Shovels ready!

Stimulating the Western Sydney economic recovery

Prepared by the Western Sydney Business Chamber's Economic Recovery Taskforce













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A message from the Chamber

Western Sydney is Australia's land of opportunity. It's the home to the nation's aspirational and hardworking communities, many of which are new Australians from across the world wanting to build a strong foundation for their families to succeed.

From the reimagining of Campbelltown to the Liverpool and Westmead health and innovation precincts, from the booming streets of Parramatta to the future home of the Western Sydney Airport in a new Parkland City, the people of the region seek nothing more than the right to live their lives with respect and dignity of a good job and access to amenities for their families that they deserve.



This has all now been put at risk by the COVID-19 pandemic and the economic chaos that it has brought to our region. Never before has our nation been required to shut down businesses and stymie economic growth as a remedy for a global health crisis.

The Chamber applauds the response of all levels of government to the pandemic which has resulted in the 'flattening of the curve' and a dramatic drop in the infection rate. An achievement that most other nation's would be envious.

It's now time that our attention begins to turn to the recovery from the economic recession that we now find ourselves. Western Sydney is posed and ready to help lead the march back to a new golden age for Australian prosperity but every journey starts with a first step followed by another.

The Western Sydney Business Chamber and its members from across the region have considered what those first steps should be to kickstart the economic resurgence of Western Sydney. This paper captures our recommendations on what policies and activities should be prioritised by government over the coming months as lockdowns are relaxed and the first signs of normalcy begin to return.

The economic recovery is likely to be long and difficult. Some of the generators of economic growth like population and immigration, tourism and higher education, will continue to be challenged in the years to come. But working together across Western Sydney, We have no doubt that the people of the region are ready and willing to seize the opportunities to reinvent their towns, cities and industries for a new future of hope and prosperity.

David Borger

Executive Director Western Sydney Business Chamber David Harding

Chair of the Western Sydney Business Chamber's Economic Recovery Taskforce



Western Sydney will lead the recovery



This paper outlines some of the key priorities and initatives Government, business and community should consider...

Unlike other economic downturns, this one is not being driven by changes in market sentiment, a crisis in trade, a war, or a financial meltdown, but by the concerted public policy response to a pandemic. Our Governments are, quite rightly, trying to stop the spread of a very infectious and dangerous disease by limiting human interactions to the bare minimum, while still allowing civil society to function.

Unfortunately, in doing so, it is causing economic damage across almost all sectors of the economy. Stopping the pandemic is rightly the highest priority for all Australians, but the economic and social cost is going to be very high, especially for Western Sydney.

As a result, minimising the economic and social cost of the pandemic will require some unconventional policy interventions from each tier of government. It will require our local industries and companies to be flexible, adaptable and creative in how we respond. But most importantly, it will require a unique collaboration between the private and public sectors to ensure, as far as is possible, that we keep our fellow Australians gainfully employed.

This Paper has been prepared by the Western Sydney Business Chamber following input from our Members on what we can do to support our regional economy, what we can ask of government by way of assistance, and what longer-term structural changes we need to consider to ensure Western Sydney's economy can both survive the crisis and flourish in the future.

This paper outlines some of the key priorities and initiatives that government, business and the community should consider in managing the immediate impacts of the economic crisis. It sets out what we believe must be done now to enable Western Sydney to rise quicker, stronger and more resilient to face the future with renewed confidence. The Western Sydney Business Chamber will also commission future policy papers that will look at further measures and reforms we can implement to help Western Sydney emerge from the crisis and thrive in the future.

Performance of the NSW Economy

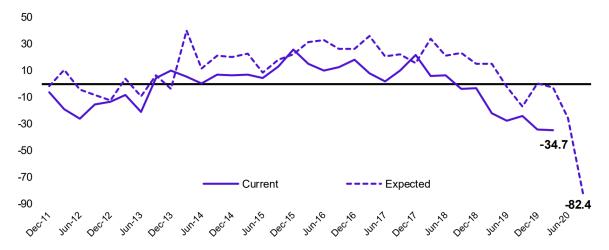


Figure 1. Performance of the Economy: Business perceptions about the performance NSW economy has been in decline over the past several years to reach GFC lows. More than half of respondents rated the March quarter as weaker than the previous. The impact of COVID-19 is most clear in the 87 per cent of respondents expecting a weaker June quarter. This data was captured by Business NSW.

