



Investment Profile 2014





City of Canada Bay Investment Profile 2014

Enviably located

The City of Canada Bay is positioned six kilometres north-west of the Sydney CBD and stretches from Drummoyne to Rhodes, of which 38 km of the landscape is surrounded by water. Suburbs include:

- Abbotsford
- Breakfast Point
- Cabarita
- Canada Bay
- Chiswick
- Concord
- Concord West
- Drummoyne
- Five Dock
- Liberty Grove
- Mortlake
- North Strathfield
- Rhodes
- Rodd Point
- Russell Lea
- Wareemba

With access to extensive leisure facilities, a highly skilled workforce, varied transport links and vibrant town centres, the City of Canada Bay is desirable as a place to live, work, invest and play.

Almost 85,000 residents and 9,000 businesses already benefit from the opportunities on offer.

Quick Facts

1. 84,575 residents to increase by 15% in the next 10 years (ERP 2014)
2. Median age of residents is 37 years (2012)
3. \$113,918 median family taxable income (2011)
4. 8,528 local businesses (2013)
5. Estimated local workforce of 27,375 people (2011)
6. Local employment forecasted to grow by 30% by 2021

Strategically located and well connected

Location	Infrastructure
6km from Drummoyne to the Sydney CBD 16.3km from Rhodes to the Sydney CBD	Major arterial roads include Parramatta, Victoria and Concord Roads. There is ready access to the M2 and M4 motorways.
11.8 km from Drummoyne to Sydney International and Domestic Airport 22.2km from Rhodes to Sydney International and Domestic Airport	Train Stations are located at Concord West, North Strathfield and Rhodes accessing the Chatswood to Epping line via Sydney CBD.
3.5km from Drummoyne to dry bulk goods port at White Bay 13.3km from Rhodes to dry bulk goods port at White Bay	Bus Services connect to a variety of destinations including Sydney CBD, Macquarie Park, Ryde, Burwood, Coogee, Strathfield, Hurstville, Gladesville and Parramatta
20.1km from Drummoyne to full service port at Port Botany 29.8km from Rhodes to full service port at Port Botany	Ferry Services are available from Drummoyne and Abbotsford with connections to Sydney CBD and Parramatta

A growing and prosperous community

In the 2011 Census, 75,763 residents participated, however the estimated residential population is 84,575 in 2014¹. It is forecasted² that the population will growth by 16% to 92,657 in 2021. Most of this growth is anticipated to be in the 15-64 year old bracket.

	2001	2006	2011	2013	% Annualised Change 2001-2011	Trend	NSW 2011	% Annualised Change 2001-2011	NSW Trend
Estimated Resident Population	62,322	68,725	79,905	84,906	2.6%	↗	7,211,468	0.9%	↗
Census Resident Population	59,474	65,743	75,763	-	2.5%	↗	6,958,812	0.9%	↗
Age Distribution (%)									
0-4 years	5.9%	6.3%	6.9%	-	1.5%	↗	459,849	0.9%	↗
5-12 years	8.5%	8.1%	8.0%	-	-0.5%	↘	696,998	-0.3%	↗
13-17 years	5.2%	5.0%	4.8%	-	-0.8%	↘	444,607	0.1%	↔
18-24 years	8.5%	8.4%	8.8%	-	0.3%	↗	624,475	0.8%	↔
25-54 years	47.5%	47.4%	47.0%	-	-0.1%	↔	2,882,085	1.1%	↔
55-74 years	17.3%	17.7%	17.7%	-	0.2%	↗	1,354,941	3.6%	↗
Over 75 years	7.0%	7.1%	6.8%	-	-0.2%	↘	476,464	2.1%	↗
Median Incomes (2012 values)									
Individual	\$45,765	\$40,605	\$41,396	-	-0.9%	↘	\$29,697	0.9%	↔
Household	-	\$92,309	\$96,185	-	-	↗	\$78,186	1.3%	↗
Family	-	\$108,410	\$113,918	-	-	↗	\$65,270	1.2%	↔

Migration³

In the five years to 2011, 42% of residents had move to the City of Canada Bay from other areas.

