

# The Adams

Ultimate guide to business



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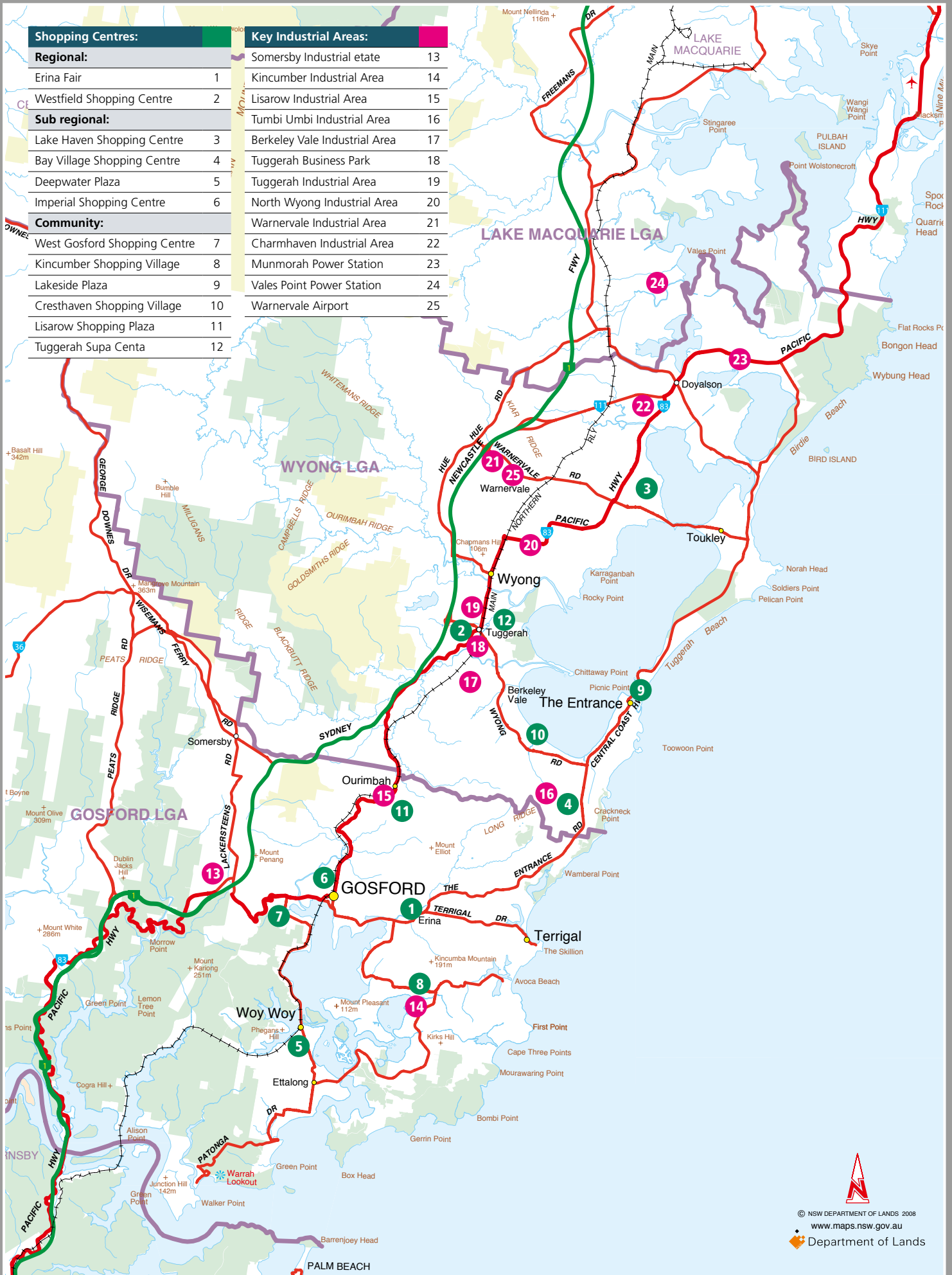
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 Department of Lands

## Population

The population of the Central Coast at the time of the 2006 Census was 297,959 of which 158,158 people were in the Gosford LGA and 139,801 in Wyong LGA. Of this, 143,943 were males and 154,016 were females.

Over the past 20 years the population growth rate has slowed to just under 1% per annum compared with growth rates of around 4% per annum between 1986-1991.

