



# NSW Industry Policy summary

The NSW Government is committed to building a better NSW with a thriving economy. A thriving NSW economy benefits everyone, creating more and better jobs, improving the way we make and do things, and driving prosperity and wellbeing for the people of NSW.

## What is the NSW Industry Policy?

This NSW Industry Policy sets out our long-term vision for the economic future of NSW and calls on all stakeholders to work together to further strengthen our economy.

Through the NSW Industry Policy, we're driving collaboration across industry, innovation and trade to give businesses the confidence they need to invest and grow in NSW.


The NSW Industry Policy was informed by targeted consultation with industry peak bodies, academia and engagement with NSW Government agencies.

# Three connected missions

The NSW Industry Policy takes a mission-based approach to solving critical challenges faced by the state.

We're focusing on advancing the government's strategic priorities across 3 connected missions:

- Housing** – Improving housing supply, one of the state's most immediate challenges, is critical for realising NSW's economic potential.
- Net Zero & Energy Transition** – We have the opportunity to make NSW industry a winner in the global transition to a cleaner economy.
- Local Manufacturing** – A stronger local manufacturing industry will improve the resilience of the NSW economy by diversifying our industry base.







**Housing**  
NSW residents have access to safe, secure, affordable, well-designed and sustainable housing

**Targets**

- 1 Build 377,000 well-located homes by mid-2029.
- 2 Unlock 21,000 affordable and market homes by 2031.
- 3 Unlock 8,400 new public homes by 2031 – giving priority to children and women fleeing violence.

**Key sectors**

-  Building materials
-  Construction technologies
-  Construction and built environment






**Net Zero & Energy Transition**  
NSW is a globally competitive clean energy, sustainable and low-carbon economy

**Targets**

- 1 Reduce NSW emissions on 2005 levels by 50% by 2030 and 70% by 2035, and reach net zero emissions by 2050.
- 2 Deliver at least 12 GW of new renewable electricity generation with 2 GW and 16 GWh of long-duration storage by 2030.
- 3 Ensure one million NSW households and small businesses have access to rooftop solar and battery systems by 2035.
- 4 Achieve net zero in Transport for NSW operations and fleet emissions by 2035.

**Key sectors**

-  Clean energy
-  Critical minerals
-  Green technologies



**Local Manufacturing**  
NSW is a dynamic and resilient economy supported by Local Manufacturing

**Targets**

- 1 NSW Gross Value Added for Manufacturing achieves real growth on average over the years to 2031.
- 2 NSW Gross Value Added for Manufacturing achieves growth equal to, or greater than, Gross State Product on average, in the years between 2031 and 2040.
- 3 Achieve a 50% minimum local content target for future rolling stock by 2035.

**Key sectors**

-  Manufacturing materials
-  Advanced manufacturing technologies
-  Transport and logistics

