



**RWC**



WESTERN **S**YDNEY INSIGHTS

# Western Sydney Residential Development Overview

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# Executive Summary

Western Sydney continues to evolve as metropolitan Sydney's key growth engine, shaped by dynamic population movements and changing development patterns.

**The region's role in accommodating Sydney's expansion has become increasingly critical, with updated NSW Government projections indicating 56.52% of the growth in the state's population through 2041 will be in Western Sydney.**

Recent data reveals significant shifts in migration patterns affecting Western Sydney's growth trajectory. International migration to NSW has moderated to 142,470 in 2023/24, an 18.21% reduction from the previous year, though NSW remains Australia's primary destination for overseas arrivals. Concurrently, interstate migration outflows have decreased substantially, with the September 2024 quarter showing a net loss of 5,669 residents—down 55% from the December 2021 peak—indicating improved population retention despite ongoing housing pressures.

Across Western Sydney's precincts, the NSW Government's revised population forecasts show evolving growth dynamics. The South West has firmly established itself

as the region's primary growth frontier with a 1.64% annual growth rate, while the West precinct maintains steady growth at 1.23%. The North West region shows signs of approaching maturity, with projections indicating moderation post-2030 as developable land diminishes.

These updated population patterns translate to substantial housing requirements, with the Department of Planning's revised figures indicating Western Sydney needs approximately 24,000 new dwellings annually. However, a critical supply-demand imbalance persists. The current development pipeline shows promising depth with 39,379 DA-approved dwellings across all precincts, yet only 5,404 units are under construction—severely short of annual requirements.

Development activity varies significantly by precinct. The North West leads current delivery with 2,347 dwellings under construction, followed by the West (2,430), Outer West (569), and South West (58). The geographic focus of development is



also shifting, with established centres like Parramatta and emerging corridors around the Western Sydney Airport attracting increased planning activity under the NSW Government's Stage 2 low and mid-rise planning reforms.

Market conditions show signs of improvement, with construction costs moderating with material costs easing to 1.65% annual growth, though labour shortages remain a persistent constraint. Meanwhile, the lending environment has evolved favourably, with the February 2025 interest rate reduction stimulating renewed market activity. Investor lending has resurged to \$12.4 billion in the December 2024 quarter, while first home buyer support has expanded through the enhanced Help to Buy scheme announced in the 2025 Federal Budget.

**Looking ahead, Western Sydney's success will depend on successfully activating its substantial development pipeline. The Stage 2 low and mid-rise planning reforms enabling greater density around transport hubs offer potential solutions, though the significant gap between approvals and construction commencements remains the region's most pressing challenge.**

**If you'd like to discuss this report in more detail, we would be delighted to engage in a conversation with you.**



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## Overseas migration shows *signs of slowing*

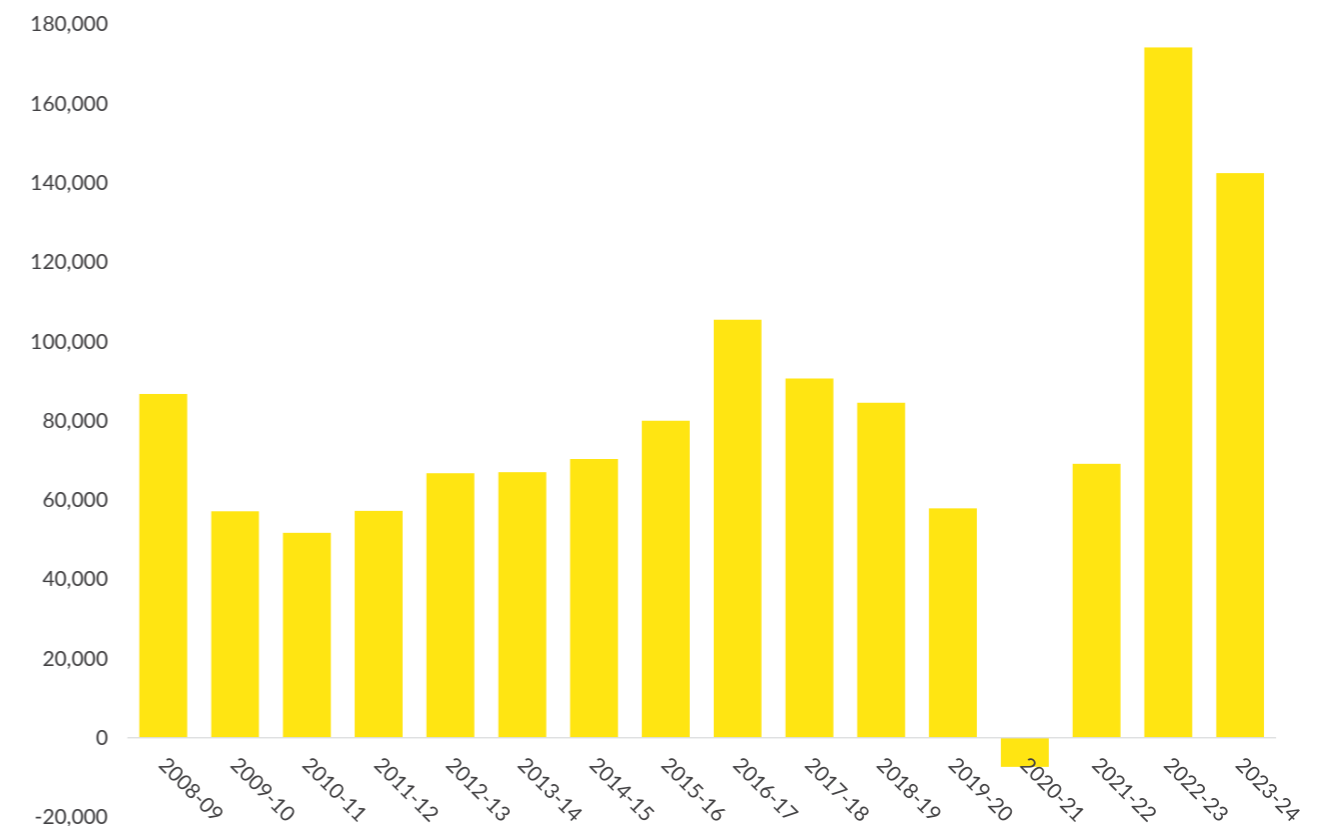
**The trajectory of overseas migration to Australia continues to shift, with NSW experiencing a notable moderation after the post-pandemic surge.**

Recent data reveals NSW welcomed 142,470 new arrivals in the 2023/24 financial year, representing a significant 18.21% reduction from 2022/23.

Despite this decline, NSW maintains its position as Australia's primary destination for international migrants, capturing the largest share among all states. This ongoing concentration of arrivals in NSW, particularly within Western Sydney's established multicultural communities, sustains pressure on regional housing markets and infrastructure.

The current downward trend aligns with broader policy discussions about sustainable immigration levels, with the Liberal Party proposing to slash overseas migration by up to 25% if elected in the upcoming May election, citing concerns about housing supply constraints.

NET OVERSEAS MIGRATION NSW  
NO. PEOPLE, FINANCIAL YEAR

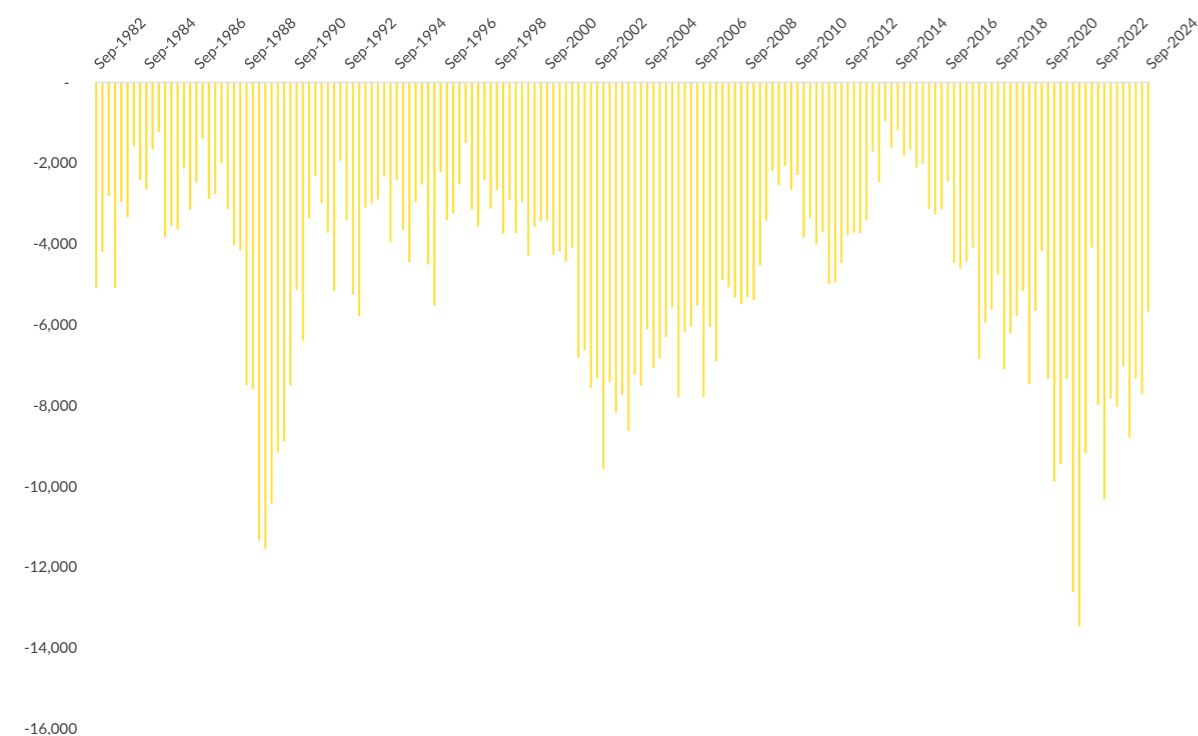


SOURCE: ABS CAT.3407

**"Despite moderating to 142,470 arrivals in 2023/24, NSW remains Australia's primary destination for international migrants, maintaining significant pressure on Western Sydney's housing markets while political proposals call for further reductions."**

# Interstate *migration patterns*

NSW INTERSTATE MIGRATION  
NO. PEOPLE, QUARTERLY



SOURCE: ABS CAT.3407

**The significant reduction in interstate outflows to 5,669 in September 2024, down from 13,462 in December 2021—indicates NSW's improving ability to retain population despite ongoing housing pressures, creating a more balanced demographic outlook where international gains are less offset by domestic losses.**

Interstate migration data for NSW reveals a moderating trend in population outflows, with the September 2024 quarter showing a net loss of 5,669 residents—a substantial improvement from the pandemic-era peak of 13,462 in December 2021. This represents the third consecutive quarter of declining outflows,

suggesting a potential structural shift in domestic migration patterns.

The data demonstrates a clear pattern of cyclical fluctuations, with the September quarter traditionally showing lower outflows compared to December quarters.

