

Centres of business

Situated on the shores of Brisbane Water, Gosford is a major public transport hub with rail and bus interchange and direct road links to Sydney and all other areas within the region. The administrative centres for Gosford and Wyong Local Government Areas which comprise the Central Coast region are the CBD's of Gosford and Wyong.

A number of Town Centres are located within the region servicing the commercial and retail needs of their surrounding areas with some taking on a more significant and wider role.

These suburban centres, or town centres, and their commercial characteristics are detailed below to provide the reader with a snapshot of the region.

GOSFORD CBD

Situated on the shores of Brisbane Water, Gosford is a major public transport hub with rail and bus interchange and direct road links to Sydney and all other areas within the region.

Population of the CBD area at the 2006 Census was 3,021 however since that date a number of multi-storey residential developments have been built within the CBD boundaries. A Gosford Council survey taken in 2009 revealed that around ten thousand people work in the Gosford CBD while about 5,000 people reside within the city precinct.

A range of commercial services will be found within the CBD including all major trading banks as well as building societies, credit unions and mortgage brokers. Other commercial services include lawyers, accountants, stock brokers, insurance brokers, real estate agents, property valuers, investment advisers and financial planners.

Gosford's retail precinct comprises the Imperial Shopping Centre and other retail stores, however, Gosford is not a destination shopping precinct.

Gosford is a major centre for health services in the region based on Gosford Hospital, with a wide range medical services including specialist medical centres. Gosford Private Hospital, owned and operated by Health Care Australia Pty Ltd and adjacent specialist medical centre rounds out a comprehensive medical and health care offering.

A number of state government departments and agencies have offices in Gosford including; Department of Premier and Cabinet, Department of Fair Trading, Gosford Court House, NSW Trustee and Guardian, National Parks and Wildlife Service.

The head office of NSW WorkCover Authority and Long Service Leave Corporation is based in the CBD.

Completed in 2000, the 20,000-seat Bluetongue Central Coast Stadium, overlooking Brisbane Water, is regarded as one of the finest stadiums in Australia and is a popular venue for rugby league, rugby union and football. The Central Coast Mariners, part of the national Hyundai A-League, is based at this Stadium.



TUGGERAH-WYONG

Under the NSW Government's Central Coast Regional Plan the Tuggerah–Wyong area will be developed as a Major Centre and will perform vital economic, employment, civic, residential, social, cultural, entertainment and recreation roles for the north of the Central Coast.

WYONG TOWN CENTRE

As well as being the administrative centre for the LGA, Wyong is a transport hub for rail and feeder-bus services from outlying areas, northern Central Coast areas including Warnervale, Toukley, Budgewoi.

Wyong Town Centre's surrounding population at the 2006 Census was 3,115.

From left: Gosford Waterfront, including Bluetongue Stadium; Kibble Park in Gosford CBD.

The town centre's main retail offering is Wyong Village Shopping Centre.

Banking and commercial services in Wyong include; Westpac and Bendigo Bank branches as well as lawyers and accountants.

In early 2008 property developers, Clarendon Residential Group – a subsidiary of Investa Property Group, opened Kooindah Waters Residential Golf & Spa Resort at Wyong with an 18-hole championship golf course, golf club and 100-room luxury resort surrounded by a home residential development which, when completed, will comprise some 252 homes and villas.

Wyong Shire Council adopted the Wyong/Tuggerah Planning Strategy in October 2007. The strategy identified three distinct precincts in the Wyong LGA: Wyong Town Centre, Tuggerah Straight and Tuggerah.

Council is preparing a draft LEP Amendment for the Wyong Town Centre that will facilitate residential and commercial densities within the town centre, consistent with the Central Coast Regional Strategy.

Wyong Town Centre; Kooindah Waters Golf and Spa Resort and associated residential development.



TUGGERAH

Only a few kilometres south of Wyong Town Centre, Tuggerah is located at the convergence of the Pacific Highway, the Sydney/Newcastle Expressway and Wyong Road (which leads to the coastal suburbs) and the main northern rail line. It is therefore a major public transport hub.

