

# BIZ FACTS

Spring 2011 Edition

Parramatta



## Introduction

It was a great honour to be elected as Lord Mayor of Parramatta in September and I look forward to working with Deputy Lord Mayor Clr Andrew Wilson to ensure our city maintains the momentum generated by our predecessors.

As the 'engine room' of Western Sydney, Parramatta is leading the way with business innovation, major events and city improvements. Our role in Western Sydney was a key topic of discussion when NSW Premier Barry O'Farrell visited Parramatta earlier this month and we are ensuring that the city is positioned to support the area's growth and advancement.

With Rydalmere precinct earmarked as a future high technology hub right next door to the University of Western Sydney and new business such as Headland Manufacturing taking up the opportunity to be part of the vision for the area, the future looks bright.

Parramatta has demonstrated it is an events-lead city by recently hosting the eight-day Parramasala Festival held in conjunction with Destination NSW. We look forward to our very own program for the Sydney Festival and another spectacular fireworks display on our historic river for New Years Eve.

I hope you are as excited as I am by the many opportunities we currently have available and I encourage businesses to work with council and all levels of government to make Parramatta the best and brightest it can be.

Councillor Lorraine Wearne  
Lord Mayor

## Economic Highlights for Parramatta

	Level	Annual Growth
<b>Population Growth</b>		
2010	172,333	3.0%
2036f	211,880	0.8%
<b>Employment</b>		
Jun Qtr 2011	81,486	9.0%
<b>Unemployment rate</b>		
Jun Qtr 2011	4.9%	-1.8%
<b>Gross Rental Yields</b>		
Separate houses, Jun Qtr 2011	4.1%	-0.1%
Units, Jun Qtr 2011	5.3%	0.2%
<b>Value of Building Approvals</b>		
Residential, Yr to Sep Qtr 2011	\$336.4m	14.9%
Non-residential, Yr to Sep Qtr 2011	\$152.1m	38.7%
<b>Office Vacancy Rates</b>		
A Grade, July 2011	2.4%	-0.5%
<b>Median House Price</b>		
Jun Qtr 2011	\$563,000	6.0%
<b>Tourism</b>		
Room occupancy, Jun Qtr 2011	76.8	5.0%
Takings, Jun Qtr 2011	\$16.7m	12.3%

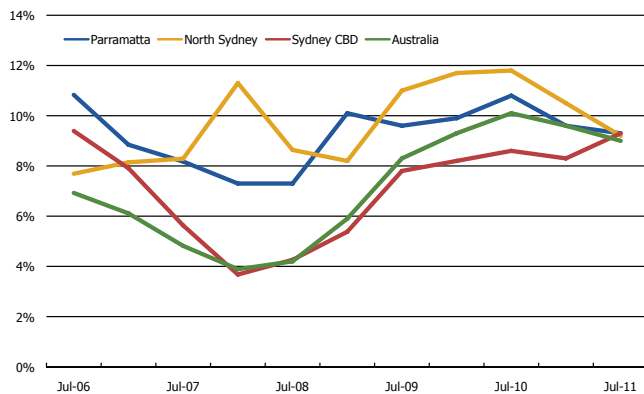


NSW Premier, The hon. Barry O'Farrell, Parramatta Lord Mayor, Clr Lorraine Wearne and Destination NSW CEO, Sandra Chipchase

### Office Market

The total vacancy factor for all useable office space in the Parramatta CBD was 9.3% in July 2011, which was 1.5 percentage points lower than the level recorded in July 2010 (10.8%). Vacancy rates in Parramatta were, however, lower than other major office precincts across Sydney, specifically Chatswood (17.0%), Crows Nest / St Leonards (12.5%) and North Ryde (9.8%).

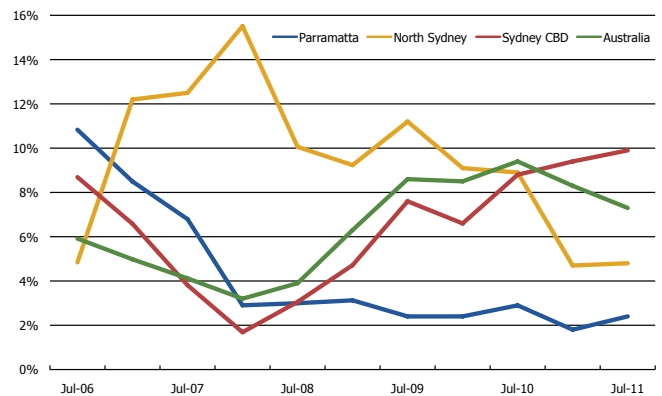
#### Office Vacancy Rate



Source: Property Council of Australia

The demand for A Grade office space in Parramatta remains strong, with a vacancy rate of 2.4% recorded in July 2011. This is significantly lower than the averages for North Sydney (4.8%), Sydney CBD (9.9%) and Australia (7.3%) for similar quality office stock. Further, Parramatta has recorded the lowest vacancy rates compared to these other markets for the past three years.

#### Office Vacancy Rate A Grade Office Space



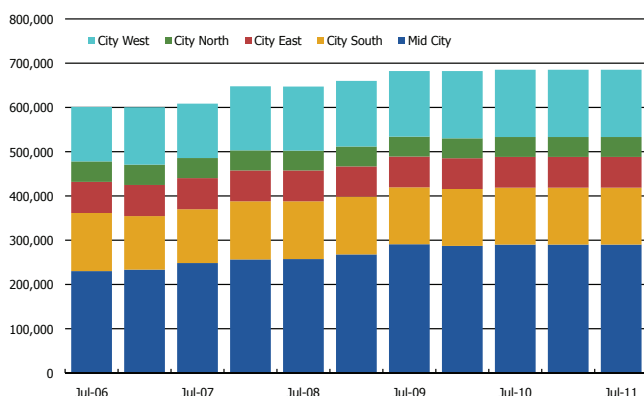
Source: Property Council of Australia

	Stock (sq m)		Vacancy factor (%)	
	Jul-11	Ann % chg	Jul-11	Ann % chg <sup>(a)</sup>
Parramatta CBD	685,171	0.0	9.3	-1.5
Mid City	290,082	0.0	8.6	-1.8
City South	128,606	0.0	12.0	-0.9
City East	69,507	0.0	7.0	0.2
City North	44,955	0.0	17.6	1.8
City West	152,021	0.0	6.8	-3.5
Chatswood	284,855	0.3	17.0	-2.2
Crows Nest/ St Leonards	366,461	-0.5	12.5	-2.9
North Ryde	807,527	1.6	9.8	-1.5
North Sydney	860,473	-0.5	9.2	-2.6
Sydney CBD	4,904,928	2.4	9.3	0.7
Total Sydney	7,909,415	1.6	9.8	-0.3

Note: (a) Changes are percentage point changes.  
Source: Property Council of Australia

Total office space (or stock) in the City of Parramatta was 685,171 sq m in July 2011, which remained unchanged from the level recorded in July 2010.

#### Total Office Stock Parramatta (sq m)



Source: Property Council of Australia

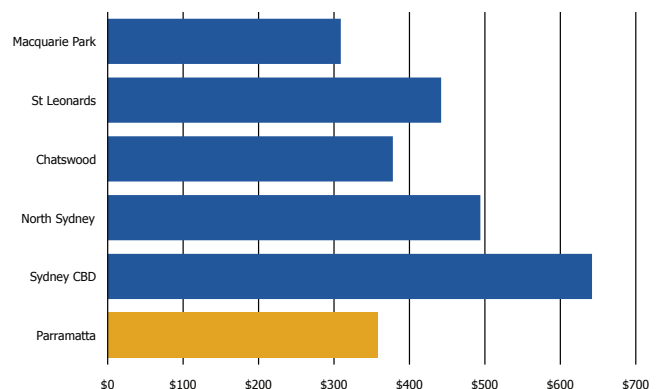
### Office Rents

The achievable rent for prime office space in Parramatta in the September Quarter 2011 was \$358 per sq m per annum, which remained considerably lower than the major office markets of the Sydney CBD (\$642) and North Sydney (\$494). The average prime yield for office space in Parramatta was 8.75% in the September Quarter 2011, which was the second highest of all major markets across Sydney behind Chatswood (9.17%).

Prime Office Rents, Sydney Metropolitan, Sep Qtr 2011							
Market	Avg prime net face rent		Avg prime yield		Avg capital value		
	Level (\$/sq m)	Ann % chg	Level (%)	Ann % chg	Level (\$/sq m)	Ann % chg	
Parramatta	358	7.5	8.75	-0.06	4,091	8.3	
Sydney CBD	642	6.1	7.42	-0.01	8,652	6.3	
North Sydney	494	3.6	8.16	0.02	6,054	3.3	
Chatswood	378	4.1	9.17	0.00	4,122	4.0	
St Leonards	442	6.3	6.75	-2.00	5,051	6.2	
Macquarie Park	309	2.3	8.57	0.03	3,606	2.0	

Source: CBRE

#### Office Rents Grade A (A\$/sq m/yr), Sept Qtr 2011



Source: Cushman & Wakefield, CBRE

### Future Supply

The future supply of office stock in Parramatta is of some concern given the demand for space. Only 25,050sq m of new construction has been confirmed for 2012 and 14,517sq m for 2013 and beyond, with a further 71,878 sq m mooted (i.e. dependent on pre-commitments and leasing agreements being secure).

