

Campbelltown City

Right Place,

Right Time,

Right Now





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DISCOVER CAMPBELLTOWN CITY

Campbelltown, located less than an hour south west of Sydney, is at the centre of one of the most **significant** current and future **growth corridors** in NSW.

As one of only three Regional City Centres outside of Sydney CBD and Parramatta, Campbelltown is a **major economic and social entity**, with the ability to attract a range of new business, government, health, cultural, retail and recreational opportunities to support the growing population of Macarthur and Greater Sydney.

A changing city, Campbelltown is experiencing a **hive of new activity**. The city has **unlimited opportunities** for people who are looking for a community where they can live, work, play and invest – all in the one area.

Campbelltown is developing into a city that is a metropolitan destination in its own right; **a destination of choice**; a destination where people want to be.

**Campbelltown is the place to
live, learn, play and grow.**



Our city

Campbelltown is the Regional City Centre for south west Sydney with the greatest potential for growth, one of only three city centres located outside of Sydney CBD and Parramatta.

One in five people in Greater Sydney will live in the south west by 2031.

The city has enormous connectivity with seven railway stations on the Sydney to Melbourne rail line; easy access to M7, M31 and M5; and close proximity to Sydney International Airport and the proposed Western Sydney Airport.

A population anticipated to grow from 158,941 today towards approximately 300,000 by 2036 and more into the future.

47,260 local jobs in 2015*.

More than \$438 million worth of building approvals in Campbelltown during the first seven months of the 2015/16 financial year, with almost half for non-residential developments**.



Currently more than 1,000 apartments subject to current DA on sites within Campbelltown CBD.

\$5.3 billion contribution to the national economy (2015)*.

Home to more than 8,000 businesses*.

More than \$2 billion in residential and non-residential building approvals in Campbelltown between July 2011 and January 2016**.

*source: National Institute of Economic and Industry Research 2015, compiled and presented by .ID The Population Experts
**source: ABS 2015, and Profile .ID The Population Experts

Campbelltown is accessible from everywhere:

- Sydney CBD – 45km (45 minutes)
- Sydney International Airport – 30km (30 minutes)
- Proposed Western Sydney Airport – 23km (20 minutes)
- Southern Highlands – 58km (45 minutes)
- Wollongong – 66km (50 minutes)
- Canberra – 230km (2 hours).

More than 50,000 new dwellings being planned for Campbelltown LGA.

Images (L to R): Freight train; Construction worker; Ingleburn Library; Apartment construction Park Central.





Our Regional City Centre

In December 2014, Campbelltown was designated a Regional City Centre by the NSW Government. As one of only three Regional City Centres outside of Sydney and Parramatta, Campbelltown is the capital of south west Sydney, meeting the higher order employment, service and facility needs of Sydney's most significant future growth corridor.

Jeff Lawrence, Council's Directory of Strategy, explains why the city was selected as a Regional City Centre.

"Campbelltown is a well-connected contemporary city centre and has a number of major riches such as Western Sydney University, the Campbelltown Public Hospital, the Clinical School of Medicine and the Campbelltown Arts Centre," said Jeff.

"Campbelltown is a centre where the city meets country. It's a distinctive destination of high amenity which makes it stand apart from other parts of Sydney and attract a range of visitors.

"With the appointment of Campbelltown as a Regional City Centre, Campbelltown City Council's vision for the future is one of a growing, changing, busy and friendly city, with buildings and public spaces that respect people and place, and embrace the natural environmental character that our community has come to cherish."

To achieve that vision, Council is putting plans in place to shape Campbelltown into a city that meets the needs of the growing population of the future.

"Campbelltown is growing into a metropolitan, national and international gateway," said Jeff. "We see businesses here pursuing excellence in sport, education, health and advanced manufacturing. We will be a city that will embrace change, innovation and technology, but at the same time, demonstrate proper respect for its natural and cultural heritage.

"A city which offers a range of opportunities to participate in culture, sport, learning, entertainment, and recreation, Campbelltown is proud to be Sydney's newest and most prosperous Regional City Centre."

Our community

The City of Campbelltown stands on the traditional lands of the Dharawal people. Today, Campbelltown maintains a large Aboriginal community, which is supplemented by a culturally diverse population. More than 28% of Campbelltown's residents are born overseas, with an increasing proportion of the community speaking a language other than English.

Campbelltown's cultural diversity is evidenced by the large variety of food stores and ethnic dining options available throughout the city, and is celebrated by the community with an annual calendar of vibrant events and festivals. These events not only add to the enrichment our city, but also foster a connected and inclusive community environment.



Images (L to R): Nurse health worker; WSU School of Medicine; Indigenous Guide, Dharawal NP.



Campbelltown has a young dynamic population, with more than 50% of the population under 34 years of age, which provides a skilled and varied labour force. The city also has a large education sector, boasting some of the best performing schools in the state, as well as a range of quality tertiary education facilities including Western Sydney University (WSU) Campbelltown Campus and South West Institute of TAFE.

- WSU is ranked in the top two percent of universities worldwide

(source: Times Higher Education World University Rankings, 2015)

- WSU Campbelltown Campus is the designated Integrated Health Hub of the Western Sydney Innovation Corridor
- WSU School of Medicine and Macarthur Clinical School are attracting and developing a high-quality, specialised clinical workforce.

Campbelltown's world class and expanding education sector provides a strong pool of talent for current and future businesses aiming to recruit an increasingly educated workforce.



Profile piece: **The Macarthur Clinical School**

Construction of the \$21 million, four-level Macarthur Clinical School of Medicine is underway, and is set to transform training for local medical students from Western Sydney University and the staff at Campbelltown Hospital.

