

# LIVERPOOL ECONOMIC DEVELOPMENT STRATEGY 2019-2029



# LIVERPOOL CITY COUNCIL'S ECONOMIC DEVELOPMENT STRATEGY 2019 - 2029

**Liverpool City Council's Economic Development Strategy 2019–2029 has been formulated in collaboration with the business and residential community and key stakeholders.**

The strategy outlines the key economic priorities, actions and targets that will guide the growth of Liverpool's economy, reflecting the business and residential community's aspirations of generating employment and investment opportunities across the local government area. It aligns with the community's vision of a Liverpool that is rich in nature, rich in opportunity and creating community; our place to share and grow.

This Economic Development Strategy has been refreshed in 2018 to incorporate the latest demographic data from the Australian Bureau of Statistics 2016 Census and other key economic and population projections. This is to ensure it continues to enable internal and external stakeholders to make informed regional investment decisions.



# COUNCIL'S ECONOMIC DEVELOPMENT PRIORITIES



## Key ingredients in underpinning Liverpool's future growth will be:

- **Land use planning that balances economic opportunities with environmental requirements;**
- **Improved freight and passenger transport, continued investment in key infrastructure projects by public and private sector interests; and**
- **A growing, trained workforce to support contemporary business needs.**

The opening of the Western Sydney Airport and confirmation of a dedicated business hub at Badgerys Creek will catalyse investment in a wide range of knowledge-intensive industries. It will create an Aerotropolis that will generate significant employment and economic opportunities for the City and broader South West region.

The City Economy Unit of Liverpool City Council will support the implementation of Council's key directions as outlined in its *Our Home, Liverpool 2027 – Community Strategic Plan*: to generate opportunity across Liverpool and lead through collaboration. Council will address the business and residential community's central priorities of supporting economic growth, including employment and investment options and proactively leading the community, while continually engaging the community to ensure an aligned vision by:

- Attracting businesses for economic growth and employment opportunities;
- Creating an attractive environment for investment; and
- Increasing community engagement.

A series of strategies, with accompanying actions and targets has been established so progress can be monitored and, where necessary, approaches adapted to ensure outcomes are achieved.

A snapshot of the opportunities for economic development in Liverpool and the impediments that must be managed is presented on the next page.



# LIVERPOOL OPPORTUNITIES AND CHALLENGES

## Industry Development

### Opportunities

- Development of the Western Sydney Aerotropolis
- Health and education support services and medical research;
- Continued expansion of transport and logistics sectors, driven by the Moorebank Intermodal Terminal;
- Continued expansion of the retail sector;
- Attraction of professional services, including public sector functions;
- Continued strong growth in construction and advanced manufacturing; and
- Significant areas of employment lands, providing competitive industrial and commercial land once serviced.

### Challenges

- Positioning Liverpool as a business and commercial destination of choice;
- Declining national manufacturing trends;
- Availability of suitable commercial office space;
- Ensuring investment in enabling infrastructure keeps pace with the growing needs of business and industry; and
- Ensuring employment lands are serviced in line with industrial and commercial demand and development needs.

## Infrastructure

### Opportunities

- Development of Western Sydney Airport;
- Implementation of the Western Sydney Infrastructure Plan, including construction of Northern Road Upgrade, Bringelly Road Upgrade and M12 motorway;
- The Western Sydney City Deal, which will drive economic development in the new Western Sydney Aerotropolis, and coordinate attracting infrastructure investment;
- Employment and investment;
- Land use planning to improve housing affordability in the region;
- Development of the Moorebank Intermodal Terminal;
- Access to major rail/road passenger and freight routes (M5, M7, South West Rail Line, Southern Sydney Freight Line);
- Holsworthy military base upgrade and relocation of the School of Military Engineering; and
- Liverpool Hospital and Ingham Institute of Applied Medical Research.

### Challenges

- Public transport links to Sydney CBD must be enhanced;
- Ensuring transport links to the Western Sydney Airport are well-integrated and planned;
- Growing population, construction of Moorebank Intermodal Terminal and Western Sydney Airport will place further pressure on existing transport networks; and
- Traffic congestion in and around the Liverpool City Centre.

## Land Use/Planning

### Opportunities

- Improved speed and certainty of Liverpool City Council Development Approval processes;
- Industrial land availability, including lots over 5ha;
- Designation of Liverpool as a Strategic Centre and Collaboration Area in the Greater Sydney Commission's Western City District Plan and in NSW's Government's, *A Plan for Growing Sydney*;
- The release of the NSW Government's draft Land Use Infrastructure Implementation Plan;
- Council's Local Environmental Plan and Development Control Plan amendment rezoning land in the city centre to mixed use; and
- Georges River lifestyle precinct.

### Challenges

- Managing infrastructure and employment land needs to sustain projected population growth (over 331,000 residents by 2036) ; and
- Accommodating 30,000 jobs in the combined Liverpool city centre and Georges River Precinct (long-term employment strategy of Georges River Precinct Plan).

