Construction 13.5%
- Education and training 12%

The number of local businesses has also steadily increased during this time, with 5,896 businesses active for GST in 2015/16.

While this trend in growth is expected to continue, an additional 29,000 jobs are forecast to be created to provide the services in the Leppington and Narellan town centres as they are developed in the coming years.

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Government investment to support the community in the area includes the extension of the South West Rail Link, Outer Sydney Orbital, bus and rail networks, Western Sydney Airport and major road infrastructure

## **About Adriana Care**

Adriana Care is the Principal Director of Coutts legal firm, which she has owned for 10 years and successfully managed to increase the number of employees from one when she began, to 32 today.

Ms Care has been a legal practitioner for 20 years and during this time, has maintained positions on the board of directors for a number of representative business organisations including as President of The Greater Narellan Chamber of Commerce, Vice Chairman of Combined Chamber and Sydney Southwest Women in Business.

Her professional drive has been recognised with regional and state-wide awards in the past 10 years. Most recently she was awarded the 2016 Local Business Woman of the Year and the 2015 NSW Business Chamber Regional Winner of Excellence in Business.

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