However, the current trajectory indicates a broader improvement beyond seasonal variations:

- **Three-year trend of improvement**  
Net outflows have decreased by 55% since the December 2021 peak
- **Post-pandemic normalisation**  
Current levels are approaching pre-pandemic norms after exceptional volatility during 2020-2022
- **Employment dynamics remain favourable**  
NSW continues to maintain low unemployment rates nationally at 4.0%

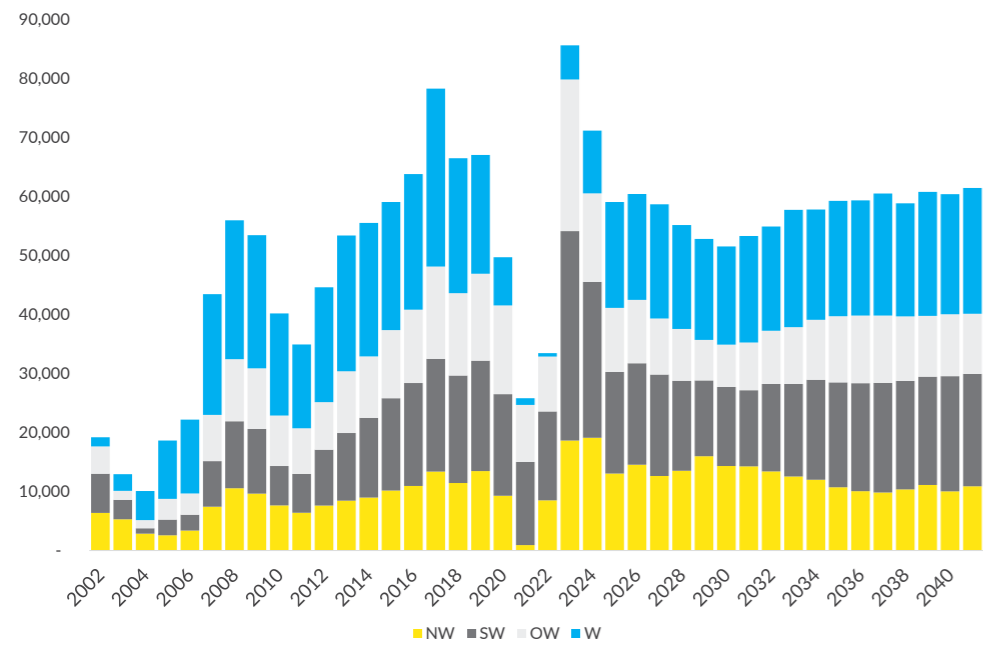
Despite this improvement, NSW still faces persistent interstate migration challenges. Queensland remains the primary beneficiary of NSW outflows, though Western Australia's strong economic performance is attracting an increasing share of interstate migrants.

Paradoxically, NSW maintains the country's lowest unemployment rate, indicating robust job market conditions. However, the persistent mismatch between housing supply and demand continues to drive resident's interstate, creating a complex scenario where high international migration coincides with domestic outflow. This dynamic adds further pressure to an already tight labour market, as the state simultaneously gains and loses workforce participants.



# After outstanding gains, *population growth stabilises*

WESTERN SYDNEY POPULATION INCREASES  
ANNUAL NUMBER OF ADDITIONAL PEOPLE, BY PRECINCTS



SOURCE: DEPARTMENT OF PLANNING & ENVIRONMENT, RWCWS

**Recent forecast revisions reveal a more nuanced growth distribution across Western Sydney, with land availability driving South West's prominence while established precincts like Parramatta and emerging areas like Wollondilly reshape the region's population landscape.**

Recent population forecast revisions indicate more moderate growth expectations for Western Sydney compared to previous projections. While NSW's population trajectory remains upward, with the state expected to reach 4.74 million by 2041, the pattern of growth distribution across Western Sydney's precincts reveals important shifts in development dynamics.

Western Sydney continues to shoulder a significant portion of NSW's population growth, capturing 56.52% of the state's anticipated increase (2022-2041). This growth, however, is unevenly distributed across the region's precincts, reflecting land availability and infrastructure investment patterns.



The South West maintains its position as the region's primary growth node with a 1.64% annual growth rate. Liverpool and Camden LGAs lead this expansion, with Wollondilly showing strong percentage growth despite starting from a lower population base.

The North West precinct shows varying growth patterns, with The Hills accommodating the largest numerical population increase, though longer-term growth is expected to moderate post-2030 as developable land diminishes.

In the West, Parramatta confirms its role as the central hub of growth, while the Outer West sees Blacktown and Penrith emerging as key growth centres, benefiting from improved connectivity and proximity to the Western Sydney Airport development.

These shifting growth patterns suggest a rebalancing of Western Sydney's development focus, with the South West's ascendancy particularly noteworthy against the North West's approaching maturity.

# Housing Requirements

"Recent planning reforms offer potential to address Western Sydney's persistent housing shortfall, but the region still faces a critical annual deficit of approximately 24,000 dwellings, with South West and West precincts bearing the heaviest demand through 2041."

## Implied housing *demand*

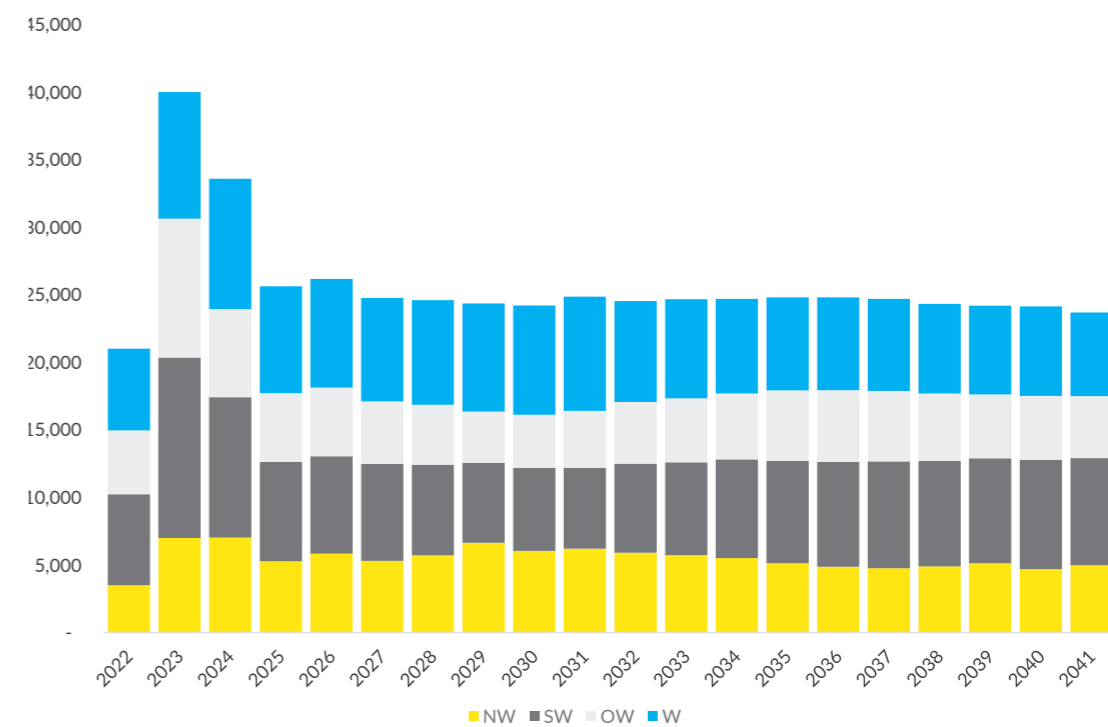
**Based on current forecasts, Western Sydney requires approximately 24,000 new dwellings annually to accommodate projected population growth through 2041.**

The latest population revisions translate directly to adjusted housing requirements across Western Sydney, with the data showing a continued critical need for new dwelling construction. Based on current forecasts, Western Sydney requires approximately 24,000 new dwellings annually to accommodate projected population growth through 2041.

Analysis of the precinct-specific housing demands reveals an evolving pattern that aligns with population shifts:

- **2024 reveals varying demand intensity**  
South West (10,390 dwellings) and West (9,640 dwellings) precincts face the highest immediate housing requirements
- **North West stabilisation**  
After peaking at 7,039 dwellings in 2024, demand moderates to approximately 5,000-6,000 annually through 2041
- **West precinct consistency**  
Maintains steady annual demand between 6,500-8,500 dwellings, reinforcing its role as a stable housing growth centre

ANNUAL ADDITIONS, BY PRECINCT  
PROJECTED OF NO. DWELLINGS REQUIRED



SOURCE: DEPARTMENT OF PLANNING & ENVIRONMENT & RWCWS

- **South West's long-term prominence**  
After an initial surge and adjustment, maintains the highest long-term housing requirements, exceeding 7,900 dwellings annually by 2040 supported by a growing economy and employment lands around Western Sydney airport.

Despite recent planning reforms that enable greater densities around transport nodes, the housing supply-demand gap persists across all Western Sydney precincts. These planning changes allow more low and mid-rise housing near transportation corridors present potential opportunities, but construction completion rates continue to lag significantly behind required levels.



## Development approvals up but trend behind requirements

The projected 15,643 annual approvals across Western Sydney for 2024/25 represents a substantial improvement from previous years but still falls approximately 8,400 dwellings short of annual requirements, with particular concerns in the high-growth South West precinct.

The latest dwelling approval data reveals difficulties in the Western Sydney's housing pipeline, with cautious signs of improvement emerging after prolonged undersupply. Analysis of 2023/24 approvals showed critically low levels across all precincts, with only 9,956 approvals region-wide against an annual requirement of approximately 24,000 dwellings. Recent data for 2024/25 (to January) indicates potential recovery, though still insufficient to meet housing demands:

