

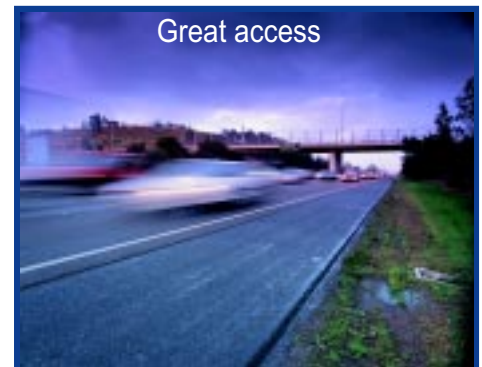
# Blacktown City

## Business and Economic Indicators

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## Blacktown City's Economic Outlook

**G**lobalisation and structural change are the most significant forces impacting on international and national regional economies. Regions can respond by identifying and strengthening their competitive advantages. This may involve focusing on the preconditions for wealth creation, retention and circulation... This may also involve providing a competitive economic environment, providing strategic infrastructure, a quality living environment and a capable workforce. (*Developing Competitive Regions, Concepts and Ideas for Local Government, 2002*)

As stated in a recent paper presented to the Australian Local Government Association, competitive regional economies, such as Blacktown City, are

characterised by several distinctive features such as the right infrastructure, living environment, people and businesses with a competitive export focus.

As NSW's most populous Local Government Area Blacktown City is also one of Australia's largest regional economic drivers. Some of the key indicators that will enhance the competitiveness of the City's economy in 2003 include; a competitive labour market; a rapidly growing population; excellent transport access and a diverse cultural and skills base.

To enhance the economic potential of Blacktown City, local business and industry, in partnership with key development actors and agencies are working to increase the region's ability to draw new income from outside the area (exports). This potential will also be best achieved by developing more internationally competitive local businesses.

The City's current endowment of a large number of export-driven firms could provide the 'entry point' for many other local firms to enter global markets, as smaller firms learn from more seasoned exporters.

Other factors that will play an important role in facilitating the City's growth in the future will be the ability of Blacktown City to

attract investment both in terms of new businesses and venture capital, and to grow new businesses from within. Promoting a business environment of innovation, combined with competitive education and training institutions will also ensure growth.

Finally, the ongoing preparation and monitoring of regional economic development strategies, that address the themes discussed in the recent paper should see Blacktown City not only become more competitive domestically, but also globally.

*Dr Maria Varua  
Lecturer, School of Economics & Finance  
University Western Sydney*

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Prepared by Regional Research & Innovation Group, UWS

# Blacktown City FAST FACTS

Population: 270,000

Blacktown Local Government Area: 241km<sup>2</sup>

Strategically located just 35km west of the Sydney CBD, is one of Australia's fastest growing urban areas. The City of Blacktown, located in the heartland of Greater Western Sydney is a prosperous urban community with a thriving industrial and commercial base with its future potential assured. Blacktown City is home to a wide range of readily available industrial and commercial land; an extensive network of major transport links which provide direct access to local, national and international markets; a large, skilled local workforce and a Council committed to the minimisation of "red tape" and the maximisation of economic opportunity.

## CORPORATE CITIZENS

### Transport & Distribution

Exel  
Lindsay Bros  
Patricks Logistics  
P & O Cold Storage  
Refrigerated Roadways  
Road Master Haulage  
Star Track Express  
United Transport  
Westgate Logistics

### Electronics

Canon  
Sharp  
Sony  
Tandy Electronics

### Engineering & Construction

Atlas Copco  
BHP  
BTR Engineering

### Food and Consumables

Aldi  
Arnott's  
FJ Walker Foods  
Green's General Foods  
Nestlé  
OSI International Foods  
Peck's Australia  
Pepsi Cola Bottlers  
United Distillers  
Woolworths  
Visy Packaging

### Chemicals

APS Chemicals  
BOC Gases  
Wattyl (NSW)  
White Knight Paints

## LIFESTYLE

### Recreation

Featherdale Wildlife Park  
Nurragingy Reserve  
Parklea Markets  
Prospect Reservoir  
Wonderland Sydney