### Five year growth rate since 1986

Census Year	Population	Growth Rate
1986	191,646	-
1991	229,424	19.7%
1996	260,839	13.7%
2001	285,508	9.5%
2006	297,956	4.3%

Source: ABS Census 1986-2006

According to the NSW Department of Planning's *Draft Central Coast Regional Strategy* the regional population will increase by 64,250 people by the year 2031 – an expected increase of 2,570 per year which is around the growth rate of the past five years.

The Department proposes that 78% of new homes will be located within centres and existing urban areas while 22% will be in new estates.

### Gosford LGA

Over the past five years population growth in the Gosford LGA has increased by 2.3% from 154,654 in 2001 to 158,158 in 2006.

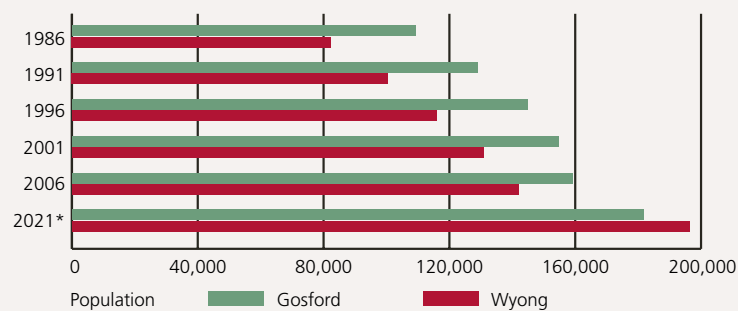
The fastest growing suburbs in Gosford LGA include Bensville/Empire Bay/Davistown areas and Lisarow.

### Wyong LGA

Over the past five years population growth in the Wyong LGA has increased by 6.8% from 130,854 in 2001 to 139,801 in 2006.

The fastest growing suburbs in Wyong LGA include Blue Haven, Hamlyn Terrace, Wadalba and Woongarra.

### Population growth rates graph



\*Note: Projected Growth, NSW Department of Planning



## Demographics and other data

### Population by suburb

Gosford LGA	2006	Gosford LGA	2006	Wyong LGA	2006	Wyong LGA	2006
Avoca Beach	4,195	Matcham	579	Bateau Bay	11,598	Manning Park	2,407
Bar Point	134	Mooney Mooney	488	Berkeley Vale	7,979	Mardi	3,471
Bensville	2,186	Narara	7,791	Blue Bay	923	Norah Head	1,145
Blackwall	1,858	Niagara Park	2,288	Blue Haven	5,877	Noraville	2,550
Booker Bay	1,403	North Avoca	2,271	Budgewoi	2,954	Ourimbah	3,822
Calga	301	North Gosford	3,438	Buff Point	3,426	Rocky Point	252
Central Mangrove	304	Patonga	221	Canton Beach	1,036	San Remo	4,015
Copacabana	2,670	Pearl Beach	479	Cedar Brush Ck	279	Shelley Beach	1,345
Daleys Point	526	Peats Ridge	250	Chain Valley Bay	2,452	Summerland Pt	2,175
Davistown	2,296	Phegans Bay	656	Charmhaven	2,211	Tacoma	719
East Gosford	3,513	Point Clare	2,976	Chittaway Bay	2,129	Tacoma South	275
Empire Bay	2,375	Point Frederick	1,694	Chittaway Point	805	The Entrance	2,633
Erina	4,968	Pretty Beach	250	Doyalson	275	The Entrance Nth	1,107
Ettalong Beach	4,208	Saratoga	3,677	Doyalson North	307	Toowoan Bay	490
Forresters Beach	2,289	Somersby	1,252	Fountaindale	991	Toukley	4,198
Gosford	3,021	Spencer	296	Glenn Valley	1,914	Tuggerah	939
Green Point	6,464	Springfield	4,058	Gorokan	7,065	Tuggerawong	1,151
Gunderman	138	St. Huberts Island	1,096	Gwandalan	2,941	Tumbi Umbi	4,901
Hardys Bay	235	Tascott	1,696	Halekulani	2,379	Wadalba	1,248
Holgate	1,121	Terrigal	9,747	Hamlyn Terrace	3,983	Walarah	360
Kariong	6,284	Umina Beach	15,392	Jilliby	2,080	Warnervale	673
Killcare	526	Wagstaffe	197	Kangy Angy	300	Watanobbi	3,586
Killcare Heights	584	Wamberal	6,063	Kanwal	3,680	Woongarah	3,323
Kinumber	7,141	Wendoree Park	197	Killarney Vale	6,783	Wyong	3,115
Kinumber South	708	West Gosford	1,651	Lake Haven	3,614	Wyongah	1,824
Koolewong	871	Woy Woy	9,985	Lake Munmorah	4,444	Yarramalong	341
Kulnura	391	Woy Woy Bay	723	Long Jetty	5,115	Other areas	196
Lisarow	5,285	Wyoming	9,245				
MacMasters Bch	1,009	Yattalunga	476				
Mangrove Mtn	948	Other areas	1,074				
		<b>Total</b>	<b>158,158</b>			<b>Total</b>	<b>139,801</b>