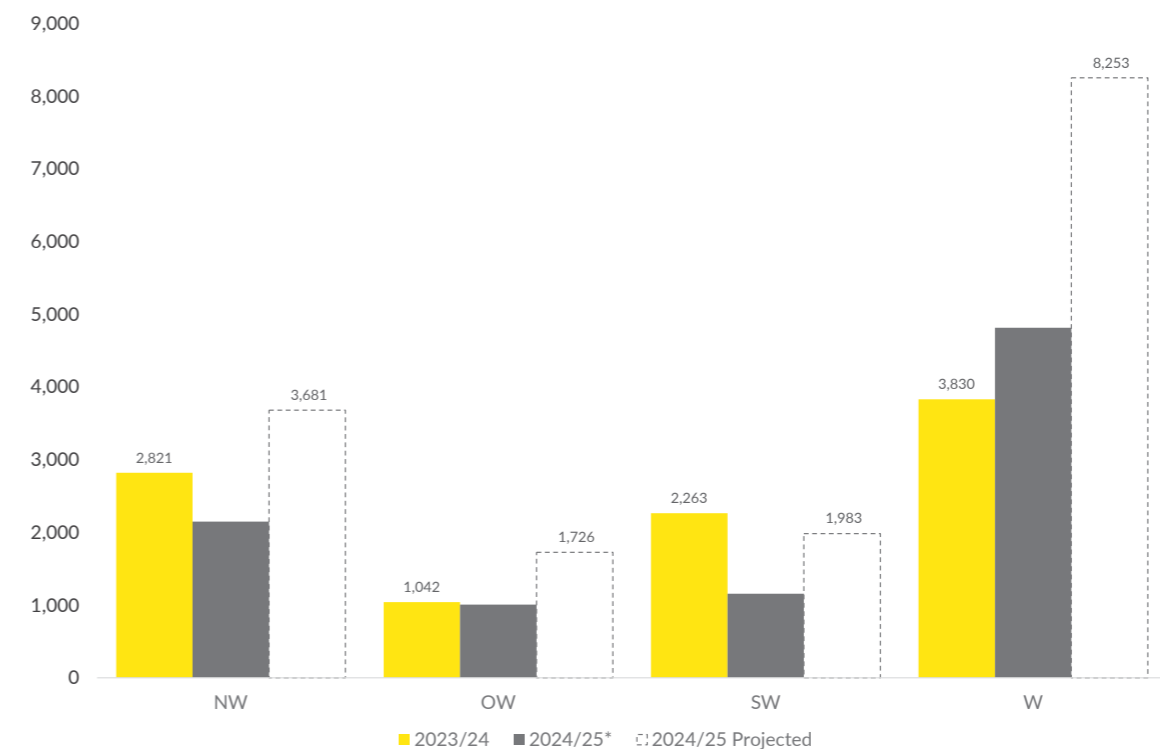
- **West precinct leads the recovery**  
Currently showing 4,814 approvals in the partial year data, with projected annual figures of 8,253 - driven primarily by strong activity in Parramatta (2,457 approvals) where higher-density opportunities align with planning reforms

- **North West demonstrates moderate improvement**  
Current approvals of 2,147 with projected annual total of 3,681, concentrated in The Hills Shire (1,138 approvals) and Ryde (787 approvals)
- **South West shows concerning slowdown**  
Only 1,157 approvals to date with projected annual total of 1,983, despite having some of the highest population growth forecasts
- **Outer West continues to underperform**  
With just 1,007 approvals and projected annual total of 1,726, primarily in Blacktown (630) and Penrith (367)

" Planning reforms enabling greater density around transport nodes appear to be yielding results in established areas like Parramatta and the North West corridor but have yet to significantly impact housing delivery in growth corridors like the South West."



WESTERN SYDNEY DWELLING APPROVALS (EXCLUDING HOUSES)  
FINANCIAL YEAR, PROJECTIONS, BY PRECINCT

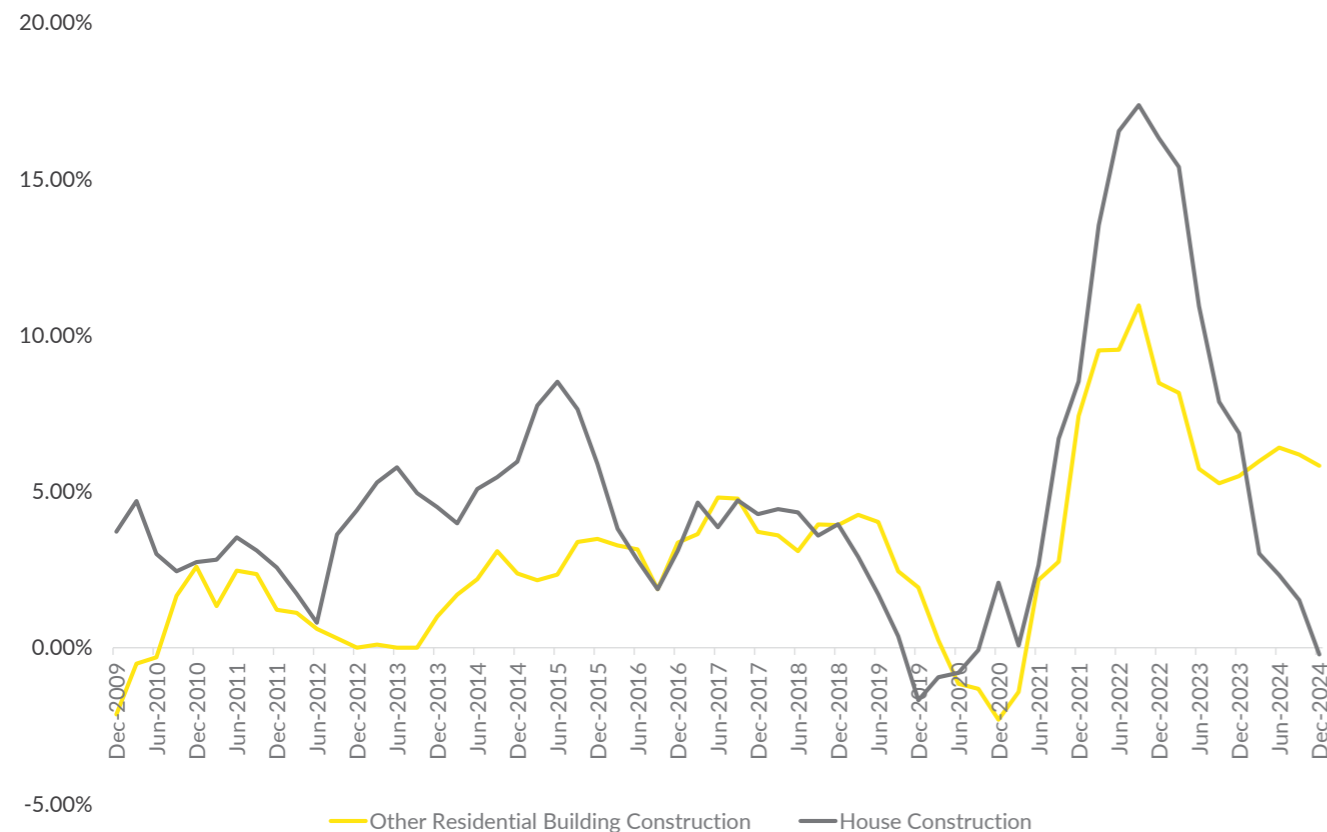


SOURCE: ABS CAT. 8731



# Construction cost *showing improvement*

CONSTRUCTION COSTS  
ANNUAL INDEX GROWTH NSW



SOURCE: ABS CAT. 6427

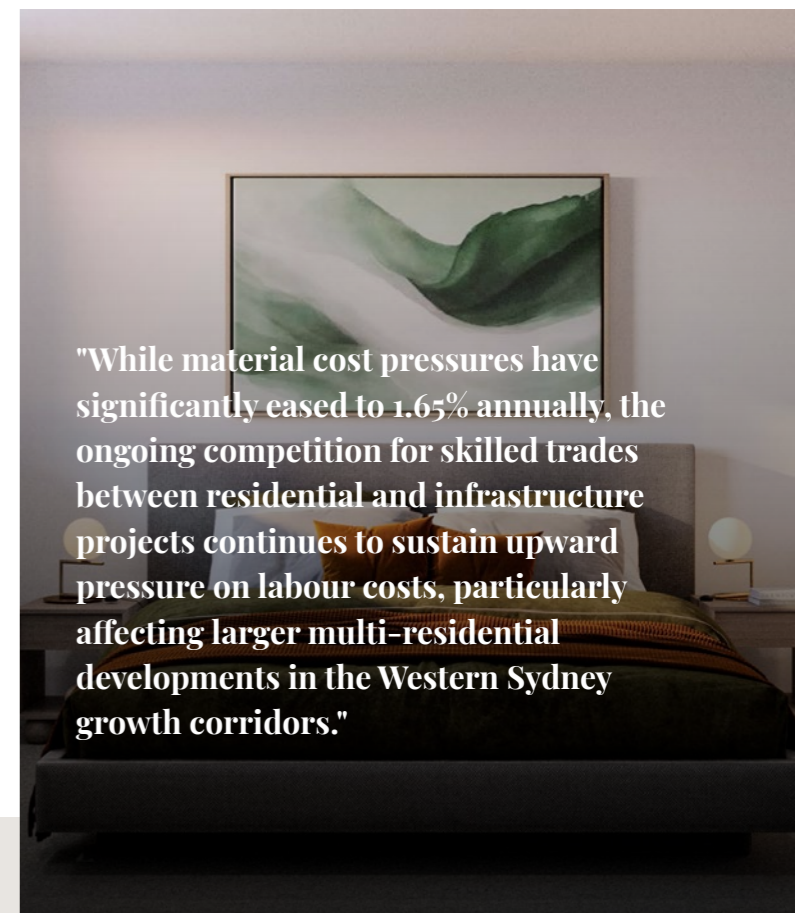
The December 2024 ABS data confirm a pivotal shift in construction cost trajectories across the residential sector, with material costs continuing their moderation trend while labour remains the critical constraint. Input prices to house construction rose just 0.5% for the quarter and 1.65% annually—a dramatic improvement from the 15%+ increases seen in 2021-2022.

Key insights from the latest construction cost data:

- **House construction prices fell 0.3%** for the first time since June 2020, driven by builders offering increased promotions and incentives to stimulate demand amid affordability pressures, particularly in NSW and Victoria
- **Other residential building construction costs increased 0.8%** and non-residential construction rose 0.7%, reflecting ongoing pressures in multi-unit residential development
- **Labour shortages persist** as the primary cost driver across all construction classes, with concrete trades and electrical services experiencing particular pressure
- **Material cost variations reflect changing supply dynamics:**
  - Concrete and cement (+3.3%) and ceramic products (+2.0%) continue to see increases
  - Electrical equipment prices decreased (-1.2%), benefiting from lower copper prices

Significant regional variations have emerged, with Perth experiencing the highest quarterly increase (+2.2%) driven by ceramic product prices (+16.6%), while Sydney (+0.1%) and Brisbane (-0.1%) showed minimal movement.

Competition for skilled labour between residential, non-residential and infrastructure sectors continue to intensify, highlighting the importance of skilled migration programs to address persistent workforce shortages across the construction industry.



"While material cost pressures have significantly eased to 1.65% annually, the ongoing competition for skilled trades between residential and infrastructure projects continues to sustain upward pressure on labour costs, particularly affecting larger multi-residential developments in the Western Sydney growth corridors."

# Market Finance

"The resurgence in investor lending through 2024, culminating in a December quarter peak of \$12.4 billion, demonstrates market confidence ahead of the interest rate easing cycle that began with the February 2025 cut to 4.10%, with expectations of further reductions driving strategic buyer positioning."