Future Supply			
Projected Supply (sq m)	Confirmed		Mooted
	2012	2013+	
New Construction	25,050	14,517	71,878
Full Refurbishment	0	0	0
Partial Refurbishment	0	0	0
<b>Total</b>	<b>25,050</b>	<b>14,517</b>	<b>71,878</b>

Source: Property Council of Australia

Development Details				
Address	Stage	Date	Office NLA	Retail GLA
60 Station Street	Construction	2012	25,050	580
87-89 George Street	DA Applied	2013+	11,517	753
45 Macquarie Street	DA Applied	2013+	3,000	500
105 Phillip Street	DA Approved	Mooted	20,388	500
109-113 George Street	DA Approved	Mooted	21,490	900
159-175 Church Street	DA Applied	Mooted	30,000	25,000

Source: Property Council of Australia

### Industrial Market

The achievable net rent for prime industrial property in the Central West region of Sydney – in which the City of Parramatta is located – in the June Quarter 2011 was \$115 per sq m per annum for distribution centres (the second highest of all regions behind Southern Sydney) and \$123 per sq m per annum for warehouses.

Grade A Industrial Property Market, Sydney, Jun Qtr 2011			
	Avg net face rent (\$/sqm)	Yield range (%)	Avg capital value (\$/sqm)
<b>Distribution centres</b>			
North	-	-	-
Central West	115	8.25-8.75	1,353
South	135	8.00-8.50	1,636
Outer North West	109	8.25-9.25	1,282
Outer Central West	105	8.50-9.00	1,200
Outer South West	103	8.50-9.75	1,138
Outer South	-	-	-
<b>Warehouses</b>			
North	188	9.50-10.00	1,948
Central West	123	8.00-9.00	1,465
South	130	8.00-8.50	1,576
Outer North West	105	8.50-9.00	1,200
Outer Central West	110	8.25-8.75	1,294
Outer South West	95	8.25-10.00	1,036
Outer South	130	8.00-8.50	1,576

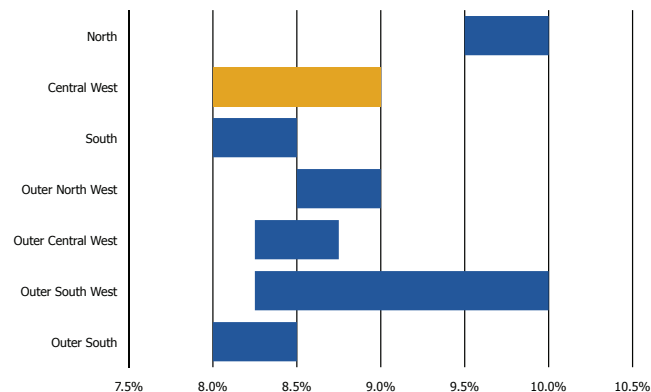
Source: CBRE

The average capital value for prime industrial property in the Central West region of Sydney in the June Quarter 2011 was \$1,353 per sq m for distribution centres and \$1,465 per sq m for warehouses.

The average capital value for distribution centres in Central West was the second highest across Sydney (again behind Southern Sydney) whilst prices for warehouses were fourth highest.

### Yield Range

Grade A Warehouses, Sydney Metropolitan, Jun Qtr 2011

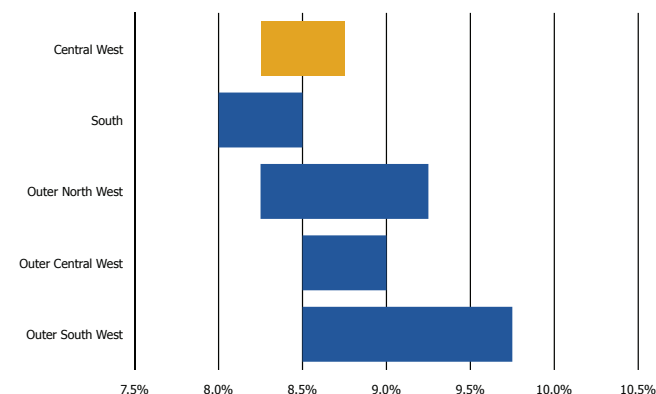


Source: CBRE

The yield range for Grade A industrial property in the Central West region was 8.25-8.75% for distribution centres in the June Quarter 2011 and 8.00-9.00% for warehouses.

### Yield Range

Grade A Distribution Centres, Sydney Metropolitan, Jun Qtr 2011



Source: CBRE

Grade A Industrial Land Values, Sydney, Jun Qtr 2011		
	0.25ha (\$/sqm)	1.6ha (\$/sqm)
North	400-750	300-700
Central West	425-550	350-400
South	600-1,500	500-1,000
Outer North West	300-350	200-300
Outer Central West	325-375	275-325
Outer South West	200-400	175-325
Outer South	750-950	450-550

Source: CBRE

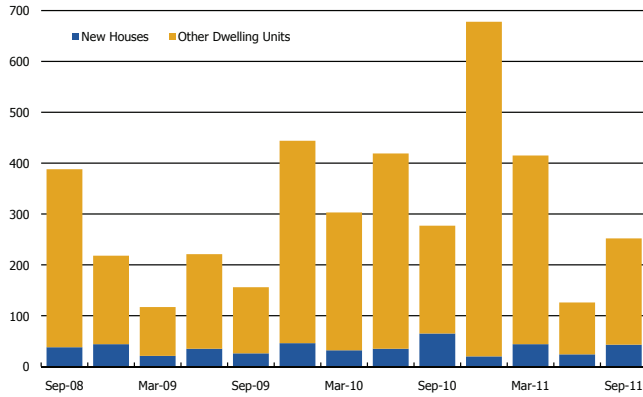
Land values for Grade A industrial property in the Central West region was \$425-550 per sq m for small sites (0.25ha) in the June Quarter 2011, whilst for large sites (1.6ha) values ranged from \$350-400 per sq m. The highest land values for industrial sites across Sydney were in the Southern region (\$600-1,500 per sq m for 0.25ha and \$500-1,000 per sq m for 1.6ha sites).

### Building Approvals

The number of building approvals in the City of Parramatta increased slightly by 1.9% to a total of 1,471 over the year to September 2011 when compared to the previous year (1,443).

#### Dwelling Approvals

City of Parramatta

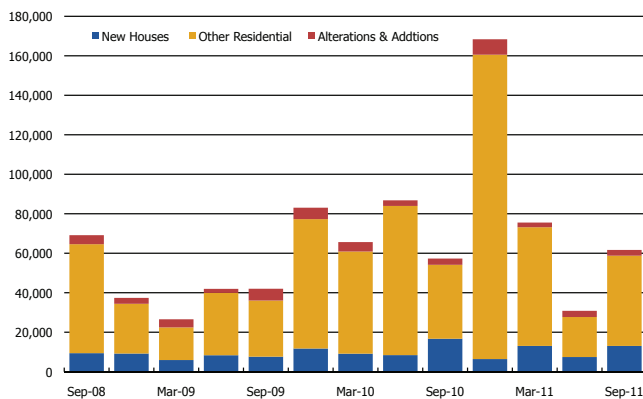


Source: ABS 8731.1

The total value of residential building approvals in the City of Parramatta was \$336.4 million over the year to September 2011, representing an increase of 14.9% from the level recorded in the year to September 2010 (\$292.8 million).

