



CAMPBELLTOWN ANNUAL ECONOMIC INSIGHTS REPORT 2023



Campbelltown is a city at the heart of things, and our people are the heart of our city.

A key metropolitan centre for the broader Macarthur region, we're the economic, cultural, health and lifestyle capital, providing regional services to a population estimated to reach 615,000 by 2041.

As a city, our priorities are centred around developing great places and a dynamic economy where businesses, families and neighbourhoods thrive. With our focus firmly on improving the city's public amenity, open spaces, connectivity, social inclusion and local jobs, the opportunities for the city and our community are strong.



A SNAPSHOT OF CAMPBELLTOWN



Resident population 2022

180,365



Gross Regional Product 2021/22

\$8.39b



Output 2021/22

\$14.48b



Total exports 2021/22

\$3.8b



Total imports 2021/22

\$7.1b



Number of jobs 2022

58,792



Jobs growth increase 2012 to 2022

26.4%



Number of businesses (2023)

11,896



20.3%

Growth in businesses 2019 to 2023



Small businesses

97.6%



Total local residents that work in the CBD

36.3%



Total local residents that work in the LGA

34.6%



Total local residents that commute outside of the LGA for work

65.4%



Median house price

\$785,000



Median unit price

\$550,000

INCREASING EDUCATION AND QUALIFICATION LEVELS

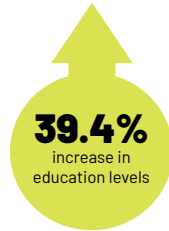
The number of Campbelltown residents with post-secondary school qualifications has increased. Between 2016 and 2021, the number of people with a Diploma, Bachelor or higher degree increased by 39.4%.

This **increase in higher education attainment represents our skilled and varied labour force**, which provides ready-made opportunities for prospective businesses looking to relocate, expand or develop into the area.

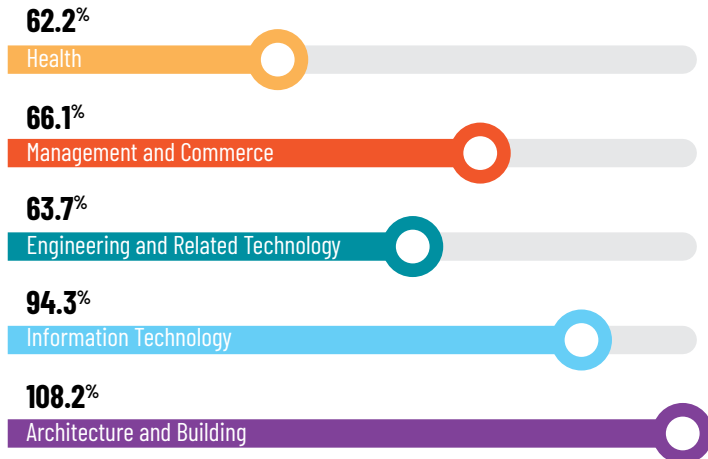
Number of people with a Diploma, Bachelor or higher degree.



2016 - 29,343
2021 - 40,907



The fields of tertiary study to experience the highest level of growth between 2016 and 2021 include:



Changing occupations

Diversifying jobs, retaining educated professionals, and creating highly skilled employment opportunities for residents is a key focus for Campbelltown.

White collar jobs

In the five-year period, between 2016 and 2021, highly educated white collar jobs within Campbelltown LGA



increased by
16.7%

Grey collar jobs

In the five-year period, between 2016 and 2021, specialised grey collar jobs



increased by
4.7%

Blue collar jobs

In the five-year period, between 2016 and 2021, In contrast, blue collar jobs



increased by
2.9%

This upward trend in skilled, knowledge intensive jobs, coupled with our expanding education and qualification levels, demonstrates that Campbelltown is progressing towards creating a greater diversity of employment opportunities for our increasingly educated resident population.

Definitions:

White collar job – usually a high salaried career that does not involve manual labour. A person within this category has formal training, a university education or an advanced degree.

Grey collar job – involves a hybrid of hands-on work and technical skills/knowledge. A person within this category is highly skilled or specialised and at minimum typically require associate degrees, licenses, or certifications.

Blue collar job – workers that can be skilled, semi-skilled or skilled, but all have the common experience of working with their hands and/or tools.

