

## Western Sydney

**Population:** 1.99 million as of 30 June 2010

**Area:** 8,817.3 sq km

### Major cities:

- Bankstown
- Blacktown
- Campbelltown
- Castle Hill
- Fairfield
- Liverpool
- Parramatta
- Penrith

### Region overview

- Economic output A\$88.4 billion in 2009-10 (AECgroup 2011).



### Major industry sectors

- manufacturing
- property and business services
- finance and insurance
- construction
- transport and storage

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
- a diverse industry base
- excellent telecommunications and transport infrastructure
- affordable industrial property and office space
- Western Sydney offers lower costs of doing business than the Sydney CBD and comparable South East Asian locations.

Average prime office rentals in Western Sydney are 45 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 around 150,200 businesses (ABS June 2009) with the highest concentrations (relative to the NSW average) in construction, retail, and transport and storage.

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, Western Sydney 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 expanding economy. It is estimated that Western Sydney generated A\$88.4 billion in Gross Regional Product in 2009-10 (AECgroup 2011).

## INDUSTRIES

In association with RDA Sydney, Government agencies and organisations, Industry & Investment NSW has developed the Western Sydney Business Growth Plan to help increase productivity, environmental sustainability and competitiveness in four industry sectors:

- manufacturing
- property, business and finance services
- health, life science and community services
- transport and logistics.

The region's additional growth sectors are:

- building and construction
- information and communications technology
- food processing and beverages
- biotechnology and biomedical
- agribusiness
- energy
- environmental technology and services.

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

## Labour

Western Sydney has a higher rate of population growth than the NSW average. The region's 1.99 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

Western Sydney has a well established road network. The Sydney Orbital Network, completed in 2007, is a 110km ring road which includes the Westlink M7, and the M2 and M5 Motorways. The network has improved transport for residents and streamlined the distribution of goods between Western Sydney, Port Botany, Sydney Airport and the Eastern Seaboard.

### 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

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