### Hospitality

Blacktown Worker's Club  
Colebee Centre  
Holiday Inn  
Rooty Hill RSL  
Travelodge

### Sport

Blacktown Olympic Park  
Blacktown Leisure Centre, Stanhope  
Eastern Creek International Karting Raceway  
Eastern Creek Raceway  
Kevin Betts Disabled Sports Stadium  
Stanhope Park - Softball NSW  
Valentine Park - NSW Soccer Federation

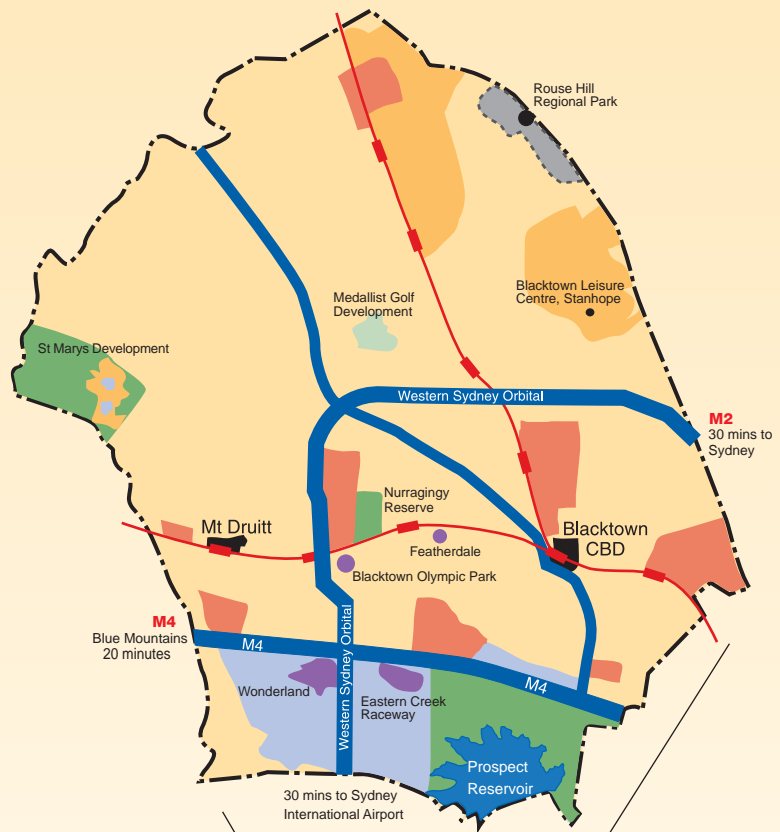
## BUSINESS PARKS/INDUSTRIAL ESTATES

<b>Arndell Park</b>	160 Ha	Fully serviced, general industrial, light industrial and bulky goods
<b>Blacktown/Kings Park</b>	210 Ha	Fully serviced, general industrial, light industrial and bulky goods
<b>Glendenning</b>	150 Ha	Fully serviced, general industrial and light industrial
<b>Huntingwood</b>	130 Ha	Fully serviced, light industrial
<b>Minchinbury</b>	130 Ha	Fully serviced, light industrial and bulky goods
<b>Rooty Hill</b>	60 Ha	Fully serviced, general industrial and light industrial
<b>Seven Hills</b>	210 Ha	Fully serviced, general industrial and light industrial
<b>Prospect</b>	35 Ha	Fully serviced general industrial
<b>Riverstone</b>	84 Ha	Fully serviced general industrial

## ACCESSIBILITY

<b>Air</b>	Sydney International Airport- 30 minutes when Western Sydney Orbital completed
<b>Rail</b>	via Main Western, Cumberland and Richmond Lines
<b>Road</b>	Major roads servicing area include Great Western Highway, M4 Motorway, M2 Motorway and future Western Sydney Orbital

## Blacktown City



- New Release Residential Land
- Existing Industrial Precincts
- New Employment Land
- Tourist and Entertainment
- Major Recreational Parks



For further information on Blacktown City or a copy of the *Blacktown City Investment Prospectus*, contact:

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Blacktown City





# Editorial

Welcome to Blacktown City and welcome to the fourth volume of the *Blacktown City Business and Economic Indicators*. The aim of the Indicators is to provide readers with clear, concise and relevant information on the strengths of the City as a ready business and investment location. The Indicators also aim to provide existing business with useful information on the business environment in which they operate, and to provide contact with Council's committed Economic Development and Tourism team.

