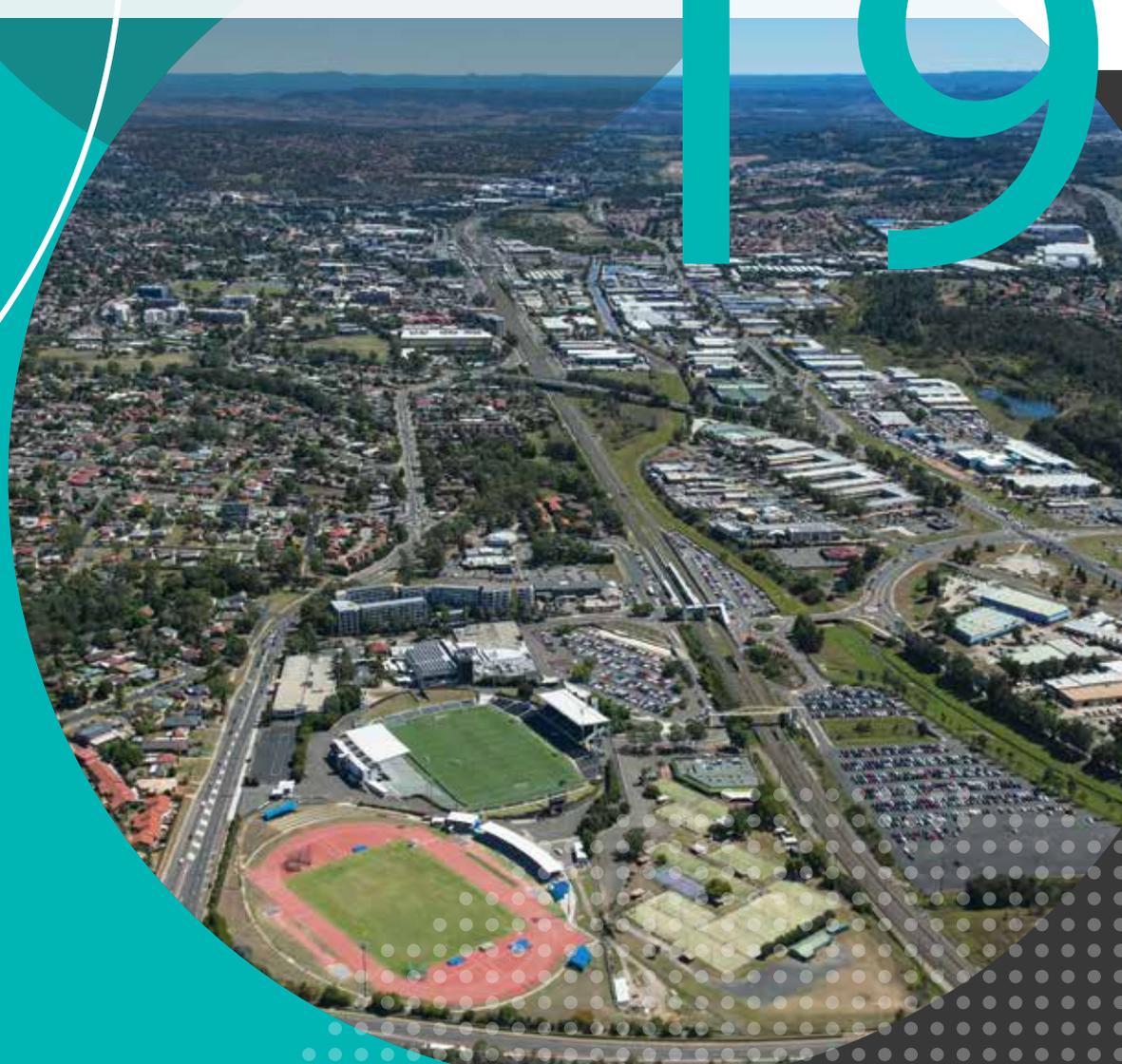


2019

CAMPBELLTOWN



A scenic landscape photograph of a riverbank. The foreground shows a rocky shore with some green and reddish-brown vegetation. The middle ground features a dense forest of trees with green and yellow foliage, extending to the water's edge. The background is a clear blue sky. A large teal circle is overlaid on the left side of the image, containing text. A thin white line curves across the image, separating the teal circle from the rest of the scene.

Council acknowledges 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.



About Campbelltown City

The City of Campbelltown, Sydney's southern gateway, is at the epicentre of one of the most significant growth corridors in NSW – a growth that is consolidating the city's future as an important economic and lifestyle hub for the Macarthur region and beyond.

