

Investment Prospectus

Enjoy where you work

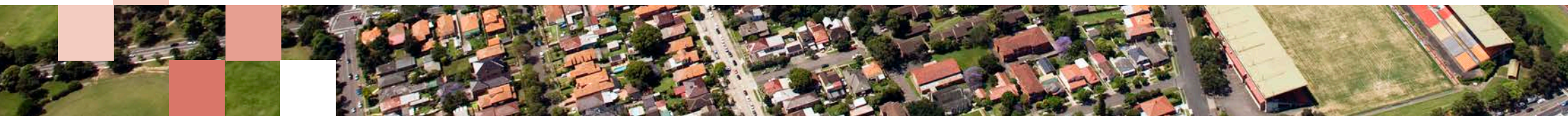


City of
Canada Bay





Enjoy where you live





From the Mayor



On behalf of the City of Canada Bay, it gives me great pleasure to present this Investment Prospectus.

I am proud to say that you are looking at investing in a NSW success story.

The City of Canada Bay is enviably positioned six kilometres north-west of the Sydney CBD – within a 15 minute drive – and stretches from Drummoyne to Rhodes. Our population is nearly 80,000 and growing at a rate of 3% a year – that is faster than any other local government area in NSW. Our employment is trending upwards and the City has a strong economic outlook.

The City boasts a diverse and vibrant economy driven by a complementary mix of neighbourhood village centres and some of Sydney's most significant corporate developments.

Our City is not growing at the expense of residential amenity. Work-life balance is important to the overall wellbeing of our local community, and there are many and varied opportunities for after hours activities including sporting pursuits, cultural and community pursuits and a variety of places to meet colleagues and friends to socialise after work.

Through this Prospectus we intend to attract investors and entrepreneurs who will contribute to our sustainable future and benefit from our fast growing population and well placed business precincts.

Included in this Prospectus is a list of resources that will provide valuable information to assist you. Our website, www.canadabay.nsw.gov.au, provides further resources and the Invest, Work and Visit Canada Bay MP4 files – where you can see and hear from other business owners, on why the City of Canada Bay is the ideal place for investment and work!

Prior to purchasing or leasing a commercial property, I encourage you to contact the team at the City of Canada Bay to ensure you have the most recent information regarding your site, opportunities and local market conditions.

A handwritten signature in black ink that reads "Angelo Tsirekas".

Mayor Angelo Tsirekas
City of Canada Bay



Why invest in Canada Bay?



Snapshot of the city of Canada Bay

City Area 19.8 km²

Population 79,905

Population projection 3% p.a. increase to 2031 - fastest growing community in NSW

Local Workforce 27,375

Local Workforce projection 2021 35,546

Number of Businesses 8,446

Gross Regional Product (GRP) \$4,154.7m in 2011 – 4th highest in Sydney Central Region

Average GRP per capita (local workers) \$151,779

Highest industry GRP Financial & Insurance Services

Biggest employer Health Care & Social Assistance

Regional Centres Rhodes and North Strathfield

Significant Neighbourhood Centres Drummoyne, Five Dock and Concord

Neighbourhood Centres Abbotsford, Breakfast Point, Cabarita, Chiswick, Concord West, Drummoyne/Five Dock (Lyons Road), Rodd Point, Mortlake, North Strathfield and Wareemba

Buoyant Canada Bay

- Fastest growing local government area in NSW
- Confident investment and business environment
- Vibrant emerging business scene
- High labour productivity
- Well located business precincts
- Superior amenities
- Sustainable future planning
- Progressive award winning Council

Enviably location

The City of Canada Bay is positioned north-west of the Sydney CBD and stretches from Drummoyne to Rhodes, of which 38 km of the landscape is surrounded by water. Located in the inner west just 6 km from the Sydney CBD, it is neighboured by Ashfield, Auburn, Burwood, Hunters Hill, Leichhardt, Ryde and Strathfield. Sydney Olympic Park lies just to the west.

The formation of the City of Canada Bay in 2000 created a local government area (LGA) that covers an area of almost 20 square kilometres, including 16 suburbs. The LGA has 71.2 hectares of land (3.6% of total area) zoned 'business' and 34.9 hectares of land (1.9% of total area) zoned 'industrial'¹.

A growing community

The City of Canada Bay has been the fastest growing local government area in NSW for the past decade and this growth is predicted to continue. The residential population has increased by a significant 28.2% since 2001 to more than 79,000² currently and it is forecasted to reach 96,510³ by 2031.