## Lending market trends

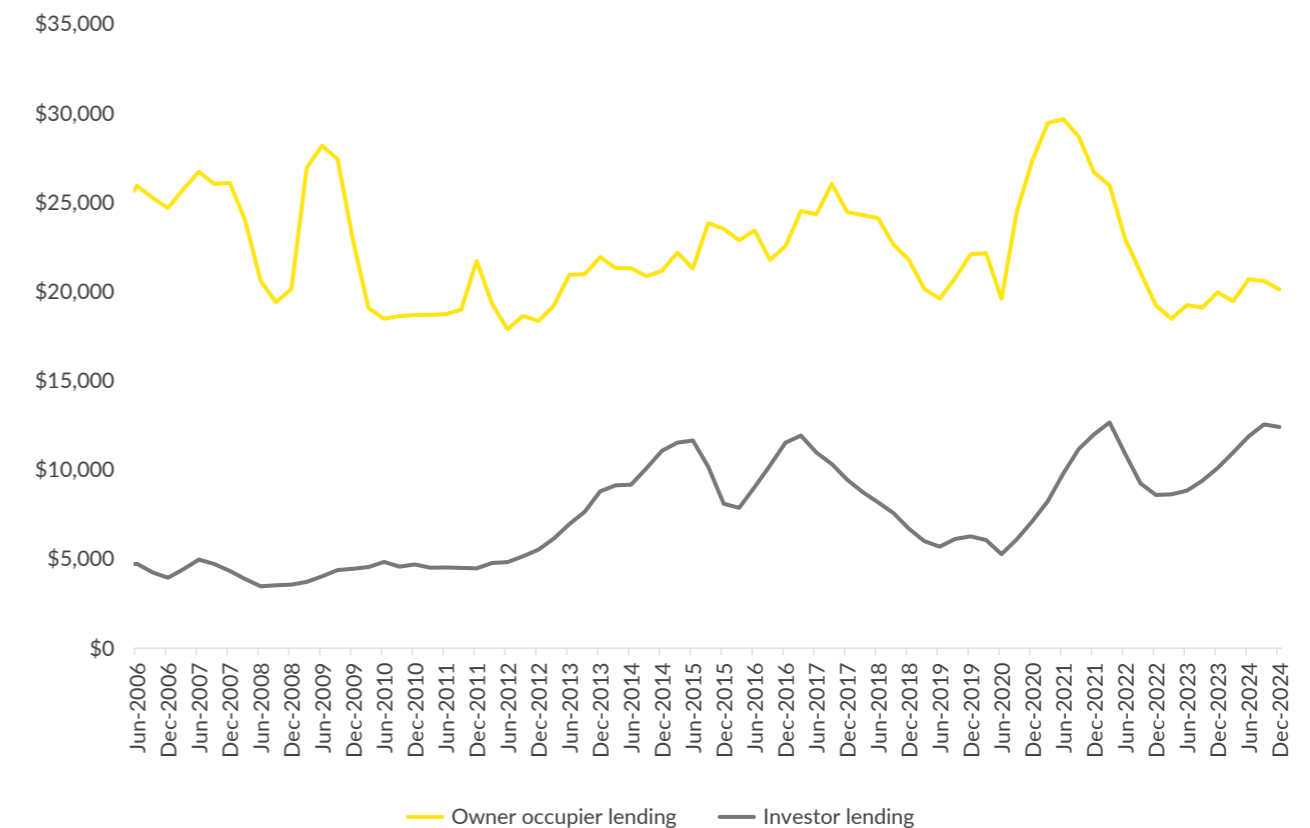
### Expectations of further interest rate reductions driving strategic buyer positioning.

The latest lending data reveals a significant resurgence in investor activity across NSW's residential market, with the December 2024 quarter showing investor lending volumes approaching owner-occupier levels for the first time since the pandemic peak. This revival anticipates the February 2025 interest rate reduction—the first cut since 2020—which has further grown market confidence..

Key trends in the NSW lending landscape:

- **Investor lending accelerates** with a clear upward trajectory through 2024, reaching \$12.4 billion in the December quarter, representing approximately 46% of total residential lending
- **Owner-occupier lending stabilises** at approximately \$15 billion per quarter, reflecting a more measured approach amid moderating price growth
- **"Rent-vesting" emerges as a prominent strategy** with buyers increasingly entering the market as investors while continuing to rent in preferred locations

NSW NEW HOUSING LOAN COMMITMENTS (EXCL. REFINANCING)  
\$MILLIONS, QUARTERLY



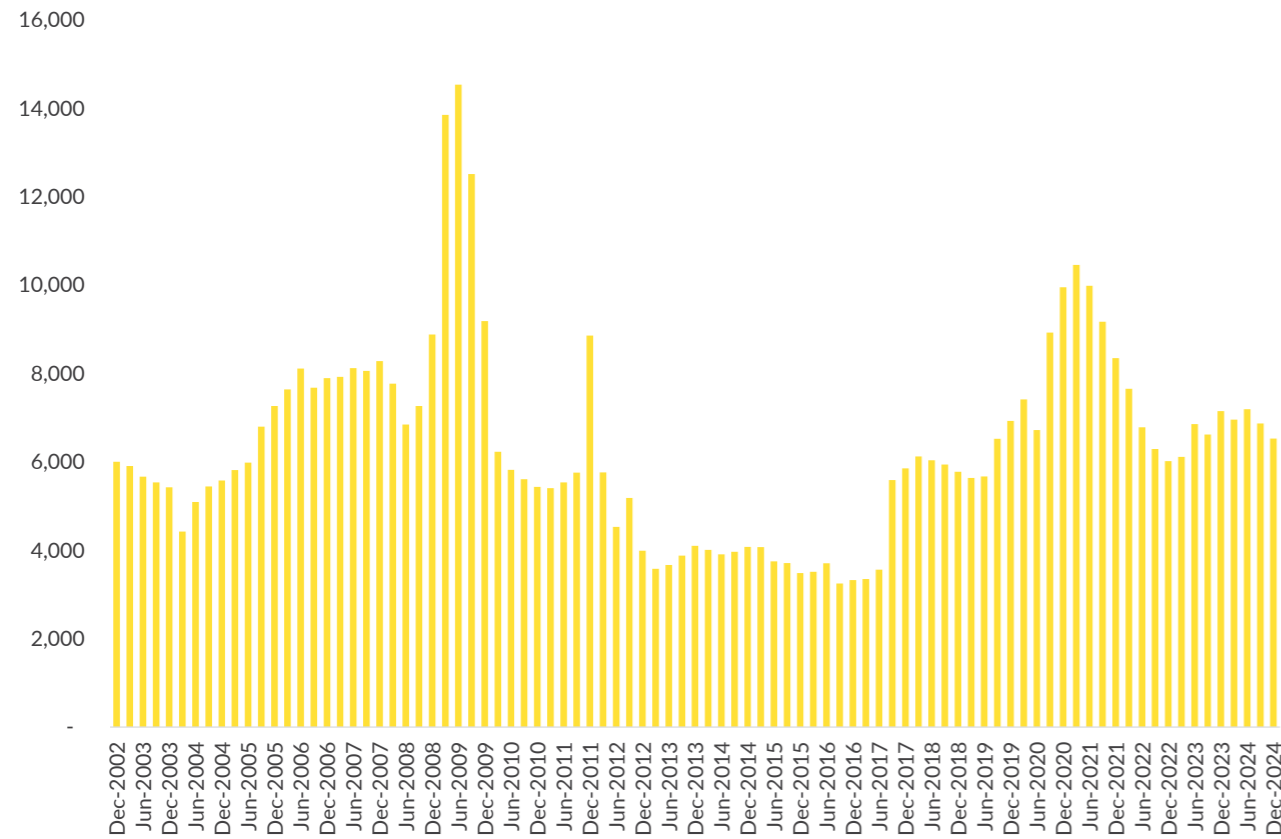
SOURCE: ABS CAT. 5601

- **Market anticipates rate easing cycle** with the February 2025 reduction to 4.10% marking the beginning of expected cuts, with another potential reduction forecasted for May
- **Strong rental yields attract investors** with persistent vacancy rates below 2% across Western Sydney maintaining upward pressure on rental returns

"The narrowing gap between investor and owner-occupier lending signals a structural shift in market dynamics, with yield-seeking investors increasingly dominant in addressing the supply-demand imbalance, particularly in Western Sydney growth corridors."

# First home *buyer activity*

NSW FIRST HOME BUYER LENDING COMMITMENT NUMBER, QUARTERLY, OWNER OCCUPIER



SOURCE: ABS CAT. 5601

**The expansion of the Help to Buy scheme with higher income thresholds and property price caps will significantly benefit Western Sydney first home buyers, particularly as the February 2025 interest rate cut begins to improve borrowing conditions in the growth corridors.**

First home buyer activity in NSW shows signs of moderation through 2024, with the December quarter recording 6,527 commitments—down from the pandemic-driven peak of 10,457 in March 2021. Despite this cooling, current volumes remain above historical averages, demonstrating the ongoing demand for entry-level housing despite affordability challenges.

The recently announced expansion of the Help to Buy scheme in the 2025 Federal Budget introduces significant changes that will particularly benefit Western Sydney first home buyers:

- **Increased income thresholds**  
Singles up to \$100,000 (from \$90,000) and couples up to \$160,000 (from \$120,000)
- **Higher property price caps**  
Sydney's cap increases to \$1.3 million (from \$950,000)
- **Enhanced equity contribution**  
Government provides 30% for existing homes and 40% for new builds

These changes complement existing NSW support mechanisms, including:

- **First Home Buyers Assistance Scheme**  
Providing stamp duty relief on properties up to \$650,000
- **First Home Owner Grant**  
Offering \$10,000 for new builds under \$600,000

The introduction of more prefabrication housing support and apprenticeship incentives in the 2025 Budget may further stimulate entry-level housing supply, though the foreign investment restrictions could potentially limit development pipeline growth.



**"Western Sydney continues to attract first home buyers due to its relative affordability and infrastructure improvements. The region's diverse housing options—from apartments in Parramatta to new builds in growth corridors like Camden and Liverpool—align perfectly with government assistance thresholds."**

# NSW average loan size grows quicker than the national rate

The latest lending data reveals a strategic alignment between government policy thresholds and borrower behaviour in NSW's residential market.

The December 2024 quarter shows average loan sizes in NSW reaching \$811,000—significantly above the national average of \$666,000 and continuing the state's trend of maintaining the highest loan commitments nationally.

Most striking is the sustained clustering of loan amounts near policy-significant thresholds, particularly around the \$800,000 mark which corresponds with NSW's First Home Buyer stamp duty exemption limit. This strategic borrowing pattern reflects market awareness among buyers who are carefully structuring their purchases to maximise available government incentives.