Source: ABS 2006 Census

Source: ABS 2006 Census

### Age Profile

At the time of the 2006 Census around 27% of the regional population was aged under 19 years with 49% in the 20-59 age group.

Significantly, the number of people in the 60+ age group has increased from 22% in 2001 to 24% in 2006.

### Age Distribution

Age	Gosford LGA	Wyong LGA	Central Coast	Age	Gosford LGA	Wyong LGA	Central Coast
0 - 4	9,372	9,130	18,502	45 - 49	11,859	9,521	21,380
5 - 9	10,373	10,046	20,419	50 - 54	10,695	8,556	19,251
10 - 14	11,305	10,659	21,964	55 - 59	9,953	8,112	18,065
15 - 19	11,015	9,289	20,304	60 - 64	8,243	7,331	15,574
20 - 24	8,362	7,375	15,737	65 - 69	6,861	6,804	13,665
25 - 29	7,430	6,927	14,357	70 - 74	6,301	6,035	12,336
30 - 34	9,049	8,397	17,446	75 - 79	6,332	5,654	11,986
35 - 39	10,276	9,319	19,595	80 +	9,226	7,091	16,317
40 - 44	11,506	9,555	21,061	<b>Total</b>	<b>158,158</b>	<b>139,801</b>	<b>297,959</b>

Source: ABS 2006 Census

## Income

According to the 2006 Census 45% of individuals on the Central Coast earn less than \$400 per week. This compares with 39% in the Sydney Statistical District and 42% for NSW as a whole.

Within the region, 43% and 48% earn less than \$400 per week in the Gosford LGA and Wyong LGA respectively.

Only 4% of individuals on the Central Coast earn greater than \$1,600 per week compared with 8% for the Sydney SD and 7% for NSW as a whole.

Within the region, 5% of individuals earn above \$1,600 per week in the Gosford LGA compared with 3% in the Wyong LGA.

### Gross weekly individual income

Income	Gosford LGA	Wyong LGA	Central Coast	Central Coast %	Sydney SD %	NSW %
Negative/Nil income	8,158	6,717	14,875	6%	9%	8%
\$1-\$149	8,768	7,426	16,194	7%	7%	7%
\$150-\$249	18,251	20,199	38,450	16%	12%	14%
\$250-\$399	19,114	18,369	37,483	16%	11%	13%
\$400-\$599	17,812	16,464	34,276	14%	12%	13%
\$600-\$799	12,825	11,231	24,056	10%	10%	10%
\$800-\$999	9,220	7,281	16,501	7%	8%	7%
\$1,000-\$1,299	9,175	6,592	15,767	7%	8%	7%
\$1,300-\$1,599	5,578	3,604	9,182	4%	5%	5%
\$1,600-\$1,999	2,975	1,561	4,536	2%	3%	3%
\$2,000 or more	3,459	1,546	5,005	2%	5%	4%
Individual income not stated	11,770	8,977	20,747	9%	10%	9%
<b>Total</b>	<b>127,105</b>	<b>109,967</b>	<b>237,072</b>			

Source: ABS 2006 Census.

As the table below shows, those households with incomes of \$1,000-\$1,999 are on par with NSW and Sydney at around 28%.

However, when it comes to household incomes above \$2,000 the Central Coast lags the state average and the Sydney average in particular.

