

The background of the cover is an aerial photograph of a highway interchange in a rural area. The road curves through green fields and a small pond. In the distance, a town and rolling hills are visible under a blue sky with scattered white clouds. Three overlapping circles in shades of orange, blue, and green are positioned in the lower half of the image, serving as a backdrop for the title text.

# CAMDEN ECONOMIC DEVELOPMENT STRATEGY SUMMARY

2022-2026

# ECONOMIC DEVELOPMENT STRATEGY ON A PAGE

## VISION

To leverage Camden’s local strengths and emerging regional advantages to promote attractive and liveable places, stimulate economic and employment growth, and foster a vibrant, diversified and technologically advanced economy.

## PRINCIPLES

Support, Collaboration, Leverage, Promotion, Place and Innovation

## STRATEGIC DIRECTIONS

1. Facilitate business and industry growth	2. Strengthen education, training and career pathways	3. Attract investment to the region	4. Support the development of vibrant places
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## PRIORITIES

1.1 Understand the make-up and characteristics of the current Camden LGA business ecosystem through effective data capture and analysis	2.1 Understand the existing landscape for education and training opportunities within the Camden LGA	3.1 Investigate and support opportunities to leverage off future industrial and commercial hubs of the Aerotropolis	4.1 Develop and deliver activations throughout Camden LGA’s centres
1.2 Keep businesses informed of trends and changes in economic, industry and government landscapes	2.2 Engage with local businesses to understand education and training needs and requirements by industry segment	3.2 Promote Camden LGA as an attractive place for business, industry and government investment	4.2 Implement the Camden Town Centre Urban Design Framework and Camden Town Centre Vision
1.3 Promote Camden LGA’s unique and diverse offerings to its residents, workers, students and visitors	2.3 Collaborate with stakeholders to deliver education, training and career pathway programs across a range of industries	3.3 Continue to collaborate with all three tiers of government in the delivery of economic outcomes associated with the Western Sydney City Deal	4.3 Support the development of the night time economy within Camden’s existing and emerging centres
1.4 Provide opportunities for capacity building to local businesses across a range of industries	2.4 Provide opportunities to accelerate youth employment in the Camden LGA	3.4 Investigate opportunities to attract and encourage the delivery of social services and infrastructure within the Camden LGA	4.4 Support and encourage the delivery of events throughout the Camden LGA
1.5 Investigate the establishment of flexible work hubs across the Camden LGA	2.5 Advocate to expand tertiary education and training options across the Camden LGA	3.5 Investigate the appropriate types of visitor accommodation for Camden and identify appropriate locations for future accommodation	4.5 Collaborate across Council to support a place-based approach to the development of Camden’s strategic and local centres



A large tree with vibrant purple blossoms stands in a park-like setting. The ground is covered with a thick layer of fallen purple petals. In the background, there are other trees and a building, all under a sky with soft, orange and yellow light from a setting or rising sun. A green circular graphic is partially visible on the left side of the page.

# ACKNOWLEDGEMENT OF COUNTRY

Council acknowledges the Dharawal people as the traditional custodians of this land and pay our respect to their Elders past, present and emerging.

This document is a high level summary of the Camden Economic Development Strategy 2022-2026.

The full Strategy can be viewed on Camden Council's website [www.camden.nsw.gov.au](http://www.camden.nsw.gov.au)

For enquiries regarding the Strategy, contact the Economy and Place Team on 02 4654 7777 or [business@camden.nsw.gov.au](mailto:business@camden.nsw.gov.au)



## INTRODUCTION TO CAMDEN

Camden is one of the fastest growing LGAs in Australia, with a rapidly changing demographic and economic profile. It is a place of immense opportunity, with a well-managed approach to growth, social inclusion, and economic innovation. This rapid change and continued population growth are reflected in the LGA's strong economic growth, with GRP over the last decade (2012-2021) increasing at an average rate of 8.4% per annum.

