INVEST IN LIVERPOOL

2018

LIVERPOOL CITY COUNCIL

LIVERPOOL THE GREAT SOUTH WEST

MAJOR INFRASTRUCTURE IN LIVERPOOL.

$13b

$5.3 billion for **Western Sydney Airport**

$3.6 billion for **Western Sydney Infrastructure plan**

$1.5 billion for **Moorebank Intermodal**

$1 billion in **Council infrastructure**

$870 million for **Holsworthy Barracks upgrade**

$397 million for **South West Rail Link**

$740 million upgrade to **Liverpool Hospital**

A MESSAGE FROM THE MAYOR

Liverpool really is a city on the move. Its diverse and vibrant population of 214,000 people is growing with 100 new residents every week, driving a boom in residential construction and retail. Its economy is as diverse as its people, with a gross regional product estimated at $11.4 billion in 2016/17.

The establishment of WSA Co, the Federal Government company created to build and operate Western Sydney Airport, in the heart of our city was a great vote of confidence, and consolidates Liverpool as the place to be for anyone who wants to do business with the airport.

In the heart of our city we have a thriving health, education and research precinct. Medical professionals are using the latest technology to provide high-standard health care while researchers develop tomorrow's medical equipment and techniques.Our three universities are producing highly skilled and qualified workers of the future.

We have strong roots in manufacturing, with the sector developing an emphasis on advanced manufacturing and logistics. Health, wholesale trade, transport, education and construction also play a vital role in the City's economy.

Situated at the nexus of what are already some of NSW's biggest roads and rail lines, Liverpool's connectivity is only going to increase as Western Sydney Airport and supporting infrastructure are built.

Liverpool City Council sees the great potential in our city and is working hard to see that potential realised, but we're not the only ones. A total of $13 billion worth of major infrastructure is being invested in infrastructure in Liverpool.

Liverpool is open for business and we invite you to join us in taking up the once-in-a-generation opportunities opening up in our city.

MAYOR WENDY WALLER

EIGHT REASONS TO LOCATE IN LIVERPOOL

1 STRATEGIC GROWTH CENTRE

- Home to the WSA Co;
- A burgeoning health, education and research precinct;
- A strategic commercial centre in the Greater Sydney Commission's Draft South West District Plan and NSW Government's A Plan for Growing Sydney.

2 A STRONG ECONOMY

- Almost one-third of South West Sydney's 46,800 businesses are in Liverpool;
- By 2036, South West Sydney will have 352,000 jobs – 122,000 in Liverpool.

15,300 BUSINESSES
82,000 JOBS
IN LIVERPOOL

Transport for NSW, 2017, *Employment by Statistical Area 2 (SA2)*

3 ACCESSIBLE AND AFFORDABLE INDUSTRIAL LAND

- Major parcels of prime industrial land with great transport links in Liverpool;
- Western Sydney Airport Priority Growth Area;
- Aerotropolis and business park to be established alongside Western Sydney Airport.

AT PRICES MORE THAN 50% BELOW SOUTH SYDNEY

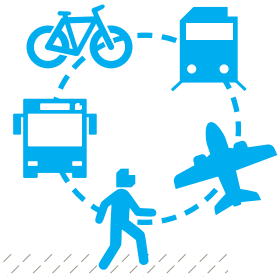
Urbis, 2017

4 A CONNECTED CITY

- The M5 and M7 Motorways and the Hume Highway intersect in Liverpool;
- Road and rail access to the Sydney CBD, Sydney Airport and Port Botany;
- Public transport system includes the Liverpool Bus-Rail Interchange, the Liverpool to ParramattaT-Way and the recently completed South West Rail Line;
- The Western Sydney Airport and Western Sydney Infrastructure Plan.

25,000 TRAIN TRIPS TO AND FROM LIVERPOOL STATION EACH WEEKDAY

35,000 BUS TRIPS WITHIN LIVERPOOL LGA EACH WEEKDAY



Transport for NSW, 2015, *Household Travel Survey*

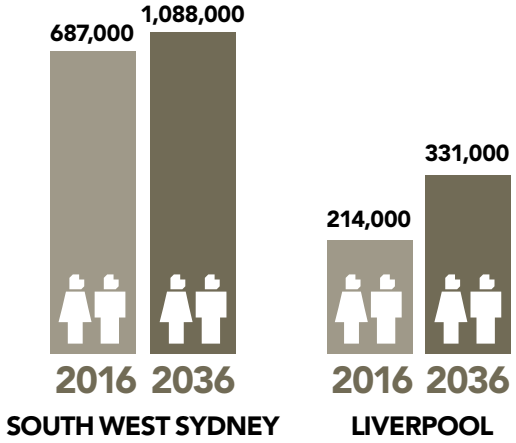
LIVERPOOL FAST FACTS

Population (2016)	**214,000**
Projected population (2036)	**331,000**
Gross regional product (2016/17)	**$11.4 billion**
Labour force (March 2017)	**100,735**
Unemployment rate (Sept 2017)	**4.9%**