Source: ABS Census of the Population 2021 and economy .id

BUILDING APPROVALS

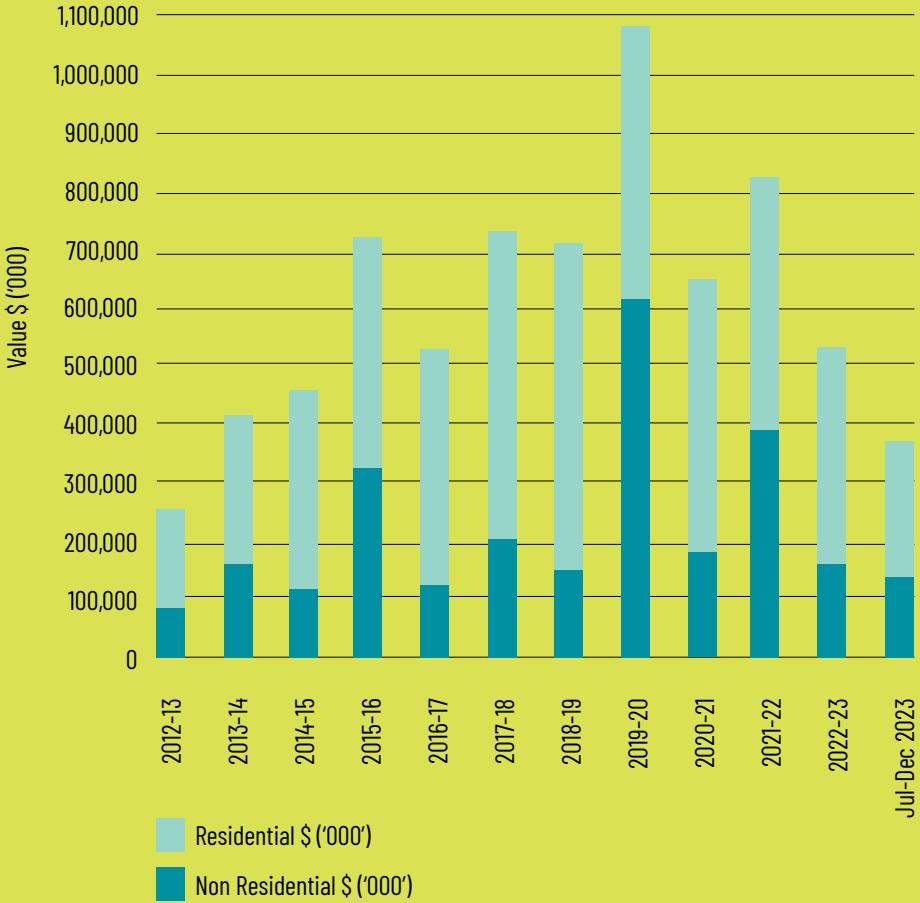
Campbelltown is a city on the move - represented in the value of building approvals in both residential and non-residential sectors over the past decade.

We're part of one of the fastest growing populations in NSW. We're focused on balancing this population growth and significant housing development, with high quality infrastructure and development that will support the shape and expansion of our city.

Major projects completed in 2023 include the \$632m redevelopment of Campbelltown Hospital and the 14-storey new commercial and residential build at No 8 Dumaresq Street.

Over the past decade, the sustained growth in our commercial and industrial sectors, and associated infrastructure has tracked consistently with our residential market. This indicates that we're balancing our residential growth, while facilitating and delivering projects that support our growing and changing city.

Graph 1: Value of total building approvals in Campbelltown LGA



Source: ABS, Building Approvals Australia. Compiled and presented by economy .id

COST OF LIVING AND DOING BUSINESS IN CAMPBELLTOWN

Campbelltown has key residential, commercial, and industrial properties, for purchase or rent, at competitive prices.

Compared to Greater Sydney, the cost of living and doing business in Campbelltown is more affordable, making it an attractive drawcard for businesses looking to develop, build or relocate.

For families, the choice in housing options, coupled with the recreation opportunities and the lifestyle amenities of a growing city, makes Campbelltown a desirable place to settle.



Average median house price - \$785,000
Average median unit price - \$550,000
Average median rent - \$525 per week



Industrial rents - \$150/sqm
Industrial sales - \$4,350/sqm



Key Economic Centre Snapshot – Campbelltown LGA

Campbelltown LGA is a key economic centre within the Western Parkland City, with an existing – and growing – large resident population and significant employment hubs.

