



CUMBERLAND
CITY COUNCIL

CUMBERLAND CITY
at the heart of Sydney's
growth



Acknowledgement of Traditional Custodians

Cumberland City Council acknowledges the traditional custodians of this land, the Darug people and pays respect to their Elders past, present and emerging.



Contents

Invest in Cumberland City	4
Our Land Use Vision For Cumberland City	6
Our Centres And Corridors	8
About Cumberland City	10
Local Economy	11
Key Industries	12
Emerging Industry Sectors	14
Meet Your Neighbours	16
Planned Investment and Future Infrastructure	18
Cumberland City Going Forward	20
How We Can Help	22

Invest in Cumberland City It's Centralised, Connected and Thriving

In today's complex business environment, where a business is located is as important as the people it hires and the products it makes. A strategic location allows easy access to suppliers, staff and the ability to service customers efficiently. Businesses located within Cumberland City are advantageously positioned to support and supply the entire Greater Sydney Region, New South Wales and Australia.

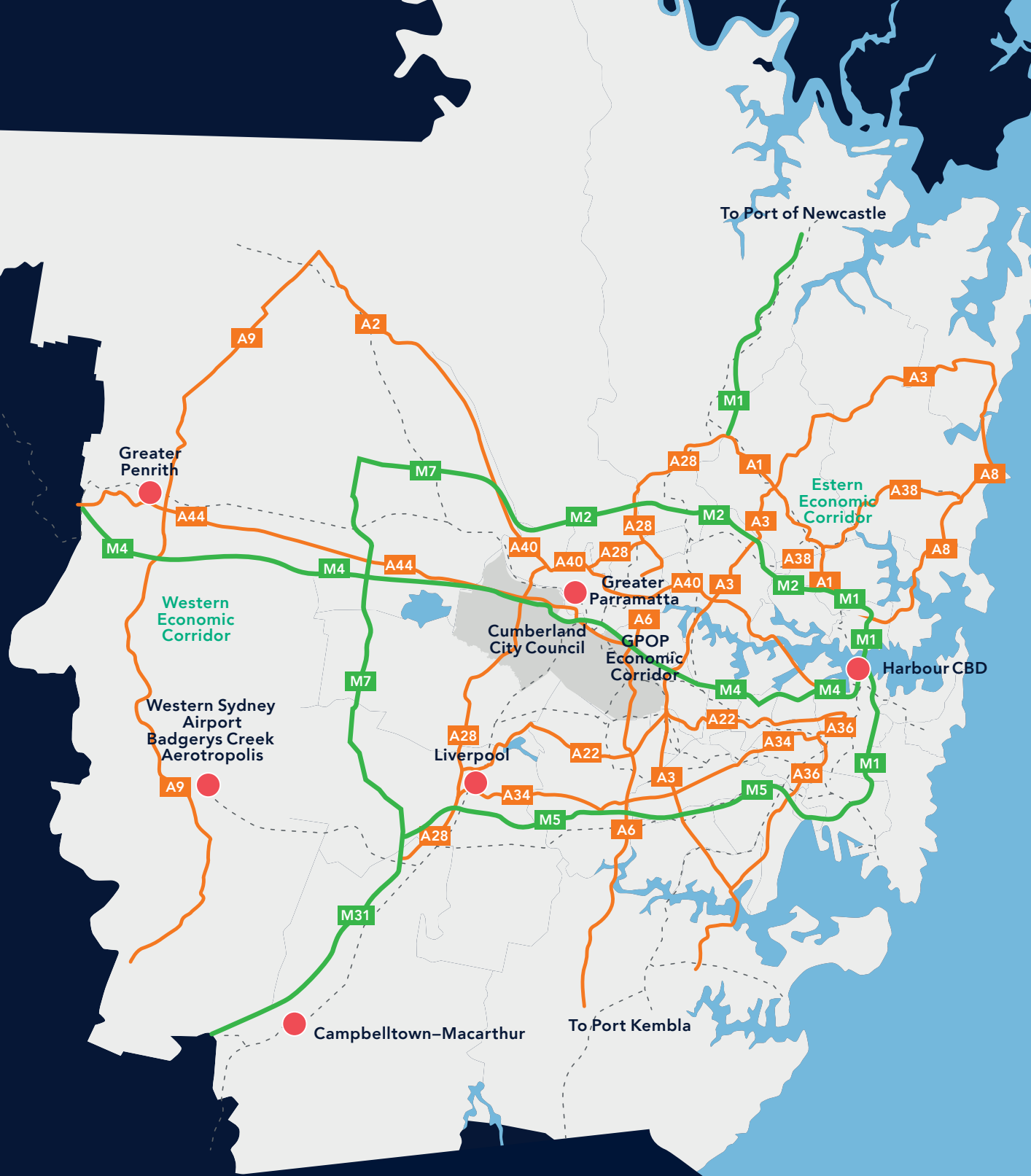
Cumberland City is the geographical heart of the Greater Sydney Region.