#### Value of Residential Building Approvals

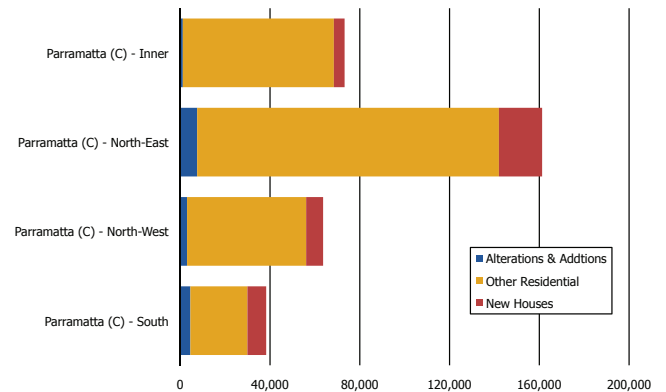
City of Parramatta (\$'000)



Source: ABS 8731.1

#### Value of Dwelling Approvals

City of Parramatta (\$'000), Year to September 2011



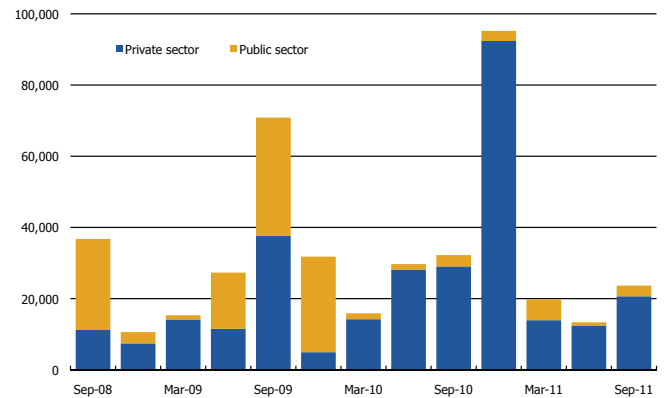
Source: ABS 8731.1

### Construction

The value of non-residential building approvals in the City of Parramatta was \$152.1 million over the year to September 2011, representing a significant annual increase of 38.7% from the value of approvals for the year to September 2010 (\$109.6 million).

#### Value of Non-Residential Building Approvals

City of Parramatta, (\$'000)



Source: ABS 8731.1

### Building Approvals, City of Parramatta

	Parramatta (C) – Inner		Parramatta (C) – North-East		Parramatta (C) – North-West		Parramatta (C) – South		City of Parramatta	
	Level Yr to Sep-11	Ann % chg	Level Yr to Sep-11	Ann % chg	Level Yr to Sep-11	Ann % chg	Level Yr to Sep-11	Ann % chg	Level Yr to Sep-11	Ann % chg
<b>Number</b>										
Dwellings:	389	-26.9	584	159.6	308	3.7	190	-51.2	1,471	1.9
New houses	14	-26.3	55	-40.2	25	-32.4	37	23.3	131	-26.4
Other dwellings	375	-26.9	529	297.7	283	8.8	153	-57.4	1,340	5.9
<b>Value (\$'000)</b>										
Dwellings:	73,227	-32.1	161,250	169.3	63,654	27.0	38,290	-48.9	336,421	14.9
New houses	4,782	2.2	19,258	-26.0	7,551	-20.5	8,361	44.7	39,952	-13.1
Other dwellings	67,305	-32.6	134,455	403.8	53,065	44.1	25,413	-62.0	280,238	21.7
Alterations & additions	1,139	-66.0	7,538	5.0	3,037	-20.0	4,515	101.5	16,229	-2.1
Non-dwelling:	127,532	180.2	3,570	-82.8	13,058	-62.0	7,897	-12.6	152,057	38.7
Public sector	115,426	251.8	3,023	-71.8	13,058	-46.6	7,897	-6.0	139,404	82.6
Private sector	12,106	-4.7	547	-94.5	0	-100.0	0	-100.0	12,653	-62.0
<b>Total building</b>	<b>200,759</b>	<b>30.9</b>	<b>164,819</b>	<b>104.5</b>	<b>76,711</b>	<b>-9.2</b>	<b>46,187</b>	<b>-45.0</b>	<b>488,476</b>	<b>21.4</b>

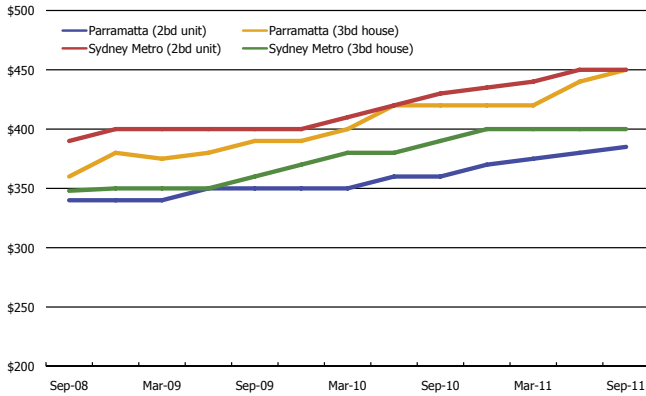
Source: ABS 8731.1

### Median Weekly Rents

Rental prices for two bedroom flats / units and three bedroom separate houses in the City of Parramatta increased annually by 6.9% and 7.1% respectively, over the year to the September Quarter 2011.

#### Median Weekly Rents

Separate Houses & Flats / Units



Source: NSW Department of Housing

#### Median Weekly Rents

	Parramatta		Sydney Region	
	Level (\$) Sep Qtr 2011	Ann % chg	Level (\$) Sep Qtr 2011	Ann % chg
<b>All Dwellings</b>				
One bedroom	320	0.0	400	5.3
Two bedroom	390	6.8	450	7.1
Three bedroom	450	4.7	450	4.7
Four+ bedroom	545	4.8	560	3.7
<b>Separate Houses</b>				
Two bedroom	400	11.1	375	7.1
Three bedroom	450	7.1	400	2.6
<b>Flats and Units</b>				
One bedroom	330	3.1	415	6.4
Two bedroom	385	6.9	450	4.7

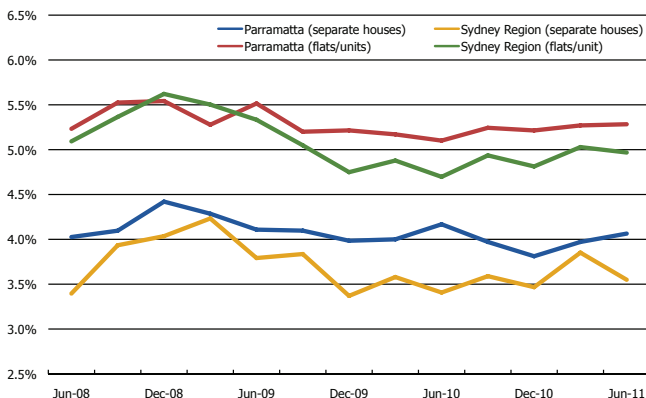
Source: NSW Department of Housing

### Rental Yields

The average housing rental yield in the City of Parramatta was 4.1% in the June Quarter 2011, whilst the unit rental yield was 5.3%. Gross rental yields for separate houses and flats/units in the City of Parramatta were higher than the averages for the Sydney Region of 3.5% and 5.0%, respectively.

#### Rental Yields

Separate Houses and Flats / Units



Source: NSW Department of Housing, Lawrence Consulting

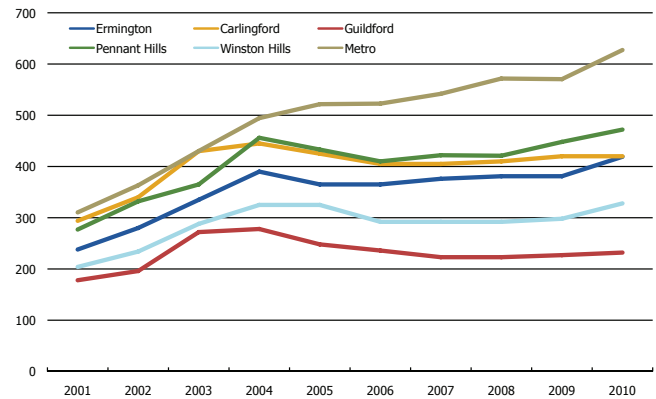
### Land Values

The NSW Department of Lands publishes average land values across a range of property types for specific suburbs across metropolitan Sydney. Within the City of Parramatta, land values were published for five locations in 2010.

The average land value for a single dwelling residential site across Parramatta ranged from \$232,000 in Guildford to \$472,000 in Pennant Hills in 2010.

#### Land Value

Single Residential Dwelling Site (\$'000)



Source: NSW Department of Lands

#### Land Values, 2010

Type of site	Parramatta		Metropolitan <sup>(a)</sup>	
	Land value (\$)	Ann % chg	Land value (\$)	Ann % chg
<b>Single dwelling:</b>				
Ermington	419,000	10.0	627,327	10.0
Carlingford	420,000	0.0		
Guildford	232,000	2.2		
Pennant Hills	472,000	5.4		
Winston Hills	328,000	10.1		
Retail shop	960,000	0.0		
Large industrial <sup>(b)</sup>	8,780,000	0.0	8,925,333	0.1

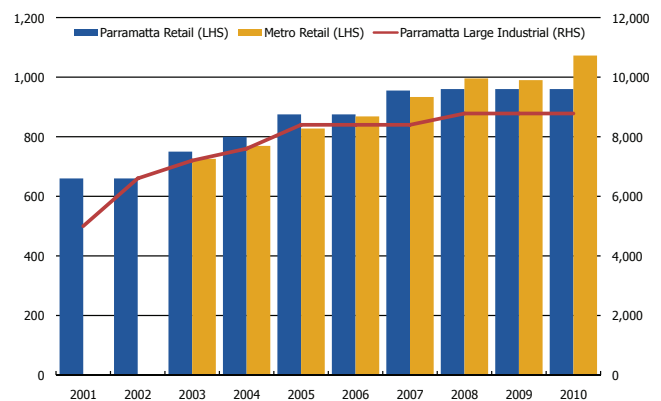
Note: (a) Figures for single dwelling site relate to Sydney Metropolitan Area. Figures for Retail shop and large industrial include Sydney, Newcastle and Wollongong. (b) Figure for Parramatta is suburb of Rydalmere.