Why the response to this downturn needs to be different?

Because the response to COVID-19 has been to intentionally shut down the economy to 'flatten the curve', many of the traditional mechanisms designed to stimulate demand and generate economic activity as utilized in past downturns can't be relied on this time around. In many cases, interest rate cuts (as welcome as these are) will not be very effective in stimulating demand because supply is being deliberately constrained by governments both domestically and internationally.

For the same reason, cash payments to citizens, while welcome, will not drive much in the way of consumer demand, when many consumables, like restaurants and cafes are shut. There is no point in trying to stimulate tourism when no one can travel and little point stimulating demand for entertainment or live performance when public gatherings are prohibited. This crisis is different. Because of

Council	Construction	Retail trade	Accommodation and food
Canterbury-Bankstown (A)	7,511	2,344	1,202
Cumberland (A)	5,893	1,370	839
Blacktown (C)	4,259	1,438	805
Parramatta (C)	4,236	1,576	1,069
Liverpool (C)	4,008	986	516
Fairfield (C)	3,620	1,145	599
Penrith (C)	3,537	752	389
Hawkesbury (C)	1,928	352	212
Campbelltown (C) (NSW)	1,861	574	318
Camden (A)	1,774	360	188
Wollondilly (A)	1,447	207	91
Strathfield (A)	931	401	265

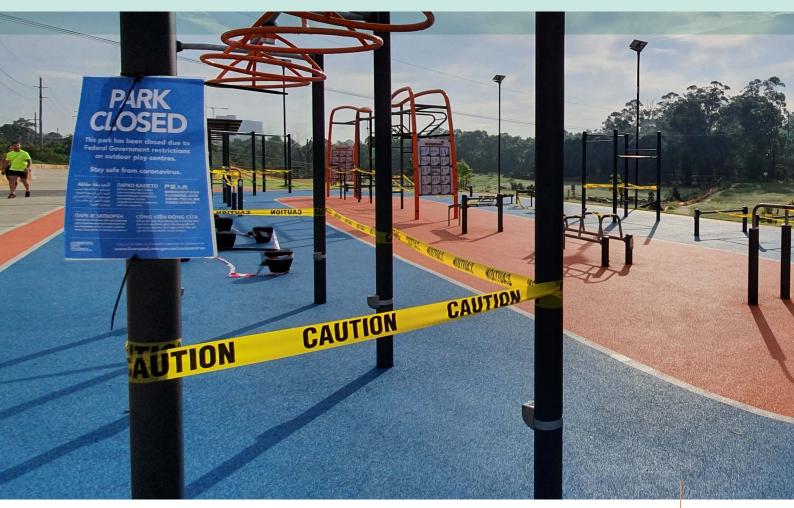
Figure 2. The number of jobs in key sectors impacted by CO-VID-19 by Western Sydney LGA's. Source: ABS Regional Statistics by LGA 2018, 2011-2018: Regional Statistics by LGA-Economy and Industry.

this, our policy response must be different. This paper outlines some policy options for both government and industry to consider as the downturn, and the pandemic, runs its course.

These include:

- · Measures which can stimulate and expand those economic activities and industries in Western Sydney that are not being shut down or put in hibernation such as civic infrastructure, construction, manufacturing and freight and logistics. These also provide opportunity to invest in long-term productivity and value, as well as short term jobs and wellbeing.
- Short term policy changes which can be implemented to help different tiers of government and industry sectors to adapt to meet new opportunities.
- ·Longer term policy and taxation changes we can pursue now so when the health crisis is over Western Sydney's economy can bounce back quickly.