Cumberland City is well connected by the orbital road network (M4, M5, M7 and future M9 Motorways) and arterial road network and is centrally located between Sydney CBD and Parramatta. The City is also well connected to the the new Wester Sydney Airport and Aerotropolis. The area's most competitive feature is its accessibility to various distribution catchments across metropolitan Sydney, interstate and globally.

“Located in Sydney's western suburbs about 25 kilometres from the Sydney CBD, the Cumberland community is the epicentre of modern multicultural Australia.”



ASX-listed developer Mirvac has secured approval for the development of a 14-hectare site at 300 Manchester Road, Auburn into an employment precinct that blends flexible warehousing and office space, valued at \$250 Million.



DISTANCES TO KEY LOCATIONS

5km
Parramatta CBD

23km
Sydney Airport

40km
Western Sydney Aerotropolis

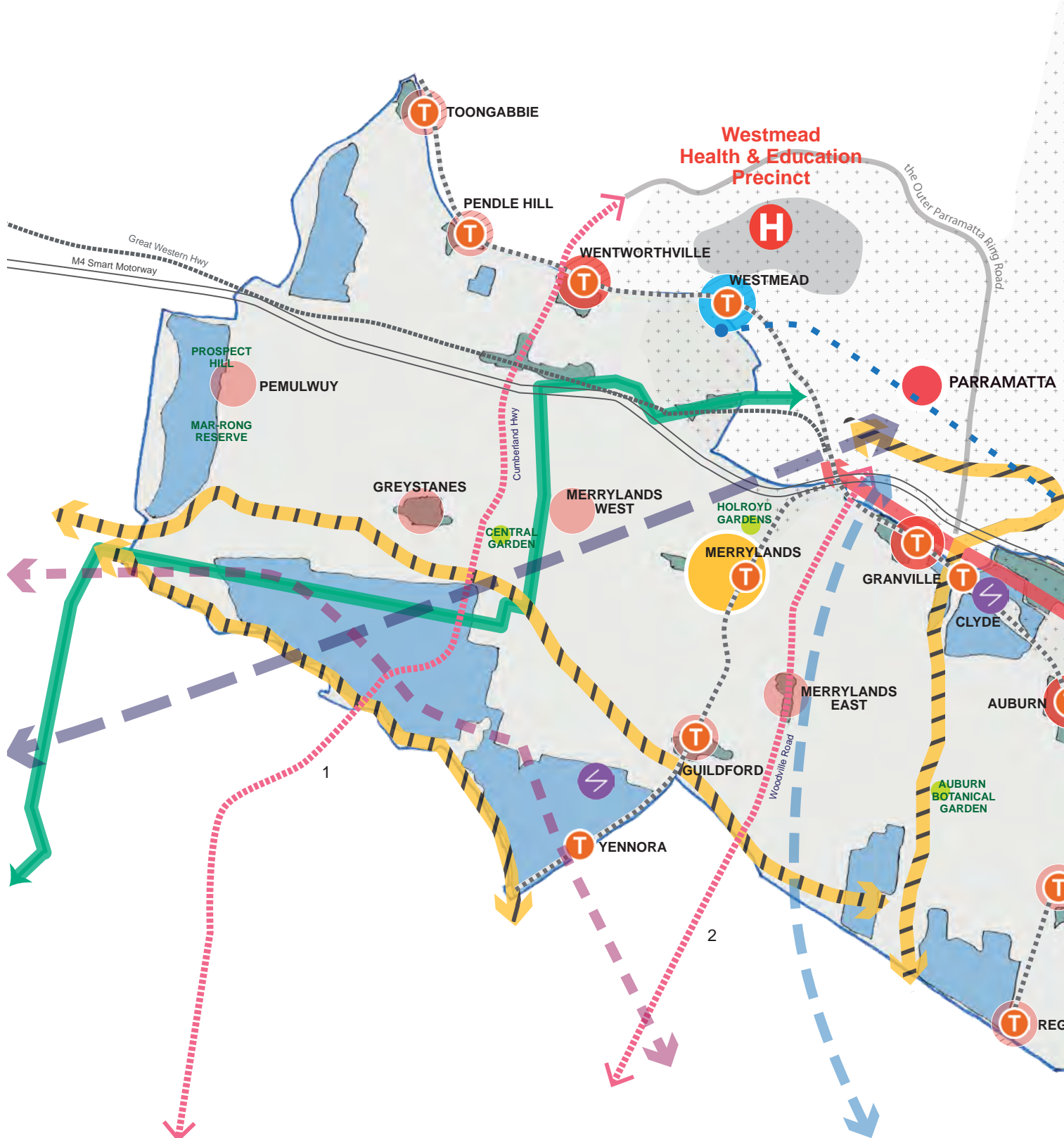
25km
Sydney CBD

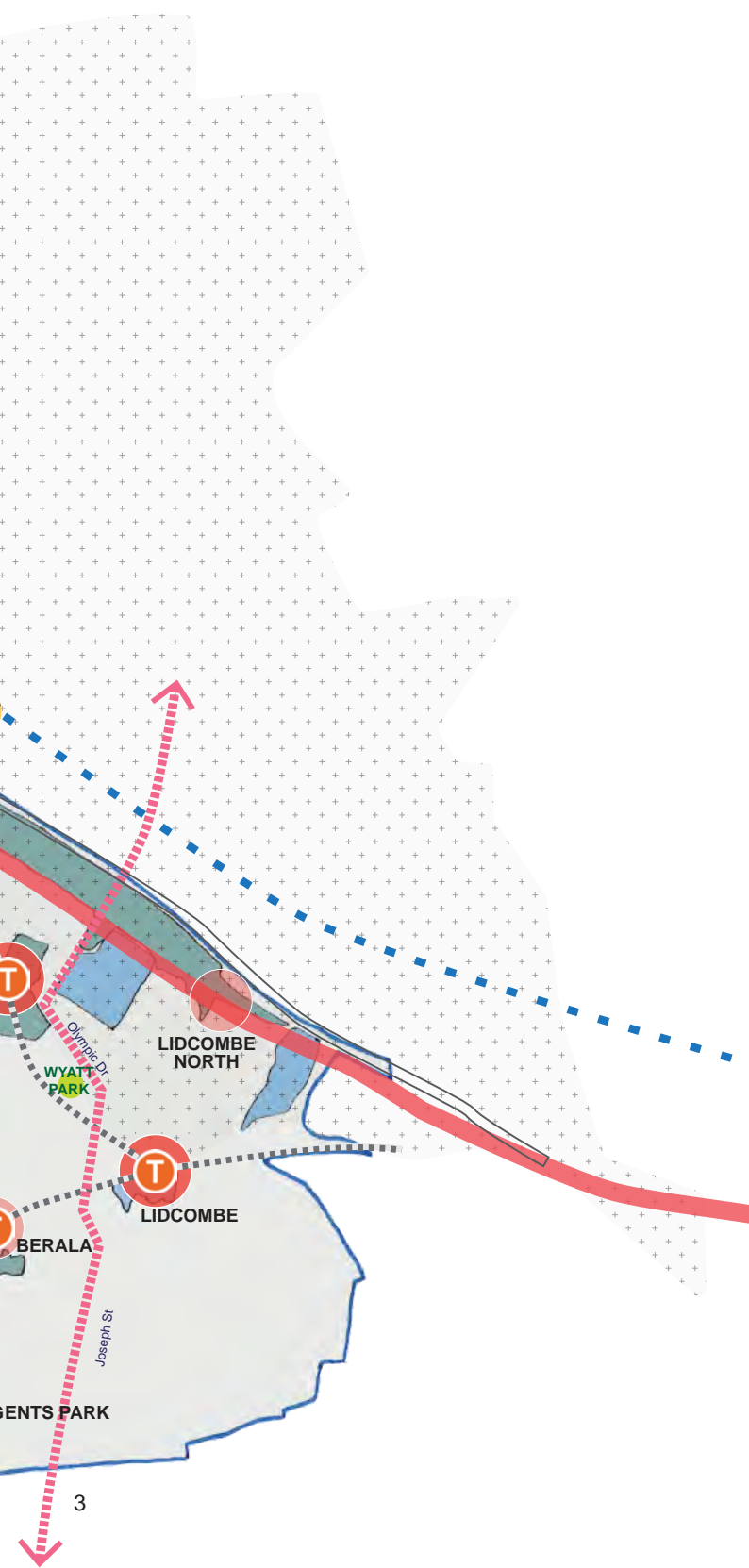
32km
Port Botany








86km
Port Kembla

157km
Port of Newcastle

Our Land Use Vision for Cumberland City














-  Greater Parramatta to Olympic Park Economic Corridor
-  Westmead Health & Education Precinct
-  Green Grid Corridor
-  Transitway Corridor
Liverpool to Parramatta
-  Parramatta Road Corridor
Urban Transformation Strategy
-  M4 Smart Motorway
(Greater Sydney Committed Initiatives 0-10 years)
-  Key North South Connections
 - 1 Cumberland Highway
 - 2 Woodville Road
 - 3 St Hilliers Road and Olympic Drive to Joseph Street