Business and Industry



Employment – 59,881 (2021) increasing from 54,352 in 2016

10.2% increase

Top five industries by employees:

1. Health Care and Social Assistance – 10,934
2. Manufacturing – 7,658
3. Retail – 6,997
4. Education and Training – 6,257
5. Transport, Postal and Warehousing – 4,036

Top five industries by business number:

1. Construction – 19.7%
2. Transport, Postal and Warehousing – 17.8%
3. Professional, Scientific and Technical Services – 9.6%
4. Rental, Hiring and Real Estate Services – 7.4%
5. Healthcare and Social Assistance – 7.2%

Industry sectors to experience the highest job growth (2016/17 – 2021/22):

1. Healthcare and Social Assistance – 31.6%
2. Public Administration and Safety – 24.15%
3. Retail – 10%
4. Rental, Hiring and Real Estate – 33%
5. Professional, Scientific and Technical Services – 11.3%

Spendmapp Data for Campbelltown LGA

Figure 1: Total local spending for Campbelltown LGA

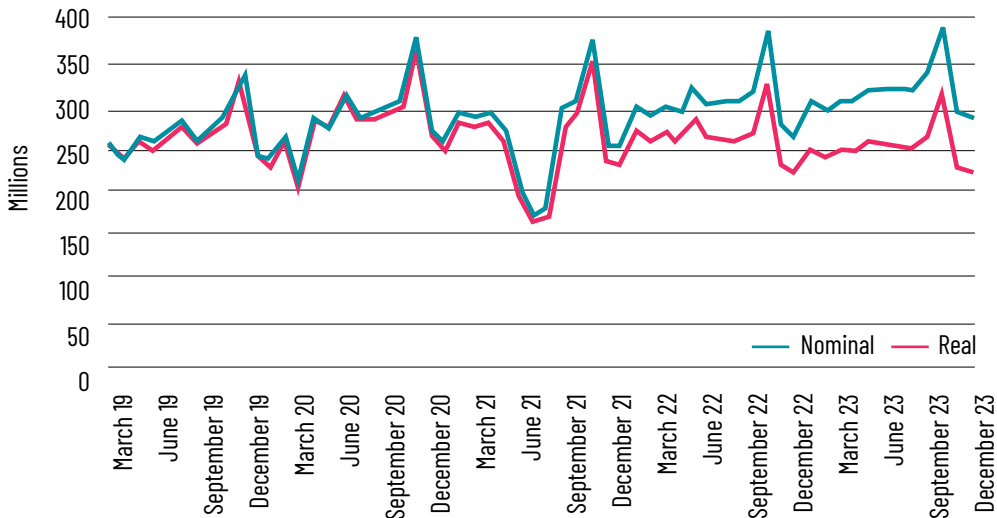


Figure 1 shows the total local spending across the Campbelltown LGA over the past four years. The figure shows peaks of increased spending in the lead up to the key holiday period (December), and a significant dip during the COVID lockdown periods in March 2020 and again between July and September 2021.

Although nominal spending has been tracking upwards overall, when adjusted for inflation, the real data shows that the cash rate rises from the Reserve Bank of Australia and other cost of living increases, has reduced the amount of local spending over the 2023 period compared to 2022.

Spendmapp tracks expenditure activity by analysing EFTPOS and credit card transactions.

Nominal spending is the actual spending levels. Real spending are the spending levels adjusted for inflation.