The new state-of-the-art facility is a joint project of South Western Sydney Local Health District and Western Sydney University. It features a simulation laboratory, lecture theatre, offices, teaching spaces and a new patient clinic. The Clinical School will also improve the facilities for both students and hospital staff in the future, with the inclusion of the hospital library and a lecture theatre that will provide a larger space for key hospital education and training sessions than is currently available.

Professor Annemarie Hennessy AM, Dean of the School of Medicine, said the facility will provide innovative training opportunities for the future and current health workforce.

“Campbelltown is already a major training centre for doctors with the School of Medicine on the university campus, as well as the Schools of Health and Science and Nursing and Midwifery, and the new Macarthur Clinical School is only going to build on this already solid engagement,” said Prof Hennessy.

“We have been working closely on this project with Campbelltown City Council and we look forward to sharing the benefits of the school with the wider community.”



Campbelltown City Council General Manager, Lindy Deitz, said it was an exciting time for the partnership between Council and the university.

"We really value the contribution Western Sydney University makes to Campbelltown and the wider Macarthur region, and I'm pleased to see that what were once just plans on paper is now coming to life," Lindy said.

"Campbelltown is the hub of health and education services for south west Sydney, and we will continue to work alongside the university and hospital to further expand this reputation as our city continues to grow as an important metropolitan centre."


It is anticipated that the clinical school will be ready for the beginning of the 2017 academic year.

Campbelltown leads diabetes research

Internationally acclaimed diabetes researcher, Professor David Simmons, was awarded a National Health and Medical Research grant of more than \$2 million to lead a gestational diabetes project from Campbelltown.

The trial is addressing an important health issue, especially in a growing community like the Macarthur region. Gestational diabetes mellitus (GDM) related pregnancy complications are reduced with treatment from 24-28 weeks pregnant. Many women are diagnosed and treated earlier without evidence of benefit and possible risk of harm. The purpose of this study is to investigate this existing scenario further.

Professor David Simmons joined the university in 2015, having moved from the Institute of Metabolic Science and Cambridge University Hospitals NHS Foundation Trust in the United Kingdom. He is the head of Endocrinology at Campbelltown Hospital.



Campbelltown is
the hub of health
and education
services for south
west Sydney



Our lifestyle

Campbelltown's environment is characterised by a diversity of land uses and housing variety, ranging from contemporary, high-density urban developments around the railway stations, to rural bushland environments along the Georges River Corridor.


Between those areas and to the west, lie traditional low-density suburban neighbourhoods with a distinctive 'green' character. Major areas of broad-acre rural pastureland are located in the southern parts of the city and in the Scenic Hills which flank the western edge of the city's urban areas, helping to define the city's landscape setting.

Campbelltown City Council General Manager, Lindy Deitz, explains that the reason people choose to live in Campbelltown has changed over recent years.

"Once upon a time, Campbelltown was chosen merely for the fact that it was affordable, whereas now people are choosing it for the beauty and the attractions that the area has to offer," said Lindy.

"Campbelltown is preparing for a further 25 years of sustained population growth through new green-field subdivision and redevelopment of older urban areas at higher densities, within and around existing railway station based business centres, to reach an estimated total population in excess of 300,000 by 2036," said Lindy. "This population growth will see Campbelltown continue to be the economics, service and jobs focus for the Macarthur region."

Campbelltown has immense capacity to grow more houses, apartments, population, employment, facilities, and overall quality of life for people who choose to live and invest in Campbelltown. Residents can enjoy some of the most pristine natural surrounds on the doorstep of everything that comes with city living. This combination of relaxing lifestyle, a diverse blend of culture, open spaces and unique attractions makes Campbelltown the ideal place to call home.



People choose
Campbelltown for
the beauty and
attractions that the
area has to offer



Profile piece: Stockland – building more than just houses

Australia's largest diversified property group, Stockland prides itself on creating places where people want to be.

With interests in retail centres, business parks, logistics centres, office buildings, residential communities and retirement living villages, Stockland has been investing in local communities since 1952 – including Campbelltown.

Steve Barlow, Residential Regional Manager, said investing in Campbelltown was a logical decision for the company.

“When we chose to concentrate our NSW residential business in the key growth corridors of the Sydney metropolitan market some four years ago, we gave due consideration in who to invest with and Campbelltown was ultimately the Council we chose,” Steve said. “They don’t want to just approve something for approval sake. They want to make sure that the community will use it, value it and benefit from it.”

Stockland is currently making rapid progress on the next stages of its \$1.2 billion, 350 hectare master planned community, Willowdale, in the heart of Sydney’s South West Growth Centre. With more than 1,000 residential lots already sold, the completed development will be testament to the Stockland style of high quality homes.

Andrew Whitson, Residential CEO, said Stockland’s diversified real estate development capabilities are what’s helping them create well thought out communities.

“We’ve put a lot of thought into Willowdale to make the community a great place to live,” explained Andrew. “The location has everything going for it, and we’re investing millions of dollars in community infrastructure, including future neighbourhood shops, walking paths, cycleways, parks and playgrounds to make Willowdale a safe, fun and convenient place to live.”

Macarthur Gardens Retirement Village is another high quality Stockland development that is setting a benchmark for quality and affordable retirement living in Campbelltown. Chosen for its location close to shopping, medical and transport facilities, the 10 hectare site is set within beautiful gardens and is home to more than 320 residents.

According to Steve Barlow, the future for Stockland in Campbelltown is looking very bright, thanks to the growth the area and its surrounds are experiencing.

“You’ve got a really strong population base that is growing at a very good number, you’ve got a council that supports quality projects and really partners with you to deliver those, and you’ve got infrastructure and investment, more broadly, that is supporting continued investment,” said Steve.



Our open space

While Campbelltown is experiencing population growth, economic development and a hive of activity within the CBD and new land release areas, much emphasis is still placed on protecting the natural environment which Campbelltown is renowned for.