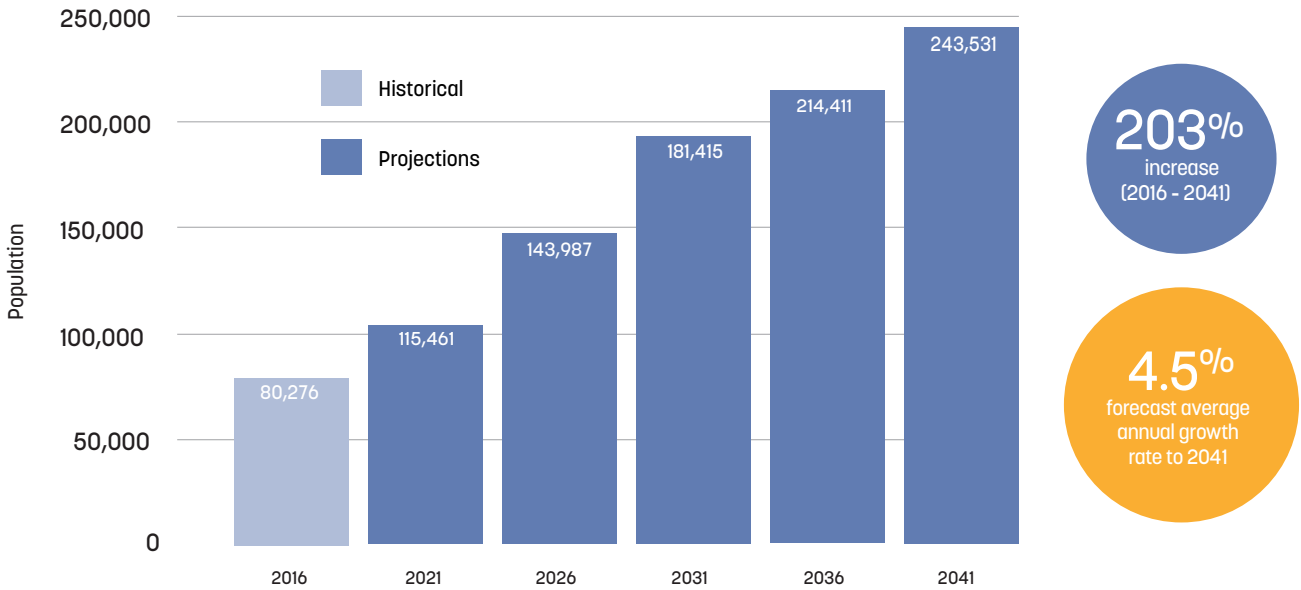
The Camden LGA is transforming from being on the fringe of Sydney to occupying the centre of one of Sydney's three cities – the new Western Parkland City (WPC). Camden has an emerging regional role to play in the future of the WPC, as it is set to benefit from the development of new communities in the South West Growth Area, catalytic infrastructure projects such as the South West Rail Link, North South Rail Line, M9 Outer Sydney Orbital, and notably, proximity to the Western Sydney International Airport (WSIA) and Aerotropolis.

Council will work with industry and stakeholders to leverage Camden's unique position to realise the regional and global opportunities stemming from developments across a range of industries.

The Camden Economic Development Strategy 2022–2026 will set the framework for Council to act as an enabler of economic growth and diversification in Camden and throughout the Western Parkland City. It will build on Camden's solid foundations to take advantage of the opportunities, and address the challenges, which come with rapid growth and change.



## POPULATION GROWTH (2016 to 2041)



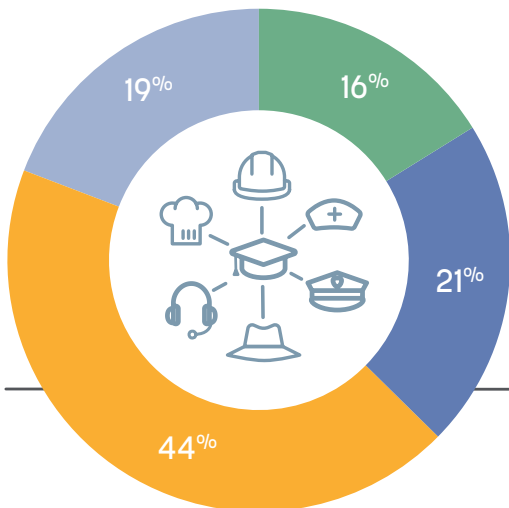
**\$6.37 billion**  
GRP in year ending  
June 2021

**62,521**  
employed residents in  
year ending  
June 2021

**42,487**  
local jobs in  
year ending  
June 2021

**10,295**  
local businesses  
in operation by  
June 2021

## EMPLOYMENT BY SECTOR



	Camden	Camden Trend*	Western City District
Population Serving	44%	↑	34%
Health and Education	21%	↑	25%
Industrial	19%	↓	24%
Knowledge Intensive	16%	↑	17%

## CAMDEN'S KEY SECTORS AND INDUSTRIES

Camden's robust economic growth means that its strongest industries are population-serving, catering to the needs of residents. As the population continues to grow, these sectors will expand along with opportunities from regional growth and catalytic infrastructure development.

**Construction** is Camden LGA's largest industry and is well positioned to support catalytic construction growth in the growing Western Parkland City.