The strongest growth predictions are for the 25–49 year age group as the City continues to attract residents establishing homes and families, and

substantial population increases are expected in the suburbs of Rhodes and North Strathfield.

The City of Canada Bay community has the highest percentile rank within Sydney's inner west region for access to economic resources. This index considers home ownership, household income and expenditure and unemployment levels.

Over 27,000 people work in the LGA and local employment diversity and opportunity is expected to grow significantly over the next 10 and 20 years. Sizeable growth is forecasted for the Accommodation and Food Services sector and the Health Care and Social Assistance sector and for the number of people working in the Rhodes Peninsula.

The City of Canada Bay has a reasonable level of employment self-sufficiency with 24.1% (down from 25.6% in 2006) of the working population living in the area and a reasonable level of self-containment 17.1% (remains the same as 2006) of the residential population working in the area. The LGA's central location attracts workers from a broader catchment in particular Ryde, Canterbury and Auburn.

High labour productivity

The City of Canada Bay has Sydney's central region's fourth highest Gross Regional Product (GRP), behind the City of Sydney, Randwick and Botany LGAs, and it has significantly higher per capita productivity than neighbouring LGAs.

The Financial and Insurance Services sector is traditionally the largest contributor to local GRP, followed by the Health and Wellbeing sector, which also employs the most people. Other significant contributors are Manufacturing and Professional, Scientific and Technical Services.

1. NSW Department of Planning, *Sydney Metropolitan Strategy – Employment Lands for Sydney*, NSW Department of Planning, March 2007
2. Australian Bureau of Statistics, *3218.0 Regional Population Growth*, Australia, 2010
3. NSW Bureau of Transport Statistics, *Population Forecasts 2012*



Confident business environment

Thriving established and emerging businesses

The City has a proud history of small-medium enterprise (SME) business ownership across varied industries and precincts. The number of businesses registering in the City of Canada Bay continues to grow at an annualised rate of 4.5%.

It is estimated that 14.7% of the LGA's labour market are owner-managers. Against the trend that only 70%⁴ of NSW businesses survive their first two years of operations, City of Canada Bay regularly celebrates businesses marking 25 years or longer serving the local community.

The City is not reliant on one particular industry and in fact has a diverse economy. Long established businesses in retail, health and professional services are complemented by a vibrant emerging business scene.

The Financial and Insurance Services sector is historically the LGA's strongest industry measured by highest gross regional product (GRP), GRP per capita (local workers), and the second largest employment sector. Knowledge based industries including the Health Care and Social Assistance, and the Professional, Scientific and Technical Services sectors are predicted to be the super growth industries of the future.

Throughout the LGA there is a diverse range of stock including 'A' grade commercial, retail, small commercial suites and industrial suites. In excess of five percent⁵ of our local residents work from home.

Sydney's health and wellbeing leader

A significant level of private and public investment has been injected into the health and wellbeing sector and it now is the second largest industry contributor to the local gross regional product. The health and wellbeing sector is also the most significant employer.

The LGA hosts a large regional hospital and internationally acclaimed privately owned medical research facility, as well other facilities to keep your health and wellbeing optimal, including:

- two modern swimming centres in Drummoyne and Cabarita
- three golf clubs and four tennis centres
- childcare facilities and early childhood health
- extensive medical, dental and auxiliary health services
- recreation facilities including indoor recreation centres, bike/run/walk tracks, barbecue facilities, playgrounds and bocce courts
- gyms and sporting clubs

4. Australian Bureau of Statistics, *8165.0 Counts of Australian Businesses, including Entries and Exits, Jun 2006 to Jun 2011*

5. Australian Bureau of Statistics, *City of Canada Bay Basic Community Profile 2011 Census*





More than 27,000 people work in the City of Canada Bay and employment is predicted to grow significantly by 2031. The NSW Bureau of Transport Statistics anticipates a local workforce of 40,000, indicating strong demand for further development to accommodate this significant growth. Much of the employment growth is anticipated for the Rhodes Peninsula.

A high proportion of the City's resident population falls in to desirable higher socio-economic brackets with strong skills and high participation in the labour force.

45,000 residents are in the labour force with 64% of resident workers having formal qualifications, primarily in Management and Commerce (27%) followed by Engineering and Related Technologies (11%).