Campbelltown is surrounded by pristine, natural bushland and open spaces, including the Australian Botanic Garden Mount Annan. The immediate vicinity of Campbelltown also has the Dharawal National Park, a 65 square kilometre expanse of natural beauty and a major attraction for its walking and bike tracks, waterfalls and swimming spots.

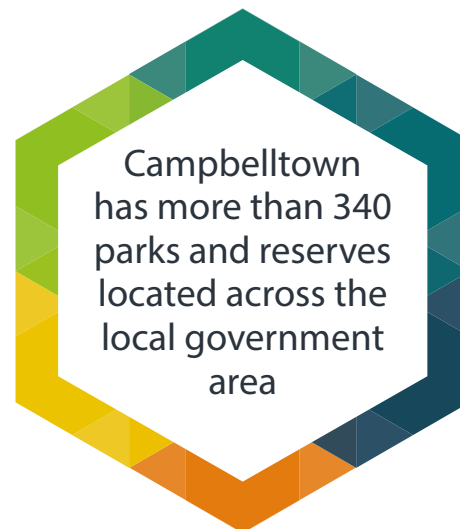
Campbelltown City Council General Manager, Lindy Deitz, said that Council is committed to enhancing the rich natural and cultural heritage of the region.

“Campbelltown’s natural environment and open spaces offer a diversity of high quality recreational opportunities and experiences. Council’s vision is to celebrate these highly valued assets, which contribute to the distinctive character and liveability of our contemporary city,” said Lindy.

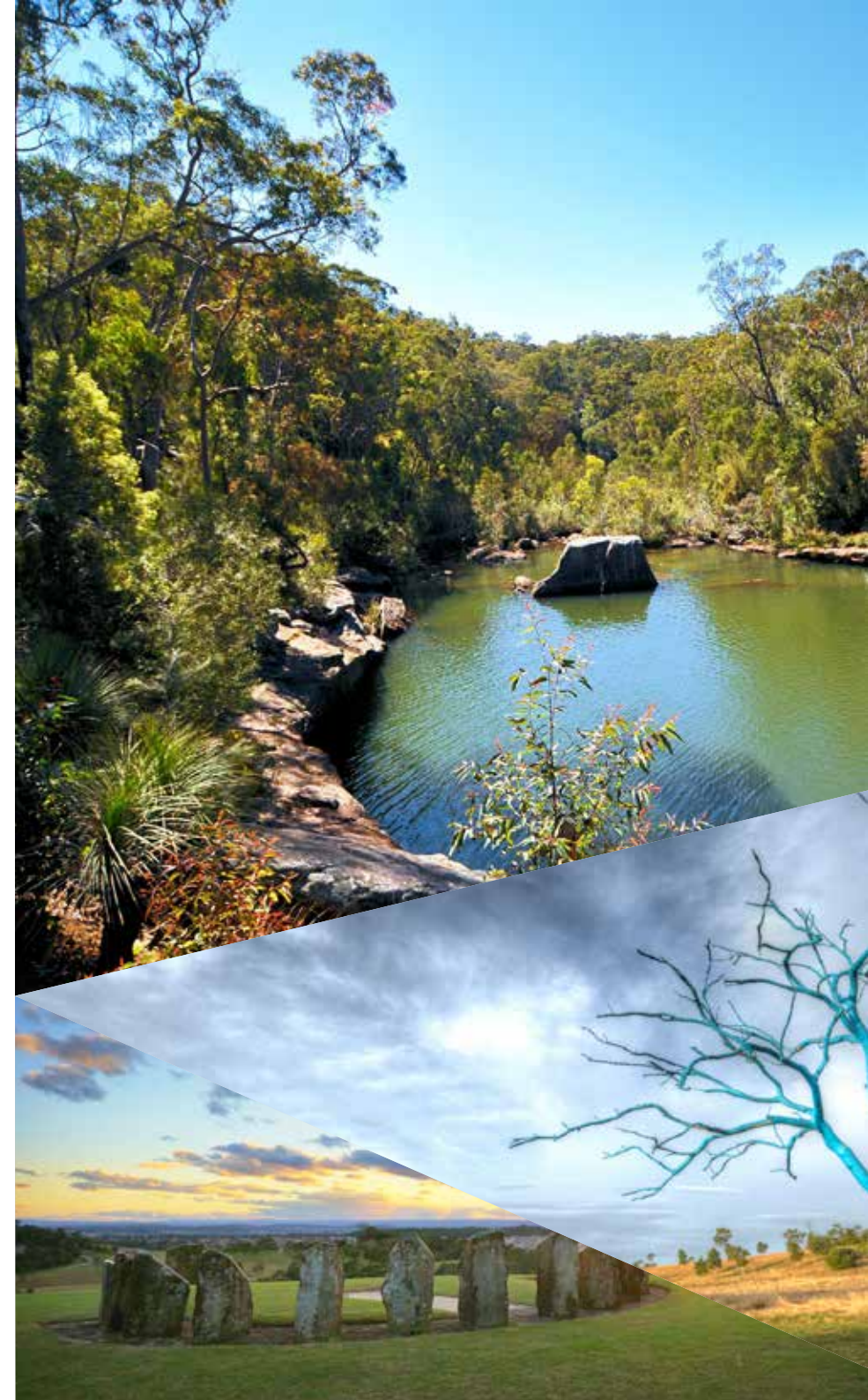
“We are implementing plans to balance the developing regional city centre with the protection of our natural areas and the provision for enhanced and more accessible open space networks. This balance is essential to ensure that we provide for community recreation needs, both now and into the future, while protecting biodiversity conservation and heritage values.”

Campbelltown’s location between the Nepean and Georges Rivers, and the large areas of bushland along the Georges River Regional Corridor which links to the Dharawal National Park, not only offers attractive green vistas from the central urbanised valley of Campbelltown, but many opportunities for locals and visitors to connect with nature.

