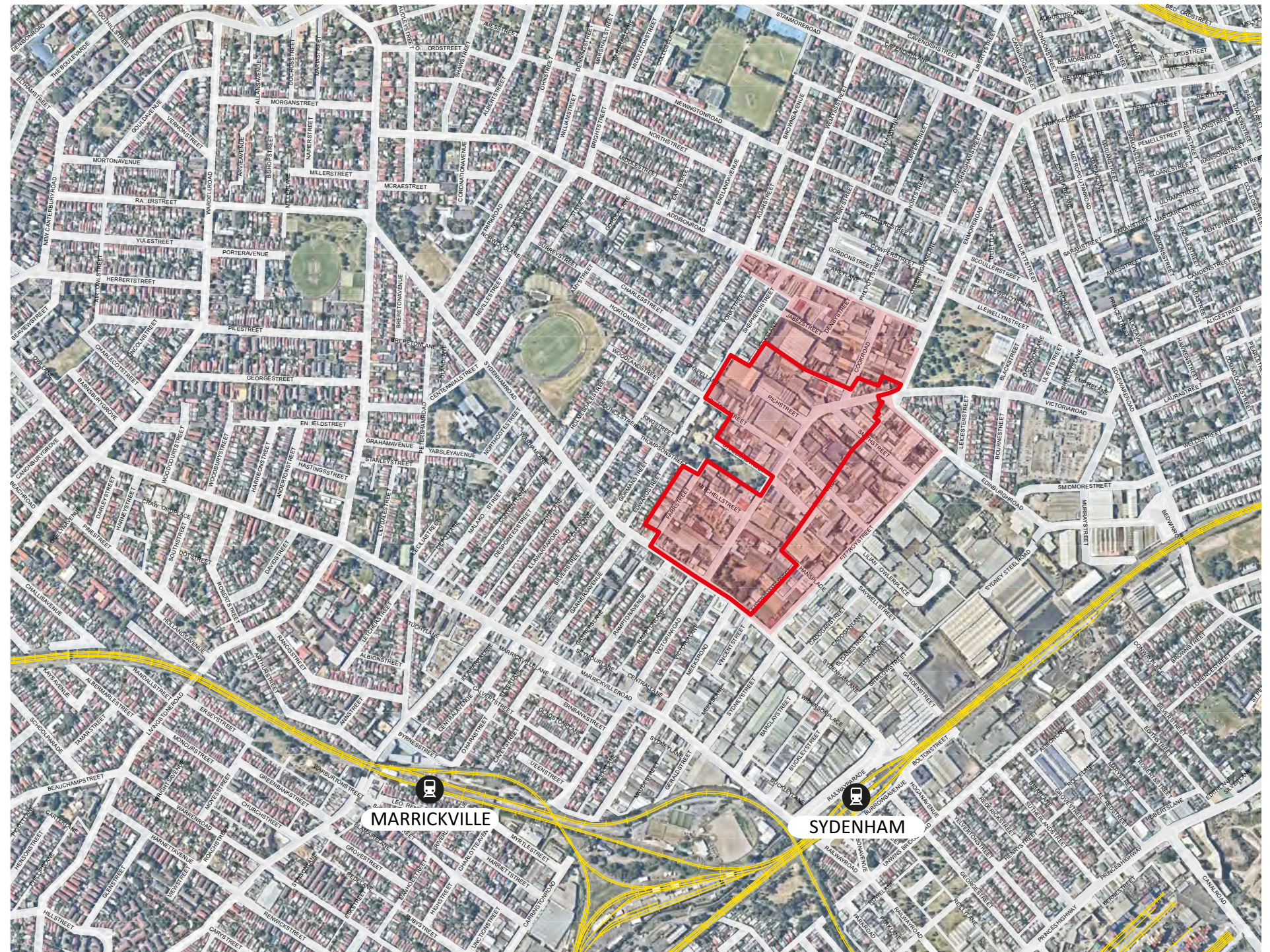


THE VICTORIA ROAD PRECINCT

The Victoria Road Precinct comprises approximately 18 hectares of land located around Victoria Road, Marrickville to the north of Sydenham Road. It is located at the western edge of a larger 100 hectare industrial area known as the Sydenham-Marrickville Industrial Area, and also sits within an 36 hectare area designated as Precinct 47 under the Marrickville Development Control Plan 2011.

The Victoria Road Precinct is predominately zoned IN1 General Industrial, with Wicks Park zoned for public recreational purposes. Marrickville Council has now resolved on a number of occasions to investigate changes to the land use planning framework for this precinct. A Planning Proposal was submitted by the Victoria Road Precinct project team in mid-2014, and this document was publicly exhibited for comment concurrently with the MELS.

The Victoria Road Precinct is characterised by many dated and run-down industrial buildings, with some non-industrial uses slowly creeping into the precinct as higher-order industrial businesses vacate the area. Residential uses, in the form of shop-top housing, warehouse conversions and terraces, are interspersed throughout the precinct. This is particularly the case with the pockets of the residential areas to the south, west and north of the Victoria Road Precinct. Marrickville Public School and an adjoining childcare centre also sit in the centre of the Victoria Road Precinct, and at present are surrounded by industrial activities that give rise to land-use conflict and raise safety concerns. The physical and employment characteristics of the area are discussed in further detail in Part 3 of this report.



LEGEND

Precinct 47 Boundary

Victoria Road Precinct Boundary

Figure 2: Context and boundaries of Precinct 47 and the Victoria Road Precinct



STRUCTURE & METHODOLOGY

OUR APPROACH

The 2014 MELS Review prepared by SGS Economics & Planning and Marrickville Council is based on a high-level analysis of the economic trends influencing employment in Sydney, which has then been applied broadly to industrial lands throughout the Marrickville LGA. The key weakness of this approach is the failure to consider key strategic planning objectives, government and industry actions and initiatives that will drive change and have a significant influence on the future makeup and composition of the employment land in metropolitan Sydney.

More needs to be done in a local employment land study to translate such strategic initiatives into outcomes on a block-by-block level within Marrickville's industrial areas.

Quantitative data is an important, but limited, source of knowledge when making planning decisions for employment areas. To be most effective, it is critical that data is grounded in a thorough understanding of the strategic planning framework, high-level trends and the major forces that will shape the metropolitan area over future decades. Even more importantly, however, is the need for a local employment study to be able to analyse, interpret and translate macroeconomic trends into meaningful information that informs strategic planning decisions at the ground level.

This strategy is therefore grounded in an in-depth understanding of the key strategic planning and infrastructure directions of the Sydney metropolitan area. Looking forward to Sydney's future development patterns, using the NSW State Government's State Plan, *A Plan for Growing Sydney* and infrastructure plans, the strategy places Marrickville in its strategic context and allows a forward-looking approach to be adopted in land use planning.

Official projections of employment and population released by government agencies in late-2014 are up to date and form the basis for official planning of infrastructure and services by the NSW State Government. Data has been drawn from official sources, being the Australian Bureau of Statistics, the NSW Department of Planning & Environment and the NSW Bureau of Transport Statistics.

The Victoria Road Precinct project team has been studying and monitoring development and business activity patterns across this precinct over the past two years. A number of the land owners have been in the area for decades, and have a keen awareness of trends and details of business and employment activity throughout the precinct. This local knowledge is invaluable, and is integral to understanding how the broader economic forces have affected actual employment and built form outcomes in the Victoria Road Precinct. This strategy draws on this local knowledge-base, and combines it with key relevant macroeconomic statistics to effectively to explain how local forces and broader trends have and will shape current and future employment in the Sydenham-Marrickville industrial precinct and wider LGA into the future.

JBA's research approach is methodologically sound and bridges the gap between high-level economic forecasting, strategic planning and local business intelligence. This covers the significant gap in the methodology for the MELS, which looks at the broader economic trends but then seeks to translate these directly into local land use recommendations without appreciating the strategic planning framework and ground-level business trends.

STRUCTURE

In preparing this Strategy, and with regard to the objectives and research approach outlined above, we have adopted the following structure for this strategy:

■ PART 1 – STRATEGIC FRAMEWORK

This Strategy starts from what we believe should be the basis of all strategic planning – the State Plan and the NSW Government’s new metropolitan strategy, *A Plan for Growing Sydney*. The state government’s strategic plan for housing, employment, infrastructure and daily life in Sydney sets out a vision for where the city should be in 2031 and is expected to have a significant influence on shaping the future direction and growth of metropolitan Sydney into the future. The Plan sets the overarching objectives for managing urban change and identifies key infrastructure and policies to deliver on this vision. This strategic framework articulates the overarching vision, and all subordinate strategic planning should be framed to achieve these outcomes. Local planning should be forward-looking and be consistent with this State framework, rather than looking backward to past strategies.