Source: NSW Department of Lands

The average land value for a single retail site in Parramatta was \$960,000 in 2010, which remained unchanged from the average in 2009. The land value for an average large industrial site in Parramatta (i.e. 2.75ha) was \$8.78 million in 2010.

#### Land Values

Single Retail Shop & Large Industrial Sites (\$'000)



Source: NSW Department of Lands

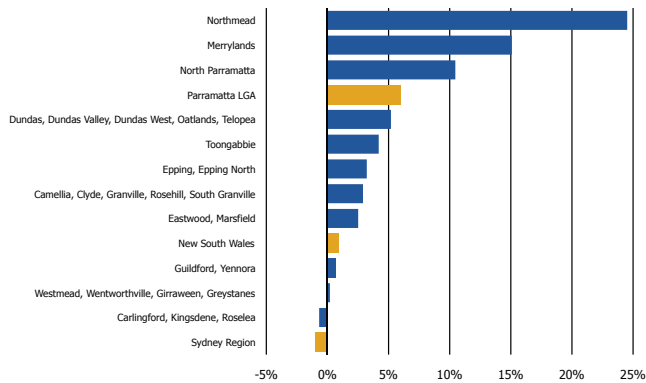
# BIZ FACTS

## HOUSING MARKET

### House Prices

The median house price for the City of Parramatta was \$563,000 in the June Quarter 2011, which represented an annual increase of 6.0%. The growth in house prices in Parramatta was higher than the average for New South Wales (up 1.0%) and in contrast to a decline across the Sydney Region (down 1.0%) over the same period.

Median House Prices  
Annual Growth, Jun Qtr 2011



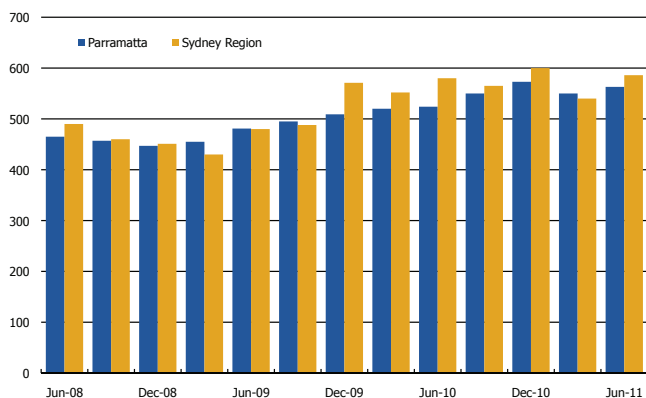
Source: NSW Department of Housing

The median house price in the City of Parramatta in the June Quarter 2011 was below the average for the Sydney Region (\$586,000) but higher than New South Wales (\$445,000).

Median House Prices (\$)			
Suburb/Locality	Jun Qtr 2011	Jun Qtr 2010	Ann % chg
Dundas, Dundas Valley, Dundas West, Oatlands, Telopea	648,000	616,000	5.2
Carlingford	733,000	738,000	-0.7
Epping, Epping North	898,000	870,000	3.2
Eastwood, Marsfield	897,000	875,000	2.5
Camellia, Clyde, Granville, Rosehill, South Granville	460,000	447,000	2.9
Westmead, Wentworthville, Greystanes	496,000	495,000	0.2
Toongabbie	472,000	453,000	4.2
North Parramatta	718,000	650,000	10.5
Northmead	650,000	522,000	24.5
Merrylands	496,000	431,000	15.2
<b>City of Parramatta</b>	<b>563,000</b>	<b>531,000</b>	<b>6.0</b>
Sydney Region	586,000	592,000	-1.0
New South Wales	445,000	441,000	1.0

Source: NSW Department of Housing

Median Sales Prices  
Separate houses (\$'000)

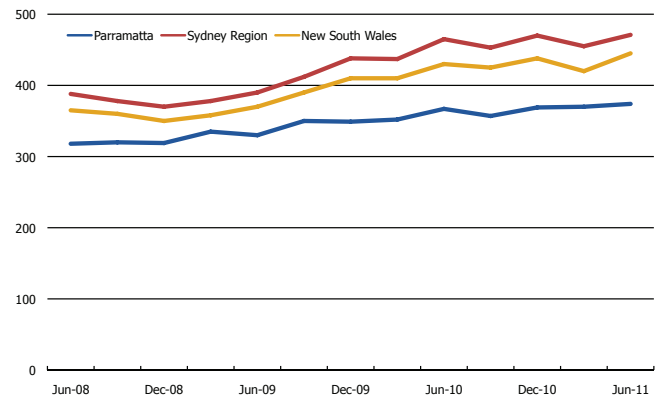


Source: NSW Department of Housing

### Flat / Unit Prices

The median price for flats and units in the City of Parramatta was \$374,000 in the June Quarter 2011, representing a slight annual decrease of 1.1%.

Median Sales Prices  
Flats / Units (\$'000)



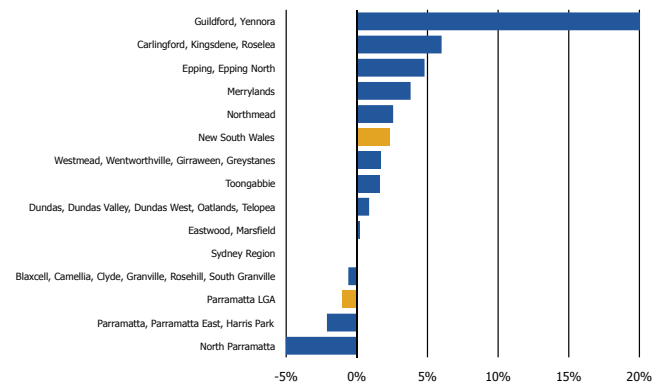
Source: NSW Department of Housing

The median unit price in the City of Parramatta in the June Quarter 2011 was below the averages for the Sydney Region (\$471,000) and New South Wales (\$445,000).

Median Flat and Unit Prices (\$)			
Suburb/Locality	Jun Qtr 2011	Jun Qtr 2010	Ann % chg
Dundas, Dundas Valley, Dundas West, Oatlands, Telopea	464,000	460,000	0.9
Carlingford	530,000	500,000	6.0
Epping, Epping North	503,000	480,000	4.8
Eastwood, Marsfield	510,000	509,000	0.2
Camellia, Clyde, Granville, Rosehill, South Granville	330,000	332,000	-0.6
Westmead, Wentworthville, Greystanes	361,000	355,000	1.7
Toongabbie	316,000	311,000	1.6
Parramatta, Parramatta East, Harris Park	370,000	378,000	-2.1
North Parramatta	367,000	395,000	-7.2
Northmead	399,000	389,000	2.6
Merrylands	300,000	289,000	3.8
Guildford, Yennora	367,000	300,000	22.3
<b>City of Parramatta</b>	<b>374,000</b>	<b>378,000</b>	<b>-1.1</b>
Sydney Region	471,000	471,000	0.1
New South Wales	445,000	435,000	2.3

Source: NSW Department of Housing

Median Unit Prices  
Annual Growth, Jun Qtr 2011

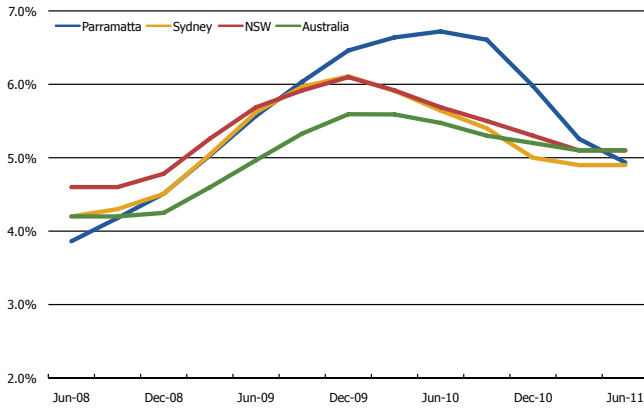


Source: NSW Department of Housing

### Labour Market

The estimated number of employed persons among the resident population of the City of Parramatta was 81,486 in the June Quarter 2011, representing a significant annual increase of 6,695 persons, or 9.0%.