Figure 2: Resident escape spending for Campbelltown LGA

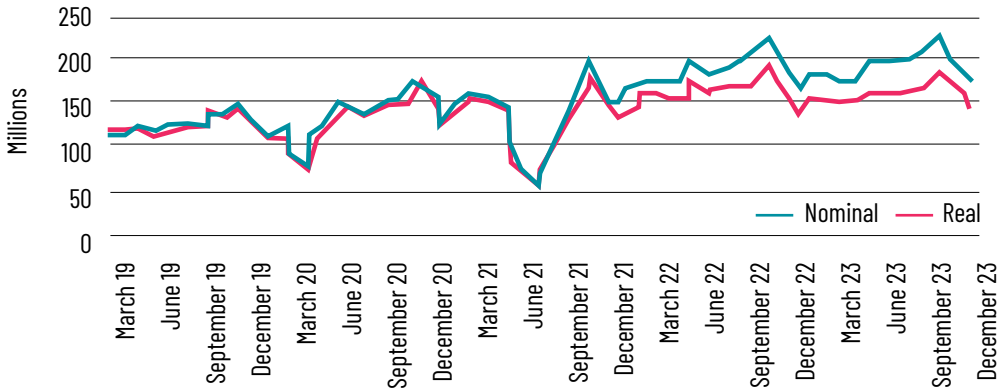


Figure 2 shows the total amount spent outside of Campbelltown LGA by local residents. The top five categories of spending outside Campbelltown LGA are:

- Dining and entertainment
- Transport
- Groceries and supermarkets
- Department stores and clothing
- Specialised and luxury goods.

If the 2023 escaped expenditure was instead spent within the Campbelltown LGA, it could support an additional 1,743 local retail jobs.

This escaped expenditure presents an opportunity for local retail growth, particularly in the categories experiencing the highest amount of spending outside the Campbelltown LGA.



Figure 3: Total online spending for Campbelltown LGA

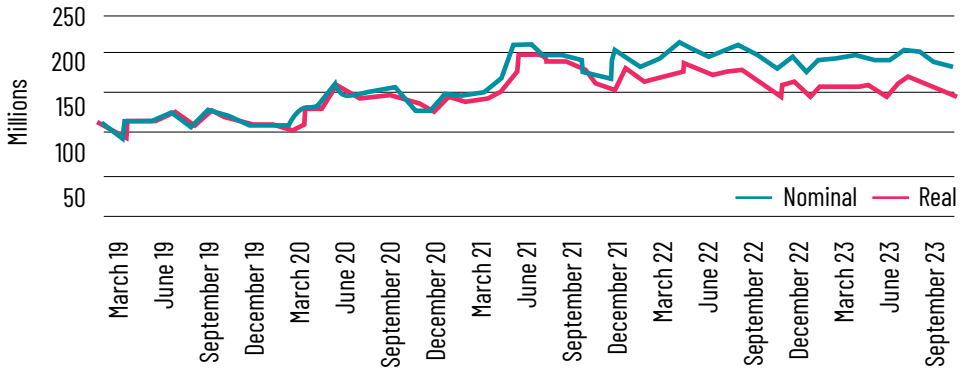


Figure 3 shows the total amount of online spending by local residents.

Prior to 2020, online spending was relatively consistent. There are two notably sharp increases in online spending beginning in March 2020 and again in June 2021, coinciding with the two COVID lockdown periods in Campbelltown.

Since 2021, online spending has stabilised at a higher level than pre-pandemic levels – an increase of 36.6% in 2023 compared to 2019. This indicates a shift in consumer behaviour towards online shopping and the various spending platforms.

Online spending during 2023 is trending down by 5.4% compared to 2022, when adjusted for real data, suggesting that the increase in inflation and rising cost of living pressures is impacting local spending habits.

Campbelltown has experienced an increase of 7.8% in transport, postal and warehousing businesses over the past two years. The increase in online spending, combined with our strategic location – with direct motorway and railway links – as well as significant industrially zoned land, presents further opportunities for the development of warehousing and distribution centres to expand or relocate to the Campbelltown LGA.

Figure 4: Shows the top eight spending categories within Campbelltown LGA for 2023





CAMPBELLTOWN CITY CENTRE



Key Economic Centre Snapshot – Campbelltown City Centre

Campbelltown City Centre is the heart of the LGA, providing the highest order retail, civic, health and education services in area.

Business and Industry



Employment – 19,061 (2021) increasing from 18,043 in 2016

5.6% increase

Top five industries by employees:

1. Healthcare and Social Assistance – 29.0%
2. Retail – 17.5%
3. Accommodation and Food Services – 9.2%
4. Public Administration and Safety – 7.12%
5. Education and Training – 7.05%

Top five industries by business numbers:

1. Construction – 14.6%
2. Health Care and Social Assistance – 13.6%
3. Transport, Postal and Warehousing – 10.1%
4. Professional, Scientific and Technical Services – 9.9%
5. Rental, Hiring and Real Estate Services – 9.3%



Visitation to the Campbelltown City Centre increased by 2.6% in 2023 compared to 2022.



