

LIVERPOOL GOES GLOBAL



LIVERPOOL
CITY
COUNCIL





MAYOR'S MESSAGE



Liverpool is taking on the world as a hub of innovation, strategically located in Australia's most populous state with an amazing opportunity to reach a global audience via the Western Sydney Airport. As the first tenders go out for works associated with Western Sydney Airport, Liverpool is already fostering the innovation and global investment vital to support this once-in-a-generation opportunity.

Liverpool is the strategic commercial centre of South West Sydney and has a strong, thriving and diverse economy. Our Gross Regional Product (GRP) is \$9.7 billion, up \$1.2 billion in the past five years. We are attracting the very best in key industries like manufacturing, health, education, and transport and logistics. The economy is supported by access to industrial, commercial and residential lands at competitive rates.

Liverpool's status will be further enhanced with the development of the Western Sydney Priority Growth Area and Greater Sydney Commission Collaboration Area, which will see greater investment and collaboration in the region from all three levels of government.

The Liverpool Local Government Area will be home to the Western Sydney Airport, providing a national and international gateway entirely within the LGA. It will catalyse investment in a wide range of sectors, creating an Aerotropolis that will generate significant employment and economic opportunities, including the creation 31,000 new jobs by the time planes start to take off.

The Western Sydney City Deal also represents a major opportunity for Liverpool. The City Deal will involve a collaborative partnership across all levels of government to enhance employment and investment attraction and infrastructure investment to unlock the economic potential of the region.

The business landscape in Liverpool is rich with opportunity. Liverpool Council is ready for the challenges ahead and it's vital we work together with our business community and our residents to make sure we reap the benefits for current and future generations.

A handwritten signature in black ink, appearing to read 'Wendy Waller'.

MAYOR WENDY WALLER

A CITY OF OPPORTUNITIES

The Liverpool health and education precinct is home to world class research, innovation and training institutions. The health and education sectors in Liverpool together account for 13,000 jobs and generate more than \$1.2 billion in economic activity³, cementing Liverpool as a 'smart' city with leading health research capabilities.

Liverpool is an ideal location for manufacturing, wholesale, and transport and logistics organisations, with extensive connectivity to key road and rail infrastructure networks and ready access to Greater Sydney. The development of the Moorebank Intermodal Terminal and key infrastructure upgrades being delivered as part of the \$3.6 billion Western Sydney Infrastructure Plan, reinforce Liverpool as a freight and logistics hub.

Liverpool City is undergoing an economic transformation that has seen it establish itself as Sydney's "third city". Liverpool has a young, growing, and culturally diverse population, which has increased from 188,100 in 2011 to more than 210,000 in 2017. Liverpool's population is expected to grow a further 60% to 331,000 by 2036⁵, driving demand for additional services in the region and boosting the local labour pool. With 57% of all households speaking a language other than English at home, and more than 140 languages spoken across the LGA, Liverpool is a gateway to the world.