## Skills and Employment

### Opportunities

- A Liverpool health and education super precinct, including Liverpool Hospital, Sydney Southwest Private Hospital, Ingham Institute of Applied Medical Research, University of Wollongong, Western Sydney University, University of NSW and TAFE NSW;
- Western Sydney Aerotropolis;
- Strong training capability through TAFE NSW;
- Major projects completed or underway: Liverpool Hospital, South West Rail Link, Holsworthy Barracks, Western Sydney Infrastructure Plan, Liverpool Civic Place, Papermill redevelopment, Riverside Stables and William Inglis Hotel;
- Leading universities in Liverpool; and
- Private colleges and schools to tap into school age population.

### Challenges

- Pockets of social disadvantage and high unemployment, particularly youth unemployment, and in culturally and linguistically diverse communities;
- The distribution of jobs across Liverpool's suburbs; and
- More than 70% of employed people in Liverpool commute out of the area for work.

# COUNCIL'S KEY ECONOMIC PRIORITIES

The Liverpool Economic Development Strategy is Council's road map to guide the growth of the local government area's economy for the next five to 10 years.

Council's Economic Development Strategy reflects key economic and community priorities in Council's *Our Home, Liverpool 2027 – Community Strategic Plan*, which has been created after extensive consultation with business and residential communities.

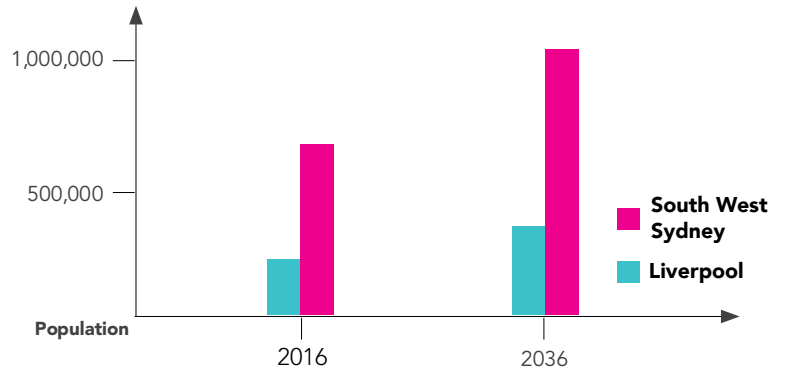
The Strategy is aligned with NSW Government and regional objectives, in particular *A Plan for Growing Sydney's* goal to create a competitive economy with world-class services and transport. The Strategy also aligns with the Greater Sydney Commission's *Western City District Plan*, which identifies regional planning priorities and actions to achieve a productive, liveable and sustainable Global Sydney.

The Strategy is also consistent with the *Regional Development Australia Sydney Regional Plan* goals to pursue industry development that creates more diverse and innovative jobs closer to home, foster social inclusion through economic and workforce means and develop and promote innovative place-based solutions for economic growth.



