



An Australian Government Initiative



Regional Development Australia - Sydney

Finance, Property and Professional Business Services Workshop,

August 2011



Finance, Property & Professional Business Services Workshop

Addressing the issues affecting your industry today...

Bob Germaine

Executive Officer, RDA Sydney

M.C.

Welcome and Introduction

Finance, Property & Professional Business Services Workshop Agenda

- 9.30 am - 9.35 am** Welcome and Introduction – Bob Germaine, Executive Officer, RDA Sydney
- 9.35 am – 9.50 am** Regional Development Australia – Sydney, Program overview
Bob Germaine, Executive Officer
- 9.50 am - 10.00 am** The Hills Shire a place for Business, John Dean, Manager
Economic Development & Marketing The Hills Shire Council
- 10.00 am - 10.15 am** Case Study – Growing a successful professional services business in
Western Sydney – Peter Forrester, Managing Partner, Deloitte
- 10.15 am- 10.25 am** Morning tea
- 10.25 am - 11.30 am** Break away Workshop discussion
- 11.45 am - 12.30 am** Group Discussion, share stakeholder feedback , next steps

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Project Overview



An Australian Government Initiative



Who are we?

Regional Development Australia is a COAG initiative of the Federal and State Governments.

With 55 committees created nationally to develop Australia's regions in terms of:

Sustainable & equitable economic development and job creation.

Purpose of RDA Sydney Committee

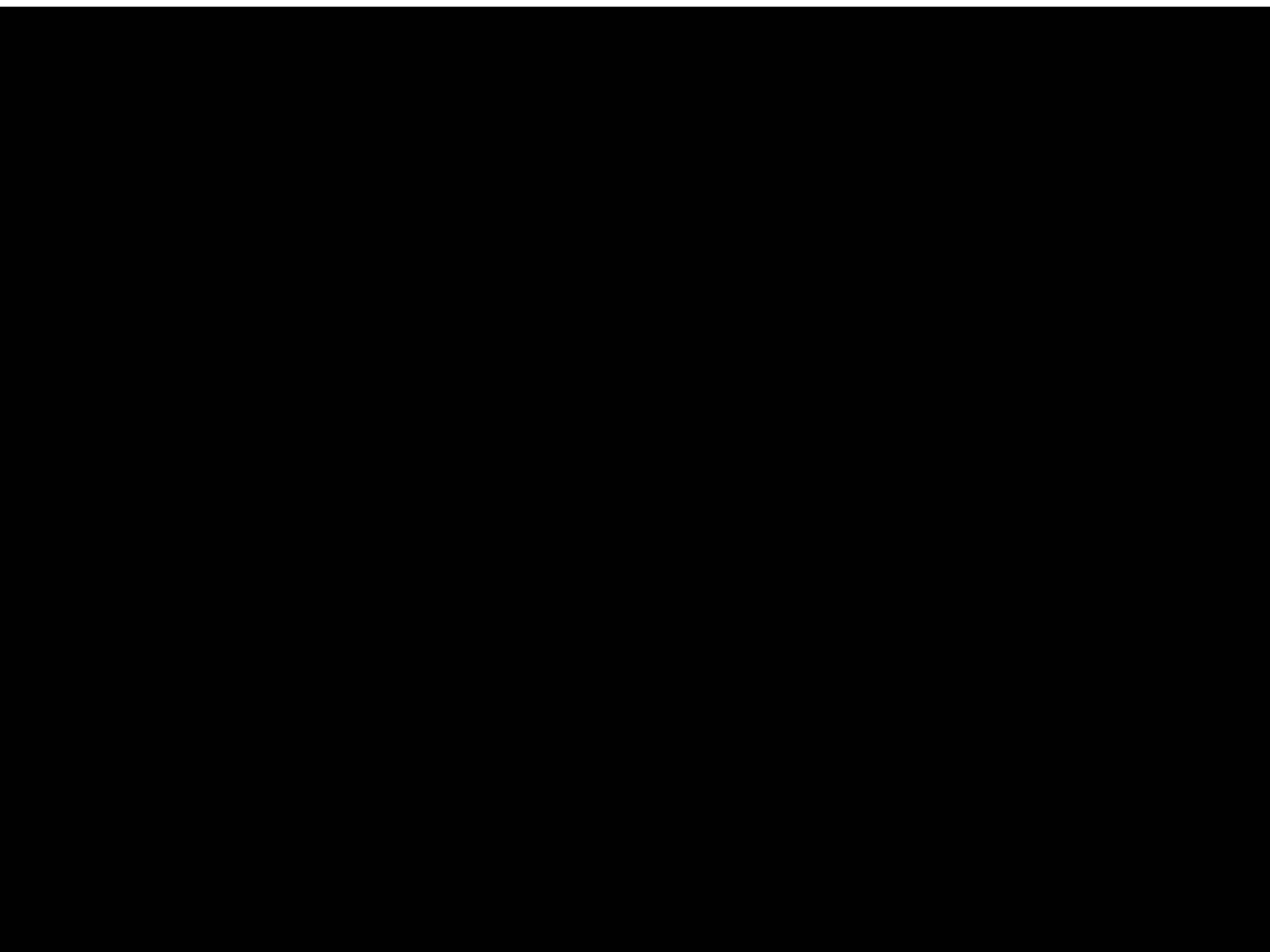
- Consult and engage with the community
- Liaise with governments and local communities
- Support informed regional planning, and
- Contribute to industry development, business growth plans, investment strategies, environmental solutions and social inclusion strategies in the region
- Identify key issues and then facilitate and develop solutions via collaboration with key stakeholders

