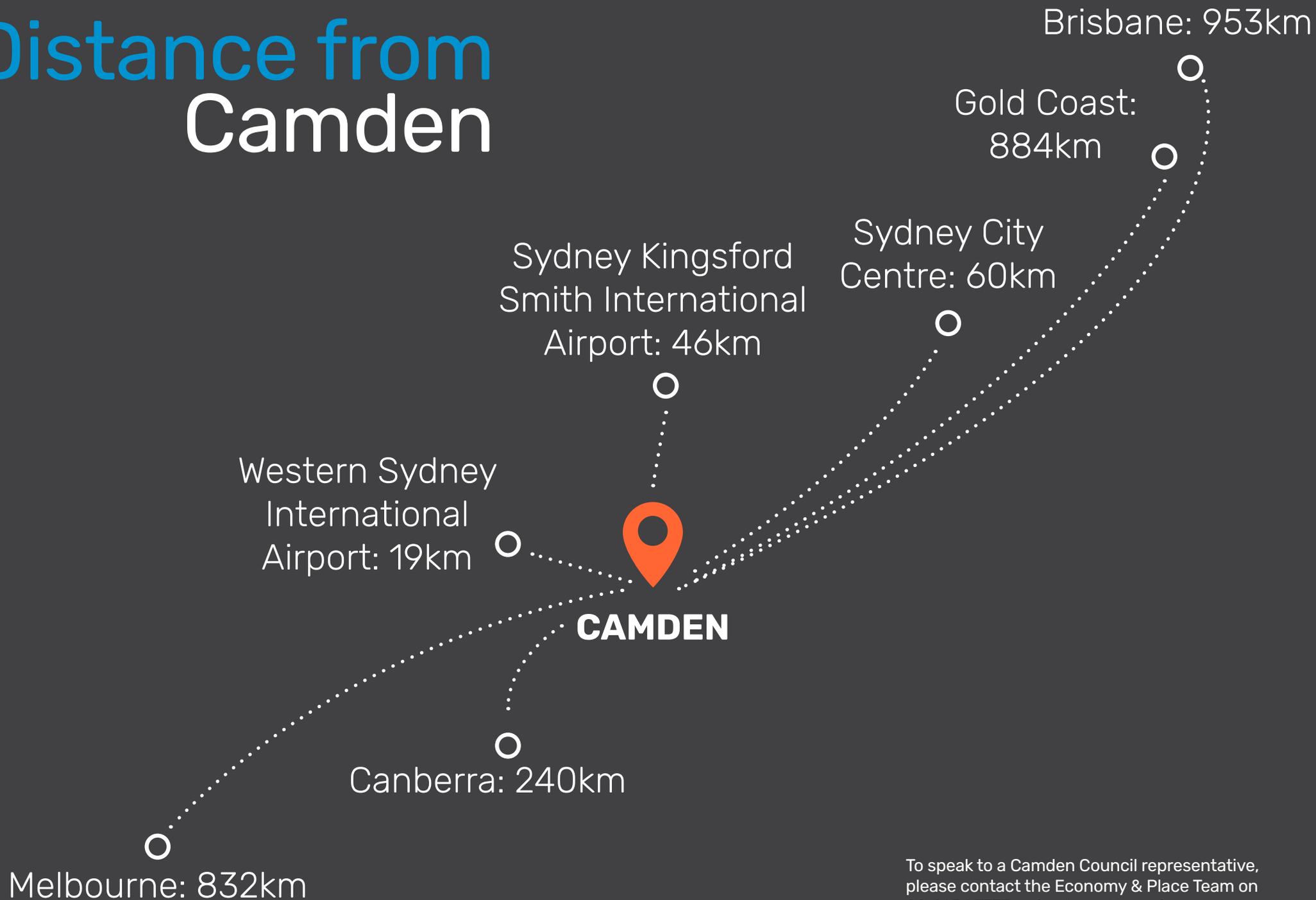


Camden Economic Prospectus

Our growth, your opportunity



Distance from Camden



To speak to a Camden Council representative, please contact the Economy & Place Team on 02 4654 7777 or business@camden.nsw.gov.au

Camden, the region of economic opportunity, prosperity and growth.



