



Macarthur Regional Organisation of Councils
Camden, Campbelltown, Wollondilly

Current Situation & Future Outlook for Camden

Presented by

***Cr Anoulack Chanthivong,
MACROC President***

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Camden, Campbelltown, Wollondilly

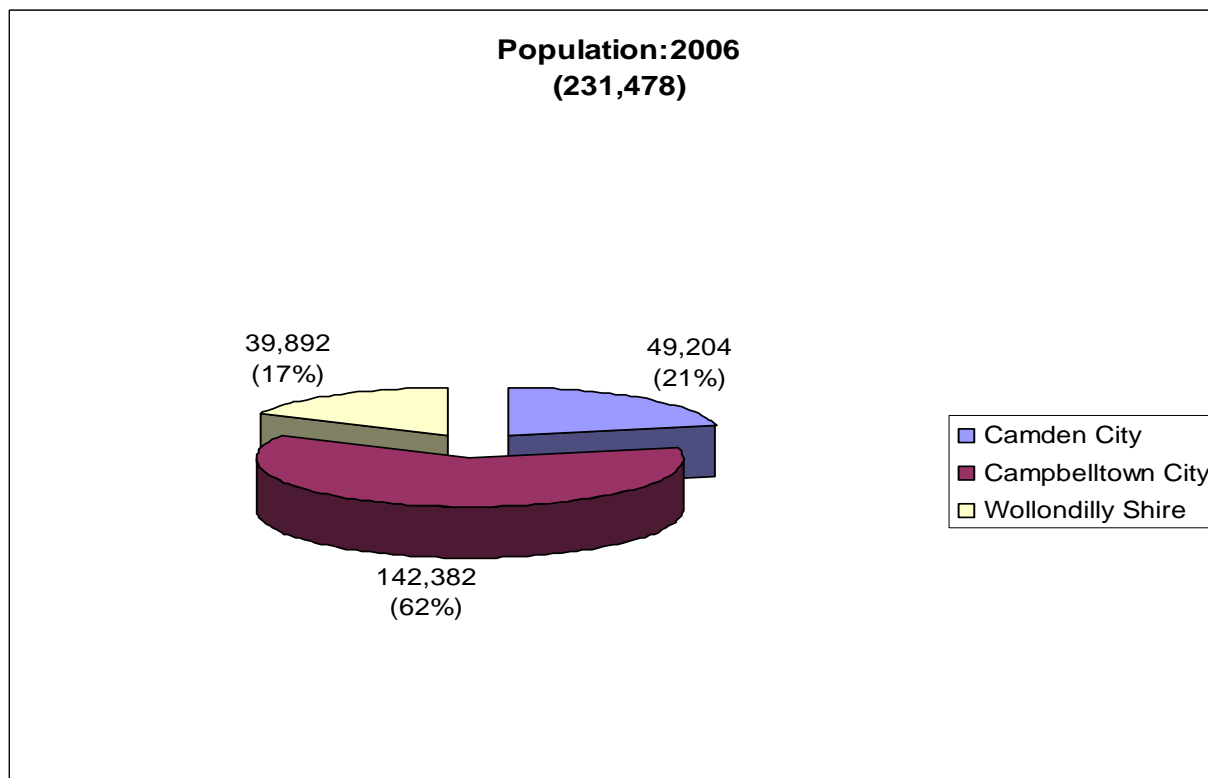
ABOUT MACROC

- ❑ A Regional Body, formed by Camden, Campbelltown and Wollondilly Councils in 1986
- ❑ Purpose:
 - Advocate on Regional Issues
 - Undertake Projects to Improve Community Well-being
 - Promote Economic Development
 - Develop Productive Partnerships and Obtain Synergies



ABOUT THE MACARTHUR REGION

Population





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ABOUT THE MACARTHUR REGION

Where do Camden residents work?