The new investment prospectus format has been designed to brand Blacktown City as a region 'ready to do business' with industry looking for a prosperous and strategically located venue to operate from.

This edition confirms that the City has significant industry clusters in construction, transport, storage, manufacturing and wholesale distribution, and provides research on where these clusters are located in the

City. These clusters are also the best testament we have of the benefits of doing business in Blacktown City, with Council absolutely committed to supporting and working with these businesses to ensure their success.

This edition also profiles one of Blacktown City's longest standing and largest employers - OSI International Foods along with information on the City's strong labour market performance.

Overall the publication provides evidence of the strength of Blacktown City's economy through collection and dissemination of industry statistics.

This publication is also designed to provide an overview of the business climate and to provide updated information for investment decisions. We look forward to your enquiries or comments and I trust that you will find this edition useful and informative.

*Alan Pendleton*  
Mayor

## Tourism FAST FACTS

Featherdale Wildlife Park has 400,000 visitors per year, 66% of these are from overseas.  
(Featherdale Wildlife Park)

Blacktown Olympic Park (BOP) has 50,000 visitors per year  
(Blacktown Olympic Park)

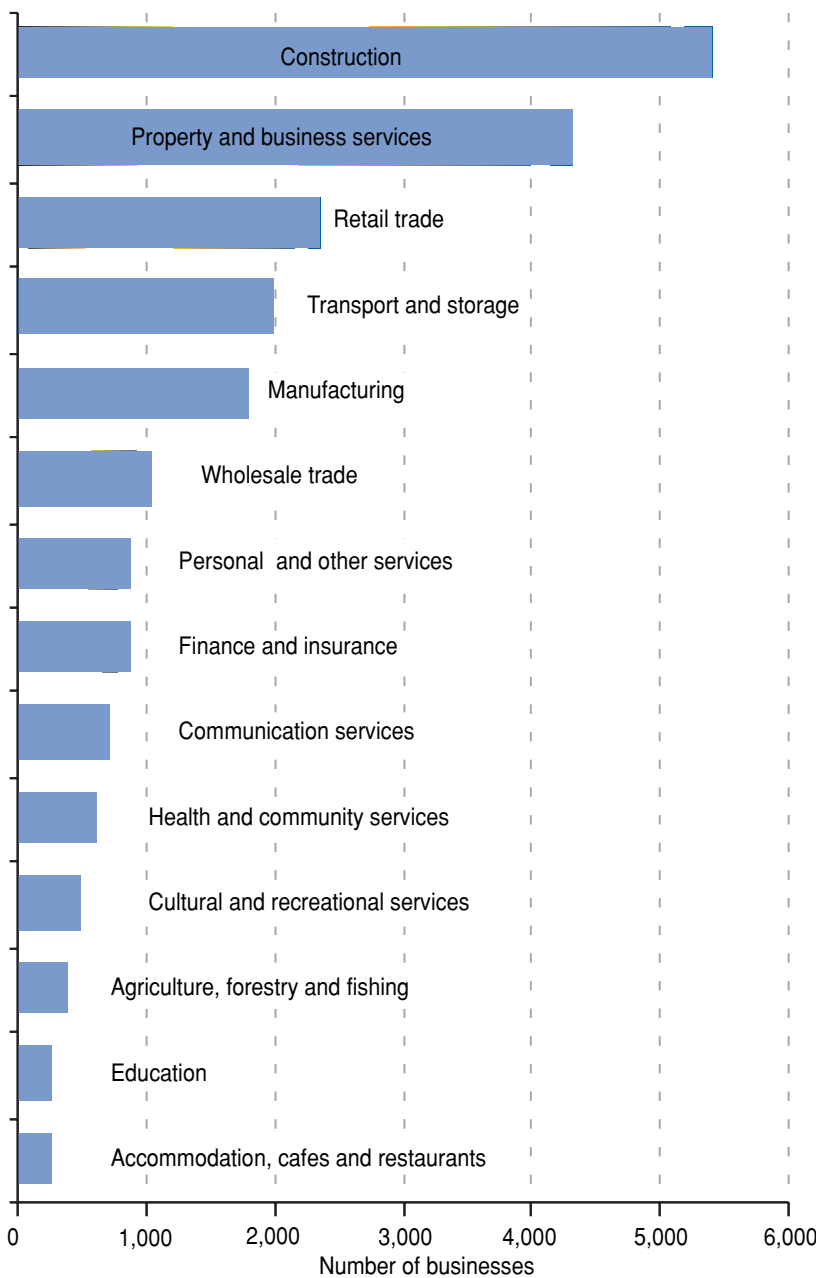
Wonderland Sydney has over 1 million visitors per year, with the Sydney Metropolitan Area being the origin of 70% of all visitors.  
(Wonderland Sydney)