The Camden region is fast making a name for itself as an exciting, dynamic, progressive, and innovative place, and for good reason. We're one of the fastest growing Local Government Areas (LGA) in Australia, welcoming more than 120 new residents every week. Our economic growth is out pacing all other Sydney metro LGAs.

Positioned only 15 minutes from the Western Sydney Aerotropolis, with easy access to international and domestic markets, there has been major government investment in infrastructure in the region, which means we're now more connected than ever.

Planned future infrastructure will further enhance Camden's already strong arterial connections and support our continued growth. We've worked hard to maintain our authentic, rural roots, while taking long strides in the way of progress and modernisation. Camden is the place to be when it comes to liveability, jobs and economic growth. Camden is a strong region and we're on the rise. We look forward to working with innovative and exciting partners to make its future even brighter.

Councillor Therese Fedeli

Therese Fedeli

Mayor of Camden

Council acknowledges the Dharawal people as the traditional custodians of this land and pay our respects to Elders past, present and emerging.



Camden Council's vision for a prosperous economy is To leverage Camden's local strengths and emerging regional advantages to promote attractive and liveable places, stimulate economic and employment growth, and foster a vibrant, diversified and technologically advanced economy

Why Camden?

Camden is one of the fastest growing LGAs in Australia with economic growth outpacing all other Sydney metro LGAs. This growth is driven by a burgeoning population, strong construction pipeline and substantial investment in the region. Base your business here and capitalise on our rapid growth.

Positioned only 15 minutes from the Western Sydney Aerotropolis, Camden provides easy access to international and domestic markets and is home to serviced sites which are available and ready for development.

Proposed infrastructure including the North South Rail Line, South West Rail Link Extension, Outer Sydney Orbital and rapid transit buses will enhance Camden's strong existing arterial connections and support the continued growth of the Camden LGA. Up to 20,000 passengers will arrive daily in Western Sydney through the new airport. This influx of international and domestic passengers will enhance and create opportunities in an already vibrant visitor economy.

Camden has more to offer than a growing economy and skilled population. With scenic vistas, historic town centres, one of the nation's largest botanic gardens, abundant parklands and a thriving café culture, Camden is hard to beat when it comes to liveability. Invest in Camden and join innovative businesses taking advantage of our unique offering, connectivity, and relaxed lifestyle.



Over the last decade (2011-2020)
Camden's GRP has grown on
average 8.3% per annum, well
above the Greater Sydney average
of 2.8% per annum

Who we are

Camden is home to an engaged working population with an unemployment rate of 4.1%, the second lowest in Greater Sydney (for March 2021 quarter).

With over 70% of Camden's workforce travelling outside the LGA for employment, enterprising businesses can take advantage of an existing skilled workforce with a desire to work where they live.

Headline figures*

Change from 2011 to 2016



Median age **33**
(Greater Sydney 36)

-1

Median age



Median weekly household income
\$2,042
(Greater Sydney \$1,742)

+\$321

Per week



Overseas born
17.6%
(Greater Sydney 36.7%)

+1.7%

Percent



University qualification
16.2%
(Greater Sydney 28.3%)

+3.1%

Percent



Trade qualification certificate
24.4%
(Greater Sydney 15.1%)

+0.8%

Percent



Labour force participation
70.1%
(Greater Sydney 61.6%)