More than 72% of the City's workforce has formal educational qualifications (compared to the 68% Greater Sydney average).

Almost 10% of the local workforce are Professionals in the Health Care and Social Assistance sector, and there is strong representation of Clerical and Administrative Workers in the Financial and insurance Services sector.

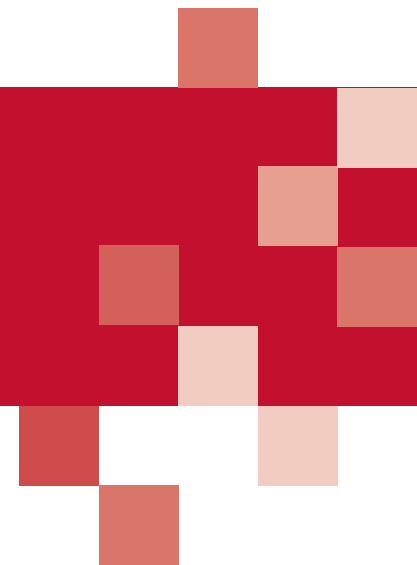
The City of Canada Bay in the future

There is potential to develop an additional 316,599 sqm of floorspace under existing controls according to the leading planning consultants' SGS Canada Bay Housing and Employment Study. SGS predicts this would accommodate an additional 6106 jobs, primarily in the Bakehouse Quarter, Five Dock/Parramatta Road and North Strathfield/Concord West precincts.

Our workforce advantages

- Significant future employment growth
- Development capacity for more than 6000 jobs
- High participation in workforce
- Strong numbers of residents in higher socio-economic brackets

Skilled Residents and Workforce



Fostering the lifestyle our residents want

Almost surrounded by water and boasting more than 38 km of foreshore, the City of Canada Bay is one of Sydney's most scenic and desirable locations – a great place for a picnic, a leisurely bike ride or a strenuous run along the harbour. It offers a great lifestyle and is family friendly.

The City has strong sustainable transport and logistics infrastructure connecting workers and freight via rail, bus, ferry, arterial roads as well as good access to Sydney Airport, Sydney Ports and the Sydney CBD.

There are a variety of foreshore walks with wonderful views, including the well known Bay Run, a 7 km path around Iron Cove. There are also more than 130 parks, open spaces and reserves, often linked by picturesque trails, plus many golf courses, tennis courts, swimming pools, recreation centres, ovals and sports grounds.

Shoppers on Majors Bay Road at Concord and Great North Road at Five Dock are well served by fashion, food, health and personal services. The City of Canada Bay is also renowned as the Renovator's Destination™ with more than 30 home improvement businesses located on Victoria Road at Drummoyne.

Delivering for prosperity

Our vision for creating a thriving city relies on successful local economic development. The development of a thriving city requires Council and community investment to create economic wealth so that the whole community can enjoy a better quality of life.

City of Canada Bay promotes business and investment through its dedicated professional resources, reasonable determination time for commercial and other development applications, and comparably lower business property rates. Investment of over 400 million dollars in building development was approved in 2011–2012. This activity stimulates significant local economic impacts, flow-on effects and supports local employment during the construction and post completion phases. Within the local employment sector, 6%⁶ are directly employed in the construction industry and 6% of residents are also directly employed in the construction industry.

6. Australian Bureau of Statistics, *City of Canada Bay Basic Community Population and Working Population Profiles 2011 Census*







Regional Centre: Rhodes

Our new commercial hub

Rhodes is a recently-renewed commercial, retail and residential Precinct at the centre of the Sydney metropolitan region. It has become our City's commercial hub and continues to evolve.

The Precinct includes a large regional shopping and commercial complex, an extensive corporate park, and light industrial businesses complemented by waterside parks and dining. Rhodes sets a new benchmark in urban planning and many of the developments have outstanding sustainability ratings. Future development includes additional high density residential, Homebush Bay Bridge and extensive public domain space with a range of community facilities, including a multi-million dollar waterfront community centre.

Many significant companies have already relocated to Rhodes and the suburb continues to attract significant investment from developers. This provides opportunities for

our smaller businesses and community facilities to increase their customer base. With additional floorspace becoming available, there are also opportunities to partner with the developers and real estate agents responsible for leasing the new space.