¹ Australian Bureau of Statistics (ABS) 3218.0 Regional Population Growth, Australia
² NSW Bureau of Transport Statistics Population Forecasts by Local Government Area August 2012
³ ABS 2011 Census of Population and Housing

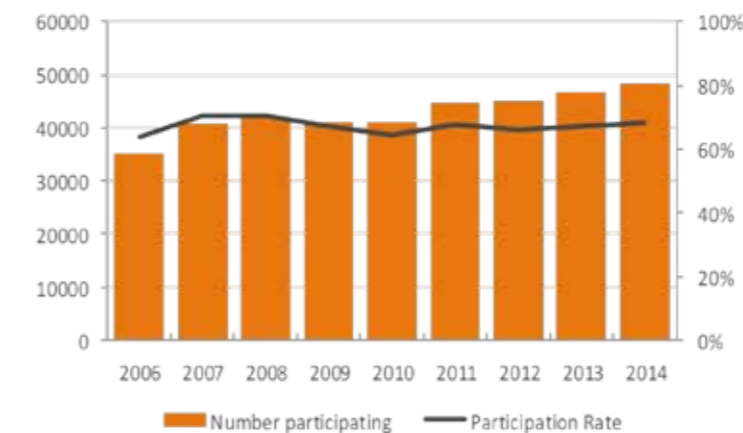




The City of Canada Bay has a reasonable level of employment self-sufficiency with 24.1% of the working population living in the area and a reasonable level of self-containment 17.1% of the residential population working in the area.

Labour Participation and Unemployment⁴

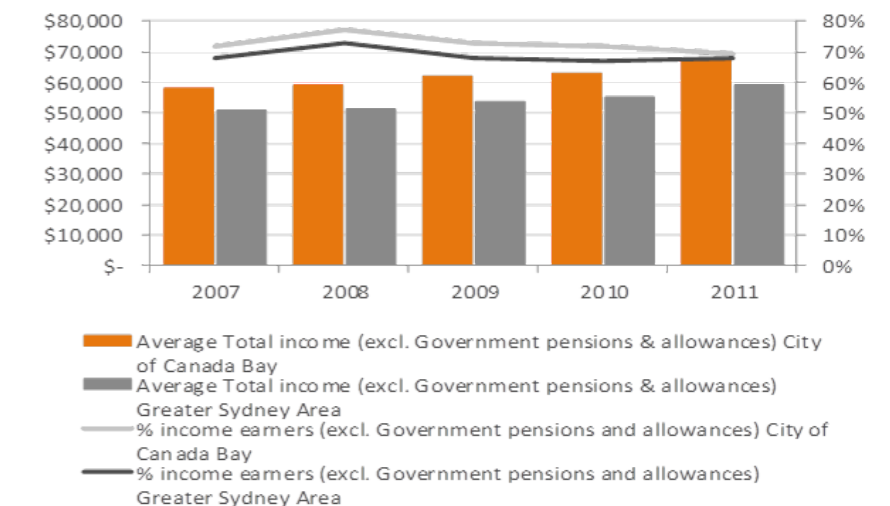
In 2011, 72% of the City of Canada Bay's residents participated in the workforce. The City of Canada Bay residents have experienced a low unemployment rate averaged at 2.9% over the preceding 9 years to 2014, compared with the Sydney Metropolitan Area's 5%. In 2011, 25% of the City of Canada Bay's unemployed persons looking for work were in the 25—34 years age range.



Gross Taxable Income⁵

Residents in the City of Canada Bay earn an average income 15% greater than the Greater Sydney income earner.

- 14% of individual income earners derived income as a sole trader with an average income of \$ 31,085 (2011)
- 69% of residents aged over 15 years, received income (excl. Government pensions & allowances) (2011)



⁴ Australian Department of Employment: Small Area Labour Markets Data Files June Quarter 2014 and Australian Regional Labour Markets; ABS 1379.0.55.001 National Regional Profile, Canada Bay (A), 2006-2012; ABS Census 2006 and 2011; and, id consulting
⁵ ABS 1379.0.55.001 National Regional Profile, Canada Bay (A), 2006-2011 and 2007-2012

Thriving established & emerging businesses

In 2013, there were 8,528 actively trading businesses within the City of Canada Bay, representing 2% of all businesses within the Sydney Metropolitan area delivering a high concentration of businesses with 429 businesses per square kilometres.