TARGETED STIMULUS: GO HARD, GO EARLY, GO...?

COVID-19 has closed many parts of the economy that have never closed down before. From playgrounds to bars.

Australia was stunningly successful in avoiding a recession during the GFC, a key factor in Australia's success in avoiding a recession was action of targeted stimulus spending which ensured demand in the economy didn't collapse and unemployment rise too high. The then-Government's AAA credit rating, considerable balance sheet and access to cheap capital was deployed to underpin economic demand by "going hard, going early and going households".

This time around "going households" won't do much to put a floor under the Australian economy, as households and domestic consumption are in lockdown. Our households, and many of the industry sectors that support them, have been put firmly into hibernation. As far as is possible we need government to ensure demand in the economy doesn't collapse during this crisis by targeting those industry sectors which are still permitted to operate during the health crisis, in particular construction, manufacturing, logistics and government services, such as maintenance and infrastructure.

Our governments, both Federal and State, still have a AAA credit rating and, more importantly, the cost of long-term capital for Australian Governments has never been cheaper with 10-year government backed bonds well below the inflation rate. We are calling on government to draw on their impressive balance sheets and access to cheap capital to target specific industries less affected by the pandemic lock down.

By stimulating these targeted industries, we have a chance to ensure some economic vibrancy is maintained, while other industry sections are in forced hibernation. More importantly, with careful design, monies spent by State and Federal government now, can be repaid when better economic times return, ensuring a reasonable return to taxpayers and helping restore government coffers in the future.

Here's how.

LOCAL GOVERNMENT A CRISIS AND OPPORTUNTIY

For nearly half a century, local council's in NSW have had the amount of money they can raise through rates

capped by the State government. This has resulted in NSW being the state with the second lowest rates, Figure 3 shows the comparison with other States To some

2017/18 RATES	\$/P	
VIC	\$783	
NSW	\$555	
QLD	\$749	
SA	\$882	
WA	\$895	
TAS	\$749	
NT	\$542	

comparison **Figure 3. Comparing council** with other **rates across States, ABS 2018**

this seems like a good thing but is a false economy for several reasons. Firstly, our NSW ratepayers might pay less, but it also means they get less from their council in much needed local services and infrastructure. Our local parks have less amenity, fewer trees, and aging playground and sporting equipment. Our footpaths and local streets are not as well maintained, and our libraries and other civic services are stretched. We might have a few extra dollars in our pocket, but they come at the expense of our local neighbourhood and the amenity and vibrancy of our town centres. Having a poor local council is not in anyone's interest.

Secondly, as the Henry Tax Review clearly showed, taxes such as council rates are particularly effective and efficient and should be encouraged. They are impossible to avoid, don't distort economic activity and are very cheap to collect. Capping such an effective tax is economically shortsighted.

Thirdly, rate capping is particularly pernicious in Western Sydney. As Australia's third largest economy and fastest growing region there is a desperate need for local infrastructure and services to support our rapidly growing population.

The current crisis presents an opportunity for government to reconsider rate pegging, helping address the vertical fiscal imbalance.

Local council's also need some short-term assistance in managing the recurrent side of their expenditure which has been particularly impacted by the pandemic shut down. Councils have lost much of their non-rate income as facilities such as municipal swimming pools and community halls have been shut and revenue from items such as parking charges have shrunk significantly. This is likely to be exacerbated by deferments and late payments of rates as households and businesses struggle to meet costs. Council's now face a liquidity crisis which if not addressed could see them forced to cut services and lay-off staff.

This needs to be addressed by both State and Federal governments. The belated inclusion of council's in the Federal government's childcare package shows some recognition of this sectors important role as a service provider. However, their exclusion from JobKeeper payments because "councils are creatures of State government" is very short sighted and likely to be counterproductive.

Now more than ever we need a strong and resilient local government and both State and Federal governments need to step up.