### Gross weekly household income

Income	Gosford LGA	Wyong LGA	Central Coast	Central Coast %	Sydney SD %	NSW %
\$0 - \$349	9,654	9,822	19,476	18	13	15
\$350 - \$999	17,332	17,929	35,261	32	24	28
\$1,000 - \$1,999	16,809	14,121	30,930	28	29	28
\$2,000 or more	8,207	4,796	13,003	12	23	18

Source: ABS 2006 Census

While the Central Coast region has a higher proportion of household incomes of less than \$349 at 18%, compared with 15% for NSW and 13% for Sydney, the proportion on incomes from \$350-\$999 at 32%, is higher than the state average of 28% and the Sydney average of 24%.

# Demographics and other data

## Education

In a review of the Central Coast region's educational attainments by the Central Coast Research Foundation in March 2008, it said, "Historically, education levels have been lower on the Central Coast than in the State or nation. However, data from the 2006 Census reveals progress in the region's 'up-skilling'."

In 2006, the highest proportion of Central Coast residents had left school after completing Year 10 or equivalent.

Only 31% of residents had completed Year 12 or equivalent and this was 10 percentage points less compared with residents in the whole of the State.

The data shows that the Central Coast and State Year 12 completion rates have improved between 2001 and 2006, but that the gap between the region and the State has remained the same.

### Type of education institution attending

	Gosford LGA	Wyong LGA	Central Coast	NSW
Pre-school	3,003	2,970	5,973	114,023
Infants/Primary	13,374	13,042	26,416	547,146
Secondary	11,143	9,392	20,535	438,217
Technical or Further Educational Institution(a)	3,341	2,953	6,294	160,820
University or other Tertiary Institutions	3,753	2,337	6,090	239,041
Other type of educational institution	915	691	1,606	42,395
Type of educational institution not stated	14,280	10,826	25,106	558,262
<b>Total</b>	<b>49,809</b>	<b>42,211</b>	<b>92,020</b>	<b>2,099,904</b>

(a) Includes Technical and Further Education (TAFE) colleges.  
Source: ABS 2006 Census

## Employment

At the time of the 2006 Census 120,717 Central Coast persons were in employment and 9,246 were unemployed.

### Occupations of Employed Persons

Occupation	Gosford LGA	Wyong LGA	Central Coast
Managers	7,992	5,450	13,442
Professionals	13,127	7,123	20,250
Technicians and Trades workers	10,157	9,210	19,367
Community and Personal Service workers	6,788	5,764	12,552
Clerical and Administrative workers	10,535	7,696	18,231
Sales workers	7,558	6,602	14,160
Machinery Operators and Drivers	3,287	4,256	7,543
Labourers	6,407	6,865	13,272
Inadequately described/not stated	1,007	893	1,900
<b>Total</b>	<b>66,858</b>	<b>53,859</b>	<b>120,717</b>

Source: ABS 2006 Census

### Employed Persons by Industry of Employment

Industry	Number	Industry	Number
Agriculture, forestry & fishing	1001	Financial & insurance services	4211
Mining	400	Rental, hiring & real estate services	2284
Manufacturing	11723	Professional, scientific & technical services	6228
Electricity, gas, water & waste services	1524	Administrative & support services	3636
Construction	11725	Public administration & safety	7516
Wholesale trade	4674	Education & training	8260
Retail trade	16528	Health care & social assistance	15477
Accommodation & food services	8279	Arts & recreation services	1686
Transport, postal & warehousing	5318	Other services	4952
Information media & telecommunications	2418	Inadequately described/Not stated	2872
Source: ABS 2006 Census		<b>Total</b>	<b>120,717</b>

## Industry of Employment – No of employed persons

Occupation	Gosford LGA	Wyong LGA	Central Coast
Accommodation and Food Services	4,319	3,959	8,278
Administrative and Support Services	2,026	1,610	3,636
Agriculture, Forestry and Fishing	564	432	996
Arts and Recreation Services	986	700	1,686
Construction	6,075	5,648	11,723
Education and Training	4,969	3,288	8,257
Electricity, Gas, Water and Waste Services	678	842	1,520
Financial and Insurance Services	2,658	1,551	4,209
Health Care and Social Assistance	9,159	6,323	15,482
Information Media and Telecommunications	1,582	832	2,414
Manufacturing	5,648	6,077	11,725
Mining	161	244	405
Other Services	2,783	2,168	4,951
Professional, Scientific and Technical Services	4,072	2,162	6,234
Public Administration and Safety	4,301	3,218	7,519
Rental, Hiring and Real Estate Services	1,333	955	2,288
Retail Trade	8,697	7,830	16,527
Transport, Postal and Warehousing	2,736	2,585	5,321
Wholesale Trade	2,608	2,066	4,674
Inadequately described	745	569	1,314
Not stated	758	801	1,559
<b>Total</b>	<b>66,857</b>	<b>53,860</b>	<b>120,717</b>

Source: ABS 2006 Census.