With over 27,000 people employed, the business sector enjoys sound prosperity with the average number of employees per business growing from 3.1 in 2006 to 3.2 in 2011, resulting in a 21.0% increase in local workforce. The NSW Bureau of Transport Statistics⁶ forecasts a 29.8% increase in employment growth to 35,546 by 2021, almost twice the rate of employment growth in the Sydney Metropolitan Area.

The region has a proud history of small-medium enterprise (SME) business ownership. With only 60%⁷ of NSW businesses surviving their first two years of operations, the City of Canada Bay has many businesses within different industries and precincts, regularly celebrating in excess of 25 years in the local community, including: Middleton's Pharmacy, Wareemba (75 years+); Five Dock Meat Market, Five Dock (75 years+); Concord Bowling Club, Concord (75 years+); Concord Road Pharmacy, North Strathfield (50 years+); Lyonswood Investigations & Forensic Group, Drummoyne (25 years+); Paul McCarthy Optometrist, Drummoyne (25 years+); Haron Robson, Five Dock (25 years+); and Trovatino's, Wareemba (25 years+). These established businesses are complemented with a vibrant emerging business scene.

Entrepreneurship

In 2011, 14.7% of the local workforce were owner managers with 15.4% classified as young entrepreneurs (< 35 years of age). 95.3% of all owner managers of registered companies employed between 1-19 people. Sole traders were primarily non-employing with only 25.9% employing staff. The 2011 median salary range in December 2012 values, for sole traders was approximately \$42,349 - \$52,883 per annum, compared to the median salary range for owner managers of registered companies at approximately \$52,936 - \$66,117 per annum.

Business Confidence During the period of 2006 - 2013, business confidence remained stable with the number of businesses registered within the City of Canada Bay increasing by 18% to 8,528

Workforce

The City of Canada Bay has a reasonable level of employment self-sufficiency with 24.1% of the working population living in the area and a reasonable level of self-containment 17.1% of the residential population working in the area. Other local government areas in which workers come from include Ryde, Canterbury and Auburn. Many residents work in the local government areas of Sydney, Ryde and North Sydney.

	2006	2009	2010	2011	2012	2013	2013%	Annualised Change 2006-2012%	Trend	NSW 2013%	NSW Trend
Business Numbers by Employment Size											
Sole Proprietors	4,293	4,744	5,116	5,251	5,393	5,207	63.2%	3.0%	↗	59.0%	↔
Micro Businesses (1-4 emp.)	2,031	2,159	2,285	2,339	2,461	2,561	28.9%	3.7%	↗	29.3%	↗
Small Businesses (5-19 emp.)	666	690	718	675	743	609	8.7%	-1.2%	↔	9.3%	↘
Medium Businesses (20-199 emp.)	237	212	167	163	195	133	2.3%	-6.3%	↘	2.3%	↘
Large Businesses (200+ emp.)	21	3	6	18	12	18	0.1%	-2.0%	↘	0.2%	↔
Total Businesses	7,248	7,808	8,292	8,446	8,804	8,528	100.0%	2.5%	↗	100.0%	
% Employing Businesses	40.8%	39.2%	38.3%	37.8%	38.7%	38.9%	38.9%	-0.6%	↔	41.0%	↔
Business Median Turnover Ranges %											
Less than \$50,000 pa	19.5%	28.5%	30.0%	29.8%	28.4%	27.9%	27.9%	6.1%	↗	27.1%	↔
\$50,000 - \$100,000 pa	21.4%	19.3%	19.9%	18.6%	19.7%	18.9%	18.9%	-1.7%	↘	17.8%	↔
\$100,000 - \$200,000 pa	21.5%	18.6%	17.1%	18.0%	18.5%	17.3%	17.3%	-2.8%	↘	16.9%	↔
\$200,000 - \$500,000 pa	29.2%	18.2%	18.2%	18.4%	17.8%	19.2%	19.2%	-4.9%	↘	18.2%	↔
\$500,000 - \$2million pa	12.3%	11.2%	10.9%	11.2%	11.5%	12.3%	12.3%	-0.1%	↔	13.5%	↔
> \$2million pa	6.3%	4.1%	3.9%	4.0%	4.1%	4.6%	4.6%	-3.9%	↘	6.4%	↔
Median Bracket per annum	\$100k-\$200k	\$100k-\$200k	\$100k-\$200k	\$100k-\$200k	\$100k-\$200k	\$100k-\$200k	-	-	↔	\$100k-\$200k	

Source: ABS 8165.0 Counts of Australian Businesses, including Entries and Exits, Jun 2008 to Jun 2013

⁶ NSW Bureau of Transport Statistics Employment Forecasts by Industry August 2012
⁷ ABS 8165.0 Counts of Australian Businesses, including Entries and Exits, Jun 2008 to Jun 2013



Industry

Since 2006, many industry sectors experienced employment growth of 11% - 12%.