+0.4%

Percent

*Camden demographic and socio-economic profile in 2016



Population growth

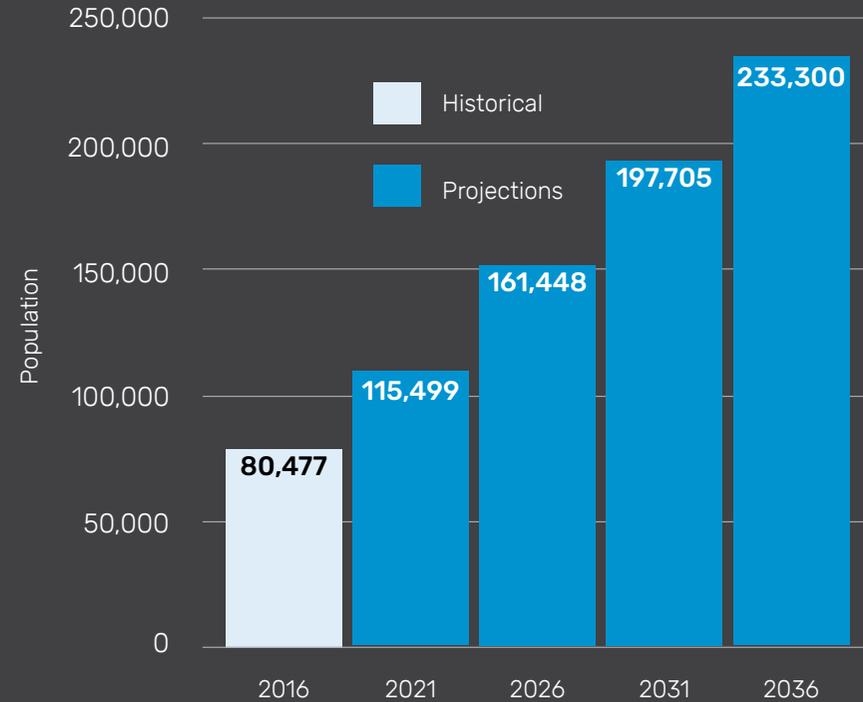
Camden's population growth has far outpaced other LGAs in Western Sydney, recording an estimated resident population of 107,806 by mid-2020, which is a 6.3% growth in comparison to 1.0% growth in Greater Sydney and 1.53% in the Greater Western District over the previous year (2019).

Strong population growth provides a robust and diversified workforce, including a good mix of white- and blue-collar workers for the growing business sector.

The working age population (15-64 years) continues to represent a consistent percentage of the population at around 65.5% up to 2036, which assures the business and industry sector a readily available workforce within the region.

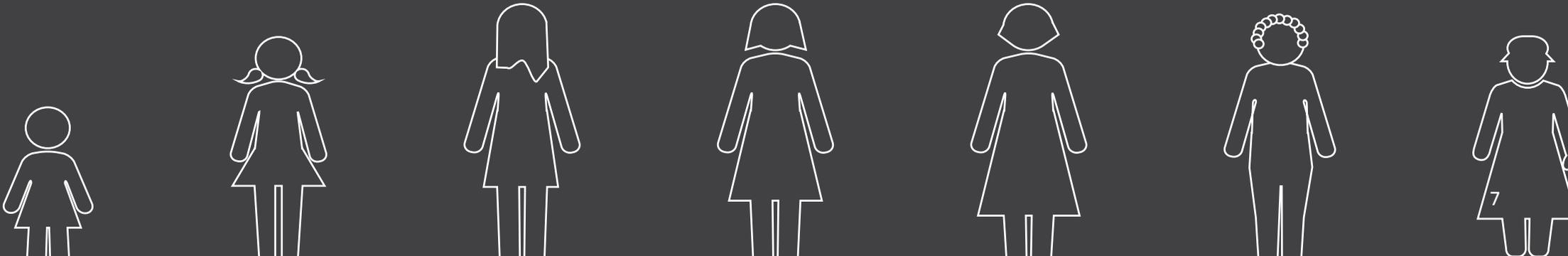


Population Growth (2006 to 2036)



190%
increase
(2016 - 2036)

5.5%
forecast average
annual growth
rate to 2036



Economic snapshot

Headline figures*



\$5,742m
GRP

2 year average annual growth**



5.1%
(Greater Sydney 1.7%)



40,289
Jobs



8.1%
(Greater Sydney 2.3%)