Metro Strategy for Sydney –Employment Challenges

Plan calls for additional 500,000 jobs over 25years in Sydney with over 280,000 in GWS

RDA believe we need:-

- 40 year Vision for the city with better economic modeling
- *Whole of Sydney* strategic plan (like Brisbane) with 3D Virtual planning model
- “ New Governance” with Integrated economic , land- use infrastructure planning / implementation
- Good economic understanding of industry trends & drivers to help develop better understanding for future jobs





- 1 Racecourse Road Neighbourhood Plan
- 2 Bulimba District Neighbourhood Plan
- 3 Woolloongabba North Neighbourhood Plan
- 4 Indooroopilly Centre Neighbourhood Plan
- 5 Toowong - Auchenflower Renewal Strategy

- East - West Link
- Northern Link
- Eastern Busway
- Existing Busway
- Proposed Metro
- Proposed Veloway
- Proposed Railway
- Proposed Metro Extension
- Proposed Pedestrian Bridge
- Proposed Busway Extension

- 0 - 3
- 3 - 6
- 6 - 10
- 10 - 20
- 20 - 30

A Vision for the Future of Greater Western Sydney ?

- Greater Western Sydney (GWS) region is the key innovative, clever, technology-driven manufacturing and logistics hub for Eastern Australia, with new *centres of excellence & technology parks*
- Sydney truly becomes a *City of Cities*
- Parramatta is well established as Sydney 2nd CBD but with strong inter-connectivity and relationships with both Sydney city and the other key commercial city centres of GWS – such as Norwest
- Thriving regional financial business and support centres where over 70 % of the workforce *live, work and play* in the region.
- Western Sydney is recognised as the key *engine room* within Sydney as Australia's Global City