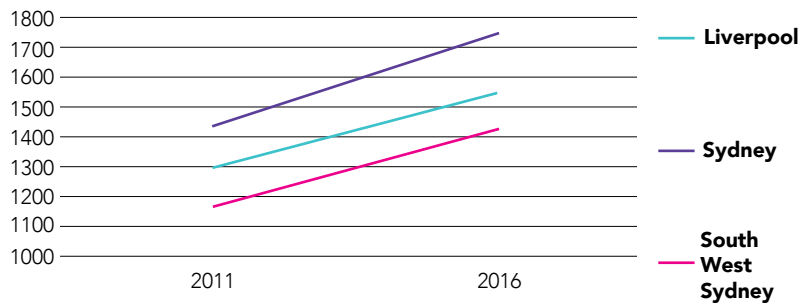
# LIVERPOOL DATA AND TRENDS

## Liverpool population projections

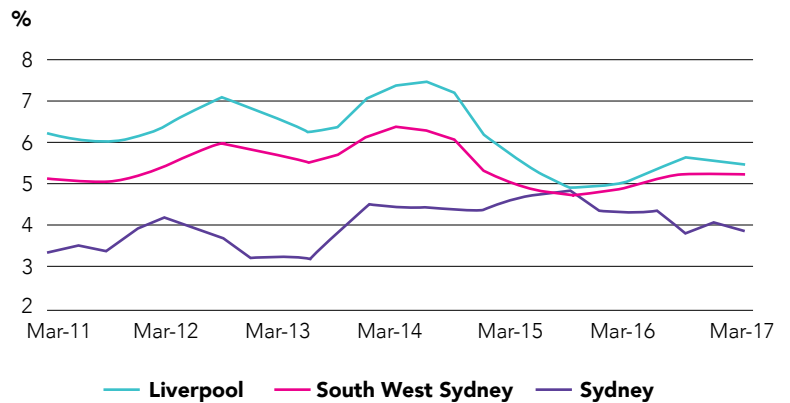


## Household income (\$ per week) – Liverpool, South West Sydney and Sydney

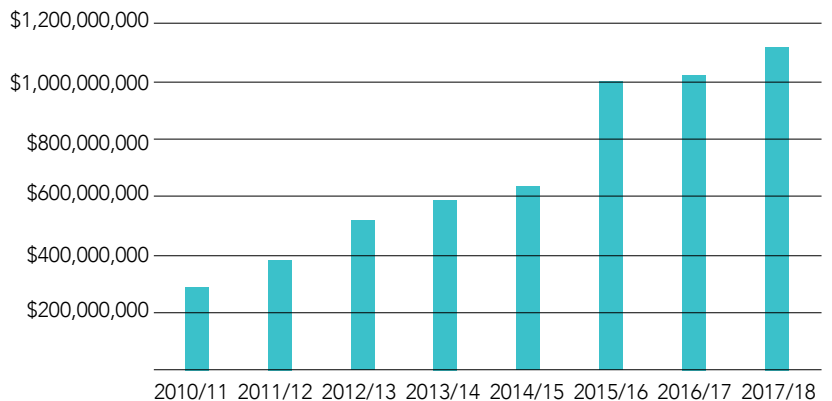
Note: \*Sydney is defined by the ABS region Greater Capital City Statistical Area  
 \*\*South West Sydney is defined as the ABS region South West Sydney SA4



## Comparative unemployment trends – Liverpool, South West Sydney and Sydney



## Value of Liverpool Development Applications determined



# DIRECTION:

## GENERATING OPPORTUNITY

### LIVERPOOL CITY COUNCIL WILL:

**Attract businesses for economic growth and employment opportunities.**

#### Action

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<b>G.2.1</b>	<b>Attract new jobs within Liverpool's industry focus areas</b>
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#### Ongoing measures

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- Facilitate four major employment generating projects;
  - Facilitate 20 solutions on major projects;
  - Facilitate the creation of 2500 new jobs;
  - Advocate for 10 per cent of new jobs created to be for local residents; and
  - Record new businesses opened/registered.
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#### Action

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<b>G.2.2</b>	<b>Market Liverpool as a business destination</b>
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#### Target/Measures

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- Engage 20 new and ongoing partnerships;
  - Develop and use four communication tools and resources for investment attraction;
  - Pitch to 12 significant stakeholders and businesses to market Liverpool as a business destination;
  - Facilitate eight major events;
  - Organise 10 smaller business industry focused events;
  - Distribute six business e-newsletters;
  - Increase subscription to business e-newsletter by 10 per cent from baseline figure;
  - Track e-newsletter open rate;
  - Generate 30 leads and contacts from attendance at conferences and events;
  - Generate 52 leads in relation to Western Sydney Airport; and
  - Generate 100 leads and opportunities from all sources.
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## Action

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<b>G.2.3</b>	<b>Develop the economic capacity of local businesses and residents</b>
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### Ongoing measures

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- Obtain 50 referrals to State/Federal initiatives (incl. Business Connect); and
- Support six businesses via Pop Up Program.

### To be completed in 2019/20

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- Develop and plan a framework to deliver the Liverpool Skills Exchange in 2019/20.
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## Action

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<b>G.2.4</b>	<b>Progress Liverpool as an Innovation City</b>
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### To be completed in 2018-19

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- Develop a partnership proposal with a start-up accelerator – December (\$30,000);
  - Complete Federal Government Smart Cities Smart Pedestrians Project – June (\$104,000); and
  - Develop Innovation Strategy – June (\$30,000).
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# DIRECTION:

## GENERATING OPPORTUNITY

### LIVERPOOL CITY COUNCIL WILL:

**Create an attractive environment for investment.**

#### Action

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<b>G.3.1</b>	<b>Activate and develop vibrant places that attract residents, visitors and workers to Liverpool</b>
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#### Ongoing measures

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- Undertake four activation projects/events across the CBD;
- Commit \$55,000 to Shopfront Façade Upgrade Program;
- Deliver eight banner and flag campaigns; and
- Deliver Eat Your Heart Out – August.

#### To be completed in 2018-19

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- Implement Activation Strategy – June; and
  - Adopt and begin implementation of Destination Management Plan – June.
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# DIRECTION:

## LEADING THROUGH COLLABORATION

**LIVERPOOL CITY COUNCIL WILL:**  
**Increase community engagement.**

### Action

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<b>L.2.3</b>	<b>Develop and participate in business community consultation</b>
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### Ongoing measures

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- Consult with 10 external committees and forums;
  - Provide policy advice to significant stakeholders on strategies;
  - Provide advice to significant stakeholders on policy papers; and
  - Provide policy advice on significant initiatives.
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Connect



# LIVERPOOL SYDNEY'S GREAT SOUTH WEST

Liverpool City Council recognises the importance of generating business investment and employment growth for Liverpool. Council's City Economy team is ready to assist with support and services for organisations interested in establishing in Liverpool.

These include:


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

## Further contacts

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