The Exchange at 1 Little Pier Street Haymarket is a brilliant example of strong civic infrastructure. Providing a library, start-up hub, restaraunt and community space. CHILDCARE LIBRARY XOPP FOOD HALL



CIVIC INFRASTRUCTURE

NSW is one of the lowest rategathers in Australia, generating only \$544 per person in NSW, compared to \$758 in Victoria

During the Global Financial Crisis one of the most effective employment generating measures was the economic stimulus package aimed at local government. While the amounts of financial support offered in the Local Government Package was relatively small (\$1 billion) when compared to some of the other Nation Building programmes (\$26 billion) it was seen as particularly effective for two simple reasons.

Firstly, it was very quickly deployed, providing immediate employment for thousands of Australians and in a short space of time. Most local councils have well considered long term capital works programmes which were able to be brought forward very quickly providing an immediate stimulus to the local economy. Some of these local projects where started within days of the package being announced.

Secondly it was effective because it was distributed across the whole economy, with local projects and new works in every town, suburb and neighbourhood. Importantly, this programme left a positive legacy of many hundreds of local improvements, such as better parklands, libraries, local services and transport infrastructure.

The Western Sydney Business Chamber believes a similar programme would be just as effective and should be urgently considered by both State and Federal Treasuries as a top priority. Both the NSW and Federal governments are currently able to secure 10-year Bonds at 1% (or less). Providing local council's access to this cheap capital

would allow them to bring forward much needed civic improvements, much of which is 'shovel ready'. Councils in Western Sydney, including Liverpool City Council, have already submitted significant lists of 'shovel-ready' projects that could be immediately activated with funding.

While the Chamber believes this financial support should be by way of a cash grant, we are also open to this being a long-term loan which could be guaranteed by a special rate increase in each Local Government Area (LGA) in Western Sydney. A 4% rate increase, over and above the existing rate cap, would generate just under a \$1 billion over the next decade which could be hypothecated to covering the cost of the Government Bond, ensuring there is no fiscal imbalance. Council's could use this capital injection to provide a much-needed local stimulus programme of civic improvements, town centre renewal and much needed infrastructure such as local roads, better open space and expanding our urban tree canopy. This expenditure will also generate through preliminary modelling approximately 6100 full time equivalent jobs in these areas, and an additional \$720M to local GDP.

It is vital to note that these rate increases would be imposed in the 2022 financial year, allowing time for both business and households to stabalise financially. Council rates are one of the most efficient forms of taxation, and a strong work program at the local council level could lessen the taxation burden on future State Governments.

Money generated through a council infrastructure levy



Figure 4. They amount of money that could be generated by various infrastructure levies for Western Sydney Councils, begining in 2022 and being levied ontop of generate rate rises of 2.6%.



Construction on Parramatta Square 4. Walkers Corporation

Maintenance and the greening of Western Sydney

Ramping up maintenance programs also provides opportunities for disadvantaged people to be employed through social enterprises like Productivity Bootcamp and Western Sydney's own Yourtown. During the GFC the NSW Department of Housing created a special tree planting program called the Green Street program.

More than \$10 million was spent contracting organisations like YourTown to employ young school dropouts to plant trees in Public Housing

estates supervised by trained horticulturalists. The recruits learned the value of teamwork, turning up on time and delivering a community outcome.

Training was provided through TAFE and many of these young people went on to be gainfully employed in landscape businesses. This program also left a legacy of shady tree canopy that reduce the heat island effect and encouraged walking in these neighbourhoods.

CONSTRUCTION

Go hard, go early, go... tradies?

Construction, both private and public, currently represents 8.2% of Sydney's economy and is a significant employer of Australians, both skilled and unskilled. In Western Sydney over 41,000 people are directly employed in the sector. Importantly, construction activity has a significant multiplier effect across the wider economy. Each new development stimulates demand for manufactured goods, mining, transport and logistics. Furthermore, construction activity stimulates many of the service industries which are struggling in the lock-down, such as legal services and finance. Importantly, construction is one of the few industries not closed down by the pandemic, though social distancing is impacting on its productivity. The Western Sydney Business Chamber applauds the commitment of the NSW government to continuing its \$93 billion infrastructure pipeline.