A range of attractive amenities for tenants include childcare, retail shops, fitness centres, dining and entertainment outlets, and reasonable transport links by train, bus and arterial roads. Public parks are found throughout the Precinct, as well as cycle and pedestrian paths linking to Bicentennial Park.

In regards to net face rents, office vacancy and rental yields, Rhodes compares favourably to Macquarie Park and Parramatta and is one of Sydney's consistently best performing suburban office markets. Colliers International in their Sydney Office Market Report second quarter 2012, reported a market yield of 7.75% to 8.75% a vacancy rate of 6.8% which is comparably lower than North Sydney, Chatswood, St Leonards, Norwest and Parramatta.

Two principal developments

Commercial space includes two principal developments: Australand's Rhodes Corporate Park, which has a 90,000 sqm floorspace and Mirvac's Rhodes Waterside, incorporated within the Rhodes Waterside Shopping Centre, with 48,200 sqm commercial floorspace. Throughout Rhodes there is 143,927 sqm of commercial floorspace. The Rhodes Waterside building has been designed to achieve a 4.5 star ABGR and 4 Green Star rating. It is estimated that 8000-9000 people work in Rhodes. Commercial tenants include Australand, Nestle, AAP News Service, Cardlink, Sita Environmental Services and Hewlett-Packard Australia amongst others.

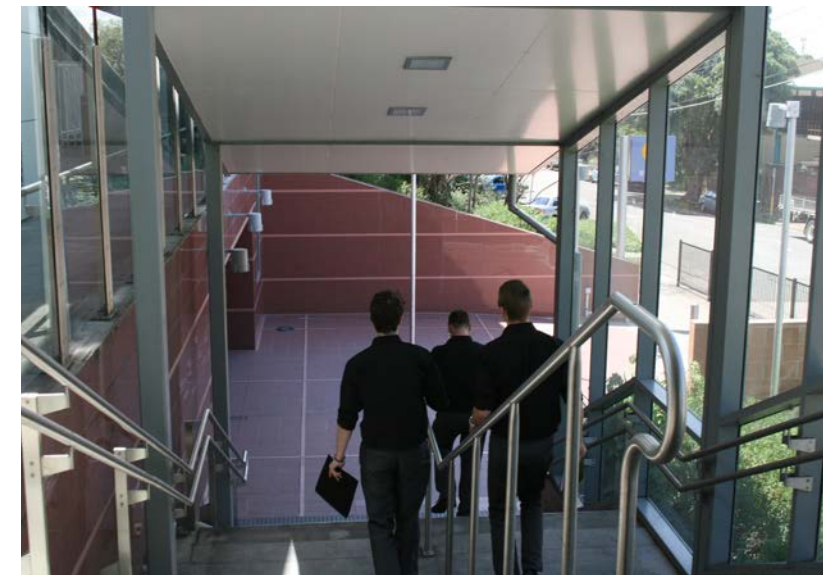
Rhodes Shopping Centre has retail leasing of 52,000 sqm and more than 100 specialty stores, and 2450 car spaces. Anchor tenants include IKEA, Target, Coles and Reading Cinema.

Distance from Rhodes to:

Sydney Airport	22.2 km
Sydney CBD	16.3 km
Parramatta	11.9 km

Did you know?

- Rhodes is home to the only cinema in the City of Canada Bay.
- The Kokoda Track Memorial Walkway runs from Brays Bay Reserve to the Concord Hospital and features tropical vegetation similar to the actual Kokoda Track and a memorial to the World War II diggers.
- The Ralph Honner Education Centre offers school students a unique insight into Australia's military heritage. An experience not to be missed.
- John Whitton Bridge commemorates the 'Father of NSW railways' John Whitton, Engineer in Charge of completing 2811 miles (4524 km) of track throughout NSW and Victoria between 1867 and 1899.



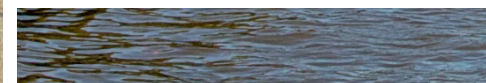
Join Business Leaders

Rhodes Waterside – Retail

Bing Lee
Coles
Ikea
Reading Cinemas
Target
Rhodes Waterside – Commercial
AAP News Centre
Alcatel-Lucent
Cardlink Services Limited
Guthy-Renker
Sita Environmental Services
Synovate Aztec
United Financial Services
Rhodes Corporate Park
Allied Mills
Aussie Home Loans
Australand
DHL
Greyhound Racing NSW
Hilti
Link Marketing Services
National Australia Bank
Nestlé
Sykes Australia
Unisys

On the Peninsula

Matisse Derivan





City of Canada Bay is spending over \$40 million, funded via Voluntary Planning Agreements with major developers, on new infrastructure for the Rhodes area.

