Growing your business in Western Sydney
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Working together for a better Western Sydney

No matter the type, size or maturity of your business, Western Sydney has a magnificent economic outlook, driven by diversity, population growth and investment.

In realising the region’s full potential as the engine room of growth for Greater Sydney and Australia, businesses and the community must come together with local and state government to collaborate on region specific issues by changing roadblocks into opportunities and managing strengths to achieve economic and social success.

To help your business grow, our people can discuss uniquely Western Sydney matters with you, including:

• What the new Badgery’s Creek airport means for your business in terms of domestic and international market opportunities
• How your organisation will deal with, and make best use of, an additional 1 million residents in Western Sydney over the next 15 years
• How your business is positioned to take advantage of the growth and development of connecting infrastructure such as the Sydney Metro Northwest and WestConnex developments or proposed M9 Orbital road connecting Sydney’s North and South, or our urban centres and new business precincts, such as health and education precincts in Westmead, Liverpool and Penrith
• How your business is working with education, TAFE and university institutions across Western Sydney to gain access to the best candidates
• Where you can find human capital and finance resources to support growth and development, for example expanding into new export markets.

Location: Warragamba Dam
Our commitment to Western Sydney

We are deeply connected to the people of Western Sydney. Beyond providing the services and advice you expect from a global organisation, Deloitte genuinely knows and understands the area, including what makes it different to the rest of Sydney and the state, and the challenges it faces.

Our presence in the region, spanning over 35 years, includes a team of 350 professionals, guided by 35 partners.

A solution that’s right for you

Whether your business is a start-up, or a larger more mature enterprise looking for your next move, Deloitte Western Sydney has an in-depth understanding of the region’s core industries – and the best experts available to help you capitalise on opportunities and minimise risk.

Whatever the size and complexity of your business, Deloitte has both the technical capability and the regional knowledge to help you grow and succeed in Western Sydney and beyond.

Danny Rezek, Office Managing Partner

Our solution

In Western Sydney, Deloitte recognises the dynamic nature of the markets in which our clients operate. We have extensive and deep industry expertise in:

• Consumer Business: Providing or supporting the flow of goods and services to the end consumer
• Life Science & Healthcare: Addressing the challenges of today’s life sciences and healthcare industry
• Not-for-profit: Assisting charities, not-for-profit organisations, as well as profit for purpose enterprises to make a difference
• Public Sector: Supporting federal, state and local government around technology and service delivery
• Real Estate: Tailored solutions for clients across the full spectrum of the real estate community.

We work across challenges and opportunities in the sector, our services incorporate:

• Assurance & Advisory
• Tax, including corporate taxes, research & development, GST, transfer pricing
• Risk Advisory, including cyber security and workplace health and safety
• Deloitte Access Economics
• Corporate Finance
• Deloitte Private, including Deloitte Private Connect
• Data analytics, Deloitte Digital, Customer Experience.

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Shaping Future Cities: Designing Western Sydney

Designing Western Sydney’s blueprint for economic growth helps us to work with you by addressing your business needs, understanding the implications for the sector in which you operate, and identifying the right opportunities for your business.

The blueprint includes strategies presented in three categories, with recommendations to boost platforms for jobs growth, create jobs and connect people to jobs. The 25 strategic recommendations anticipate the ultimate goal of 200,000 great new jobs across Western Sydney by 2020, and includes 7 main levers you can adjust to guide your business and the region forward:

- **Land**
  - Helping your business plan for employment beyond conventional land use
- **Labour**
  - Improving participation and education for your workforce
- **Capital**
  - Supporting your growth through potential micro infrastructure projects
- **Enterprise**
  - The region’s multicultural diaspora is your key advantage
- **Innovation**
  - Gaining you value from the Western Sydney Innovation Corridor
- **Connectivity**
  - Optimising the new airport and other infrastructure developments to support your efficiencies and growth
- **Liveability**
  - Urban renewal to prioritise jobs in your sector.