Spending

Figure 5: Total local spending for Campbelltown CBD

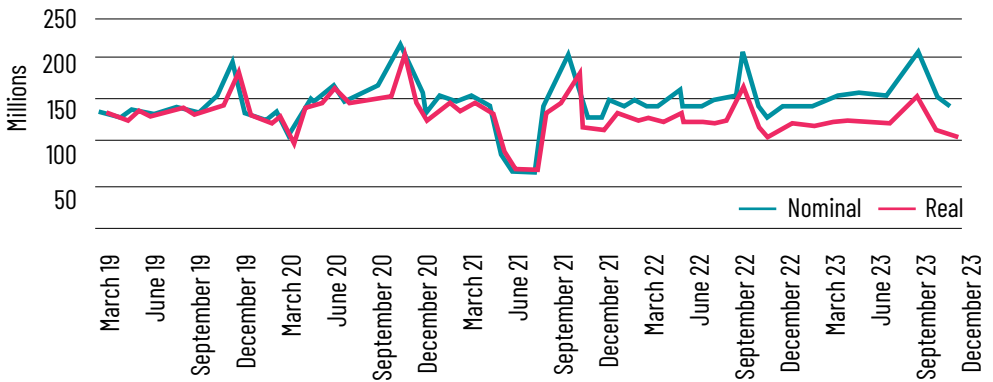
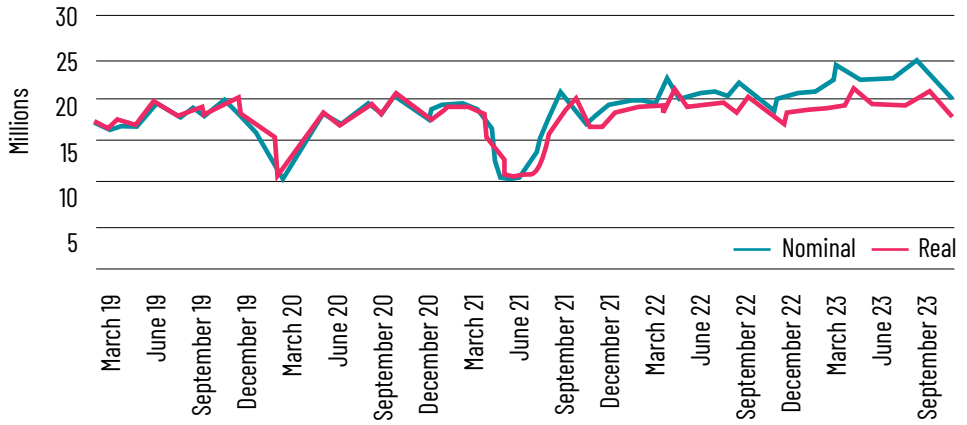


Figure 5 shows the total local spending within the Campbelltown CBD over the past four years, with similar trends to those represented in the LGA wide data, particularly around the notable troughs during the COVID restriction periods.

Overall expenditure, in real terms, for 2023 is down by 5.8% compared to 2022.

Figure 6: Dining and entertainment spending for Campbelltown CBD



Dining and entertainment are the second highest category for total overall spend (refer to figure 4), after groceries and supermarkets. In real terms, dining and entertainment expenditure within the city centre for 2023 has increased by 6.4% compared to 2022, with notable peaks in June and December each year. This demonstrates that spending patterns are holding up relatively well, despite the increased impacts of the rising costs of living.



Map 1: Campbelltown City Centre Precinct





INGLEBURN



Key Economic Centre Snapshot – Ingleburn

Ingleburn, situated around the Ingleburn train station and adjacent to the Hume Highway/M31 Motorway, serves a metropolitan function as a major industrial precinct.

Business and Industry



Employment – 12,246 (2021) increasing from 11,434 in 2016

7.1% increase

Top five industries by employees:

1. Manufacturing – 17.1%
2. Construction – 7.7%
3. Transport, Postal and Warehousing – 5.9%
4. Wholesale Trade – 4.1%
5. Retail Trade – 3.52%

Top five industries by business numbers:

1. Transport, Postal and Warehousing – 22.7%
2. Construction – 17.3%
3. Manufacturing – 8.0%
4. Professional, Scientific and Technical Services – 7.5%
5. Rental, Hiring and Real Estate Services – 7.0%



Visitation to the Ingleburn employment district increased by 6.8% in 2023 compared to 2022.