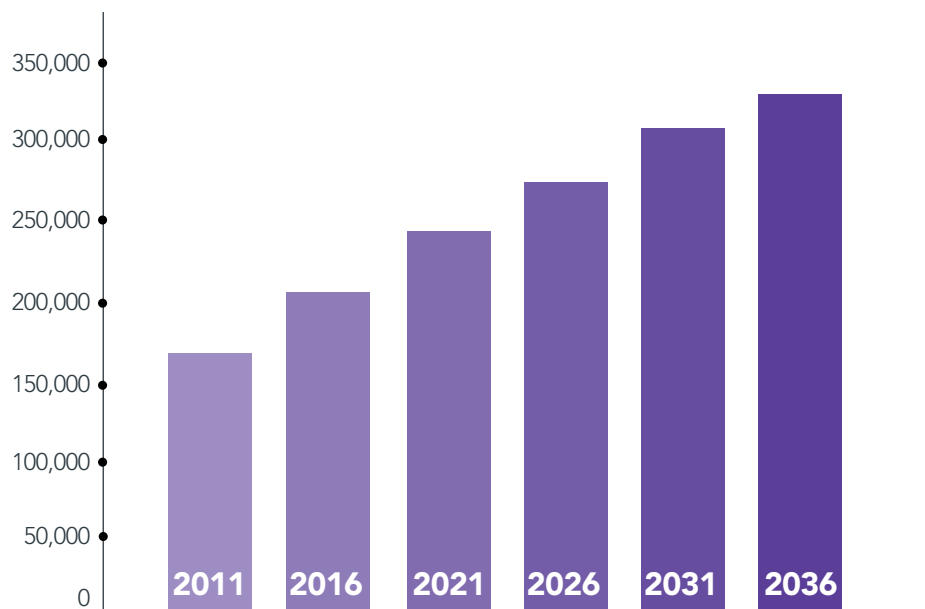


FIGURE 1 – Liverpool's growing population, 2011-2036

Source: ABS, NSW Department of Planning and Environment

¹ REMPLAN, 2017

² Australian Bureau of Statistics, 2017, *2016 Census of Population and Housing*

³ NSW Department of planning and Environment, 2016, *New South Wales State and Local Government Area Population Projections*

LIVERPOOL CITY FAST FACTS

\$9.7 billion
GROSS REGIONAL PRODUCT

305
SQ KM



POPULATION IN 2017

210,000

POPULATION IN 2036

331,000

UNEMPLOYMENT
RATE **5.4%**



LABOUR
FORCE
100,289

A CITY BEING TRANSFORMED

The \$5.6 billion Western Sydney Airport will be wholly within the LGA and will cater for up to 10 million passengers annually. The construction of the airport will generate \$1.9 billion in economic activity in Western Sydney⁶ and 11,000 jobs. The airport will need 8700 staff while another 6600 jobs will be created in the airport precinct. The 24-hour Aerotropolis will include a dedicated business hub providing access to key airport-supporting industries and will accommodate as many as 4400 additional jobs by 2031.⁷

The continued transformation of Liverpool is being further enhanced by the recent establishment of the Western Sydney Priority Growth Area by the NSW Government and designation of Liverpool as a Collaboration Area by the Greater Sydney Commission. These initiatives will combine to provide better access to jobs within and around the airport and additional funding for essential infrastructure and services for residents and to support delivery of a diverse range of housing and affordable housing development close to transport.

The Western Sydney City Deal also represents a major transformation point for the City. The City Deal will ensure a coordinated delivery of the Western Sydney Aerotropolis, while coordinating infrastructure investment, employment and investment attraction and land-use planning to improve housing affordability to facilitate economic growth in the region.

Finally, the redevelopment of the Georges River Precinct will transform Liverpool into a true river city with a vibrant mix of residential, employment and activity uses and enable riverfront retail and daytime, evening and weekend activation. A focus of the Precinct will be providing greater accommodation for key growth and high-value sectors such as health and education, with Stage 1 of the redevelopment expected to provide an additional 1500 knowledge-intensive jobs within the City by 2030.⁸



⁶ Department of Infrastructure and Regional Development, 2016, *An airport for Western Sydney: Building Western Sydney's future*

⁷ Department of Infrastructure and Regional Development, 2016, *An airport for Western Sydney: Building Western Sydney's future*

⁸ Liverpool City Council, 2016, Georges River Precinct (Draft) Plan



DRIVING GROWTH IN THE SOUTH WEST

Liverpool will continue to drive and catalyse economic growth and development across the South West as the economic engine room of the region. Its role as the strategic commercial centre will be further enhanced with a significant pipeline of industry and private-sector investment being delivered over coming years, more than 122,000 jobs are expected to be accommodated within Liverpool by 2036.

