

ATTACHMENT 5 - PROPOSED REVISED ACTIONS AND TIMEFRAMES FOR INCLUSION IN THE REVISED DRAFT LSPS - PART C - PRODUCTIVITY

Key Words	Action No.	Action	Timeframe (Short Term, Medium Term, Long Term, and also note if the action is on-going or not)	Comments
CityBranding&Identity	9.1	Develop a distinctive City Identify and Branding Strategy to promote Campbelltown as a dynamic, vibrant city and a destination of choice.	Short Term	No Change
Economy&Investment	9.2	Formulate an effective and inclusive evidence based Economic Development Strategy to identify Campbelltown's competitive advantages to be used as a basis for business investment attraction.	Short Term	Comments received - No Change
Economy&Investment	9.3	Create a Business Investment Plan that encompasses sector based recommendations and builds on existing and potential sector agglomerations.	Short Term	No Change
CBD&Economy	9.4	Deliver the Reimagining Campbelltown Phase 2 - Master Plan which will establish a range of planning and implementation tools including economic development and infrastructure planning to deliver city shaping transformational opportunities.	Ongoing	No Change
Economy-Night	9.5	Develop and implement a Campbelltown Night Time Economy Strategy and Action Plan that will encourage a diversity of businesses, experiences and activities across different times of the night in the Campbelltown City Centre.	Short Term	No Change
Economy&Tourism	9.6	Implement the Campbelltown Destination Management Plan which focusses on opportunities the City Centre can offer to cement Campbelltown as a destination city, including encouraging the provision of additional visitor accommodation.	Short Term	No Change
Economy&Investment	9.7	Deliver an Annual Business Support and Development Program aimed at growing, diversifying and upskilling existing local businesses.	Ongoing	No Change
Economy&Jobs	9.8	Promote the development and intensification of Campbelltown's existing agglomerations to boost productivity and competitive edge.	Short Term	No Change
Health&Ed Precinct	9.9	Increase the emerging cluster of health and education uses around the existing hospital precinct and university precinct.	Short Term	No Change
Health&Education	9.10	Partner with universities and other education providers, including TAFE and schools, to grow Campbelltown's knowledge economy and skills base and build an economic presence.	Ongoing	New Action
Arts&Economy	9.11	Facilitate, via the Campbelltown Arts Centre, opportunities for artists that live locally to participate in exhibitions and performances internationally, thereby building our local economy.	Ongoing	Comments received - No Change
Economy&Investment	9.12	Investigate opportunities for agri-business in the Campbelltown LGA, to complement activities in the Aerotropolis, the Western Economic Corridor and via the Western Sydney International, and support innovative everyday healthy food industries and initiatives.	Ongoing	Comments received - No Change
Agri-Business	9.13	Investigate opportunities within Campbelltown LGA to support agri-businesses and leverage local Plan and Animal Science Research and Development.	Medium Term	New Action
Arts	9.14	Investigate how to create a diversity of arts related businesses including the development of a Creative Industry Hub that can grow in line with the city and add vibrancy across the region.	Short Term	No Change
Sport&Events	9.15	Leverage existing national and international events at Campbelltown Sports Stadium to promote Campbelltown and attract further investment for major events and businesses.	Short Term	No Change
Sport&Events	9.16	Promote Campbelltown Sports Stadium as the venue of choice for major events for the Macarthur area, and outer south western Sydney.	Short Term	Comments received - No Change
Sport&Economy	9.17	Partner with the Office of Sport and State sporting organisations to cluster sporting facilities within the LGA to intensify participation and employment generation.	Short Term	No Change
Aboriginal Culture	9.18	Explore opportunities for establishing an Aboriginal Cultural Centre within the Campbelltown LGA	Ongoing	No Change
Economy&Jobs	10.1	Develop and deliver an Economic Development Strategy for Campbelltown LGA.	Short Term	Comments received - No Change
Area Master Plans	10.2	Prepare and deliver Reimagining Campbelltown Phase 2, which includes a detailed master plan for the Campbelltown City Centre (Campbelltown, Leumeah and Macarthur), and aligns with the Campbelltown Collaboration Area.	Short Term	No Change
Collaboration Area	10.3	Work with the Greater Sydney Commission, Government and key stakeholders to develop a Place Strategy for the Campbelltown Collaboration Area.	Short Term	New Action