Population of Tuggerah and the immediate surrounding area of Mardi at the 2006 Census was 4,710 however it draws on a substantially larger area that includes the rural areas to the west along with Chittaway and Berkeley Vale.

Comprised within the Tuggerah precinct is the major regional shopping centre, Westfield Tuggerah, Tuggerah Homemakers Supa Centre, Tuggerah Business Park, Woodbury Park Estate residential area, St Patrick's College and the Tuggerah industrial area.

Westfield Tuggerah shopping centre is rated 31st in Australia in size with 83,852sqm GLA (source: Shopping Centre News) The centre is owned and managed by the Westfield Group and attracts around 10.4 million people per year. Being a regional shopping centre, this centre attracts shoppers from across the region.

Terrace Tower Group has been a major investor in Tuggerah – owning and developing the Woodbury Park Estate, Tuggerah Homemakers Supa Centa and Tuggerah Business Park.

Banking and commercial services at Tuggerah include all major banks, building societies and credit unions as well as accountants, lawyers, insurance brokers, property valuers, surveyors and consulting engineers.

For further information about Tuggerah Business Park, see Industrial Areas on page 20.

From left: Westfield Shopping Centre, Tuggerah; Quay West Resort Magenta Shores, North Entrance.





Regional Development *Australia*

CENTRAL COAST NSW

Regional Development Australia Central Coast supports the two local council areas of Wyong Shire and Gosford City and is a collaborative initiative of the Australian Government and State of New South Wales.

It aims to bring together all levels of government to enhance the growth and development of the Central Coast.

The key functions of the national RDA network are:

- Consult and Engage with the community
- Inform Regional Planning
- Engage in Whole of Government Activities
- Promoting whole of government programs policies and initiatives
- Community and Economic Development



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An Australian Government Initiative



A NSW Government Initiative

ERINA

Erina is situated on the Central Coast Highway, the main arterial road to the Region's beaches, and is 5.5 kilometres from Gosford. Its population at the 2006 Census was 4,968.

Within the Erina business area is the regional shopping centre Erina Fair, commercial and retail developments and a light industrial area. Surrounding the business area are a number of retirement villages along with a residential area that has developed over the past twenty years.



Erina Fair Shopping Centre.

Retail

- Erina Fair Shopping Centre is the fourteenth largest shopping centre in Australia with Gross Lettable Area of 112,717 square metres (Source: Shopping Centre News). This centre is owned by Australian Prime Property Fund Retail and GPT and is managed by Lend Lease Property Management.
- Discount retailer Harvey Norman is located at Erina with an extensive furniture, electrical and computer super store. Complementing Harvey Norman are some twenty other national brand name furniture and electrical retailers. All offer a wide variety and range of homewares. A number of home renovation retailers and interior design consultants also have premises in Erina.

All located within a one kilometre radius, this grouping of homeware retailers provides an unusual critical mass making Erina a magnet for home buyers and renovators.

Commercial

Most developments in Erina are a mix of retail and commercial with Fountain Plaza and adjacent Fountain Corporate being regarded as the leading commercial complexes. ANZ, National Australia Bank and Westpac banks have located their regional business banking offices at Fountain Plaza. Branches of the Commonwealth Bank and Bank of Queensland also operate from Fountain Plaza. Telstra Country Wide's regional office is based in the Fountain Corporate complex along with radio station, StarFM 104.5's studios.

Two office developments, Platinum and Highpoint have been developed in recent years and have attracted a number of high profile companies including directory publishers, Sensis, property developers, Stevens Group and discount pharmacy group, Bowen's Health Services.

Commercial services in Erina and Erina Fair, include banking and financial services, lawyers, accountants and insurance brokers. Finance brokers including Balmain Corporation, Central Coast Financial Services, Astute Ability Group, East Coast Financial Management, Wizard Home Loans and others are also located in Erina making it the region's financial hub.

Medical

Due to its convenient location Erina has attracted a number of medical services that include; family medical centres, medical specialists, radiography, physiotherapy and optical services.

Presmed Australia operates a specialist ophthalmology day surgery centre in Erina.

From left: Platinum Building; Highpoint.