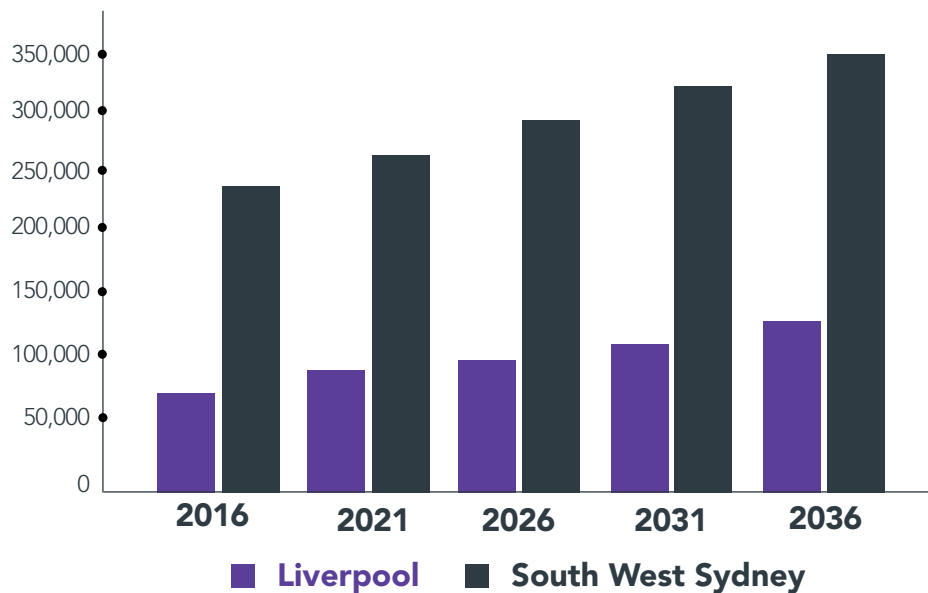


FIGURE 2 – Employment projections for Liverpool and the South West

Source: Transport for NSW

Key investments that will mean Liverpool continues to drive growth include the \$140 million Riverside Stables and luxury 144-room William Inglis Hotel at Warwick Farm, the \$30 million expansion of the Mecure Hotel in Liverpool, the recently completed \$870 million upgrade of Holsworthy Barracks and relocation of the School of Military Engineering.

Within the education sector, major investments include Western Sydney University's soon-to-be completed Higher Education Centre in the Liverpool CBD which will accommodate around 2470 students within its first 12 months⁹ and the establishment of University of Wollongong's South Western Sydney Campus which will be within Liverpool's new Civic Place Development. The growing student population will increase pedestrian foot traffic within the city centre, supporting retail and hospitality trade and contributing to the vibrancy of the city.

In recognition of Liverpool's growing population and importance to the South West, it is now home to a new NSW Ambulance Superstation, one of the biggest in the southern hemisphere¹⁰, while the Department of Family and Community Services is relocating more than 250 jobs to Liverpool, having already moved 160 jobs in 2014¹¹, further bolstering the local economy.

Growth will also continue to be driven by the Western Sydney Priority Growth Area which will provide planning for significant areas of employment lands, providing ready access to competitive industrial and commercial land for Liverpool-based businesses. Major parcels of prime industrial land with great transport links are available in Liverpool at values up to 56% lower than other areas in Sydney.

TABLE 1 – Industrial Land Values

Region	Land value (\$ per sq.m.)	Savings in Liverpool
Liverpool Region	\$525	
South Sydney	\$1200	56%
Central West Sydney	\$650	19%
Western Sydney	\$550	5%
North Shore	\$700	25%

Source: Urbis



⁹ Western Sydney University, 2016, *Western Sydney University ready to move into new Higher Education Centre in Liverpool*, see: https://www.westernsydney.edu.au/newscentre/news_centre/more_news_stories/western_sydney_university_gets_ready_to_move_into_its_multi-million_dollar_campus_in_liverpool

¹⁰ NSW Ambulance, 2016, *Work under way on Liverpool's superstation*, see: <http://www.ambulancesuperstations.health.nsw.gov.au/News-and-Publications/newsletter/January-1/Work-well-underway-on-Ambulance-Superstation-for-L>

¹¹ NSW Department of Facility and Community Services, 2015, *New jobs to bolster Liverpool economy*, see: https://www.facs.nsw.gov.au/about_us/media_releases/media_release_archive/new-jobs-to-bolster-liverpool-economy

¹² University of Wollongong, 2016, *University of Wollongong announces South Western Sydney Campus in Liverpool*, see: <http://media.uow.edu.au/releases/UOW213548.html>

A LEADING KNOWLEDGE PRECINCT

Liverpool is a leading knowledge precinct in the South West, home to the Liverpool health and education precinct which contains world-class institutions such as Liverpool Public Hospital, Sydney Southwest Private Hospital and leading research organisations such as the Ingham Institute of Applied Medical Research.