Key insights from recent loan size data:

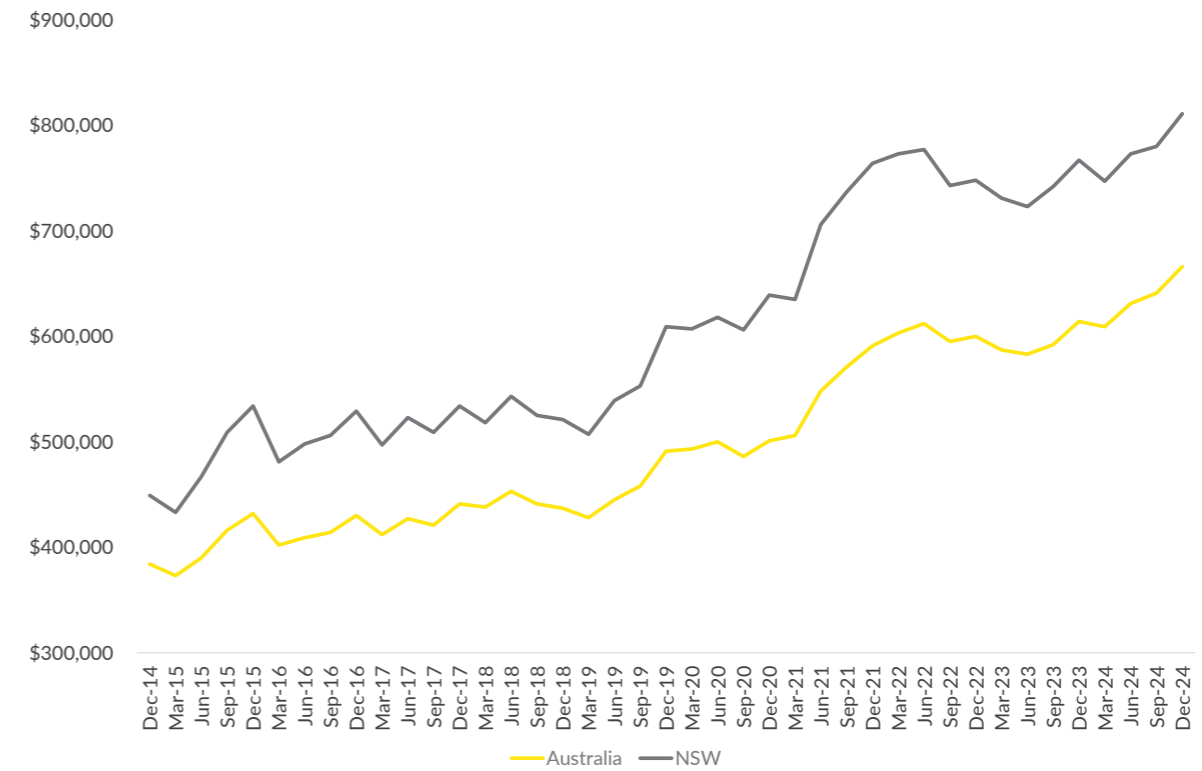
- **Accelerating growth trajectory**  
NSW loan sizes increased by 3.97% in the December quarter alone, compared to a 3.90% national increase

- **Widening gap from national average maintains**  
NSW loans now exceed the national average by 21.77
- **First home buyer alignment**  
The concentration of loans near policy thresholds demonstrates continued strategic behaviour among first-time buyers

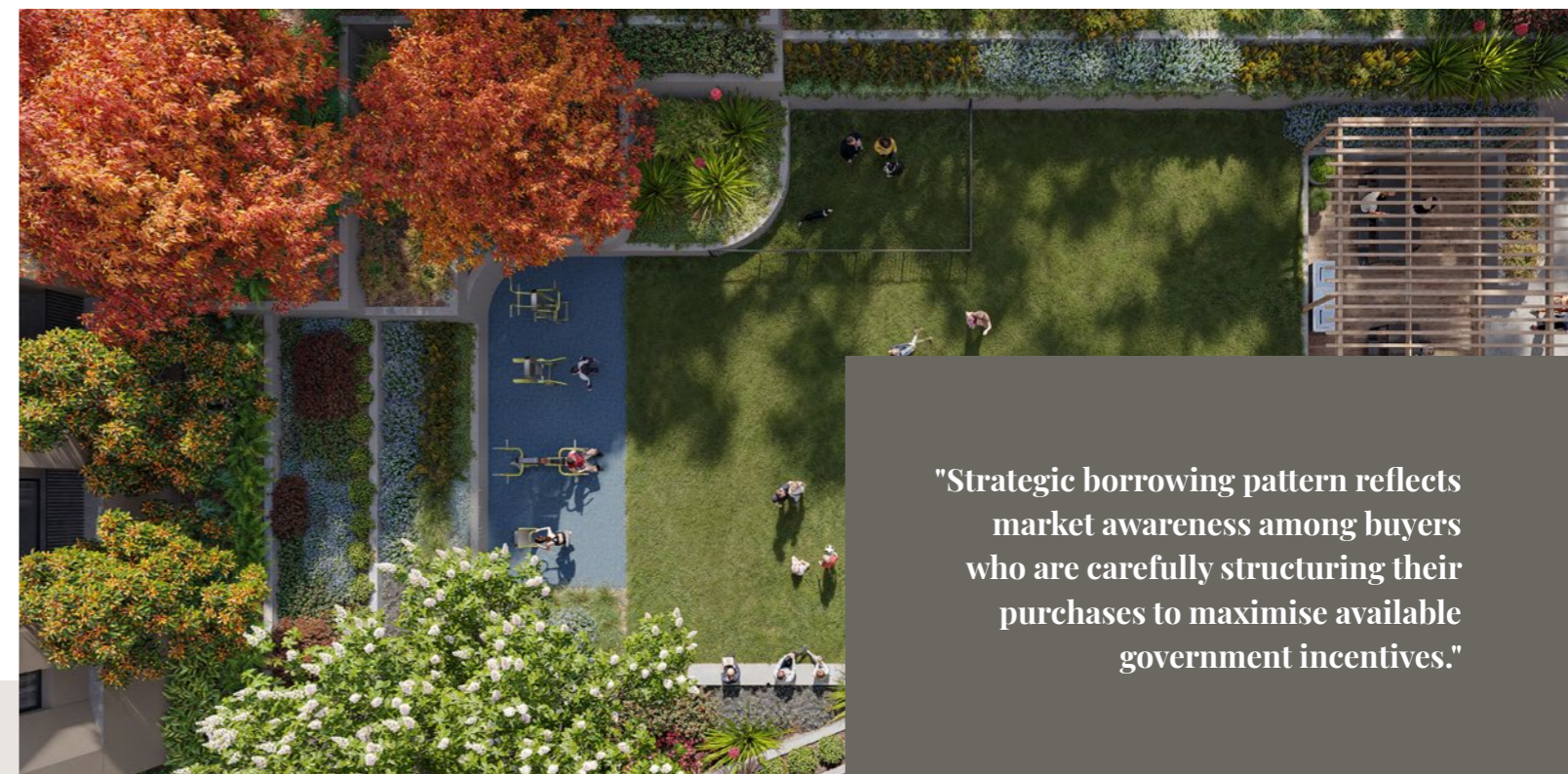
The February 2025 interest rate cut, combined with the recently expanded Help to Buy scheme's higher price caps for Sydney (\$1.3 million), is likely to further influence borrowing patterns, potentially allowing buyers to consider properties in higher price brackets across Western Sydney's growth corridors.

**The significant \$145,000 gap between NSW and national average loan sizes reflects not only Sydney's premium property values but also the sophisticated borrowing strategies employed by buyers navigating complex government incentive thresholds.**

AVERAGE OWNER OCCUPIER LOAN SIZE  
NSW V AUSTRALIA



SOURCE: ABS CAT. 5601



"Strategic borrowing pattern reflects market awareness among buyers who are carefully structuring their purchases to maximise available government incentives."

# Development Pipeline Analysis

"With Parramatta LGA accounting for 56% of the West precinct's total pipeline and 87% of dwellings currently under construction, the region's development landscape remains heavily concentrated, creating both opportunity and risk as it works to address the significant shortfall between the 2,430 units under construction and the annual requirement of 5,465 dwellings."

## Sydney's *West* Precinct

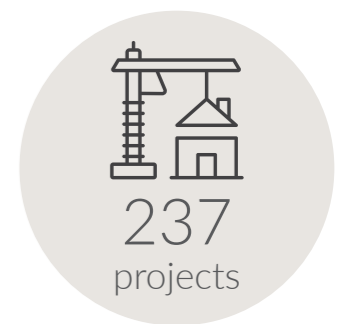
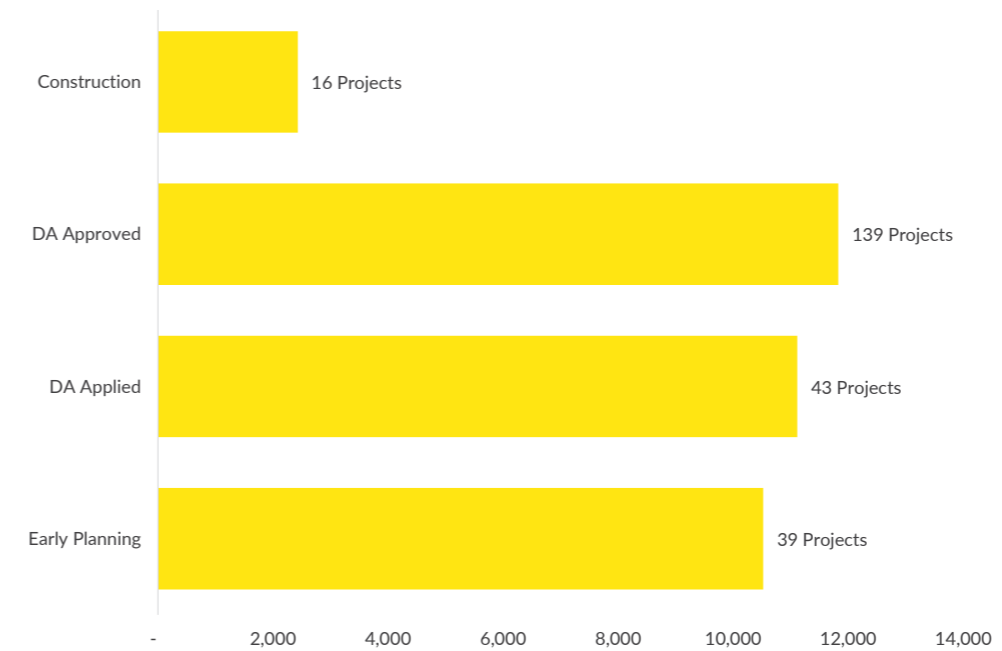
The latest development data for Sydney's West precinct reveals a region with enormous latent housing potential constrained by critical delivery bottlenecks.

The region currently has a substantial pipeline of 35,893 dwellings across 237 projects at various stages of development, though the immediate delivery outlook remains concerning.

Analysis by development stage highlights the stark disconnect between planning and delivery:

- Critical undersupply in construction phase**  
 Only 2,430 dwellings currently under construction across 16 projects—less than half of the 5,465 annual dwellings required to meet population growth demands
- Substantial approved pipeline**  
 11,827 dwellings with DA approval across 139 projects awaiting construction commencement
- Strong planning activity**  
 21,636 additional dwellings in earlier stages (11,114 in DA application and 10,522 in early planning)

### RESIDENTIAL MULTI-DWELLING PIPELINE SYDNEY WEST



SOURCE: CORDELL CONNECT & RWCWS

Parramatta LGA dominates the regional pipeline with 20,259 dwellings across all stages, including 2,121 under construction and 4,493 with DA approval. This concentration in Parramatta reflects the focus on higher-density development around established transport infrastructure and the CBD's emergence as Sydney's second city centre.