Centres of business

THE PENINSULA

Woy Woy, Ettalong Beach and Umina Beach make up the area known as the Peninsula – a unique area in the south of the region. It appears isolated from the rest of the region due to the large expanse of Brisbane Water which surrounds and separates it from other town centres, however, this is regarded as its greatest asset.

The population of The Peninsula as at the 2006 Census was 36,021.

Woy Woy

Woy Woy is situated on the shores of Brisbane Water and is the main retail and commercial centre of the Peninsula. It is also the Peninsula's public transport hub with rail, bus and ferry services converging to service the area.

Two shopping centres are located at Woy Woy; Deepwater Plaza Shopping Centre and a smaller centre, Peninsula Plaza.

Commercial services at Woy Woy include all major trading banks, lawyers and accountants. Healthscope owned and operated Brisbane Water Private Hospital services the whole region.

Ettalong Beach

Ettalong Beach, situated at the entrance to Brisbane Water, is traditionally a tourism area, although for many years it has seen a permanent residential population take hold. Since the opening of the Mantra Ettalong Beach Resort in 2005, a growing tourist market is emerging.

A scheduled passenger ferry service operates between Ettalong Beach and Palm Beach.

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Umina Beach

In recent years Umina Beach Town Centre has been transformed into a strong retail precinct with the opening of a Woolworths Supermarket in 2010 that coincided with a refurbished and expanded Coles Supermarket. Aldi will open a new supermarket in late 2011 while Woolworths are planning a Dan Murphy's liquor store in the near future.

The retail offer at Umina Beach is now such that it attracts customers from a much wider area that includes Kariong and Empire Bay.

With the NRMA owned Ocean Beach Caravan Park and other holiday accommodation in the area Umina Beach attracts a strong seasonal tourist population



From left: Deepwater Plaza, Woy Woy; Palm Beach Ferry; Mantra Ettalong Beach Resort.

TERRIGAL

A well known beachside suburb and tourist destination, Terrigal is best known for its wide range of restaurants and bars, Crowne Plaza hotel and Star of the Sea apartments, along with a number of motels and bed and breakfasts attracting high-yield visitors.

In recent years in-fill prestige residential apartment developments have seen an influx of wealthy Sydney and overseas buyers moving into the market.



View across The Haven towards Terrigal.

Centres of business



From left: Magenta Shores; The Entrance.

THE ENTRANCE

Situated at the entrance to Tuggerah Lakes, The Entrance is traditionally the Central Coast's leading holiday area. The Entrance is well known for its many restaurants and cafés overlooking the foreshore and entrance to Tuggerah Lake.

Numerous tourist/residential apartment developments have been built in recent years.

A major confidence boost for The Entrance has been Mirvac Group's Quay West Resort, Magenta Shores development at nearby North Entrance which opened in 2006. Built on a 101 hectare site, the development includes a Quay West Resort and Conference Centre, 18-hole championship golf course – which has been rated in Australia's top ten leading golf courses, and is surrounded by luxury residential villas and homes. Business and commercial services include major trading banks and building societies, lawyers and accountants

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TOUKLEY

The Toukley Town Centre is 14 kilometres north of Wyong and is situated between Tuggerah Lake and Budgewoi Lake. Population of the immediate Toukley area that includes East Toukley, Norah Head, Noraville and Canton Beach was 8,929 at the 2006 Census.

Toukley services a residential area that extends to Norah Head. It is on the main road leading from the Sydney/Newcastle Expressway through to the Central Coast. The main arterial coastal road (Central Coast Highway and Wilfred Barrett Drive) links Gosford and The Entrance to Toukley.

Toukley's retail offering consists of strip shops that includes a Coles Supermarket and a proposed Franklins Supermarket. Aldi will open a new supermarket at East Toukley in 2011.

In recent years Toukley has become a centre for a wide range of medical services. The Toukley RSL Club is the largest business in the town.

Business and commercial services in Toukley include Commonwealth and ANZ banks, building societies, credit unions, lawyers and accountants.

