

Economic Development Strategy 2019 Update


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Photo: Cabramatta Town Centre



Fairfield City acknowledges the Cabrogal of the Darug Nation who are the Traditional Custodians of this land in which the strategy is based on.

We also pay our respect to the elders, past and present, of the Darug Nation.

Photo: **Bonnyrigg Park** Bonnyrigg

Foreword

There is no doubt that the health of a community is underpinned by a healthy economy. It is for this reason that Fairfield City Council is committed to appropriate place management and economic development within the Fairfield City Local Government Area and more broadly, in the Greater Western Region of Sydney.

Economic development activities should centre on building the capacity of a local area to improve its future and the quality of life for all. Successful economic development results in a sustainable increase in economic wealth, better education and health outcomes and environmental protection. Ultimately, it's all about people.

Fairfield City Council has an enviable record of success in this area by being innovative in assisting local businesses and facilitating the development of a supportive business environment to enable sustainable business and economic growth.

This strategy has been developed within the context of international best-practice and is consistent with the various federal, state and regional development plans that affect our area. It has also been informed by relevant research and analysis.

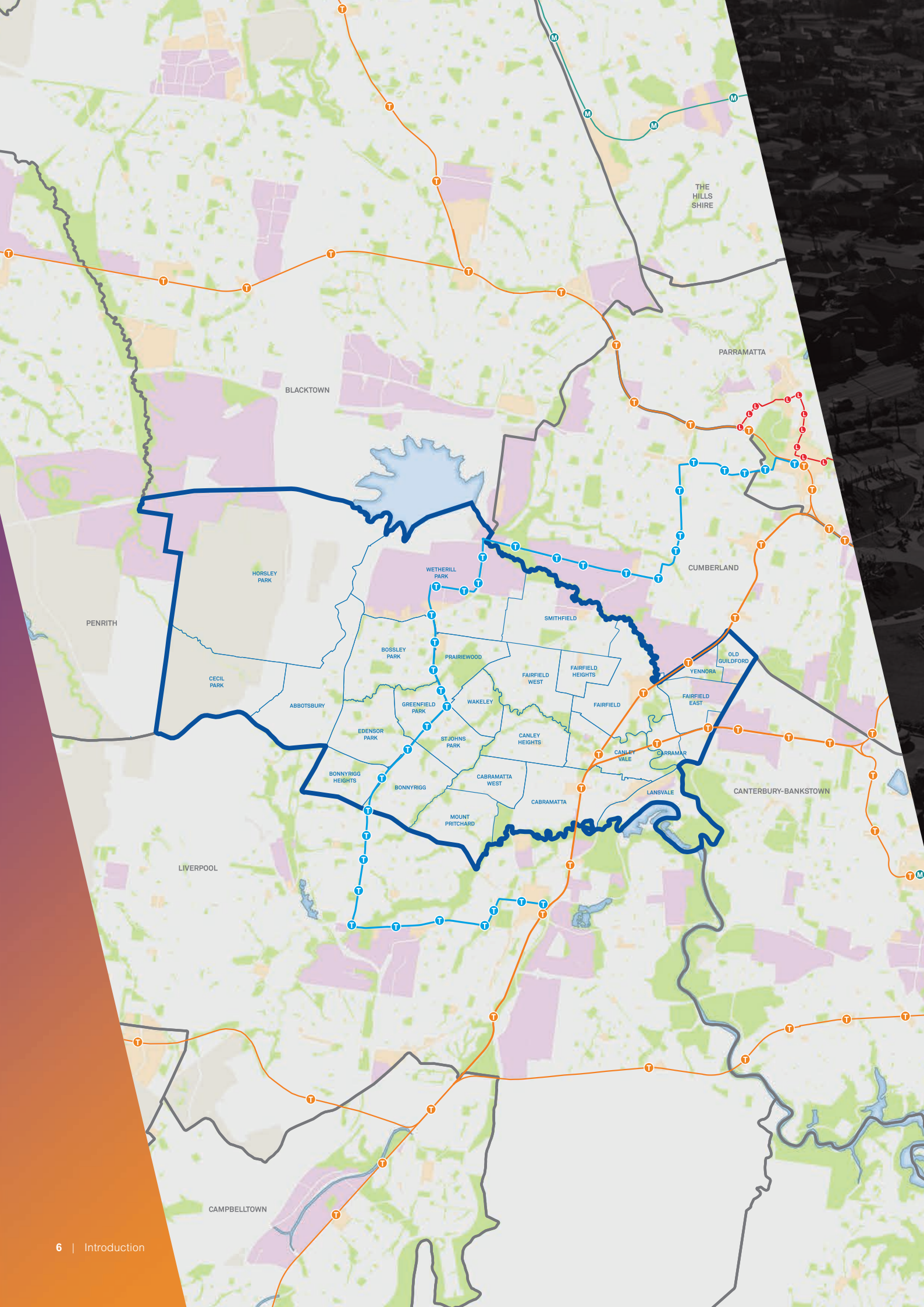
Successful economic development activities are the product of partnerships with the public, business and government sectors working collaboratively to create better conditions for economic growth and employment generation. The appropriate role for local government is to facilitate the development of these links to enable collective effort to achieve desirable economic outcomes.