Destination	Number	Percent
Camden	6,958	28%
Campbelltown	4,187	17%
Liverpool	2,337	9%
Sydney	1,449	6%
Other	9,824	40%
Total	24,755	100%



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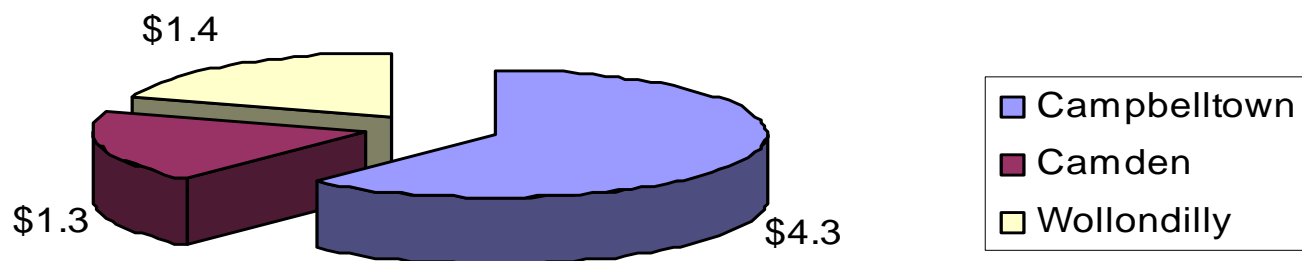
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ABOUT THE MACARTHUR REGION

Gross Regional Product

Gross Regional Product: 2007/2008

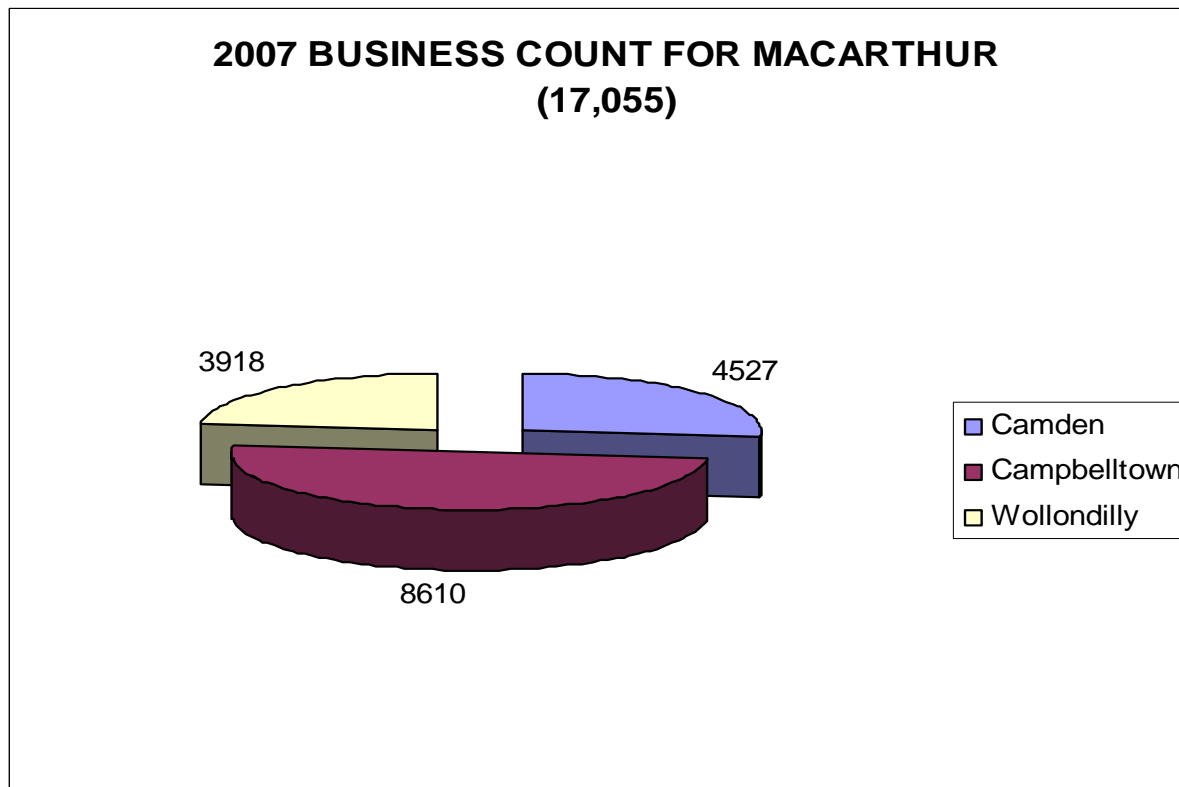
Total = \$7.0 billion





ABOUT THE MACARTHUR REGION

2007 Business Count for Macarthur





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ABOUT THE MACARTHUR REGION

What is Camden's purchasing power?