■ PART 2 – TRENDS IN INDUSTRIAL LANDS

With the strategic framework established, our report then seeks to understand the trends occurring in employment at the metropolitan and national level down to the precinct-scale changes occurring in Marrickville.

Official data from the NSW Government is up to date and reliable – the NSW Department of Planning & Environment issued forecasts for ‘business-as-usual’ population growth in late-2014 based on expected growth and planned urban development projects. The NSW Bureau of Transport Statistics also issued its employment forecasts for NSW in late-2014, accounting for previous and future trends in employment

across Sydney. This data, along with the data from the Australian Bureau of Statistics that forms the basis for the NSW Government’s projections, has formed the basis of our analysis.

■ PART 3 – KEY DRIVERS FOR LAND USE PLANNING IN MARRICKVILLE

To understand the forces that will shape the future of industrial lands in Marrickville, Part 3 of this strategy will draw on the strategic framework and existing industrial land trends to summarise the key changes that are likely to affect employment and industrial lands in Marrickville over the next 10-20 years.

■ PART 4 – VICTORIA ROAD PRECINCT AND SYDENHAM-MARRICKVILLE EMPLOYMENT FORECAST

Part 4 sets out our view of how the future expected changes identified in previous sections will influence the future of employment (both industrial and non-industrial) within the Victoria Road Precinct. This is based on a ‘business as usual’ scenario under which no changes to the planning controls are implemented and the land use scenarios proposed in the MELS.

■ PART 5 – EMPLOYMENT STRATEGY

Based on the findings of our forecast of the future trajectories of the Victoria Road Precinct and the broader Sydenham-Marrickville Industrial Precinct, Part 5 sets out a positive strategy to boost the employment, productivity and relevance of continued business uses within the Victoria Road Precinct.

Based on the employment uses proposed, this Strategy also considers the potential for other uses to be incorporated into future development in order to improve the vitality of the area and contribute toward other non-employment strategic planning goals.



1.0 STRATEGIC FRAMEWORK

1.1 NSW STATE PLAN

NSW 2021 is the NSW State Government's vision and objectives for the state's near-term future. It is the overarching document that guides all government action, and sets a series of targets designed to rebuild the economy, deliver quality government services, improve infrastructure, strengthen our local environment and communities and improve governance structures.

Employment

The NSW State Plan aims to grow employment by an average of 1.25% per annum to 2021 and grow business investment by 4% per annum over the same period. This will be achieved through improvements to infrastructure and support for key industries in the State. Recognising NSW's role as Australia's gateway to international trade, and the post-industrial shift to a modern service-sector economy, *NSW 2021* seeks to increase the skills-base of the workforce that will support the growth of the knowledge-economy.

Public Transport and Travel Times

NSW 2021 aims to improve utilisation of public transport through improved service and new infrastructure investment, and improve the community's quality of life by ensuring that more employment is accessible by public transport. A key goal is to increase the percentage of the population living within 30 minutes by public transport of areas with suitable employment.

Housing

Delivery of 33,000 new dwellings per annum, with more diverse dwelling typologies to better cater to the community's housing needs. Average household sizes have fallen consistently in recent years, driven by changes in the community's lifestyle preferences and profile, with more lone-person households and across the state, as well as an ageing population with fewer traditional family households.



Figure 3: NSW 2021

1.2 A PLAN FOR GROWING SYDNEY

A Plan for Growing Sydney is the NSW Government's new vision for the Sydney metropolitan area. It sets out how Sydney will accommodate an extra 1.6 million new residents by 2031, and how the city will facilitate the delivery of substantial housing, infrastructure and employment to sustain this growth.

A Plan for Growing Sydney aims to make the city:

- *a competitive economy with world-class services and transport;*
- *a city of housing choice with homes that meet our needs and lifestyles;*
- *a great place to live with communities that are strong; healthy and connected; and*
- *a sustainable and resilient city that protects the natural environment and has a balanced approach to the use of land and natural resources.*

Infrastructure

Major new infrastructure investments by the NSW and Australian Governments form the backbone of the Plan. A new international airport at Badgerys Creek, the WestConnex and the delivery of Rapid Transit from Rouse Hill to Bankstown will support economic growth, increased productivity and provide new opportunities for urban renewal.

Increasing the utilisation of freight rail between Port Botany/Sydney Airport and major freight distribution precincts is a key action of the Plan, with the aim of reducing inner-city congestion and getting trucks off local roads. The WestConnex seeks to ease congestion on inner-city roads by allowing heavy vehicles to bypass surface roads when travelling between the city, major transport gateways and industrial precincts.

A doubling of the proportion of container freight transported through NSW ports is also targeted by 2021 under the NSW State Plan through investments in freight rail infrastructure and new intermodal terminals.

Urban Renewal

The Plan seeks to “accelerate urban renewal across Sydney” by supporting Council-led urban infill projects and capitalising on new transport infrastructure investments, such as the Sydenham-Bankstown Rapid Transit conversion and the delivery of the WestConnex. The Plan notes that urban renewal creates an opportunity to deliver new housing and employment whilst also increasing the amenity of surrounding areas by revitalising run-down and under-utilised land. Done well, this represents a win-win for both present and future communities.

Housing Supply and Choice

According to the Plan an extra 1.6 million people will live in Sydney in 2031. They will have different family structures, living arrangements, lifestyle choices and housing preferences. This presents a dual-challenge of providing more housing and diversifying the overall supply of housing. The Plan is clear in its strategic intent for new housing to be provided in areas that are close to public transport, services, existing centres, recreational facilities and where they can be supported by existing infrastructure.

Economy and Employment

Sydney drives 70% of NSW's total economic output, and underpins a healthy, vibrant and competitive local economy. Economic productivity is fundamental to meeting the needs of the community and ensuring that community needs for employment, services, infrastructure and lifestyle can continue to be met into the future. Sydney's economy has moved into its post-industrial phase, with strong growth in the financial, professional and other service sector industries, whilst the

manufacturing and transport industries now make up less than 15% of Sydney's gross regional product (Regional Development Australia 2013). The Plan focuses on supporting Sydney's continued growth as a major service-sector economy and Australia's gateway to international trade. Supporting growth in professional jobs is a major focus, whilst trade-related industries will benefit from the release of new industrial land and infrastructure in planned business precincts in Sydney's west.

Industrial Lands

The Plan includes a number of actions to support freight movement, protect transport gateways and manage industrial precincts throughout Sydney.

Important industrial land around Sydney Airport/Port Botany required to support the transport gateways is identified as the area from the Princes Highway in Sydenham across to Port Botany. The Sydenham-Marrickville Industrial Precinct to the west of Sydenham Station is outside of this identified area. Supporting the growth of planned, serviced and purpose-built industrial precincts in Sydney's west is a key action in the Plan, with new motorway and freight rail connections and the designation of two areas, Bankstown-Milperra and the Broader Western Sydney Employment Area, as priority employment growth precincts.

A review of how the NSW Government assesses the conversion of under-utilised industrial to other land uses is envisaged in the Plan through an update to the Industrial Lands Strategic Assessment Checklist. Importantly, the Plan predicts situations where planning controls should be updated to support the ongoing evolution of industrial activities into more intensive commercial activities.