“Campbelltown City truly is a city of choice in a natural environment,” said Lindy.



Images (CW from top): Minerva Pool, Dharawal NP; Blue Tree, Australian Botanic Garden; Sundial Hill, Australian Botanic Garden





Profile piece: Dharawal National Park

Dharawal was proclaimed a national park in 2012 following significant involvement from the Campbelltown community. It stands on the traditional land of the Dharawal Aboriginal people. Their long connection with this country, the land and waterways, and the plants and animals that live in it, feature in all facets of Aboriginal culture and are associated with Dreaming stories and cultural learning that is passed on today. The park protects several ancient Aboriginal sites, including drawings and axe-grinding grooves.

Dharawal National Park is the perfect antidote to city living. At 6,500 hectares, the park supports more than 500 plant species, and provides a home to a wide range of animals, including Koalas and Long-nosed Potoroos, Swamp Wallabies, Eastern Wallaroos, New Holland Honeyeaters and countless birds. The O'Hares Creek catchment, on the Register of the National Estate, is home to 17 vulnerable, rare or threatened species, and feeds the park's eucalypt forest, woodland, heathland, and sedgeland habitats.

Visitors to the park will experience many natural eco-systems including eucalypt and shale forests, stunted woodlands, windswept heath, patches of rainforest and extensive sedgeland among the scenic terrain. There are a number of different walking and riding tracks, as well as picnic facilities and scenic viewing platforms overlooking the escarpment and Minerva Pool waterfalls. And it's all just a stone's throw from Campbelltown CBD.

Profile piece: The Australian Botanic Garden, Mount Annan

The Australian Botanic Garden, Mount Annan is Australia's largest botanic garden, covering more than 416 hectares and featuring more than 4,000 species of native plants. Mount Annan, the native plant garden of the Royal Botanic Gardens and Domain Trust, was established more than 25 years ago and has attracted more than 2.4 million visitors since then. It features themed gardens with BBQ and picnic facilities, a café, walking tracks, a mountain bike trail and interactive sculptures such as the Sundial of Human Involvement, the Federation Flower Maze and Room with a View.

Since October 2013, the garden has also been home to the Australian PlantBank, a \$20 million science and education facility which houses seedbank and research laboratories specialising in conservation, restoration and horticultural research. Visitors to the PlantBank gain insight into this facility, aided by award-winning interpretation.

The garden has become an increasingly popular green space. The size of the site and interesting variety of landscapes, has made it an important fauna refuge. More than 160 bird species have been seen in the garden, and native mammals such as the Wallaroo and Swamp Wallaby are commonly seen in their natural grassland habitat.

Our culture and events

Campbelltown's culture is celebrated through an annual calendar of festivals and events, engaging the local community and attracting visitors from across greater Sydney.

Major events in the Campbelltown calendar include Ingleburn Alive, Riverfest, New Year's Eve celebrations and the Campbelltown City Festival of Fisher's Ghost, one of the longest running community events in Australia, having been staged since 1956.

The AnnanROMA Food and Wine Festival is another highlight of the region's event calendar. Held each autumn, the festival showcases local food producers, restaurants and wineries from the Macarthur region.

Campbelltown Arts Centre and Japanese Gardens, along with The Cube Exhibition Centre, are the entertainment heart of the city. Many exciting events, performances, concerts, workshops, exhibitions and expos are held at these venues throughout the year. While sporting enthusiasts get their thrills at the various festivals and sporting events held at Tabcorp Park, Menangle; Campbelltown Sports Stadium and Campbelltown Athletics Track.





Images (L to R): Colour Run, Tabcorp Park; Festival of Fisher's Ghost; Fisher's Kids; AnnanROMA Food and Wine Festival

Profile piece: **Campbelltown Arts Centre – a cultural icon**





Campbelltown Arts Centre (CAC) is south west Sydney's major cultural service provider – a flagship cultural venue that is in a unique position to forge collaborative exchanges between artists, disciplines and communities.

CAC has undergone many incarnations over the past few decades. From its beginnings in 1988 as the Campbelltown Art Gallery, then re-launched in 2005 as Campbelltown Arts Centre, it aims to engage, inspire and respond to social issues and topics through the production of high quality contemporary arts and cultural programs.

Campbelltown City Council, along with the NSW State Government, has been an active partner in the development of this world class arts infrastructure and its delivery of programs to south west Sydney.

Director of Campbelltown Arts Centre, Michael Dagostino, ensures that the Centre is a national leader in the delivery of an expanding contemporary artistic program.

"As a cultural producer, we are dedicated to supporting artists in creating new works and expanding their practice," said Michael. "The Centre has forged an excellent reputation for presenting new and exciting works and secured our identity as a generator of high quality collaborations, partnerships and programs that span across local, national and international spheres."

Greater Sydney is one of the state's most rapidly changing regions and is now more culturally and economically diverse than ever before, with the Campbelltown area currently undergoing great change and expansive growth.

"Key to the success of the Centre has been our ability to engage, inspire and respond to social issues through the production of quality cultural programming that is relevant and important to our audiences," said Michael.

"We have generated solid and strategic partnerships that have forged long lasting relationships to benefit our communities and to strengthen the arts sector as an important social and economic driver within south west Sydney."

The Centre produces a range of arts projects that include new work commissions, artist residencies, publications, community projects, education and public programs. The artistic program is inspirational and challenging, and works across five program areas including visual arts, music, dance, live art and emergent practices. The programs encourage the examination of issues and events that influence and shape contemporary experience.

"The CAC looks to the future with great confidence," said Michael. "We have an amazing base from which we will strengthen our dialogue between artists and wider audiences. We will continue to explore opportunities for the broader community to engage with contemporary multi-disciplinary practice and develop new approaches to sustaining an ever growing regional creative eco-system."