Items	Camden, \$m
Housing	206.1
Food, beverages & tobacco	23.7
Clothing & footwear	252
Household furnishing & equipment	38.9
Household services	64.4
Medical & health	62.5



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ABOUT THE MACARTHUR REGION

Camden's purchasing power?...Continued

Items	Camden, \$m
Transport	166.7
Recreation	135.5
Personal care	19.6
Miscellaneous	99.7
Total	1,333.2



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ABOUT THE MACARTHUR REGION

Median House Prices, June 2008

Camden
\$385k



Wollondilly
\$359k

Sydney
\$490k

NSW
\$380k

Campbelltown
\$287k



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About Macarthur Region

Camden Retail Floor Space Occupancy Study

- ❑ The estimated gross lettable area in Camden CBD was estimated at 50,000 sqm
- ❑ The number of vacant shops were 9
- ❑ The quantity of vacant floor space was 830 sqm



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About Macarthur Region

Feedback on Vacant Floor Space in Camden

- “Hobby” retailers were not opening shops on Sundays
- Closure of destination outlets – e.g. RTA Offices
- High rents
- Landlord’s ability to weather vacancies for a long time
- Competition from Narellan and Campbelltown shopping centres
- Lack of parking
- Government taxes and charges are driving up rents



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About Macarthur Region

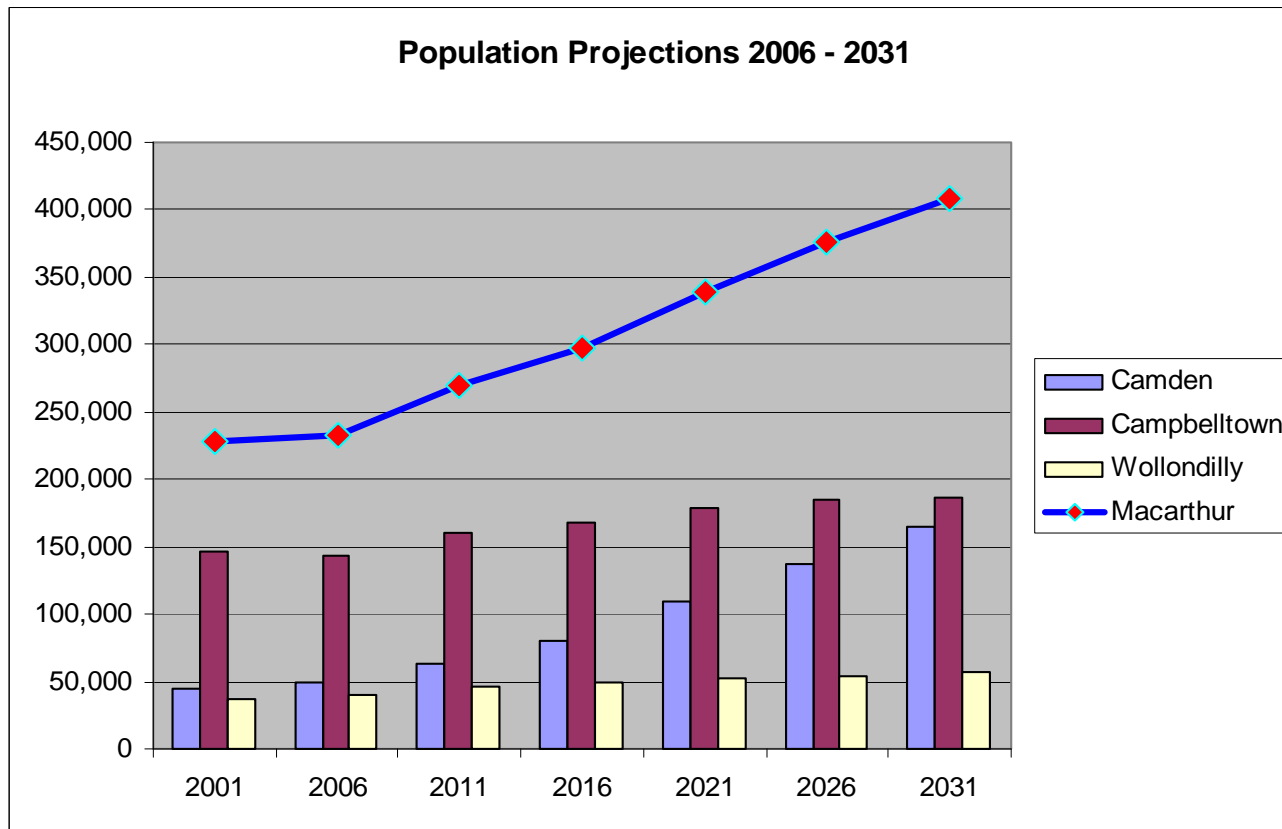
Conclusions on Vacant Floor Space in Camden