Liverpool's status as a centre of research, innovation and training will be significantly enhanced by the expansion of NSW's leading universities in Liverpool, increasing opportunities for research, education, technology and research investment in the region.

The University of Wollongong has recently established the South Western Sydney campus in Liverpool and will open the Western Sydney Nursing Education and Research Centre in 2020. The university has plans to accommodate more than 7000 students by 2030¹². Western Sydney University's new Higher Education Centre will open its doors to students in 2018, further strengthening the relationships the University's School of Medicine has with the region and Liverpool Hospital.

The University of NSW will continue to train the region's next generation of medical students through its South Western Sydney Clinical School in partnership with Liverpool Hospital. TAFE NSW trains 10,000 students at its Miller and Liverpool campuses. The University of Sydney has identified the potential of its significant land holdings adjacent to the Western Sydney Airport.

Support for start-up technology and 'smart' businesses in Western Sydney will be enhanced, with Western Sydney University's Launch Pad relocating to facilities in the new Higher Education Centre when it opens. The Launch Pad provides a collaborative work space and specialist advice, mentoring, networking and training. Council is also exploring the feasibility of developing a smart working hub to further enhance the range of co-working and collaborative work spaces available in the South West Sydney.

The Western Sydney Aerotropolis will also enhance Liverpool's status as a knowledge precinct, enabling an agglomeration of engineering, aeronautic, avionic, defence and related industries and providing residents access to 'smart', high-tech jobs in a range of knowledge-intensive industries.



¹³ <http://www.dailytelegraph.com.au/newslocal/south-west/old-paper-mill-site-on-georges-river-will-be-developed-into-residential/news-story/e5b2e75b0df973bb2298f4b48eda4825>

A REVITALISED AND ATTRACTIVE CITY CENTRE

Liverpool's city centre is undergoing a revitalisation in keeping with its status as the strategic commercial centre of the South West. Council-led initiatives will transform the City into a true riverfront city with a vibrant mix of uses, creating a place that is attractive to work in and draws people from across the South West Sydney region.

Council's Georges River Precinct Plan will promote redevelopment and activation of the riverfront by enabling a concentrated mixed-use development while enhancing public access and amenity of Liverpool's riparian environment. A focus of the precinct will be accommodating key growth and high value sectors such as health and education and enhancing employment precincts to assist Liverpool achieve its long-term goal of 30,000 jobs in the combined Liverpool city centre and Georges River Precinct.

TABLE 2 – Commercial office rents – newly constructed A grade stock

Region	Net Face Rent (\$ per sq. m.)	Savings in Liverpool
Liverpool	\$418	
Sydney CBD	\$1025	59%
North Sydney	\$750	44%
Parramatta	\$538	22%
North Shore	\$700	25%

Source: Urbis

Note: Net Face rents based on A Grade rents as at July 2017 for newly constructed accommodation.

The revitalisation of the City is being spurred by a mix of public and private developments. The \$600 million redevelopment of the old paper mill site on Georges River will accommodate more than 1000 apartments when complete¹³ and catalyse further riverfront activation.

The rejuvenation and activation of the southern end of the Liverpool CBD will be driven by the Liverpool Civic Place development that will create an attractive employment, commercial, recreational and residential space in the city centre. The Liverpool Civic Place will include Council offices and Chambers, a new library and community hub, the University of Wollongong's South Western Sydney campus, student accommodation, a 4.5 star hotel, new public domain, and commercial and residential uses.

The revitalisation of the City centre is being supported by Council's Local Environmental Plan and Development Control Plan amendment, which involves rezoning 121,000 sq. m. of land in the City centre from commercial to mixed use. This will lead to more diverse, vibrant and creative activities in the heart of Liverpool. Revitalisation of key areas in the city centre, including the Bigge Park redevelopment, will further enhance the attractiveness of the City centre as a place to work, live and invest.