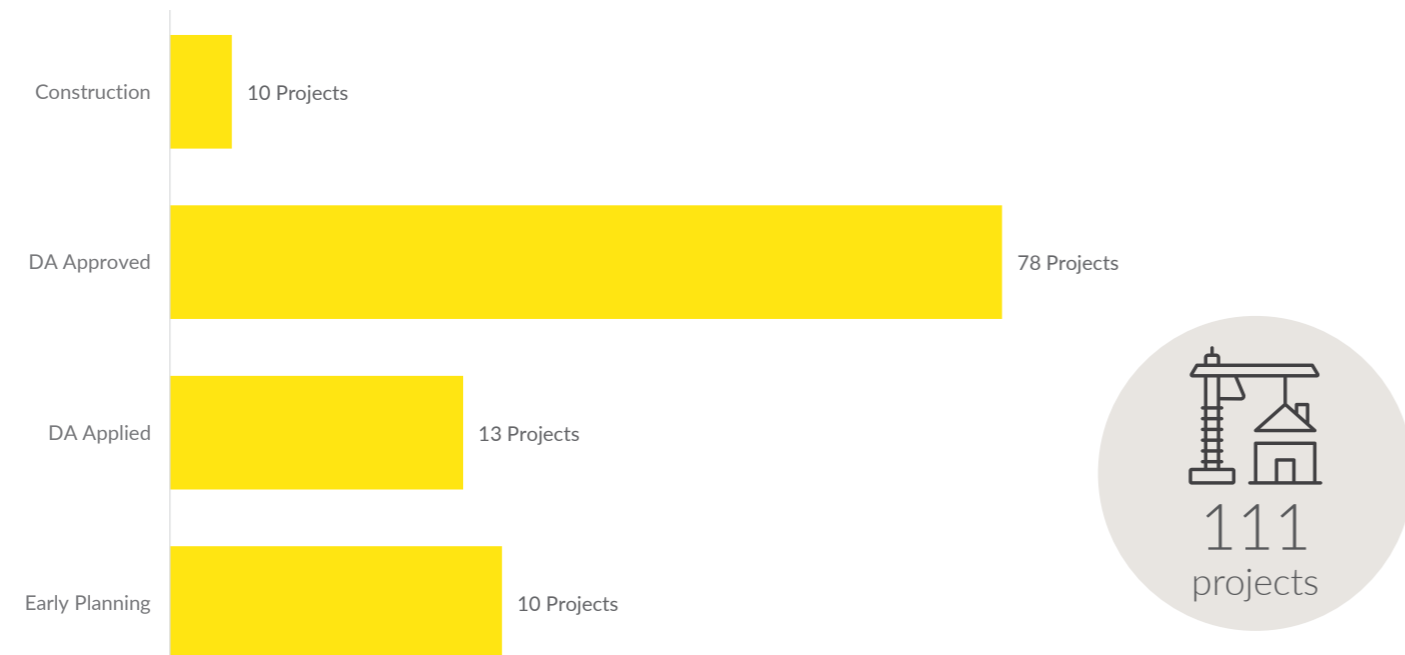
Canterbury-Bankstown ranks second with 5,059 dwellings, followed by Cumberland (4,600) and Fairfield (1,813). The type of development varies significantly across these LGAs, with Parramatta

focused on higher-density apartment projects while smaller infill townhouse developments characterise activity in areas like Strathfield (1,010 dwellings) and Georges River (1,560 dwellings).

Despite the encouraging volume of approved projects, the significant gap between the 11,827 DA-approved dwellings and just 2,430 under construction underscores the persistent challenges in activating the pipeline, highlighting concerns about meeting near-term housing demand in this critical growth region.

# Sydney's *Outer West* Precinct

## RESIDENTIAL MULTI-DWELLING PIPELINE SYDNEY OUTER WEST



SOURCE: CORDELL CONNECT & RWCWS

### The latest housing supply data for Sydney's Outer West reveals a precinct with significant potential but facing immediate delivery challenges.

The region currently has 13,957 dwellings across 111 active projects at various stages of development, with a pronounced concentration in Blacktown LGA, which accounts for 70% of the total pipeline with 9,693 dwellings. Analysis by development stage highlights critical supply shortfalls:

- **Current construction remains insufficient**  
Only 569 dwellings under construction, representing just 19% of the annual 2,940 dwellings required

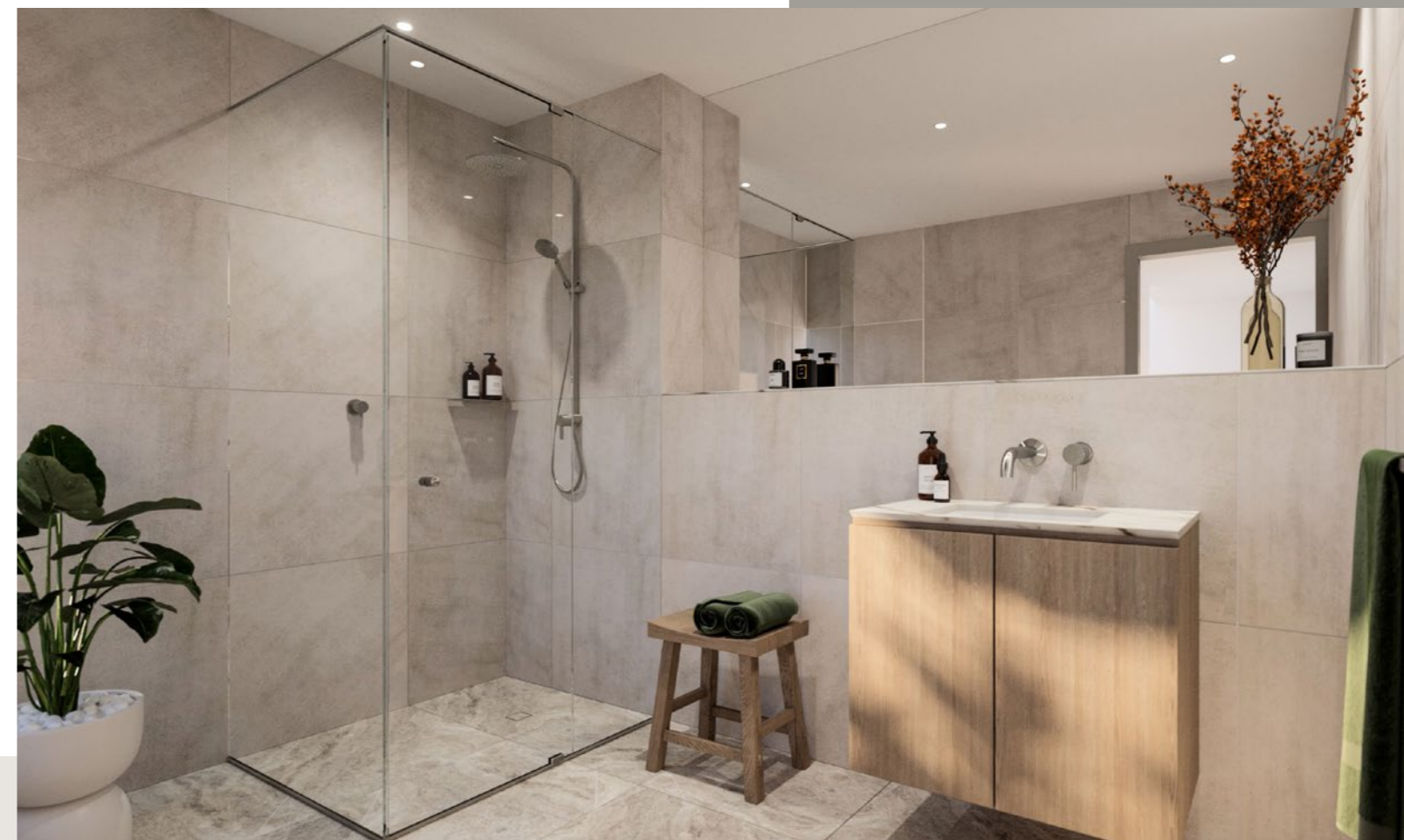
- **Strong DA approved pipeline**  
7,645 dwellings with development approval awaiting construction
- **Early planning activity concentrated in Penrith**  
2,984 dwellings in early planning stages in Penrith, signalling future growth potential around the airport corridor

Blacktown's dominance continues through the North West Growth Area, particularly in

the Marsden Park/Schofields corridor where infrastructure investment has encouraged development activity. However, Penrith is emerging as an increasingly important contributor with substantial early planning pipeline that reflects evolving development patterns in response to the Western Sydney Airport.

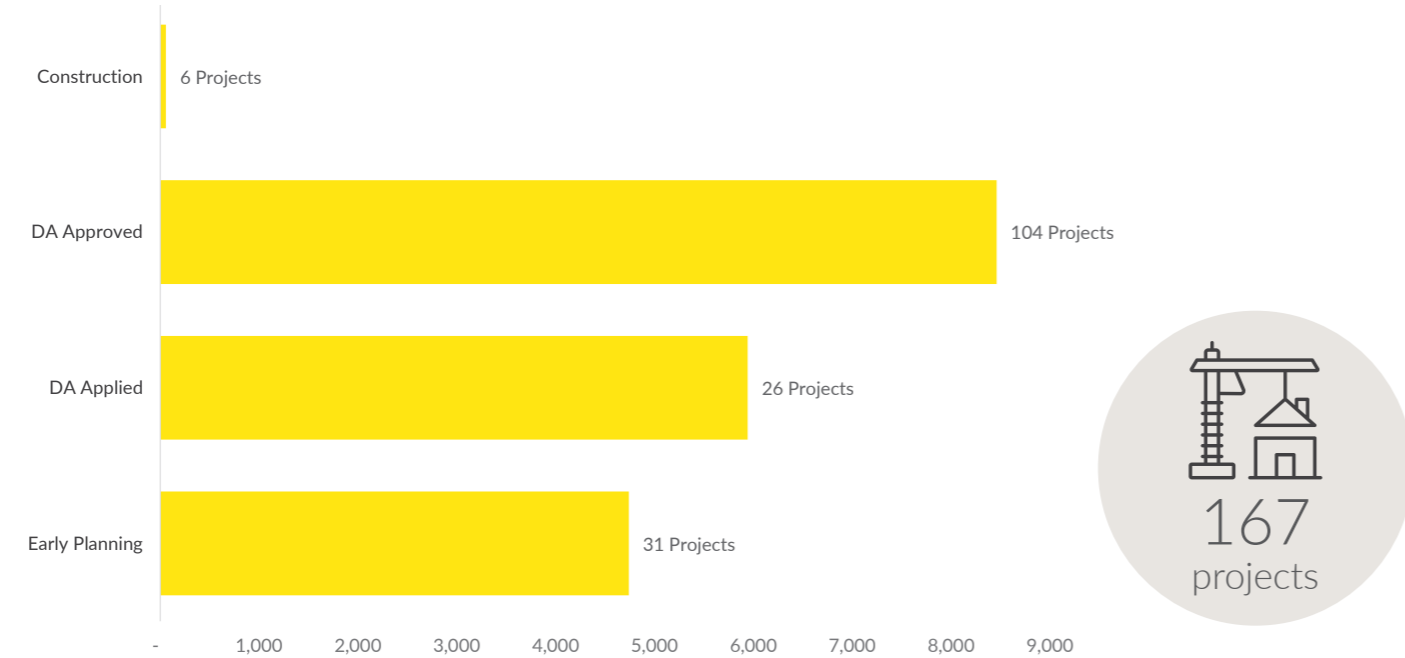
The significant gap between approved projects (7,645 dwellings) and active construction (569 dwellings) underscores ongoing challenges in project commencement despite planning progress, leaving the Outer West well short of meeting its annual housing requirements.