Our sporting home

Campbelltown is home to a number of world class facilities catering to elite sporting teams, as well as a range of sporting and recreational fields suitable for community groups.

Tabcorp Park Menangle, the largest harness racing track in Australasia, has made its mark on the Australian harness racing scene and is now acclaimed as one of the best racing tracks in the world. The racing precinct hosts more than 100 meets a year, including the pinnacle race carnival on the Australasian harness racing calendar, the Miracle Mile, as well as a variety of annual exhibitions and community events.

The city is also home to Campbelltown Sports Stadium, one of NSW's premier football stadiums and an international standard athletics facility.

Campbelltown features three golf courses, including Macarthur Grange Country Club, Macquarie Links International Golf Club and Campbelltown Golf Club – the host location for the Golf NSW Foursomes Championships in November 2016 and 2017.





Campbelltown has more than 50 sporting grounds throughout the city



Profile piece:

Campbelltown Sports Stadium – investing in the future

Since its establishment in 1970, Campbelltown Sports Stadium has developed into one of the state's premier sporting facilities – but its evolution won't stop there.

Mark Berriman, Council's Manager Healthy Lifestyles, said that in addition to the previous expansion and redevelopments of the stadium (previously known as Orana Park), Council is working with the State Government and other stakeholders to make more of the opportunity that is presented by the precinct.

"With its close proximity to the railway station, Council has proposed that the surrounding area be redeveloped over the next five to 10 years as a regional sporting, recreation and entertainment hub, which we envisage will be a catalyst for growth in services, retail, sporting and entertainment employment within the city," said Mark.

The stadium and adjacent athletics centre is already a major entertainment provider, having hosted a diversity of entertainment and sporting events. A regular host of local, regional, state and national level events, the stadium attracts an average of 55 individual events and more than 150 games of football on an annual basis. This brings more than 120,000 spectators to the area, as well as an additional 5,000 players, support staff and officials. Additionally, the adjacent athletics centre hosts more than 120 events annually, attracting more than 60,000 athletes from across NSW.

In recent times, the stadium has also attracted overseas teams who have come to Campbelltown to stay, train and play in the lead up to significant sporting events.

"In 2015 alone, Campbelltown attracted 11 teams from China, Oman, Qatar, Mexico and Myanmar for football (soccer) training camps and international friendly matches. This is in addition to the international rugby league matches involving the Cook Islands, Tonga, South Africa and Niue which were also played at the stadium," said Mark.





Sports, recreation and community infrastructure lie at the core of active, healthy and prosperous communities. The stadium is not only a lynch pin for sports within Campbelltown, but is also a driver for economic development across the city.

“Attendees at events and major sporting matches represent a significant boost to economic spend within the region,” said Mark. “As an example, hosting national rugby league games generates more than 450 event-day jobs ranging from security, customer service, media, TV and venue operations, through to event coordination, entertainment, production and ticketing.

“Additionally, there is a whole multiplier effect, with economic benefits realised by businesses not normally associated with either sports or the stadium. Money spent within the city on a mix of additional services, whether it is accommodation, hospitality, transport, retail or entertainment, has a direct impact on the local economy. As an example, the Chinese Football team alone injected more than \$200,000 into the local economy during their 10 day visit. This economic injection is consistent with other national and international teams that stay in Campbelltown.

“Already a major asset to Campbelltown City, the future possibilities for this sporting and entertainment precinct is hugely exciting,” said Mark. “The combination of the stadium’s current use, together with its potential for growth and enhancement, makes this precinct an ideal location to drive entertainment and investment for the city of Campbelltown into the future.”

Profile piece: **Tabcorp Park Menangle – Australia’s harness racing home**

With world class facilities at Tabcorp Park Menangle, Campbelltown is the home of Australian harness racing, but the NSW Harness Racing Club is not resting on its laurels with more expansion plans in the wings.

Today, the Club, which contributes more prize money than any other harness racing club in Australia, holds more than 100 race meetings each year, including Australia’s richest sprint race – the Miracle Mile – and many other internationally recognised races.

Incorporated in 1902, the Club was originally based at Harold Park Paceway in inner Sydney. In the 1950s, the Menangle Park site was purchased and in 2008, members voted in favour of the Board’s recommendation to sell Harold Park and relocate the Club’s entire operation to Menangle Park.

Chief Executive of NSW Harness Racing Club, Bruce Christison, said that in the years leading up to the decision to relocate, the Club undertook an extensive feasibility study to select the future site.

“Campbelltown, as expected, has become one of the most significant growth areas in the country and the Club was, and still is, excited by the opportunities this presents both now and in the future,” Bruce said.

“The Club took into account the forecasted growth of the Campbelltown area, which was a major factor in the decision to relocate to Menangle Park. The growth that we have experienced, both as a Club and as a venue, has more than justified that decision.”

Stage one of the development of the Menangle Park site commenced with the construction of a 1400m race track, the largest harness racing track in Australasia. In December 2010, the Harold Park site was sold and all racing activities moved to the Menangle Park complex, now known as Tabcorp Park Menangle.

The Club then set about building international standard facilities including three grandstands, a 350 seat restaurant, outstanding function rooms, a state of the art television studio and world class stables.



"In 2015, when NSW hosted the World Driving Championship, we had the best drivers from all over the world competing throughout the state," Bruce said. "These entrants told the world that both the track and facilities at Tabcorp Park are better than any they have experienced."

In the years since the decision was made to sell the iconic Harold Park complex and base its future in the city of Campbelltown, the Club has invested more than \$50 million in the site, which continues to develop as both a racetrack and entertainment complex.

"Recently, land adjoining the track was purchased and a permanent world class training complex has been established on the site," said Bruce. "These stables have already attracted 160 horses from throughout NSW, Victoria, Queensland and New Zealand, which is boosting employment and the economy in Campbelltown."

