

Productive Cities

WHY EMPLOYMENT LANDS MATTER IN A HOUSING FOCUSED CITY



City-making is dominated by the need to deliver **more housing** and support a **growing population**.

Cities need **diversity in land uses** to support daily activities, services and needs – **including 'employment lands'**.

What uses are in employment lands?



Typical Industrial uses

- Heavy industrial businesses
- Transport and logistics
- Manufacturing businesses

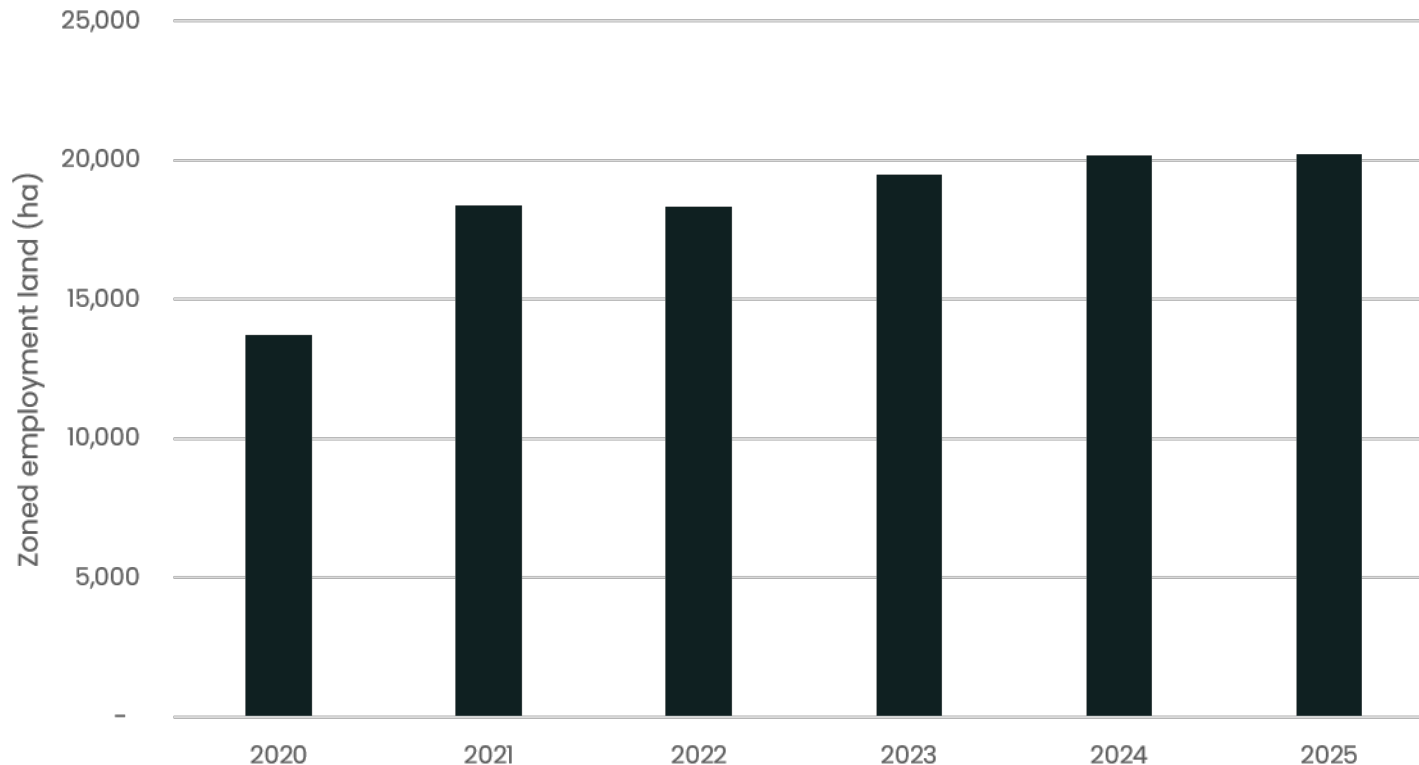
Light industrial and retail

- Bulky goods showrooms
- Self storage facilities
- Small scale manufacturing (micro breweries, bakeries and specialty food processing)
- Urban services (automotive repair, construction support and waste depots)

Other

- Data centres
- Indoor recreation spaces (gyms, rock climbing and dance studios)
- Creative uses and maker spaces

How has employment lands supply changed?