Top five employment industries of local residents⁸

	2011	2006
Professional, scientific and technical services	12%	12%
Health care and social assistance	10%	10%
Retail trade	9%	10%
Financial and insurance services	9%	8%
Education and training	8%	8%

In 2011, 32% of occupations were classified as Professionals and 18% as Managers with 64% achieving formal qualifications.

Top five employment industries of local workers⁹

	2011	2006
Health care and social assistance	18%	17%
Financial and insurance services	12%	10%
Retail trade	10%	12%
Professional, scientific and technical services	9%	8%
Manufacturing	8%	11%

In 2011, 30% of occupations were classified as Professionals and 20% as Clerical and Administrative Workers. Over 28% of our local workers are bilingual and 72% are formally qualified.

Employment growth¹⁰ over the next ten years is forecasted in population and knowledge led industries such as the Health Care and Social Assistance (+2510 jobs), Professional, Scientific and Technical Services (+1578 jobs), Retail Trade (+1171 jobs), and the Construction sector (+837 jobs).

⁸ ABS 2011 Census

⁹ ABS 2011 Census

¹⁰ NSW Bureau of Transport Statistics: Employment Forecasts

Industry Performance

	2012	% Business Distribution	% Employing Businesses	% Share All Employing Businesses	Trend Businesses #	Median 2012	Trend	% NSW Distribution	NSW Median Range	Total local industry 2011	% Share 2011	Employment Average 2011	Forecast Trend	NSW Employment Average
Accommodation and food services	387	4.4%	72.6%	8.2%	↗	\$200K-\$500K	↔	4.0%	\$200K-\$500K	1,639	6.0%	4.2	↗	9.0
Administrative and support services	398	4.5%	48.7%	5.7%	↗	\$100K-\$200k	↗	4.1%	\$100K - \$200K	578	2.1%	1.6	↗	3.9
Agriculture, forestry and fishing	70	0.8%	4.3%	0.1%	↔	\$0-\$50K	↔	7.5%	\$50k_\$100K	11	0.0%	0.1	↗	1.7
Arts and recreation services	149	1.7%	28.9%	1.3%	↔	\$50K-\$100K	↔	1.4%	\$50k_\$100K	432	1.6%	3.1	↗	5.7
Construction	1124	12.8%	43.1%	14.2%	↔	\$100K-\$200K	↔	15.0%	\$100K - \$200K	1,649	6.0%	1.5	↗	2.7
Education and training	146	1.7%	48.6%	2.1%	↔	\$100K-\$200K	↔	1.3%	\$100K - \$200K	1,448	5.3%	9.2	↗	26.4
Electricity, gas, water and waste services	24	0.3%	50.0%	0.4%	↔	\$200K-\$500K	↔	0.3%	\$200K-\$500K	206	0.8%	7.6	↘	21.7
Finance and insurance services	770	8.7%	22.3%	5.0%	↗	\$50K-\$100K	↔	8.0%	\$50k_\$100K	3,214	11.7%	4.5	↗	3.1
Health care and social assistance	609	6.9%	46.5%	8.3%	↗	\$200K-\$500K	↗	5.2%	\$200K-\$500K	4,826	17.6%	8.6	↗	10.8
Information media and telecommunications	109	1.2%	42.2%	1.3%	↗	\$50K-\$100K	↗	1.1%	\$50k_\$100K	890	3.3%	9.5	↘	10.2
Manufacturing	258	2.9%	50.8%	3.8%	↗	\$100K-\$200K	↔	3.8%	\$200K-\$500K	2,267	8.3%	9.3	↘	11.0
Mining	9	0.1%	0.0%	0.0%	↔	\$0-\$50K	↘	0.2%	\$100K - \$200K	3	0.0%	0.5	↗	21.0
Not Classified	361	4.1%	26.0%	2.8%	↗	\$50K-\$100K	↔	3.2%	\$50k_\$100K	272	1.0%	1.1	↗	na
Other services	332	3.8%	58.7%	5.7%	↗	\$100K-\$200K	↔	4.1%	\$100K - \$200K	1,394	5.1%	4.2	↔	5.1
Professional, scientific and technical services	1439	16.3%	45.0%	19.0%	↗	\$50K-\$100K	↔	12.8%	\$100K - \$200K	2,431	8.9%	1.8	↗	3.2
Public administration and safety	33	0.4%	36.4%	0.4%	↗	\$50K-\$100K	↘	0.4%	\$100K - \$200K	501	1.8%	27.8	↗	66.5
Rental hiring and real estate services	1315	14.9%	10.9%	4.2%	↗	\$50K-\$100K	↔	10.7%	\$50k_\$100K	596	2.2%	0.5	↗	0.8
Retail Trade	612	7.0%	52.5%	9.4%	↗	\$100K-\$200K	↘	6.7%	\$200K-\$500K	2,623	9.6%	4.5	↗	7.5
Transport, postal and warehousing	300	3.4%	31.0%	2.7%	↔	\$50K-\$100K	↔	6.3%	\$50k_\$100K	485	1.8%	1.6	↗	4.1
Wholesale Trade	359	4.1%	51.5%	5.4%	↔	\$100K-\$200K	↘	4.0%	\$200K-\$500K	1,913	7.0%	5.2	↘	4.9
Totals	8804	100.0%	-	100.0%	-	\$100K-\$200K	-	100.0%	\$100K-\$200K	27378	100.0%	3.2	-	4.9

