Introduction

Burwood continues to be recognised as the major centre between the business hubs of Sydney CBD and Parramatta, and enjoys a strategic geographical position surrounded by important road arteries (Parramatta Road, Hume Highway and Georges River Road) as well as a major railway line and bus interchange.

The Burwood Town Centre Local Environmental Plan (LEP) and Comprehensive LEP outline and will regulate the growth of Burwood over the next 25 years.

An estimated 7700 extra dwellings in the area will increase the population by at least 50% by 2025 and will require careful management of infrastructure and services.

The forecast growth in terms of dwellings and population is a great opportunity for the area, as well as a complex challenge.

The development of the area is set to generate an additional 4,000 jobs, turning Burwood in an attractive and vibrant employment destination.

Burwood Council recognises the important role it needs to play in the integration of growth targets with local needs, and it is committed to the continuous improvement of conditions and services for local residents and businesses.

When developing the Burwood2030 Community Strategic Plan, a vision was agreed upon that identified Burwood as:

“A well connected, sustainable and safe community that embraces and celebrates its culture and diversity”.

While a number of strategic objectives have originated from this long term vision for the area, a more specific vision for the economic development of the Burwood LGA is required.

The Burwood Economic Development Vision is:

“A vibrant and dynamic community which balances quality of life with sustainable economic development, providing regional leadership and opportunities for employment and training in Burwood”.

[Image of a crowded outdoor event]
Principles for Economic Development in Burwood

In undertaking its economic development activities, Burwood Council is guided by the following principles:

- Commitment to the quality of life in Burwood
- Commitment to sustainability (economic, social, environmental and cultural)
- Commitment to innovation
- Commitment to partnership and integration

Regional Profile

The Burwood Council area is located in the inner-western suburbs of Sydney, about 12 kilometres west of the Sydney CBD, and is bounded by the City of Canada Bay in the north, the Ashfield Municipality in the east, Canterbury City in the south, and the Strathfield Council area in the west.

Burwood encompasses a total land area of about seven square kilometres. The Council area is predominantly residential, with significant commercial areas. Key employment sectors include retail, property and business services, health and education.

Burwood features a major shopping precinct in the CBD, including Westfield Burwood Shopping Centre and Burwood Plaza, as well as a number of business and shopping precincts at The Strand, Liverpool Road, The Boulevarde and Georges River Road.

The Council area has three private hospitals - Alwyn Rehabilitation Hospital, Strathfield Private Hospital and St John of God Hospital.

Burwood has significant education services with 12 schools and several training colleges in the LGA.
Economic Profile

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2006</th>
<th>Change</th>
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<tbody>
<tr>
<td>Local Gross Regional Product (GRP)</td>
<td>$1.68 billion</td>
<td>$1.46 billion</td>
<td>15.3%</td>
</tr>
<tr>
<td>Residents Gross Regional Product (GRP)</td>
<td>$1.63 billion</td>
<td>$1.403 billion</td>
<td>16.2%</td>
</tr>
<tr>
<td>Total Disposable Income</td>
<td>$1.44 billion</td>
<td>$1.13 billion</td>
<td>21.3%</td>
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The Local Gross Regional Product (GRP) was recorded at $1.68 billion in 2011, marking an increase of 15.3% from 2006.

Note: the Local Gross Regional Product shows the value of the economy, generated by the workers within the area regardless of where they live, after taxes and dividends leave the area.

The Residents GRP amounted to $1.63 billion in 2011.

Note: the Residents GRP refers to the economic output of the residents of the area regardless of where they work. It is best thought of as the income received by people in the LGA.

Typically, if the Residents GRP of an area is high relative to the Local GRP, this indicates that residents are contributing their economic productivity to other areas (most likely commuting out). In the case of Burwood, its central location leads to a balanced situation where the number of residents commuting out of the area is compensated by a large number of workers coming to Burwood on a daily basis.

