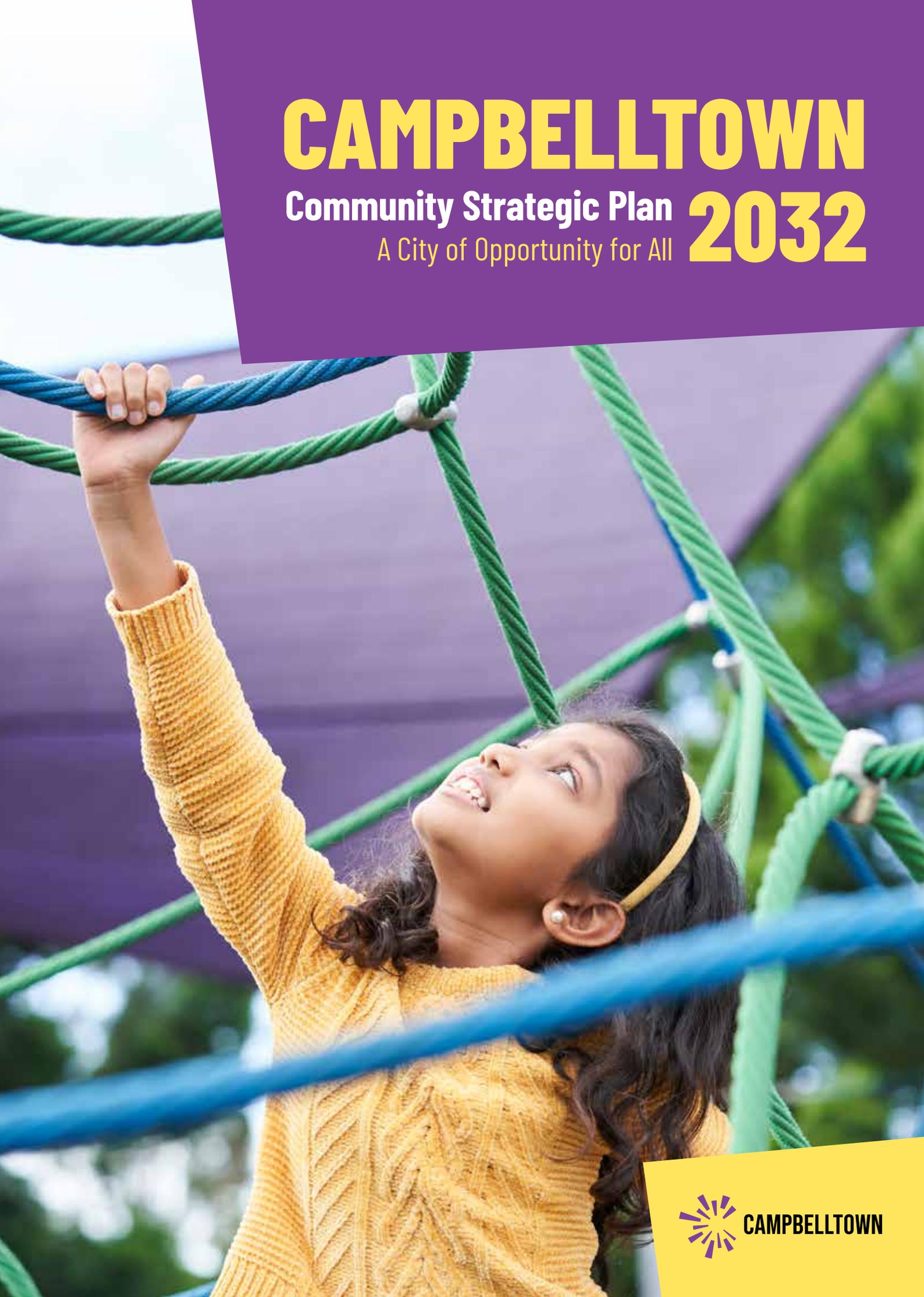


# CAMPBELLTOWN

Community Strategic Plan **2032**  
A City of Opportunity for All



CAMPBELLTOWN





# CONTENTS

<b>Campbelltown acknowledgements</b>	<b>03</b>
<b>Message from our Mayor</b>	<b>05</b>
<b>Overview of Campbelltown 2032</b>	<b>06</b>
<b>Community Vision 2032</b>	<b>09</b>
<b>What you've told us</b>	<b>10</b>
<b>Background to the CSP</b>	<b>12</b>
<b>Campbelltown now</b>	<b>16</b>
<b>The next 10 years</b>	<b>17</b>
<b>How to read this plan</b>	<b>18</b>
<b>Outcome 1: Community and belonging</b>	<b>21</b>
<b>Outcome 2: Places for people</b>	<b>25</b>
<b>Outcome 3: Enriched natural environment</b>	<b>29</b>
<b>Outcome 4: Economic prosperity</b>	<b>33</b>
<b>Outcome 5: Strong leadership</b>	<b>37</b>
<b>Engage with us</b>	<b>40</b>

This plan has been prepared on behalf of the Campbelltown community and we would like to thank everyone involved in its development including residents, community groups, business operators, staff, Councillors and government representatives.

It is with their ongoing support and collaboration that the vision for Campbelltown can be realised.

**Version 2 - 2022**

**We acknowledge the traditional custodians of the land, the Dharawal people and their unique and spiritual connections to the land. We also respectfully acknowledge Elders past and present for the role they continue to play in guiding future generations.**



# MESSAGE FROM OUR MAYOR



Welcome to our Community Strategic Plan 2032 (CSP). I'm delighted to present this plan to the community and showcase the priorities set by you, for Campbelltown City Council over the coming years.

The CSP represents your aspirations and vision for the future of our city and forms the basis for our planning and everything we strive to achieve.

This plan responds to community sentiment and direct feedback gathered through consultation with residents, community organisations and business operators to set the agenda for future Campbelltown.

It's been developed during what has been a tumultuous few years for everyone in our community due to the COVID-19 pandemic. Importantly, the actions outlined in the CSP will contribute to the economic and social recovery of our city while also taking advantage of the opportunities available to us as part of the growing Western Parkland City.

Our city's unique characteristics mean we are well-placed to deliver on our promise as a hub for the wider Macarthur region and as the southern gateway to the wider Sydney metropolitan area.