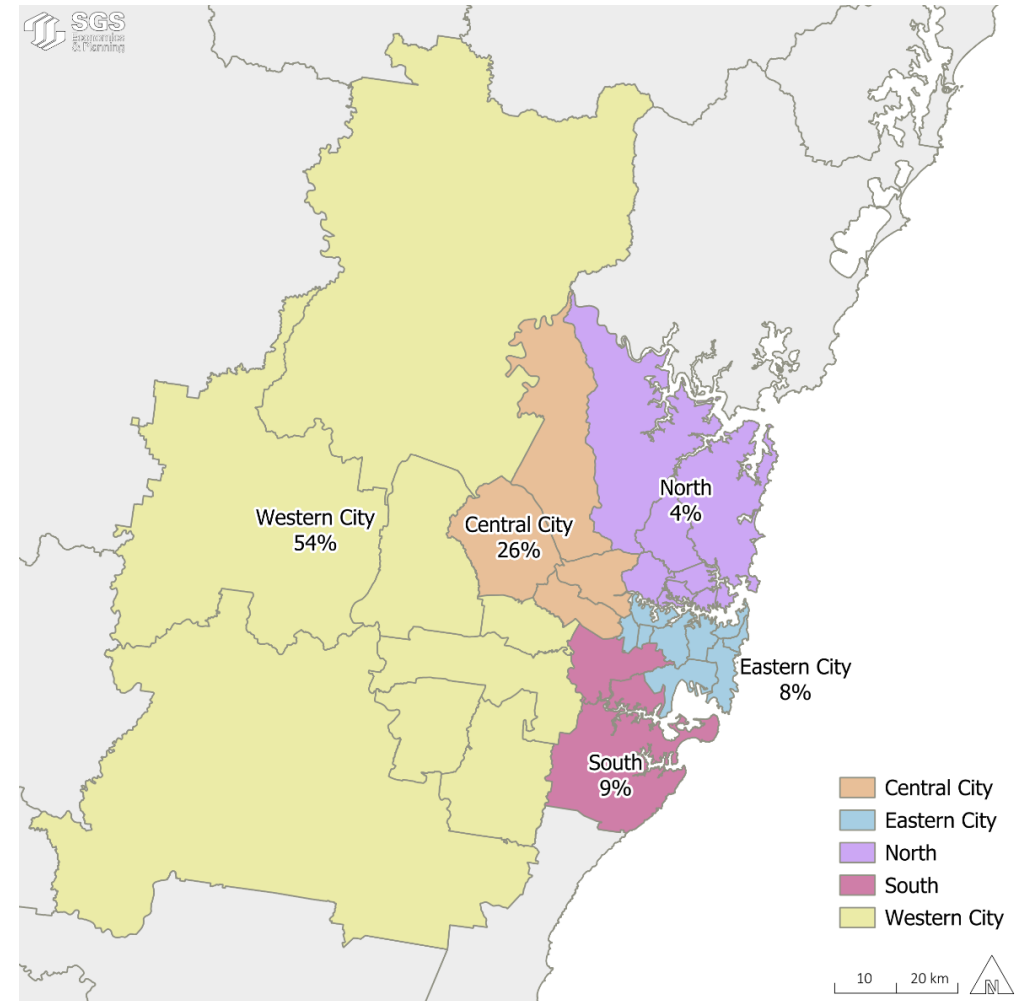
In 2025, Greater Sydney had a total of approximately 20,210 ha of zoned employment land.

8% average annual growth rate.

Where are employment lands?