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For more information on Deloitte in Western Sydney, please visit www.deloitte.com/au/westernsydney, call +61 2 9840 7000, or contact one of our Partners directly (see the enclosed contact sheet).
Deloitte Private work with privately owned and family businesses from the start up stage, during growth, and often through to shareholder exit. Right from the beginning it is essential that the basics of running a business are performed accurately, effectively and efficiently. Our skilled professionals focus on cultivating world-class capabilities and pursuing innovation to assist your business in its growth and development.

We help you ask the right questions for rapid growth:

- Are you investing in the right systems and processes that are rigorous and flexible enough to support your growth?
- Do you have an accurate and timely view of your business in order to make the right decisions in expanding and growing your business?
- Are you able to take advantage of emerging opportunities, whilst minimising the risk?
- How can you make sure overworked staff laden with compliance and back-office functions are better utilised in growing the business?
- How are your products or service offerings different from your competitors?

We have solutions from transferring your accounting systems to a cloud-based practice so you are able to make critical decisions based on real-time data and not on historical results to outsourced services for functions you can’t perform or don’t want to employ full time resources for.

Deloitte Private Connect provides a subscription-based tool that can assist you in decision making by bringing insights based on your cloud sourced data. Virtual CFO services provide many of our clients with an entire operational finance function including:

- Book keeping
- Payroll
- Monthly reporting
- Compliance services.

97% of businesses in Western Sydney employ less than 20 workers

Shriro Holdings is a leading kitchen appliances and consumer products marketing and distribution group operating in Australia and New Zealand. The Group markets and distributes an extensive range of company-owned brands (including Omega, Robinhood, Everdure and Omega Altise) and third party owned brands (such as Casio, Blanco and Pioneer).

Deloitte Western Sydney has been with us every step of the way throughout the preparation for and delivery of our successful IPO in 2015. This included audits for the two years prior, acting as investigating accountant, performing the due diligence and preparing the IPO prospectus.

In working with Deloitte Western Sydney teams, we feel that we have a service provider who shares our mission by providing exceptional service and value.”

Shane Booth, CFO, Shriro Holdings Ltd
"Pepe’s Ducks has worked closely with Deloitte for the last four years now; I find that the Deloitte Western Sydney team has really made an effort to understand the diversity of our business and the niche industry in which we operate. The Deloitte team are therefore able to add value by proactively identifying issues and suggesting remedies; introducing Deloitte’s technical expertise in areas as and when needed especially looking at valuation issues within agricultural industry standards.

I also find great value in attending Deloitte events and active involvement in initiatives like Shaping Future Cities: Designing Western Sydney that focus on the opportunities that we and other organisations have to grow and prosper in this region. Our relationship with Deloitte Western Sydney will grow and develop across many more capabilities as our business grows and diversifies.”

David Fox, Chief Financial Officer, Pepe’s Ducks
Growing your business in Western Sydney

“Like Daikin, Deloitte is a global brand that is recognised for technical excellence and innovation. Daikin Australia is an important part of Daikin’s global network. And, being located in Western Sydney as we are, it is important to us that our auditor not only understands our business and industry sector, but also the dynamics of the region where we operate.

Deloitte’s knowledge of and commitment to Western Sydney is truly impressive and we feel that the Partners and teams who our people work with come with a deep understanding of our current and future plans, and by being an integral part of our 2020 vision, can bring this wide range of technical expertise at the right time.”

Jeff Tonkin, Director, Finance, Daikin Australia

We help you ask the right questions for the future:

- Do you have the right framework to transfer ownership of your business?
- Are you prepared for business and personal tax expenses and efficient personal wealth management?
- In a market where ‘cash is king’, do you have the ability to raise capital to respond to changes, opportunities and market volatility?

We have solutions from accounting modelling, personal taxation and cash flow analysis, business audit and taxation, and future strategic planning services intended to help you ensure outcomes are optimised and risks are managed.

Businesses looking at their next move

In a $127b economy, your next move is ‘planning to be where you plan to be’
First edition: January 2016

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