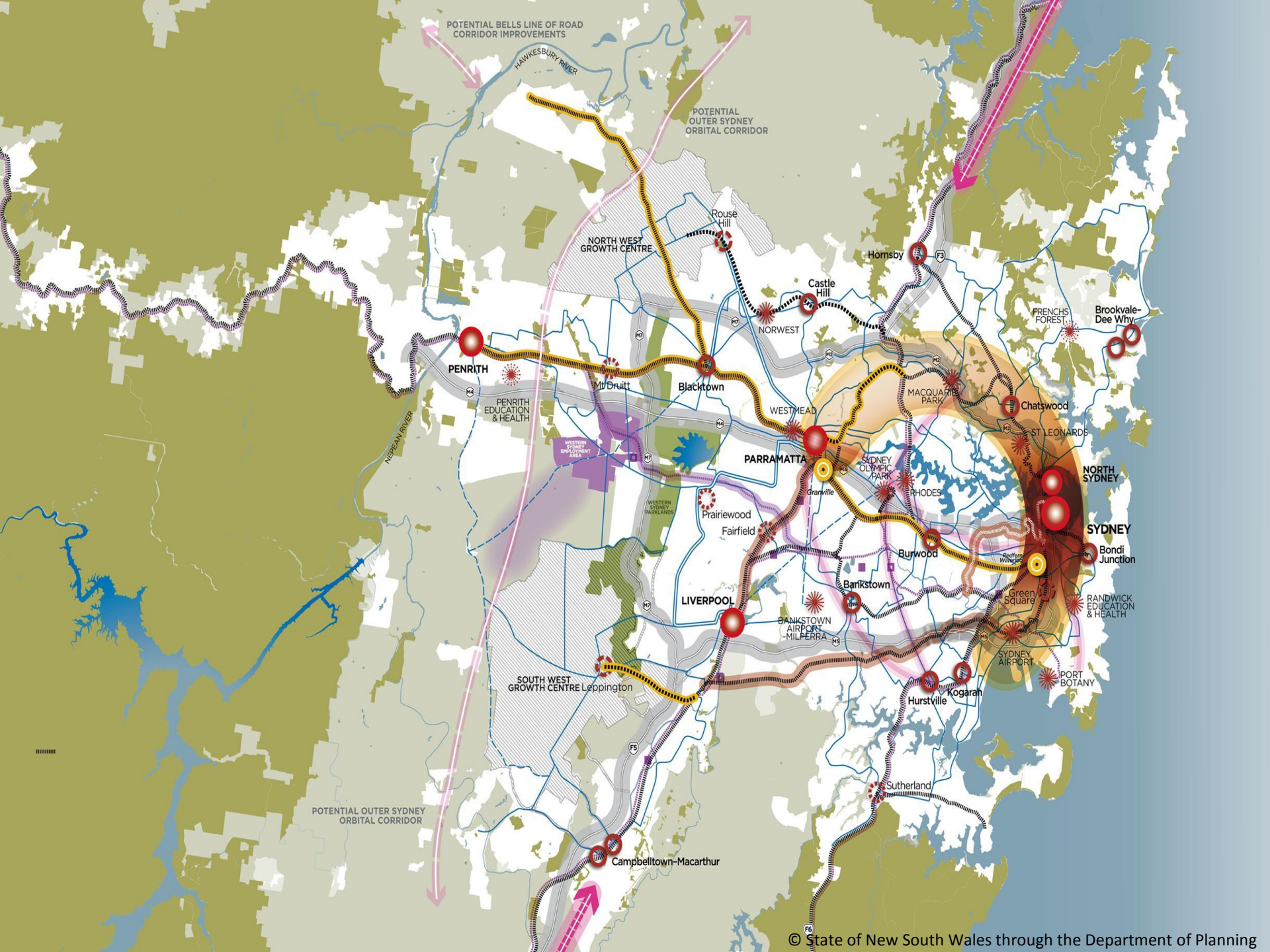
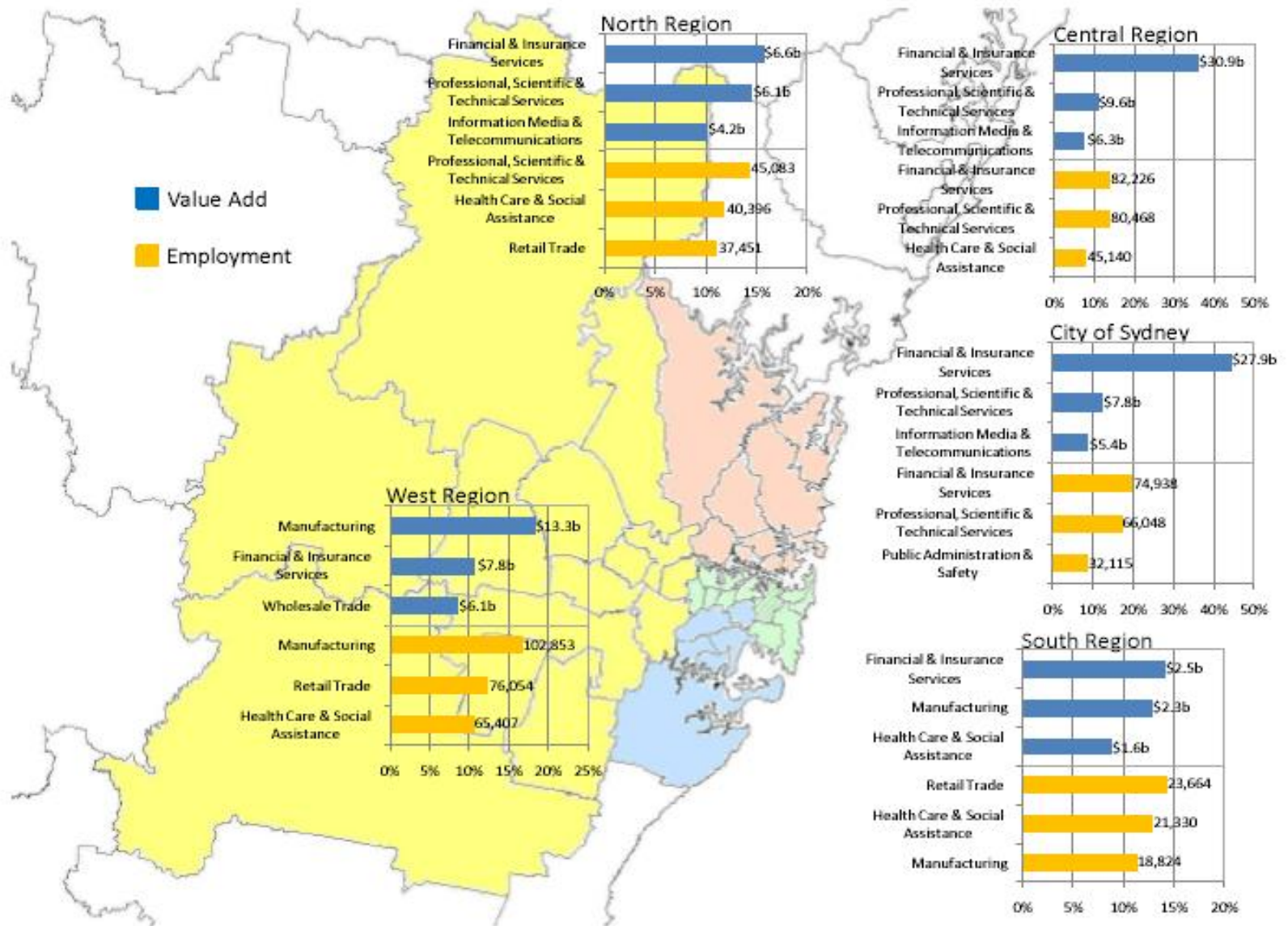