LAKE HAVEN

Lake Haven is a precinct that is 11 kilometres north of Wyong and includes shopping centres, Gorokan High School and the adjacent Charmhaven Industrial Area. The surrounding residential areas of Gorokan, Kanwal, Hamlyn Terrace, Woongarra, Charmhaven, Blue Haven and San Remo, had a population of around 40,000 at the time of the 2006 Census.

While Lake Haven has village status it is the Lake Haven Shopping Centre, Lake Haven Home Megacentre (major tenants Harvey Norman and Bunnings Warehouse) and surrounding bulky goods offering that attracts over eight million people each year.

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Central Coast Regional Strategy for employment lands

The Department of Planning's Central Coast Regional Strategy for employment lands, has identified fourteen areas as strategic employment areas. They include: Somersby (300 ha), West Gosford (125 ha), Lisarow (50 ha), North Gosford (25 ha) and Erina (10 ha) in the Gosford local government area (LGA) with the proposed Mount Penang (130 ha). In the Wyong LGA the strategic employment areas are: Tuggerah Business Park and Berkeley Vale (200 ha), North Wyong (125 ha), Tuggerah (60 ha) and Charmhaven (35 ha) with the proposed Wyong Employment Zone (360 ha) of which Warnervale Industrial Park is already being developed.

The Wyong Employment Zone (WEZ) includes Warnervale Airport which is the subject of negotiations with Wyong Council and the lessee, Central Coast Aero Club, to be relocated, possibly at Belmont, allowing for this land to be used for industrial uses.

Adjacent to the Wyong Employment Zone is a much larger area, Bushells Ridge (630 ha), which has been identified for development however it is heavily constrained by threatened species issues.

With no new land proposed to be zoned for employment purposes in the Gosford LGA it will be seen that the northern industrial areas and proposed industrial areas of the region, all adjacent to the Sydney – Newcastle Freeway (F3), offer the most opportunities for future growth.

These areas are described in more detail on the following pages.



Central Coast Employment Lands and Precincts

- Regional City
- Major Centre
- Town
- Village
- North Wyong Shire Structure Plan Area
- Employment Precinct
- New Employment lands (WEZ)
- Employment lands
- Constrained employment lands
- Rail network and station
- Strategic bus corridor
- Highway
- Freeway
- Main road
- National Park
- Regional/State Park
- Rural and resource land
- Existing Urban area

Industrial areas

TUGGERAH BUSINESS PARK is a landmark development by Sydney-based Terrace Tower Group and is regarded as the region's premier business location.

Covering 75 hectares, it provides the ideal environment for light manufacturing, warehousing and distribution, and office operations.

Tuggerah Business Park is strategically positioned to take full advantage of nearby Tuggerah Railway Station, the Sydney-Newcastle Freeway and Westfield Shopping Centre and is central to all areas of the region.

Fully serviced, with all utilities, Tuggerah Business Park is already home to:

- Ausgrid (formerly EnergyAustralia) regional office.
- Publishers, Hachette Australia and Murdoch Book's national distribution centre.
- NSW Police Assistance Line call centre.
- Two call centres for global financial services group, ING.
- Freight terminal for national overnight carrier, Star Track Express.
- Belkin Australia head office and national distribution facility.
- Pure Fishing Australia head office and national distribution centre.

More than 200 businesses operate within this Park and include manufacturers, distribution centres and warehouses, construction companies and other professional and commercial services. They include:

ADW Johnson, Alliance Distributors, Atherton Group, Austbrokers Central Coast, AW Workwise, Benchmark Stainless Catering Equipment, Bishop Collins Chartered Accountants, Bolte Civil, CC Accounting, CDA Construction Products, Centron Communications & Equipment, Coastec Computers, Complete Staff Solutions, Crighton Properties, DMA Insurance Brokers, E-bisprint, GHD, Heliro, HP Chartered Accountants, Kerri Security Systems, Landin Realty, LJM Commercial Central Coast, Meridian Stainless, Modular Mining Systems, Multi Media Buying & Planning, Nexos, PKF Chartered Accountants, Priority Powder Coating, Pure Fishing, Robertson & Robertson, Star Track Express, Stowe Australia, Thomas Paul Constructions, Trehy Ingold Neate, Tullipan Homes and Ultra Clean Fuel.