## Roads and travel data

### Central Coast Distance Table

Distance between suburbs and cities in kilometres.

	Gosford	Woy Woy	Terrigal	The Entrance	Tumbi Umbi	Ourimbah	Tuggerah	Wyong	Warnervale	Toukley	Charmhaven	Sydney	Parramatta	Newcastle
Gosford	0	12	10	23	20	11	19	23	29	40	36	80	71	91
Woy Woy	12	0	22	35	33	29	34	39	44	56	52	84	77	106
Terrigal	10	22	0	17	15	19	21	25	37	28	43	89	82	97
The Entrance	23	35	17	0	8	17	14	18	24	15	21	101	94	64
Tumbi Umbi	20	33	15	8	0	11	8	12	21	23	22	95	88	84
Ourimbah	11	29	19	17	11	0	10	13	19	29	26	85	78	81
Tuggerah	19	34	21	14	8	10	0	4	14	17	15	90	83	75
Wyong	23	39	25	18	12	13	4	0	10	14	11	95	88	76
Warnervale*	29	44	37	24	21	19	14	10	0	12	8	100	94	67
Toukley	40	56	28	15	23	29	17	14	12	0	8	112	106	57
Charmhaven	36	52	43	21	22	26	15	11	8	8	0	107	101	53
Sydney	80	84	89	101	95	85	90	95	100	112	107	0	24	161
Parramatta	71	77	82	94	88	78	83	88	94	106	101	24	0	156
Newcastle	91	106	97	64	84	81	75	76	67	57	53	161	156	0

\*Warnervale Airport.

### Central Coast roads

#### Traffic Volume Data on Central Coast roads

Road	Traffic Volume <sup>†</sup>
Sydney-Newcastle Freeway – Mooney Mooney	69,489
Sydney-Newcastle Freeway – Somersby	52,362
Sydney-Newcastle Freeway – Alison Rd, Wyong	61,754
Central Coast Highway – West Gosford (Narara Ck Bridge)	50,000*
Central Coast Highway – Erina (Terrigal Drive)	27,500*
Pacific Highway – Narara	25,756
Pacific Highway – Ourimbah	28,000*
Pacific Highway – Wyong (near Alison Rd)	26,000*
Pacific Highway – Charmhaven	17,500*
Brisbane Water Drive – Woy Woy	17,043
Wyong Road – Killarney Vale	21,000*
Wyong Road – Tuggerah	32,500*
Sparks Road – Kanwal	23,500*
Main Road – Toukley (near Budgewoi Road)	16,000*
Main Road – Toukley (near Wallarah Point Bridge)	24,000*
Terrigal Drive – Terrigal (near Ocean View Dr)	22,500*
Terrigal Drive – Erina (near Central Coast Highway)	24,800*
Avoca Drive – Kincumber	26,000*

Source: RTA 2009

<sup>†</sup>This data is the Annual Average Daily Traffic (AADT) for a 24 hour period with combined two-way traffic volume at each location.

\*Indicates RTA estimates based on 2004 data.

## Businesses operating on the Central Coast

According to the Australian Bureau of Statistics there were 22,548 businesses operating on the Central Coast over the 2003 to 2007 period. Of these 47% had an annual turnover of less than \$100,000 and of the remaining businesses 8,322 or 37% had an annual turnover of less than \$500,000.

### Businesses by Annual Turnover, June 2003 – June 2007

Industry	Zero to less than \$100k	\$100k to less than \$500k	\$500k to less than \$2m	\$2m to less than \$10m	\$10m or more	Total no. of businesses
Agriculture, Forestry and Fishing	447	159	51	12	0	669
Mining	9	15	6	0	3	33
Manufacturing	411	387	210	78	39	1,125
Electricity, Gas and Water Supply	6	15	6	3	3	33
Construction	2,721	2,151	540	126	15	5,553
Wholesale Trade	261	243	168	57	12	741
Retail Trade	837	1,188	615	165	33	2,838
Accommodation, Cafés and Restaurants	129	273	123	39	9	573
Transport and Storage	555	435	90	15	3	1,098
Communication Services	186	81	21	3	0	291
Finance and Insurance	552	348	135	60	24	1,119
Property and Business Services	3,093	1,962	501	117	12	5,685
Education	132	81	15	0	0	228
Health and Community Services	363	507	279	21	6	1,176
Cultural and Recreational Services	345	231	54	12	0	642
Personal and Other Services	456	246	33	9	0	744
<b>Total number of businesses</b>	<b>10,503</b>	<b>8,322</b>	<b>2,847</b>	<b>717</b>	<b>159</b>	<b>22,548</b>
<b>Percentage of businesses</b>	<b>47%</b>	<b>37%</b>	<b>13%</b>	<b>3%</b>	<b>1%</b>	