As one of the three existing metropolitan cluster centres surrounding the emerging Western Sydney Airport, Campbelltown is well established to play a leading role in the growing south west and wider Sydney area.

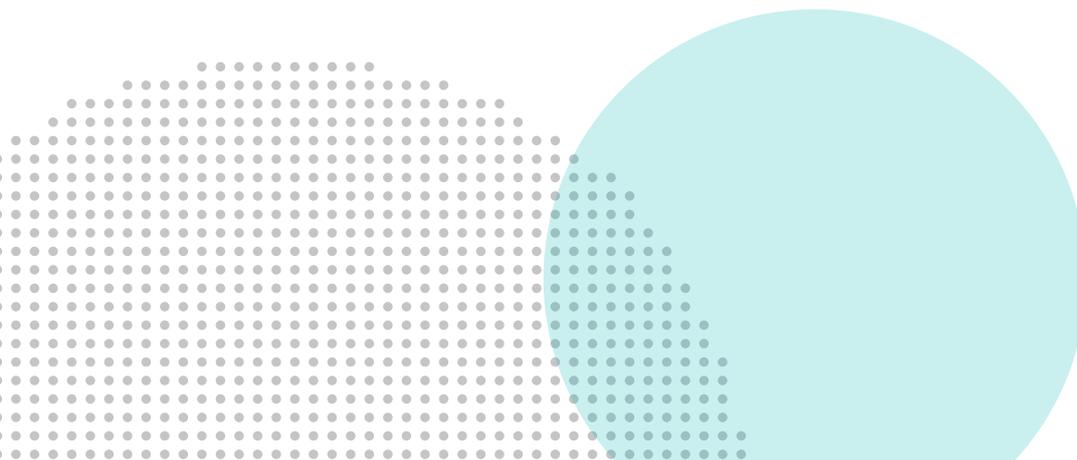
This is an exciting new era, and Campbelltown's outlook has never been so strong. The city has outstanding potential to transform into a dynamic, self-sustainable, liveable urban centre; a destination of choice, a destination where people and businesses want to be. It is these desired outcomes that are driving the strategic initiatives and priorities Campbelltown City Council is currently working on, to deliver the ambitions for the community.

Strong business and community partnerships are at the heart of these major projects; our collaboration with key stakeholders is ensuring that these city-changing projects are relevant and practical, while at the same time, forward thinking, inspiring and innovative.

The Campbelltown of today is a hive activity for businesses, investors and communities looking for a place where they can live, learn, work and play.

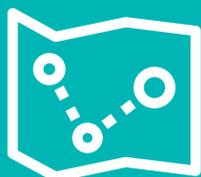
The Campbelltown of tomorrow is a city of action; an attractive centre for enterprises big and small; a place that celebrates its rich natural amenity and cultivates its distinctive culture and creative industries.

The City of Campbelltown is home to unlimited opportunity.

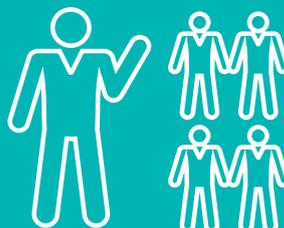




Campbelltown Snapshot



301km²
size of the
Campbelltown LGA



168,139
current population
(2018)



275,778
projected population
(2036)



31%
of our community are
born overseas

\$6.68 billion
GRP (2018)



**3.4% GRP average
annual growth rate
(2009-2018)**
far exceeding that of NSW (2.5%)
for the same time period



**Health
Education
Manufacturing
Retail**

Largest industries in
Campbelltown (2018)



35.4%+
increase in local jobs
(2008-2018)



89.4%

increase in bachelor degree
or higher qualification
obtainment (2006-2016)



72.2%

increase in new dwellings
(2016-2036)



\$731 million
building approvals
(2017/18)



Major initiatives and projects

Council is currently in the process of implementing a number of flagship projects that will deliver city-shaping outcomes for the City of Campbelltown.