Figure 4: A Plan for Growing Sydney

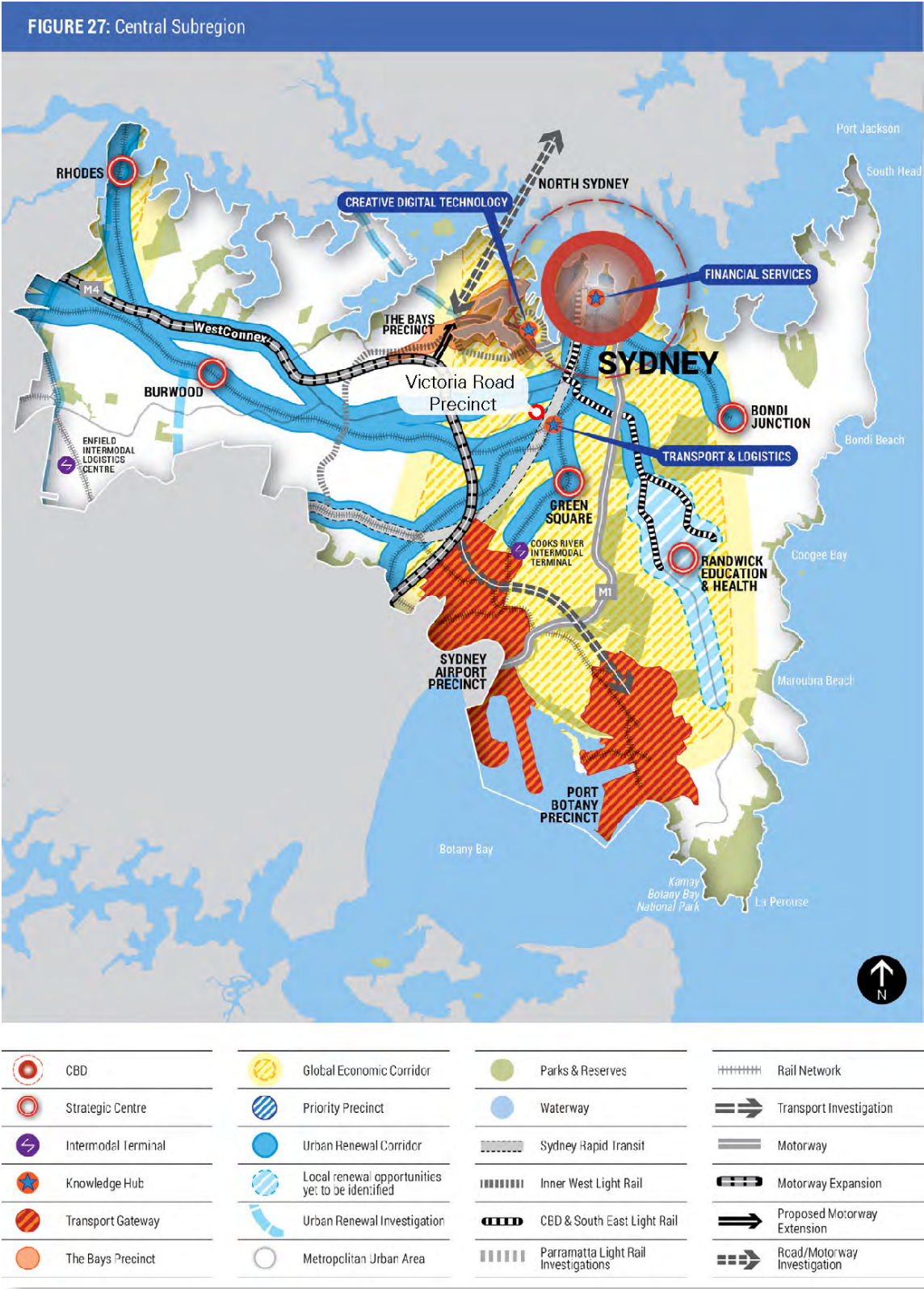


Figure 5: A Plan for Growing's Sydney - key actions for Central Region

Direction 1.4: Transform the productivity of Western Sydney through growth and investment

A productive, liveable Western Sydney is pivotal to Sydney's long-term prosperity. Expanding the economic role of Western Sydney's key centres, particularly Greater Parramatta, and improving the scale and mix of job opportunities will benefit Sydney's overall productivity.

In 20 years, 900,000 more people will live in Western Sydney than today.¹⁴ Within 25 years, Western Sydney will be home to more than half of all Sydneysiders.¹⁴ Significant population growth will occur in the North West and South West Growth Centres and around Parramatta.

Long-term planning in Western Sydney will be necessary to create a setting for jobs, infrastructure and services to meet the needs of current and future populations so that

growth is targeted towards strategic centres across Western Sydney. This will include taking advantage of opportunities arising from new infrastructure investments such as Badgerys Creek Airport, the South West Rail Link, North West Rail Link and the South West to The Northern Road, Elizabeth Drive and Bringelly Road.

Western Sydney will require new jobs close to centres and transport, improved access to knowledge jobs in strategic centres, and upgraded transport links to Western Sydney centres and between Western Sydney and Sydney CBD.

Improving the scale and mix of job opportunities will help more people work closer to home and reduce commuting times, making Sydney more productive.

FIGURE 12: Main economic activity in Sydney by LGA's Gross Regional Product



Note: Finance and insurance services in City of Sydney LGA contribute significantly more to the GDP (\$32b)
Source: Regional Development Australia, Sydney Metropolitan Region Economic Baseline Assessment - Update, Final, July 2013

A Plan for Growing Sydney is the NSW Government's new vision for the Sydney metropolitan area. It sets out how Sydney will accommodate an extra 1.6 million new residents by 2031 and deliver housing, infrastructure and employment to sustain this growth.

2.0 TRENDS IN INDUSTRIAL LANDS

2.1 INDUSTRIAL LAND AND EMPLOYMENT IN SYDNEY

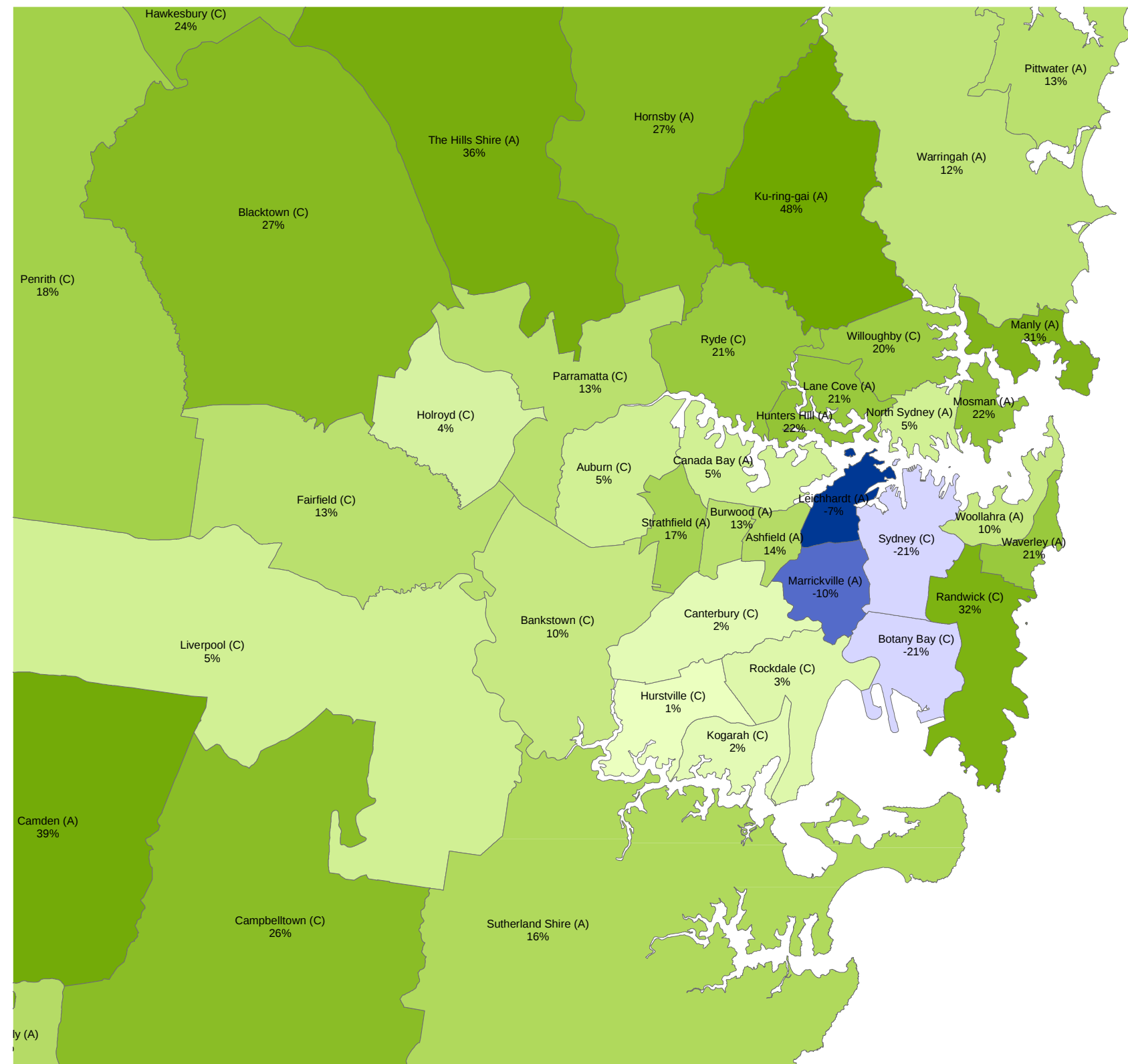
In considering the future of a particular industrial precinct in Sydney, it is critical to understand the broad underlying economic forces shaping business activity and employment across the region.