**Blacktown City** is growing...  
and it is a City – **Growing with Pride**



# Business by Industry

Industry in Blacktown City



★ In 2001 there was a total of 21,440 businesses in Blacktown City. Of these businesses the industries of construction (including trade services), property & business services and retail had the largest numbers represented in Blacktown City respectively.

★ Blacktown City also has a high concentration of businesses involved in transport and storage industries. This is partly explained by the City's strategic location near key road transport infrastructure that links both Sydney metropolitan area (SMA) and other NSW markets.

★ Manufacturing and wholesale trade industries have the next largest numbers of businesses in the City with 1,796 and 1,051 businesses respectively.

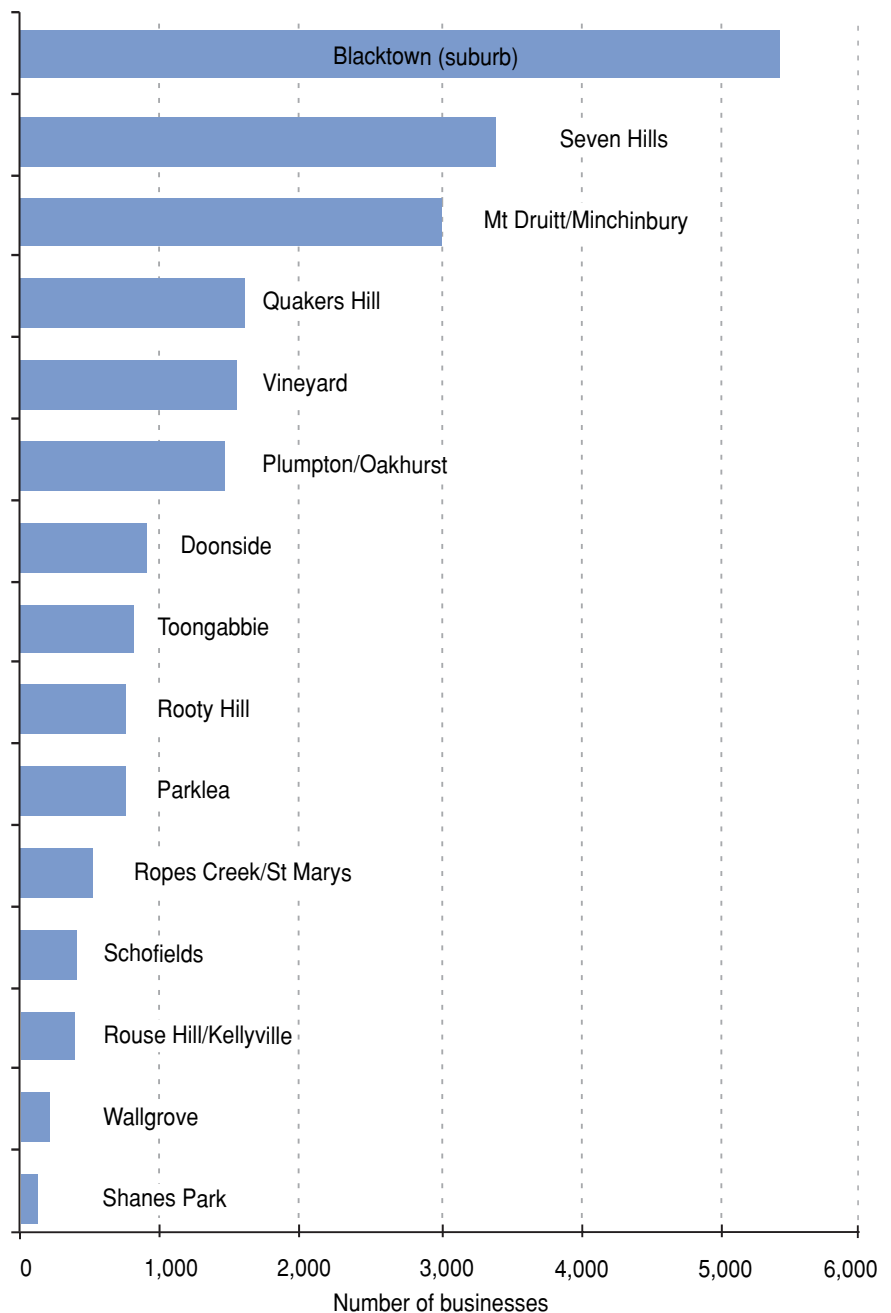
Source: Graphs derived from 2001 Australian Business Register (ABR), Australian Bureau of Statistics. Data below represents all employing and single location business entities that have an Australian Business Number (ABN) and are registered and active for GST as at 30 June 2001. Data excludes business entities that have locations in more than one postcode. As a result care is needed in interpreting the number and characteristics of ABN entities shown above.