107,806
Population



7.1%
(Greater Sydney 1.4%)



2.4%
Unemployment rate



2.2%
(Greater Sydney 4.3%)

Source: economy id. Camden

* Camden's economy in the year ending June 2020

** Over the two years ending June 2020

There were 10,508 registered businesses in the Camden LGA by August 2021

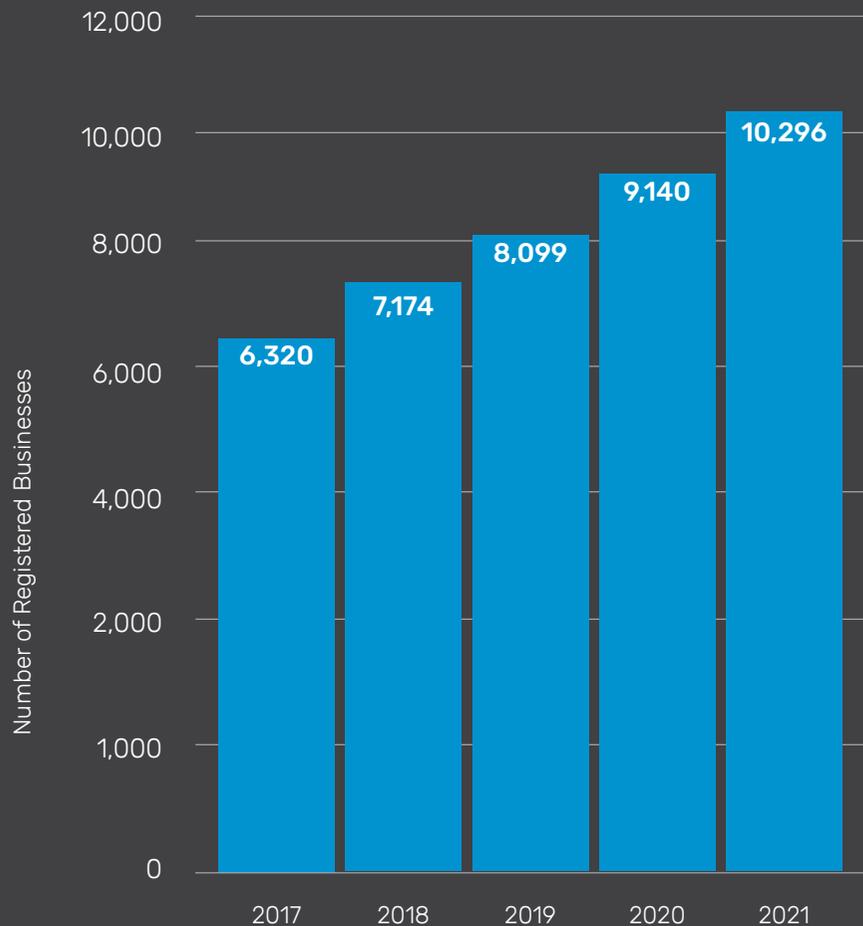


Business growth

Camden's rapidly expanding economy sees an average of 100 new businesses being registered every month.

Employment is projected to almost double over the next 17 years (2019-2036) increasing by just over 32,200 jobs, to a total of 67,514 jobs in the Camden LGA, at an average growth rate of 4.2% per annum.

Registered Businesses (June 2017 to June 2021)



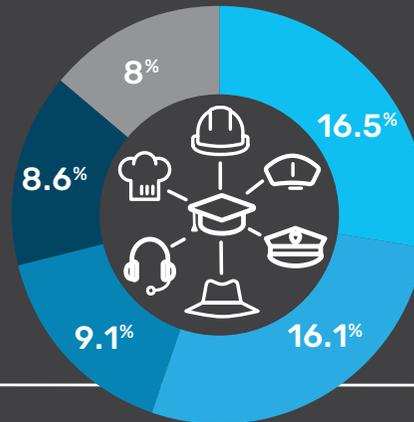
In the year ending June 2020, local jobs growth in Camden (3.8%) was significantly higher than the rate for NSW (-0.4%)

(Economy ID)

Industry growth

With a younger and growing population, Camden's industry strengths are well-positioned to grow, with ready support from government and non-government stakeholders.