**Retail Trade** is Camden's second largest industry, with this strong position likely to be enhanced through leverage benefits from ongoing population and infrastructure growth.

**Rental, Hiring and Real Estate Services** provides the third highest contribution to Camden's economy. It will likely maintain this strong position as population growth and associated housing demand continue to stimulate commercial and residential construction.

Camden is strategically positioned between Canberra and Sydney and has a range of assets which support a vibrant local **visitor economy**. The strengthening of these assets combined with proximity to the WSIA will position Camden as a key visitor destination.

## SECTORS AND INDUSTRIES OF THE FUTURE

Camden is uniquely positioned as a rapidly growing economy during a period of regional transformation. Growing these emerging industries will continue to strengthen Camden's position and contribution to the regional economy.

Camden's range of established institutions and organisations are well-placed to accelerate regional growth in **agribusiness and horticulture**. Additionally, availability of suitable land for agricultural food production positions Camden well to benefit from growth in **food science and food technology**. Proximity to the WSIA opens opportunities to grow these industries and capitalize on connections to domestic and international markets.

High population growth requires **education and training** facilities closer to home. Camden is well-positioned to host a modern facility which caters to a growing and diversified labour market.

Delivery of key **transport infrastructure**, including the North South Rail Line, which runs through Oran Park, the extension of the South West Rail Link from Leppington to the WSIA, and the M9 Outer Sydney Orbital will untap growth opportunities for Camden, boosting business and industry growth.

With leverage benefits from proximity to the WSIA and a large supply of greenfield sites, Camden has a strategic advantage in growing **advanced manufacturing** initiatives in key sectors such as pharmaceuticals, health care tools and equipment, and food processing.

Council is committed to establishing planning settings that enable the viability of **health and aged care** land uses which will generate knowledge-intensive jobs in Camden's established and emerging centres.

Camden is well-positioned to support growth in the emerging **circular economy** sector, such as initiatives that harness innovative technologies and practices in recycling waste, as well as support business to business connections which limit waste generation.

## LARGEST VALUE ADDED INDUSTRIES



Construction  
(\$1,005 million  
or 23.1%)



Retail Trade  
(\$412 million  
or 9.5%)



Rental, Hiring  
and Real Estate  
Services  
(\$336 million or  
7.7%)



## TOP THREE INDUSTRIES FOR LOCAL EMPLOYMENT



Retail Trade  
(6,630 employees  
or 16.5%)



Construction  
(6,494 employees  
or 16.1%)



Accommodation  
and Food Services  
(3,686 employees  
or 9.1%)



## TOP THREE INDUSTRIES BY REGISTERED BUSINESSES



Construction  
(2,033 businesses)



Transport, Postal  
and Warehousing  
(973 businesses)



Professional,  
Scientific and  
Technical Services  
(817 businesses)



In the year ending June 2020, Camden's gross regional product (GRP) was \$5.74 billion, which accounts for 3.8% of the Western Sydney Region's GRP. In that same period, the LGA's top employers were the Retail Trade, Construction, and Accommodation and Food Services industries

\*All statistics for the year ending June 2020



A night scene of a community festival. In the upper half, a large, bright firework bursts in the dark sky, with many smaller sparks trailing downwards. In the lower half, a large crowd of people is gathered, looking towards the fireworks. To the left, a large tree is illuminated with warm yellow lights. In the background, a two-story building with a balcony is also lit up. The overall atmosphere is festive and celebratory.

## VISION

To leverage Camden's local strengths and emerging regional advantages to promote attractive and liveable places, stimulate economic and employment growth, and foster a vibrant, diversified and technologically advanced economy.



# PRINCIPLES

The Strategy is underpinned by a set of principles that provide the framework to both develop and implement its identified Priorities and Deliverables. Each of the Strategy's Priorities is linked to one or more of the below principles, which will guide their delivery through the course of implementation.

## Support

Growth and vitality are achieved through ongoing engagement with those who contribute to a region's economy. Key to this is support of local businesses and social enterprises to grow and thrive at all stages of their business cycle, and through the challenges and opportunities that the economic landscape presents, from the establishment of an international airport to the impacts of a global pandemic. Council will continue to support local business as a key function of our economic development activities.

## Collaboration

The Western Parkland City is a dynamic and complex region made up of a range of public and private stakeholders and interest groups dedicated to driving the region's prosperity. As a key component within this dynamic ecosystem, Council will collaborate with our peers and stakeholders to deliver investment and jobs growth, and a liveable 30-minute city, for the residents and businesses of Camden and the broader region.