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WARNERVALE BUSINESS PARK covers 47.6 hectares and is strategically located at the Sydney-Newcastle Freeway and Sparks Road interchange and adjoins Warnervale Airport. The main northern railway line and Warnervale Railway Station border the Park's eastern boundary.

Major investors in the Park are:

- Pacific Beverages, a joint venture of Coca-Cola Amatil and SABMiller, one of the world's largest brewers. Operations of their \$120 million Bluetongue Brewery commenced in July 2010.
- Primo Smallgoods' \$9 million Distribution Centre. This facility was completed in early 2010.
- Woolworths Ltd has invested \$100 million in an 81,000 sqm state-of-the-art distribution centre.
- Transport company, Coastal Transport Services, operates a distribution service for industry in the region and provides trucking services including weighbridge and truck washing facilities.

SOMERSBY INDUSTRIAL ESTATE is adjacent to the Gosford exit of the Sydney-Newcastle Freeway and covers almost 400 hectares, offering sites ranging from 0.4 hectares to 10 hectares.

A number of international and national companies, have located in this estate. The include:

Alushapes, Andale Beverage Systems, Australian Conveyor Engineering, Baltimore Aircoil, Becker Underwood, Borg Manufacturing, Boatspeed, Boral Masonry, CSR-Hebel, Delta Laboratories, 3S Lighting, Broadview Aluminium, Continental Conveyor & Equipment, Emeco International, N J Phillips, Pall Corporation, Protective Fencing, Rimex, R. R. Taylor, Sapphire Aluminium Industries, Sulo, Thiess Services, Thermit, Trussmaster, Vet's Best and Weir.

BERKELEY VALE INDUSTRIAL AREA is situated 8 kilometres from the Sydney-Newcastle Freeway, approximately halfway between Gosford and Wyong.

The headquarters of two of Australia's major food companies – Mars Food Australia and Sanitarium Health Foods – are located here along with the regional headquarters of TE Connectivity (formerly ADC-Krone Australia) – a world leader in design and manufacture of telecommunications equipment.

Many small to medium-sized companies are also located in the area. Some of the leading companies include: Byrne Engineering, Halley & Mellows, Higgins Trading Company, Hyne Solutions Australia, Hulpro Engineering, Lewis Ski Boats, Linfox Food Services Distribution Centre, Palm Beach Motor Yachts, Performance Engineering Group, Performance Sail Craft, Pluim Interiors, RCR Engineering, Sico South Pacific, TNT, Trend Laboratories – TrendPak, Tyco Electronics and a wide range of service industries including steel fabricators, builders' suppliers, auto services and smaller manufacturers.

From left:
Transgrid's
regional office;
the Western
entry to Tuggerah
Business Park.



Zenith building,
Tuggerah
Business Park.



Industrial areas

NORTH WYONG INDUSTRIAL ESTATE is situated on the Pacific Highway just 3 kilometres north of Wyong and extends over 114 hectares with fully serviced lot sizes varying from 1 to 15 hectares.

Companies operating within this Estate include Aalborg Industries, Avoca Engineering, Cheminova, Ciba Specialty Chemicals, Dulmison Australia, Donaldson Australasia, Fleetwood Timbers, Heyden Frames and Trusses, Morson Engineering, Partech, Pacific Labels and Belrose Automatic Engineering. Many smaller manufacturers and service industries are also located within this Estate.

TUGGERAH INDUSTRIAL AREA is located between Westfield Tuggerah Shopping Centre and Wyong Town Centre and is only a few kilometres from the Sydney-Newcastle Freeway. It is bounded by the Pacific Highway (also known as Tuggerah Straight) and Gavenlock Road, which runs parallel to the Highway.

Businesses on the Pacific Highway include car dealers and bulky goods outlets while most of the businesses on Gavenlock Road service the building and automotive industries.

WEST GOSFORD INDUSTRIAL AREA is located at the entrance to Gosford, three kilometres from the Sydney-Newcastle Freeway.