Top contributors to employment in the year ending June 2020 (FTE)*

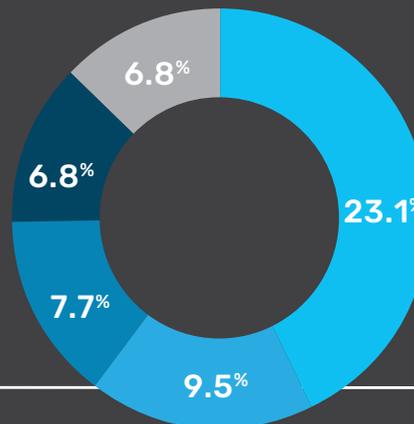


| Industry | No. employed |
|--------------------------------|---------------|
| Retail Trade | 6,630 (16.5%) |
| Construction | 6,494 (16.1%) |
| Accommodation & Food Services | 3,686 (9.1%) |
| Healthcare & Social Assistance | 3,451 (8.6%) |
| Education & Training | 3,226 (8.0%) |

*Full-time equivalent



Top value adding industries in the year ending June 2020

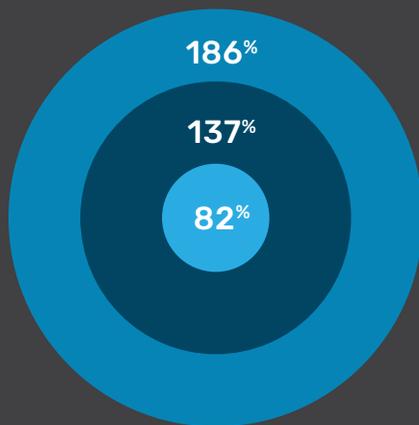


| Industry | Value addition |
|---|--------------------|
| Construction | \$1,004.7m (23.1%) |
| Retail Trade | \$412.0m (9.5%) |
| Rental, Hiring & Real Estate Services | \$336.4m (7.7%) |
| Professional, Scientific & Technical Services | \$296.7m (6.8%) |
| Education & Training | \$296m (6.8%) |



Hiring and Real Estate Services had the highest productivity by industry, generating \$289,449 per worker in 2019/20 (Economy ID)

Fastest growing industries from June 2015 to June 2020



| Industry | Growth rate between 2014/15-2019/20 | |
|---|-------------------------------------|------------|
| | Value added | Employment |
| Rental, Hiring & Real Estate Services | 186% | 125% |
| Professional, Scientific & Technical Services | 137% | 127% |
| Retail Trade | 82% | 87% |

In Camden LGA, Construction had the highest local sales, generating \$3,499 million in 2019/20 (Economy ID)

A resilient economy

The COVID-19 lockdown of 2020 saw the Camden LGA being relatively less impacted upon across all economic indicators in comparison to the rest of Greater Sydney and NSW.