Late last year, the Club purchased the historic Menangle House site located nearby the race track, and has long term plans to develop a registered club, hotel accommodation and associated businesses as the area continues to grow.

"The long term objective is to establish an entire entertainment precinct, which will offer a wide variety of options for the rapidly increasing population of south west Sydney," said Bruce. "With many families looking for affordable housing options with accessibility to all areas of Sydney, the Campbelltown area is the ideal demographic for our rapidly growing business."

"The announcement to locate the second Sydney airport at Badgerys Creek, and the associated infrastructure this will entail, further demonstrates the foresight the Club had in selecting Campbelltown as the location for the NSW Harness Racing Club, and can only further increase the appeal of Campbelltown for commercial and residential potential."



Our recreation

Campbelltown is a one-stop destination – with high quality facilities, a multitude of recreational opportunities, diversity of culture and many unique attractions, it is not only a great place to live and work, but also a great place to visit.

Campbelltown City Council General Manager, Lindy Deitz, said it is the city's diversity that makes it stand out from the crowd.

"We have iconic heritage attractions, first-class sporting and cultural facilities, award-winning restaurants and spectacular bushland and national parks located only minutes from the city CBD," said Lindy.

"Campbelltown has so many places to visit and adventures to experience – experiences that are as vibrant and creative as those who live and work here. There is truly something for everyone to enjoy."

Heritage, history and character

Settled in the early 1800s, Campbelltown is a historically significant region that has developed into a dynamic and energetic city.

Rich in history and character, links to the city's colonial settlement are reflected in the large number of heritage properties scattered throughout the city, including Glenalvon House, Quondong Cottage and the Queen Street Heritage Precinct.

The city's innovative and dynamic arts scene is showcased at the Campbelltown Arts Centre which features an annual calendar of contemporary exhibitions and performances, as well as an interactive Sculpture Garden and tranquil Japanese Garden, complete with teahouse, koi fish and waterfalls.

Sport and racing

Campbelltown Sports Stadium and Athletics Track, together with Tabcorp Park Menangle, the headquarters for Harness Racing NSW, provide world-class facilities catering for both professional sporting associations and community groups.

Campbelltown's first class golf courses are a big drawcard for golfers of all standards. Whether a social player, or a professional contender, there are many fantastic courses to enjoy a round or two.



Images (L to R): Night food markets;
Dharawal NP; Campbelltown Arts Centre;
Campbelltown Heritage Precinct



Our natural bushland

Campbelltown's bushland surrounds offer a scenic escape from the city. Bordered by nature reserves and the Dharawal National Park, if you enjoy a bushwalk, picturesque lookouts or a relaxing picnic – there are plenty of places to escape to. Guided bushwalks are available and offer a specialised insight and interpretation of the local environment and Indigenous history.

The Australian Botanic Garden, Mount Annan, the largest botanic garden in the southern hemisphere, is also located in Campbelltown City. The garden is set on 416 hectares and features themed gardens, picnic areas, walking and cycling tracks, and the internationally significant research facility, The Australian PlantBank.

Shopping and dining

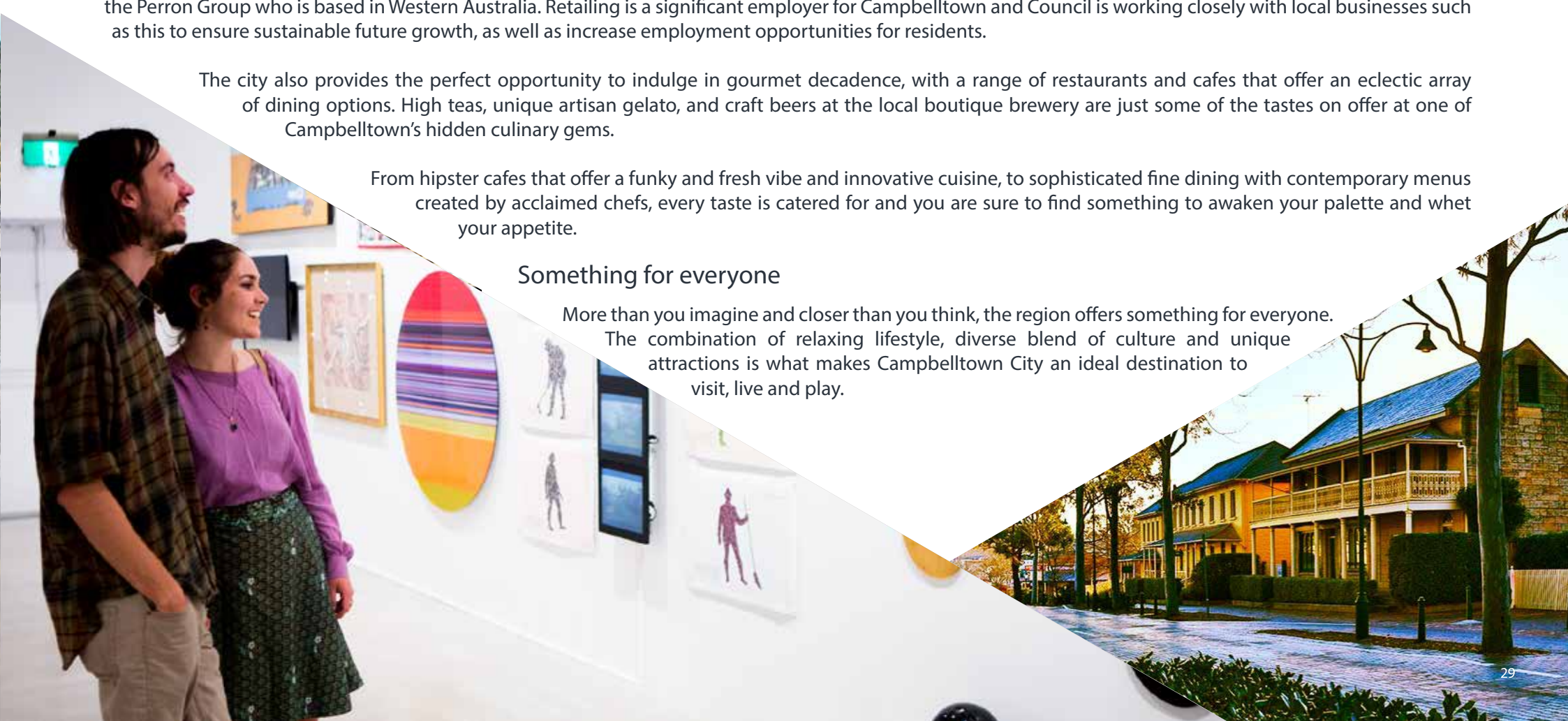
Macarthur Square Shopping Centre, one of the largest in the state, is the leading retail destination for the entire south west Sydney region, featuring an expansive dining and entertainment precinct, as well as boutique specialty shops and department stores. Another large shopping facility is Campbelltown Mall, operated by the Perron Group who is based in Western Australia. Retailing is a significant employer for Campbelltown and Council is working closely with local businesses such as this to ensure sustainable future growth, as well as increase employment opportunities for residents.