#### Unemployment Rate



Source: DEEWR, Lawrence Consulting

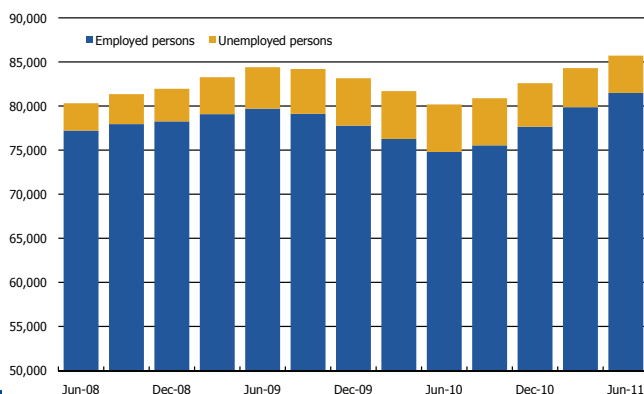
The unemployment rate in the City of Parramatta was 4.9% in the June Quarter 2011, which represented a significant annual decrease of 1.8 percentage points.

#### Labour Market, City of Parramatta

	Level Jun Qtr 2011	Qtrly % chg	Ann % chg
<b>Employed persons (no.)</b>	<b>81,486</b>	<b>2.0</b>	<b>9.0</b>
Parramatta (C) – Inner	24,309	2.0	8.8
Parramatta (C) – North-East	23,795	2.0	8.4
Parramatta (C) – North-West	20,340	2.0	8.3
Parramatta (C) – South	13,042	2.3	11.4
<b>Unemployed (no.)</b>	<b>4,230</b>	<b>-4.5</b>	<b>-21.5</b>
Parramatta (C) – Inner	1,275	-4.1	-19.4
Parramatta (C) – North-East	812	-5.1	-23.8
Parramatta (C) – North-West	670	-6.3	-24.0
Parramatta (C) – South	1,473	-3.8	-20.8
<b>Unemployment rate (%) (a)</b>	<b>4.9</b>	<b>-0.3</b>	<b>-1.8</b>
Parramatta (C) – Inner	5.0	-0.3	-1.6
Parramatta (C) – North-East	3.3	-0.2	-1.3
Parramatta (C) – North-West	3.2	-0.3	-1.3
Parramatta (C) – South	10.1	-0.6	-3.6
<b>Labour force (no.)</b>	<b>85,716</b>	<b>1.7</b>	<b>6.9</b>
Parramatta (C) – Inner	25,584	1.7	6.9
Parramatta (C) – North-East	24,607	1.7	6.9
Parramatta (C) – North-West	21,010	1.7	6.9
Parramatta (C) – South	14,515	1.6	7.0

Note: (a) Unemployment rate changes are percentage point changes.  
Source: DEEWR, Lawrence Consulting

#### Labour Force City of Parramatta

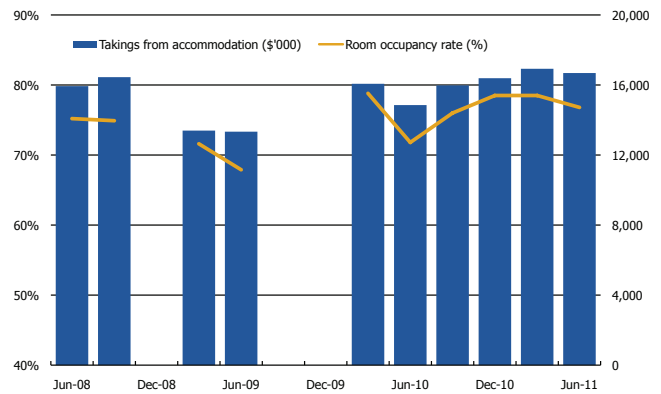


Source: DEEWR, Lawrence Consulting

### Tourism

The room occupancy rate for tourism establishments in the City of Parramatta was 76.8% in the June Quarter 2011, representing a significant increase of 5.0 percentage points from the level recorded in the June Quarter 2010 (71.8%). Takings from accommodation increased annually by 12.3% to \$16.7 million in the June Quarter 2011.

#### Occupancy Rate & Accommodation Takings City of Parramatta



Source: ABS Survey of Tourist Accommodation

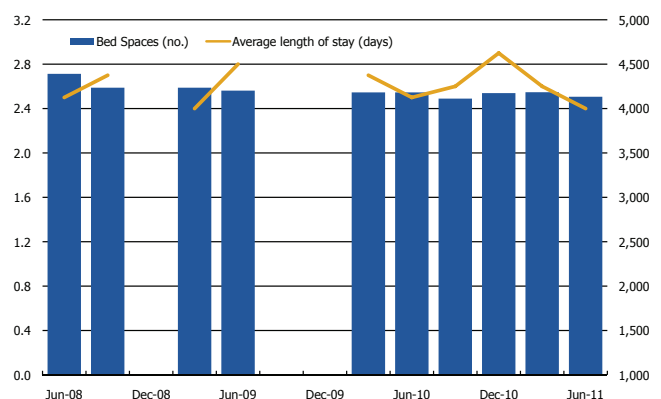
#### Tourist Accommodation

	Level Jun Qtr 2011	Ann % chg
<b>Supply</b>		
Establishments	11	0.0
Guest Rooms	1,546	-0.2
Bed Spaces	4,133	-1.2
Employment	659	5.1
<b>Demand</b>		
Room occupancy (%)	76.8	5.0
Room nights	108,006	6.7
Guest nights	169,714	5.8
Guest arrivals	69,914	10.6
Average stay (nights)	2.4	-4.0
Takings from accommodation (\$'000)	16,682.6	12.3
Average daily takings (\$)	154.46	5.3

Source: ABS Survey of Tourist Accommodation

Tourism capacity in Parramatta decreased marginally over the year to the June Quarter 2011 with falls in the number of bed spaces (down 1.2%) and guest rooms (down 0.2%) available in hotels, motels and serviced apartments with 15 or more rooms.

#### Tourism Capacity & Average Stay City of Parramatta

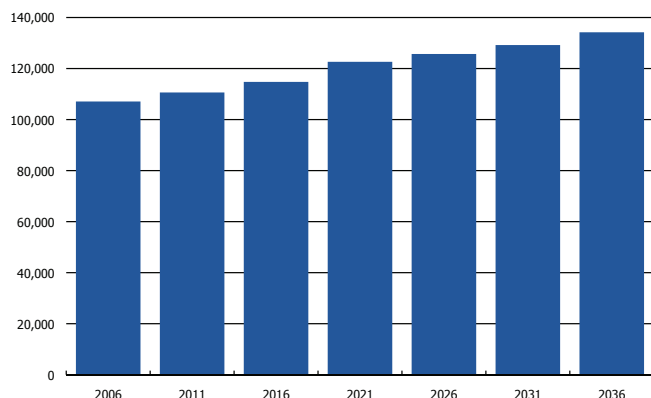


Source: ABS Survey of Tourist Accommodation

## Employment Forecasts

Total employment levels in the City of Parramatta are expected to increase from 107,084 persons in 2006 to 134,208 persons in 2036, representing growth of 27,124 persons, or 25.3%.

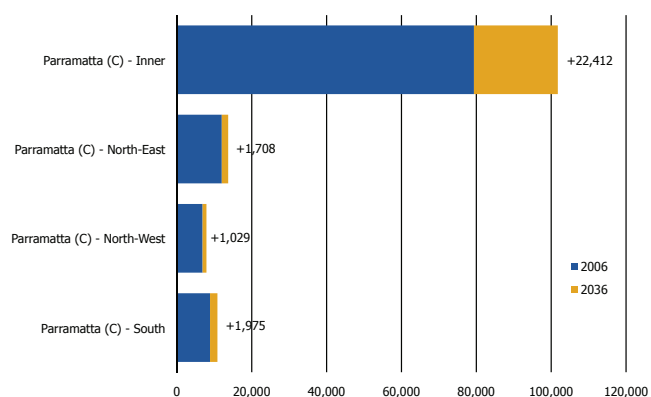
Forecast Employment  
City of Parramatta, 2006-36



Source: NSW Bureau of Transport Statistics

## Employment Forecasts by Sub-Region

City of Parramatta

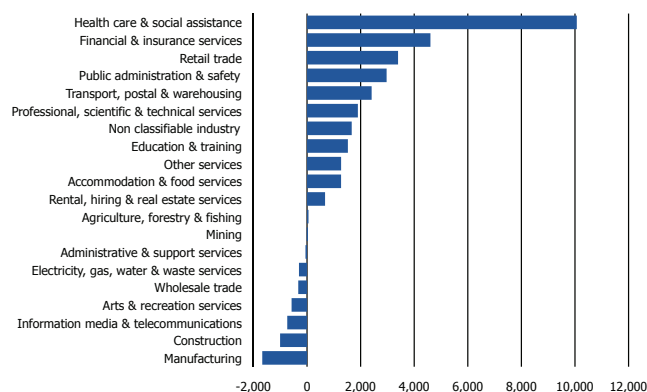


Source: NSW Bureau of Transport Statistics

Within the City of Parramatta, the Inner region is expected to record the highest increase in employment (up 22,412) between 2006 and 2036.