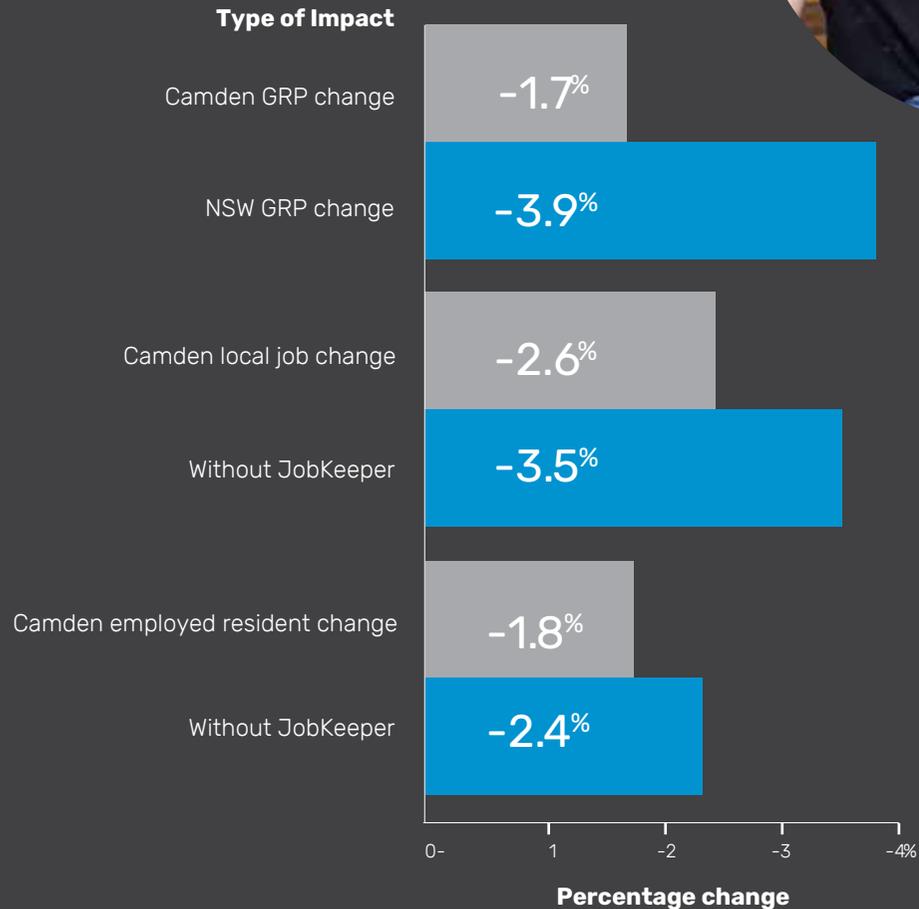
Camden Council's COVID-19 Community Support Package

Council plays a key role in facilitating economic growth of the region through the provision of community infrastructure and services that stimulate local expenditure, investment and employment.

In response to the pandemic, Council implemented a comprehensive and robust Community Support Package to assist in minimising the impact of COVID-19 to the community. Stages One and Two of the package were announced in April 2020, and included \$17 million of support for businesses and residents, and acceleration of infrastructure and capital projects. Its output impact has been calculated within the range of \$23.5 million to \$26.7 million, while its estimated contribution to Camden GRP is between \$11.3 million to \$13.3 million. Stage Three of the package was announced in March 2021 as a \$113.85 million direct economic stimulus which is expected to have an output impact worth between \$173.6 million to \$195.1 million and a contribution to GRP between \$76 million to \$89 million¹.



COVID-19 Impact*



*September 2020 quarter

¹SGS Economics and Planning, *Economic Impact of Camden Council's COVID-19 Community Support Package*. February 2021

Leppington Train Station



Narellan Town Centre



Atura Hotel Oran Park



Investment in Camden

The Camden LGA is seeing increased investment in vibrant and appealing community and commercial hubs. New and growing centres will provide additional business, investment and recreational opportunities to meet the economic and social needs of the growing community.

Leppington

As a strategic centre in the Western Parkland City, Leppington will provide homes, local jobs, retail, services, civic and cultural functions and transport connectivity to the Western Sydney International Airport and Greater Sydney.

Narellan

Narellan is a strategic and retail centre which will be diversified into many functions, including commercial, civic and residential, by leveraging the potential of Sydney Metro connections to the rest of Greater Sydney.

Oran Park

Oran Park's retail offering, civic precinct and commercial floor space is growing in line with growth in its residential catchment. Future planned rail links, community facilities, commercial development and open space amenities will elevate the centre's significance and potential.

Infrastructure to support business

The Camden region is well serviced by existing transport infrastructure. As our population and economy continue to grow, this transport network will be further bolstered by planned future rail corridors and arterial roads.