- ❑ The need to find a **'niche'**
- ❑ Change in business practices
- ❑ Transform and Reinvent
- ❑ Trial of different strategies
- ❑ Work with government bodies, Council/MACROC



FUTURE OUTLOOK FOR CAMDEN

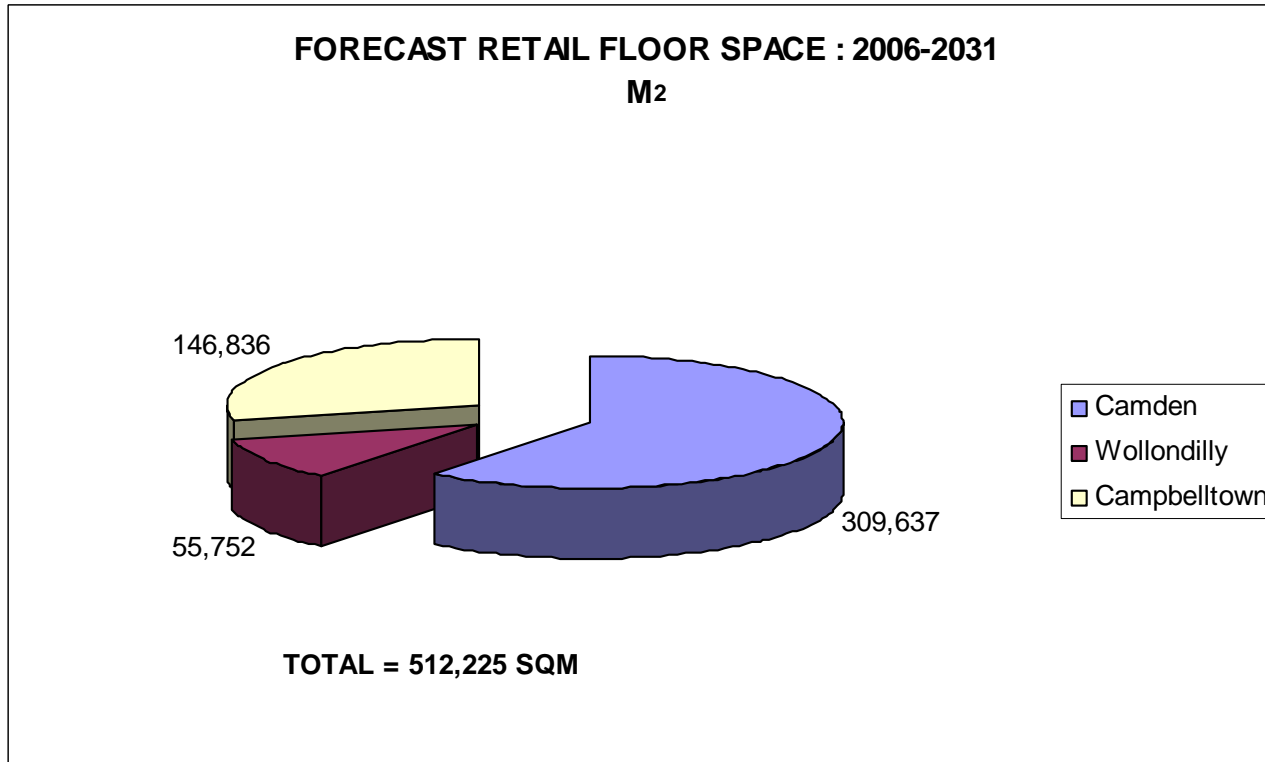
Population Projections 2006-2031





FUTURE OUTLOOK FOR CAMDEN

Retail Floor Space