The city also provides the perfect opportunity to indulge in gourmet decadence, with a range of restaurants and cafes that offer an eclectic array of dining options. High teas, unique artisan gelato, and craft beers at the local boutique brewery are just some of the tastes on offer at one of Campbelltown's hidden culinary gems.

From hipster cafes that offer a funky and fresh vibe and innovative cuisine, to sophisticated fine dining with contemporary menus created by acclaimed chefs, every taste is catered for and you are sure to find something to awaken your palette and whet your appetite.

Something for everyone

More than you imagine and closer than you think, the region offers something for everyone. The combination of relaxing lifestyle, diverse blend of culture and unique attractions is what makes Campbelltown City an ideal destination to visit, live and play.



Profile piece: Rydges Hotel – a Campbelltown success story

In 2007, when Campbelltown Catholic Club announced that they were planning to build a four-and-a-half star hotel in Campbelltown, some claimed it would never work. However, Rydges Campbelltown has not only thrived, but recently announced a major \$12 million expansion, exciting enough to silence any critic.

Campbelltown Catholic Club, the owner of the site, plans to take the hotel from 116 to 154 rooms, as well as expanding its conference facilities. The result? Rydges Campbelltown is set to become one of the largest hotels in south west Sydney.

Campbelltown City Council General Manager, Lindy Deitz, has described it as a wonderful success story for the city.

“Rydges Campbelltown is an asset not only to Campbelltown, but to the entire south west Sydney region.

“Campbelltown is transforming into a destination where people choose to visit for a number of reasons, including business, sport and recreation. The latest expansion of the hotel will place Campbelltown in a position to continue to cater for this increased visitation.”

Catholic Club Chief Executive, Michael Lavorato, said the redevelopment of the existing public areas, restaurant and terrace is creating a buzz in the industry.

“During the past 12 months, the hotel – which includes OTIS Grill Bar with its own micro-brewery – has enjoyed an occupancy average of about 80 per cent, and is often booked out,” Michael said. “Those figures put it on par with top accommodation in Parramatta, even nipping at the heels of Sydney CBD.





“In February and March this year, the hotel hit a record occupancy rate of 100 per cent. The numbers are just blowing us away. The foundations for extension are already there, built as part of our master plan when we opened Rydges nearly nine years ago. We were always hopeful that there would be a business case to expand sometime in the future – but that time has come a lot earlier than we imagined.”

The new accommodation tower has been designed by Scott Carver Architects, who were also the designers of Aquafit Leisure Centre, The Cube Entertainment Centre and the renovated Campbelltown Catholic Club – which are all located within the one destination precinct in the Campbelltown CBD.

Norman Arundel, Group General Manager - Rydges Hotels, is delighted with the success of the partnership with the Catholic Club.

“The new rooms and conference facilities will be an exciting addition and further capitalise on the hotel’s enviable location, quality accommodation and food and beverage offerings,” Norman said.

Brett Barlow, Rydges Campbelltown General Manager, said the strength of local corporate customers, plus a growing domestic and international leisure market, have helped.

“The added space was designed to cater for the booming conference and wedding market, a bedrock of our success, and we’re already taking bookings for the new 200 seat venue,” Brett said.

“The repeat business we are getting from corporate customers and other visitors would tell you they love the Campbelltown experience. The price point is an advantage, in that they’re not paying city prices, but we are providing everything they would get in the city – minus the congestion.”

Our economic opportunities

Accessible and affordable land

The Campbelltown Local Government Area (LGA) has key land for residential, commercial and industrial development and redevelopment, located close to major road and rail transport networks, and available at competitive prices.

- Industrial rents (for LGA) \$80 - \$100/m²
- Commercial rents \$150 - \$250/m²
- Commercial property sale value \$280 - \$833/m²
- Median apartment price \$410,000.

(Figures for Campbelltown CBD and industrial land – January 2016)

Campbelltown City has room to expand your business

There is huge potential for business growth, development and relocation to Campbelltown City.

With seven urban precincts located along the Glenfield to Macarthur rail corridor, plus 24 hectares of land to be utilised for employment within proposed release areas south of the LGA, as well as potential key locations for business parks, there is much opportunity to expand employment options for local people – something that Campbelltown City Council is very keen to achieve for the local community.

Campbelltown LGA currently has land zoned for the following purposes:

- 764 hectares of land zoned for employment and centre support purposes (land zoned IN1, IN2 and B5)
- 290 hectares of land zoned for business and commercial purposes (land zoned B1, B2, B3 and B4)
- 9,460 hectares of land currently zoned for residential purposes (land zoned R1, R2, R3, R4, R5 and B4), 77 hectares of which is zoned B4 Mixed Use and located in the Campbelltown and Ingleburn CBD areas.

