

# RESEARCH DIRECTIONS

## Developing Effective Employment Strategies

Professor Phillip O'Neill, Professor Peter Phibbs and Associate Professor Cristina Martinez-Fernandez from the Urban Research Centre, and Mr Eric Sidoti from the Whitlam Institute are collaborating with partner investigators Professor Bob Fagan from Macquarie University, and Mr Graham Larcombe and Mr Mark Cole from Strategic Economics, to explore the development of employment strategies in Sydney's north-west and west-central regions, through a one year project funded by Western Sydney Regional Organisation of Councils Ltd (WSROC). In addition, Dr Louise Crabtree, Ms Kate Johnston and Ms Maria Piquer-Rodriguez from the Urban Research Centre are providing key research services to the project.

'In the next 25 years Sydney's population is predicted to increase by 1.1 million' says project leader Professor O'Neill. 'Much of this growth will be in Sydney's western and south western suburbs. It is vital that jobs growth matches population growth. Already western Sydney residents spend too much time travelling to their place of work. Creating more local jobs will mean a massive reduction in daily car use, meaning less congestion on our roads and substantial reductions in greenhouse gas emissions. In addition, reduced travelling time means better work-home balance for householders.'

The project team will use intensive data analysis, workshops and focus groups, interviews, document analysis and policy audits to identify key employment markers such as shifts in labour market composition, business types and sizes, job types, job locations, and journey to work patterns. The role of specialist employment zones such as business



parks, industrial clusters and business improvement districts will also be assessed. Successful international experiences will be incorporated.

This project will provide state and federal policy makers, urban planners, infrastructure builders and regional businesses with a comprehensive database of information as well as practical strategies to help create a sustainable employment base for western Sydney. Providing the people who live in the area with quality local jobs will ensure that western Sydney is both economically competitive and environmentally sustainable.

**Project Title:** The Development of North-West and West-Central Sydney Employment Strategies

**Funding has been set at:** \$199,996

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