In terms of Total Disposable Income, the area registered $1.44 billion in 2011.

Note: the household productivity of our residents is calculated by taking Local GRP (residents), minus interest paid on debts (eg. household mortgages, credit cards), minus taxes, plus cash benefits paid by government, minus a balancing item for other payments.

Regional Employment

Burwood counts a total of 3,789 businesses in the area, with the majority being small businesses run by a sole proprietor.

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<tbody>
<tr>
<td>Sole proprietors</td>
<td>58%</td>
</tr>
<tr>
<td>1-4 employees</td>
<td>30%</td>
</tr>
<tr>
<td>5-19 employees</td>
<td>9%</td>
</tr>
<tr>
<td>20 or more employees</td>
<td>3%</td>
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</table>


Areas of Employment
The majority of people working in Burwood are employed in health care and social assistance (17%), followed by professional services (13.6%), retail (13.3%) and education and training (12.5%).

**Location of Jobs**

A geographical analysis of job location shows that the majority are located around the main business districts, with 42% in the Burwood Town Centre, 16% in the Strathfield Station precinct and CBD area, 10.5% in the Enfield area, including Hume Highway and Coronation Parade, with the remaining distributed in other precincts.

**Our Workers**

Burwood has a workforce of 14,396 people.

Of these, 15% are residents of Burwood. The majority of workers commute from neighboring Inner West suburbs (Canada Bay, Canterbury, Strathfield), and from bigger centres such as Bankstown, Blacktown, and Parramatta.

Burwood also attracts workers from as far as Hornsby, the Hills District, Sutherland, Randwick, Campbelltown and Penrith.

<table>
<thead>
<tr>
<th>Total workforce in Burwood</th>
<th>14,396</th>
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<tbody>
<tr>
<td>Workers who live in Burwood</td>
<td>15%</td>
</tr>
<tr>
<td>Male</td>
<td>52%</td>
</tr>
<tr>
<td>Female</td>
<td>48%</td>
</tr>
<tr>
<td>Median age</td>
<td>38 years</td>
</tr>
<tr>
<td>Come to work by public transport</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: Australian Bureau of Statistics, Census of Population and Housing 2006

**Our Residents**

The size of Burwood Council’s labour force in 2006 was 14,675 persons, of which 4,607 were employed part-time (31.4%) and 8,719 were full time workers (59.4%).

Analysis of the employment status of the population of Burwood Council compared to the Sydney Statistical Division shows that there was a similar proportion in employment and a similar proportion unemployed.

Overall, 93.5% of the labour force was employed (52.4% of the population aged 15+), and 6.5% unemployed (3.7% of the population aged 15+).
Between 2001 and 2006, the number of people employed in Burwood Council showed an increase of 1,081 persons and the number unemployed showed a decrease of six persons. In addition, 13.5% of the population reported performing voluntary work.

Where do they work?

The majority of the residents of Burwood commute on a daily basis to go to work.

The Sydney CBD remains the main employment destination, attracting close to 25% of Burwood residents. Only 15% of residents work in Burwood, while the remaining 60% are employed in the Inner West area and in Parramatta.

Analysis of the method of travel to work of the residents in Burwood Council in 2006 shows that 47.2% used a private vehicle while 32.2% used public transport, with a particular increase in use of train.

What do they do?

An analysis of the occupations held by the resident population in Burwood Council in 2006 shows the three most popular occupations were:

- Professionals (3,525 persons or 25.7%)
- Clerical and Administrative Workers (2,284 persons or 16.6%)
- Managers (1,615 persons or 11.8%)

In combination these three occupations accounted for 7,424 people in total or 54.1% of the employed resident population.