However, private sector construction is heavily influenced by changes in consumer demand and market conditions. Private residential development is reliant on securing enough pre-sales before finance is approved and construction can commence. Industrial, retail and commercial developments usually require a pre-commitment from an anchor tenant before building can proceed. The pandemic has seen both consumers and companies nervous about their economic future and presales and commitments from anchor tenants, are drying up. In their absence, construction activity in Sydney could soon drop substantially. While many construction projects are 'shovel ready' most will not proceed until there is more certainty of future demand and the financial hurdles required by the banks are met.

The Western Sydney Business Chamber sees a role for government to step in, either in bringing forward its own projects or by playing a role in stimulating construction by taking an equity stake in private development.

Firstly, the State Government could use their considerable balance sheet and access to very cheap capital to purchase off-the-plan residential apartments on the proviso that the developer commences construction immediately. Government would only need to pre-commit to purchase that portion of the construction to secure the necessary finance and take ownership of the resulting properties. Once built these, now government owned, residences could provide much needed 'build-to rent' accommodation or sold when market conditions improve providing a return for taxpayers on their investment and rebuilding government coffers in the future. It is very cheap for government to own real estate and with the cost of capital so low, investing in Sydney's residential market should be a safe bet. More importantly it would stimulate construction activity which has a significant multiplier across the economy and employs many thousands of Australians.

We'll need it soon, lets build it now

Blacktown LGA alone needs 25 new primary schools and 14 new high schools over the next two decades. Bringing construction of just some of these needed schools forward will provide a significant boost to the local economy, support local tradies and businesses and stimulate local demand. Bringing forward public works and investment is critical to generating local jobs and supporting local communities. We are going to have to spend this money anyway, maybe we should spend it now.

In addition to soaking up surplus stock by acquiring completed units, we can also learn from one of the more successful stimulus projects post-GFC. At the time the Australian government provided over \$20M to the NSW Government to build new medium density housing on underutilised public housing sites. The medium density housing market was very competitive and quick to scale up. NSW completed its build ahead of every other state and in the process kept the construction industry alive. A similar program could be employed in the face of our current crisis.

Secondly, Government could bring forward its own capital works programme. Many of the shovel ready projects currently being deferred by our University sector could be reactivated with cheap government capital. Similarly, State government agencies like health, education, road and transport, have significant capital works programmes which could be fast tracked to induce construction activity. Existing infrastructure projects such as the Western Sydney Airport, the associated Aerotropolis and Parramatta Light Rail could have later stages and works brought forward earlier. Moving the Powerhouse Museum to Parramatta and rebuilding ANZ Stadium should be quickly pursued. Working with health and education precincts in Western Sydney to identify and fast-track stimulus projects is strongly recommended. Deploying capital early on otherwise worthwhile public projects and infrastructure is a good way to both boost Western Sydney's long-term productivity as well as stimulate short term economic activity. Only a few weeks ago, the NSW Government was arguing that there were capacity constraints in the amount of infrastructure NSW could support. With much of our economy in hibernation these 'capacity constraints' are gone.

Finally, government can stimulate construction activity by ramping up its investment in maintenance of public infrastructure. Bringing forward maintenance of public housing, digitising rail signaling, and roads would provide both jobs for tradies and stimulate demand for manufacturing. Clearing the infrastructure maintenance backlog is long overdue anyway.

MANUFACTURING: THE KEY TO ECONOMIC RESILIENCE

Never has local manufacturing become in a sharper focus in a small timeframe, with a sense of pride in our local factories.

Sydney is the manufacturing capital of Australia, and most of this industry is based in Western Sydney. While it has been in long term decline for many decades, it still comprises some 5.8% of our metropolitan economy and employs many thousands of our citizens.