Reimagining Campbelltown CBD

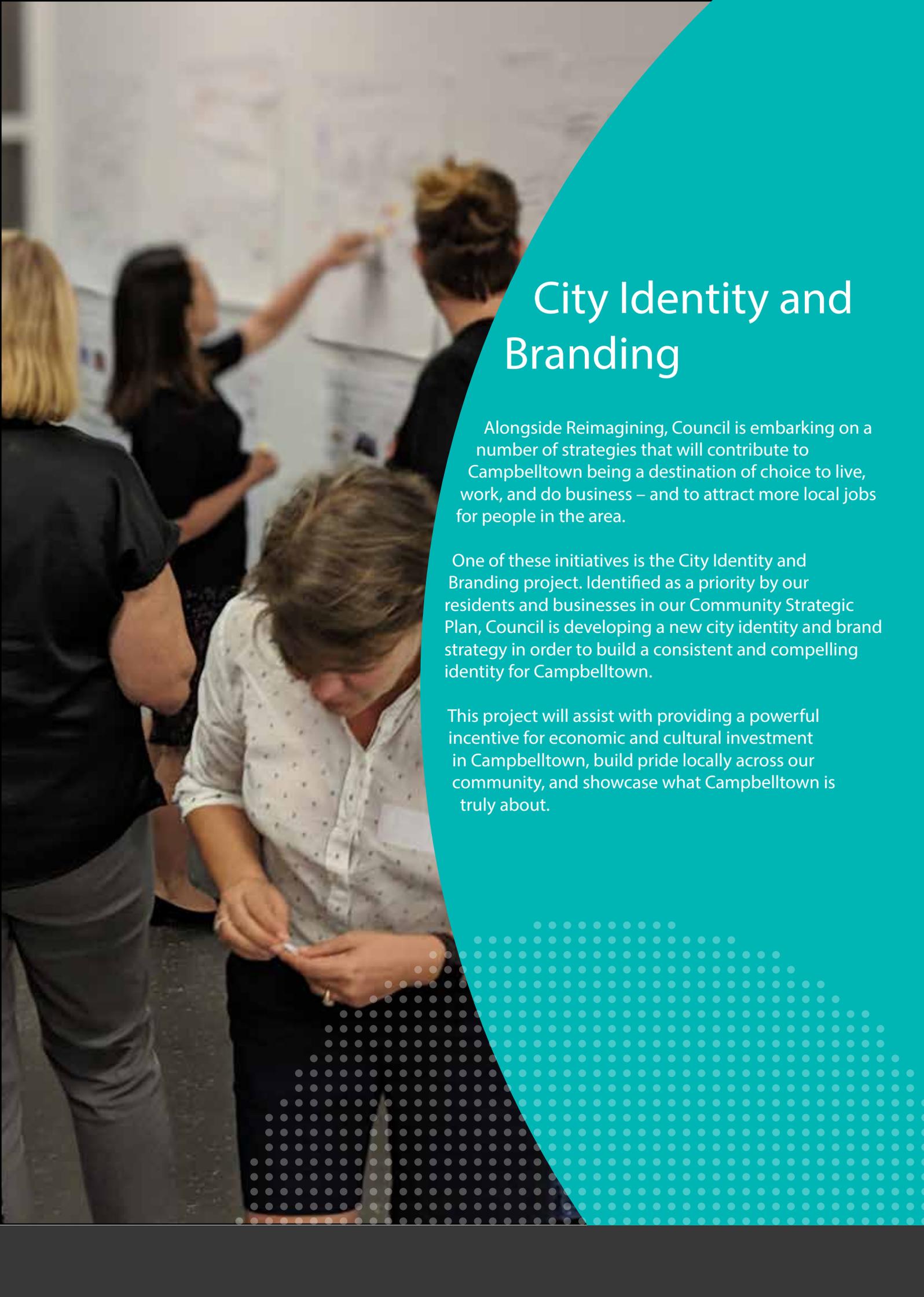
To recognise the city's vision for a reinvigorated and revitalised CBD, Council is currently working on a CBD transformation plan – Reimagining Campbelltown CBD.

The CBD is the heart of a city, and to ensure its vitality and ability to attract people and employment, it is imperative to create a CBD which is attractive, an employment generator and places great importance on street activation, great design and building architecture. Reimagining will result in a bold and ambitious masterplan that will be led by an evidence-based, technology-enabled planning framework.

Reimagining will generate new employment and investment by attracting and supporting the next generation of jobs. It will deliver infrastructure and technological connectivity, and provide choices in housing options and lifestyle, while, at the same time, creating Australia's greenest and most sustainable city.

Campbelltown Reimagined: it's not what you'd expect.





City Identity and Branding

Alongside Reimagining, Council is embarking on a number of strategies that will contribute to Campbelltown being a destination of choice to live, work, and do business – and to attract more local jobs for people in the area.

One of these initiatives is the City Identity and Branding project. Identified as a priority by our residents and businesses in our Community Strategic Plan, Council is developing a new city identity and brand strategy in order to build a consistent and compelling identity for Campbelltown.

This project will assist with providing a powerful incentive for economic and cultural investment in Campbelltown, build pride locally across our community, and showcase what Campbelltown is truly about.