This area comprises a mix of light industry and bulky goods retail. Most of the businesses operating in this area are small to medium in size and cover a wide range of service industries, builders' supplies, auto services, distributors and manufacturers.

LISAROW INDUSTRIAL AREA is situated five kilometres north of Gosford. Most of the companies in this area are medium to large in size. They include Print National, Central Coast Shopfronts, Scholastic Australia, Sara Lee Bakeries, Accent Office Interiors, Sylvania Lighting and Office Furniture Design.

TUMBI UMBI INDUSTRIAL AREA is located on Wyong Road approximately halfway between Wyong and the coastal areas of Long Jetty, with the Mingara Recreation Club nearby.

Most businesses in this area service the building and automotive industries.

From left: Bluetongue Brewery in the Warnervale Business Park; Somersby Industrial Estate.





From left: Linfox Food Services Distribution Centre; and Sanitarium Health Foods.

CHARMHAVEN INDUSTRIAL AREA is situated on the Pacific Highway about 12 kilometres north of Wyong. This is one of the fastest growing industrial areas on the Central Coast. Factory, warehouse and showroom style units built in recent years, and currently under construction, cater for the small business looking to service the northern areas of the region. Some bulky goods retail businesses are also located in this area.

Major companies operating in this area include Kellogg Australia, Borg Manufacturing and BCP Precast.

In close proximity to this industrial area is Lake Haven Shopping Centre.

KINCUMBER INDUSTRIAL AREA, located between Erina and Avoca and with access to the Brisbane Water, caters for small businesses providing services including building supplies and auto services.

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Industrial areas



Mt Penang Parklands.

Mount Penang Parklands

The NSW Government is currently considering a new development status for the whole of the Mt Penang Parklands site at Kariong. The project is looking to obtain NSW Major Site Status in late 2010. This will then see many new opportunities for developers and investors, as a new planning framework will cover this premium Central Coast site.

Mt Penang Parklands is a 152 hectare estate, located 2 minutes from the Sydney-Newcastle Freeway and 7 minutes drive to the Gosford CBD and Gosford Waterfront.

The site's small business precinct has some 30 businesses and over 270 people working in Parklands offices daily.

Pursuing the new planning framework, the Corporation looks to take precincts to the market: formally inviting Expressions of Interest from prospective developers and investors.

Other development opportunities linked to new precincts could include investment and development opportunities in a precinct for mobile and fast-response technology businesses, boutique and tourist retail, educational, tourism, accommodation developments and sports facilities.

The Corporation would like to discuss development concepts for hotel/ convention centre's or businesses wishing to be involved at a tourism or events level.

Contact: Mr. Ken Phelan, Project Manager Commercial for more details. Email fdc@lpma.nsw.gov.au or web www.mpp.nsw.gov.au