Source: ABS, 2017; NSW Department of Planning and Environment, 2016; REMPLAN, 2017; Commonwealth Department of Employment, 2017

5 A GROWING POPULATION

- South West Sydney has an average annual growth rate of 2.3%, well above the state average of 1.6%.



Australian Bureau of Statistics, 2017, *2016 Census of Population and Housing*
NSW Department of Planning and Environment, 2016, *New South Wales State and Local Government Area Population Projections*

6 A SKILLED WORKFORCE

- A local labour force of over 100,000 people;
- Access to a workforce of over 330,000 in the South West Sydney region;
- Up to 20,000 tertiary students studying locally within five years at University of Wollongong, Western Sydney University, University of NSW, TAFE NSW and 35 private tertiary colleges.

THE UNIVERSITY OF WOLLONGONG'S SOUTH WESTERN SYDNEY CAMPUS WILL ACCOMMODATE 7,000 STUDENTS BY 2030

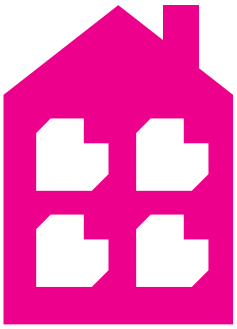
LIVERPOOL IS A STRATEGIC COMMERCIAL CENTRE

University of Wollongong, 2016, University of Wollongong announces South Western Sydney Campus in Liverpool, see: http://media.uow.edu.au/releases/UOW213548.html
Greater Sydney Commission, 2016, *Draft South West District Plan*

7 BETTER QUALITY OF LIFE

- Liverpool is a great place to live;
- Housing in Liverpool costs 35% less than homes in inner Sydney.

HIGH QUALITY SCHOOLS, HOSPITALS, CULTURAL, SPORTING AND RECREATION FACILITIES



Urbis, 2017

8 AN IDEAL DESTINATION FOR BUSINESSES REQUIRING LANGUAGE SKILLS

- A young, diverse and tech-savvy population;
- 57% of households speak a language other than English at home and over 140 languages are spoken across the City;
- Over 40% of locals born overseas, providing local links to places all over the world.

Australian Bureau of Statistics, 2017, *2016 Census of Population and Housing*

WESTERN SYDNEY CITY DEAL

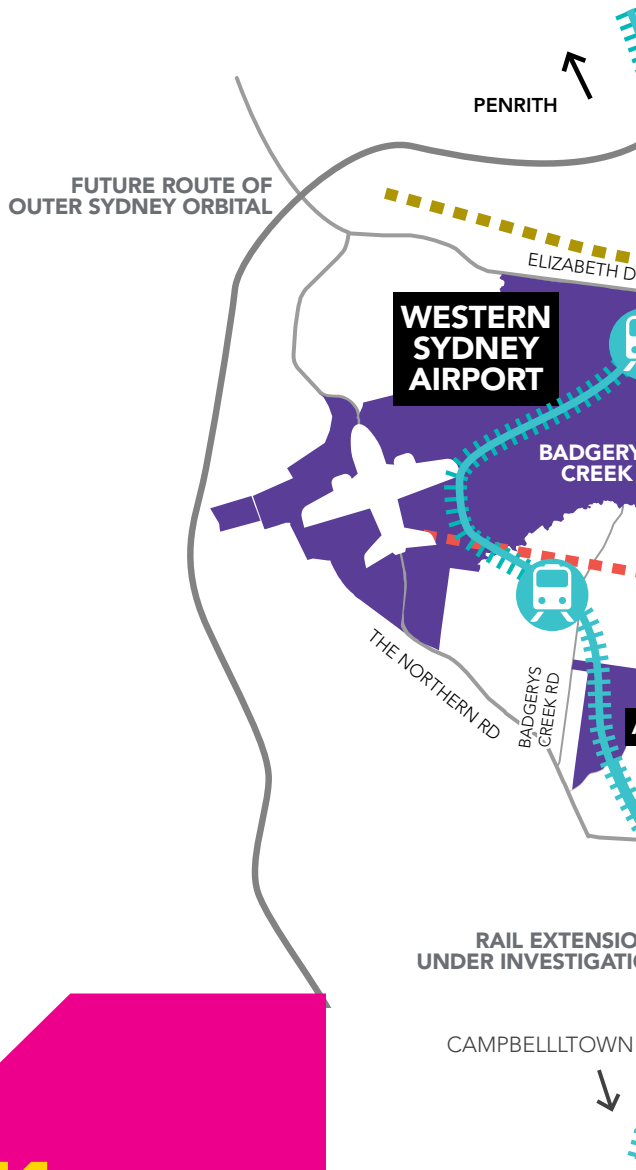
The Western Sydney City Deal, between the State and Federal Governments and eight councils in Western Sydney, was a huge win for the people of Liverpool.