Spending

Figure 7: Total local spending for Ingleburn CBD

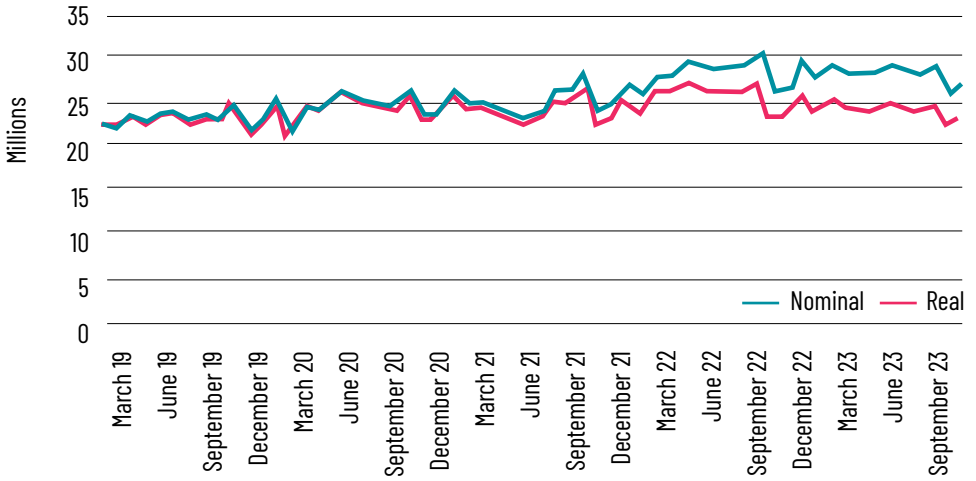
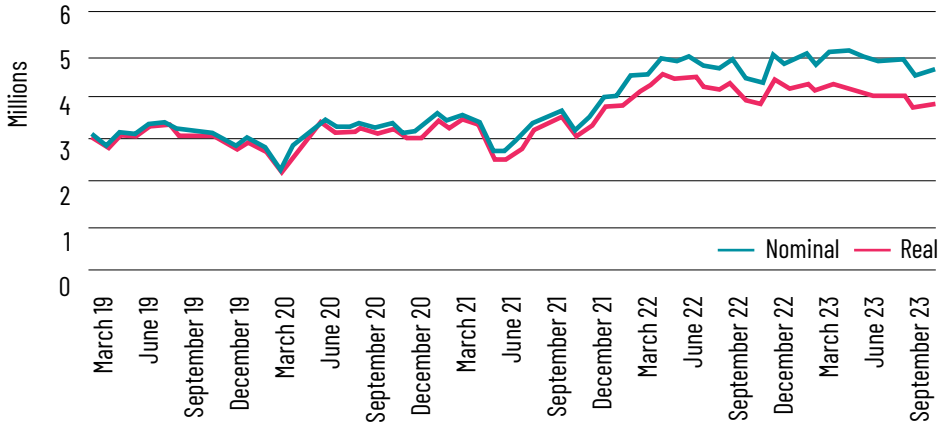


Figure 8: Dining and entertainment spending for Ingleburn CBD



Total local spending in Ingleburn CBD (figure 7) has declined by 11.5% compared to 2022. Dining and entertainment spending (figure 8), although down by 8.2% in 2023 compared to 2022 – suggesting that the rising cost of living has begun to impact discretionary spending – has increased by a dramatic 55.1% when compared to 2019.



Map 2: Ingleburn City Centre Precinct





MINTO



Key Economic Centre Snapshot – Minto

Similar to Ingleburn, Minto, situated around the Minto train station, serves a metropolitan function as a major industrial precinct.

Business and Industry



Employment – 8,149 (2021) increasing from 7,723 in 2016

5.5% increase

Top five industries by employees:

1. Manufacturing – 12.2%
2. Transport, Postal and Warehousing – 4.4%
3. Construction – 3.6%
4. Education and Training – 2.9%
5. Retail – 2.8%

Top five industries by business numbers:

1. Transport, Postal and Warehousing – 14.4%
2. Construction – 14.2%
3. Manufacturing – 10.6%
4. Professional, Scientific and Technical Services – 7.7%
5. Wholesale Trade – 7.2%

Map 3: Minto City Centre Precinct



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