Regional Centre: North Strathfield

North Strathfield has two distinct principal business precincts:
George Street and Concord Road.

George Street Precinct

The George Street Precinct is bordered by Parramatta Road and Pomeroy Street, centred on the Bakehouse Quarter. An adaptive reuse of the historic 1904 Arnott's Biscuits factory site, the Bakehouse Quarter currently comprises more than 40,000 sqm of commercial, retail and entertainment space with a further development potential of another 20,000 sqm.

Adjacent to the Bakehouse Quarter are approximately 55 businesses, employing 1600–2000 people, and the McDonald College, which has a student body of 450 students and a teaching staff of 43. If the Precinct is developed to the current permitted capacity the workforce may increase to a total of 3000 people.

The precinct provides the perfect business and social environment through its solid selection of retail, health and wellbeing, and entertainment outlets, including many restaurants, bars and cafes.

Distance from North Strathfield to:

Sydney Airport	16.2 km
Parramatta	11.2 km
Sydney CBD	13 km
Rhodes	3.8 km



Join business leaders

Aldi
Arnott's Biscuits Ltd
Fitness First
Frucor
Harris Farm
Integrated Group
McDonald College of Performing Arts
NRMA Motoring Services
WT Serviced Offices





Concord Road Precinct

Concord Road is a long arterial road bounded by Rhodes to the north and Concord to the south. It is characterised by clusters of approximately 120 retail and small commercial businesses.

The predominant industry is retail and though the businesses are positioned on a major state road carrying 30,000⁷ vehicles per day the centre functions as a neighbourhood and convenience retail precinct.

Distance from Concord Road Precinct to:

Sydney Airport	15.1 km
Parramatta	11.7 km
Sydney CBD	12.4 km
Rhodes	3.0 km

Did you know?

- The Arnott's factory was built in 1904 and was nicknamed 'Arnott's folly', as people considered it too far from the CBD to attract workers.
- Since 1889, Yaralla Cottages, commissioned by Dame Edith Walker, have provided housing for local women.
- The Bakehouse Quarter has more than 2000 car spaces.
- The North Strathfield Shopping Village is positioned on a land granted to Concord Council's third Mayor, Henry Bray in 1859.



7. NSW Roads and Maritime Services, *Traffic Volume Data 2006*

Significant Neighbourhood Centres



Drummoyne

Drummoyne's main business Precinct is positioned along busy arterial road, Victoria Road, and extends into Lyons Road. Only 6 km from the Sydney CBD, Drummoyne is located on a peninsula, bordered by water on three sides and connected to neighbouring suburbs by the Iron Cove and Gladesville bridges.

The Precinct is primarily comprised of commercial two storey buildings (shop top residential) bordered by medium density housing. There are several retail centres within the precinct: the older style Sutton Place development on the corner of Victoria and Lyons roads (floorspace 1761 sqm); the adjacent Odean mixed use development of retail (floorspace 300 sqm), commercial (floorspace 400 sqm) and residential apartments; and other recently completed development including Prolet at 135 Victoria Road, consisting of 20 office suites, one retail tenancy and café over basement parking for 49 cars; and, 169 Victoria Road, a residential and commercial complex.

In excess of 190 businesses are located on Victoria Road, with an estimated mixed use floorspace of 87,475 sqm⁸ on a total land area of 64,796 sqm. There is further potential to increase the current floorspace by approximately 30%.

Within easy walk of Victoria Road is the neighbouring Bourke Square group of boutique shops and the major Birkenhead Point Shopping Centre and Marina; which sold for \$174 million in 2009, with an initial yield of 8.28%.

Birkenhead Point Shopping Centre, with a floorspace of 32,483 sqm, is hybrid mixed use shopping centre comprising traditional retail including a supermarket and fresh food offering and premium outlet retailers and 1395 car spaces. The centre includes Sydney's largest privately owned Marina with 187 berths.

Did you know?

- In Gaelic, Drummoyne means flat topped ridge.
- Drummoyne District Rugby Football Club ('The Dirty Reds') was founded in 1874 and as a depression project, Drummoyne Oval was constructed in 1931. This Oval is still the Dirty Red's home ground today
- Victoria Road is one of Sydney's main transport routes, used by more than 87,000 vehicles per day.