Frank Carbone
Mayor



Alan Young PSM
City Manager



Introduction

Fairfield City Council's Economic Development Strategy 2013 - 2018 has been refreshed and revised, taking into consideration changes to policy and legislation in all tiers of government.

In preparing the new strategy, the Council conducted extensive research and analysed major policy and strategy document changes from national, state and local sources.

Fairfield City Local Government Area (LGA) is facing a critical point in its long-term development. The city has experienced considerable physical and social change in recent years with an influx of refugees, changes to major industries, in addition to employment and economic growth challenges.

Fairfield City LGA is operating in a global economy, competing beyond the domestic market to attract financial capital, skilled workers and business investment. For Fairfield City to effectively compete internationally, it needs a bold and clear vision for sustainable economic development - world class thinking to develop a city that encourages and supports emerging industries, innovation and entrepreneurship, as well as the thriving freight, logistics and manufacturing sectors.

This Economic Development Strategy provides the vision and direction for the sustainable economic development of the City and region, moving forward. While Fairfield City Council is the lead facilitator of the strategy, its implementation relies on public and private sector resources, active partnerships, the business community and all levels of government.

Realising this vision will require flexibility and the capacity to learn from successes and failures. It may be necessary to refine this approach over time and adapt to changes in the larger environment.

The Fairfield City Economic Development Strategy sets out the actions that Fairfield City Council will undertake to achieve the Local Economy and Employment Goals within the Fairfield City Plan and the Delivery Program.

The intent of this strategy is to look at ways of creating the right environment for existing businesses to grow and employ additional staff, whilst attracting new industries and investment to the region which creates new jobs and opportunities. Diversity of employment and an array of activities for people to participate in will see the LGA grow and become a leader in the State for a robust and sustainable economy.

Vision For Economic Development

The vision for Fairfield City is:

“We are Fairfield City - a welcoming, safe and diverse community where we are proud to belong, invest and prosper.”

In economic development terms the vision is:

“Fairfield City LGA is a vibrant business community in which a diverse range of businesses share a commitment to innovation, collaboration and sustainability. Fairfield City is recognised as a place where business outcomes align with community needs and Council, governments and businesses work together to attract investment and facilitate new opportunities.”

Desired Outcomes For Economic Development

The city will:

- be **even more appealing** to existing and prospective businesses, investors, workers, residents, students and visitors
- have a **stronger** sense of place, pride and a distinct identity
- have a **diverse and vibrant** after-hours culture and economy
- **value and encourage** entrepreneurs, new ideas and innovative businesses
- have a more **resilient** and **adaptable** economy
- have an **informed, connected** and **collaborative** business community
- create more **knowledge-intensive** jobs
- attract **talent** and **investment opportunities**

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Snapshot For Fairfield City





Strengths & Opportunities

STRENGTHS

- There is **significant foot traffic** during business hours
- Located between two of **Sydney's Regional Cities** – Parramatta and the emerging Western Sydney Aerotropolis
- Land available for **urban development** and **redevelopment**
- Land prices **more reasonable** in comparison to surrounding LGAs
- Large **multicultural community** with **vibrant town centres**
- **Place management** operating for many years at Fairfield City Council
- **Diverse** labour force
- **Smithfield Wetherill Park** is one of the **largest established industry precincts** in New South Wales
- **Strong** tourism focus
- Food/restaurant sector attracts visitors from **across Sydney**
- **Established** industry base and industry clusters

OPPORTUNITIES

- **Multicultural** LGA
- **Create stronger relationships** with the local business community
- **Lifelong learning** is the key to sustained employment and career progression
- **Influence and work with external stakeholders** on key development opportunity sites
- **Leverage proximity** to healthcare
- **Leverage the knowledge and innovation** economies
- Fairfield City as a **preferred location** for events
- **Unrealised** tourism opportunities
- **Culturally based visitor experiences** are significant opportunities for economic growth in Fairfield City
- Installing and using **smart infrastructure to support innovation** and **alternative energy sources**
- With the development of the Western Parkland City, **Fairfield will be even better positioned** in the heart of Sydney
- **Proximity to the new airport and aerotropolis**, with major public transport infrastructure projects pending including road, freight and passenger rail
- Increase **export capacity**

Note: This analysis was produced from Fairfield City Council's **current** economic profile.

Strategic Alignment With Government

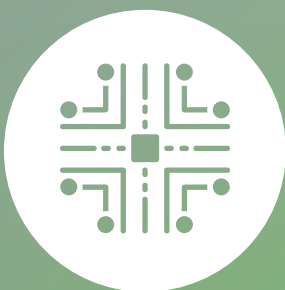
Detailed here is further information on the major federal, state, regional and local issues that will have a significant impact on the Fairfield City Community over the next 20 to 40 years.



Alignment with Smart Cities Plan

This strategy is aligned to ensure the Fairfield City LGA is best placed to capitalise on the Australian Government's *Smart Cities Plan* and *Western Sydney City Deal* opportunities.