Stimulating construction and spending money on public works and maintenance will play a significant role in underpinning our high tech, clean and safe manufacturing sector, some of which is construction focused. However, much of Western Sydney's manufacturing is focused on providing goods for domestic and international markets which are being severely curtailed by the pandemic. Supporting them during this economic crisis will be critical in any Western Sydney stimulus process.

But perhaps more importantly, maintaining manufacturing is essential to ensuring our country's wider economic resilience. Over recent months we have come to realise the high price we have to now pay for letting our nation's manufacturing base hollow out. We've seen our mountains of recyclable material stockpile because we have so little local processing capacity or end markets. We've seen our society run short of basic kit as global supply chains have closed. Things we really need like surgical face masks, spare parts for respirators and the like. The Western Sydney Business Chamber believes that the pandemic is an opportunity for government to reassess assistance for this critical industry to both support jobs in the short term and provide for greater economic capability and capacity in the future. We have learnt from previous economic downturns that manufacturing takes longer to recover than other sectors when things improve. We know that many of the manufacturing companies that close now, will never reopen.

The Chamber is calling on our Federal and State government to consider a special Western Sydney Manufacturing Plan to support the industry through the downturn. Policy options could include:

- Direct industry assistance, such as low interest loans to support re-tooling and training so existing firms can develop new products lines for critical products our economy needs.
- Temporary 'buy local' requirements in government purchases and tenders to support local production.
- Advanced payment of orders for products and processing services governments identify as critically important in the economy. This could be pre-purchasing certain products line or supporting development of new capabilities such as recycling domestic waste.
- Expanding training and education services
 to help displaced workers reskill as well as
 support for retention of apprenticeships in
 the industry. Linked to our established worldclass tertiary education offering in GWS,
 this will provide a depth of resilience in our
 human capital that will bring true diversity to
 the Western Sydney economy and set the bar
 for the rest of Australia for decades to come.

As terrible as this crisis is, it is also an opportunity which we shouldn't waste. The Chamber believes with careful support and targeted investment we can arrest the long-term decline of Australian manufacturing and emerge from the crisis with a more diverse and resilient economy.







This crisis has shown us the importance of local manufacturing in maintaining economic independence.

LOGISTICS AND FREIGHT: GETTING WESTERN SYDNEY MOVING

The Western Sydney Airport provides an opportunity for Western Sydney to become a hub that can serve over 3 billion people within a 12 hour flight. This is a real opportunity that requires significant investment and this economic situation is a chance to do so.

Western Sydney is the heart of Australia's East Coast supply chain. Logistics, distribution and freight networks converge on Western Sydney from across Australia and across the world. Our intermodal operations, warehousing, trucking companies and the like, employ thousands of people across Western Sydney. Keeping this industry vibrant, when global trade is in a slump and when much of the domestic economy is in enforced hibernation is a particular pressing challenge. Here direct government stimulus is more difficult, though the support for construction and manufacturing is likely to provide a boost.

But the Chamber sees this slump as the perfect opportunity to target those long-identified bottle necks in our logistics networks with an infrastructure programme. The Chamber has been calling for the duplication of the freight line linking Liverpool with Port Botany for years. Now, with freight traffic low, could be a good time to start. The Maldon to Dumbarton commuter/freight line has been on the drawing board of successive governments for years. Now is the time to

fund it. The Western Sydney Airport will see a major realignment in logistics and supply chains which will require substantial investment in connecting infrastructure, both road and rail, as well as Inter-Modal capacity at and around the airport itself. We are going to have to invest in this infrastructure in a few years' time anyway.

To effectively freight-link country NSW (from Cootamundra to Dubbo and beyond) to the WSA by a western highway is the opportunity to reimagine and reinvent an intensive regional agri-business to match the best in the world and bring great economic value to our state.

Now might be a good time to start.