Manufacturing in Australia is facing significant pressures, including wages growth, fluctuations in the Australian dollar and international competition. As noted in the MELS, for manufacturing to remain relevant in Australia it must be able to move up the value chain. Skills-based engineering and manufacturing have emerged as a model for high-value manufacturing/businesses, with the co-location of advanced engineering, product development and innovation businesses such as has occurred at North Ryde/Macquarie Park around Macquarie University. In Melbourne, this relationship between university-led research and businesses in the knowledge-based engineering, manufacturing and product development has been further strengthened through formal partnerships such as the Monash Science Technology Research and Innovation Precinct.

Traditional manufacturing activities will continue in Australia where they can take advantage of proximity to local markets (for both labour and customers), have in-built competitive advantages from existing capital improvements or connections to local supply chains, and can leverage off local infrastructure. These advantages can allow local manufacturers to better withstand competition from low-cost manufacturing countries, however, they favour the transition of employment to cheaper, unconstrained land within metropolitan areas.

2.1.1 Employment change in manufacturing

Employment in manufacturing is expected to decline in only four LGAs across Sydney to 2031 – City of Sydney, Botany, Marrickville and Leichhardt – representing the continued decline of manufacturing in inner-ring Council areas (NSW Bureau of Transport Statistics 2014). In the middle-ring LGAs, from Kogarah to Auburn, employment growth in manufacturing is expected to remain stagnant, whilst significant growth is expected in the modern industrial estates emerging in Sydney' west. These modern precincts take advantage of cheaper, less constrained land, good access to labour markets and good transport infrastructure.



Data Source: Bureau of Transport Statistics 2014

Figure 6: % Change in jobs - Manufacturing employment to 2031

2.1.2 Employment change in transport and logistics

Transport and logistics businesses have been quick to locate around new road infrastructure, and this trend is expected to continue. Major logistics hubs located at the intersections of Sydney's arterial roads and motorways, particularly in the Western Sydney Employment Area at the M4/M7 interchange, have emerged based on good transport connectivity and the availability of land in master-planned business estates with large, serviced lots. These estates are purpose-built for modern manufacturing and logistics operations, and are not constrained by sensitive land uses such as residential, allowing 24-hour operations and safe movement of heavy vehicles. Major industrial precincts are certified by NSW Roads and Maritime Services to allow B-double trucks to service businesses, and new employment precincts are being designed to accommodate super-B-double and B-triple vehicles. Employment forecasts predict that much of the new employment in transport and logistics will occur in these modern industrial estates located around the Sydney Orbital and national highway network.

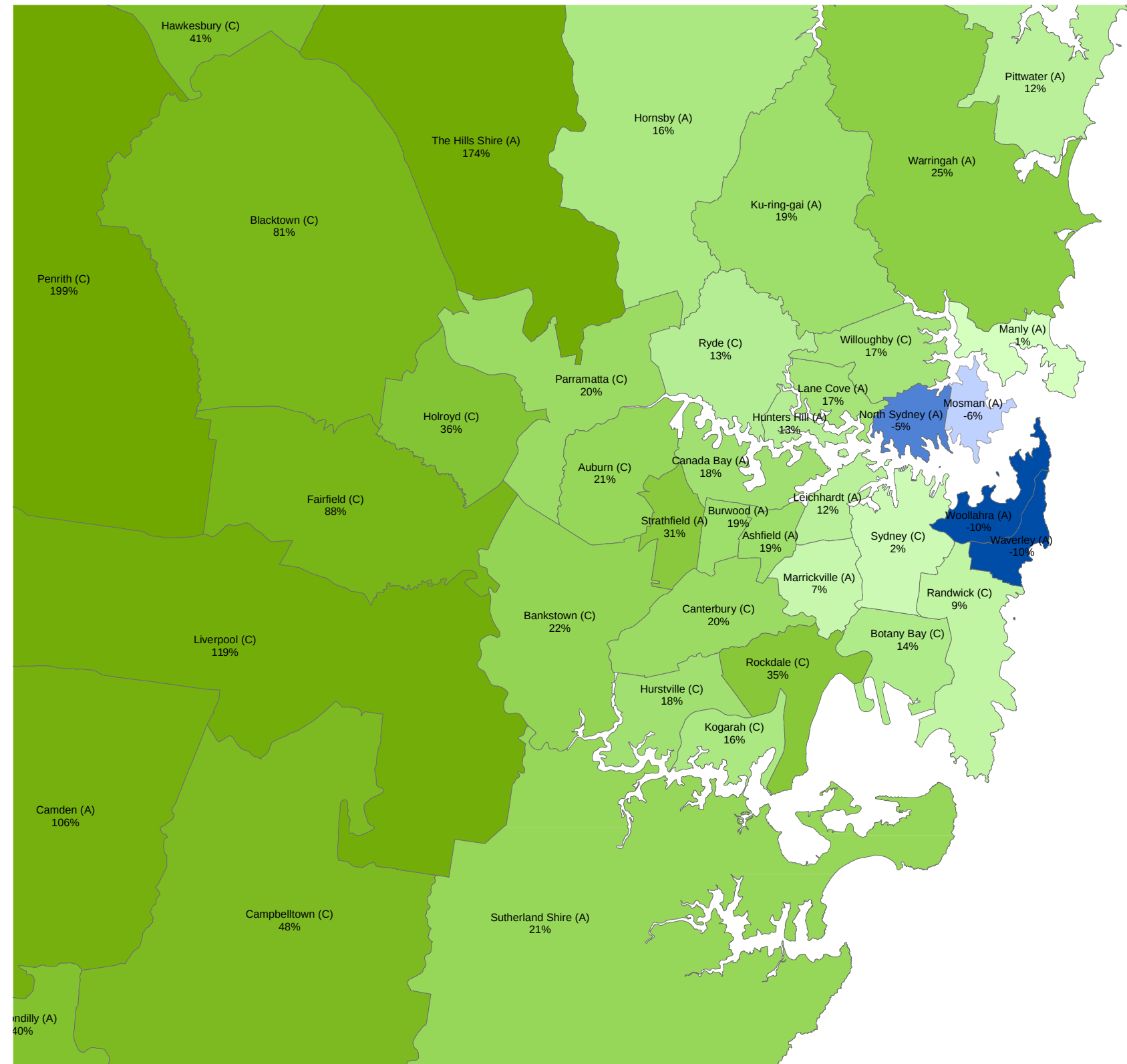


Figure 7: % Change in jobs - Transport and logistics employment to 2031
Data Source: Bureau of Transport Statistics 2014

2.1.2 Total employment growth

Overall, employment in the Sydney metropolitan area is expected to grow rapidly, however, the most rapid employment growth will be experienced in Sydney's regional centres and employment precincts in Western Sydney. In contrast, growth in inner-city areas will be more modest, however, the rate of overall growth will be significantly higher than the rate of growth in employment (or in some instances decline) in manufacturing, transport/logistics and other traditional industries. Instead, employment growth in inner-ring LGAs will be driven by the increasing professionalisation of the workforce and the growth in service-sector employment.