The *Smart Cities Plan* sets out the Australian Government's vision for Australian cities and the plan for maximising their potential. It includes three pillars:



SMART INVESTMENT

We will become smarter investors in our cities' infrastructure. We will prioritise projects that meet broader economic and city objectives such as accessibility, jobs, affordable housing and healthy environments.

We will treat infrastructure funding as a long term investment, not a grant and get involved early to ensure projects create opportunities for urban renewal and raise private capital. By drawing on innovative financing approaches we will leverage our balance sheet and deliver more essential infrastructure sooner.



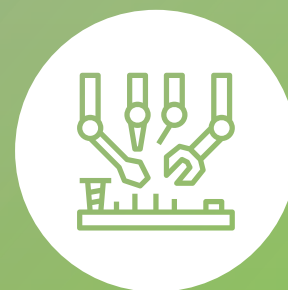
SMART POLICY

We will coordinate and drive smarter city policy.

We will work across all levels of government to develop 'City Deals' that unlock public and private investment in key economic centres.

By incentivising reforms we will generate additional benefits for the economy making cities better places to live in and do business.

We will collect and analyse data about the performance of our cities, so we can measure our policies' success and respond to new needs.



SMART TECHNOLOGY

We will drive the take up of smart technology, to improve the sustainability of our cities and drive innovation. We will embrace new technology with the potential to revolutionise how cities are planned, function, and how our economy grows.

Disruptive new technology in transport, communications and energy efficiency are becoming a reality—we will position our cities to take full advantage. We will leverage real time open data driven solutions and support investment in sectors commercialising new innovations to grow Australia's economy.

The Greater Sydney Region Plan, *A Metropolis of Three Cities*

The Greater Sydney Region Plan, A Metropolis of Three Cities, is built on a vision of three cities where most residents live within 30 minutes of their jobs, education, and health facilities, services and great places.

This is consistent with the 10 Directions in *Directions for a Greater Sydney*, which establishes the aspirations of the region over the next 40 years and is a core component of the vision and a measure of the plan's performance.

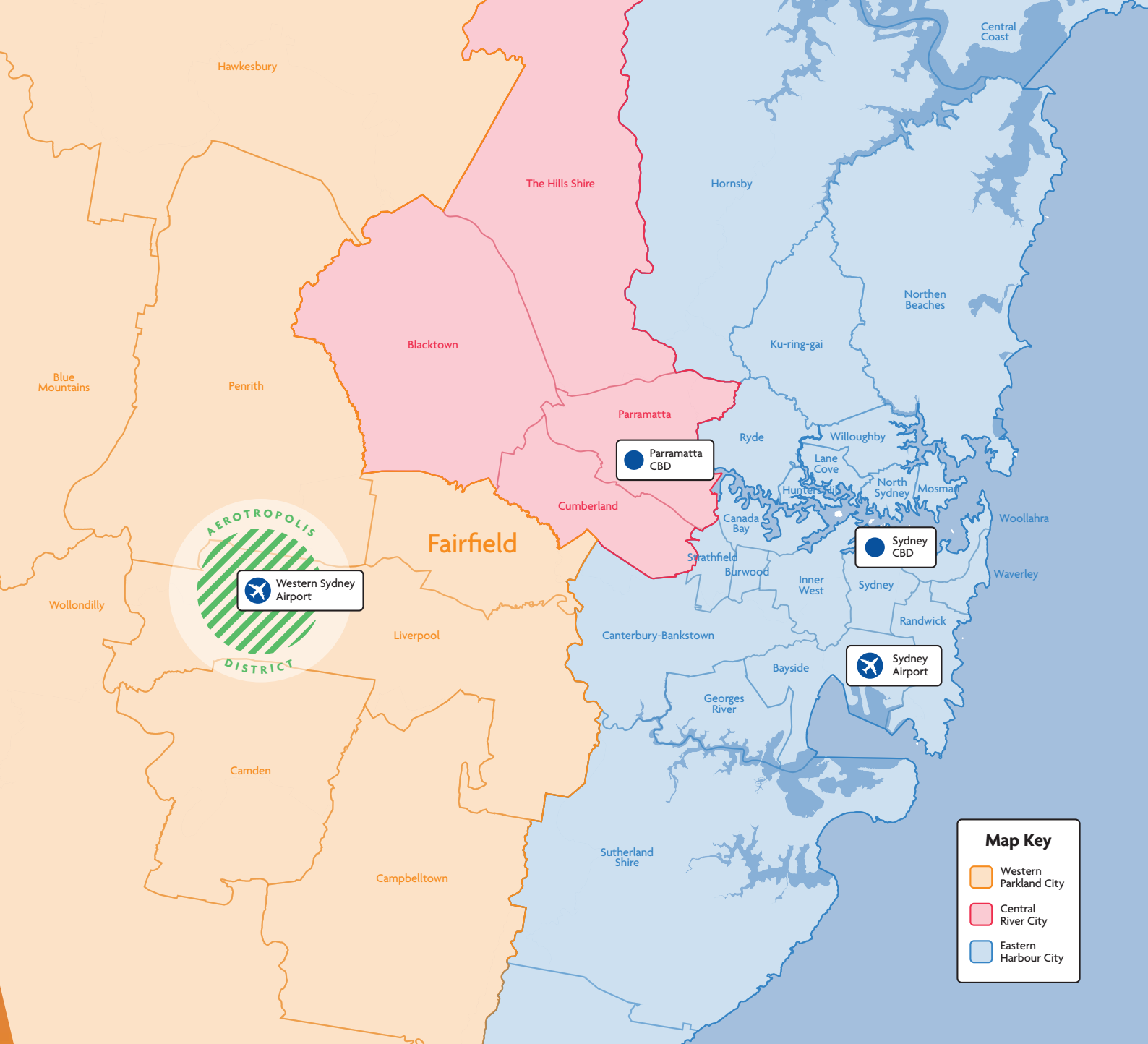
To meet the needs of a growing and changing population, the vision seeks to transform Greater Sydney into a Metropolis of three cities:

- The Western Parkland City
- The Central River City
- The Eastern Harbour City

The *Western Parkland City* comprises Fairfield, Blue Mountains, Camden, Campbelltown, Hawkesbury, Liverpool, Penrith and Wollondilly Local Government Areas.

The Greater Sydney Region Plan (the Plan), A Metropolis of Three Cities:

- Sets a 40-year vision (to 2056) and establishes a 20-year plan to manage growth and change for Greater Sydney in the context of social, economic and environmental matters
- Informs district and local plans and the assessment of planning proposals
- Assists infrastructure agencies to plan and deliver for growth and change and to align their infrastructure plans to place-based outcomes



This vision brings new thinking to land use and transport patterns to boost Greater Sydney's liveability, productivity and sustainability by spreading the benefits of growth.

Having three cities, each with supporting metropolitan and strategic centres, will put workers closer to knowledge-intensive jobs, city scale infrastructure and services, entertainment and cultural facilities.

In an inclusive Greater Sydney, freedom of expression and creativity will be supported and acknowledged as part of the innovation economy.

The Ten Directions For The Metropolis Of Three Cities



A City Supported by Infrastructure

Supporting New Developments



A Collaborative City

Working Together to Grow a Greater Sydney



A City for People

Putting People at the Heart of Planning



Housing the City

Giving People Housing Choices



A City of Great Places

Designing Places for People



A Well-Connected City

Developing a More Accessible and Walkable City



Jobs and Skills for the City

Creating the Conditions



A City in its Landscape

Valuing Green Spaces and Landscape



An Efficient City

Using Resources Wisely



A Resilient City

Adapting to a Changing World



Photo: Aerial of Wetherill Park Industrial Precinct

NSW Long Term Transport Master Plan & Western Sydney Infrastructure Plan

The NSW Long Term Transport Master Plan sets the framework for the NSW Government over 20 years, to deliver an integrated, modern transport system that puts the customer first.

The Master Plan plays two fundamental roles.

First, it identifies the challenges that the transport system in NSW needs to address to support the state's economic and social performance over the next 20 years. It guides decision-makers to prioritise actions which address the most pressing challenges.

Second, it identifies a planned and coordinated set of actions (reforms, service improvements and investments) to address those challenges. It provides a map of future service and infrastructure developments which future decisions will be required to support, and

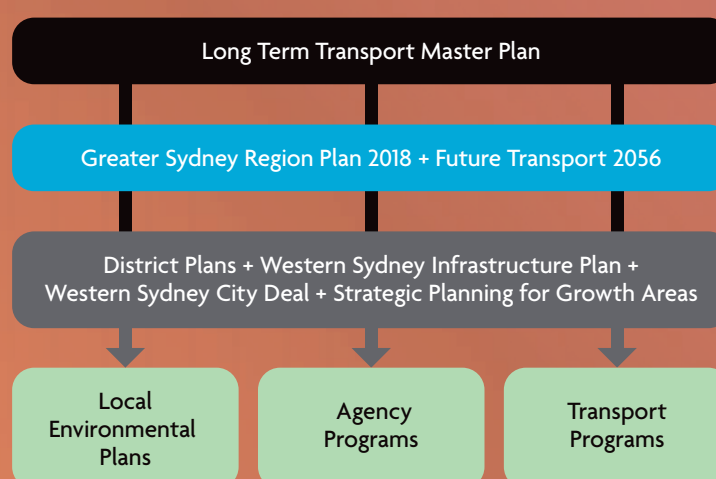
against which proposed investments can be evaluated.

Since the release of this Master Plan, the Fairfield City community has identified better public transport as one of its top 10 priorities.

The Federal and State Governments are funding a 10-year, \$3.6 billion road investment program as part of the Western Sydney Infrastructure Plan. This will deliver new and upgraded roads to support integrated transport in the region and capitalise on the economic benefits from developing the planned Western Sydney Airport at Badgerys Creek.