# Business by Suburb

- ★ In terms of Blacktown City's key employment centres, the suburbs of Blacktown, Seven Hills and Mount Druitt/Minchinbury have the largest numbers of business locations.
- ★ One third of all Blacktown City retailers are located in the suburb of Blacktown, while almost half of all manufacturing businesses are located in the Huntingwood, Arndell Park or Seven Hills industrial estates.
- ★ Conversely, 40% of all local transport and storage businesses are located in the suburbs of Blacktown or Minchinbury.

Number of businesses by suburb in Blacktown City



## Case Study

### Blacktown Home Based Business: *Anthony Berbari Productions*

Anthony Berbari has been running his video production and photography company since 1973. Since then, the company has kept up with changes and grown to become the largest studio between Parramatta and Penrith. They produce corporate and special occasion services, such as video and interactive CD promotions, as well as wedding videos and photography.

Anthony states "Blacktown City is a good place to be based with its vibrant, rapidly growing market and central location to other parts of Sydney."

The business occupies Anthony for 7 days a week, employs his wife and son part time, and provides contract work to several other local businesses.



**New feature**

## Company Profile - OSI International Foods

### Manufacturing

OSI International Foods (Australia) have been operating in Australia for six years, and at Bessemer Street, Blacktown for the last two. They also operate at three other locations in Australia. This private company was founded in the early 20th Century, in Chicago USA, where they were predominantly a smallgoods product supplier. They now produce various meat products including deli-style meat and packaged meats, competing with such brands as Primo and Don's smallgoods. These products are also exported to retailers and franchise operators in the Asia Pacific region, including Japan, Taiwan and Korea.

### Employment

The OSI International Foods (Australia) facilities at Blacktown house a processing plant as well as the national head office. Here their professional staff such as marketing and sales, engineering and management are located, as well as 20 trades staff and around 320 process workers. All up about 400 workers are employed on the site and most live within 15 km of the workplace. Managing Director Jeff Castledine says "Blacktown is a good place to do business because being located in the centre of Sydney it is close to major markets. Another



advantage is an available workforce". Jeff says "The skills most valued by the company are production and food technology skills, in particular the ability to provide food solutions to a continually changing marketplace".

### Equipment Upgrade at Blacktown

The Bessemer Street premises has just had a \$4 million equipment upgrade, improving slicing, cutting and packaging equipment, as well as sausage

manufacture. With the process at Blacktown completed the company will now upgrade their other Australian sites starting with \$10 million investment in Queensland over the next twelve months.

### The Future of OSI

As for the future, initially the company plans to consolidate their market share in Australia and then to become a dominant force as a food manufacturer. New product development is a key platform for growth in domestic and export markets. OSI International Foods (Australia) supports their employees in local fundraising activities as well as being a sponsor for Teen Challenge, an organisation assisting disadvantaged youth.