-  Sydney Metro West¹
(Greater Sydney Committed Initiatives 0-10 years)
-  Link to Western Sydney Airport¹
(Train Link/Mass Transit Investigation 0-10 years)
-  Link to Kogarah¹
(Train Link/ Mass Transit Investigation 10-20 years)
-  Western Sydney Freight Line Investigation¹
(10-20 years)

¹Illustrative only, subject to State Government approval

-  Intermodal Terminal
-  Metropolitan Centre
-  Proposed Strategic Centre
-  Principal Local Centre
-  Strategic Precinct
-  Local Centre
-  Train Station
-  Industrial Precinct
-  Employment-generating Precinct

Our Centres and Corridors

Cumberland City is home to a number of active commercial centres, from local shopping destinations and major shopping centres, local residents benefit from a thriving retail sector. Opportunities exist around the increasing demand for commercial office space within our centres in proximity to existing and improving transport infrastructure.

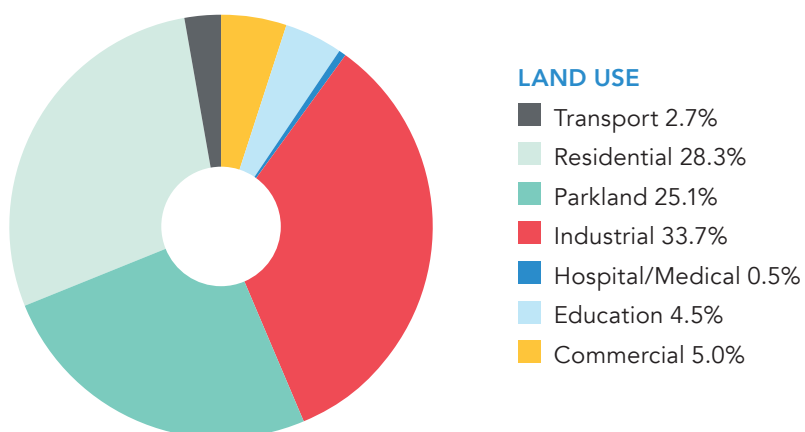
Merrylands – our largest centre, with a strong retail core, and a diverse range of office space, activities and local services. Strategically located to the south of Westmead and the Parramatta CBD, its growing population and planned redevelopment makes it an attractive location for any business.

Auburn, Granville, Lidcombe and Wentworthville – our major town centres, each with their own multicultural shops, restaurants and cafes, specialising in Middle Eastern and Asian products and cuisine, with a lively night time economy.

Westmead is poised for revitalisation, focused around the planned new Health and Innovation District and gateway Metro Station, with excellent access to research, advanced manufacturing and innovation activities within the precinct.

Woodville Road is a strategic corridor that provides a key cross-regional north and south connection. Cumberland Council is currently revitalising the area to improve the amenity and focus growth at three targeted precincts, to provide housing diversity that can take advantage of existing and planned infrastructure and facilities.

Parramatta Road is a strategic corridor to provide land use opportunities for housing and jobs, supported by government investment. Council is working with the State Government to deliver its 30-year strategic plan to transform the corridor, with a focus on business and employment in and along the corridor in Cumberland City.





About Cumberland City

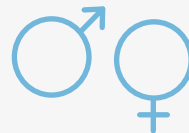


260,173
Total Population



72,154
Total Households

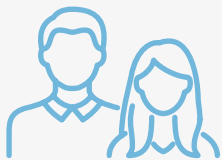
OUR COMMUNITY



49.3%
are men
50.7%
are women



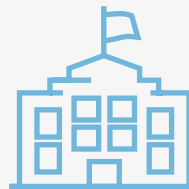
15.4%
are 60+ years



19%
are young people
12-25 years



41%
are households of
couples with children



6%
attend university



5.8%
have a severe or
profound disability
(5.8%)



13.3%
are of Lebanese
ancestry



12.7%
are of Chinese
ancestry



52%
are born overseas
13%
migrated to Australia
in the last 5 years



65.6%
speak a language
at home other
than English (with
around 67 different
languages spoken)

Reference: All statistics from the Australian Bureau of Statistics 2016 Census of Population and Housing (accessed on 22/09/2017) profile.id.com.au/cumberland * Please note that all statistics have been rounded to the nearest whole number.

Local Economy

Cumberland City offers everything that a business requires, and more. Excellent transport connectivity, established commercial and industrial facilities, a highly-skilled workforce, development opportunities and strategic planning to support future growth.