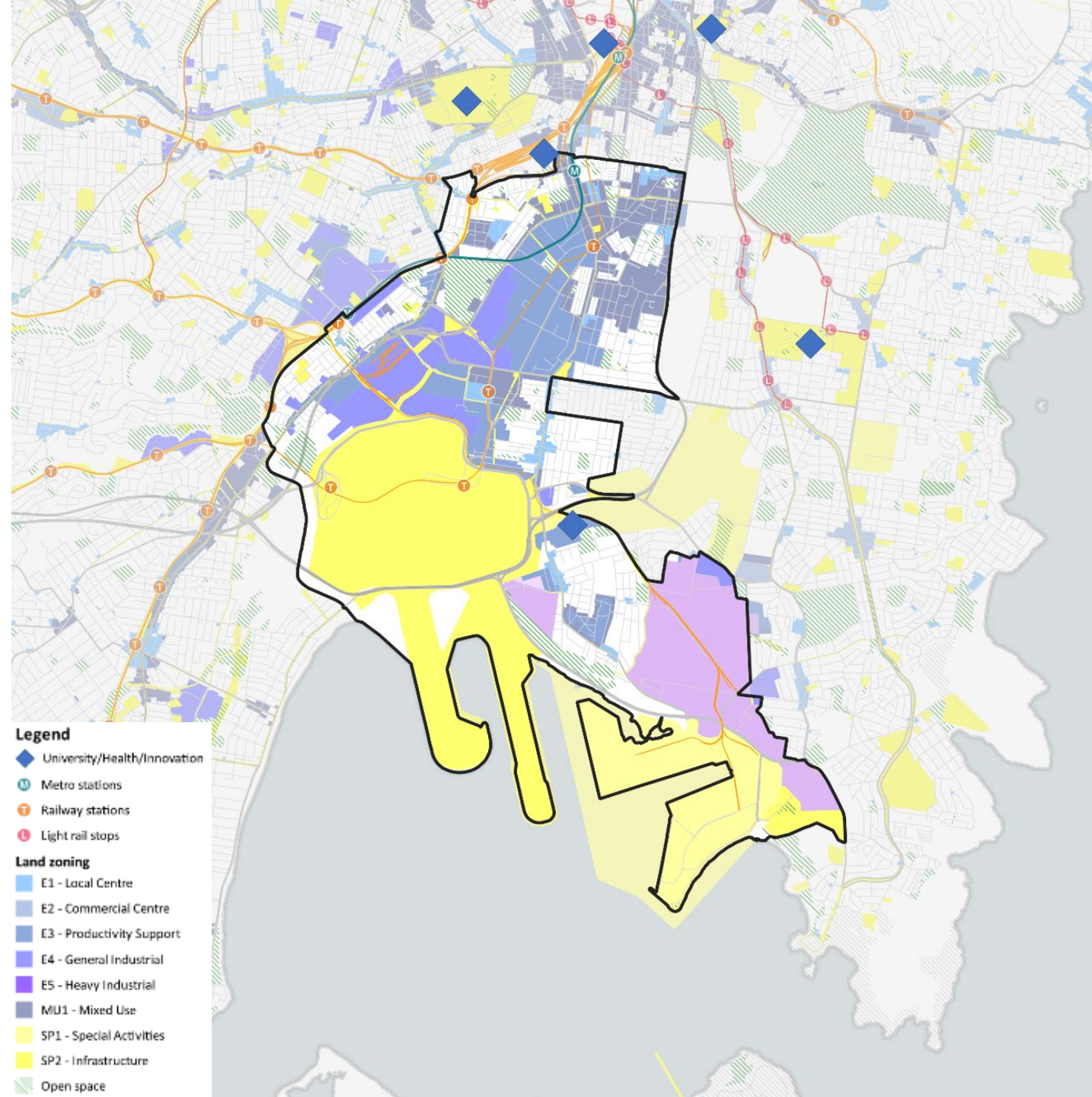
The distribution of employment lands is inequitable across Greater Sydney.

A well distributed network of employment lands is important for equitable access to industrial related job opportunities, and so business supply chains are efficiently moving goods from producers to consumers.