The City Deal includes commitments to:

- Build a rail link to the new Western Sydney Airport by the time it opens in 2026;
- Establish an education precinct at North Bringelly, with trade training, a specialist science and maths high school and a new university;
- Open a Federal-State-Local Industry Attraction Office in Liverpool to attract jobs and industry to the aerotropolis;
- Create a $150 million Liveability Fund to support major community projects; and
- Open an Indigenous Opportunity Hub in Liverpool to support Aboriginal employment and businesses.

On their own, every one of these announcements would be a major win for Liverpool. Coming together on one day they have the potential to change the future of the city, with opportunities for residents to find work close to home, with access through good public transport and improved roads.

The establishment of the Western Sydney Industry Attraction Office in the CBD confirmed Liverpool's status as the premier airport city. In 2017 WSA Co, the company that will build and run the airport, opened in the heart of the city. Now we have this key industry office as well sending a very clear message: if you want to be part of the airport and the opportunities that will grow up around it, you need to be in Liverpool.



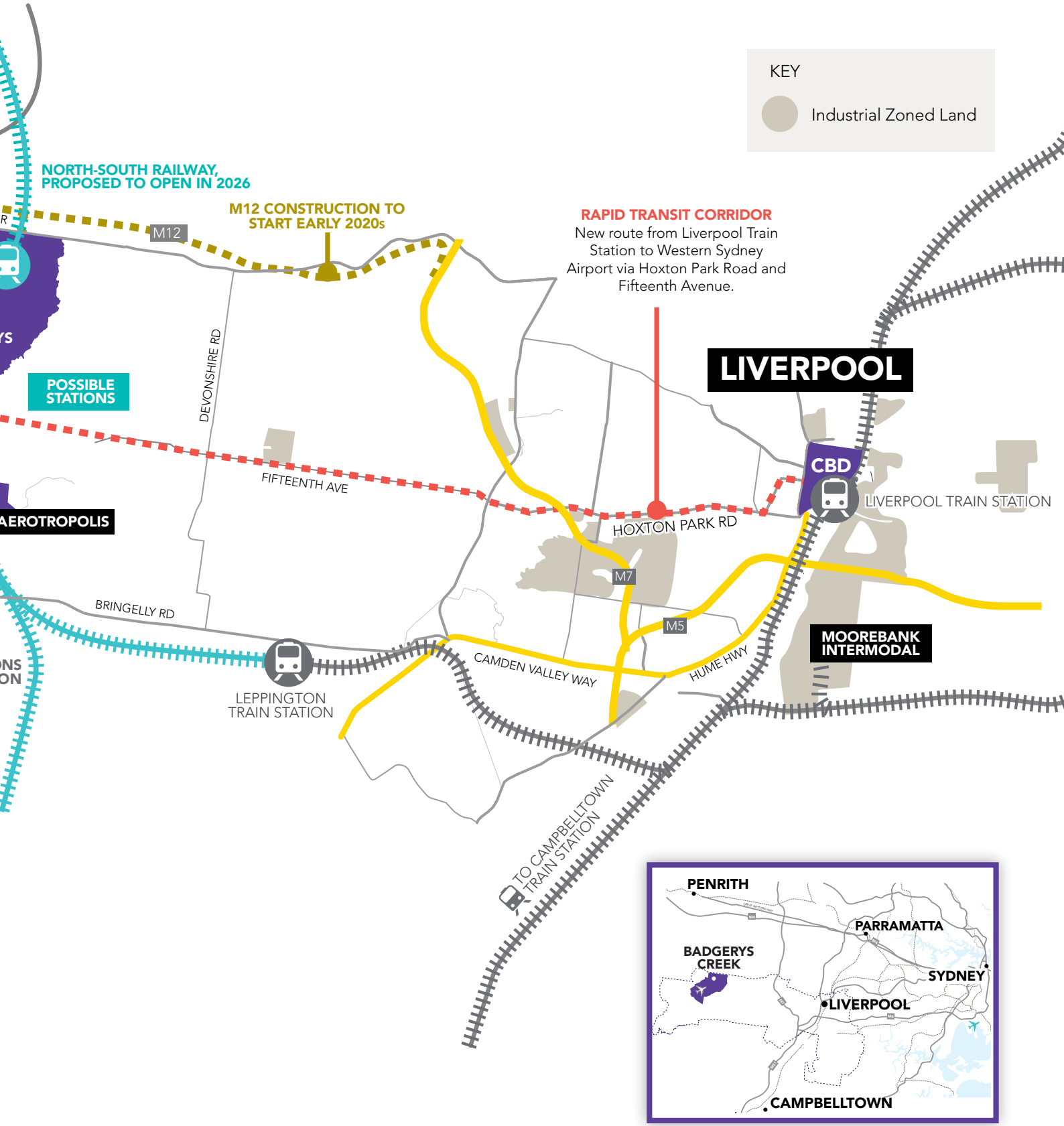
WSA CO OPENING ON SCOTT ST IS A VOTE OF CONFIDENCE IN LIVERPOOL.