With regard to industry, the Health Care & Social Assistance sector is expected to record the largest increase in employment between 2006 and 2036 (up 10,068), followed Financial & Insurance Services (up 4,606), Retail Trade (up 3,397) and Public Administration & Safety (up 2,970). In contrast, the Manufacturing sector will experience the largest contraction in employment (down 1,671), followed by Construction (down 1,005) and Information Media & Telecommunications (down 738).

Total Employment Growth by Industry  
City of Parramatta, 2006-36



Source: NSW Bureau of Transport Statistics

In 2036, the City of Parramatta will have a greater industry employment share in the Financial & Insurance Services, Administrative & Support Services, Public Administration & Safety and Health Care & Social Assistance sectors than the Sydney Region.

Between 2006 and 2036, the City of Parramatta is expected to contribute 3.6% of the total employment growth for the Sydney Region (761,369 persons).

## Employment Forecasts

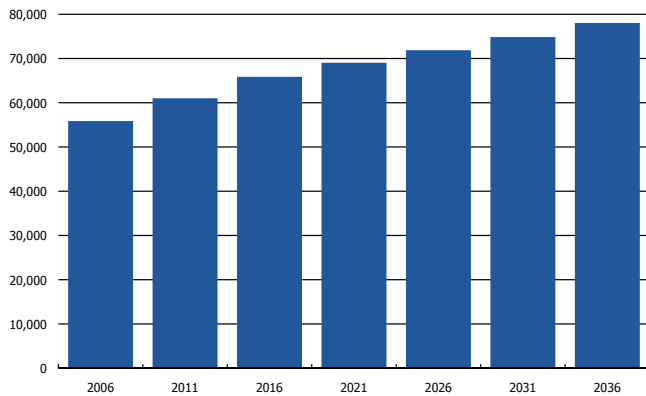
Industry	City of Parramatta				Sydney Region			
	Level 2006	Level 2036	Actual change	% change	Level 2006	Level 2036	Actual change	% change
Agriculture, Forestry & Fishing	76	131	55	72.3	8,689	11,587	2,897	33.3
Mining	82	71	-11	-13.6	4,505	5,461	955	21.2
Manufacturing	11,776	10,105	-1,671	-14.2	208,618	238,604	29,986	14.4
Electricity, gas, water & waste services	409	108	-301	-73.6	17,755	18,021	267	1.5
Construction	5,442	4,437	-1,005	-18.5	116,719	137,006	20,287	17.4
Wholesale trade	5,808	5,480	-327	-5.6	119,186	120,268	1,081	0.9
Retail trade	9,129	12,526	3,397	37.2	225,235	353,802	128,567	57.1
Accommodation & food services	4,615	5,885	1,271	27.5	128,609	214,051	85,442	66.4
Transport, postal & warehousing	4,480	6,891	2,411	53.8	111,952	152,564	40,612	36.3
Information media & telecommunications	2,453	1,715	-738	-30.1	63,096	60,147	-2,949	-4.7
Financial & insurance services	9,653	14,258	4,606	47.7	138,894	169,628	30,734	22.1
Rental, hiring & real estate services	1,704	2,377	673	39.5	39,683	63,664	23,981	60.4
Professional, scientific & technical services	5,845	7,742	1,897	32.5	189,516	265,513	75,997	40.1
Administrative & support services	3,307	3,249	-58	-1.8	66,749	68,672	1,923	2.9
Public administration & safety	12,025	14,994	2,970	24.7	120,636	169,169	48,533	40.2
Education & training	5,276	6,801	1,525	28.9	154,129	232,083	77,955	50.6
Health care & social assistance	17,834	27,902	10,068	56.5	211,282	328,734	117,453	55.6
Arts & recreation services	1,061	484	-577	-54.4	30,188	38,786	8,598	28.5
Other services	3,740	5,012	1,272	34.0	77,752	115,172	37,420	48.1
Non classifiable industry	2,372	4,040	1,668	70.3	59,036	90,665	31,630	53.6
<b>Total</b>	<b>107,084</b>	<b>134,208</b>	<b>27,124</b>	<b>25.3</b>	<b>2,092,226</b>	<b>2,853,596</b>	<b>761,369</b>	<b>36.4</b>

Source: NSW Bureau of Transport Statistics

### Household Projections

Household projections to the year 2036 indicate that the number of households in the City of Parramatta will increase from 55,862 households in 2006 to 78,032 in 2036. This represents a total increase of 22,170 households, or an average annual increase of 1.1% over the period, slightly below the average growth for the Sydney Region (1.3%).

Household Projections  
City of Parramatta, 2006-36



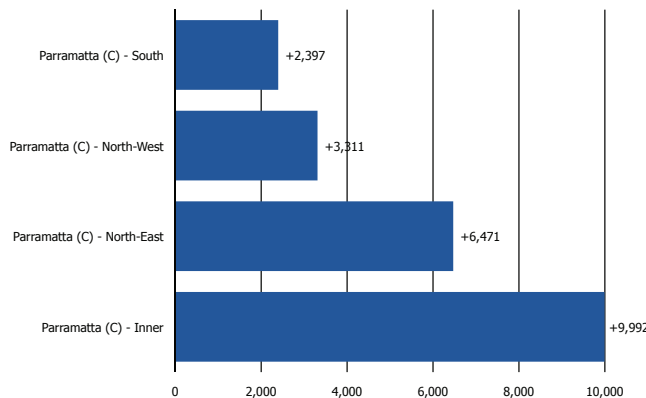
Source: NSW Bureau of Transport Statistics

Household Projections			
Region	Level 2006	Level 2036	Avg ann % chg 2006-36
City of Parramatta	55,862	78,032	1.1
Parramatta (C) – Inner	16,870	26,862	1.6
Parramatta (C) – North-East	15,995	22,466	1.1
Parramatta (C) – North-West	12,684	15,995	0.8
Parramatta (C) – South	10,313	12,710	0.7
Sydney Region	1,572,117	2,292,982	1.3

Source: NSW Bureau of Transport Statistics

Within the City of Parramatta, the Inner region is expected to record the highest increase in total number of households (up 9,992) between 2006 and 2036, followed by the North-East (up 6,471), North-West (up 3,311) and South (up 2,397).

Forecast Household Growth by Sub-Region  
City of Parramatta, 2006-36

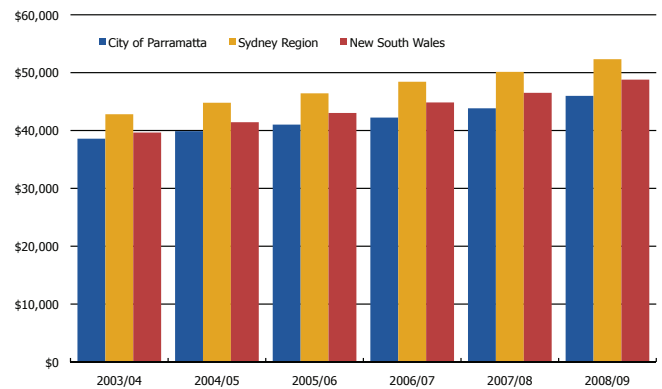


Source: NSW Bureau of Transport Statistics

### Personal Income

The average personal wages and salaries income for the City of Parramatta was estimated at \$45,987 in 2008/09, representing an increase of 4.9% from the level recorded in 2007/08 (\$43,837) and an average annual increase of 3.6% from the level recorded in 2003/04 (\$38,586). By comparison, the average income for the Sydney Region increased annually by 4.4% to \$52,325 in 2008/09, whilst the average for New South Wales rose by 4.9% to \$48,793.

Average Wages & Salaries Income



Source: ABS 6524.0

The City of Parramatta recorded average annual growth of 6.6% in total wages and salaries between 2003/04 (\$2.5 billion) and 2008/09 (\$3.4 billion).