With our abundance of bushland, home to a vast array of native plants and animals, we are a city that can enjoy the best of both worlds. While we accommodate growth through good planning and the enhancement of our city centre, we can also preserve its natural beauty for the benefit of everyone.

These next few years will be very important for the future of our city and it's important that we capitalise on transformational projects like the Western Sydney International (Nancy Bird-Walton) Airport so that we can all enjoy the economic and social opportunities that it will bring.

A handwritten signature in black ink, reading "G Greiss". The signature is written in a cursive style.

**Cr George Greiss**  
Mayor of Campbelltown

# OVERVIEW OF CAMPBELLTOWN 2032

**Campbelltown 2032 represents Campbelltown's Community Strategic Plan (CSP). The CSP is the highest-level plan we prepare for the city. It identifies the community's priorities for the future and details strategies to achieve these goals.**

We have worked closely with our community to develop this plan, proudly reflecting their vision for Campbelltown, and what they want their city to be in 2032.

Bringing Campbelltown 2032 to life and achieving the vision is the responsibility of everyone who believes in the future of Campbelltown. We will work faithfully with our community partners to achieve the community vision for Campbelltown.

Campbelltown 2032 is headlined by the vision statement:

## **A CITY OF OPPORTUNITY FOR ALL**

This plan is structured around answering 4 fundamental questions:

### **1. Where are we now?**

This includes an overview of our people, our culture, and our city's role as Sydney's southern gateway and capital of the Macarthur region.

### **2. Where do we want to be in 10 years' time?**

This outlines the aspirations of the Campbelltown community for the future, which are then summarised through 5 key outcomes and underlying focus areas. These outcomes and focus areas were developed through extensive engagement and collaboration with our community and key partners.

### **3. How will we get there?**

The plan includes a series of strategies to achieve each of the outcomes and focus areas. We have a major role in delivering these strategies, along with a range of delivery partners.

Our direct response to the CSP is outlined in our Delivery Program and Operational Plan.

### **4. How will we know we've arrived?**

This plan is supported by a comprehensive set of indicators to track how our city is changing over time, and progressing towards the goals of the Campbelltown 2032.

# A CITY OF OPPORTUNITY FOR ALL



**OUTCOME 1 -**  
COMMUNITY AND BELONGING

1



**OUTCOME 2 -**  
PLACES FOR PEOPLE

2



**OUTCOME 3 -**  
ENRICHED NATURAL  
ENVIRONMENT

3



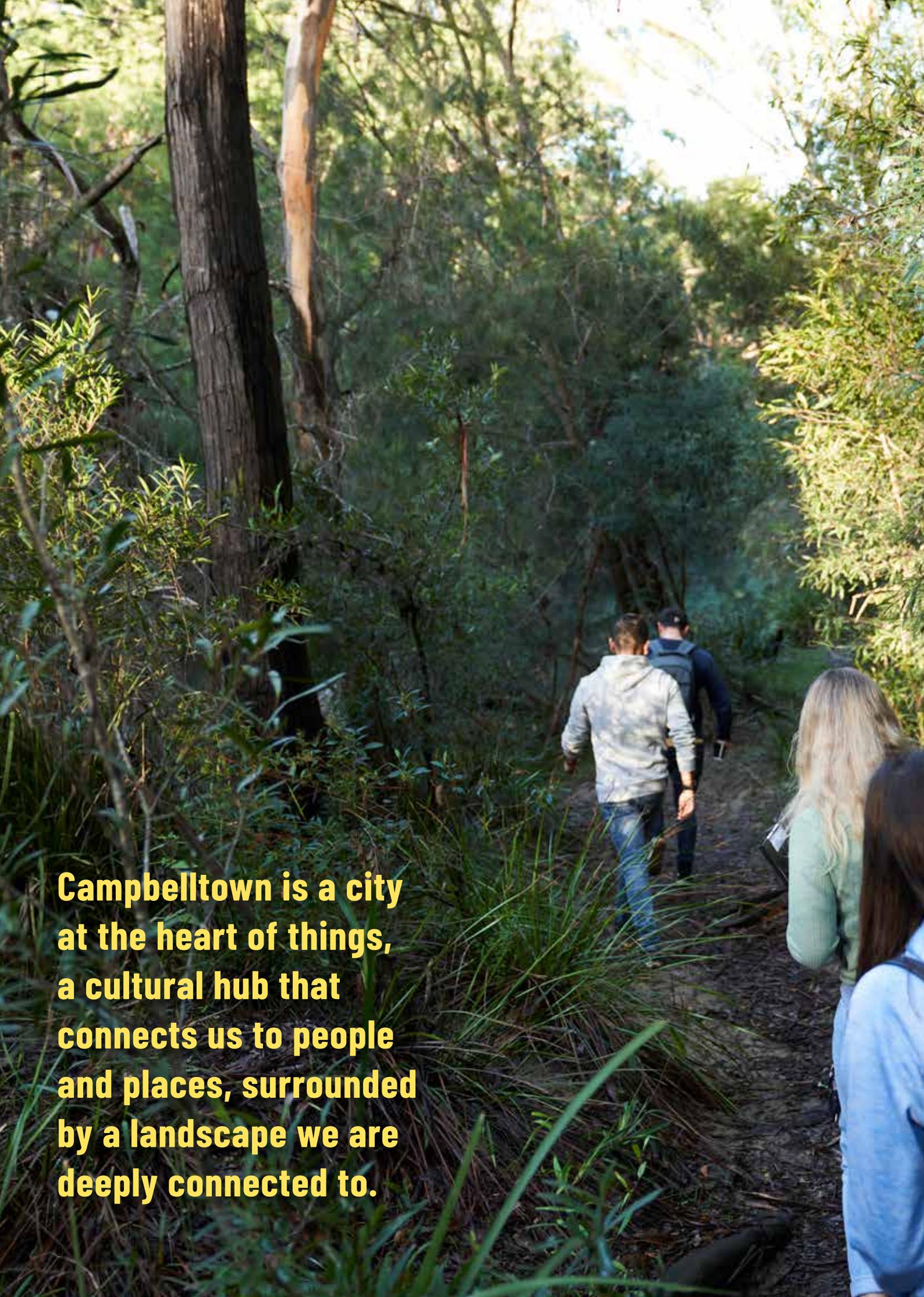
**OUTCOME 4 -**  
ECONOMIC PROSPERITY

4



**OUTCOME 5 -**  
STRONG LEADERSHIP

5

A group of people is hiking on a dirt path through a dense forest. The path is narrow and appears to be made of dirt and small stones. The forest is lush with greenery, including tall trees and various shrubs. The lighting suggests it's daytime, with sunlight filtering through the trees. In the foreground, there are some tall grasses and a person's shoulder in a blue shirt. Further down the path, there are three other people: a man in a grey hoodie and blue jeans, a man in a dark jacket and backpack, and a woman with long blonde hair in a green top. The overall atmosphere is peaceful and natural.