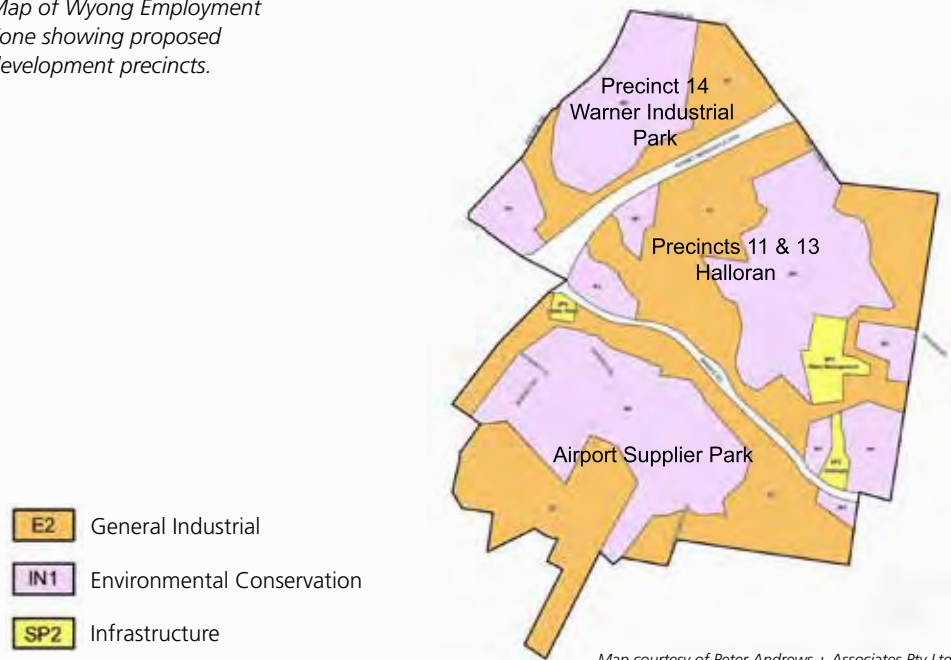
Wyong Employment Zone

Wyong Employment Zone comprises three areas: Precincts 11 and 13 – Halloran, Precinct 14 – Warner Business Park and Airport Supplier Park.

- The Halloran area is situated north of Sparks Road and is bounded by the Sydney-Newcastle Freeway to the west and Oakara Road to the east, and comprises approximately 125 hectares.
- The Warner Industrial Park area is located on the western side of the Sydney-Newcastle Freeway, which is its eastern boundary, with Hue Hue Road to the west and Sparks Road to the north.
- The proposed Supplier Park land is part of the Warnervale Airport. It lies between the Airport and is adjacent to the Woolworths Distribution Centre in the Warnervale Industrial Park.

Stage 1 of the rezoning of the Supplier Park comprises 8 hectares, with Stage 2 comprising 18 hectares and Stage 3 – the aerodrome area – a further 39 hectares.

Map of Wyong Employment Zone showing proposed development precincts.



After declaring the Wyong Employment Zone (WEZ) a State Significant site in July 2006, rezoning was gazetted in November 2008.

Issues in respect of contributions under Council's Contribution Plan and the State Government's State Infrastructure Contribution remain unresolved.

Meanwhile Wyong Council is moving ahead with the development of a 12 hectare subdivision on land east of the Woolworths Distribution Centre. With the necessary consents obtained, Council is presently negotiating with a large end-user to develop the site.

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The Central Coast is one of the very few locations in Australia providing optimum cost benefits in terms of market access and distribution due to its proximity to two of the state's largest markets – Sydney and Newcastle.

Located midway between Sydney and Newcastle, the Central Coast also has the added advantage of being centrally located within about 2 hours driving time of a population of around 5.1 million people. In addition, the Central Coast is half way between Brisbane and Melbourne, around 950 kms (see Table), which is approximately 10 to 11 hours truck driving time putting it within the legal driving limit of twelve hours.

Many companies, both global and national, are seeing the logistics advantages of locating their warehousing and distribution facilities in the region.

The Sydney CBD is 75 to 100 minutes driving time away while Newcastle is just 60 minutes away. Both cities provide a springboard to all Australian state capitals and the international market.

Distance Table

Central Coast (Tuggerah) to:	
Sydney – CBD	90 km
Sydney – Port Botany	100 km
Sydney – Kingsford Smith Airport	100 km
Sydney – Balgowlah	90 km
Newcastle – CBD	80 km
Newcastle Airport	90 km
Parramatta	85 km
Melbourne (Hume Highway)	960 km
Brisbane (New England Highway)	940 km

*Note: all distances are approximate.

Both the Port of Newcastle and Newcastle Airport are just over an hour's driving time from any point on the Central Coast.

National and global companies that have based their distribution operations on the Central Coast include:

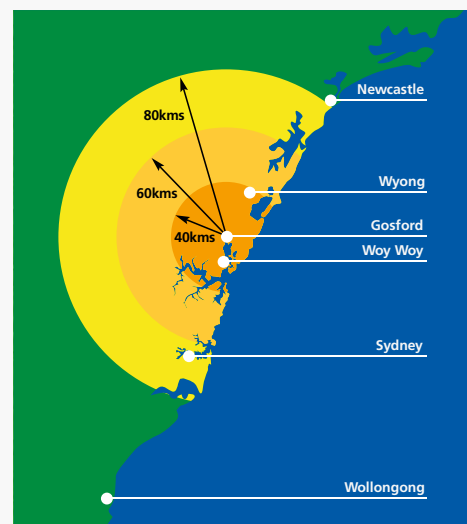
- Scholastic Australia's head office and warehouse complex at Lisarow,
- Allen & Unwin and Hodder Headline Australia Pty Ltd operate a national book distribution centre at Tuggerah Business Park,
- Belkin Australia, global manufacturer of IT peripherals, has its national distribution centre at Tuggerah Business Park
- Pure Fishing Australia – national distribution centre,
- Woolworths Limited operate a \$100 million Distribution Centre at Warnervale,