Area Master Plans	10.3	Develop and deliver master plans for the renewal precincts identified along the Glenfield to Macarthur Rail Corridor – Macquarie Fields, Ingleburn, Minto (noting Leumeah is part of the Campbelltown City Centre).	Short Term	Comments received - No Change
Centres	10.4	Continue to recognise the dynamic and evolving nature of centres, their ability to become activated and integrated mixed use hubs which are highly productive and liveable places, and the potential of large and existing retail providers to offer local employment.	Ongoing	New Action
Area Master Plans	10.4	Work with the State Government in the strategic and master planning processes for the Glenfield Urban Renewal Precinct.	Ongoing	No Change
Amenity	10.5	Review DCP requirements to create a framework for future development that encourages increased amenity, aesthetics, public domain and open space, and appropriately located ancillary facilities (such as loading facilities) that support these outcomes and are accessible at times to suit surrounding land use requirements.	Short Term	Comments received - No Change
Health&Ed Precinct	10.6	Develop a framework to deliver the endorsed vision for the Campbelltown Health and Education Precinct.	Short Term	No Change
Health&Ed Precinct	10.7	Actively work with key stakeholders to promote development of the Campbelltown Health and Education Precinct.	Short Term	No Change
Transport&Connectivity	10.8	Investigate opportunities to enhance commercial amenity and ongoing economic viability through improvements to walking, cycling and public transport accessibility to create stronger centres.	Medium Term	No Change
City Branding&Identity	10.9	Strengthen the market position of Campbelltown through the development and implementation of an effective brand and identity for the city.	Ongoing	No Change
Economy&Investment	10.10	Develop and implement an effective and comprehensive City Marketing Program for business and investment attraction to the city.	Short Term	No Change
Centres	10.11	Ensure that new centres are located in accessible and economically viable locations that are orientated to address the public domain and provide optimum access for local residents.	Short Term	No Change

Short Term	– 1-5 Years
Medium Term	– 6-10 Years
Long Term	– 11+ Years
Ongoing	– Already occurring/in place or commencing now and continuing across timeframes

Key Words	Action No.	Action	Timeframe (Short Term, Medium Term, Long Term, and also note if the action is on-going or not)	Comments
Transport&Freight	10.12	Ensure that new development in urban centres provide on-site loading facilities to service the freight and service vehicle movements generated by the development.	Ongoing	New Action
Centres	10.13	Continue to recognise and plan for a range of retail uses within centres, and enable appropriate retail growth in centres that have the capacity and demand to accommodate additional retail growth.	Ongoing	New Action
Centres	10.14	Actively encourage the location and expansion of education and related facilities within the Campbelltown City Centre.	Short Term	New Action
Centres	10.15	Ensure town and local centres cater for the community and businesses by providing appropriate community facilities and services, and public areas, in partnership with the State government.	Ongoing	No Change
Centres	10.16	Implement infrastructure for centres in a timely manner that will facilitate development and usage of the centres.	Ongoing	Comments received - No Change
Economy&Tourism	10.17	Develop a Destination Event Strategy, as outlined in the Campbelltown Destination Management Plan, to attract events that yield high economic value and attract visitors from outside the region.	Ongoing	No Change
Centres&Art	10.18	Facilitate a Public Art Program that showcases Campbelltown City's identity, and provides opportunities to create strong and vibrant centres throughout the LGA.	Short Term	No Change
Centres&Culture	10.19	Engage with the community of key centres within the Campbelltown LGA, and allow them to tell their stories and make their centre unique, led by contemporary artists.	Ongoing	No Change
CBD	10.20	Implement the Reimagining Campbelltown Phase 2 Master Plan and associated initiatives.	Ongoing	Comments received - No Change
Place&Activation	10.21	Continue to undertake light touch place making and place activation projects.	Ongoing	No Change
Economy&Jobs	11.1	Undertake an Employment Lands Study to determine future use of industrial lands within the Campbelltown area to generate employment and maximise freight opportunities.	Ongoing	Comments received - No Change