¹⁴ Department of Infrastructure and Regional Development, 2017, Moorebank Intermodal Terminal Project, see: <http://investment.infrastructure.gov.au/funding/projects/moorebank.aspx>

¹⁵ Roads and Maritime Services, 2017, *Western Sydney Infrastructure Plan*

A FREIGHT AND LOGISTICS HUB WITH CONNECTIVITY TO GREATER SYDNEY

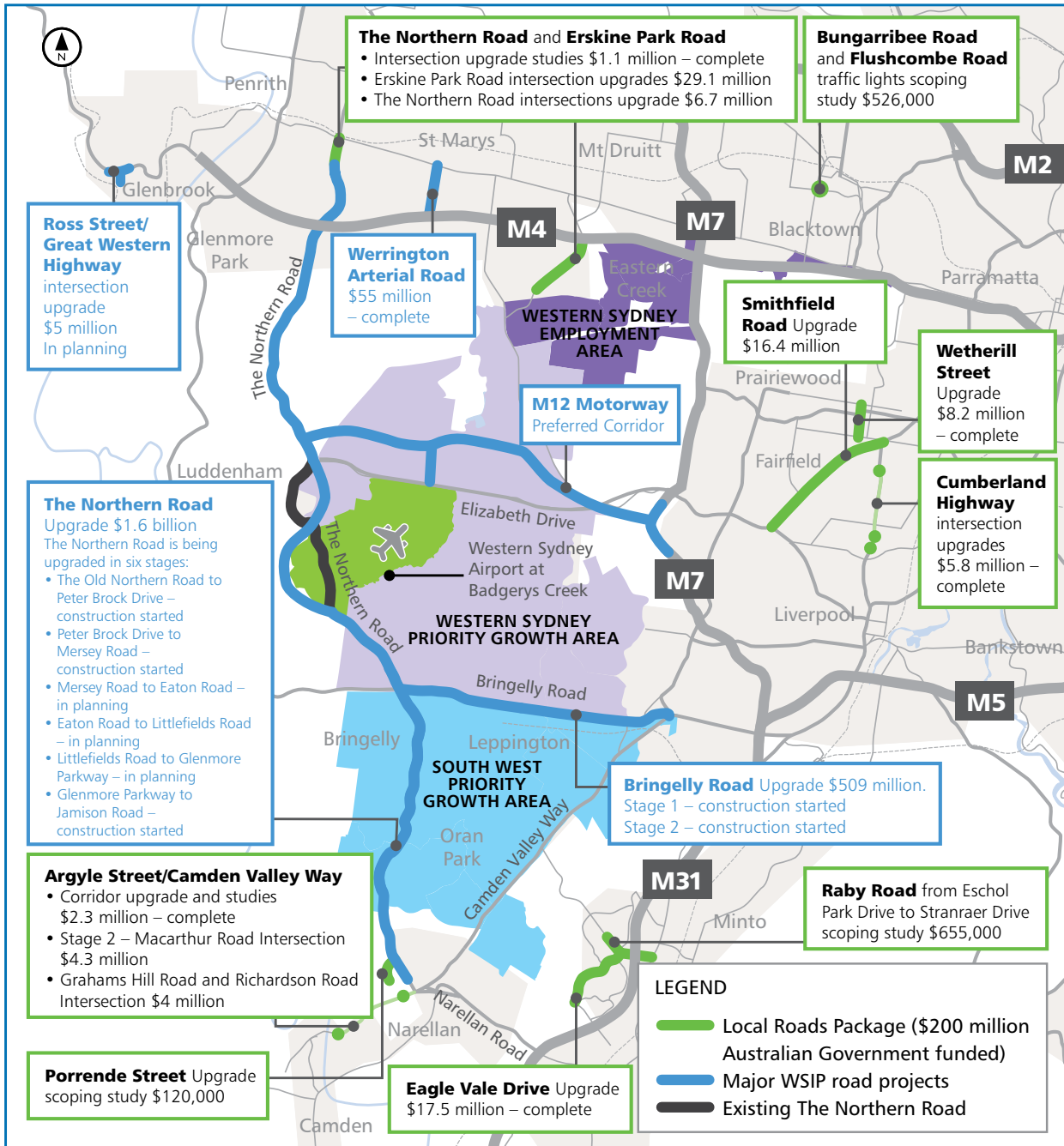
Liverpool continues to consolidate its position as the freight and logistics hub of South West Sydney, with direct access to regional, interstate and global markets. Liverpool is strategically positioned, with direct access to the Southern Sydney Freight Line and access to the M5 and M7 motorways and Hume Highway, is within 30 minutes' drive to Kingsford Smith Airport and Port Botany.