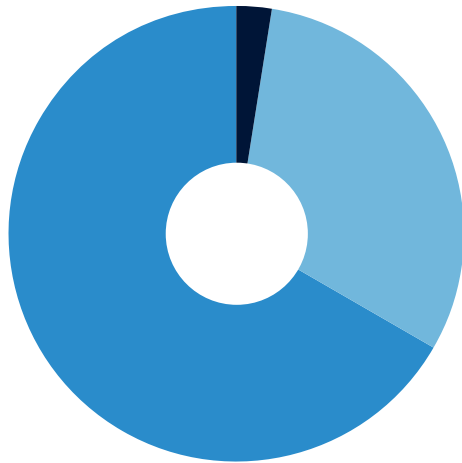
108,736
Employed residents



88,563
Local jobs

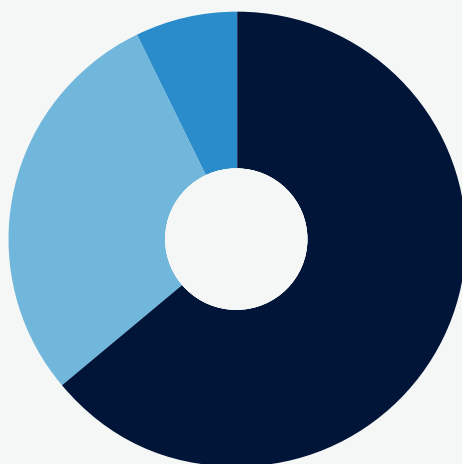


24,750
Local businesses



GROSS REGIONAL PRODUCT (GRP) 2020

- Cumberland City (\$12.3B)
- Greater Western Sydney (\$137.5B)
- Remainder Greater Sydney (\$297.84)



CUMBERLAND CITY ECONOMIC OUTPUT 2020

- Local sales (64%)
- Domestic exports (29%)
- International exports (7%)

In Cumberland City, the three largest industries were:

MANUFACTURING (15,742 people or 17.8% of total employment)

TRANSPORT, POSTAL AND WAREHOUSING (10,408 people or 11.8% of total employment)

CONSTRUCTION (9,534 people or 10.8% of total employment)

Key Industries

Cumberland City has a strong, stable economy supported by a number of sectors. This distribution of value through many sectors of the economy makes for a resilient city. The major sectors driving economic growth in Cumberland City are outlined below.

TRANSPORT, LOGISTICS AND WAREHOUSING

Geographic location and strong infrastructure have established Cumberland City as a transport logistics hub. Being located on the intersection of three major highways, the M4, M7 and serviced by two freight rail networks. It is also strategically located between

Sydney's Kingsford Smith and Western Sydney Airports and ideally situated to provide transport, warehousing and distribution of goods and services to customers all around Australia. Wholesalers, retailers, construction companies and manufacturers looking to move their products to their customers as efficiently as possible will continue to utilise the extensive and growing selection of available warehouse space located in the area for their distribution centres.

The sector is worth \$1.43 Billion to the City's GRP, an increase of \$28 million from the previous year and makes up 13.7% of overall industry output.

Cumberland City's strong and diverse local economy provides a range of commercial and local employment opportunities.

The Smithfield-Wetherill Park Industrial Estate is the largest industrial estate in the southern hemisphere and is the centre of manufacturing and distribution in Western Sydney, with more than 1,000 manufacturing, wholesale, transport and service firms located in this area.

ADVANCED MANUFACTURING

Cumberland City has a diversity of manufacturing businesses, ranging from the traditional metal-based manufacturing and fabrication, through to speciality food manufacturing and hand-crafted bespoke products. Many manufacturers support the construction sector in areas such as kitchens, joinery, pre-cast concrete and window fabrication. The sector is worth \$1.57 Billion to the City's GRP and its largest and biggest employer.

The well-established manufacturing sector will continue to play an important role in the continued success of Cumberland City's economy. The sector is changing, manufacturing businesses are increasingly using new technologies such as 3D Printing and robotics and employing advanced business models to produce newer and more value added products to supply the local market and export overseas.

CONSTRUCTION

Cumberland City is home to a number of successful construction companies that are headquartered in our City and operate Australia-wide. Recent local construction activity has primarily consisted of residential, infrastructure and commercial upgrades. The strength of the sector in the local economy is evident. The sector is worth \$1.15 Billion to the City's GRP and makes up 11% of overall industry output.



FOOD AND BEVERAGE MANUFACTURING

Food and beverage manufacturing is a highly valued sector within Cumberland City's local economy, with 4.3% of total employment. Cumberland has a distinct specialisation in this sector compared with the Greater Sydney region, with more than 40% of employees having specialist skills in this sector. Many of these food businesses have both a domestic and global market with multinationals located in various clusters including Tooheys Breweries and Andrews Meat Industries Pty Ltd and Bidfood Pty at Girraween.

COMMERCE AND RETAIL

As the city has over 28 town centres retail and commercial activities provide a diverse range of goods and services and act as a service hub for the Greater Sydney area and NSW. The City's strong retail and wholesale sector is worth a combined \$2 Billion dollars to the City's GRP and employs 21% of the City's workforce.