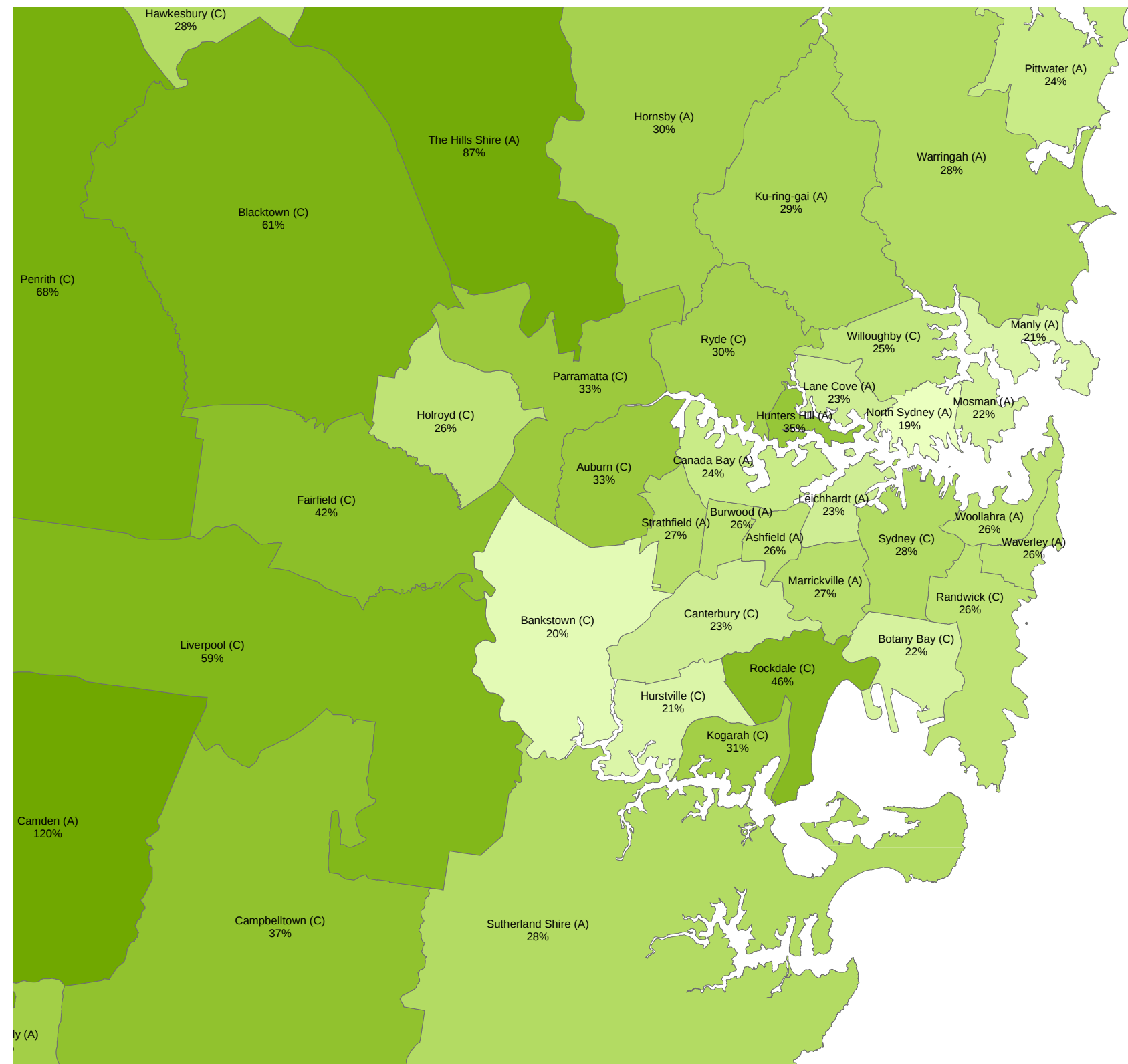


Figure 8: % Change in total employment to 2031
Data Source: Bureau of Transport Statistics 2014

2.2 INNER CITY EMPLOYMENT TRENDS

Taking advantage of cheap land, proximity to blue-collar labour markets and maritime transport gateways around Sydney Harbour and Port Botany (in the days before motorways), industrial lands emerged in Sydney's inner-suburbs due to the competitive advantages provided by these factors.

Today, many of the factors that determine where a business chooses to locate are still as relevant as they were in the 19th century. Sydney has changed dramatically, however, and these factors no longer direct industrial businesses to the inner-city.

A number of forces have dramatically altered the nature of inner-city industrial employment, including:

- cessation of 'working harbour' activities in Port Jackson, including around Ultimo/Pymont and Darling Harbour;
- development of the Sydney Orbital motorway network and the increased role of road freight, facilitating the release of cheaper and less-constrained industrial lands in Sydney's west and south-west;
- increased road congestion in Sydney's inner suburbs and the exclusion of larger vehicle types from local roads;
- rise of professional and office-based employment in the Sydney CBD;
- changes in skills mix of the inner-city residential workforce, with a greater alignment to office-based employment types; and
- population growth and demand for housing in inner-city and inner-ring suburbs.

In contrast, the availability of cheap land and appropriately-skilled labour markets in Sydney's western suburbs and the development of the motorway network and consequent improvements in road freight have allowed businesses to locate further away from international transport gateways whilst still remaining competitive. Modern industrial businesses require larger sites than in the past, and larger buildings with unencumbered floorplates are typically preferred.

These factors have given western Sydney an edge in attracting traditional industrial businesses, and this is likely to continue into the future as Sydney continues to grow and change.

The effect of this shift of industrial businesses to Western Sydney will be the continued decline of traditional industrial business and employment in inner-city LGAs. This will be more than offset, however, by significant growth in employment for these purposes in western Sydney.

Manufacturing, Transport and Logistics Employment 2011 to 2031

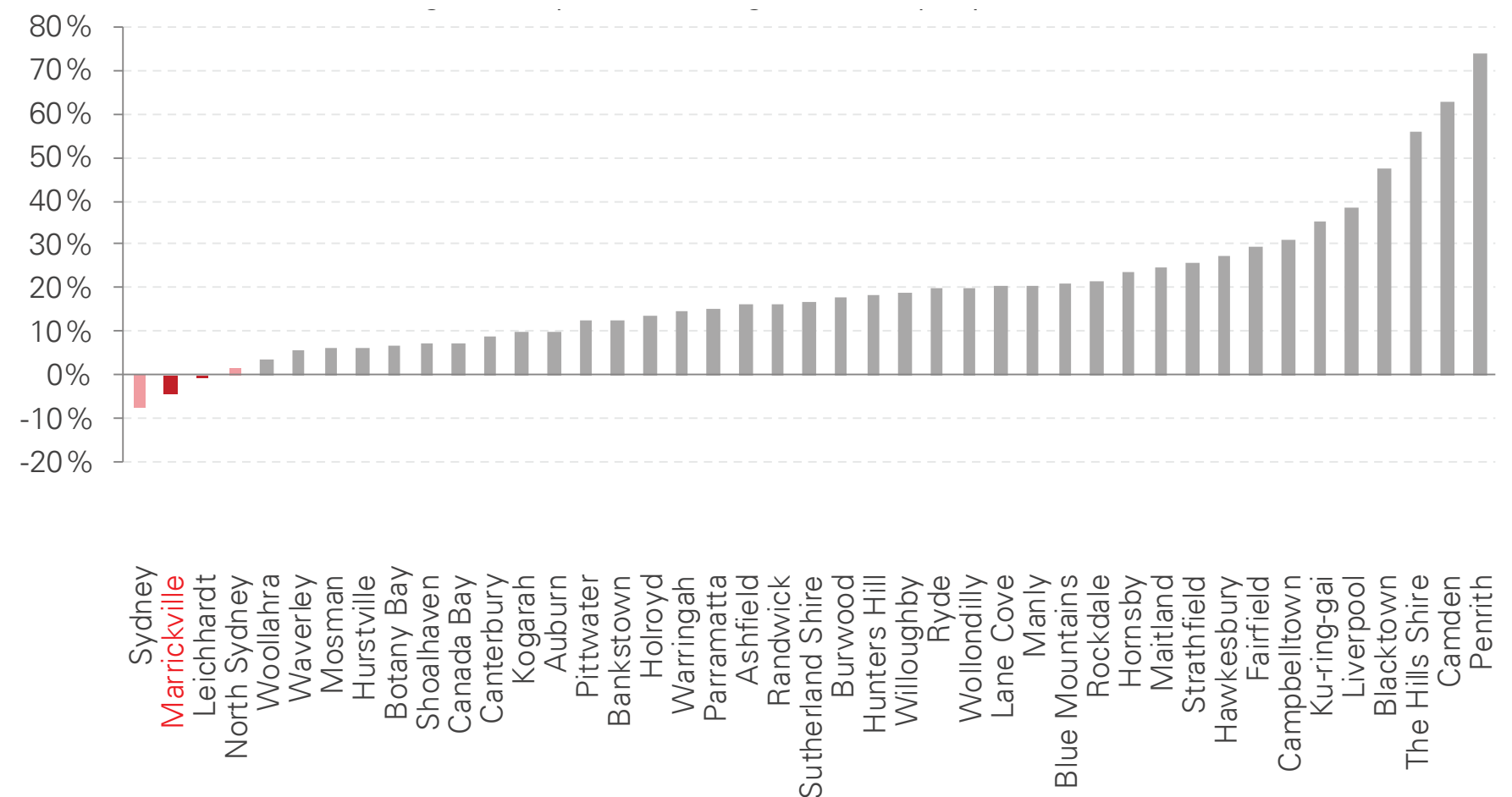


Figure 9: Projected change in manufacturing, transport & logistics employment: 2011 to 2031
Data Source: NSW Bureau of Transport Statistics 2014

Offsetting job losses in traditional industries, the fastest growth in employment in inner-ring LGAs will be in service-sector jobs including retail, education, health and social support services. This reflects both the growing demand for services in these areas from inner-ring residential populations, and the increased number of skilled workers living in these sectors living in inner-city LGAs.