Figure 8: Value Add and Employment by Industry, Sydney Regions




Comparison Employment (2010) & GRP (2008-2009)

		GWS	Central (incl CBD)	Sydney Metro
Manufacturing	GRP \$b	\$13.3b	\$3.2b	\$21.7b
		102,853	26,303	171,654
Finance & Insurance	GRP \$b	\$7.7b	\$30.9b	\$47.7b
		19,007	82,226	124,545
Professional, Scientific, Tech Services	GRP \$b	\$3.5b	\$9.6b	\$20.3b
		26,928	80,468	166,497
Health Care & Social Assist	GRP \$b	\$5.0b	\$3.3b	\$12.9b
		65,407	45,140	172,273
Retail	GRP \$b	\$4.0b	\$2.3b	\$9.3b
		76,054	44,985	182,154
TOTAL	GRP \$billion	\$85.5b	\$102b	\$257.9b
Total Employment		617,588	590,478	1,718,534


Project Objectives:

- Bring together key industry stakeholders to uncover and discuss the key issues affecting the growth of the Finance Property and Professional Business services sector in Greater Western Sydney via a series of workshops run in key regional centres (Parramatta, Penrith, Blacktown / Norwest, Liverpool, Campbelltown and Sutherland).
 - Map and promote the balanced growth of the Financial Property and Professional Business services sector and the capabilities of the industry within Western Sydney.
 - Establish partnerships with key stakeholders and peak bodies to develop business case to support investment attraction strategy and promotion program.
 - Undertake collaborative industry actions and strategies the group may wish to develop and pursue.
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Some of the Key Issues

- What are the strengths and weaknesses of the industry in the Greater Western Sydney regional centres?
 - What will encourage more organisations to come and invest in Western Sydney and specific regional centres?
 - Why is the finance property and professional business services industry sector under-represented in Greater Western Sydney and how can local regional centres respond to this opportunity?
 - How and in what way can Norwest play a central role in a key outer Sydney commercial centre to the The Hills / NW Sydney region particularly in these industry sectors ?
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Key Issues (Cont'd)

- How can we attract and retain the required industry capability and expertise to build regional centres of excellence and to further develop the finance , property and professional business services in Greater Western Sydney?
 - What impact do *Skills shortages* have in location and operational decisions now and potentially in the future?
 - To what extent are you able to fulfil your employee skill mix locally?
 - To what extent do your employees need to travel to get to work?
 - How important will it be to your business to maintain this balance in the future? Will it affect location or operational decisions?
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Key Issues (Cont)

- Does NW / Greater Western Sydney have adequate educational, infrastructure, transport and communications to support required growth? If not, what should be the priorities?
 - What are the trends and drivers that will encourage more companies to come and invest now and in the future
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John Dean

Manager Economic Development
The Hills Shire Council

Welcome to The Hills

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Peter Forrester

Managing Partner, Deloitte

*Case Study - Growing A Services Business
in Western Sydney*

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Workshop Actions and Activity

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What happens next ?

Workshop Summary
Next Steps



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Tuesday, 30th August 2011

Thank you

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