**Campbelltown is a city  
at the heart of things,  
a cultural hub that  
connects us to people  
and places, surrounded  
by a landscape we are  
deeply connected to.**



# COMMUNITY VISION 2032

## A CITY OF OPPORTUNITY FOR ALL

**This vision statement captures what the community wants Campbelltown to provide in 10 years' time.**

The vision was developed through deep collaboration and engagement. The word 'opportunity' is one that has been identified repeatedly and resonates strongly with our local people, businesses and environment. Campbelltown is already a City rich in opportunity, and the community has told us they would like this to be strengthened, so they can make the most of everything Campbelltown has to offer now and into the future.

The community vision was developed and refined through ongoing community engagement, addressing questions such as:

- What does opportunity mean to you?
- What opportunities has Campbelltown brought to your life?

### Understanding the Vision Statement

The word 'city' refers to the entire Campbelltown Local Government area. Located south west of Sydney, our city extends from Glenfield in the north, Menangle Park in the south, the Scenic Hills in the west, and the Georges River in the east. Campbelltown is a city at the heart of things, a cultural hub that connects us to people and places, surrounded by a landscape we are deeply connected to.

The phrase 'opportunity for all' realises the history, environment, character and identity of Campbelltown. It means ensuring the needs of our people and environment are sustainably managed and that everyone in Campbelltown is given a fair go.

'Opportunity for all' also means that people have equitable access to things that are important to them, such as local jobs, housing, vital community services, transport, recreation, and leisure.

'Opportunity for all' is at the heart of social justice – this means that we value, embrace, and celebrate our diversity (in all its forms) and support each other in creating a Campbelltown that is rich in opportunity for everyone.

# WHAT YOU'VE TOLD US

These are some of the rich opportunities you told us Campbelltown has brought to your lives



"LIVE AND WORK CLOSE TO HOME"



"SEE KOALAS IN THEIR **NATURAL ENVIRONMENT**"



"BE WHERE THE **CITY, BUSH AND RIVER MEET**"



"BE PART OF A **CLOSE KNIT** COMMUNITY"



"BE WITHIN **REACH OF THE CITY**, THE COAST, THE BLUE MOUNTAINS AND THE SOUTHERN HIGHLANDS"



"BUY MY **FIRST HOME**"



"HAVE GREAT **WORK LIFE** BALANCE"



"**ACCESS** GOOD SIZED BACKYARDS, PARKS, PLAYGROUNDS AND BUSHLAND"



"**BUILD THE FAMILY** AND FRIENDS THAT I LOVE AND HAVE TODAY"



"FIND **EDUCATION**  
FOR MY FAMILY"



"HAVE DIVERSE  
**EXPERIENCES**  
WITHIN REACH"



"**DISCOVER**  
THE MANY PARKS  
AND WILDERNESS AREAS"



# BACKGROUND TO THE CSP

## What is a Community Strategic Plan?

**All Councils in NSW are required to operate within an Integrated Planning and Reporting (IP&R) framework. The IP&R framework guides how each Council develops, documents and reports on their strategic plans under the Local Government Act 1993.**

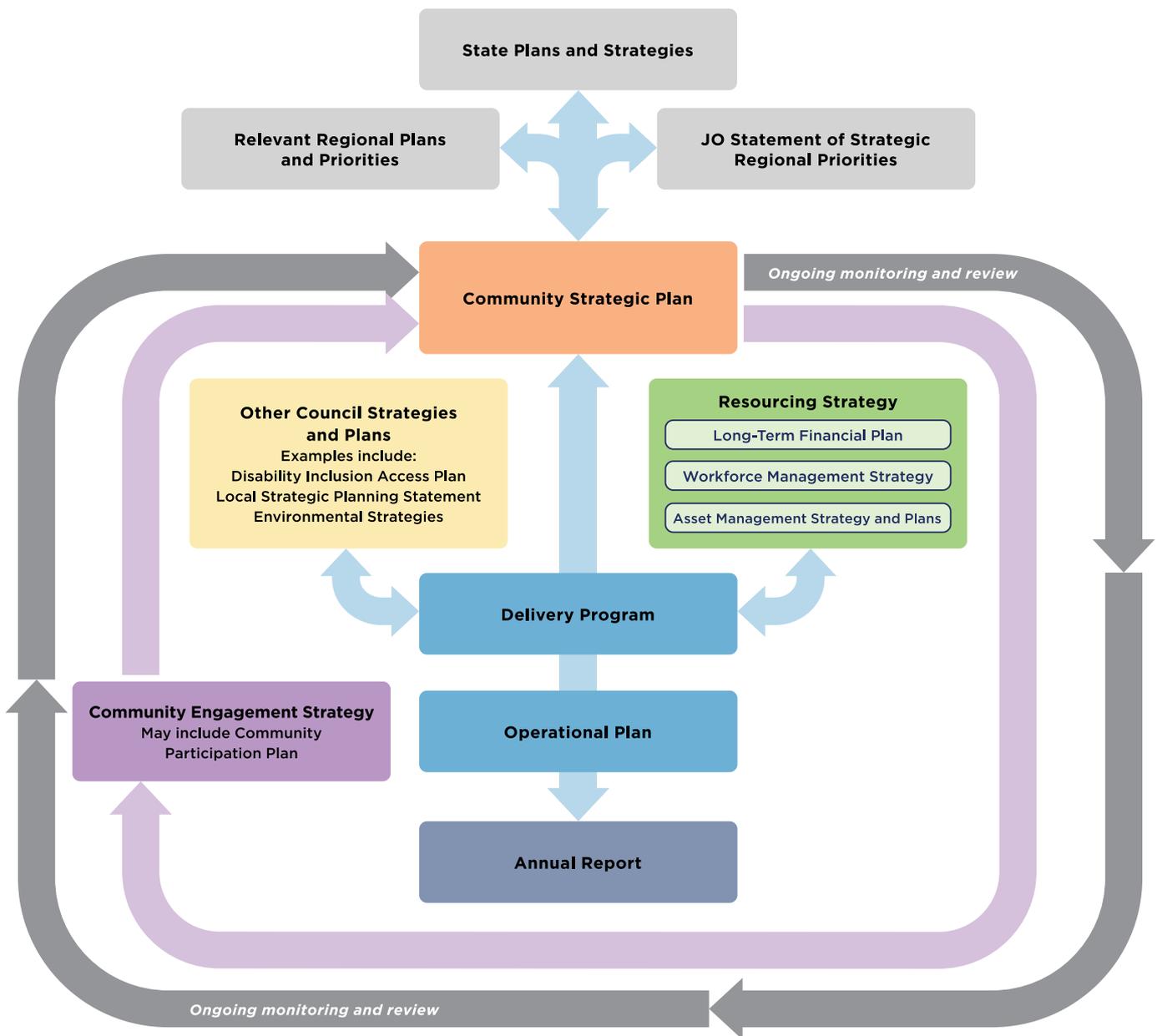
The IP&R framework requires each Council to develop and implement a Community Strategic Plan (CSP) on behalf of the community. As shown in the IP&R diagram, the CSP is the highest level plan prepared by a Council. The aim of the CSP is to capture the community's long term plan for the future, which includes:

- The community's vision (*the aspirations for the future of Campbelltown*)
- The outcomes the community wants to see
- Strategies to achieve these outcomes and vision

The CSP is supported by other strategies and plans developed by Council under the IP&R framework:

- The **Delivery Program** outlines a Council's direct response to the CSP. It details the specific activities (*projects and programs*) that will be undertaken during its elected term to address the CSP.
- The Delivery Program is supported by the **Resourcing Strategy** which shows how the Council will leverage its available resources to implement the Delivery Program.
- The **Operational Plan** is a sub-plan of the Delivery Program. It outlines the annual activities that will be undertaken as part of the Delivery Program, alongside the annual budget.
- **Reports:** Councils prepare a number of reports (such as Annual Reports) that capture the progress against the CSP outcomes as well as monitoring the delivery of key activities in its Delivery Program and Operational Plan.





## The Integrated Planning & Reporting Framework – Office of Local Government 2021

## How was Campbelltown 2032 developed?

The CSP must be reviewed for every newly elected term of Council by working with the community and relevant partners to revisit the vision, priorities, and objectives. These regular reviews ensure that the CSP remains relevant and meaningful, and addresses the changing characteristics and needs of the community. This is especially important given our rapid population growth, state and regional planning and infrastructure, and broad factors such as technological innovation and the impacts of the COVID-19 pandemic.

Campbelltown 2032 was developed by building on the strong foundation of our previous CSP (Campbelltown 2027) and IP&R documents. Commencing in December 2020, the review involved extensive research and thorough community engagement including:

- Analysing environmental factors that have the potential to influence the future of Campbelltown
- Examining the socio-demographic characteristics of Campbelltown
- Engaging with the community to understand:
  - Their changing needs, wants and aspirations
  - What they love about Campbelltown and what 'opportunity' means to them
  - What they want the future of Campbelltown to be
  - How to create a more resilient city and community

A summary of the steps taken to review the CSP can be found in the CSP Engagement Report.

Campbelltown 2032 has also been developed in accordance with the principles of social justice: equity, access, participation and equal rights.

## How will we report on the CSP's progress?

Regular monitoring and reporting is an important part of the IP&R framework. A comprehensive set of CSP indicators has been developed to measure social, cultural, economic, environmental, and governance outcomes for the city. These are aligned to the focus areas, and form the basis for tracking progress against the CSP.

Council will provide reports on the progress of the CSP through the following:

### State of the City Report

This report is completed on a 4-year basis as part of the electoral cycle and will include a thorough analysis of the CSP indicators and their movement. Based on these movements, we can examine whether the Delivery Program is having a meaningful impact on the outcomes sought within the CSP. It will also flag areas where external forces are having a substantial influence on our city and community to help shape the next Delivery Program.

### Mid-Term CSP Report

The Mid-term CSP report will be completed after 2 years and will include a review of the CSP indicators and their movement after a round of community engagement (satisfaction survey). Here, potential areas of concern can be highlighted and the Delivery Program reviewed accordingly.