Emerging Industry Sectors

Cumberland City is home to a number of emerging industry sectors, positioning the area as the heart of Sydney's growth. The major emerging sectors in Cumberland City are outlined below.

DIGITAL TECHNOLOGIES AND MEDIA

The growth in the presence of international e-commerce companies, major retailers and wholesale and distribution companies in Cumberland City has necessitated the need for real-time B2B, high speed transactions and fulfilment processes. This need for digital technological solutions is attracting IT service providers, data centres and e-commerce start-ups keen to partner with existing businesses, support and or disrupt traditional supply chains and industry practices to transform current business practices for more efficiency.

HEALTH CARE AND AGED CARE SERVICES

Are some of the strongest growing service sectors in Australia, with demand for services forecast to increase significantly as the 'baby boomer' generation moves into retirement. Cumberland City is extremely well placed to cater for this demand. The health sector is already the second largest provider of jobs in the region. The Westmead Health and Innovation District located 3km from the major motorway network is Australia's largest health and biomedical research precinct providing a strong foundation that will help drive transformation and innovation, including attracting a large base of existing health professionals, along with strong supporting sectors such as life sciences, and medical research and devices.

The associated GOP Collaboration Area will grow the Westmead Health and Education Precinct as a world-class innovation district, increase the attractiveness and productivity of Cumberland City and promote advanced technology and knowledge sectors on industrial and urban services land.



FASHION AND TEXTILE DESIGN

At TAFE NSW's Fashion Design Studio at Lidcombe, purpose-built fashion studios and facilities are run by fashion-industry insiders providing support and a range of exciting fashion design, making, merchandising and technology courses fostering the tomorrow's fashion leaders. The facility has been instrumental in helping local migrant and refugee women conceive and establish culturally based fashion enterprises whose designs have been embraced by international consumers.

PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES

A significant and growing part of the local economy, the sector has grown to 3,638 providing services to clients in a variety of industries covers a range of activities, like legal and accounting services, medical research, IT professionals and consultants. Demand has increased dramatically due to the growth in our business sectors like construction, medical services and IT and an increasingly educated and skilled talent pool within Cumberland City's diverse community.

CONSTRUCTION AND RELATED SUPPLY CHAINS

Cumberland City is home to a number of successful construction companies that are headquartered in our City and operate Australia-wide. Recent local construction activity has primarily consisted of residential, infrastructure and commercial upgrades. A great deal of this success has been made possible due to the large number of materials wholesalers, heavy equipment retailers and hirers, engineering and design firms and an active transport industry situated locally to facilitate deliveries on time. The strength of the sector in the local economy is evident as it adds \$1.15 Billion to the City's GRP and makes up 11% of overall industry output.

An effective and reliable supply chain is the key to ensuring construction projects are delivered on time and to budget. Being located in Cumberland City is the right move.

SUSTAINABILITY, RECYCLING AND RESOURCE RECOVERY

Resource recovery businesses located in Cumberland City are leading the effort to implement sustainable and environmentally friendly practices into businesses' value chains to not only improve the world around us but also create a more efficient model of trade. Sustainable waste management and the utilising practices based on the Circular economy encourages the generation of less waste but more importantly the recycling and recovery of the waste that is produced. Waste is a valuable resource and innovative businesses such as manufacturers and recyclers in Cumberland City are producing new commercially viable products from recovered resources to the value of almost one billion dollars annually.



Meet Your Neighbours

The economic landscape in Cumberland City is diverse, with a mix of high profile national and international companies through to well established family owned businesses.



Australian supermarket chain NSW's largest distribution warehouse in Yennora, a distribution centre in Lidcombe and 8 retail outlets.



The world's largest fresh dairy company working closely with some 500 Australian farmers to produce the finest dairy goods in the country. Processing plants located in Lidcombe.



Solaris Paper is an Australian managed and operated manufacturer of premium bath tissue, paper towel and facial tissue. Located in Greystanes.



An American multinational technology company focusing on e-commerce, cloud computing, digital streaming, and artificial intelligence. Recently opened a warehouse distribution centre in Regents Park.



Headquartered in Auburn, the company's line of business includes providing professional engineering and infrastructure construction services. It designs and develops dams, bridges, tunnels, electrical substations, marine works, and pipeline rehabilitation. The company caters to transport, underground, energy and remediation industries.



A dynamic and robust manufacturer of packaging and other products with operations throughout Australia, New Zealand and Asia. Pact converts primarily plastic resin and also steel into packaging and related products that service customers in the food, dairy, beverage, chemical, agricultural, industrial and other sectors.



Fujitsu is a global information and communication technology (ICT) company, offering a full range of technology products, solutions and services. Western Sydney Data centre is located in Pemulwuy and Warehousing in Lidcombe.