As a result of these changes, many historic inner-city industrial lands have re-purposed in an attempt to remain relevant as employment precincts by instead providing business and local support services. This has seen the conversion of industrial precincts to a range of office premises, scientific/engineering laboratories, media spaces, storage facilities, warehouses and showrooms. These uses often have synergies with surrounding land uses, such as hospitals or universities, or draw on the inherent characteristics of these areas, such as proximity to other employment centres, recreational or entertainment facilities and natural characteristics, and reflect the growing demand for local services. These new uses are generally quieter and less intensive than the industrial uses they replace, with lower environmental impacts in terms of noise and traffic generation. Where accommodated in new premises, these uses offer opportunities to improve streetscape and urban design, and are more compatible with mixed use development and sensitive land use interfaces. The employment offered is also better-aligned with the skills and employment needs of local residential workforces, and tends to be in higher value-add sectors than traditional industrial uses.

LEGEND

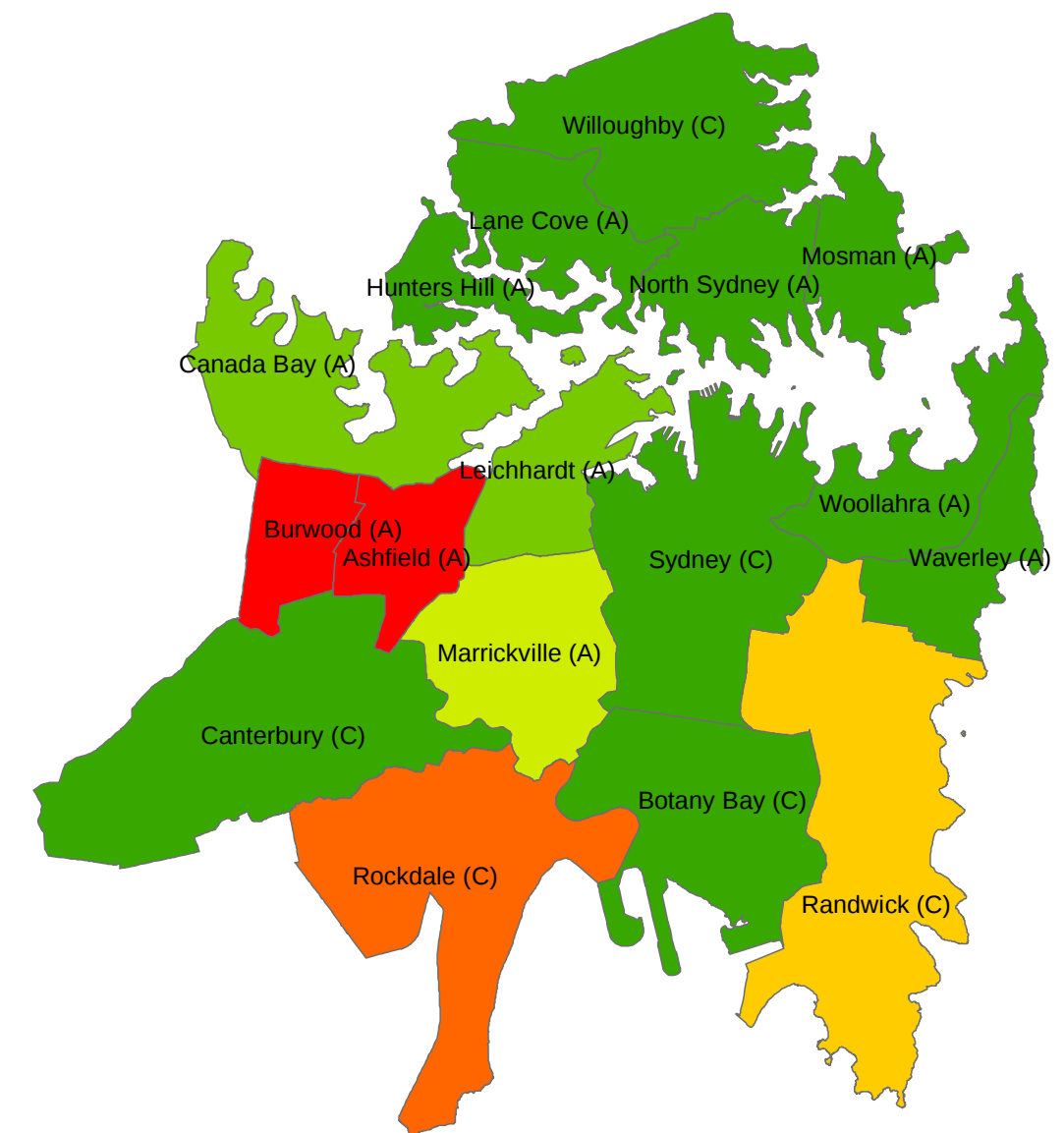
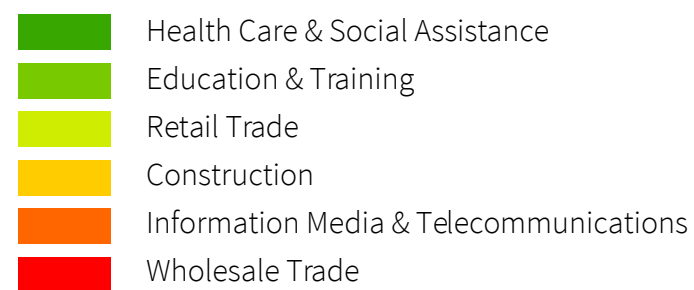


Figure 10: Fastest growing industries to 2031 in Inner-ring Councils
Data Source: Bureau of Transport Statistics 2014

2.3 MARRICKVILLE LGA

2.3.1 Brief History of Marrickville's Industrial History

Manufacturing and industrial activities began to emerge in the Marrickville LGA in the late 19th century when the area was effectively an edge-of-city location. Precincts of industrial activity principally focused around new heavy rail and tram lines, particularly in the lower-lying, cheaper land in the Sydenham-Marrickville area. The emergence of industry in these locations was consistent with the patterns driving the development of other inner-city industrial precincts throughout Sydney. As a working-class area, industrial businesses had good access to local labour markets that were appropriately skilled to match their needs. The areas developed for industrial uses generally focused on land that had good proximity to rail and road services, and which was generally cheaper due to constraints that precluded residential uses (e.g. flooding).

Up until WWII, residential and industrial uses had been interspersed throughout Marrickville's industrial areas, however, following WWII significant industrial growth resulted in the governing authorities adopting a stricter planning approach in an attempt to separate residential and industrial uses. This growth period saw the area to the north of Sydenham Station evolve into the LGA's core industrial precinct, with many of the existing residential dwellings that had existed in the area up until that point being redeveloped as factories and warehouses. Since this post-war industrial boom, there has been little expansion of the footprint of industrial lands in the area, with some fringe areas being converted back to residential or business uses.

Industrial land in the Marrickville LGA is today defined by the large, consolidated precinct around Sydenham-Marrickville and a number of much smaller local precincts dispersed throughout the LGA. In total, there is currently 139.9 hectares of land zoned either IN1 General Industrial or IN2 Light Industrial in the Marrickville LGA (NSW Department of Planning & Environment 2014). This has declined by over 25 hectares since 2010 (NSW Department of Planning & Environment 2010 & 2014).