Mayor Wendy Waller

WESTERN SYDNEY AIRPORT JOBS*

Western Sydney Airport will create around 11,000 jobs in construction and 28,000 in its operation.*

*WSA Co.



LIVERPOOL HEALTH, EDUCATION AND RESEARCH PRECINCT

1 WESTERN SYDNEY UNIVERSITY

Nursing, social work, anthropology, criminology and policing and will include a start-up incubator and tech-SME accelerator.
2500 STUDENTS IN 2018
www.westernsydney.edu.au

2 SOUTH WESTERN SYDNEY PRIVATE HOSPITAL

11,200 PATIENTS PER YEAR | 87 BEDS | FIVE OPERATING THEATRES | 300 STAFF
www.sydneysouthwestprivatehospital.com.au

3 LIVERPOOL HOSPITAL

The largest standalone hospital in Australia is at the heart of Liverpool's Health and Education precinct.
82,000 PATIENTS PER YEAR | 4500 STAFF | 1500 STUDENTS FROM UNSW AND WSU
www.swslhd.health.nsw.gov.au/liverpool

4 THE INGHAM INSTITUTE

The Ingham Institute for Applied Medical Research conducts world-class medical research.
300 RESEARCHERS | 30 SUPPORT STAFF
inghaminstitute.org.au

5 UNIVERSITY OF NEW SOUTH WALES (UNSW)

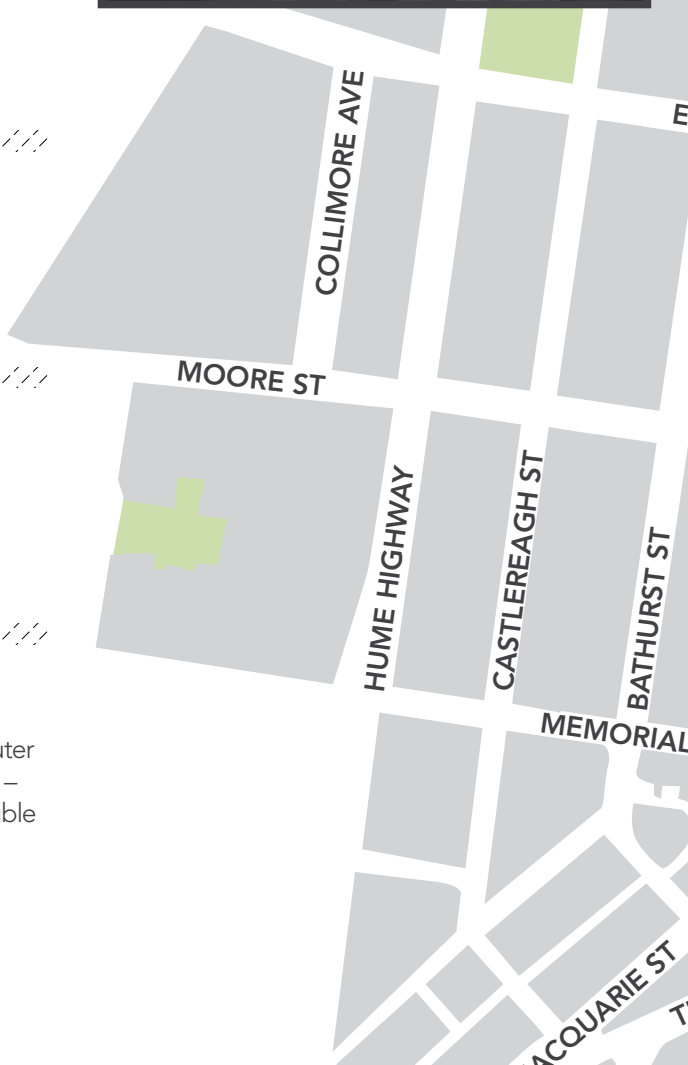
Has had a teaching presence at Liverpool Hospital for 25 years.
450 STUDENTS | 50 STAFF
www.unsw.edu.au