Camden is well-connected to major arterial roads, with easy accessibility to the M5 via Narellan Road. Camden Valley Way provides access to Liverpool, the South West Growth Area, and the Leppington Precinct, while the Northern Road is a major connection to growth in the north, including the Narellan Strategic Centre and Western Sydney International Airport. The future M9 Outer Sydney Orbital will enhance road access to the airport and create opportunities for logistics and import-export businesses.

The construction of the North South Rail Line, from the airport to Macarthur via Oran Park and Narellan, and South West Rail Link Extension, connecting the existing Leppington Station to the airport, will be some of the most important and transformative infrastructure investments in Camden. This future rail network will connect us to the new airport and greater Macarthur, with a number of new rail stations serving as focal points for work and leisure for residents of the region.

This comprehensive transport network will put the new airport and surrounding Aerotropolis within 15 minutes of an estimated 233,300 Camden residents and 150,000 resident workers by 2036.



Sydney Metro

Western Sydney International Airport and Aerotropolis

Located 15 minutes from the north of the Camden LGA, the new Western Sydney International (Nancy-Bird Walton) Airport and surrounding Aerotropolis will be a game-changer for Western Sydney. Planning for the Aerotropolis will unlock opportunities to deliver new jobs and homes, supported by key infrastructure, bringing us closer to realising the 30-minute city.

The Western Sydney International Airport will have the capacity to process 10 million passengers by 2031 and by 2036 will be a full service domestic and international airport, providing a gateway to Camden and the broader Western Parkland City.

Driven by the new airport, the Western Parkland City will benefit from city-shaping transport and a strong western economic corridor, making Camden a central part of the most connected place in Australia, bringing a unique advantage to businesses who have strategically positioned themselves in the Camden region.

With 6,616ha of rural and arable land within 30 minutes of the airport, Camden is well placed to supply food and goods to Australia and the world, with Asia's international markets only a short nine-hour flight away.

Base your business
in Camden and
access international
markets, including key
markets in Asia within
9 hours through the
new Western Sydney
International Airport.



Space to grow

Key Strategic Centres

| Location | Key Statistics | Highlights |
|-----------------------------|--|--|
| Narellan Strategic Centre | 132,000sqm of retail floor space 9,000sqm of commercial floor space 34.6ha of IN1/IN2 land 48.2ha of B5 land | Narellan features a major shopping centre with commercial and industrial land on the periphery of the town centre. Located at the junction of three major arterial roads, Narellan is the proposed station location of future North South Rail Line. |
| Leppington Strategic Centre | 41.3ha of IN2 land 57.1ha of B7 land | Leppington is an emerging town centre with existing rail access. There is the capacity for 724,000sqm of business and commercial floor space and 222,000sqm of light industrial. The South West Rail Link Extension will further connect Leppington with the Aerotropolis. |
| Smeaton Grange | 220.3ha of IN1/IN2 land 15.9ha of B5 land | Smeaton Grange is a well-established, highly accessible industrial and business area, connected via two major arterial roads. It is a desirable precinct for mixed use development in the Camden region. |
| Gregory Hills | 39.3ha of IN1/IN2 land 48.2ha of B5 land | Gregory Hills is a new town centre at the heart of a multi-zone business precinct including new industrial and business lands, as well as key services. |
| Camden | 40,000sqm of retail floor space 11,000sqm of commercial floor space 2.3ha of IN2 land – Little Street 1.8ha of IN2 land – Ironbark Ave | Camden features an historic town centre with a strong commercial and food service industry, and vibrant visitor economy. The town centre is accessible to Camden's key open space assets and cultural facilities. |
| Oran Park | 16.5ha of IN1 land 24ha planned industrial 6ha proposed service land 50,000sqm planned retail floor space 25,000sqm planned commercial floor space | Oran Park is an emerging centre in Camden's growth area with a focus on civic, commercial, retail and industrial use. It is the proposed location for one of the rail stations on the future North South Rail Line. |
| Mount Annan | 21,140sqm retail floor space 4,000sqm of commercial floor space | Mount Annan is a key retail area for the region, anchor tenants include major supermarkets and fast-food chains. This centre is easily accessible from Narellan Road. |
| Emerald Hills | 12,000sqm retail floor space | Emerald Hills is an emerging retail centre with a major supermarket as anchor tenants. Emerald Hills is located at the junction of two main arterial roads. |