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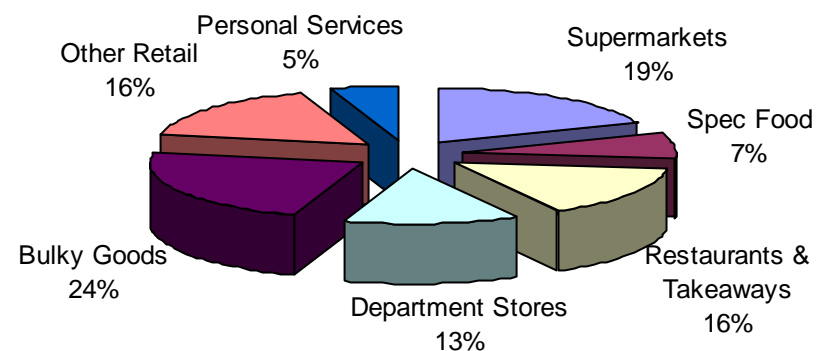
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FUTURE OUTLOOK FOR CAMDEN

Retail Formats

Forecast Investment in Retail Formats in Camden: 2006-2031

(Investment = \$369,193,591)





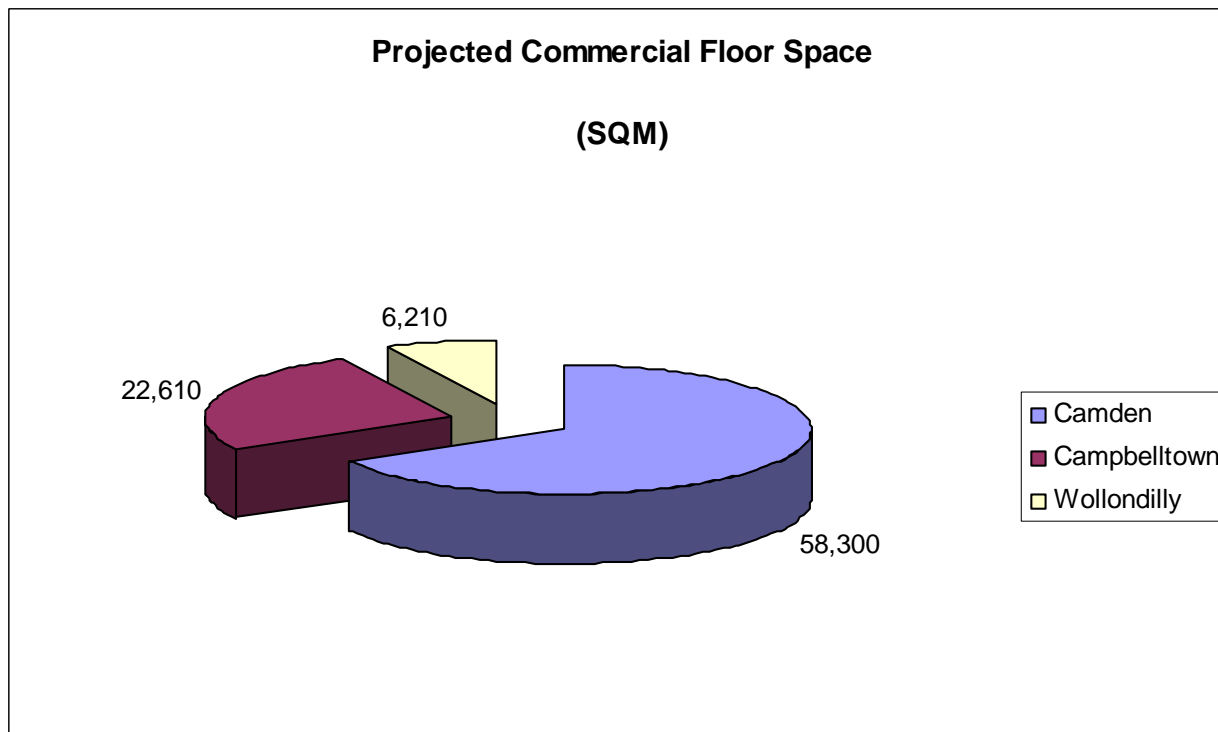
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FUTURE OUTLOOK FOR CAMDEN