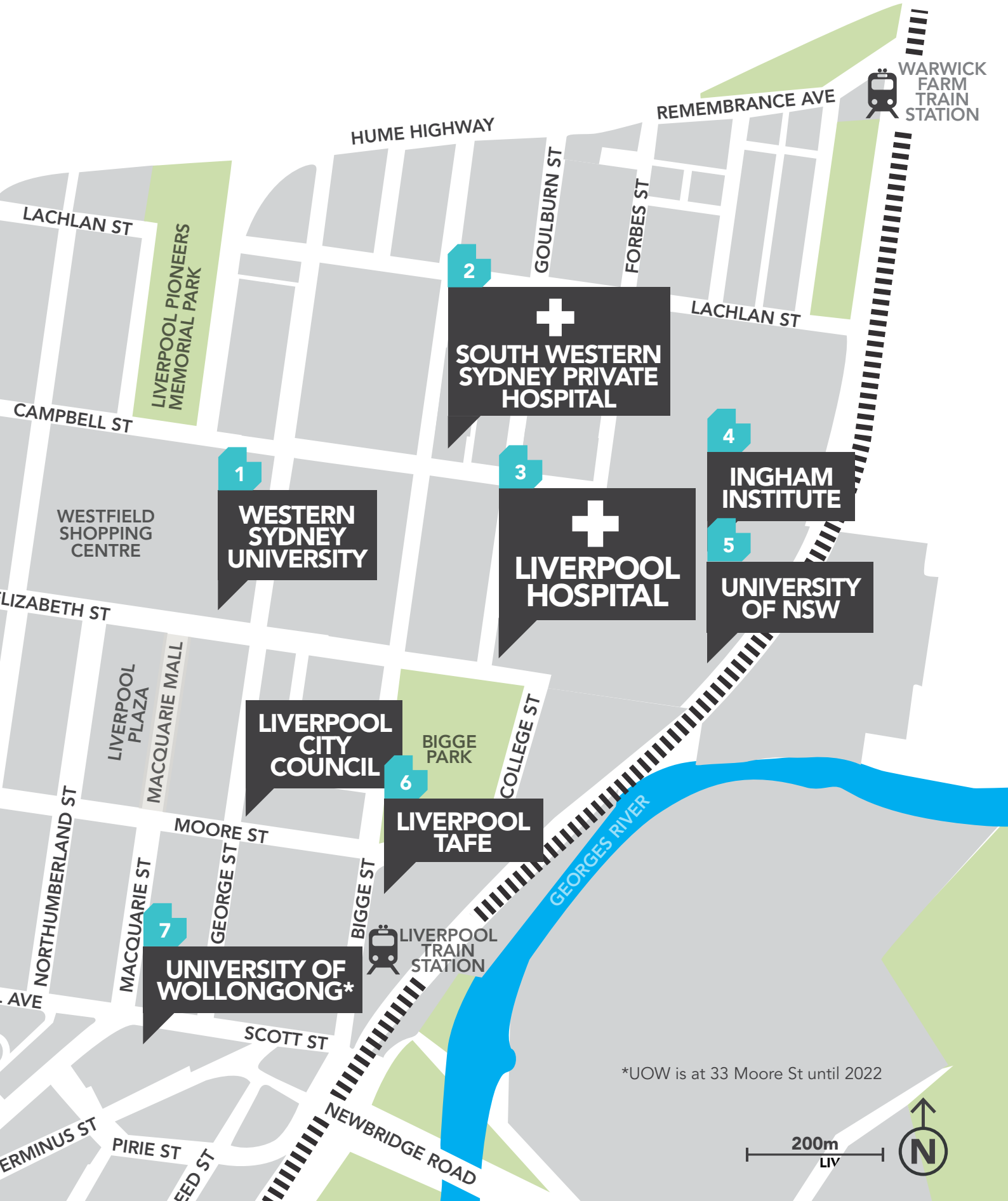
6 LIVERPOOL TAFE

Accounting and finance, business administration, human resources and hair and beauty therapy.
4000 STUDENTS
swsi.tafensw.edu.au/Colleges/find-a-college/Liverpool