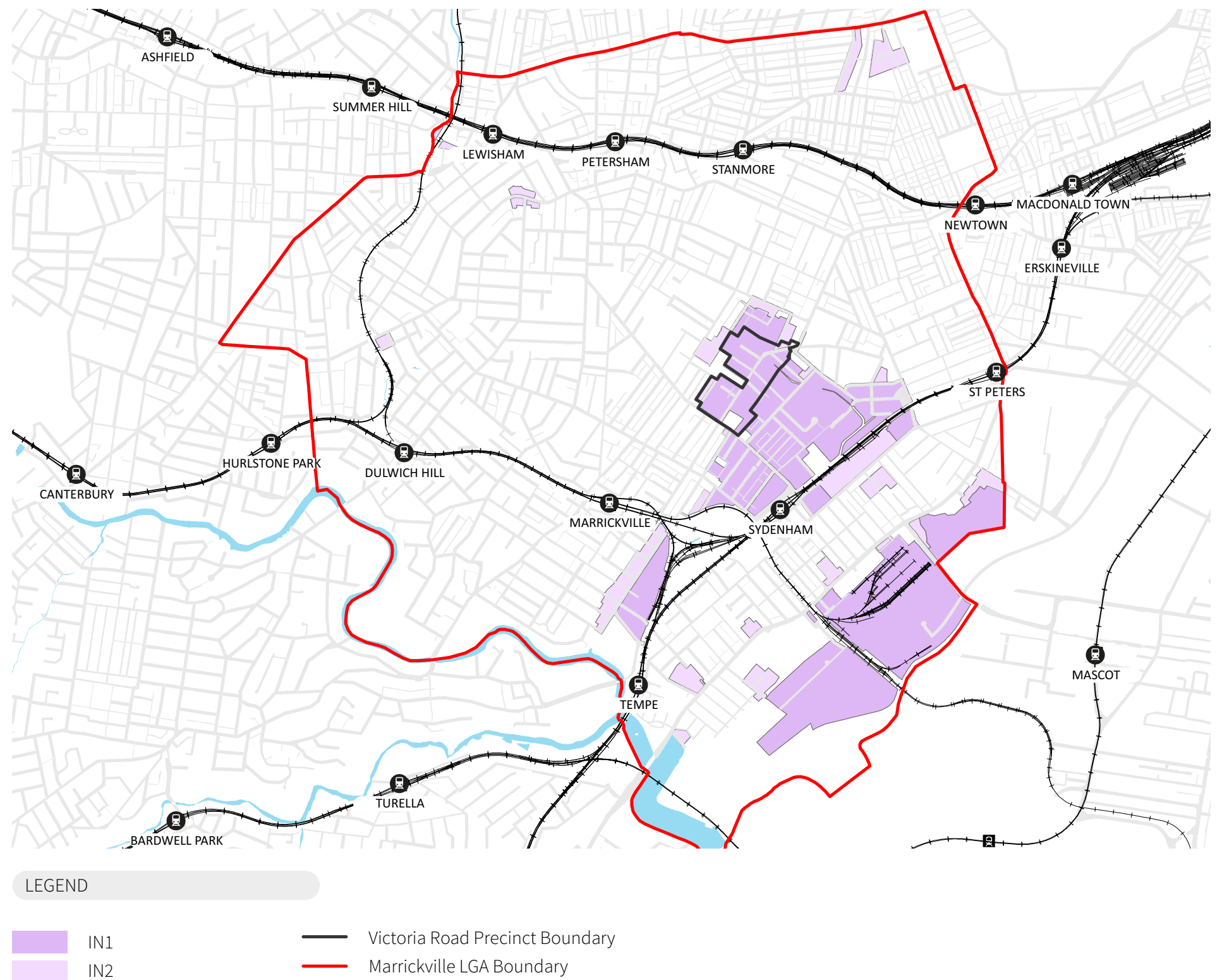


Figure 11: Industrial zoned land in Marrickville LGA
Source: JBA

2.3.2 Trends in Industrial Employment in Marrickville

Overall Employment

The 2011 Census recorded that 3,479 persons were employed in the Marrickville LGA in manufacturing business, representing just 15% of total employment in the LGA at this time (Australian Bureau of Statistics 2014). The number of persons employed in manufacturing has therefore fallen by more than 40% since 2001, and by more than half since the 1996 Census (*Figure 12*). This decline in manufacturing employment was substantially faster than the general manufacturing decline experienced across NSW, where total employment in this sector fell by only 17% from 2001 to 2011.

In the other traditional industrial sectors, wholesale trade employment fell by 18% in Marrickville between 2001 and 2011, while employment in transport & logistics increased by 65% off a small base. Including manufacturing, a total of 2,213 jobs were lost in these traditional industrial uses over this ten year period. This forms part of a steady decline in industrial employment in Marrickville over the past two decades.

The number of persons employed in manufacturing in Marrickville has fallen by 40% since 2001

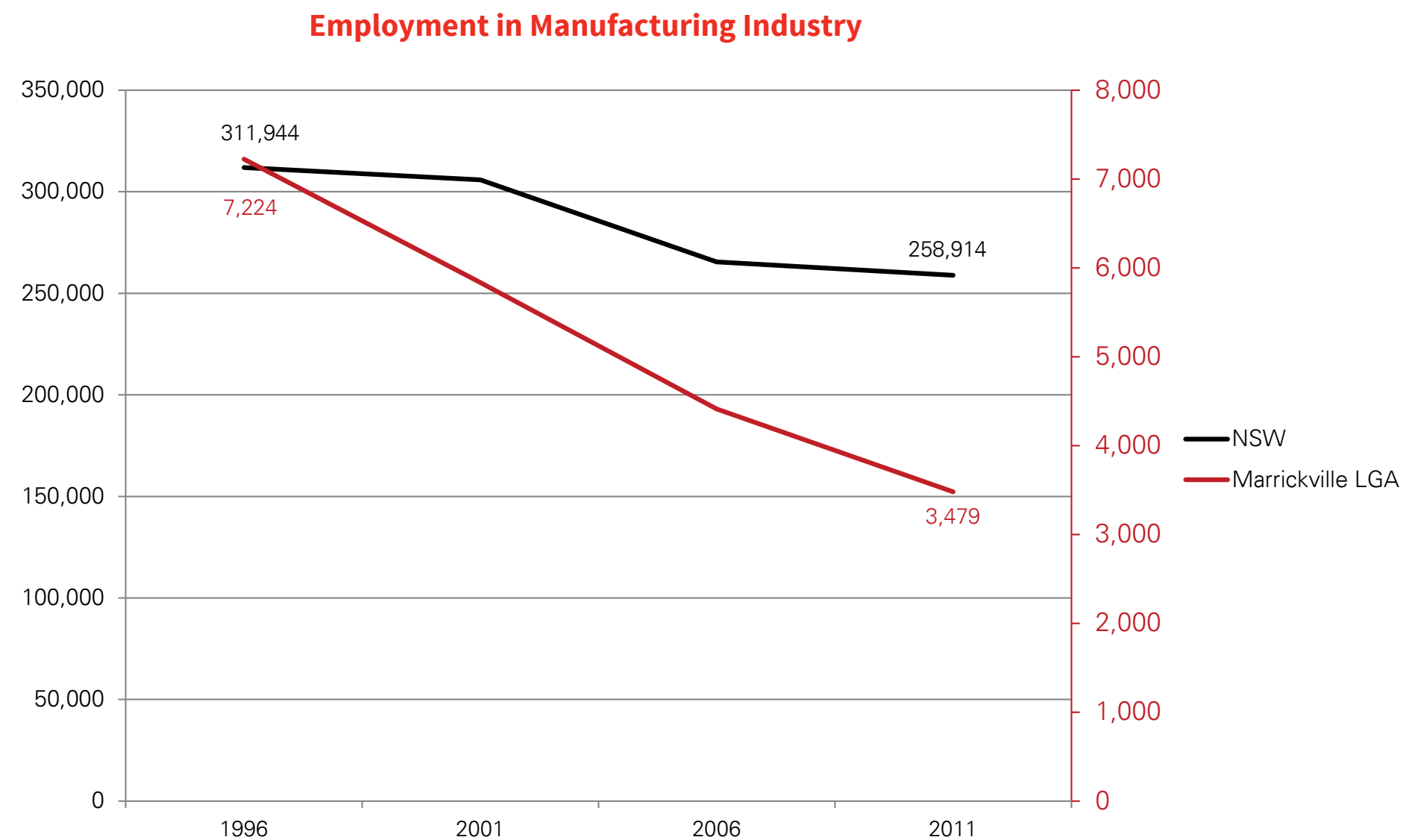


Figure 12: Manufacturing employment in Marrickville LGA and NSW, 1996 to 2011
Data Source: Australian Bureau of Statistics 1996-2011

Employment Density

The MELS found that the transport, postal and warehousing industry accounts for nearly 40% of total land usage within Marrickville’s industrial lands. ABS data notes that 1,453 persons were employed in this industry throughout the Marrickville LGA in 2011, and that many of these people are employed in business zoned land (e.g. post offices) rather than IN-zoned lands.