**For further details on OSI International Foods at Blacktown, contact:**

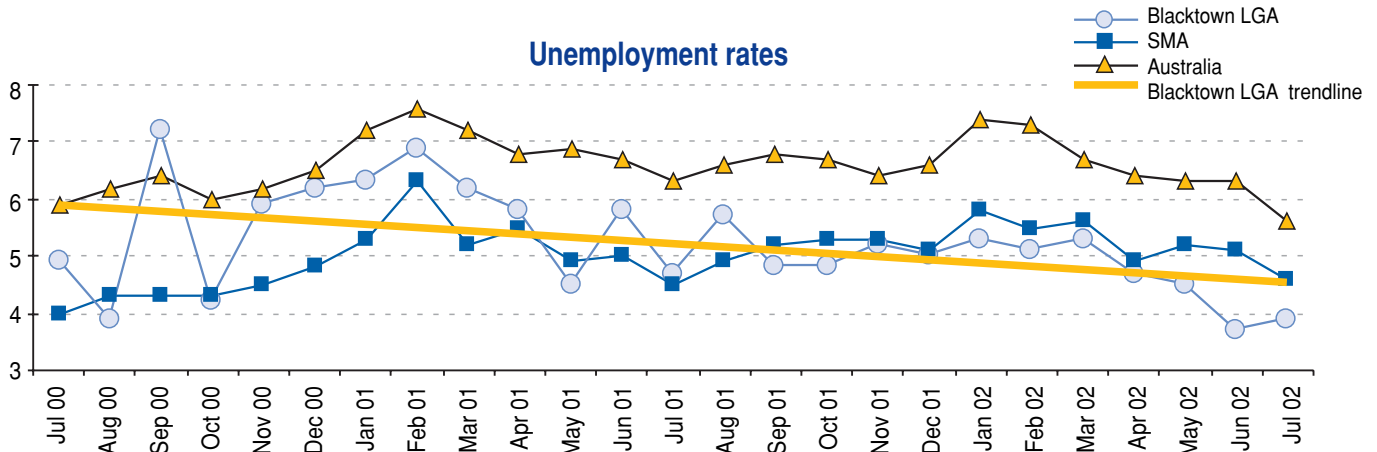
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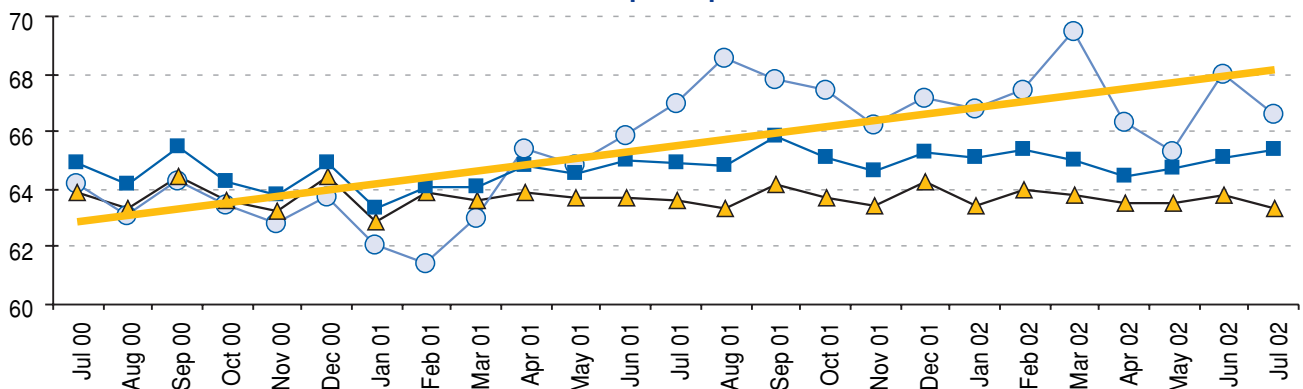