7 UNIVERSITY OF WOLLONGONG

Bachelors of Arts, Business, Business Information Systems, Computer Science and Information Technology and will add Bachelor of Arts – Bachelor of Laws and Bachelor of Business – Bachelor of Laws double degrees in 2018.
7000 STUDENTS BY 2030
www.uow.edu.au




WARWICK FARM TRAIN STATION
REMEMBRANCE AVE
HUME HIGHWAY
GOULBURN ST
FORBES ST
LACHLAN ST
LIVERPOOL PIONEERS MEMORIAL PARK
2
SOUTH WESTERN SYDNEY PRIVATE HOSPITAL
LACHLAN ST
CAMPBELL ST
4
INGHAM INSTITUTE
1
WESTERN SYDNEY UNIVERSITY
3
LIVERPOOL HOSPITAL
5
UNIVERSITY OF NSW
WESTFIELD SHOPPING CENTRE
LIZABETH ST
LIVERPOOL PLAZA
MACQUARIE MALL
LIVERPOOL CITY COUNCIL
BIGGE PARK
COLLEGE ST
6
LIVERPOOL TAFE
GEORGES RIVER
MOORE ST
NORTHUMBERLAND ST
MACQUARIE ST
GEORGE ST
BIGGE ST
7
LIVERPOOL TRAIN STATION
UNIVERSITY OF WOLLONGONG*
AVE
SCOTT ST
*UOW is at 33 Moore St until 2022
NEWBRIDGE ROAD
ERMINUS ST
PIRIE ST
200m
N

OPPORTUNITIES FOR FUTURE GROWTH AND INVESTMENT

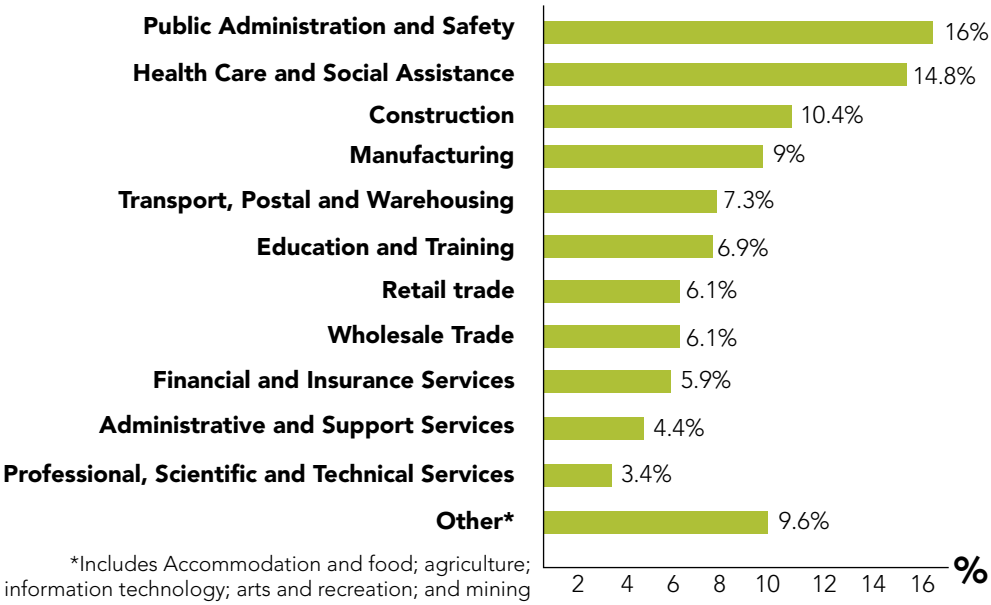
Key industry sectors with opportunities for future growth and investment include:

- Advanced manufacturing;
- Building and construction;
- Education;
- Health care and social assistance;
- Professional services;
- Retail;
- Transport and logistics.

Liverpool's population is projected to grow by 126,000, or more than 60%, to 331,000 by 2036, equating to an additional 6,300 people each year.[1] The majority of this growth is planned for the South West Growth Centre and will drive demand for additional services and boost the local labour pool available to businesses.