The Southern Enterprise Corridor

1. Economically significant
2. Home to a diverse mix of industries embedded in place
3. Under pressure from population growth, housing and structural changes



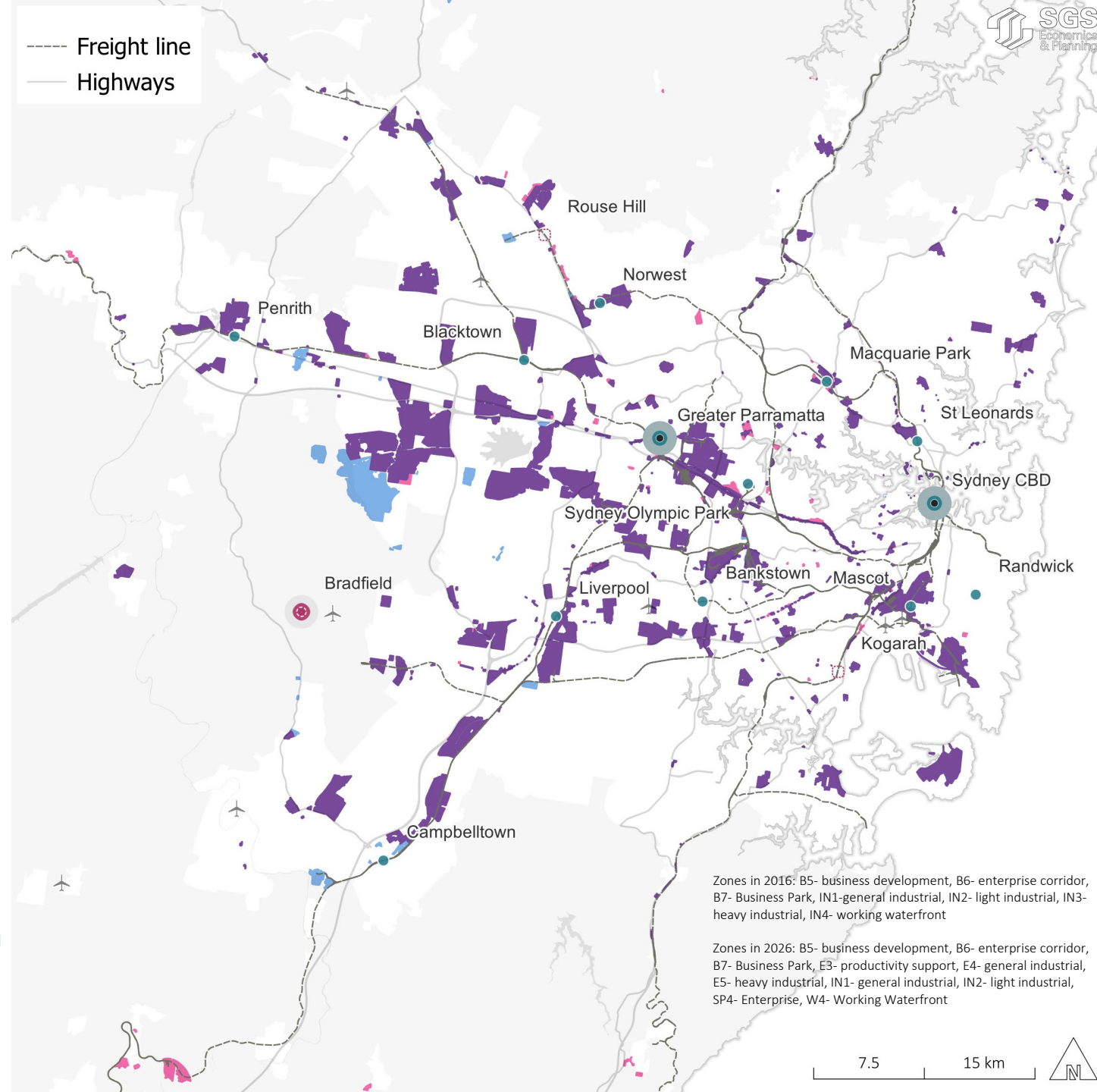
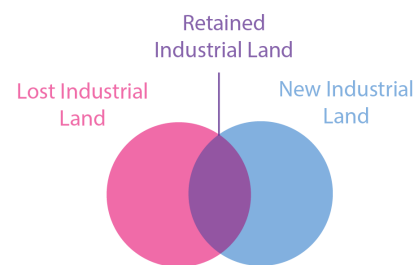
Change over time, 2016- 2026