8. SGS Economics and Planning, *Canada Bay Housing and Employment Study*, 2008

Five Dock

Five Dock's main street, Great North Road, is bounded by Lyons Road to the north and Queens Road to the south, and centred around First Avenue. Commercial properties are primarily one to three storey of mixed period.

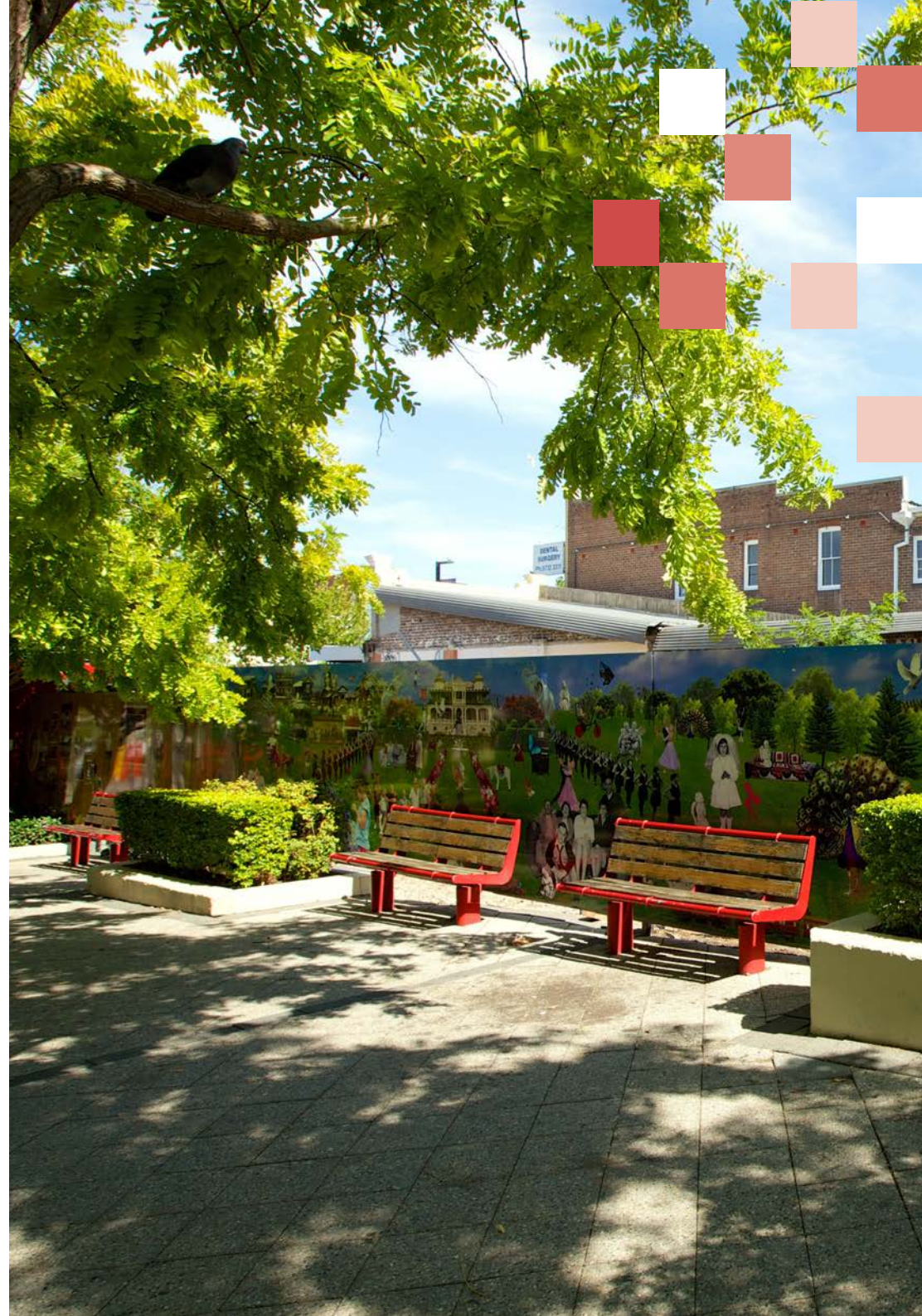
The Great North Road commercial Precinct hosts in excess of 250 businesses, providing a range of products and services for local residents, day residents and visitors. The predominant industry sectors are retail trade followed by business and professional services and the food sector. In the aftermath of World War II many Italian immigrants settled in Five Dock and there is still a distinct Italian identity with the precinct today.