SOURCES: DEPARTMENT OF PLANNING, AUSTRALIAN BUREAU OF STATISTICS

LIVERPOOL'S GROSS REGIONAL PRODUCT BY INDUSTRY



*Includes Accommodation and food; agriculture; information technology; arts and recreation; and mining

SOURCE: REMPLAN, 2017

[1] NSW Department of Planning and Environment, 2016, New South Wales State and Local Government Area Population Projections

AN ACCESIBLE CITY

Liverpool has excellent access to road, rail, sea and air networks. South West Sydney is one of Australia's fastest growing freight hubs, with Liverpool providing direct access to regional, interstate and global markets. Liverpool's position as a freight and logistics hub will be further enhanced with the development of the Western Sydney Airport and Moorebank Intermodal Terminal.

ROAD

- The M5 Motorway, M7 Motorway and Hume Highway link directly to the CBD, Port Botany and the rest of the State;
- The new Western Sydney Infrastructure Plan establishes links to the Western Sydney Airport including the $1.6 billion Northern Road Upgrade, the $500 million Bringelly Road Upgrade and the $1.25 billion M12 motorway.

RAIL

- Strong passenger and freight rail infrastructure including Airport and East Hills, Bankstown, Inner West and Cumberland rail lines;
- The recently completed South West Rail Link has added two train stations servicing the South West Growth Area; the recent extension of the Southern Sydney Freight Line has enhanced freight access and will link to the Moorebank Intermodal Terminal.

AIR

- Western Sydney Airport will be a national and international gateway within the Liverpool LGA;
- Sydney Kingsford Smith Airport is 30 minutes' drive away.

SEA

- Port Botany, Australia's second largest container port accounting for one-third of Australia's container trade, is less than 30 minutes' drive from Liverpool;
- The development of Moorebank Intermodal Terminal will provide direct rail access to the port via the Southern Sydney Freight Line.

THE SEVEN-MINUTE CITY

Anchored by Liverpool Hospital, the Liverpool CBD is a walkable centre of learning and innovation for students and professionals and a vibrant hub of activity for residents. Dining options, shops and recreation spaces are all just a short stroll from public transport.

Workers, students and residents can eat, shop and take a break within a short stroll from transport connections.

The transformation of Macquarie Mall, the city's heart and its central shopping district, created a vibrant public space during the day and night.

The city's 'central park', Bigge Park, provides spaces for time out, recreation and community celebrations. The free touch-to-play water park and adventure play equipment are a great drawcard for families, free exercise classes are run in the park through Live Life Get Active and a pop-up café also operates in the park.

Liverpool hosts a range of vibrant festivals and events throughout the year where the City Centre comes to life.

Council has recently appointed a Precinct Coordinator to help drive further revitalisation and activation of the city centre.

CBD REZONING

Council has rezoned 25 hectares in the heart of Liverpool to reinvigorate the city and allow the construction of multi-purpose buildings that could include cafes, bars and restaurants, retail, child care centres, office spaces and residential uses.

This will mean an 18-hour economy with new residents living in Sydney's third CBD, close to transport, universities and the green space along the Georges River, and the creation of new jobs to build a vibrant new commercial and residential hub.

THE HODDLE GRID

New South Wales Colony Surveyor **Robert Hoddle**, who was later responsible for drawing up Melbourne's characteristic layout, drew his map of Liverpool in 1827, using the rectangular, easily navigable, street grid which makes Liverpool so easy to walk around.

JOIN THE GROWING LIST OF LEADING COMPANIES

There are 14,500 businesses in Liverpool ranging from sole traders to large, multinational companies.[2] They operate across many industries. Some of Liverpool's major businesses and institutions are listed below, including several that have recently relocated into the area as part of multi-million dollar investments.

AUTO
- McGrath AHG
- Peter Warren

CONSTRUCTION
- Lily Homes
- Masterton Homes
- Terra Civil
- WesTrac

EDUCATION
- Australian Careers Business College (ACBC)
- TAFE NSW
- University of Wollongong
- Western Sydney University

HEALTH/MEDICAL
- Liverpool Day Surgery
- Liverpool Hospital
- National Disability Insurance Agency
- NSW Ambulance
- NSW Health Share

MANUFACTURING
- ABB
- Centrum Printing
- Daikin
- Fresh Start Bakeries
- Fuji Xerox
- Goodman Fielder
- HPM Legrand
- Joyce Foam
- Prysmian
- Sphere Healthcare
- Toyota Material Handling
- Uniden Australia
- Wilson Gilkes
- W&S Plastics
- Sydney South West Private Hospital
- Electrolux
- CSR Limited

PROFESSIONAL SERVICES
- Brydens Lawyers
- Colliers
- Knight Frank
- Marsdens Law Group
- Shine Lawyers
- Slater & Gordon

PUBLIC SECTOR
- NSW Government Family and Community Services
- WSA Co
- Safework NSW
- Western Sydney Migrant Resource Centre