The original inventor of the Hills hoist has diversified to include Communications, Security and Surveillance, Fire, Nurse Call and Patient Engagement. Located in Lidcombe.



Australian online bookstore. Founded in 2004, it now turns over \$165 million a year, and was listed in the AFR/BRW's Fast 100 eight times, the only company to ever achieve this feat, from 2009 to 2017. In 2016, 2017 & 2019 was voted 'Bookstore of the Year'.



Headquartered in Chester Hill is an Australian casual dining restaurant chain. As of December 2018, there are 31 outlets operating in Australia, majority being in New South Wales with 6 shared between Australian Capital Territory and Queensland. Rashays is embarking on further expansion throughout Australia with vision to expand Internationally.



AWTA Ltd (Australian Wool Testing Authority) is the largest wool testing organisation in the world. Located in Yennora.



A global leader in packaging and resource recovery, and has been a pioneer in sustainability since our inception. Located in Smithfield.



An Australian transportation and logistics company with operations in road, rail, sea, air and warehousing. Located at the Yennora Distribution centre.



One of the world's leading providers of integrated logistics services. Located at the Yennora Distribution centre.



World leading manufacturer of power tool products for the Building & Construction, Power Garden and Commercial Cleaning industries. Located in Pemulwuy.



One of Australia's largest online fashion and sports retailer. The company was launched in 2011 with over 1000 brands and 60,000 items. Located at Yennora.



Australia's leading provider of freshly prepared healthy and fresh, pre-made meals delivered directly to consumers. Located in Girraween.

Planned Investment and Future Infrastructure

Western Sydney is home to over a quarter of the New South Wales population and is experiencing faster population and employment growth than the rest of the State. State and Federal governments remain committed to its long-term vision as a productive, sustainable, and liveable place.

Cumberland City is well located to a number of planned investments and future infrastructure projects happening in Greater Sydney, linking businesses to local and international markets. These include:

WESTERN SYDNEY AIRPORT AND AEROTROPOLIS

A world class precinct and second airport for Sydney, which will also cater for a range of advanced industries, economic activity and investment, including 28,000 new jobs once it is in full operation.

Cumberland City is strategically located between Sydney Kingsford Smith Airport-Port Botany export/import cluster and the new Western Sydney Airport and Aerotropolis providing ideal access to both major gateways for freight and passengers.

TRANSPORT

- Metro West, including a Gateway Precinct at the Westmead Health and Innovation District, within Cumberland City (\$3 billion)
- Parramatta Light rail Stage 2 (planning) (\$20 million)
- New roads and road upgrades across Western Sydney (\$780 million)

FREIGHT

Planning for the Western Sydney Freight Line is underway and when completed, this key link will provide Cumberland City with enhanced connections to the national freight network.