Personal Income			
	Level 2008/09	Annual % change	Average annual % change Last 5 years

Average wage and salary income (\$)			
City of Parramatta	45,987	4.9	3.6
Parramatta (C) - Inner	43,367	5.0	3.4
Parramatta (C) - North-East	49,772	5.3	3.8
Parramatta (C) - North-West	49,899	5.1	4.0
Parramatta (C) - South	40,085	4.2	3.5
Sydney Region	52,325	4.4	4.1
New South Wales	48,793	4.9	4.2

Wage and salary income (\$ million)			
City of Parramatta	3,446.8	1.1	6.6
Parramatta (C) - Inner	1,030.3	2.0	8.4
Parramatta (C) - North-East	1,000.0	0.4	5.6
Parramatta (C) - North-West	863.1	0.4	5.2
Parramatta (C) - South	553.4	2.0	7.7
Sydney Region	107,325.8	-0.4	6.0
New South Wales	150,397.1	0.6	6.1

Average Own Unincorporated Business Income (\$)			
City of Parramatta	16,032	1.5	1.5
Parramatta (C) - Inner	14,336	-5.2	1.2
Parramatta (C) - North-East	18,749	2.1	1.4
Parramatta (C) - North-West	16,392	4.0	1.4
Parramatta (C) - South	14,029	7.7	2.5
Sydney Region	24,161	5.5	3.3
New South Wales	19,345	4.0	2.5

Average investment income (\$)			
City of Parramatta	3,782	15.7	8.1
Parramatta (C) - Inner	3,490	18.4	9.4
Parramatta (C) - North-East	5,498	8.9	7.3
Parramatta (C) - North-West	2,940	23.8	8.2
Parramatta (C) - South	1,885	48.0	11.6
Sydney Region	9,217	6.1	7.3
New South Wales	8,227	5.4	7.0

Source: ABS 6524.0

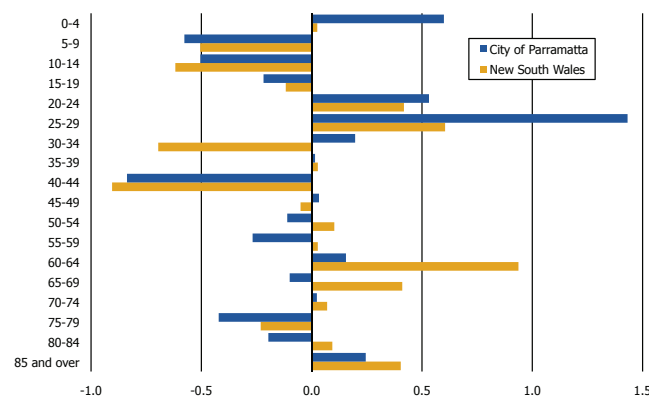
## Age Distribution

Between 2005 and 2010, the population of the City of Parramatta grew at an average annual rate of 2.6%, significantly higher than the averages for the Sydney Region (1.5%) and New South Wales (1.4%). Within the City of Parramatta, the Inner and South regions recorded the highest annual growth rate over the past five years (both 3.6%), followed by North-West (1.7%) and North-East (1.6%) regions.

The average age of the City of Parramatta decreased slightly by 0.3 years from 36.1 years in 2005 to 35.7 years in 2010. By comparison, the average age for New South Wales was 37.8 years in 2010, having risen by 0.7 years since 2005.

Between 2005 and 2010, there was an increase in the total population share of the City of Parramatta in the 0-4 years, 20-24 years, 25-29 years, 30-34 years, 60-64 years and 85 years and older age brackets.

Age Distribution  
Change in % share, 2005-10



Source: ABS 3235.0

## Dependency Ratio

The dependency ratio is the ratio of the economically dependent proportion of the population to the productive part. The economically dependent proportion is recognised to be children who are too young to work and individuals that are too old, that is, generally, individuals under the age of 15 and over the age of 65. The productive part makes up the gap in between (ages 15-64), or the labour force.

Dependency ratio is important because as it increases, there is increased strain on the productive part of the population to support the upbringing and pensions of the economically dependent.

The dependency ratio in the City of Parramatta was 43.1% in 2010, which was well below the average for New South Wales (48.8%). Between 2005 and 2010, the dependency ratio for the City of Parramatta fell by 1.9 percentage points, whilst the average for New South Wales decreased by 0.8 percentage points.

Dependency Ratio



Source: ABS 3235.0

## Age Distribution

Age group	Parramatta (C) – Inner		Parramatta (C) – North-East		Parramatta (C) – North-West		Parramatta (C) – South		City of Parramatta		New South Wales	
	% of total, 2010	% chg 2005-10	% of total, 2010	% chg 2005-10	% of total, 2010	% chg 2005-10	% of total, 2010	% chg 2005-10	% of total, 2010	% chg 2005-10	% of total, 2010	% chg 2005-10
0-4	6.9	0.9	6.2	0.3	7.5	0.4	8.6	0.7	7.2	0.6	6.4	0.0
5-9	3.7	-1.0	5.8	-0.8	6.1	0.0	7.5	-0.3	5.7	-0.6	6.1	-0.5
10-14	3.5	-0.6	6.3	-0.2	5.3	-0.8	7.2	-0.4	5.5	-0.5	6.2	-0.6
15-19	4.9	0.0	6.5	-0.3	5.7	-0.5	7.6	-0.1	6.1	-0.2	6.6	-0.1
20-24	11.8	0.6	7.3	0.5	6.3	0.2	9.2	0.5	8.8	0.5	7.2	0.4
25-29	16.5	1.8	6.9	0.9	7.6	0.6	9.9	2.0	10.5	1.4	7.4	0.6
30-34	12.8	1.2	6.5	-0.6	7.9	-0.3	7.4	0.1	8.8	0.2	6.9	-0.7
35-39	8.8	0.3	7.2	-0.5	8.1	0.6	6.6	-0.3	7.7	0.0	7.2	0.0
40-44	6.5	-1.1	7.6	-1.0	6.7	-0.5	6.3	-0.6	6.8	-0.8	6.8	-0.9
45-49	5.7	-0.4	8.1	0.6	6.4	0.1	6.1	-0.1	6.6	0.0	7.0	-0.1
50-54	4.7	0.0	6.9	0.5	5.7	-0.4	5.1	-0.5	5.6	-0.1	6.6	0.1
55-59	3.7	-0.2	5.8	0.4	5.3	-1.5	4.7	0.2	4.8	-0.3	5.9	0.0
60-64	2.8	0.1	4.7	0.6	5.5	0.0	3.7	0.1	4.1	0.2	5.4	0.9
65-69	2.2	-0.1	3.6	-0.2	4.6	0.4	2.7	-0.3	3.2	-0.1	4.2	0.4
70-74	1.7	-0.2	3.3	0.0	3.8	0.8	2.3	-0.3	2.7	0.0	3.3	0.1
75-79	1.4	-0.5	2.7	-0.5	2.7	0.1	1.8	-0.6	2.1	-0.4	2.6	-0.2
80-84	1.2	-0.4	2.3	0.0	2.3	0.1	1.5	-0.3	1.8	-0.2	2.1	0.1
85 and over	1.4	-0.4	2.2	0.5	2.5	0.8	1.5	0.2	1.9	0.2	1.9	0.4
<b>Total population</b>	<b>49,242</b>		<b>47,285</b>		<b>37,555</b>		<b>38,251</b>		<b>172,333</b>		<b>7,232,589</b>	
<b>Average age (yrs)</b>	<b>33.6</b>	<b>-1.0</b>	<b>38.1</b>	<b>0.3</b>	<b>38.3</b>	<b>0.6</b>	<b>33.0</b>	<b>-0.8</b>	<b>35.7</b>	<b>-0.3</b>	<b>37.8</b>	<b>0.7</b>
<b>Dependency ratio (%)</b>	<b>28.1</b>	<b>-3.9</b>	<b>48.1</b>	<b>-2.2</b>	<b>53.2</b>	<b>4.0</b>	<b>49.7</b>	<b>-2.9</b>	<b>43.1</b>	<b>-1.9</b>	<b>48.8</b>	<b>-0.8</b>