Existing Strategies

This diagram illustrates how the concurrent development of three major plans will align land use, transport and infrastructure planning and delivery across Greater Sydney. This is how NSW Government agencies are collaborating with the Commission for the future of Greater Sydney.





Greater Sydney Commission: *Western City District Plan*

In 2015, the NSW Government established the Greater Sydney Commission (GSC). The GSC has the task of implementing the broader directions of the Metropolitan Strategy.

As part of this process, the GSC has prepared a series of 'District Plans' for all parts of the Greater Sydney area.

The District Plans underpin planning for a resilient future that balances new housing, urban renewal, the proposed airport development and locations for jobs, with the protection of natural assets such as rural areas, national parks, rivers and creeks.

The District Plan contains more detailed planning directions and actions at a regional level addressing the directions of the Metropolitan Strategy.

The *Western City District* covers the Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith and Wollondilly local government areas.

The *Western City District Plan* requires further investigations and preparation of strategies that respond to specific directions and targets (e.g. housing) contained in the Plan.

Strategic work already undertaken in relation to the draft *Residential Strategy*, *Retail and Commercial Centres Strategy* and *Employment Lands Strategy* by Council will provide the basis for addressing issues contained in the *District Plan for Fairfield City* that will have a positive impact on the Fairfield City community.

The outcomes of the plan will complement and strengthen the Local Environmental Plan.

Western Sydney City Deal

The Federal and State Governments recently signed a 'City Deal' for Western Sydney that will see them work with eight local councils to realise the potential of the region and cater for future population growth.

This region that includes Fairfield, Blue Mountains, Camden, Campbelltown, Hawkesbury, Liverpool, Penrith and Wollondilly Councils, is now known as Western Parkland City. The 'City Deal' will focus on improved infrastructure (including public transport); more jobs; housing affordability; and improved environmental and liveability outcomes.

There are two major components to the Western Parkland City, those being the proposed Western Sydney Airport and the Badgerys Creek Aerotropolis.

(An Aerotropolis is a metropolitan subregion where the layout, infrastructure, and economy are centred on an airport which serves as a multimodal "airport city" commercial core.)

Work has begun on the Airport.

The Aerotropolis, which includes 114 hectares of Commonwealth land, will support the Airport and Western Sydney Parkland City.

Over the next 20 to 40 years, 200,000 jobs will be created by supercharging the Western Sydney Airport, Badgerys Creek Aerotropolis and agribusiness precinct. There will be 13,000 direct jobs at the Airport.

The Airport and Aerotropolis will attract infrastructure, investment and knowledge intensive jobs. Benefits will flow into the health, education, retail, hospitality and industrial industries.



Photo: **Fairfield Youth and Community Leisure Centre & Adventure Park**

The key features of the Western Sydney City Deal commitments include

- A **new North South Rail Link** from St Marys to the Aerotropolis via Western Sydney Airport
- **Rapid Bus Services** linking Liverpool, Penrith and Campbelltown with the Aerotropolis and Airport
- Exploring the **5G Network and Smart Digital Technology**
- **Advanced industries** ready to invest and make Western Sydney Parkland their home
- Western Sydney Investment Attraction Office located at Liverpool to **attract international and domestic businesses**
- Establishment of **Indigenous and New Opportunities Hubs**
- Creation of an **Aerospace Institute**
- Creation of a **world class science, technology, engineering and mathematics (STEM) University** at Bringelly
- A **Skills Exchange** established
- **11 new and relocated schools** and **21 major upgrades**
- Creation of a **high performance secondary school** and an advanced vocational, education and training (VET) facility
- **\$150 million** Western Parkland City Liveability Program to include the **restoration and protection** of the South Creek corridor
- A **Western Sydney Health Alliance** formed to **support healthier neighbourhoods**
- Creation of a Western Sydney Parkland City housing package to **provide 5 and 20 year housing targets** for each LGA. **\$2.5 million dollars** has been provided to **each council** for this purpose
- **Transport and infrastructure** models are being prepared to **plan for future infrastructure needs**
- Support for **enhanced telecommunications** and **connectivity**
- **\$150 million** Western Parkland City Liveability Program
- **Restoration and protection** of the South Creek corridor



Strategic Direction

The Economic Development Strategy aims to ensure that Fairfield City is optimally positioned to leverage off current and future Government initiatives, investment and strategic planning for the Western Parklands City.