Sources: ABS 1338.1 NSW State and Regional Indicators, ABS 8165.0 Counts of Australian Businesses, including Entries and Exit, NSW Bureau of Transport Statistics Employment Forecasts August 2012, ABS 2011 Census

Residential Property

In 2014, there were 33,103 residential properties and this is anticipated to grow to 37,256 by 2021.¹¹ Residential property rates are very competitive at an average of \$896 per annum in 2014.¹²

	Jun-06	Jun-11	Jun-12	Jun-14	Annualised Change % 2006-2013	Trend past 8 yrs	NSW June 2014	Annualised Change % 2006-2014	NSW Trend past 8yrs
Median Sales Prices (Qtr ending)¹									
Non Strata Dwelling (Separate House)	\$760,000	\$1,068,000	\$993,000	\$1,345,000	9.0%	↔	\$668,000	6.1%	↗
Strata Dwelling	\$490,000	\$590,000	\$608,000	\$754,000	5.7%	↗	\$577,000	5.3%	↗
Median Rent Per Week (Qtr ending)²									
Three Bedroom Home	\$400	\$650	\$670	\$700	9.4%	↗	\$375	10.9%	↗
Two Bedroom Unit	\$380	\$550	\$560	\$600	7.2%	↗	\$430	8.2%	↗
2013									
Mean Residential Council Rates (annual) ³	\$727	\$842	\$863	\$896	4.2%	↗	\$837	3.6%	↗
Number of Residential Rateable Properties ⁴	27,125	30,313	31,141	33,103	2.7%	↗	2,758,108	1.8%	↗
Housing Tenure⁵									
Fully owned	36.4%	33.1%	-	-	-1.8%	↘	31.9%	-2.2%	↔
Being purchased with a mortgage	29.0%	31.0%	-	-	1.4%	↔	31.9%	3.7%	↔
Rented	31.4%	33.1%	-	-	1.1%	↔	29.1%	0.1%	↔
Other	3.1%	2.8%	-	-	-1.9%	↘	7.1%	0.4%	↘

Source: 1+2 NSW Department of Housing Sales and Rent Reports, 3+4 NSW Department of Local Government Comparative Information, 5 ABS Census, City of Canada Bay

¹¹ NSW Bureau of Transport Statistics Population and Dwelling Forecasts
¹² NSW Department of Local Government - Council Comparative Information

Property Development

There are 1,663 rateable business properties in the City of Canada Bay, and it can be assumed based on the 8,528 actively trading businesses (3,321 of which employ staff) that a proportion of properties are either strata or have multiple occupancies under one title. Additionally, there are businesses, such as medical and professional services, operating from properties which are zoned residential and it is estimated that over 1,000 residents operate home based businesses.