Source: ABS 3235.0

# BIZ FACTS

## DEVELOPMENT PARTNERS

### Key Businesses and Organisations in the City of Parramatta

2KY Broadcasters	Dyldam Developments	Parramatta Leagues Club
Aladdin's Laundry	EIG Ansvar Insurance	Parramatta Local & District Court
All Business Security	Epping RSL & Community Club	Parramatta Police - Parramatta Local Area Command
All Commercial Finance Australia	Eureka - Mercure Hotel	Parramatta Train Station
Allowah Children's Hospital	Farnell	Patrick Logistics
Allworth Homes Masterbuilt	GE Healthcare	Perpetual
AMP	GE Money	Premier Cabs
Anitech	GHD Parramatta	Premier Parking
ANZ	GIO Suncorp Metway	Price Quality Cleaning
AON Risk Services	Gow Gates Insurance Brokers	Processed Forest Products
Argus Technologies	Hare & Forbes Machinery House	Priestley & Morris
ATP Components	Hays Personnel	QBE
Australia Post	HCF - Dental Centre	R.E. Batger
Australian Health Management	Heritage Council & Heritage Office	Rapid Constructions
Australian Personnel Management (APM)	Home Care NSW - Cumberland Service Centre	Readymix
Australian Pharmaceutical Industries Ltd	Home Care NSW - Prospect/Hills Service Centre	Red Cross Blood Service
Australian Taxation Office	HSBC	Rheem Australia
AWA	Hudson Global	Riverside Theatres
Baxter Healthcare	Hunter Douglas	Roads & Transport Authority
Big Sister Foods	ICPMR	Roads and Traffic Authority of NSW
Boral Plasterboard	Idexx Laboratories Pty Ltd	Rydgas Parramatta
Bowermans Office Furniture	ING Financial Planning	Salvation Army - Divisional HQ
Bridge Consulting	John Cootes Furniture	Sebel Hotel Parramatta
Brooks Australia	Jones Lang LaSalle	Sermacs Australia
Brooks Tyre Brake & Steering Services	Julia Ross	Shell Refining (Australia) Pty Ltd - Clyde Refinery
Capral Aluminium	Kaloola Residential Aged Care	Sielox Security Systems Pty Ltd
Catholic Education Centre	Khoury & Partners	Slater & Gordon
CB Richard Ellis	Knight Frank	Soanar
Centrelink	Knysh & Associates	St George Bank
Champion Legal	Legal Aid Commission of NSW	Strategic Wealth Solutions
Charterbus Direct	Legal Aid NSW	Suncorp
Chep	Lintott Motors	Sydney Home Loans
Children's Medical Research Institute	Lottie Stewart Hospital	Sydney Water
Choice HR	Marshall Motors	TAFE NSW - South Western Sydney Institute - Granville College
Clairol & Procter & Gamble Australia	Matthews Folbigg	Telstra NDC
Coca Cola Amatil	McNeill Plastics	Terry Shields Service & Parts
Coleman & Greig	Medicare Australia	Terry Shields Toyota & Lexus of Parramatta
Colliers International	Merck Sharp & Dohme (Australia)	Thales Underwater Systems
Collins Debden	Metro West Residences	The Aged Care Standards & Accreditation Agency Ltd
Colonial/Commonwealth Bank of Australia	Michael Page	The Australian Workers' Union
Commonwealth Bank of Australia	Michel's Patisseries	The Children's Hospital Westmead
Community Offender Services	Mission Australia	The Mailing House
Complex Solutions	Mitsubishi Electric Australia	TMS Tailor Made Systems
Condon Associates	MLA Holdings	TMS Tailor Made Systems
Courtyard by Marriott	Moore Stephens	Toshiba International Corp
Credit Corp Group	Mortgage House of Australia	Turner Freeman
Crowne Plaza Parramatta	Motorcycle Accessories Supermarket	Unimin Limited
Cumberland Frank Lawyers	National Trust of Australia (NSW)	University of Western Sydney - Parramatta Campus
Cumberland Newspapers - Parramatta Advertiser	Noyce Legal	Veola - Environmental Services
DADCO Metro North Regional Office	NRMA	Versacold Logistics
Defence Force Recruiting	NSW Aboriginal Land Council	Versatile Ceramics
Defence Housing Australia	NSW Attorney Generals	Virtual Finance Australia
Deloitte Touche Tohmatsu	NSW Business Chamber	Waco Kwikform
Department of Community Services - Metro West Regional Office and Child Protection	NSW Department of Education and Training - New Apprenticeships Centre	Wesfarmers Landmark
Department of Fair Trading	NSW Department of Land and Water Conservation	Wesley Dalmar
Department of Housing	NSW Ministry of Transport	Westbus Pty Ltd
Department of Immigration and Citizenship	NSW Police Service	Westcorp Business Centre
Dept of Ageing, Disability & Home Care	NSW Police Service	Western Sydney Business Connection
Dept of Community Services - State Disaster Recovery Centre	OAMPS Insurance Brokers	Westfield Parramatta
Dept of Community Services - Intensive Services	Oatlands House	Westmead Hospital
Dept of Environment and Climate Change - National Parks	Office of State Revenue	Westmead Millennium Institute
Dept of Environment and Climate Change - Sustainability	Office of the Director of Public Prosecutions	Westpac Bank
Dept of Housing	Office of the Minister for Western Sydney	Westpac Equipment Finance - NSW Sales
Dept of State & Regional Development	One Steel George Ward	Winston Hills Hotel
Dept of Water & Energy	OneSteel Distribution	Woolworths
Dowding & Mills (Australia)	Pacific International Suites	Workcover Authority of NSW
Downer EDI Rail	Pacific National	Workers Parramatta
Downer EDI Works	Parramatta Chamber of Commerce	Yallambi Nursing Home
Drake Personnel	Parramatta Children's Court	Yes Home Loans
	Parramatta City Council	
	Parramatta Correction Centre	
	Parramatta District Rugby League Club	

Disclaimer: This is not an exhaustive list. Please contact Economic Development on 9806 5552 if you feel you should be added to our list.

# BIZ FACTS

## SUMMARY OF ECONOMIC INDICATORS

Key Economic Indicators					
	Period	Level	Level – 12 mths ago	Change	Annual % change
<b>Population</b>					
Estimated Resident Population	2010	172,333	167,261	+5,072	3.0%
Projected Population	2036	211,880	n.a.	+39,547	0.8%
<b>Employment</b>					
Employed persons (no.)	Jun Qtr 2011	81,486	74,791	+6,695	9.0%
Unemployment rate (%) <sup>(a)</sup>	Jun Qtr 2011	4.9	6.7	-1.8	-1.8%
Labour force (persons)	Jun Qtr 2011	85,716	80,179	+5,537	6.9%
Participation rate (%) <sup>(a)</sup>	2010	58.5	60.6	-2.1	-2.1%
<b>Commercial Property Market</b>					
Total office stock (sq m)	July 2011	685,171	685,171	0	0.0%
Vacancy factor (%) <sup>(a)</sup>	July 2011	9.3	10.8	-1.5	-1.5%
Prime office rents (\$/sq m)	Sep Qtr 2011	358	333	+25	7.5%
Value of non-dwelling approvals (\$'000)	Yr to Sep 2011	152,057	109,620	+42,437	38.7%
<b>Residential Development</b>					
No. of dwelling approvals	Yr to Sep 2011	1,471	1,443	+28	1.9%
Value of dwelling approvals (\$'000)	Yr to Sep 2011	336,421	292,823	+43,598	14.9%
Median weekly rent – 3bd house (\$)	Sep Qtr 2011	450	420	+30	7.1%
Median weekly rent – 2bd unit (\$)	Sep Qtr 2011	385	360	+25	6.9%
Rental yield – separate houses (%) <sup>(a)</sup>	Jun Qtr 2011	4.1	4.2	-0.1	-0.1%
Rental yield – flats/units (%) <sup>(a)</sup>	Jun Qtr 2011	5.3	5.1	+0.2	0.2%
<b>Housing Market</b>					
Median sales price – separate houses (\$)	Jun Qtr 2011	563,000	531,000	+32,000	6.0%
Median sales price – flats/units (\$)	Jun Qtr 2011	374,000	378,000	-4,000	-1.1%
<b>Land &amp; Business</b>					
Land value – single residential site (\$) <sup>(b)</sup>	2010	374,200	354,800	+19,400	5.5%
Land value – retail shop site (\$)	2010	960,000	960,000	0	0.0%
Land value – large industrial site (\$) <sup>(c)</sup>	2010	8,780,000	8,780,000	0	0.0%
Number of businesses <sup>(d)</sup>	June 2009	15,519	15,546	-27	-0.2%
Total industry turnover (\$ million) <sup>(d)</sup>	2008/09	14,788.2	21,972.7	-7,184.4	-32.7%
Average industry turnover (\$'000) <sup>(d)</sup>	2008/09	952.9	1,413.4	-460.5	-32.6%
Gross Regional Product (\$ million)	2009/10	13,864.0	13,819.2	+44.8	0.3%
Productivity (\$value added/hr worked)	2009/10	71.08	71.74	-0.66	-0.9%
<b>Tourism</b>					
Establishments – 15+ rooms (no.)	Jun Qtr 2011	11	11	0	0.0%
Bed spaces (no.)	Jun Qtr 2011	4,133	4,182	-49	-1.2%
Room occupancy (%) <sup>(a)</sup>	Jun Qtr 2011	76.8	71.8	+5.0	5.0%
Guest arrivals (no.)	Jun Qtr 2011	69,914	63,191	+6,723	10.6%
Takings from accommodation (\$'000)	Jun Qtr 2011	16,682.6	14,852.4	+1,830.3	12.3%

Note: (a) Changes are percentage point changes. (b) Figures are averages of suburbs of Ermington, Carlingford, Guildford, Pennant Hills and Winston Hills. (c) Figure for Parramatta is suburb of Rydalmere. (d) Comparison figures for Level -12 mths ago are for 2006/07.

### For More Information

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Note: City of Parramatta = Parramatta Local Government Area (LGA)

The data produced in BizFacts is believed to be the most recent and accurate data available at the time of publication. No responsibility is accepted for any inadvertent errors.

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