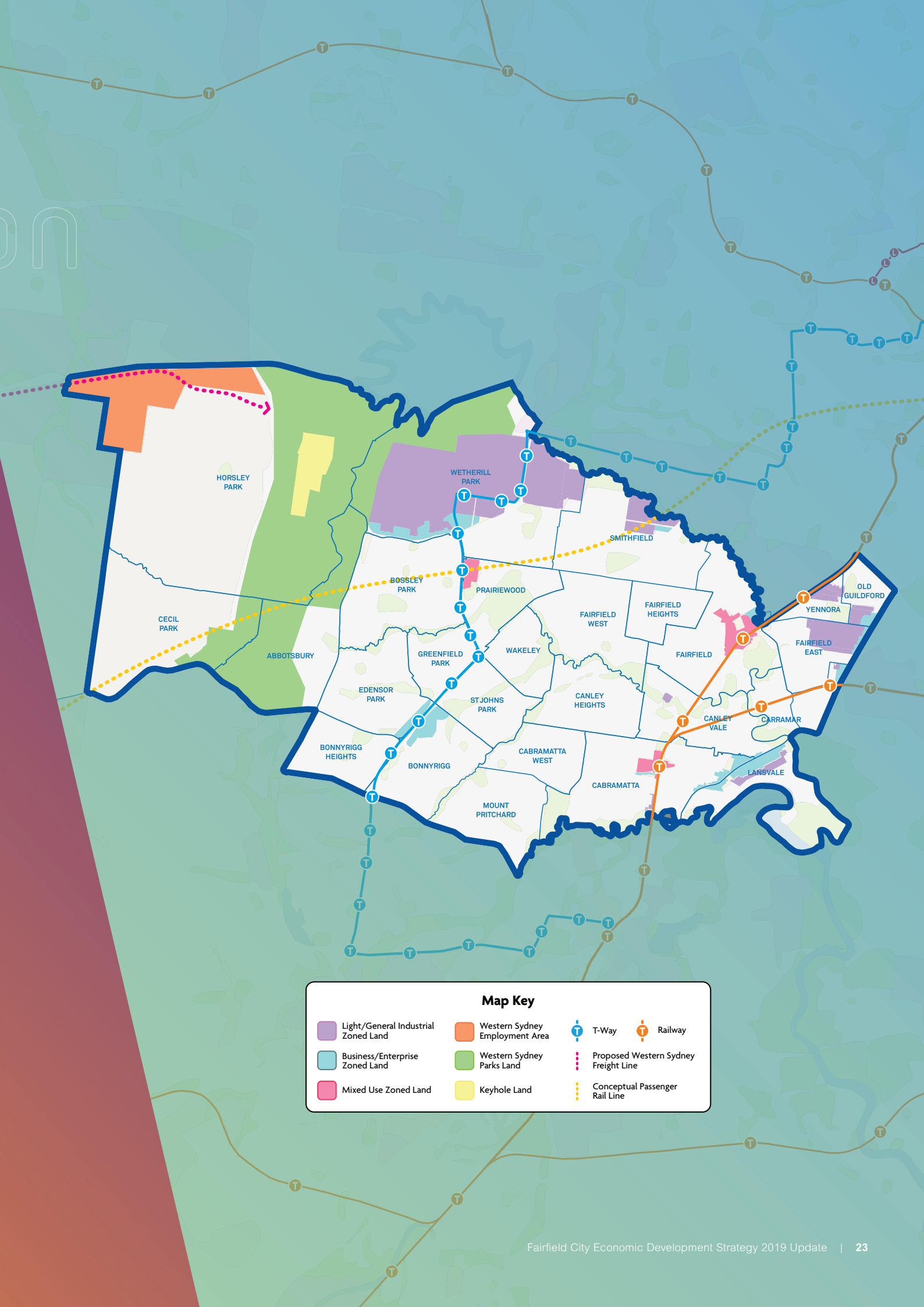
With the Western Sydney airport at our doorstep, the possibilities and opportunities for Fairfield are far reaching. Fairfield City will maximise the advantages of its central location in Sydney to become the gateway from the Western Sydney Airport leading

into Parramatta and beyond and into the Sydney CBD. The Airport will also generate the need for infrastructure such as fast rail to Parramatta, Sydney City and beyond. There is an opportunity for Fairfield to leverage off this infrastructure to advocate for potential new railway stations within the Urban Investigation Area in Cecil Park and at Prarieewood Town Centre. A passenger rail station in Prarieewood would provide a major boost for change with the possibility to establish the centre as a health, education and commercial hub.

Connectivity and Land Use Planning

Fairfield City is an internationally competitive destination to visit, invest and do business in. Key Government initiatives, projects, infrastructure and investments that have been committed to and others that are in the pipeline, will support continued growth and prosperity across our City. The following projects are of particular importance to Fairfield:

- **Western Sydney Freight Line** will provide a major transport link between the North West and South West Growth areas, connecting with the Western Sydney Airport and future employment lands;
- **Urban Investigation Area (UIA) – Horsley Park / Cecil Park**, an investigation of the future of the City's 1,600 hectare rural area;
- Advocacy for **potential future railway** stations at Cecil Park and Prarieewood Town Centre and;
- New **Public Domain Plans** for all town centres.



Light/General Industrial Zoned Land

Business/Enterprise Zoned Land

Mixed Use Zoned Land

Western Sydney Employment Area

Western Sydney Parks Land

Keyhole Land

T-Way

Railway

Proposed Western Sydney Freight Line

Conceptual Passenger Rail Line

Fairfield City's Competitive Advantage

The City's location caters for a diverse range of industries including Manufacturing, Wholesale, Trade, Transport, Postal and Warehousing and emerging industries such as Logistics and Trade, Administrative, Professional, Health and Education.

These sectors will benefit from proximity to current and future transport links as well as Fairfield's diverse multicultural base, which shows potential to increase its exporting capabilities and international trade opportunities.