TAXATION, REGULATION AND POLICY REFORM: CUTTING RED TAPE

The economic crisis created by the pandemic is also a good opportunity to review the regulatory and policy environment in which industry in Western Sydney currently operate. Unfortunately, there seems to be a growing timidity from different tiers of government to pursue reforms or announce policy changes. Whether this is because agencies are prioritising other activities or are just distracted, we think this is misguided. Taxation, regulatory reform and policy initiatives are some of the most powerful levers government can pull to support Western Sydney's economy. We should not let the health and economic crisis we are facing slow us down.

In a welcome development the NSW government recently referred its long-awaited review of developer charges and land taxes to the Productivity Comissioner. This review is critically important because Western Sydney, as home to most of our

States future development and growth, needs these reforms more than any other region in NSW. Hopefully they will look at the way we tax and tariff both development and land and consider those difficult issues such as a broad-based land tax and ending the false economy of rate capping.

Planning reform needs urgent attention and now more than ever. With many developments now on hold for the foreseeable future we should be considering extending the shelf life of existing DA approvals beyond the five-year maximum. This short-term initiative was successfully applied following the GFC. Our economic recovery will be delayed if we have to reapply for approvals. We should also be looking at extending existing use rights so bankrupted businesses can be reopened when the shutdown ends. We need both State and local governments to urgently prioritise assessment and review of developments which can become 'shovel ready' so they can

participate in the stimulus programme. We need our councils to continue the policy work to support a vibrant nighttime economy and town centre renewal. Our downtowns might be in lockdown now, but when the crisis ends, we need them to reopen with a bang. The Chamber welcomes the recent government announcement to allow certain businesses, like chemists, to be able to open 24/7 without the need for a DA. But we need to ask the question why does a Chemist needed a DA to operate after dark in the first place?

This crisis will cause a significant realignment and restructuring of Western Sydney's economy. Many businesses will need to restructure, many will go broke, while hopefully new ones will emerge. How easily it is to restructure, or open new businesses should be the focus of our policy and planning agencies. Now is not the time to defer important reforms or to down tools.

DON'T LET A GOOD CRISIS GO TO WASTE.

Many of the ideas and recommendations made in this paper would have been inconceivable just a few weeks ago. But the COVID-19 health and economic crisis has thrown many of the certainties we've long held into doubt. Our society is experiencing a significant stress test. Our institutions and industries are all being shaken. How well we recover and more importantly how quickly, will depend on how well we adapt to our changed circumstance.

The Western Sydney Business Chamber hopes that all the recommendations made in this paper are considered by each tier of government to be implemented. We have no doubt that our economy will eventually bounce back when the pandemic ends. But in bouncing back, we also hope we can 'bounce forward'. Western Sydney's economy can emerge stronger than ever and with our jobs deficit substantially reduced. We can emerge with better civic infrastructure, renewed town centres, nicer and more accessible open space. That our institutions are better and more sensibly resourced and our society more resilient and better able to face the challenges of the future.

RECOMMENDATIONS:

That State and Federal governments develop an economic stimulus package for local councils including:

- · direct grants or loans to bring forward local capital works and civic infrastructure.
- · removing rate pegging or allowing it to be raised to respond to the economic crisis.
- short term financial support to local councils to get them through the liquidity crunch caused by the pandemic.

That all tiers of government work together to stimulate construction by:

- bringing forward public sector, shovel ready, projects.
- · providing necessary capital and investment to ensure private sector construction continues.
- increasing expenditure on maintenance and infrastructure upgrades.

That government work with local industry to develop a Western Sydney Manufacturing Plan.

That each tier of government considers investing in removing those bottle necks in Western Sydney's logistics and freight network, including:

- · duplication of the Port Botany freight line.
- · finishing the Maldon to Dunbarton Freight line.
- · inter-Modal freight facility at the Western Sydney Airport.
- Western Highway to connect country NSW directly to Western Sydney Airport.

That a root and branch reform of government taxation and regulation be undertaken looking at:

- how land and developer charges are imposed.
- · consideration of a broad-based land tax.
- · removal of the cap on local government rates.
- · streamlining land use planning.





Prepared for the Western Sydney Business Chamber by Macken Consulting