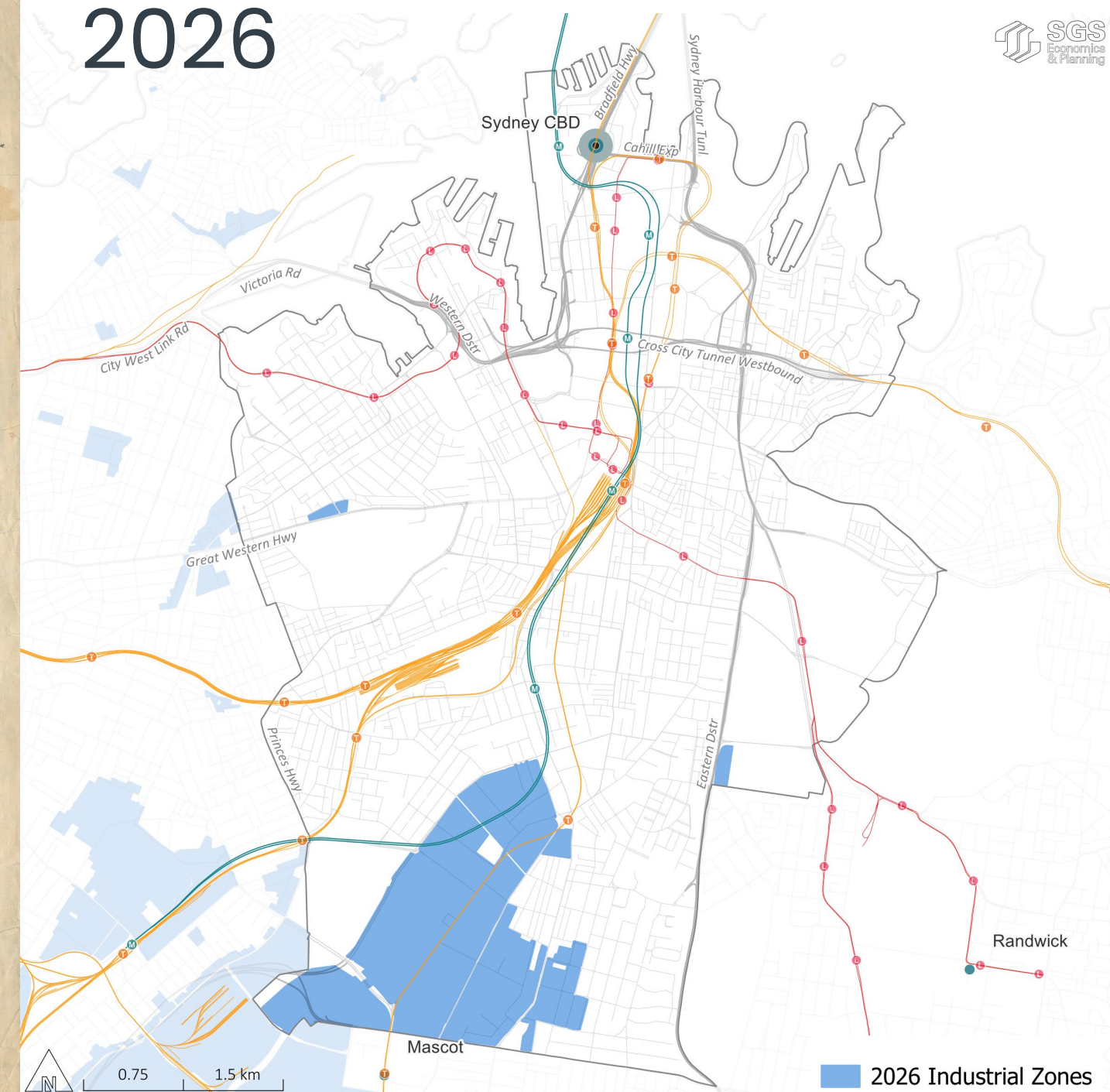
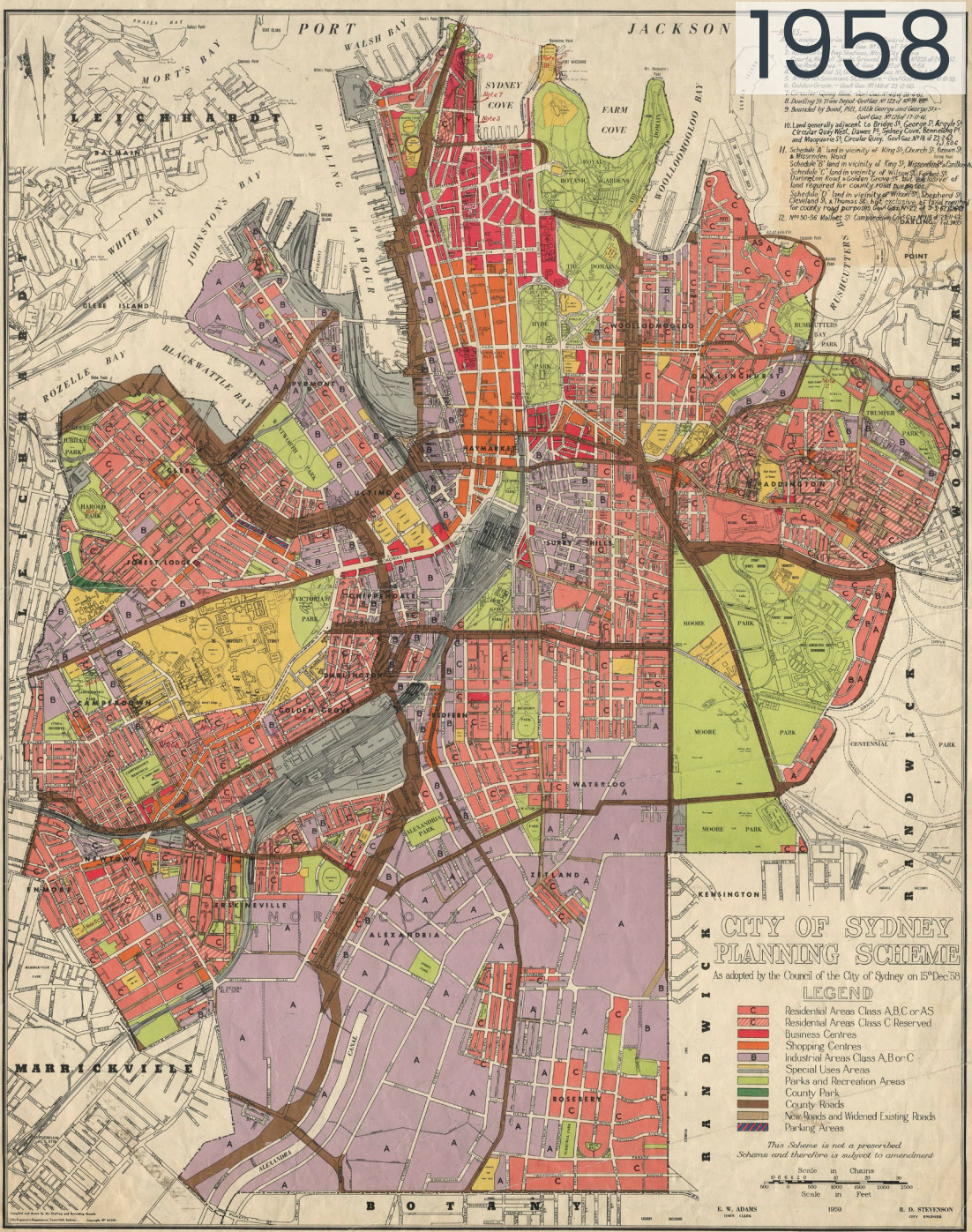
Precincts, especially in the **Eastern City, North** and **Central City**, have experienced a loss of employment land.