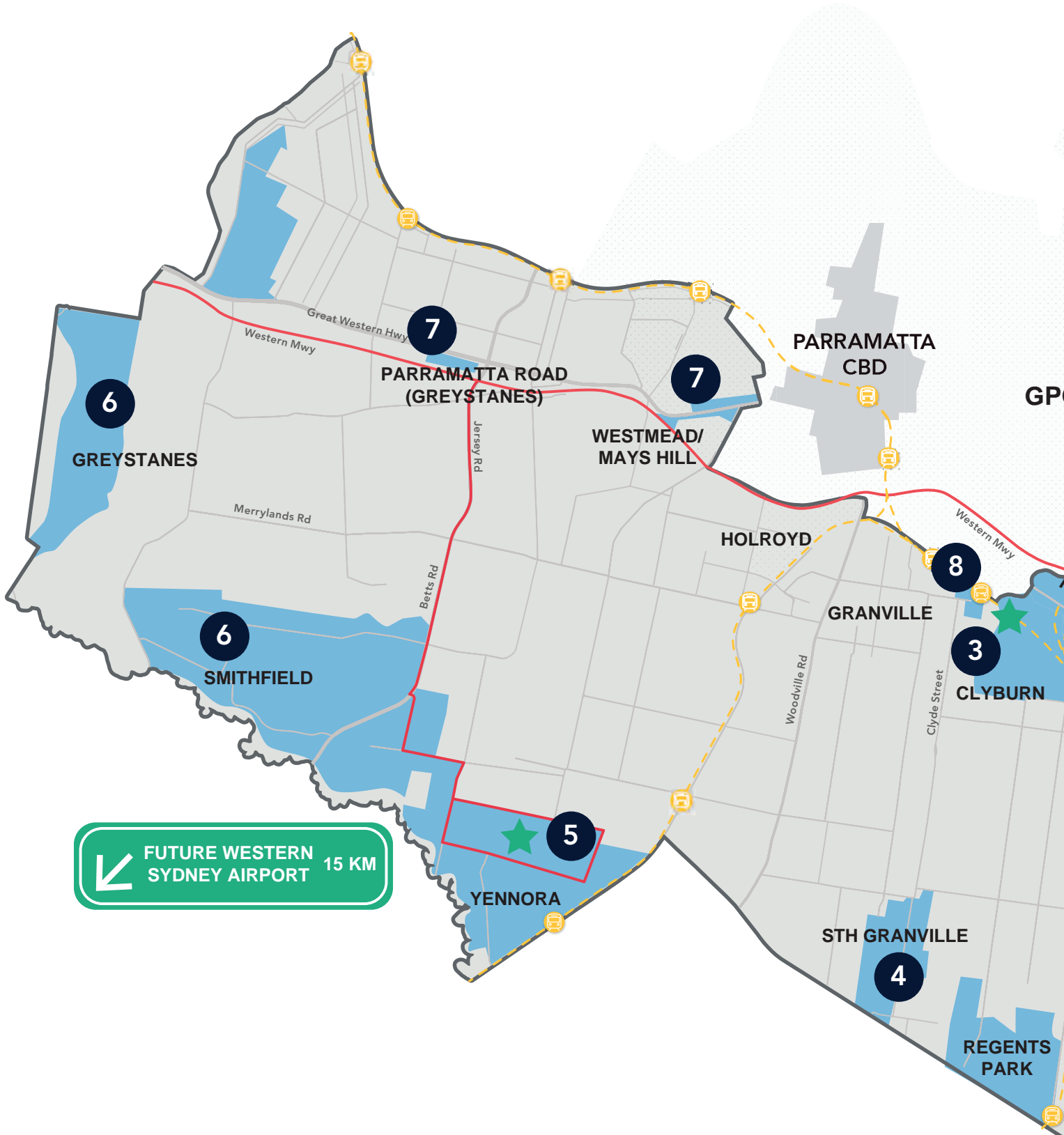
WORLD CLASS HEALTHCARE AND HOSPITALS

- Stage 1 Westmead Hospital Redevelopment (estimated \$765 million)
- Stage 1 Children's Hospital at Westmead Redevelopment (estimated \$95 million)
- Lidcombe forensic pathology and Coroner's court (estimated \$91.5 million)
- Westmead Hospital carpark (\$72.3 million)



Cumberland City Going Forward

Cumberland City is continuing to invest in the future of our great city. As a result of increased population growth, several master and precinct planning projects are underway to ensure the city continues to provide the lifestyle and economy that attracts residents, businesses and industry.



The Cumberland City has a variety of areas which are zoned for employment purposes, and has large areas of land identified for employment purposes in the growth corridor.







POP AREA



PRECINCT

STRATEGIC FOCUS

- 1 Education Precinct Education facilities and supporting services, aligned with current and emerging industries in region
- 2 Specialised Cluster Potential for renewal including uses such as advanced knowledge and manufacturing, digital and creative industries (including food)
- 3 Services and Innovation Maintain support service capability (eg. train operations) and encourage new service, research and innovation activities
- 4 Southern Gateways Capitalise on strategic location for Sydney metro south and south-west; retain and expand existing pharmaceutical industrial plus allied health, food/beverage
- 5 Freight Hub Promote strategic importance of this major hub; strengthen road and rail connections
- 6 Enterprise Parks Established and emerging business parks building on existing industry specialisations and increasing digitisation of production
- 7 Emerging Local Centres Smaller emerging centres supporting local growth; potential to target health, ancillary retail, food/beverage as well as emerging sectors (eg. artisan industries).
- 8 Creative Learning Precinct Focus on industry and business collaboration, and greater alignment of education sector to equip local population with new skills and innovation capacity
- 9 Commercial Corridor Renewal with employment focus, including advanced knowledge and creative industries, digital, advanced manufacturing
- 10 Eastern Gateway Cluster of premium high tech industrial units, closely aligned with Commercial Corridor

-  Intermodal terminals & rail facilities
-  Key freight routes – rail
-  Key freight routes – road
-  Other major roads
-  Cumberland LGA boundary
-  GPOP area

How We Can help?

Cumberland City Council is committed to realising the vision of Cumberland City and is eager to work with local and global parties to achieve this outcome.

There are a number of ways we can support and assist parties looking to establish, innovate and grow. We can offer a number of resources to support business and investment. These include:

- Business Advisory and Concierge Service
- Planning and Development Advice
- Community Centres and Venues for hire
- Environment and Waste Strategies

WE'RE HERE TO HELP!







CUMBERLAND
CITY COUNCIL

Cumberland City Council

16 Memorial Avenue, PO Box 42, Merrylands NSW 2160

T 8757 9000 **F** 9840 9734 **E** council@cumberland.nsw.gov.au

W cumberland.nsw.gov.au  Cumberland City Council Sydney