Economy&Jobs	11.2	Develop and deliver an Economic Development Strategy for Campbelltown LGA and an Economic Master Plan for the City Centre, which identify an optimal mix of land uses in terms of employment, gross regional product and investment.	Short Term	No Change
Infrastructure	11.3	Collaborate with State and Federal government for the delivery of necessary infrastructure funding to improve liveability and encourage business investment and job creation in our city.	Short Term	No Change
Infrastructure	11.4	Collaborate with Government to explore the possibility of re-establishing an Employment Lands Development Program to assist in aligning growth and infrastructure.	Ongoing	New Action
Infrastructure	11.5	Deliver the commitments within existing infrastructure strategies.	Ongoing	Comments received - No Change
Economy&Jobs	11.6	Work with stakeholders within the health and education sectors to drive the development of knowledge intensive jobs in Campbelltown, and attract value-add employers which will provide more local jobs for local people.	Ongoing	No Change
Economy& Jobs	11.7	Continue to acknowledge the importance of traditional retail, large format retail and specialised retail premises (bulky goods premises), their contribution to the economy and providing local jobs, and continue to allow these uses in appropriate locations.	Ongoing	New Action
Economy&Jobs	11.8	Link to the Indigenous Business Hub (within the Liverpool LGA) to leverage new economic investment and job creation through skills enhancement in entrepreneurship, and to provide an avenue for cultural skills and practices to be showcased to the broader community.	Ongoing	No Change
Economy&Jobs	11.9	Develop a cultural strategy that will provide the south west access to new cultural opportunities and help build a creative economy.	Short Term	No Change
Economy&Jobs	11.10	Partner with relevant industry bodies to engage with schools, students, teachers and industry to ensure local youth have access to skill development and employment opportunities.	Short Term	No Change
Economy&Jobs	11.11	Facilitate the establishment of a Creative Industry Business Hub for arts, culture and creativity, to facilitate the development of micro-business and start-ups.	Short Term	No Change
Economy&Jobs	11.12	Continue to support the range of skills commitments (including Indigenous Skills commitments) under the City Deal.	Short Term	No Change
Economy& Jobs	11.13	Explore opportunities for establishing an Aboriginal Cultural Centre within the Campbelltown LGA	Short Term	Comments received - No Change
Transport&Connectivity	12.1	Collaborate with Government for the accelerated investigation, protection and construction of the complete North-South Rail Link between Western Sydney International and Campbelltown, delivering the necessary transport infrastructure for one of the fastest growing regions in the country.	Short Term	No Change
Transport&Connectivity	12.2	Collaborate with Government to achieve better access to the M31 for industrial traffic and local residents.	Short Term	Comments received - No Change
Technology	12.3	Continue to be an active participant in the delivery of the Western Sydney City Deal, particularly in relation to the development of the Smart Western City Program and Digital Action Plan.	Short Term	No Change
Transport&Connectivity	12.4	Investigate the opportunity to facilitate development and delivery of integrated walking and cycling networks within and between all centres, that link to the NSW Government's Principal Bicycle Network.	Ongoing	No Change
Tourism&Health	12.5	Leverage opportunities to innovate with tourism and enterprise business opportunities that support health and wellbeing including opportunities for healthy tourism such as bushwalking, trails, e-bikes, city farms and the like.	Short Term	No Change
Technology	12.6	Adopt the use of smart technology to improve our city's liveability, economic and environmental sustainability.	Short Term	No Change
Technology	12.7	Continue to deliver inclusive and accessible digital channels to enable community engagement with all members of our community.	Ongoing	New Action
Technology	12.8	Continue to implement a data governance framework and tools that enable data to be successfully shared in a controlled, secure and timely way, and that ensures privacy and security are preserved.	Ongoing	New Action
Technology	12.9	Work with the NSW Government to develop and utilise the NSW Digital Twin to assist in better city planning, design and modelling.	Ongoing	New Action
Technology	12.10	Utilise the sensor network to collect information and data to enhance place-based planning and communication with our community.	Ongoing	New Action