RETAIL TRADE
- Crossroads Homemaker Centre
- Fashion Spree
- Westfield Liverpool
- The Grove Homemaker Centre

SPORT AND RECREATION
- Australian Turf Club Warwick Farm
- Brighton Lakes Recreation and Golf Club
- Liverpool Catholic Club
- Michael Clarke Recreation Centre
- Moorebank Sports Club
- The William Inglis Hotel and Riverside Stables Warwick Farm
- Whitlam Leisure Centre

TRANSPORT AND LOGISTICS
- Aldi Distribution Centre – Prestons
- Big W Distribution Centre – Hoxton Park
- Blum
- Direct Freight Express
- Fr8 Service
- South West Motorway
- Mainfreight
- Moorebank Intermodal Company
- Qube
- Rohlig
- Swire Cold Storage
- Toll
- Transit Systems
- GWA Group Limited
- Fulfillment by Amazon
- DB Schenker

WASTE SERVICES
- Cleanaway
- Visy

[2] Australian Bureau of Statistics, 2016. Counts of Australian Businesses, including Entries and Exits

AN AFFORDABLE CITY

AFFORDABLE INDUSTRIAL LAND

Liverpool has over 955 ha of employment land with estates suited to different business needs.[3] All are well serviced by transport and utility infrastructure and have land available at prices considerably below other areas in Sydney.

Major developments such as Western Sydney Airport and the Moorebank Intermodal Terminal have led to an increased demand for land. Liverpool City Council encourages investors to seek further advice and act as early as possible.

Key employment precincts include:

- **Hoxton Park:** New 40 ha industrial estate located on the M7 Motorway with significant potential for freight and logistics;
- **Prestons:** Large industrial area comprising 343 ha and home to freight and logistics, manufacturing and urban services;
- **Moorebank:** Large industrial area comprising 336 ha with good access to the M5 Motorway and suited to freight and logistics and general industrial uses;
- **Chipping Norton:** Well-developed industrial estate comprising 101 ha located to the east of the local government area;
- **Crossroads:** Strategically located at the interchange of the M5 and M7 Motorways with 17 ha of land suited for bulky goods and logistics operations;
- **Orange Grove Road:** 22 ha industrial precinct providing support services to the adjacent Liverpool CBD;
- **Sappho Road:** Smaller industrial estate (18 ha) with lighter uses such as urban services and bulky goods.

Additional employment land will be planned and developed with the recent identification of the Western Sydney Airport Priority Growth Area by the NSW Government, with a focus on knowledge-intensive and technical industries to support the Western Sydney Aerotropolis.

[3] NSW Department of Planning and Environment, 2016, *Zoned employment land stocks by district, LGA and precinct at January 2014, 2015 and 2016*

Industrial Land Values 2017

Location	Land Values ($ per sq m)	Savings in Liverpool
Liverpool Region	$525	
South Sydney	$1200	56%
Central West Sydney	$650	19%
North Shore	$700	25%

SOURCE: URBIS, 2017

- Some of the lowest office rents in the Sydney metropolitan region;
- Opportunities for professional services looking to reach the rapidly growing regional population and businesses.

Commercial Office Rents – Newly Constructed A-Grade Stock

Location	Net Face Rent ($ per sq m)	Savings in Liverpool
Liverpool	$418	
Sydney CBD	$1025	59%
North Sydney	$750	44%
Parramatta	$538	22%

SOURCE: URBIS, 2017

- A vibrant and highly skilled workforce;
- A large number of university graduates and qualified tradespeople and technicians suited to the health, education, professional services, advanced manufacturing, transport and logistics, and construction sectors;
- An extensive network of world-class education and training facilities;
- Great quality of life for all residents and a lower cost of housing compared with other areas of Sydney, with wide variety of amenities.

Median Dwelling Prices and Rents, 2016

Area	Median Dwelling Prices ($A)	Median Weekly Rents ($A)
Liverpool	$725,000	$360
Sydney – Greater Metropolitan Region	$762,000	$520
Sydney – Inner Ring	$1,125,000	$685

SOURCE: NSW DEPARTMENT OF FAMILY AND COMMUNITY SERVICES, 2016

LIVERPOOL CITY COUNCIL

LIVERPOOL THE GREAT SOUTH WEST

Liverpool Council recognises the importance of generating business investment and employment growth for Liverpool. Council's City Economy Team is here to help with services for prospective and existing businesses including:

- Information to assist investment decisions;
- Support for new developments;
- Business and networking events.

Further contacts

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Chief Executive Officer

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