Fairfield City has a major competitive advantage in Manufacturing, Wholesale Trade, Transport, Postal and Warehousing, Construction and other services. Over the past two years, there has been considerable increase in jobs throughout the various industries.

Manufacturing is the leading industry with 11,581 jobs, making up 15.3% of local jobs generated. Manufacturing has seen an increase of 888 jobs and generated \$1,296 million.

The recent surge in residential Construction and above average population growth across Greater Sydney, has driven a growth of 2,739 jobs, generating \$427.4 million.

Transport, Postal and Warehousing and Wholesale sectors have also experienced significant growth in Fairfield City. Transport, Postal and Warehousing sectors generated \$942.2 million and employed 6,636 people. The Wholesale Trade sector generated \$859 million and 5,316 local jobs.

Fairfield City is an important gateway to the world and it is expected that over time, there will be increased international and local partners.

Over the past two years, Fairfield City has experienced above average economic and jobs growth, growing at 5.5% p.a. This rate is above the Greater Sydney average. This growth has been primarily driven by some key industry sectors including Manufacturing, Wholesale, Trade, Transport, Postal and Warehousing.

Tourism and visitation including international visitation, has also seen an increase over the past few years, which is adding to the economic health of the city.



Top Four Industries By Jobs

Manufacturing



11581 JOBS
15.3% INCREASE

Construction



9361 JOBS
12.4% INCREASE

Retail Trade



7757 JOBS
10.3% INCREASE

Healthcare & Social Assistance



7156 JOBS
9.5% INCREASE

Top Four Industries By Value

Manufacturing



\$1296 MILLION
19.1% INCREASE

Transport, Postal & Warehousing



942 MILLION
13.9% INCREASE

Wholesale Trade



\$859 MILLION
12.6% INCREASE

Retail Trade



\$464 MILLION
6.8% INCREASE

The infographic above outlines the top four industries in the Fairfield City LGA and their respective amount of jobs and amount of increase over the past two years. Source: NIEIR

SMITHFIELD WETHERILL PARK INDUSTRIAL ESTATE

The Smithfield-Wetherill Park Industrial Estate is one of the largest in the Southern Hemisphere and makes a major contribution to the New South Wales and Australian economies.

It is strategically connected to national and international transport networks including the M4 and M7 motorways, the new Western Sydney Airport and nearby intermodal terminal.

The industrial area is home to nearly 3,000 businesses and 20,000 jobs. The sector shows great potential to increase its exporting capabilities and international trade opportunities.

Existing and well-established industry clusters and supply chains are optimally positioned to meet the needs of businesses in the Western Sydney Aerotropolis and beyond.

Strategic Outcomes

Fairfield City Council recognises the importance of economic wealth, better education and health outcomes and environmental protection. With this in mind, we are committed to facilitating economic development activities by working collaboratively with the public, business and government sectors to achieve best practice.

The Economic Development Strategy will assist the making of informed decisions through consultation with key stakeholders to support entrepreneurship, innovation, investment and creative business activities that meet the local needs of the community as well as attracting investors to achieve the economic ambitions of the City.

Strategic focus will be placed on:

- **Building the local networks and fostering lasting partnerships** to support local business;
- Building on the existing and natural strengths of the City to **further diversify the economy** and **enhance the unique identity** of the City and its community and;
- Showcasing **success stories** of the City's **local and national businesses** that are proudly emerging.
- The **development and facilitation** of **strategic partnerships** between **stakeholders** such as other levels of government, industry, local business, representative organisations, education providers, community groups and residents to **achieve the economic ambitions of the City**.

Goals and Implementation Plan

The Fairfield City Plan contains three goals for Local Economy and Employment (Theme 4).

The Implementation Plan and actions serve to achieve these goals:

1. A range of resilient businesses;
2. An attractive and lively city and;
3. Diverse employment and job opportunities.



Photo: Cabramatta Town Centre

GOAL ONE *Aligns with City and Operational Plans Theme 4*

A Range of Resilient Businesses

Priorities

Actions

Promote local businesses

Develop a local business directory

Increase understanding of local economy

Continue to engage and increase knowledge of the local economy including its opportunities and threats

Enable residents to shop locally

Encourage more variety of shops in local areas

Increase local offerings

Attract businesses to the area and provide support to smaller businesses

Improve the look and feel of the area

Create a modern vision for shopping precincts

Strong partnerships

Provide support to business groups

Identify tourism businesses

Develop a database of tourism operators in Fairfield City

Support the ongoing development of tourism in Fairfield City

Identify current signature events and experiences at Fairfield City such as the moon festival and any possible new events

Highlight Fairfield City as a visitor destination

Undertake promotion of tourism in Fairfield City

Building Business Community

Development of co-working space for businesses and start ups



Priorities

Actions

Regional partnership approach

Participate in the development of a regional approach for South Western Sydney Tourism

Industry partnership

Develop a close working relationship with Tourism NSW

Indigenous and cultural inclusion

Actively promote aboriginal and cultural tourism

Awareness of innovation and technology industries in Fairfield City

Identify knowledge and innovation businesses in Fairfield City

Highlight business excellence

Support business excellence through local business awards and recognition programs