# Labour Market

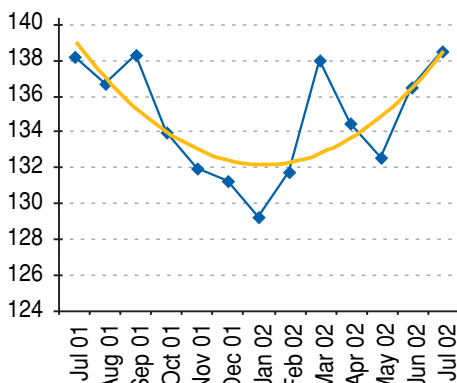
## Unemployment rates



## Labour force participation rates



## Number of employed persons (000's)

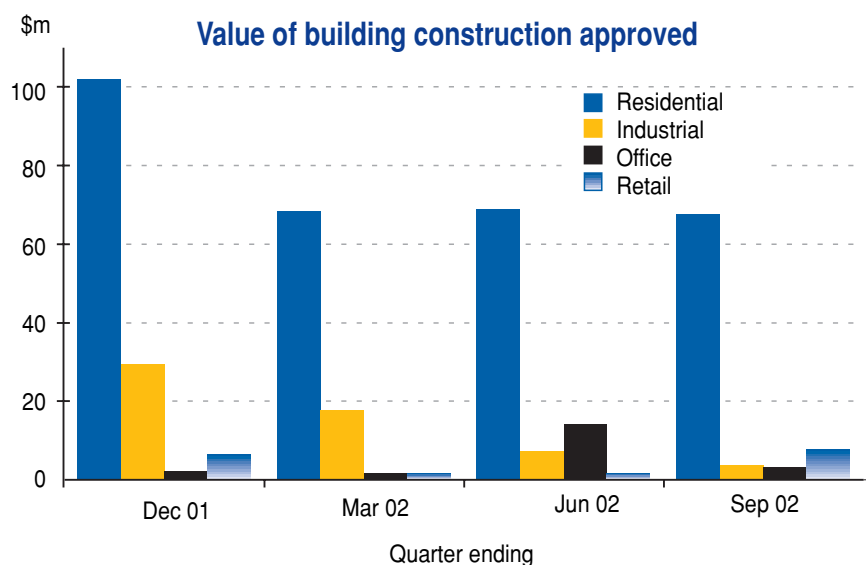


Source: Graphs derived from Australian Bureau of Statistics - Monthly Labour Force Survey (unpublished data). ABS labour force statistics are based on their monthly population survey of occupants of dwellings accounting for approximately one half of one per cent of the Australian population. As the survey is designed for NSW and Australia, data for the Sydney metropolitan area and Blacktown LGA would be expected to be less accurate and more volatile. Participation rate is defined by the ABS as the labour force expressed as a percentage of the total population, where the labour force is all employed and unemployed people and the total population is all civilians over 15 years.

- ★ Blacktown City's labour market has strengthened considerably over the past two years. This has been represented by both declining unemployment and increasing labour force participation in the City since July 2000.
- ★ The graphs above also indicate that Blacktown City's labour market is significantly stronger than the Sydney metropolitan area (SMA) or Australia.
- ★ For example, over the last 12 months labour force participation rate in Blacktown City has remained between 1%-3% higher than the SMA or Australia, while unemployment has consistently fallen. As a result the number of Blacktown City residents in employment has fluctuated less dramatically over the past year.



# Development Indicators



★ Over the past 12 months \$403 million worth of building construction was approved in Blacktown City. Three quarters of this value was for residential construction with industrial development the next largest category.

★ A total of 2,400 construction developments were approved in

Blacktown City during this period, with over 90% of these being for residential construction. The next largest number of constructions approved was for industrial purposes.

★ The First Home Buyers Scheme would have supported some of the residential construction that peaked in December 2001 in Blacktown City.

## First Home Owner Grant in Blacktown City

For the 24 month period ending June 2002 over \$81 million worth of First Home Owners Grant funding was spent on new housing in Blacktown City. Blacktown City also had several suburbs in the top twenty of all NSW suburbs receiving the grant – with a combined 8,466 residents receiving the grant during this period.

Almost 10% of all FHOGS recipients live in Blacktown City.

Source: Office of State Revenue, NSW Treasury, [www.osr.nsw.gov.au](http://www.osr.nsw.gov.au)

## ACKNOWLEDGMENTS

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OSI International Foods (Australia)

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