By comparison, despite representing less than half of the floorspace occupied by transport, postal and warehousing sector, manufacturing employed 3,479 people in 2011 – more than double the number of persons employed in transport, postal and warehousing.

This contrast lies at the heart of the employment decline in Marrickville’s industrial lands. As manufacturing businesses relocate from the LGA, or cease operations entirely, lower-intensity employment uses have taken up the surplus floorspace.

Vacancy Rates

The MELS estimates there is currently a vacancy rate of 4.8% for industrial land throughout Marrickville. However, this vacancy rate does not tell the full story, and hides the fact that a significant proportion of occupied floorspace is being utilised by non-industrial land uses.

As the demand for traditional industrial uses has declined and existing businesses have relocated elsewhere, substantial quantities of floorspace have become available for less employment-intensive land uses or for uses that are non-industrial. Weak demand from industrial tenants can be seen throughout Marrickville’s industrial precincts, with a range of alternative uses becoming more prominent in the area including wholesale and bulky goods retail, residential and business storage facilities, cafes, creative industries and artist studios. According to the MELS, the second-highest consumer of floorspace in the precinct is administrative and support services, which is not a traditional industrial use and include business such as recruitment services, cleaning services and office administrative services.

Industry (ANZSIC)	% of Total Floorspace
Transport, Postal and Warehousing	39.1%
Administrative and Support Services	19.3%
Manufacturing	15.9%
Inadequately described and Not Stated	6.5%
Other Services	4.9%
Arts and Recreation Services	3.1%
Wholesale Trade	2.5%
Professional, Scientific and Technical Services	2.0%
Construction	1.5%
Public Administration and Safety	1.4%
Retail Trade	1.1%

Table 1: Industry Floorspace %
Source: SGS Planning & Economics

2.3.3 Changing Workforce Demographics

As the characteristics of persons employed in Marrickville has been changing, so has the characteristics of the local residential workforce. Back in 1971, half of all Marrickville’s working residents were employed in the manufacturing, transport or construction industry. In 2011, only one in every seven employed residents were involved in these industries (ABS 2011). Conversely, in 1971 only 5% of Marrickville residents described themselves as professionals (ABS 1971) with this figure increasing more than seven-fold to 36% in 2011. Despite this dramatic shift in the local workforce the physical characteristics of local employment lands has changed very little since 1971.

The ‘Employment Lands Study’ prepared looks only at the employment role of industrial-zoned lands, yet today the significant majority of people work in Marrickville’s business and mixed-use zones in professional and service-sector jobs.

While businesses in Marrickville’s industrial areas historically relied on the skills of the local workforce living in the immediate surrounding area, these days 75% of the people working in the Marrickville LGA travel into the area from other LGAs (BTS 2014). At the same time, 85%

of Marrickville residents are forced to travel outside of the LGA for work, highlighting a major disconnect between the type of employment sought by Marrickville residents and the type of employment being provided in the area. Given that NSW 2021 and a Plan for Growing Sydney both seek to reduce commuting times and provide more jobs closer to home, opportunities to re-align the community employment needs with local employment opportunities should be seriously considered.

The NSW Bureau of Transport Statistics predicts that in the future, Marrickville residents will be working increasingly in the tertiary economy. Employment in the health care, education and professional services industries is expected to comprise the majority of growth in local employment, whilst manufacturing will fall from 15% of total employment to 10%. These projections are based on historical patterns of change and the blunt impact of macro-economic forces. Without strategic intervention, these high-level forces will result in a significant disconnect between the skills of the local workforce (as discussed below) and the type of jobs provided in the local area.

Projected Employment Change in Marrickville to 2031

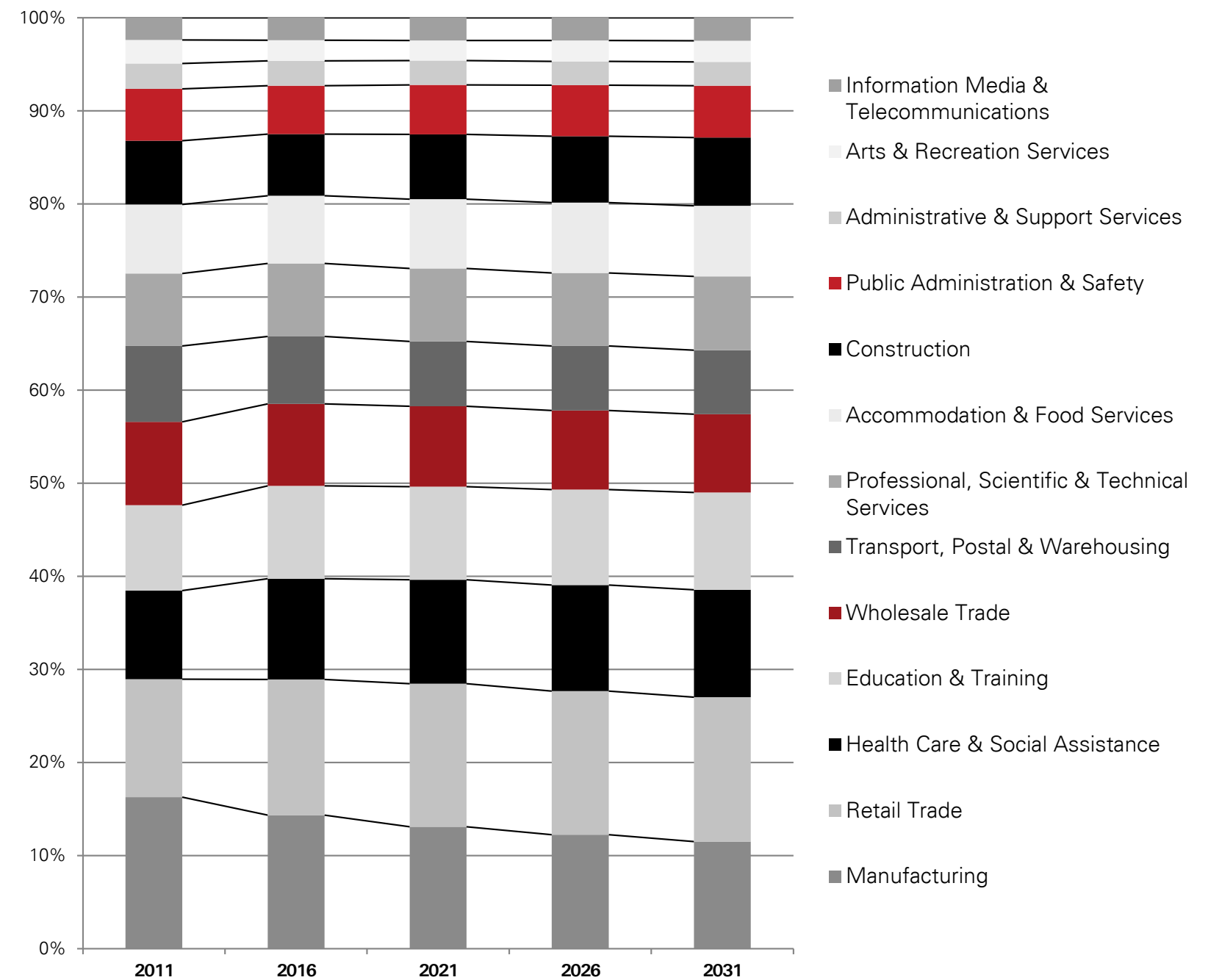


Figure 13: Projected changes in employment within the Marrickville LGA
Source: BTS

2.4 SYDENHAM-MARRICKVILLE INDUSTRIAL PRECINCT AND VICTORIA ROAD

2.4.1 History

As with the broader Marrickville LGA, the Sydenham-Marrickville Industrial Precinct developed over the course of the late-19th and early 20th centuries. Following WWII, rapid industrial growth and stricter land use planning saw most of the existing residential dwellings, which in the 1940s accounted for about one-quarter of all land in the Sydenham-Marrickville industrial precinct, being redeveloped for industrial purposes (Marrickville Council 2014).

The extent of land zoned for industrial purposes in the Marrickville-Sydenham Industrial Precinct has changed little in over 60 years, as illustrated in the accompanying map extract from the 1951 County of Cumberland Planning Scheme. This zoning largely reflects the extent of industrial land that had already developed or was in the process of being developed at the beginning of the 1950s.



Figure 14: Extract from County of Cumberland Plan 1951
Source: City of Sydney 2015