



BUSINESS IN REGIONAL NSW > NSW Regions

Western Sydney

**i**

Population: 1,848,854  
Area: 8,817.3 sq km

Major cities:

- Blacktown
- Fairfield
- Penrith
- Bankstown
- Liverpool
- Baulkham Hills
- Parramatta
- Campbelltown

Region overview:

- economic output A\$71 billion in 2004-05 (estimate by AECgroup)
- third largest economy in Australia behind Sydney CBD and South-East Queensland (Brisbane City, Logan City, Gold Coast City and Beaudesert Shire).

Major industry sectors:

- manufacturing
- property and business services
- finance and insurance
- construction
- wholesale trade

Greater Western Sydney stretches over nearly 9,000 square kilometres of residential, industrial and rural land. At its most eastern point, the region is only 30 minutes away from Sydney's central business district (CBD) and is within easy reach of international freight and transport terminals.

The annual temperatures in Greater Western Sydney average a maximum of 23 degrees Celsius and a minimum of 12 degrees.

**MAJOR COMPETITIVE ADVANTAGES**

- large and educated multicultural workforce
- Australia's most diverse industry base
- excellent telecommunications and transport infrastructure
- affordable industrial property and office space.



Greater Western Sydney offers lower costs of doing business than the Sydney CBD and comparable South East Asian locations.

Average prime office rentals are around 40 per cent lower than the Sydney business district. There is a wide choice of technology parks and large areas of greenfield and industrial land.

The region is home to almost 242,000 businesses (Australian Business Register) with the highest concentrations (relative to the NSW average) in construction, retail, transport and storage, and wholesale trade.

It offers a cosmopolitan lifestyle with a wide selection of housing, encompassing stylish city apartments, modern residential estates and lush rural acreages.

Since the Olympic Games, the Greater Western Sydney Region has experienced a building and construction boom. This, along with associated growth in tourism and industry, has reinforced its reputation as a region that blends economic opportunity with a comfortable lifestyle.

**ECONOMY**

The diversity of the region is also reflected in its rapidly expanding economy. It is estimated that the Greater Western Sydney Region generated A\$71 billion in gross regional product in 2004-05 (AECgroup). Behind the Sydney CBD and South-East Queensland, Greater Western Sydney is now the third largest regional economy in Australia.

**INDUSTRIES**

Over the next four years (to 2008-09), Greater Western Sydney's strongest growth industries are expected to be (AECgroup forecasts):

- finance and insurance
- health and community services
- transport and storage.

The region's additional industry sectors are:

- information and communications technology
- tourism and recreation
- business services
- resources
- metal trades
- health
- food processing
- fibres
- defence and aerospace.

A number of major multinational companies have operations in Greater Western Sydney, including NHP Billiton, Coca-Cola Amatil, Qantas, Sony and Canon.

## LABOUR

The Greater Western Sydney Region has the highest rate of population growth in Australia.

Its 1.85 million residents are a shining example of Australia's multicultural society, with over half the world's nations represented in its population.

The skilled, highly educated and productive labour force has played a major role in attracting business to the region.

## INFRASTRUCTURE

### Transport

Major transport projects include the A\$1.25 billion Western Sydney Orbital Project (M7) and development of a A\$770 million network of bus-only transit ways. The new M7 (opened in December 2005) has transformed Western Sydney and is now a major link in the national freight network. It is estimated that the M7 will generate 24,000 new jobs in Western Sydney in the next three years and an additional A\$3 billion in economic development.

### Major education facilities

- University of Western Sydney
- Western Sydney Institute of Technical and Further Education (TAFE)
- South Western Sydney Institute of Technical and Further Education (TAFE).

## For more information

Parramatta Business Centre (Western Sydney Region)  
Level 2, 470 Church Street  
North Parramatta NSW 2151  
PO Box 242  
Parramatta NSW 2124  
[dsrdparramatta@business.nsw.gov.au](mailto:dsrdparramatta@business.nsw.gov.au)  
Tel: +61 2 8843 1100 | Fax: +61 2 9890 9552