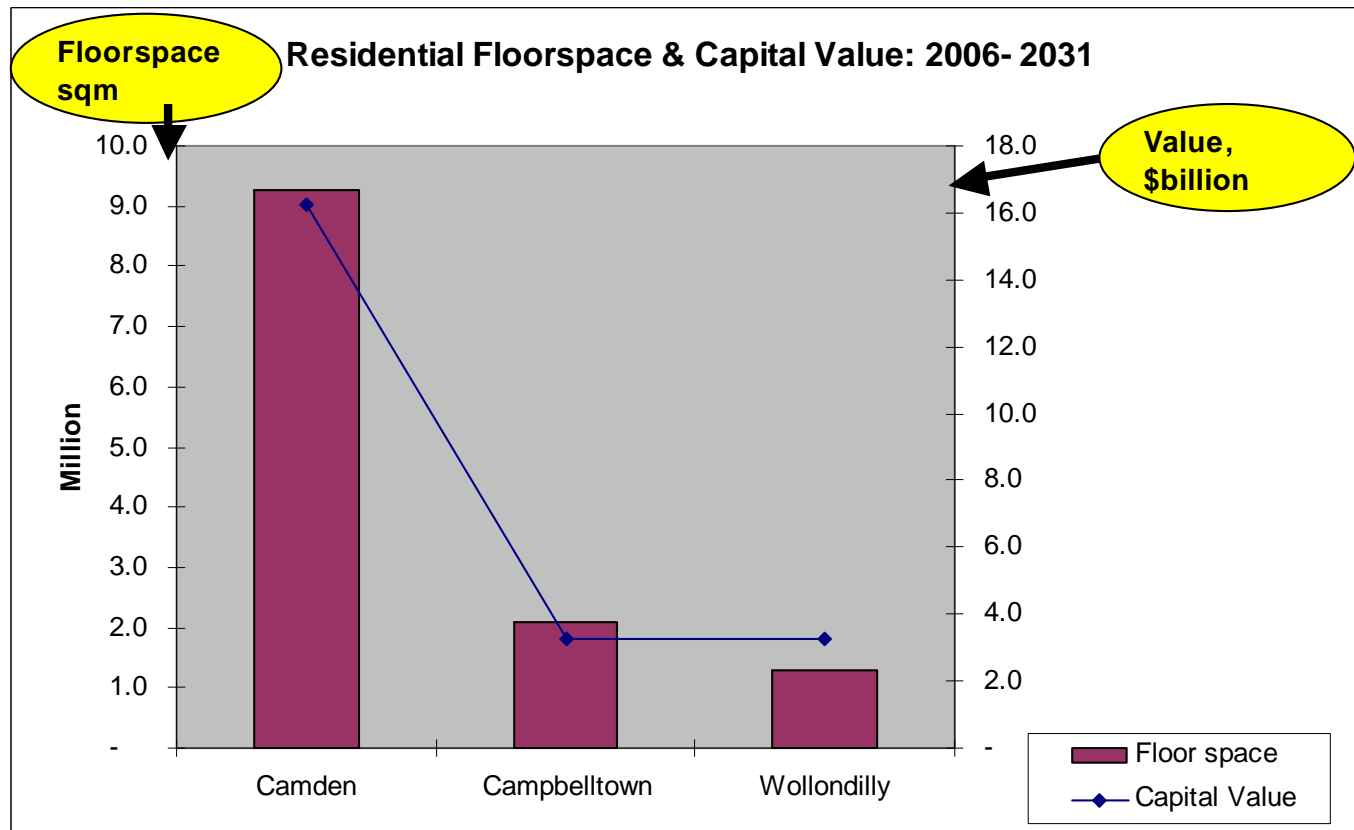
Commercial





FUTURE OUTLOOK FOR CAMDEN

Residential





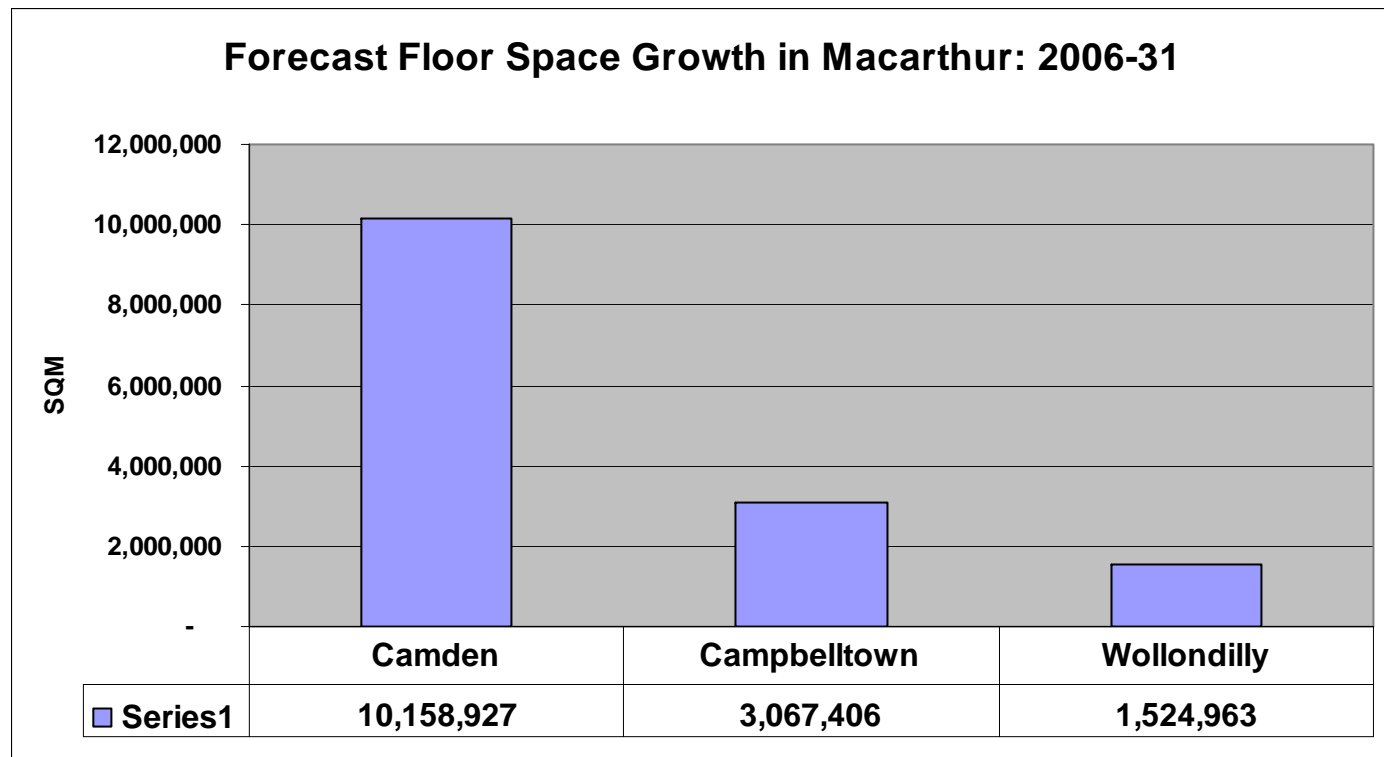
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CONCLUSION

**Summary of Expected Floor Space Growth:
2006-2031 =14.8m SQM**





CONCLUSION

- ❑ **Short term: Economic slow down. How to survive downturn in sales?**
- ❑ **Longer term: Climate change. Adjustment to a lower carbon economy.**
- ❑ **Longer term : Cost pressures will likely encourage outsourcing goods and services to foreign suppliers. Business need to innovate and move to higher value added activity which are knowledge intensive.**
- ❑ **Macarthur region and Camden in particular is at the cusp of economic growth driven by a sharp growth in population. This will create huge opportunities for business growth as Camden businesses will be selling in an expanding market.**



Thank you for your time this evening.