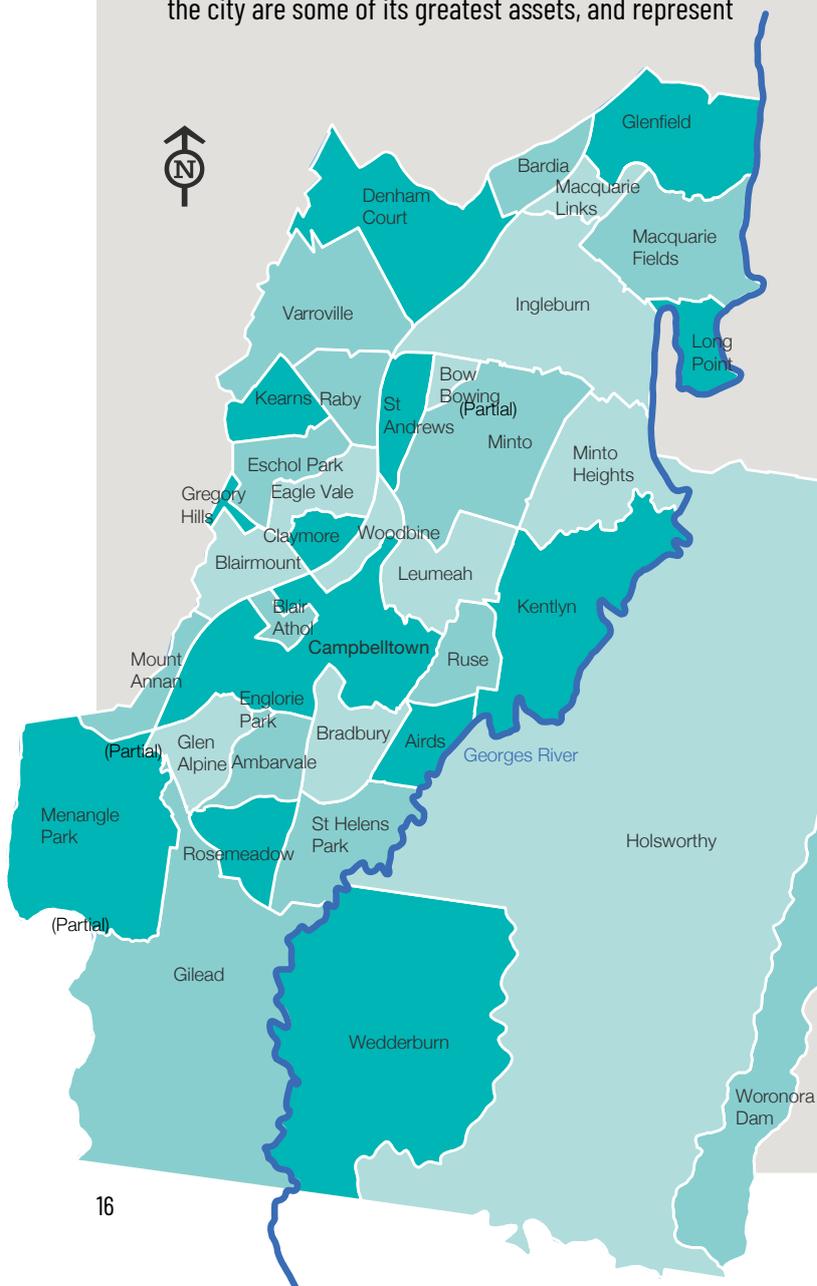
# CAMPBELLTOWN NOW

**The City of Campbelltown is located in the outer south-western suburbs of Sydney, 55km from the Sydney Central Business District (CBD). The Campbelltown Local Government Area (LGA) is bounded by Liverpool LGA to the north, Sutherland Shire to the east, Wollondilly Shire to the south and Camden LGA to the west. Campbelltown comprises 31,200 hectares of land including 1,189 hectares of protected national park. We have a major role to play as part of one of the fastest growing regions in Australia and the capital of the Macarthur region.**

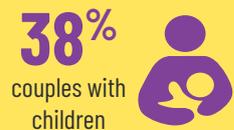
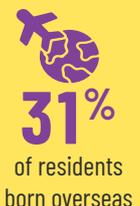
Campbelltown is where the City meets the bush. On Dharawal land, the natural landscape and setting of the city are some of its greatest assets, and represent

the foundation of the city's structure and places. Campbelltown is known as the land between two rivers - the Nepean and Georges and is also where the Cumberland Plain in the west meets the coastal plateau in the east. The result is a distinctive natural setting of a city in a valley that characterises the place to this day.

Campbelltown is a diverse and growing community of over 175,000 people. The population is expected to grow to almost 250,000 by 2036. Rich in experience and culture, we come from a wide range of backgrounds. Today, 31% of our residents were born overseas and 62% of people living in Campbelltown have parents who were born overseas.



## Our People



## Our City



# THE NEXT 10 YEARS

## Growth

Campbelltown is poised to lead the next decade of growth in the Macarthur region as it cements itself as a regional hub and cultural heartland. Along with population growth and significant housing development, infrastructure projects and investment will shape the expansion of our city. We must look to this as an opportunity for Campbelltown and ensure balanced and sustainable growth.

## Regional Planning

As shown in the IP&R Framework, the CSP is the highest level plan prepared by a Council. However, it must also recognise and respond to the broader strategic context, including planning priorities at a regional and state level. This is essential for ensuring that Campbelltown is well placed to leverage opportunities and navigate challenges in the future.

The growth and development of Campbelltown is being influenced by a number of state and regional plans including:

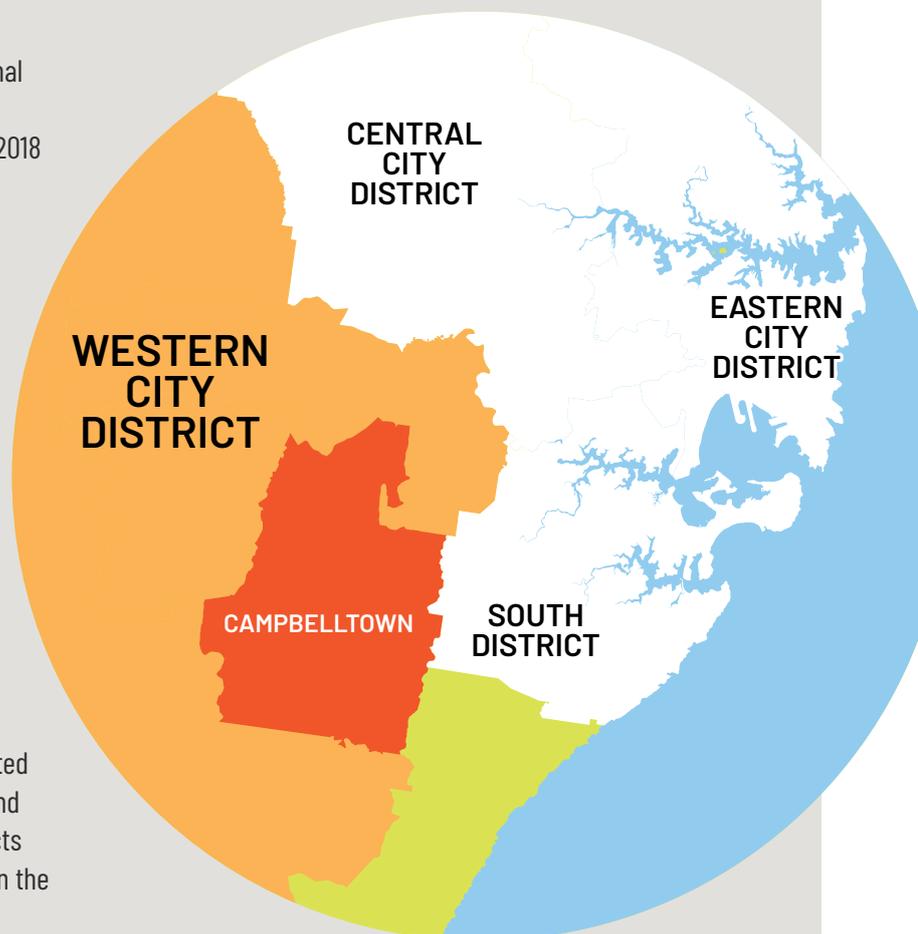
- Resilient Sydney: A strategy for city resilience 2018
- Greater Sydney Regional Plan: A Metropolis of Three Cities
- Campbelltown – Macarthur Place Strategy
- The Western Sydney District Plan
- Future Health - Guiding the next decade of care in NSW 2022-2032
- South West District Sydney Green Grid
- Aboriginal health plans
- Disability Inclusion Action Plan
- Future Transport 2056

## Major Regional Infrastructure Projects

Our region is currently experiencing unprecedented growth, both in terms of residential population and infrastructure. These major infrastructure projects will act as catalytic drivers of economic growth in the Western Sydney region.