The City of Canada Bay contributes to the vitality and prosperity of its commercial precincts through place management and relatively low business rates which averaged at \$2,822 per annum in 2014. Commercial properties in surrounding local government areas can attract business rates which are double that of the City of Canada Bay and the NSW average in 2012 was \$4,426 per annum.

	Jun-01	Jun-06	Jun-14	Annualised Change % 2001-2014	Trend past 13 yrs	NSW June 2012	Annualised Change % 2001-2012	NSW Trend
Business Council Rates (Annual)	\$2,673	\$2,457	\$2,821	0.4%	↔	\$4,426	3.4%	↗
Number of Business Rateable Properties	1353	1395	1,663	1.8%	↗	191,382	1.9%	↗

Source: NSW Department of Local Government Comparative Information, City of Canada Bay

Throughout the LGA there is a diverse range of stock including 'A' grade commercial, retail, small commercial suites and industrial suites. There is strong transport and logistics infrastructure connecting workers and freight via with rail, bus, ferry, arterial roads and good access to Sydney Airport, Sydney Ports and the Sydney CBD.

Leading consultants' SGS's 'Canada Bay Housing and Employment Study'¹³ estimates that there is currently 852,098sqm of employment related floor space within the the City of Canada Bay LGA, with potential for an additional 316,599sqm of floor space to be developed under existing controls. SGS concluded that this could accommodate an additional 6,106 jobs and is primarily distributed across the Bakehouse Quarter, Five

¹³ SGS Economics and Planning, Canada Bay Housing and Employment Study, 2008

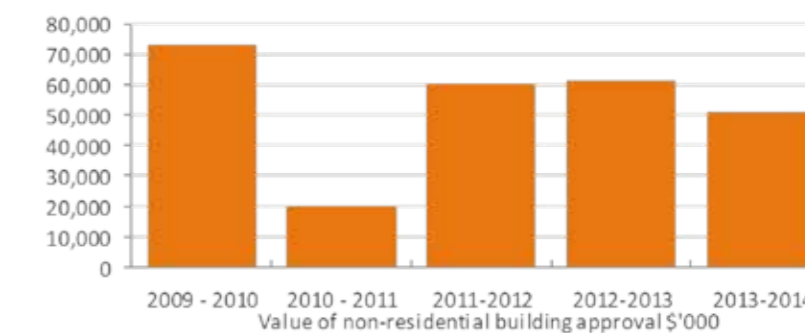
Dock/Parramatta Road and North Strathfield/Concord West. Throughout the City of Canada Bay there are many opportunities for investors and business intenders.

Property owners and developers continue to recognise the City of Canada Bay has growth and development opportunity. Growth in the number of new dwellings approved and value of work approved has significantly declined in the year ending June 2014.

	No. of Dwellings Approved % Change 2011/12 to 2012/13	Value of Residential Building Approved % Change 2011/12 to 2012/13
City of Canada Bay	-53.9%	-22.1%
New South Wales	56.3%	58.4%

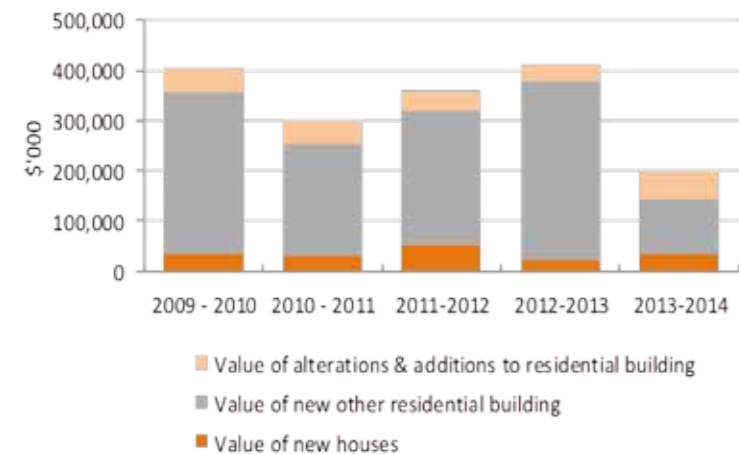
Source: ABS 8731.0 Building Approvals

Over \$50 million worth of building approvals was granted in the non-residential market in 2013-2014.