Weekly Household Income

While Burwood presents a large proportion (approximately 30%) of high income households (those earning $1,700 per week or more), the percentage of low income households (those earning less than $500 per week) remains quite high at 20%. 
**Economic Development Strategies for Burwood**

In order to meet its Vision, Burwood Council has selected six strategies it will pursue in 2012-13:

- Creation of an Economic Development Advisory Panel
- Seek, activate and promote partnerships with key stakeholders
- Seek support from Federal and State Government for Burwood policies and priorities
- Support local businesses through the provision of business information resources and training opportunities
- Promote Burwood as a destination for cultural initiatives, shopping and dining
- Support awards and initiatives that recognise and promote achievements of local businesses

### Action Plan

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Description</th>
<th>Outcome sought</th>
</tr>
</thead>
</table>
| Create an Economic Development Advisory Panel | - Develop terms of reference  
- Seek expressions of interest from councillors and business community members  
- Coordinate meetings as required | - The Economic Development Advisory Panel provides a forum for consultation and direction. |
| Seek, activate and promote partnerships with key stakeholders | - Attend meetings of local Chambers of Commerce  
- Implement a communications strategy dedicated to local businesses  
- Undertake information collection to determine the type, number, staffing levels, job turnover and other characteristics of local businesses  
- Implement “place management” strategies for specific business, commercial and entertainment precincts in the LGA  
- Train local Chambers of Commerce and local businesses in the use of Profile ID and Economic Profile tools which are available on Council’s website  
- Promote dialogue with neighbouring Councils with a view to sharing ideas and strategic objectives | - Establishment of a regular channel of communication between Council and local Chambers of Commerce, while providing and seeking feedback from local businesses  
- Identification and addressing of the needs of local business and shopping precincts outside the Burwood CBD  
- Available and current data is utilised by local businesses and Chambers to inform decision-making |
| Seek support from Federal and State Government of Burwood policies and priorities | - Lobby Federal and State Government for grants and funding opportunities for infrastructure and amenity improvements in the Burwood LGA  
- Involve government representatives in Council initiatives  
- Meet with Regional Development Australia – Sydney twice per year | - Increasing funding levels from Federal and State government  
- Improved Council representation at the State and Federal level |
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<thead>
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</thead>
</table>
| Support local businesses through business information resources and training opportunities | ▪ Develop a range of electronic communication tools to disseminate information regarding Economic Development initiatives and local business information. This can include: improved “business” section on Council website, six-monthly e-business newsletter  
▪ Convene seminars, forums and skills building amongst the business sector with the assistance of Federal and State business development agencies  
▪ Investigate in cooperation with Bankstown City Council the opportunity to promote the Bankstown Business Advisory Service and Small Business Centre to Burwood businesses | ▪ Council’s website becomes a point of reference for existing and potential new businesses in the LGA  
▪ Increased awareness amongst the business community on Council’s requirements and regulations  
▪ Provision of up-skilling opportunities to local businesses |
| Promote Burwood as a destination for cultural initiatives, shopping and dining | ▪ Define a branding strategy for Burwood  
▪ Undertake a marketing campaign to promote the area and its strengths  
▪ Promote Burwood’s role as the major centre in the Inner West, and investigate opportunities that might derive from the achievement of City status  
▪ Promote Burwood Council as a proactive sustainable and stable Council  
▪ Manage a number of events each year in the Burwood CBD  
▪ Invite all local Chambers of Commerce to participate in the annual Burwood Festival | ▪ Alignment of all Council marketing and public relations efforts to key promotional messages highlighting the strengths of the area  
▪ Increased exposure of the Burwood CBD |
| Support awards and initiatives that recognise and promote achievements of local businesses | ▪ Sponsor Inner West Business Awards and Business Excellence Awards  
▪ Participate in Inner West Business Expo  
▪ Acknowledge awards and achievements of local businesses through Council’s promotional material | ▪ Improved public recognition of quality of local businesses and establishments  
▪ Achievements are celebrated with local businesses |

**Reporting**

An annual report will be provided to Council on the progress against the strategies included in the Statement.

**Contact**

Executive Manager – 9911 9808