Employment land is often under threat from residential rezoning.

Between 2016 and 2026, if employment land has been lost it will appear as pink, if employment land is retained it will appear as purple, and if employment is new, it will appear as blue.

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Emerging Trends & Issues

Population growth

Employment lands will have to work harder to support future populations.

Rise of e commerce

Increased need for logistics spaces and micro delivery centres.



Emerging Trends & Issues

Data centres

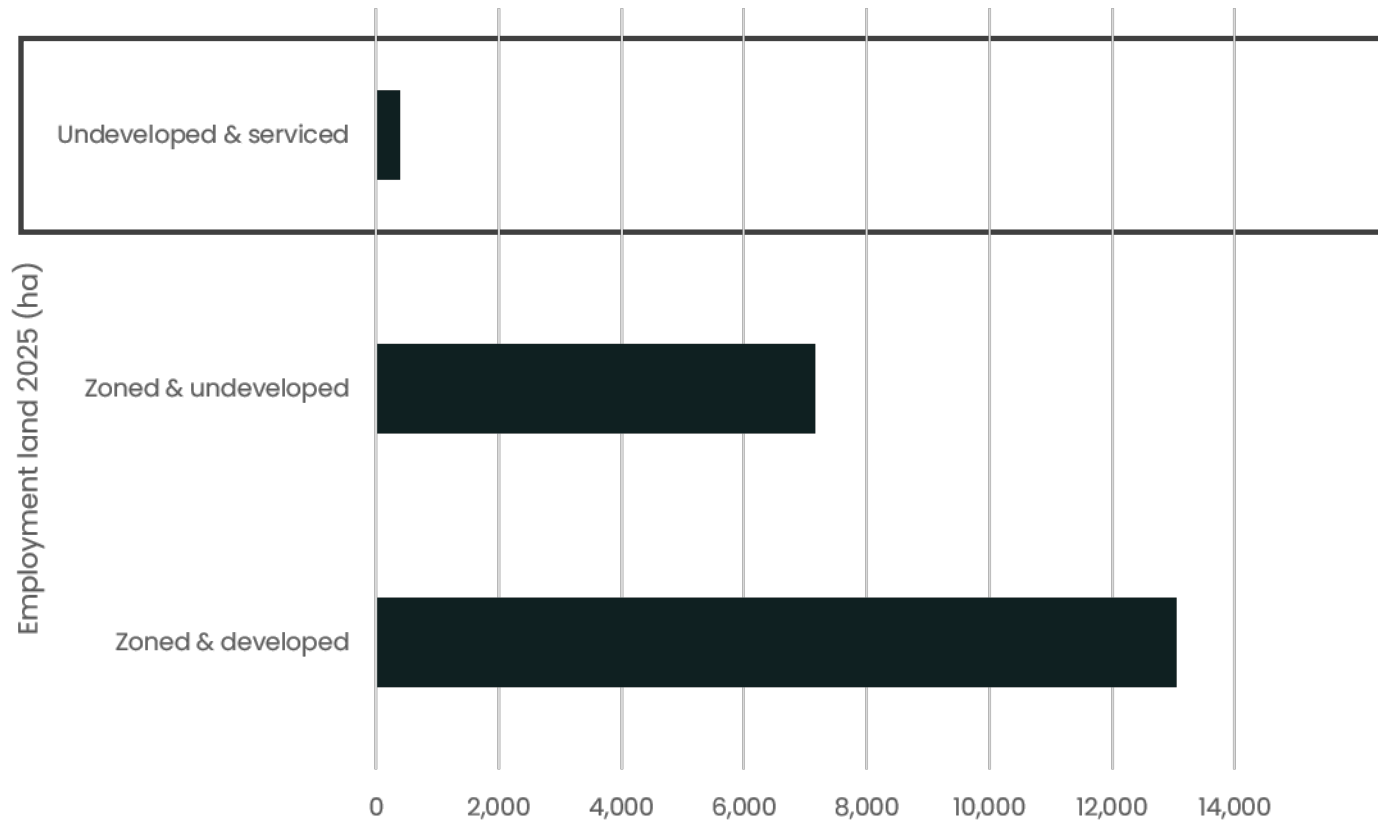
Growing demand for data centres in employment lands.

Automation

Automation technologies like robotics to increase efficiency and reduce costs.