Media highlights

Create an environment for media involvement of business successes and reviews

Demonstrate transparency

Undertake a comprehensive review of the Economic Development Framework and Strategy and City Investment Prospectus

Funding

Apply for grants and funding for programs that supports economic development

Promote sustainable economic development

Partner with Office of Environment and Heritage to provide grants and tailored services to business community regarding energy efficiency and environmental sustainability

Promote international trade and exporting

Promote government services and grants to assist businesses increase export capabilities and global trade

Improve transport access

Enhance the role and function of Smithfield Wetherill Park with potential sidings associated with the Western Sydney freight line



GOAL TWO *Aligns with City and Operational Plans Theme 4*

An Attractive and Lively City

Priorities

Actions

Community involvement in the City

Engage with the community to create attractive designs for modernised town centres

Showcase the City

Strengthen the unique identity of our town centres

Encourage interaction with community groups

Create safe and pleasant areas to meet friends and family

Get businesses involved in important improvements to the City

Partner with local businesses to turn town centres into food destinations

City Promotions

Manage a Street Banner Program

Bring the City alive at night and encourage visitation

Investigate new policies and Development Control Plans to encourage the night time economy in town centres

Utilise cultural and creative endeavours to bring the residents together and learn about each other's different cultures

Position Fairfield City as a leading cultural city to drive industry and tourism



Priorities

Actions

Improve the visual appearance of town centres

Include provisions in the Development Control Plan to deliver improved urban design outcomes and improve the overall appearance of town centres

Portray the City in a positive manner

Support and grow our emerging creative enterprises and industries

Increase performing arts

Encourage busking activities in appropriate locations

Increase communication and business education

Improve Council's Business Portal

Improve communication

Continue to distribute e-business newsletters for local businesses and industry groups and improve content and reach

Involve business leaders

Establish a key vehicle to provide advice and guide Fairfield City's Economic Development

Strengthen place activation offering

Provide creative placemaking initiatives involving local artists, organisations and communities

Investment attraction

Develop a City Investment Prospectus



GOAL THREE *Aligns with City and Operational Plans Theme 4*

Diverse Employment and Job Opportunities

Priorities	Actions
Bring more people to Fairfield City	Encourage the establishment of job expos in the City
Improve residents' competitive advantage for jobs	Support education institutions to provide educational training programs and mentoring opportunities to improve our community's employment skills
Participation in events	Advocate for free public festivals and events that create job and volunteer opportunities
Focus on inclusion	Provide support programs and connections for residents who are unable to find work. i.e. due to disabilities, language barriers etc
Improve knowledge in the business community	Encourage a variety of skilled businesses into the area
Ensure Fairfield City is an equal partner in the Western Sydney City Deal	Work closely with interested stakeholders
Increase investment opportunities	Promote Fairfield City's interests at the Western Sydney Investment Attraction Office
Education of Technology Highway	Explore the development of a digital economy strategy for Fairfield City LGA
Training and increased awareness	Identify training courses to assist businesses in digital technology
Highlight technology businesses	Identify high performing technology businesses in the Fairfield City LGA
Networking, Education and Training	Create strong relationships with champions of the local business community
Funding	Apply for grants and funding
Develop future workforce	Investigate programs to support young people of Fairfield City in following career pathways into jobs of the future
Pursuit of synergies	Foster cooperation among government, businesses and community stakeholders to further economic development opportunities
Foster Industry development	Identification of new and emerging industry development activities and collaboration on industry development facilitation projects
Position Fairfield City as a desirable place to do business	Review business land studies which will consider business zoned land within Fairfield City to promote a robust economy and maximise job opportunities



Conclusion

This strategy represents a refreshed opportunity for stakeholders to work collectively to achieve a shared vision for the economic health of Fairfield City.

It is essential that all sectors embrace this strategy as its success relies on effective partnerships. Accordingly, the City must engage and establish strategic partnerships with key stakeholders.

There are numerous economic growth opportunities for the Fairfield City LGA. The LGA needs to build on, and diversify its base beyond the traditional areas of strength.

The development of a significant digital technology sector and enhanced digital capabilities across all businesses is central to a successful transition to a more sophisticated city which offers a wide range of services, commercial and job opportunities. Digital has now become mainstream and “business as usual” rather than merely an appendage to economic development and the creation of jobs.

Attracting people to the Fairfield City LGA – whether they are investors, skilled workers, students or visitors – will be another vital element of the successful development of the LGA.

The strategic goals, priorities and actions outlined in this document will ensure Council is able to contribute positively to the economic prosperity of the Fairfield City LGA.

Properly applied, these goals will guide resource allocation and investment decisions, in both Council activities and its partners in the community. The successful implementation of this strategy will rest on the support of Fairfield City’s businesses and the wider community.

Contacts

For more information on the Economic Development Strategy, or to receive a copy of the document in an alternative format, please contact please contact Fairfield City Economic Development team via the methods below.

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