Liverpool's position as a freight and logistics hub will be significantly enhanced with the development of the Moorebank Intermodal Terminal, which will be the largest freight infrastructure project in Australia. Scheduled to commence import-export freight operations in late 2018, the terminal will handle more than one million import-export containers a year and half-a-million interstate containers a year. It will also provide around 6800 new jobs directly from intermodal activities and in related industries and surrounding businesses in the South West.¹⁴

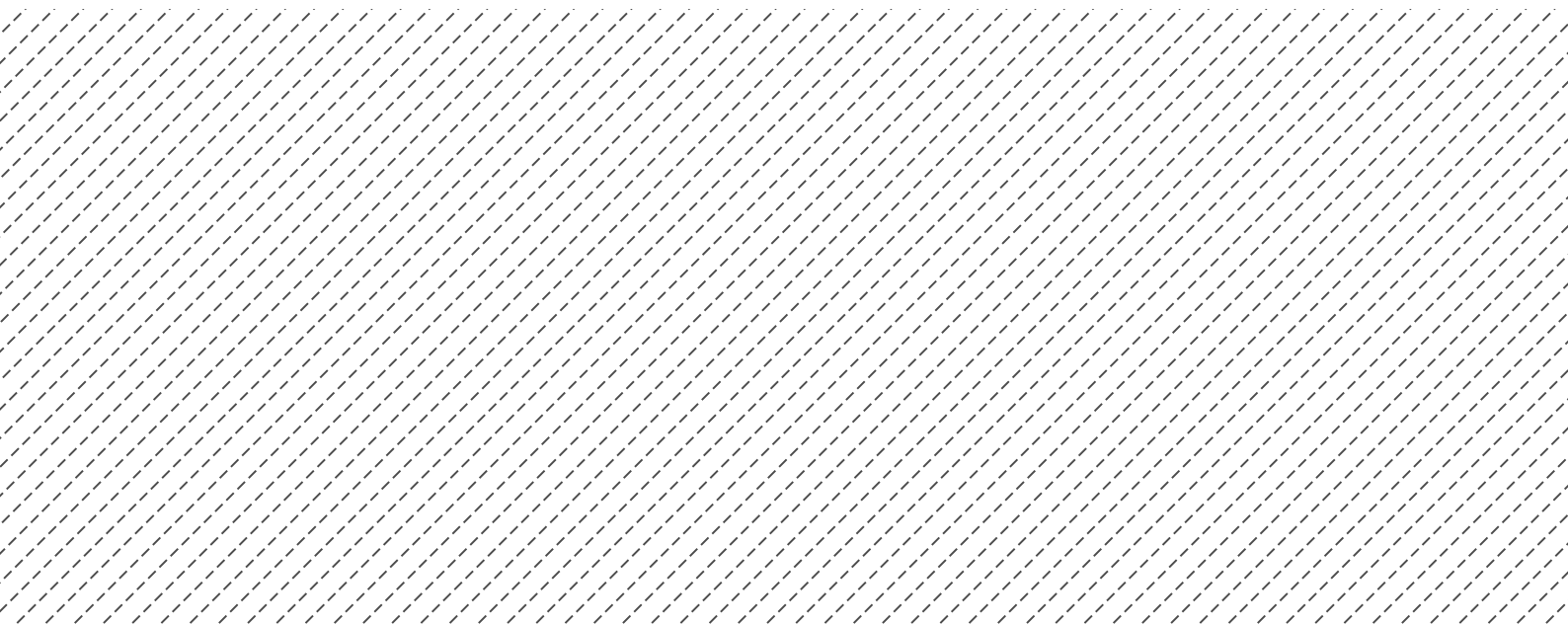
Connectivity and access to markets will be enhanced by the NSW Government's \$3.6 billion Western Sydney Infrastructure Plan, which will deliver critical new and upgraded infrastructure to support integrated transport across the South West. Key projects include the \$1.6 billion Northern Road Upgrade, the \$500 million Bringelly Road Upgrade and the M12 motorway, which provide direct access to the Western Sydney Aerotropolis.¹⁵