Total floorspace is estimated to be 85,350 sqm and total land area 68,280 sqm, with the potential to develop floorspace by 50%.

Nearby neighbourhood centres include Abbotsford and Wareemba and the adjacent Queens Road/Parramatta Road vicinity contains many light industrial businesses.

Did you know?

- The Capuchins at St Fiacres, Leichhardt assisted Italian immigrants to settle in areas such as Leichhardt, Haberfield and Five Dock after World War II and, in 2011, 26% of Five Dock residents still spoke Italian at home.
- Five Dock is the financial capital of Canada Bay. All four main banks are located on Great North Road, along with over 40 finance and accountancy firms.
- The first cinema in Australia to install 'cinephone', talking movies was the Victory Theatre, Five Dock in 1929.





Concord

Concord's picturesque main street, Majors Bay Road, provides a village shopping experience for residents and functions as an eat street destination for the broader trade area. More than 130 small businesses are based along Majors Bay Road, employing 750–1000 people. Within this heritage conservation area, there is an estimated 29,462 sqm of floorspace and total land area of 23,569 sqm. The predominant industry sectors are retail trade followed by food services and the health and wellbeing sector.

The commercial Precinct is centred on Wellbank Street, bound by Brewer Street to the north and Jellicoe Street to the south. Commercial properties are primarily attached two- to three-storey late Victorian and inter-war styles surrounded by low density residential streets.

Nearby neighbourhood centres include North Strathfield, Concord West, Cabarita, Breakfast Point and Mortlake.

Did you know?

- Concord was settled by free settlers and non-commissioned officers in 1793.
- Majors Bay Road is home to the renowned Concord Golf Club. Dating back to 1893, it has hosted a number of Australian Open competitions.
- Concord Memorial Hall was built during the depression and unemployed local people undertook much of the labouring. Formerly the Ex-Servicemen's Club it is now a function centre with community meeting rooms.
- The Concord Oval site was a penal colony for French-Canadian political prisoners in the 1840s.



Neighbourhood Centres

There are nine neighbourhood centres within the City of Canada Bay – Abbotsford, Breakfast Point, Cabarita, Chiswick, Concord West, Drummoyne/Five Dock (Lyons Road), Rodd Point, Mortlake, and Wareemba.

Business numbers within these commercial Precincts range from eight to 31. The estimated employment of these neighbourhood centres is 1675, an average 186 employees per centre. The properties in all neighbourhood centres are primarily inter-war, one- to two-storeys. Additionally, smaller village centres are located at Rodd Point, Chiswick and clustered along Lyons Road.

Neighbourhood knowledge

- Wareemba was the original Indigenous Australian name for the Drummoyne Peninsula, meaning where waters meet –referring to the mixing of salt water and fresh water.
- The construction of the sea wall at Hen and Chicken Bay, beginning in the 1930s, facilitated residential development in Abbotsford, Wareemba and Five Dock along the landmark Wymston Parade.
- The Great North Road was constructed by convicts from 1826–36 and originally ran from Five Dock to the Hunter Valley.
- Revered poet Henry Lawson died in Abbotsford in 1922.
- The Sydney Rowing Club at Abbotsford was founded in 1874 and is one of the oldest registered businesses in the City of Canada Bay.
- The Concord West Shopping village was developed around the railway station in the late 1800s.
- Concord West was the first area to feature pavement art in the City of Canada Bay.
- Concord Hotel was where the Australian Rugby team chose to drown their sorrows after their defeat in the 2003 World Cup.
- The Mortlake to Putney cable ferry was constructed in 1928 to transport AGL workers living on the northern side of the Parramatta River to their Mortlake workplace.
- Noted Aboriginal, Bennelong, was a member of the Wangal clan of the local Eora tribe living on the southern side of the Parramatta River
- The Cabarita Park rotunda is the same one that the signing of the Federation documents took place within in 1901. In 1902, Concord Council bought the rotunda and relocated it from Centennial Park to Cabarita.
- After the First Fleet arrived in Sydney in 1788, Captain John Hunter charted Sydney harbour. Legend has it that, after travelling 10 km, he went ashore to have tea and named this site Breakfast Point.



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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