Major infrastructure projects planned or currently underway within the region include:

- Western Sydney International (Nancy-Bird Walton) Airport
- Western Sydney Aerotropolis (Bradfield)
- South West Sydney Priority Growth Area
- Glenfield to Macarthur Urban Renewal Precincts
- Macarthur Priority Growth Area
- Bringelly Road Upgrade
- Northern Road Upgrade
- North South Rail Extension
- Ingham Institute for Applied Medical Research - Macarthur
- Campbelltown Hospital Stage 2
- Sydney Orbital



# HOW TO READ THIS PLAN

**Campbelltown 2032 has been structured to address 5 key Outcomes that cover the full spectrum of social, cultural, economic, environmental and governance related areas. These translate what our community has told us into a succinct, high level plan.**

The 5 high level Outcomes break the goals for the city down into distinct themes. Each of the outcomes are then discussed separately, providing detailed information on the underlying focus areas and progress indicators. We then show the strategies to achieve these focus areas, as well as the key delivery partners who will have shared responsibility for their implementation.

Specific actions, projects and deliverables are then planned using the CSP structure as its guiding point. Our specific role in addressing the Community Strategic Plan is detailed in the Delivery Program and Operational Plan. The Delivery Program outlines the activities that we will undertake during the elected term of Council to address the CSP and work towards achieving its vision. This shows the breadth of our activities, ranging from direct delivery of services and facilities, to partnerships with other organisations, building capacity (with community groups and agencies), as well as advocacy and lobbying (including with government agencies).



**OUTCOME 1 -**  
COMMUNITY AND BELONGING

1



**OUTCOME 2 -**  
PLACES FOR PEOPLE

2



**OUTCOME 3 -**  
ENRICHED NATURAL  
ENVIRONMENT

3



**OUTCOME 4 -**  
ECONOMIC  
PROSPERITY

4



**OUTCOME 5 -**  
STRONG LEADERSHIP

5

### WHAT IS A FOCUS AREA?

A specific area of importance our community has highlighted.

### WHAT ARE INDICATORS?

Data that will help us understand if the outcome and focus area is being achieved.

### WHAT ARE STRATEGIES?

The approach we will take with our delivery partners to achieve the outcomes and focus areas.

Focus Area	Indicators	Strategies
1.1 A proud and inclusive community	Community satisfaction.	1.1.1 Provide initiatives that foster a proud, inclusive, and connected community for all.
		1.1.2 Provide a diverse range of cultural and creative activities and events for all interests and people.

### Key Delivery Partners

- Campbelltown City Council
- NSW Police Force – South West Metropolitan Region
- NSW Department of Planning and Environment

- Greater Cities Commission
- Local sporting organisations
- NSW Department of Communities and Justice

### WHAT ARE KEY DELIVERY PARTNERS?

The main agencies that will be responsible for delivering these strategies in partnership with us.





# 1



OUTCOME 1

# COMMUNITY AND BELONGING

# COMMUNITY AND BELONGING

This outcome reflects the community's aspirations for Campbelltown to be a culturally diverse, healthy and inclusive city.



WE ARE **FAMILY FRIENDLY**, PROUD, AND SUPPORTIVE – WE LOOK OUT FOR, AND HELP, EACH OTHER.



WE WANT EQUITABLE ACCESS TO **SUPPORT, SERVICES**, AND FACILITIES TO ENHANCE WELL-BEING AND LIVES.



WE RECOGNISE AND EMBRACE OUR DIFFERENCES, AND IN DOING SO **ENRICH OUR LIVES** AND COMMUNITY.



WE VALUE A **SAFE, HEALTHY, AND INCLUSIVE** COMMUNITY.



WE RECOGNISE AND LEARN FROM OUR **RICH HERITAGE**, WHICH INCLUDES THE DHARAWAL PEOPLE – THE TRADITIONAL OWNERS OF OUR LAND.



WE NEED A **STRONG SENSE OF COMMUNITY** AND BELONGING, WHERE SOCIAL AND CULTURAL LIFE CAN FLOURISH.



Focus Area	Indicators	Strategies
<b>1.1 A proud and inclusive community</b>	- Community satisfaction	1.1.1 Provide initiatives that foster a proud, inclusive, and connected community for all. 1.1.2 Provide a diverse range of cultural and creative activities and events, for all interests and people.
<b>1.2 Community health, wellbeing and resilience</b>	- Community satisfaction - Community health indicators - Levels of socio-economic advantage/disadvantage - Crime statistics - Volunteering	1.2.1 Provide accessible services and support pathways for all ages, needs and abilities. 1.2.2 Improve wellbeing and quality of life. 1.2.3 Promote and support a safe community.
<b>1.3 Our cultural heritage</b>	- Heritage items - Community satisfaction - Indigenous education - Indigenous employment	1.3.1 Acknowledge and protect our local cultural heritage. 1.3.2 Respect and support our local Aboriginal history, wisdom and peoples.

### Key Delivery Partners

- Campbelltown City Council
- NSW Police Force – South West Metropolitan Region
- NSW Department of Planning and Environment
- Tharawal Aboriginal Corporation
- Resilient Sydney
- Heritage NSW
- Resilience NSW
- South Western Sydney Primary Health Network
- Greater Cities Commission
- Local sporting organisations
- NSW Department of Communities and Justice
- South Western Sydney Local Health District (SWSLHD)
- Local schools and education providers
- Community and cultural groups
- Tharawal Local Aboriginal Land Council
- The Australian Botanic Garden Mount Annan





# 2

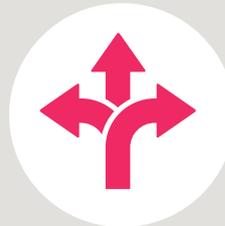


OUTCOME 2

## PLACES FOR PEOPLE

# PLACES FOR PEOPLE

This outcome reflects the community's aspirations for Campbelltown to be a city of great places that connect, inspire and celebrate our lifestyle and heritage.