## Leverage

Infrastructure, industry and catalytic developments planned throughout the WPC present a range of leverage opportunities to grow the Camden economy. Council will build a robust evidence base from which to advocate for infrastructure development, industry growth, and public and private investment to Camden.

## Promotion

Camden has a large and diverse range of natural, rural, heritage, retail, cultural, business and industrial assets which should be highlighted and celebrated. Council will promote Camden's strategic locational and sector advantages, and its many natural, built and cultural assets, in order to attract investment, businesses, jobs and visitors to the region.

## Place

Vibrant places enable their users to easily move through space, encourage connections between people and their environment, and provide ways to engage actively and passively. Council will continue to deliver and support events and activations which bring our centres to life. In addition, Council will continue to encourage the development of places that are vibrant and activated in order to improve safety, bring life to the streets and, importantly, create a sense of place and identity for our communities.

## Innovation

In a rapidly changing environment, innovation and creativity are key to being able to adapt and thrive across a range of industries, landscapes and scenarios. Council will be innovative by considering creative, place-based and tailored solutions to our approaches to developing vibrant centres, attracting investment and growing the local economy.

# STRATEGIC DIRECTIONS AND PRIORITIES

The Economic Development Strategy 2022-2026 identifies four Strategic Directions which will support and enhance the Camden economy over the short to medium term, providing the framework for Council to achieve its vision for economic growth.

## 1. FACILITATE BUSINESS AND INDUSTRY GROWTH

Council will collaborate with stakeholders to support and deliver initiatives to facilitate the growth of established, emerging and future businesses and industries, particularly in response to opportunities derived from the Western Sydney International Airport.

### PRIORITIES

- 1.1 Understand the make-up and characteristics of the current Camden LGA business ecosystem through effective data capture and analysis
- 1.2 Keep businesses informed of trends and changes in economic, industry and government landscapes
- 1.3 Promote Camden LGA's unique and diverse offerings to its residents, workers, students and visitors
- 1.4 Provide opportunities for capacity building to local businesses across a range of industries
- 1.5 Investigate the establishment of flexible work hubs across the Camden LGA

## 2. STRENGTHEN EDUCATION, TRAINING AND CAREER PATHWAYS

Council will seek to understand the workforce demands of the Camden LGA and facilitate targeted strategic partnerships to support and/or deliver diverse training and pathway options, and advocate for further provision of training and education facilities in the LGA.

### PRIORITIES

- 2.1 Understand the existing landscape for education and training opportunities within the Camden LGA
- 2.2 Engage with local businesses to understand education and training needs and requirements by industry segment
- 2.3 Collaborate with stakeholders to deliver education, training and career pathway programs across a range of industries
- 2.4 Provide opportunities to accelerate youth employment in the Camden LGA
- 2.5 Advocate to expand tertiary education and training options across the Camden LGA





### 3. ATTRACT INVESTMENT TO THE REGION

By developing and maintaining strategic partnerships, Council aims to capitalise and build upon our LGA's existing strengths, and support and promote growth in emerging sectors. Advocating for public investment in key infrastructure, and attracting new innovative enterprises and private investment to the Camden region will bolster local jobs growth and economic prosperity.

#### PRIORITIES

- 3.1 Investigate and support opportunities to leverage off future industrial and commercial hubs of the Aerotropolis
- 3.2 Promote Camden LGA as an attractive place for business, industry and government investment
- 3.3 Continue to collaborate with all three tiers of government in the delivery of economic outcomes associated with the Western Sydney City Deal
- 3.4 Investigate opportunities to attract and encourage the delivery of social services and infrastructure within the Camden LGA
- 3.5 Investigate the appropriate types of visitor accommodation for Camden and identify appropriate locations for future accommodation

### 4. SUPPORT THE DEVELOPMENT OF VIBRANT PLACES

Council will continue to work with businesses, creatives, developers and the community to promote our strong liveability offerings and deliver places that are attractive, accessible, lively and interesting.

#### PRIORITIES

- 4.1 Develop and deliver activations throughout Camden LGA's centres
- 4.2 Implement the Camden Town Centre Urban Design Framework and Camden Town Centre Vision
- 4.3 Support the development of the night time economy within Camden's existing and emerging centres
- 4.4 Support and encourage the delivery of events throughout the Camden LGA
- 4.5 Collaborate across Council to support a place-based approach to the development of Camden's strategic and local centres



## Camden Economic Development Strategy

Published 2022

### Acknowledgements

Council acknowledges and extends appreciation to all contributors.

### Availability

The Camden Economic Development Strategy is available on Council's website: [www.camden.nsw.gov.au](http://www.camden.nsw.gov.au)

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