Source: Australian Bureau of Statistics

The number of businesses that employ zero to less than four people amounts to 19,182 or 85%. This indicates that the Central Coast region is predominantly a micro to small business region. However, there are 876 businesses with an annual turnover of more than \$2 million, of which 159 have a turnover of more than \$10 million, which shows that the Central Coast is also home to a number of well-established and larger companies.

### Businesses by Industry Division by Employees – 2007

Industry	Non-employing	1-4	5-19	20-49	50-99	100-199	200+	Total	%
Agriculture, Forestry and Fishing	510	90	54	6	6	0	3	669	3%
Mining	9	15	6	3	0	0	0	33	0%
Manufacturing	441	381	174	78	30	12	9	1,125	5%
Electricity, Gas and Water Supply	12	18	3	0	0	0	0	33	0%
Construction	3,300	1,752	414	66	12	3	6	5,553	25%
Wholesale trade	327	258	114	24	18	0	0	741	3%
Retail trade	1,179	882	612	123	27	9	6	2,838	13%
Accommodation, Cafés and Restaurants	132	165	174	60	24	12	6	573	3%
Transport and Storage	657	336	87	15	3	0	0	1,098	5%
Communication Services	171	96	21	3	0	0	0	291	1%
Finance and Insurance	765	276	66	9	3	0	0	1,119	5%
Property and Business Services	3,714	1,383	450	117	18	3	0	5,685	25%
Education	120	69	36	0	3	0	0	228	1%
Health and Community Services	531	375	195	66	6	0	3	1,176	5%
Cultural and Recreational Services	399	171	54	15	3	0	0	642	3%
Personal and other services	444	204	84	9	3	0	0	744	3%
<b>Total number of businesses</b>	<b>12,711</b>	<b>6,471</b>	<b>2,544</b>	<b>594</b>	<b>156</b>	<b>39</b>	<b>33</b>	<b>22,548</b>	
<b>Percentage of business sizes</b>	<b>56%</b>	<b>29%</b>	<b>11%</b>	<b>3%</b>	<b>1%</b>	<b>0.1%</b>	<b>0.1%</b>		

Source: ABS Bureau of Statistics

## Geographic Profile

The Central Coast region covers 1,854 square km. The Gosford LGA makes up 1,028 square km with Wyong LGA making up 826 square km.

The geography of the region comprises a relatively unspoiled environment of ocean beaches, extensive lakes and waterways, mountain forests and lush valleys extending from the Hawkesbury River in the south to the southern shore of Lake Macquarie in the north and from the Pacific Ocean in the east to the Judge Dowling Ranges in the west. Averaging 40 metres above sea level, the region is situated at latitude 33°24" south and longitude 151°20" east.

### Geology

Geologically the region lies within the northern sector of the Sydney Basin on a hard bedrock of chemically stable Hawkesbury sandstone. To the north are the sedimentary units wherein lie the coalbeds of the Hunter Valley.

### Climate

In general the coastal areas experience lower maximum and higher minimum temperatures than the inland areas of the region. The wettest month is February.

### Annual Climate Statistics

Month	Rainfall (mm)	Temp. (C)	
	Mean Monthly	Mean Min	Mean Max
January	133.1	16.8	27.6
February	153.4	17.1	27.1
March	148.4	15.3	26.0
April	137.6	11.9	23.6
May	118.3	8.3	20.4
June	128.3	6.5	17.9
July	78.7	4.6	17.5
August	73.2	5.3	19.0
September	67.9	7.7	21.3
October	84.9	10.7	23.7
November	91.7	13.1	25.1
December	102.8	15.3	26.9

Source: Narara Agricultural Research Station – Latest available data 25 Feb 2010.