WE NEED **DIVERSE** HOUSING AND LIFESTYLE **OPTIONS**.



WE WANT A VARIETY OF **ACCESSIBLE RECREATION** FACILITIES AND OPEN-SPACES THAT CATER FOR OUR DIVERSE INTERESTS AND NEEDS.



WE VALUE **ACCESSIBILITY AND CONNECTEDNESS** AND WE WANT CAMPBELLTOWN TO BE AN EASY PLACE TO GET AROUND BY WALKING, BICYCLE, PUBLIC TRANSPORT AND CAR.



WE APPRECIATE **CONNECTEDNESS** AND THE PLACES, SPACES AND TECHNOLOGY THAT BRINGS US TOGETHER.



WE WANT **CAMPBELLTOWN** TO BE A GREAT PLACE TO LIVE, WITH WELL-DESIGNED INFRASTRUCTURE AND ATTRACTIVE PUBLIC PLACES AND SPACES.



WE NEED TO **RETAIN THE HERITAGE**, LIVEABILITY, AND CHARACTER OF CAMPBELLTOWN AS THE POPULATION AND CITY GROWS.



Focus Area	Indicators	Strategies
<b>2.1 Public spaces and facilities</b>	<ul style="list-style-type: none"> <li>- Proximity to open places</li> <li>- Community satisfaction</li> <li>- Provision of community facilities</li> </ul>	2.1.1 Provide public places and facilities that are accessible, safe, shaded and attractive
		2.1.2 Provide public places and facilities that encourage leisure, recreation, and physical activity.
<b>2.2 Accessibility and connectivity</b>	<ul style="list-style-type: none"> <li>- Public transport utilisation</li> <li>- Average travel time</li> <li>- Motor vehicle accidents</li> <li>- Percentage of residents within 2km of town centres</li> <li>- Community satisfaction</li> <li>- Internet Connectivity</li> </ul>	2.2.1 Ensure transport networks are integrated, safe, and meet the needs of all people.
		2.2.2 Improve transport options and networks so that Campbelltown is an accessible and connected city for all.
		2.2.3 Utilise communication technologies to better connect people and foster an inclusive community.
<b>2.3 Housing a growing city</b>	<ul style="list-style-type: none"> <li>- Housing stress</li> <li>- Homeless or in marginal housing</li> <li>- Community satisfaction</li> </ul>	2.3.1 Ensure all people in Campbelltown have access to safe, secure, and affordable housing.

### Key Delivery Partners

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>- Campbelltown City Council</li> <li>- Transport for NSW</li> <li>- NSW Department of Planning and Environment</li> <li>- Resilient Sydney</li> <li>- Heritage NSW</li> <li>- Local businesses</li> <li>- Local schools and education providers</li> </ul> | <ul style="list-style-type: none"> <li>- Greater Cities Commission</li> <li>- Local sporting organisations</li> <li>- Sydney Water</li> <li>- South Western Sydney Local Health District (SWSLHD)</li> <li>- Tharawal Local Aboriginal Land Council</li> <li>- NSW Department of Education</li> <li>- The Australian Botanic Garden Mount Annan</li> </ul> |
|---|--|





3



OUTCOME 3

# ENRICHED NATURAL ENVIRONMENT

# ENRICHED NATURAL ENVIRONMENT

This outcome reflects the community's aspirations to protect and enrich our valued natural environment and biodiversity.



WE WANT TO **PROTECT, RESTORE** AND **MANAGE** HABITATS FOR OUR LOCAL SPECIES.



WE VALUE OUR UNIQUE **NATURAL ENVIRONMENT**, BIODIVERSITY, WATERWAYS AND OPEN SPACES.



WE MUST **RESPECT**, AND ENHANCE OUR NATURAL ENVIRONMENT, SO IT CAN BE ENJOYED BY CURRENT AND **FUTURE GENERATIONS**.



WE WANT TO USE OUR PRECIOUS NATURAL RESOURCES IN AN EFFICIENT AND SUSTAINABLE WAY.



WE NEED TO **WORK TOGETHER** TO UNDERSTAND AND MANAGE THE CHALLENGES OF URBAN GROWTH AND **CLIMATE CHANGE**.



Focus Area	Indicators	Strategies
<b>3.1 Our natural environment and biodiversity</b>	<ul style="list-style-type: none"> <li>- Community satisfaction</li> <li>- Threatened species and ecological communities</li> <li>- Waterway health</li> </ul>	3.1.1 Protect, rehabilitate, and promote our natural areas, waterways and biodiversity.
		3.1.2 Ensure urban development is considerate of the natural environment.
<b>3.2 Our natural resources</b>	<ul style="list-style-type: none"> <li>- Residential waste</li> <li>- Water and energy consumption</li> <li>- Community satisfaction</li> </ul>	3.2.1 Efficiently manage and conserve our natural resources including energy and water.
		3.2.2 Improve and embed environmentally sustainable practices in our community.
		3.2.3 Improve waste management and recycling practices.
<b>3.3 Climate change and extreme weather events</b>	<ul style="list-style-type: none"> <li>- Urban heat</li> <li>- Hazard reduction</li> <li>- Air quality</li> <li>- Community satisfaction</li> </ul>	3.3.1 Prepare for and lessen the impacts of climate change and extreme weather events.

### Key Delivery Partners

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>- Campbelltown City Council</li> <li>- NSW Department of Planning and Environment</li> <li>- Sydney Water</li> <li>- Resilience NSW</li> <li>- Wildlife Carers</li> <li>- Macarthur Strategic Waste Alliance</li> <li>- Local schools and education providers</li> <li>- The Australian Botanic Garden Mount Annan</li> </ul> | <ul style="list-style-type: none"> <li>- NSW State Emergency Service</li> <li>- NSW Rural Fire Service</li> <li>- Bushcare Volunteers</li> <li>- Resilient Sydney</li> <li>- Georges Riverkeeper</li> <li>- Macarthur Centre for Sustainable Living (MCSL)</li> <li>- Fire and Rescue NSW</li> <li>- South Western Sydney Primary Health Network</li> </ul> |
|--|---|



# Ingleburn Vill

NO STOPPING





4



OUTCOME 4

# ECONOMIC PROSPERITY

# ECONOMIC PROSPERITY

This outcome reflects the community's aspirations to build a strong and vibrant local economy with diverse jobs, services and education opportunities.