Medical Research Centre

Council is collaborating with major partners – Western Sydney University, The South Western Sydney Local Health District, University of NSW and the Ingham Institute of Applied Medical Research – on the establishment of the Macarthur Medical Research Centre (MMRC) to be located within the Campbelltown Hospital Precinct.

The centre, a consortium of five health, education and research entities in south western Sydney, is proposed to be a co-located medical research facility that will facilitate scientific, clinical and industry collaboration.

At the same time, the centre will provide a bench-to-bedside approach, ensuring excellence in clinical care via a culture of advanced research and evidence-based medicine.



A-League Team for Campbelltown

In December 2018, the Football Federation Association announced that the Macarthur bid would be one of the two new teams to join the national A-League competition, and the team name and colours were officially announced on 15 May.

Macarthur FC, to play out of Campbelltown Sports Stadium, will put the City of Campbelltown on the world stage. Over the coming months, the club will work hard on appointing players and coaching staff in preparation for the 2020/21 season.

CAC 30th Anniversary

Opened in 1988, the Campbelltown Arts Centre (CAC) recently celebrated its 30th anniversary. Originally known as the Campbelltown Bicentennial Art Gallery, the centre has undergone much transformation since the doors first opened. Today, the centre is not only a cutting edge contemporary arts space, but a vital cultural hub for the ever-expanding and diverse community of Campbelltown and south west Sydney.

The evolution of the Arts Centre over the past 30 years, reflect the changes in both the community and the City of Campbelltown, which has transitioned from a big country town with a grass roots community arts society, to a city with a diverse ethnic community and a dynamic, brave, and sometimes controversial, arts scene.

And the journey for the centre doesn't stop here, with a proposal having been presented to the State Government for future expansion which would include a new 320-seat theatre, a larger café and additional gallery space.



Campbelltown Billabong Parklands

The Campbelltown Billabong Parklands, an \$18.75 million state-of-the-art water recreation space, is set to revitalise the heart of Campbelltown and become a landmark recreation facility for Sydney.

The project, funded under the Western Sydney City Deal Liveability Program, will include four hectares of recreational water play facilities, including a stream, swimming lagoon and a zero-depth play area.

Inspiration for the concept design for the billabong has been drawn from Campbelltown's unique natural environment including the rock pools, waterfalls and rapids of the Dharawal National Park.

The Billabong is anticipated to be constructed and ready to open in 2021.



Turn down the heat

Council has partnered with Western Sydney University on a heat mapping project to measure the temperature in more than 100 locations across Campbelltown.

The project will provide critical data to help understand the impact of heat across our city and will be used to develop plans and interventions to reduce heat in urban areas, make our climate more comfortable for our community and improve the local environment.

Restoring critical koala corridors

Council is collaborating with Greening Australia and WWF-Australia on a project to protect and restore koala habitat across south west Sydney.

Campbelltown supports the only disease-free koala populations in the Sydney basin. The project will ensure the continued growth and sustainability of this population by relinking and restoring critical corridors and expanding habitat areas through revegetation works.

Council is further supporting the success of this project by providing environmental education specific to koalas to local schools and community groups through events, educational opportunities and koala monitoring programs.



A vibrant destination

The culture and community spirit of our city is celebrated through an annual calendar of festival and events, engaging the local community and attracting visitors from across greater Sydney.

Campbelltown Arts Centre is the south west's major cultural service provider and has become a leader in the delivery of an expanding contemporary arts program across the fields of visual arts, music, dance, live art and emergent practices.

Campbelltown's community is witnessing the city emerge into a destination with a range of eclectic dining options. From quirky cafes that offer a fresh and funky vibe, to sophisticated dining with contemporary menus created by acclaimed chefs, every taste is catered for. Authentic, ethnic cuisine from our multicultural society, elegant high teas, artisan gelato, and craft beer at our local boutique brewery add to the multitude of tastes on offer.





While the city is experiencing population growth, much emphasis is still placed on protecting the natural environment for which Campbelltown is renowned and residents love. The vast vistas of Campbelltown's Scenic Hills and the immediate vicinity of the Georges River Corridor, the Dharawal National Park and the Australian Botanic Garden are Campbelltown's point of difference to Sydney's other strategic centres. These major attractions provide expanses of natural beauty, while offering the perfect balance to city living.

Campbelltown is home to a number of sporting and recreation facilities. Campbelltown Sports Stadium and Athletics Track, together with Club Menangle, the headquarters for Harness Racing NSW, provide world class facilities catering for both professional sporting associations and community groups.

Campbelltown is continuing to create a destination where people want to live, visit, work, place and invest.



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