"While Blacktown maintains its position as the Outer West's development powerhouse with 6,717 approved dwellings, Penrith's emerging pipeline of nearly 3,000 dwellings in early planning signals a geographic shift in future supply distribution toward the airport employment corridor."



# Sydney's *South West* Precinct

## RESIDENTIAL MULTI-DWELLING PIPELINE SYDNEY SOUTH WEST



SOURCE: CORDELL CONNECT & RWCWS

**Despite having a substantial pipeline of 8,462 DA-approved dwellings, the South West's critical shortfall of just 58 units under construction represents one of the most severe planning-to-delivery gaps across all Western Sydney precincts, threatening its capacity to fulfill its role as the region's premier growth corridor.**

The latest development data for Sydney's South West confirms its emergence as Western Sydney's primary growth frontier, though the precinct faces a critical supply-demand imbalance in the immediate term. Current analysis reveals a substantial pipeline of 19,203 dwellings across 167 projects at various development stages.

The precinct's development profile shows concerning disparities between planning and delivery:

- **Critical construction shortfall**  
Construction represents just 1% of the total pipeline and severely short of annual requirements



- **Substantial DA approval backlog**  
8,462 dwellings with approval across 104 projects awaiting construction commencement
- **Active planning pipeline**  
10,683 additional dwellings in earlier stages (5,943 in DA application and 4,740 in early planning)

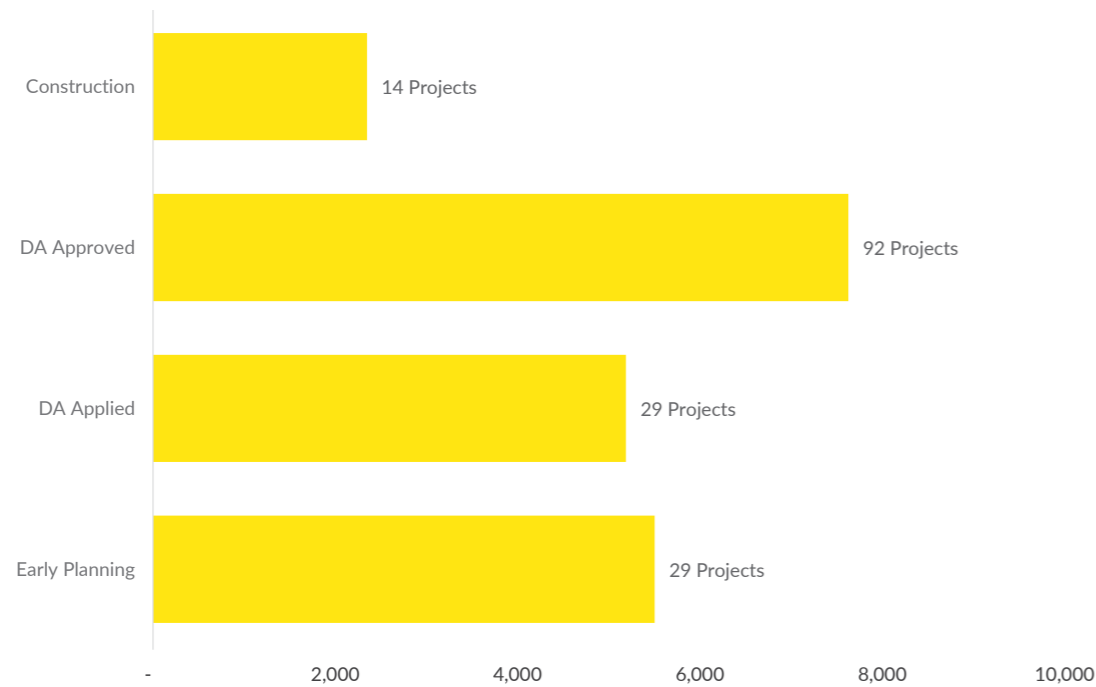
The South West's planning momentum continues to build, reflecting the region's strategic importance near the Western Sydney Airport development and expanding transport infrastructure. Recent policy reforms addressing Housing and Productivity contributions have stimulated planning activity, though these changes have yet to translate into construction commencements.

The precinct's development types are diversifying, with a mix of higher-density developments near centres and lower-density housing options in growth areas. This pattern aligns with the region's strategy to create complete communities with varied housing choices.

**The significant gap between planning and delivery highlights fundamental challenges in activating approved developments, despite the South West's position as a designated growth corridor. While the planning pipeline shows promising depth, the minimal construction activity creates serious concerns about the region's ability to accommodate its projected population growth in the near term.**

# Sydney's *North West* Precinct

## RESIDENTIAL MULTI-DWELLING PIPELINE SYDNEY NORTH WEST



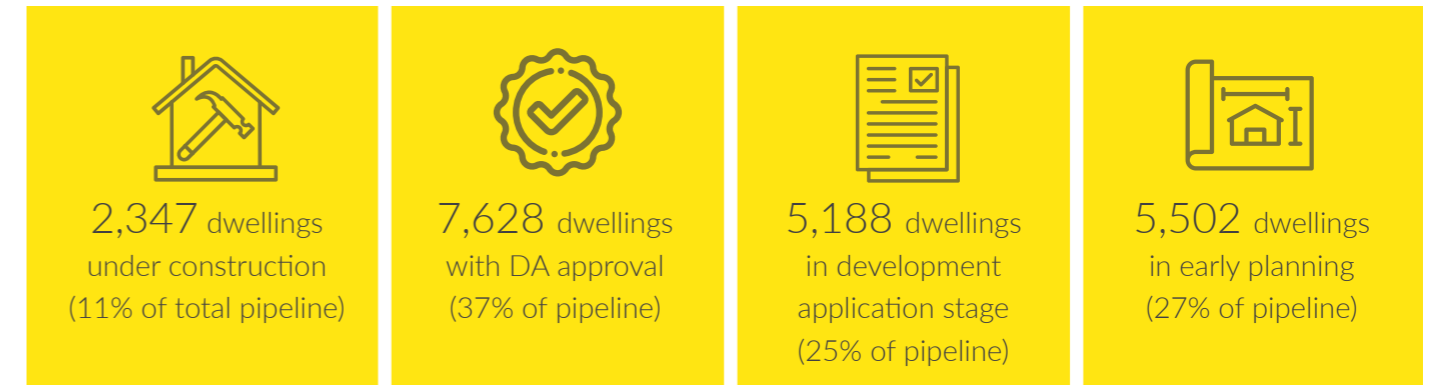
SOURCE: CORDELL CONNECT & RWCWS

With 7,628 DA-approved dwellings and 2,347 under construction, the North West maintains its position as Western Sydney's most active development precinct, though its focus has shifted from greenfield expansion to infrastructure-driven infill development in established centres like Ryde and The Hills.

The latest development data for Sydney's North West reveals a precinct with robust activity underpinned by strong infrastructure connections, with 20,665 dwellings across 165 active projects. The region demonstrates distinct patterns of development concentration, with The Hills Shire and Ryde emerging as the dominant growth centres.

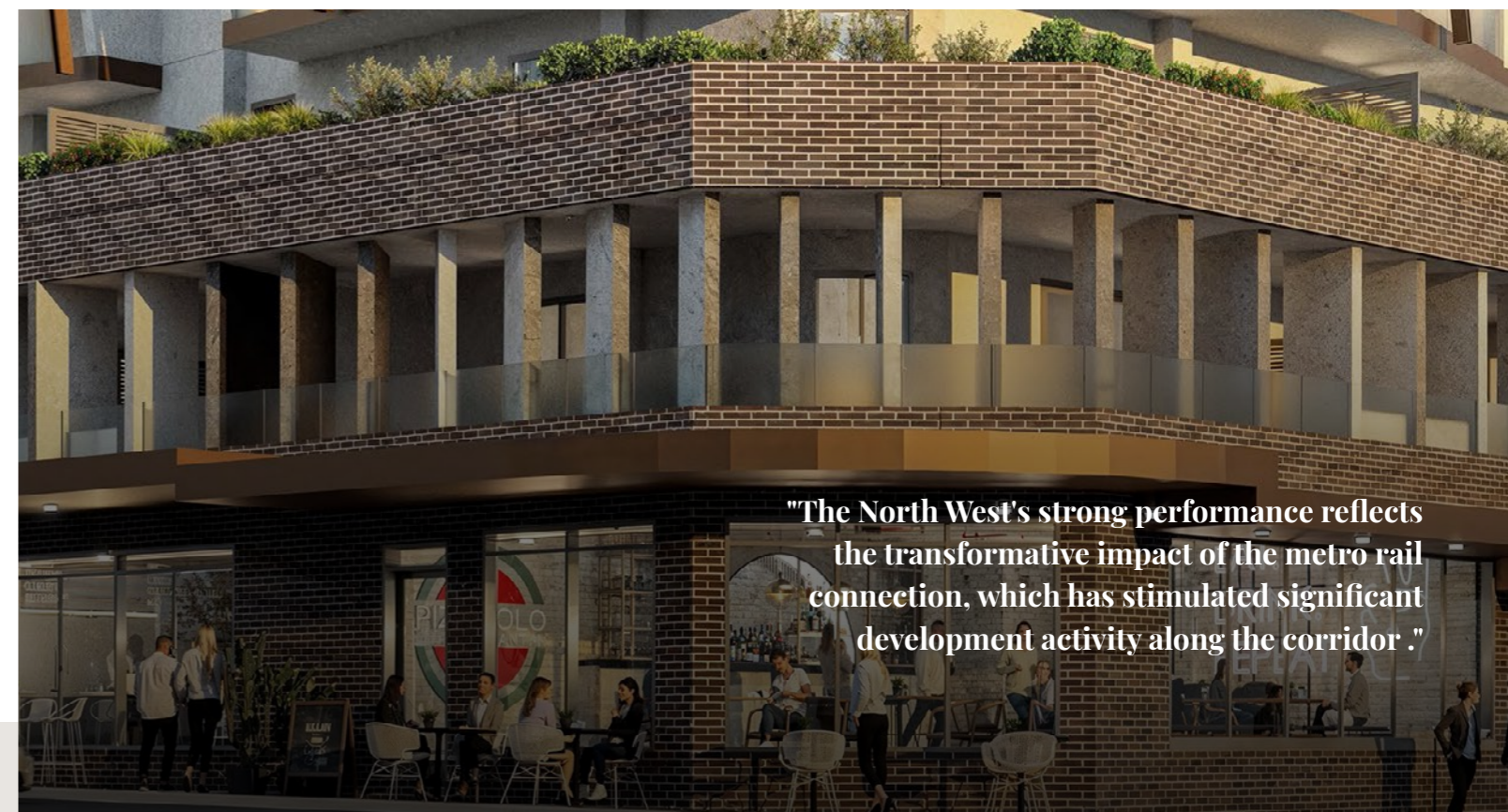
- **The Hills Shire leads with 8,010 dwellings** (39% of regional total) across 67 projects, including 934 under construction and 2,907 with DA approval
- **Ryde follows with 7,784 dwellings** (38% of total) across 34 projects, with significant activity in Macquarie Park's build-to-rent developments

The region's development stage breakdown reveals a healthy progression through the pipeline:



The North West's strong performance reflects the transformative impact of the metro rail connection, which has stimulated significant development activity along the corridor. This infrastructure investment continues to bolster developer confidence despite projections suggesting the region will approach development capacity in the coming decade.