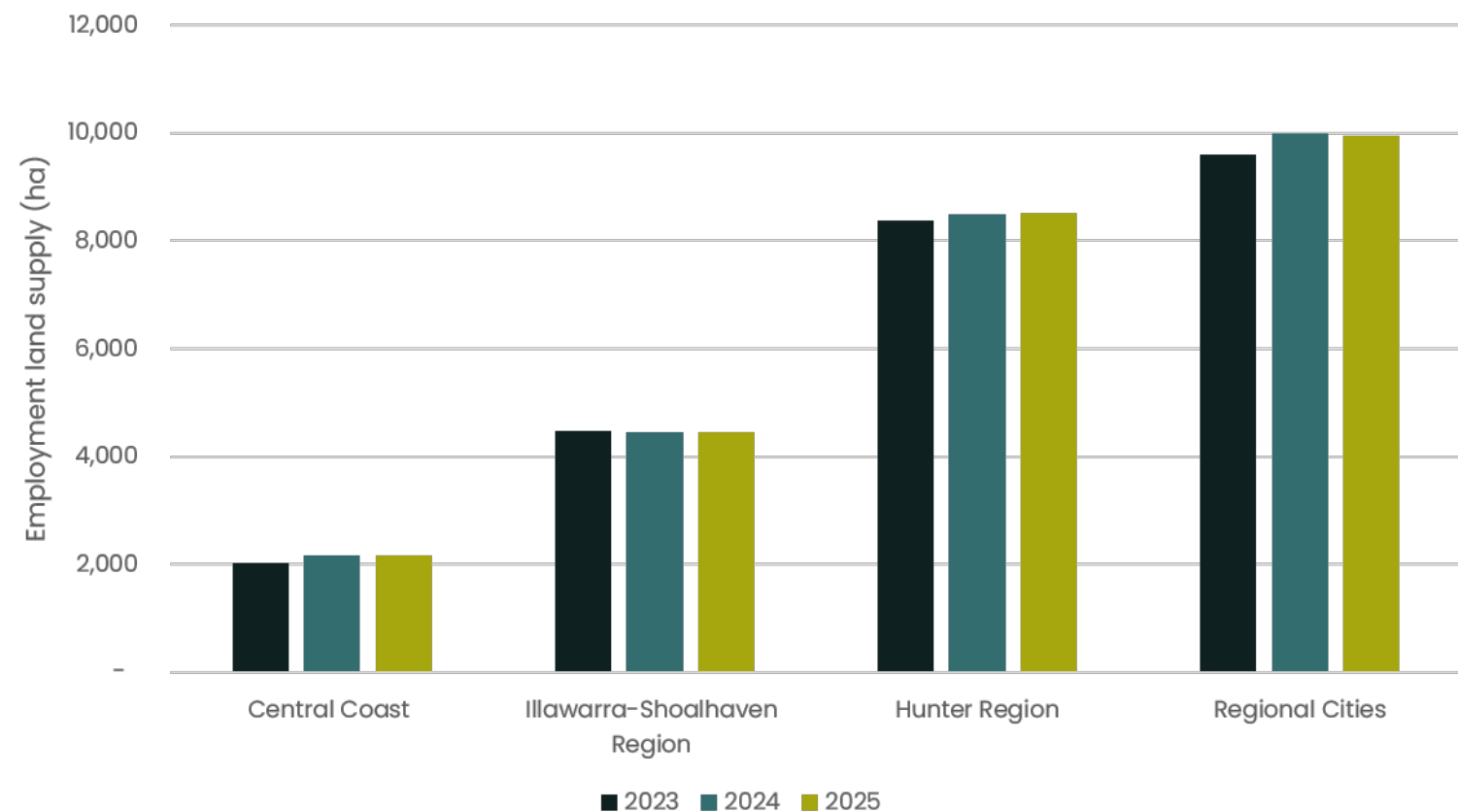
Availability of undeveloped and serviced land



Limited supply of 'undeveloped', 'serviced' employment land available to offer to the market.

Approximately **5%** of zoned undeveloped land was serviced in Greater Sydney.

Regional challenges



Regional areas have different social, economic and environmental challenges.

Implications & opportunities

Employment lands are under pressure. Demands are changing.

1. Plan regionally for freight and logistics
2. Plan strategically across different uses
3. Plan to enable adaptation

Key takeaways

The strength of employment lands lies in the **activities within them**, and importantly their **position as part of the broader region** and **connectivity nationally and globally**.

- Employment lands are essential to the functioning of our cities and can strengthen the entire economy.
- Facing new pressures and new opportunities and need to continue to adapt and evolve.
- Taking a regional and strategic approach that recognises the distinct role of employment lands.

Questions?



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