## State levers




Government regulation and procurement




Planning, strategic land use and infrastructure


## Partnerships



Skills and education



Innovation and technology



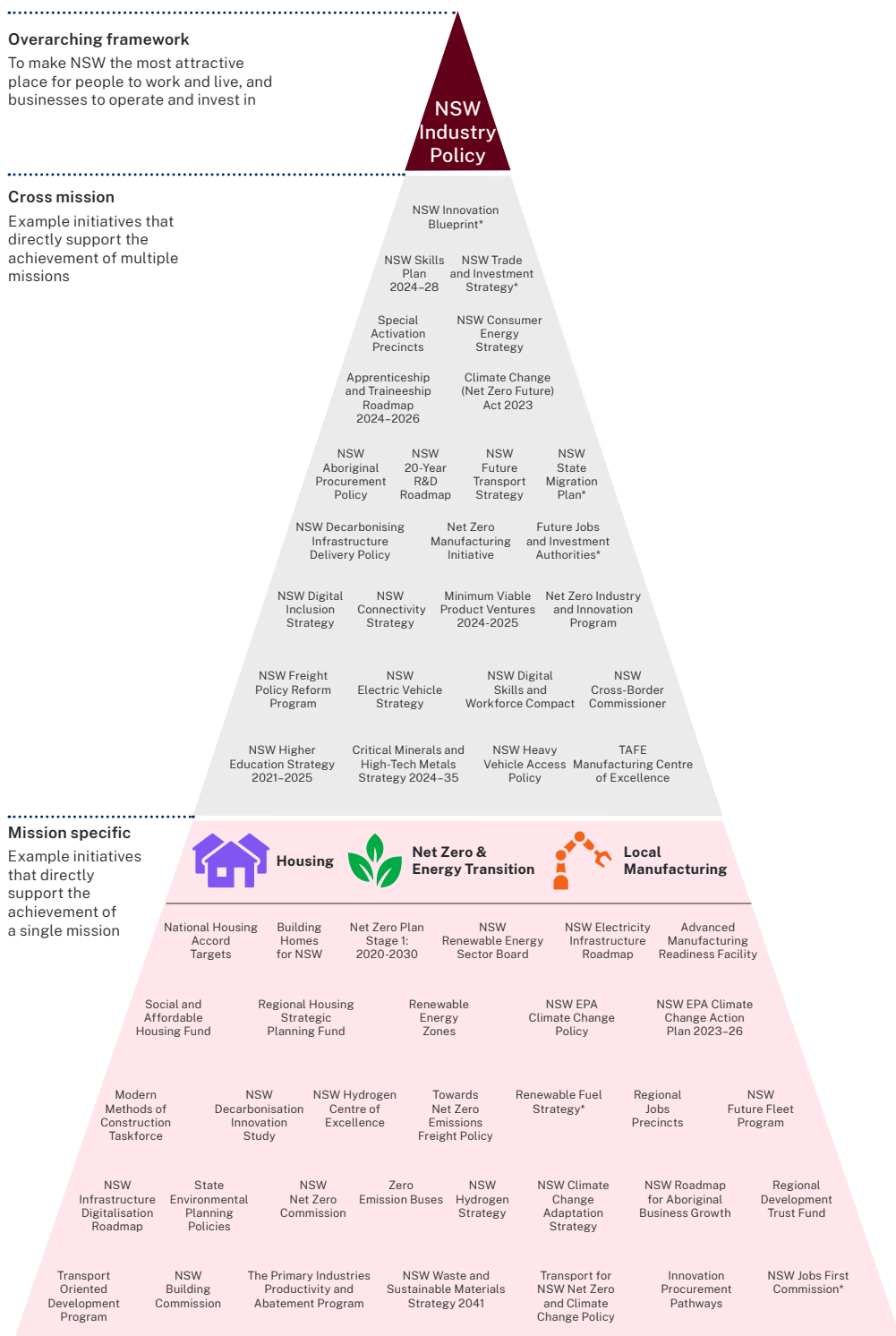
Trade and investment

# A framework for collaboration

Industry policy can be broadly defined as a set of government interactions that target the transformation of the structure of economic activity in pursuit of some public benefit.

This NSW Industry Policy will harness existing initiatives and send a collective signal of the priorities for the NSW economy. As such, the new NSW Industry Policy provides a framework for the NSW Government to drive:

- collaboration and information sharing with industry and other stakeholders
- coordination and cohesion across NSW Government policies, programs and agencies
- collaboration with the Australian Government and other state and territory governments on industry policy
- oversight to monitor and evaluate the effectiveness of actions.



\*Under development

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## What this means for NSW

The new NSW Industry Policy promotes a forward-looking agenda and sets the government's strategic priorities of Housing, Net Zero & Energy Transition, and Local Manufacturing as missions. Through these 3 missions, the NSW Government aims to steer resources to the parts of the economy where actions are most likely to yield the greatest public benefits, foster the cooperation needed to find effective solutions and coordinate action across different stakeholders.

To realise opportunity from the challenges facing the state, the NSW economy needs to be performing at its full potential. Emphasis will be placed on the roles of skills and education, innovation and technology, and trade and investment as contributors to productivity, economic growth, and resilience, including in regional areas.

NSW will leverage its comparative strengths to respond to challenges and seize opportunities which demand a rapid transformation of its industries. Providing clear industry policy direction will give certainty and confidence for investors, innovators and industry to act, and underpins a strong and robust economy to deliver higher living standards for the NSW community.



Housing near Marrickville Station, NSW, which is part of the Transport Oriented Development planning reforms  
Image credit: Department of Planning, Housing and Infrastructure