WE WANT **HIGH QUALITY EDUCATION** OPPORTUNITIES ACROSS ALL AGES AND FIELDS.



WE LOVE TO **SUPPORT AND GROW** LOCAL BUSINESSES.



WE VALUE A FUTURE-FOCUSED AND **INNOVATIVE COMMUNITY**, AND WILL EMBRACE INNOVATION AS WE WORK TOWARDS BUILDING AN ATTRACTIVE AND **SUSTAINABLE CITY**.



WE NEED LOCAL JOB AND **CAREER OPPORTUNITIES**.



WE WANT A **STRONG AND VIBRANT** ECONOMY, NOW AND INTO THE FUTURE.



WE WANT **CAMPBELLTOWN** TO BE A PLACE WHERE PEOPLE VISIT AND INVEST IN.



Focus Area	Indicators	Strategies
<b>4.1 Local jobs and workforce</b>	<ul style="list-style-type: none"> <li>- Labour force metrics</li> <li>- Residents place of work</li> <li>- Local jobs</li> <li>- High school completion</li> <li>- Tertiary education</li> </ul>	4.1.1 Provide high quality and diverse local job opportunities for all residents.
		4.1.2 Develop and retain our local workforce through a range of training and education opportunities.
<b>4.2 Business growth and investment</b>	<ul style="list-style-type: none"> <li>- Gross regional product</li> <li>- Non-residential development</li> <li>- Local businesses</li> <li>- Community satisfaction</li> </ul>	4.2.1 Support the growth, productivity and diversity of the local economy.
		4.2.2 Attract investment to the area.
		4.2.3 Provide support for local businesses.
<b>4.3 Revitalise the City</b>	<ul style="list-style-type: none"> <li>- Retail expenditure</li> <li>- Visitation</li> <li>- Community satisfaction</li> </ul>	4.3.1 Activate a unique and lively city as a destination for business, social, event and leisure activities.
		4.3.2 Enhance the reputation and tell the stories of Campbelltown.

### Key Delivery Partners

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>- Campbelltown City Council</li> <li>- Universities, TAFE, and other Registered Training Organisations</li> <li>- NSW Department of Education</li> <li>- South Western Sydney Local Health District</li> <li>- Resilient Sydney</li> <li>- Visit NSW</li> <li>- Local schools and education providers</li> <li>- Local business operators</li> </ul> | <ul style="list-style-type: none"> <li>- Greater Cities Commission</li> <li>- Western Sydney Business Chamber</li> <li>- Destination NSW Western Sydney Investment Attraction Office</li> <li>- Invest NSW</li> <li>- CSIRO</li> <li>- The Australian Botanic Garden Mount Annan</li> </ul> |
|---|---|





# 5



OUTCOME 5

## **STRONG LEADERSHIP**

# STRONG LEADERSHIP

This outcome reflects the community's aspirations for strong local leadership that ensures we realise our shared vision for Campbelltown.



WE WANT DECISION MAKING TO BE **FAIR, CONSISTENT, CREDIBLE** AND EVIDENCE-BASED.



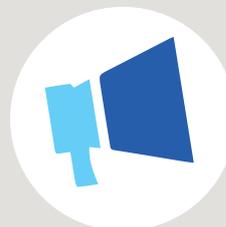
WE WANT TO HAVE A SAY IN THE **FUTURE OF CAMPBELLTOWN**, AND BE CONTINUALLY INVOLVED IN KEY DECISIONS THAT AFFECT OUR COMMUNITY.



WE VALUE **STRONG, PROACTIVE AND TRANSPARENT** LEADERSHIP FROM CAMPBELLTOWN CITY COUNCIL AND OTHER KEY AGENCIES.



WE NEED OUR PUBLIC ASSETS AND RESOURCES TO BE **MANAGED RESPONSIBLY**, AND USED TO BENEFIT OUR COMMUNITY.



WE WANT OUR LEADERS TO WORK IN THE **PUBLIC INTERESTS** OF THE COMMUNITY.



Focus Area	Indicators	Strategies
<b>5.1 Responsive customer service</b>	<ul style="list-style-type: none"> <li>- Participation in corporate meetings, committees</li> <li>- Community satisfaction</li> </ul>	5.1.1 Increase opportunities for the community to engage and collaborate with Council and key delivery partners.
		5.1.2 Ensure the community is continuously informed about current and future issues affecting Campbelltown.
<b>5.2 Plan and lead for the future</b>	<ul style="list-style-type: none"> <li>- Community satisfaction</li> <li>- Management of public funds</li> <li>- Land use mix</li> <li>- Population</li> </ul>	5.2.1 Provide proactive and collaborative leadership on issues that are important to Campbelltown now and into the future.
		5.2.2 Ensure that public funds and assets are managed strategically, transparently and efficiently.

Key Delivery Partners	
<ul style="list-style-type: none"> <li>- Campbelltown City Council</li> <li>- Greater Cities Commission</li> <li>- Local community organisations</li> <li>- Resilient Sydney</li> <li>- Resilience NSW</li> </ul>	<ul style="list-style-type: none"> <li>- Local businesses</li> <li>- Media outlets</li> <li>- NSW Department of Planning and Environment</li> </ul>





## Engage with Us

If you have any questions relating to Campbelltown 2032, or the Integrated Planning and Reporting Framework, please visit the Corporate Planning and Strategy page on our website at <https://www.campbelltown.nsw.gov.au/CouncilandCouncillors/CorporatePlanningandStrategy>

If you would like to continue to engage with us and have your say on important projects and plans please join the conversation at <https://overtoyou.campbelltown.nsw.gov.au/>

### Contacting Us

**24 hour telephone service** (02) 4645 4000

**Email** [council@campbelltown.nsw.gov.au](mailto:council@campbelltown.nsw.gov.au)

**Postal address** PO Box 57, Campbelltown NSW 2560

**Visit us** Corner Queen and Broughton Streets,  
Campbelltown, NSW 2560