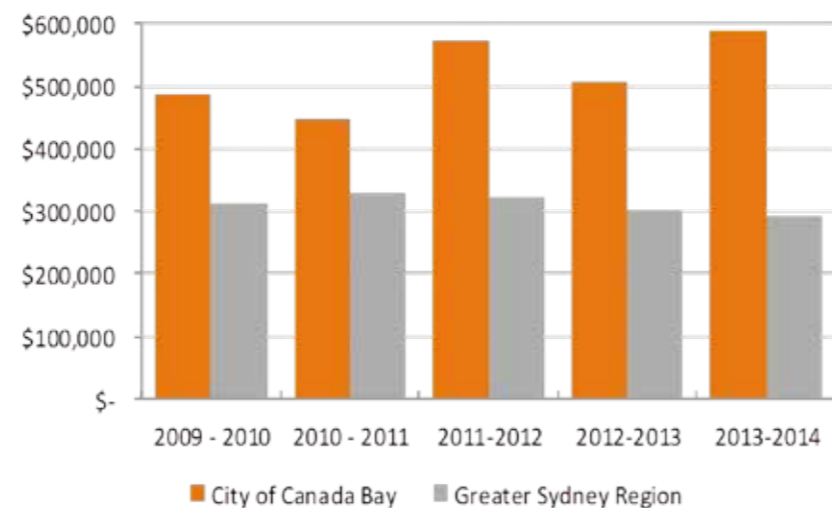
Source: ABS 8731.0 Building Approvals

The City of Canada Bay continues to attract residential development, including significant high density development at Rhodes and Mortlake complemented with new builds and alterations throughout the City. Since the peak of the Global Financial Crisis, developer confidence has returned to the City of Canada Bay.



Source: ABS 8731.0 Building Approvals

Property owners in the City spend substantially more than the Greater Sydney Region's average owner, on the development of their new homes.



Source: ABS 8731.0 Building Approvals

Economy

The City of Canada Bay has a significantly high gross regional product (GRP) per capita than neighbouring local government areas. Access Economics in their 'The NSW economy in 2020: A fore-sighting study'¹⁴ expects the NSW economy to achieve average annual growth of 2¾% over the next 10 years.

Within the Sydney central region, the City of Canada Bay ranked 4th, behind the City of Sydney, Randwick and Botany Bay local government areas for the level of estimated gross regional product (GRP).

Industry sectors which contribute significantly to the GRP, are Financial and Insurance Services, followed by the Health Care & Social Assistance sector. Labour productivity is high in the Mining; Financial and Insurance Services; and, Rental, Hiring and Real Estate Services sectors.

Industry 2010-11	GRP (\$'m)
Agriculture, Forestry & Fishing	\$1.5
Mining	\$1.9
Manufacturing	\$319.7
Electricity, Gas, Water & Waste Services	\$39.1
Construction	\$265.9
Wholesale Trade	\$176.0
Retail Trade	\$166.8
Accommodation & Food Services	\$93.2
Transport, Postal & Warehousing	\$79.0
Information Media & Telecommunications	\$136.8
Financial & Insurance Services	\$1,059.3
Rental, Hiring & Real Estate Services	\$125.5
Professional, Scientific & Technical Services	\$297.2
Administrative & Support Services	\$75.2
Public Administration & Safety	\$52.8
Education & Training	\$116.0
Health Care & Social Assistance	\$367.2
Arts & Recreation Services	\$33.2
Other Services	\$98.5
Sub-Total	\$3,505.1
Ownership of Dwellings & General Government	\$649.7
Gross Regional Product	\$4,154.7

14 Deloitte Access Economics, The NSW economy in 2020: A foresighting study, Access Economics, August 2010

Within the Sydney central region, the City of Canada Bay ranked 4th, for the level of estimated gross regional product (GRP).





Interested in more information?

More information about business opportunities within the City of Canada Bay is available on our website www.canadabay.nsw.gov.au.

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