The concentration of activity in established centres like Macquarie Park and emerging nodes in The Hills demonstrates the region's evolution from greenfield expansion to infill densification around transport hubs, aligning with the planning reforms that encourage transit-oriented development.



**"The North West's strong performance reflects the transformative impact of the metro rail connection, which has stimulated significant development activity along the corridor."**



# Outlook

**Western Sydney's residential market stands at a critical turning point heading into the remainder of 2025. The February interest rate reduction to 4.10%, with expectations of further cuts, provides a potential catalyst for activating the region's substantial development pipeline. This monetary easing, alongside the expanded Help to Buy scheme announced in the 2025 Federal Budget, creates more favourable market conditions than seen in recent years.**

Positive trends include significant construction cost moderation, with material increases at just 1.65% annually compared to the 15%+ increases during 2021-2022. However, despite the Federal Budget's new trade apprenticeship incentives, persistent labour shortages continue to constrain delivery capacity, particularly for larger multi-residential projects.

Development patterns are evolving in alignment with the NSW Government's revised population forecasts, with the North West transitioning toward transport-oriented

infill development while the South West emerges as the primary growth frontier. These shifts are supported by the NSW Government's Stage 2 low and mid-rise planning reforms, enabling greater density around transport hubs.

The fundamental challenge remains bridging the planning-to-delivery gap. Updated Department of Planning figures indicate a requirement for 24,000 dwellings annually, yet only 5,404 are currently under construction. The greatest opportunity lies in expediting the 39,379 DA-approved dwellings awaiting construction.



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**MARK BERNBERG**  
**Managing Director**  
 Ray White Projects  
 Western Sydney  
 0450 020 300



**"Despite these challenges, Western Sydney's fundamentals remain strong, supported by continued infrastructure investment and improved interstate migration trends. For 2025-2026, we anticipate gradual improvement in housing delivery as interest rate reductions and cost moderation improve project feasibility, though sustained policy support will remain essential."**

Hawkesbury (C)	NW	Blacktown (C)	OW
Hornsby (A)	NW	Blue Mountains (C)	OW
Ku-ring-gai (A)	NW	Penrith (C)	OW
Lane Cove (A)	NW	Burwood(C)	W
Ryde (C)	NW	Canterbury-Bankstown (A)	W
The Hills Shire (A)	NW	Cumberland (A)	W
Camden (A)	SW	Fairfield (C)	W
Campbelltown (C) (NSW)	SW	Georges River (A)	W
Liverpool (C)	SW	Parramatta (C)	W
Sutherland Shire (A)	SW	Strathfield (A)	W
Wollondilly (A)	SW		

# Our Projects Team

Our selling methodology is based on blending the best aspects of both traditional and technology-centric approaches. We believe that using cutting-edge technology helps us gather more context, information, and data, which in turn enables us to understand our prospects better. This information-driven approach leads to more meaningful and personalised face-to-face interactions with clients, enhancing the overall engagement.

Our approach is more bespoke, as we tailor our communication and sales strategies to each client's specific needs. This reduces the need for us to "chase" prospects and shifts the focus towards understanding them deeply, allowing us to lead the conversation in a way that is relevant and valuable to them.

Ultimately, this blend of traditional and tech-driven sales allows us to create a more meaningful, customer-centric journey, ensuring that our interactions feel less like a pursuit and more like a thoughtful, informed engagement that fosters trust and strong relationships.

## The outcome - more sales!



MARK BERNBERG  
Managing Director



LIAM SIMPSON  
Senior Sales Executive



NATASHA SANDERS  
Sales Associate



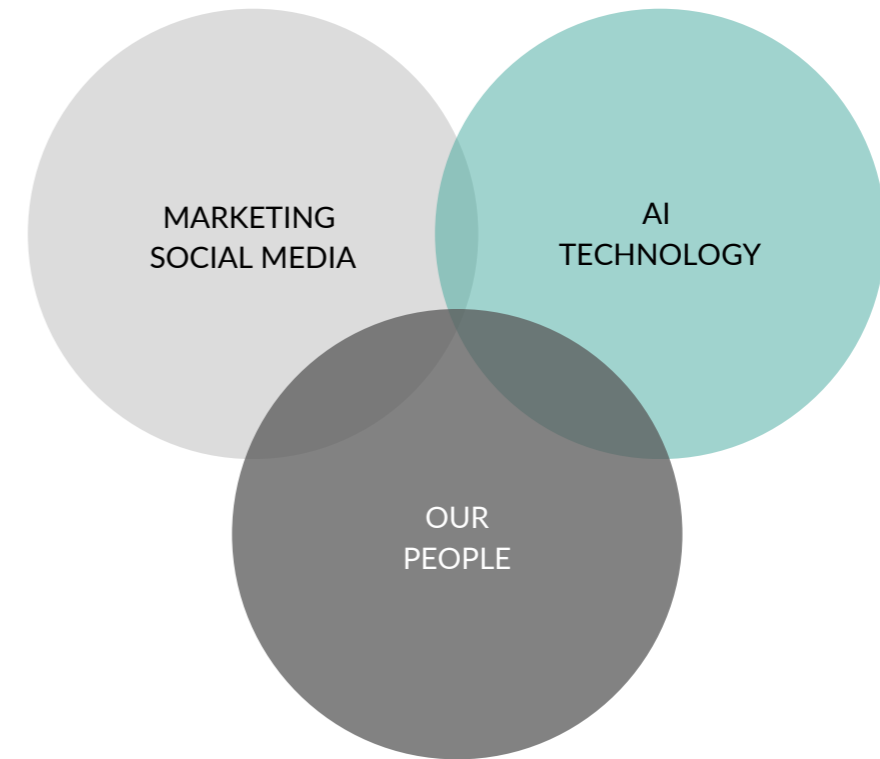
SHANI FERDMAN  
Sales Assistant



BETTY NGUYEN  
Marketing Coordinator

*"Any sufficiently advanced technology is equivalent to magic"*

– Sir Arthur C. Clarke



## Our Technology Stack

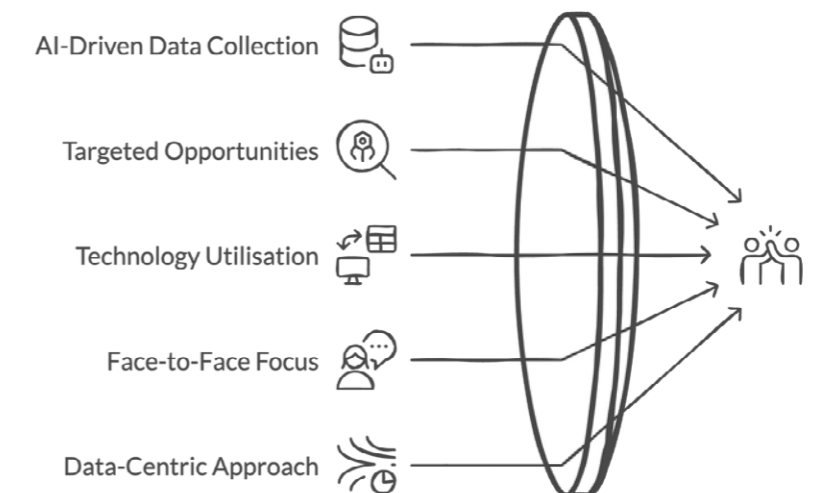
PRiMAX

lovable

perplexity

OpenAI

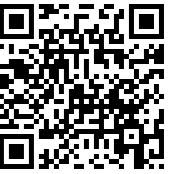
NotebookLM



# OUR OFFICE

With a strong foundation of experience and expertise, we bring a winning combination of dynamism and operational rigour to the commercial agency space.

We are *Western Sydney*.  
Who we are, *what* we do, *why* we do it



SALES



PETER VINES  
Managing Director



JOSEPH ASSAF  
Director



VICTOR SHEU  
Director



TROY WANG  
Sales Executive



OWEN WHITE  
Industrial Sales Executive



DANNY SHI  
Sales - AIS



TAO SHI  
Sales - AIS



ANDREW SACCO  
Sales Executive



VEE LI  
Sales Executive



TIM KO  
Sales Executive



ALEX EL HAZOURI  
Sales Associate



MARCUS AUDDINO  
Sales Associate



MARCUS TOLE  
Commercial Property Analyst



CHRISTIAN FINIANOS  
Commercial Property Researcher



CHANTEL BRILLANTES  
Marketing & Design



MONH LY  
Campaign Manager



MARINA STAVRAKIS  
EA to Peter Vines

LEASING



ROBERT NAPOLI  
Senior Leasing Executive



SAMUEL GONG  
Senior Leasing Executive

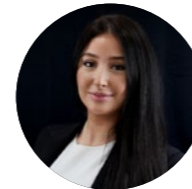
ASSET MANAGEMENT



JOYCE ELKOUBERCI  
Director



CALLUM MCKAY  
Asset Manager



AALIYAH CHAMI  
Junior Asset Manager



ADRIAN HARB  
Junior Asset Manager



MARCUS FUNG  
Junior Asset Manager



ANNIKA WARD  
Junior Asset Manager



ZEINA TAJIK  
Accounts

OPERATIONS



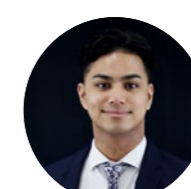
RUBY ROZENTAL  
Director of Strategy



HANNAH CARNEY  
Director of Operations



PAULINE WATERFORD  
Finance Manager



CHRISTIAN BRILLANTES  
Office Assistant

PROJECTS



MARK BERNBERG  
Managing Director



LIAM SIMPSON  
Senior Sales Executive



NATASHA SANDERS  
Sales Associate



SHANI FERDMAN  
Sales Assistant



BETTY NGUYEN  
Marketing Coordinator

The logo consists of the letters 'RWC' in a bold, italicized, sans-serif font, centered within a white square.

**RWC**

**RWC WESTERN SYDNEY**

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*[rwcws.com](http://rwcws.com)*