Council's Director of Strategy, Jeff Lawrence, said that in addition to the number of services and facilities which are already a major drawcard for people looking to move to or invest in the area, Council wants to work with key stakeholders to further develop the city.

"Our vision is to position Campbelltown as a self-sustaining city, with access to the highest-level services, facilities and amenities, combined with a diversity of employment options available within the Regional City Centre," said Jeff.

"Council has a number of strategic land holdings located in Campbelltown CBD. It is proposed that future options for some of these sites will be considered by Council for their capacity to help shape the future of the Regional City Centre. We are also seeking to ensure that all future developments in the Campbelltown Precinct are complementary and work together to create a vibrant, livable, mixed-use centre."

Jobs jobs jobs

As the south west Sydney region continues to grow, Campbelltown City will have an ever increasing role in the provision of diversified employment opportunities.

Campbelltown City Council General Manager, Lindy Deitz, explains that eliminating the need to travel long distances for work is of primary importance for Council.

“Campbelltown will play a key role in providing the necessary jobs for the growing population in south west Sydney. It is one of Council’s top priorities to develop Campbelltown into a ‘30 minute city,’” said Lindy, “where residents can work and play within 30 minutes of their front door.

“We are putting plans in place to develop Campbelltown into a self-sustaining and resilient city. We have the amenities, infrastructure and educational institutions, and our next focus is on increasing the number and diversity of employment opportunities that are available to the community.”



A forecast for the future

Campbelltown City Council General Manager, Lindy Deitz, said Campbelltown's recognition as a Regional City Centre will see the area continue to grow and prosper via development intensification along the rail corridor from Glenfield to Macarthur, and the release of new greenfield areas for urban development.

"In the rail corridor alone, it is estimated that at least 20,700 new jobs will be created by 2036, adding to the 47,260 jobs that already exist across the LGA," said Lindy.

In the Greater Macarthur Urban Land Release Strategy, released in September 2015 by the NSW State Government, the Menangle Park and Mount Gilead Priority Precincts have been earmarked for major metropolitan scale land release, and work is taking place now to coordinate the delivery of high level infrastructure that is necessary to support growth in the area.

"Within the Menangle Park and Mount Gilead Precincts, there are 24 hectares of land proposed to be utilised for employment. This equates to a new expected opportunity for an additional 6,800 jobs to be generated," said Lindy. "We want to make sure our community has access to high order facilities and employment close to their homes – there is a wide range of opportunities for us to achieve this, so it's really exciting."

Table: Projected growth – employment along the Glenfield to Macarthur Urban Renewal Corridor

| Precinct | 2021 | 2031 | 2036 |
|------------------|--------------|---------------|---------------|
| Glenfield | 380 | 770 | 970 |
| Macquarie Fields | 320 | 620 | 780 |
| Ingleburn | 1,750 | 3,250 | 4,000 |
| Minto | 860 | 1,570 | 1,900 |
| Leumeah | 895 | 1,550 | 1,880 |
| Campbelltown | 2,850 | 5,350 | 6,850 |
| Macarthur | 1,770 | 3,410 | 4,320 |
| Total | 8,825 | 16,520 | 20,700 |

Note:
The Glenfield to Macarthur Urban Renewal Corridor Strategy is currently being reconsidered due to the changes in the Glenfield precinct relating to the sale of land at Hurlstone Agricultural High School.





Profile piece: **Breseight Group Australia**

From humble beginnings as a contract tooling and job workshop, Breseight Group Australia has transformed into an internationally acclaimed, advanced manufacturing and engineering business with global connections. Founded in 1983, Breseight remains under the control of the two founding families (Cullen and Rix) and operates from a purpose-built facility in Ingleburn with 28 employees. With a long history in toolmaking, the business now has a diverse offering of advanced manufacturing and engineering products and services.

Managing Director, Kevin Cullen, recognised the need for the business to expand beyond its toolmaking origins if it were to thrive in the manufacturing industry.

“Traditional manufacturing in Australia has declined in recent years, and along with fellow Director, Tracy Rix and CEO, Marcos Perez, we wanted to ensure the sustainability of the business well into the future,” Kevin said.

“We recognised that we needed to align with internationally recognised leaders in manufacturing, so in 2005, we partnered with German technology companies and introduced EOS 3D high-end printing into Australia for use with plastic and metal materials – and we haven’t looked back.”

Since then, Breseight has won design, development and supply contracts with companies such as Telstra, NBN, ResMed and Alcatel for a range of telecommunication and medical products, and they have transitioned from traditional base manufacturing into new industry sectors. Their latest creation, ImplaNavig, was developed and tested in Campbelltown and is now being showcased across Europe. ImplaNavig is an oral surgical navigation system focused on dental implant implantology and better patient health outcomes relating to areas such as osseointegration, trauma, oncology, edentulous (lack of teeth) and bone augmentation.

The company is also providing solutions for prostheses jaw reconstruction implants, and Patient Specific Instrumentation (PSI) solutions are also being sourced for leading Australian medical companies for ankle, knee, and hip reconstructions.

“We acknowledge that for manufacturing to exist in Australia in its own right, technology and innovation must be integrated and delivered organically with industry partners, including those in education,” Kevin said.

“Some of today’s fastest growing occupations require STEM (science, technology, engineering and maths) related skills and experience, so we need to enable opportunities for future training within the industry. We are working on a framework called ‘dynamic learning 24/7’ which will create an online platform for innovation in manufacturing and deliver home-grown, sustainable, environmentally considered, world class products and services.

“It’s an exciting time to be in advanced manufacturing and Campbelltown is leading the charge.”

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