IN1 – General Industrial, IN2 – Light Industrial, B5 – Business Development, B7 – Business Park



Western Sydney Airport

Western Sydney Parklands

LIVERPOOL LGA

M7

Badgerys Creek Aerotropolis

Leppington (Future)

Lowes Creek (Future)

Oran Park

Emerald Hills

Edmondson Park

Harrington Park

Gregory Hills

M31

Camden Airport

Narellan

Mount Annan

Camden

Camden Bypass

Liz Kernohan Drive

Spring Farm

Campbelltown Macarthur

CAMPBELLTOWN LGA

- Metropolitan Cluster
- Strategic Centre
- Town Centre
- Local Centre
- Camden LGA Boundary
- Proposed Outer Sydney Orbital Entry/ Exit
- Proposed Train Line/ Tunnel
- Proposed Train Station
- Existing Train Station
- Committed Roads
- Upper Canal System
- Key Transport Connection

Thrive in Camden

Camden presents a unique opportunity when it comes to lifestyle. The region features easily accessible rural areas, metropolitan dining and shopping, extensive open space parklands, award winning community facilities, urban amenity, and connectivity to Sydney's strategic centres.

Camden has a diverse range of housing options to suit all stages of life and budgets, from heritage homes that reflect our history to modern purpose built and award-winning greenfield estates. Whether it's a large executive residence or a first home Camden has the perfect solution.

Key Attractions

- Camden Town Centre
- Nepean River
- Australian Botanic Garden Mount Annan
- Belgenny Farm
- Camden Airport
- Camden Town Farm
- Macarthur Park

Camden Council delivering for the community

Council plays a key role in ensuring that the Camden LGA is a liveable, vibrant and accessible place for our residents and workers. Council continues to deliver and operate a range of award-winning community assets, cultural facilities and recreational spaces to attract and retain residents, workers and visitors to the region.

Camden Bicentennial Equestrian Park



Camden Civic Centre



Julia Reserve Youth Precinct



Narellan Sports Hub



Upcoming Oran Park Leisure Centre



Kirkham Park BMX Track



Alan Baker Art Gallery



Oran Park Library





Camden Town Centre

This well-preserved original town layout is the site of Camden’s arts and culture precinct. It is frequented by residents, local workers and visitors from across Greater Sydney and beyond, who come to enjoy its heritage and historic assets, diverse cafés and restaurants, and boutique offerings.

Nepean River

The Nepean River is a major waterway running through the Camden LGA. The river plays a prominent role within Camden and is a key natural landmark treasured by the local community and visitors. It is a beautiful place to enjoy a walk with family, with a choice of picnic areas, barbecues and playgrounds on route.

Australian Botanic Garden Mount Annan

The Australian Botanic Garden Mount Annan is the Australian native plant garden of the Royal Botanic Gardens, Sydney and covers 416 hectares. The Garden is one of the premier outdoor events venues in South West Sydney, and provides a range of facilities available year-round, including picnic shelters, walking trails, Visitor Centre, venue hire options, wedding locations and an on-site restaurant.

Visit, Eat, See, Play

Camden offers ample opportunities for locals and visitors to eat, meet and relax. The LGA’s centres – Camden, Narellan, Gregory Hills and Oran Park – are key areas for retail, entertainment and hospitality. For recreational activities, Camden’s abundance of outdoor spaces and facilities offer a wide range of options, including Macarthur Park, Camden bike track, and kayaking on the Nepean River. Events which take place throughout the LGA, celebrating everything from Australia Day to Refugee Week, anchor the community with a strong sense of connection and local pride.



camden
council



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