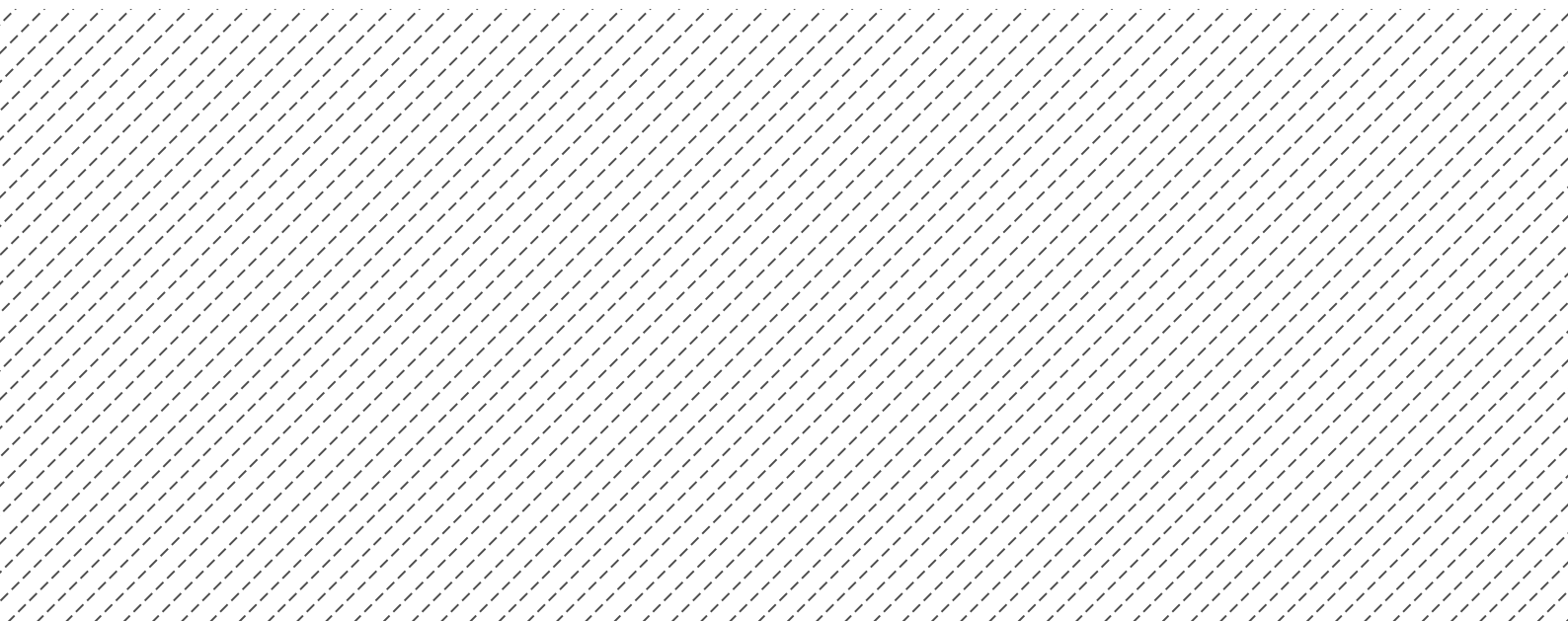
Reflecting the City's position as a freight and logistics hub, Liverpool is home to an increasing number of national and international companies, including Toll, QUBE, Rohlig, Transtar, and Mainfreight and the Big W and Aldi distribution centres.





Western Sydney Infrastructure Plan (<http://www.rms.nsw.gov.au/documents/projects/sydney-west/infrastructure-plan/western-sydney-infrastructure-plan-map.pdf>)





For further information



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