Interstate carriers Star Track Express and Toll IPEC operate modern terminals in the region and offer overnight services to Melbourne and Brisbane.

Operating Costs

The cost of operating cars and trucks is comparable with those in Sydney. Petrol, diesel and LPG prices match those charged in the Sydney Metropolitan Area. Comprehensive heavy and light truck servicing facilities are available through the Region.

For companies operating vehicles over 4.5 tonnes it is important to note that the entire Central Coast Region is subject to the Federal Government's Diesel Fuel Rebate. This provides a substantial saving in transport operating costs compared with city operators.



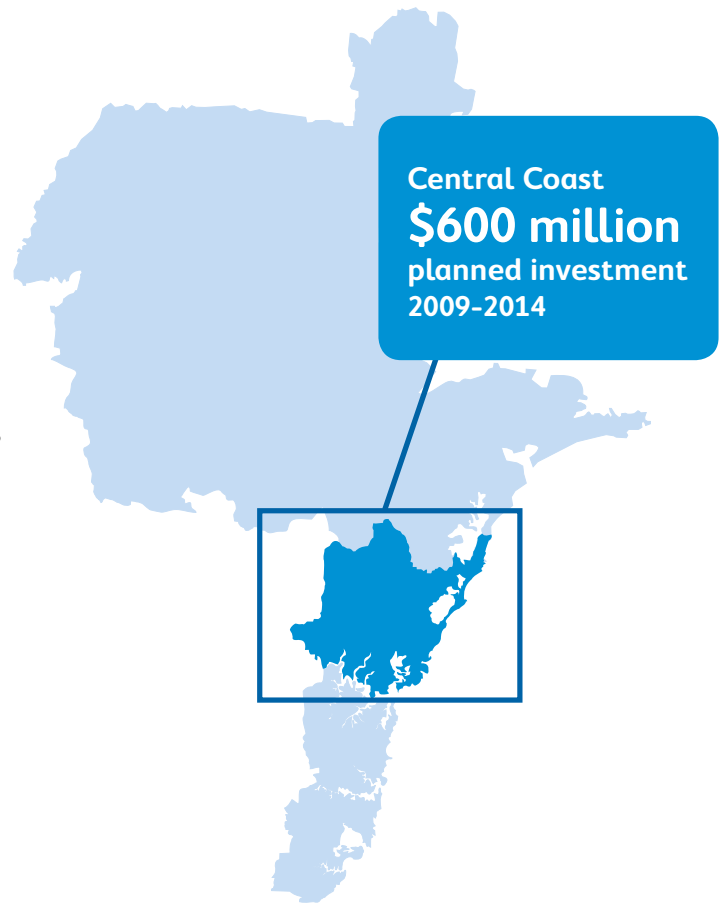
Ausgrid – a central part of the Coast community

Ausgrid owns, maintains and operates the electrical distribution network that provides power to homes and businesses across the Central Coast.

Our name changed from EnergyAustralia in March 2011, but our 100-year commitment to supplying a safe and reliable electricity network is as strong as ever.

That's why we're investing more than \$600 million in Central Coast network improvements to 2014, carrying out more than 72,000 maintenance tasks each year, and supporting a workforce of more than 350 to help drive regional development.

We're also proud to invest in a range of major community partnerships, including Surf Life Saving Central Coast, the Central Coast Mariners, the Ausgrid BrightFuture schools program, and the Science and Engineering Challenge for secondary schools.



The Central Coast has a well developed electricity, gas and telecommunications network to all areas of the region, along with a high quality water supply and sewage. The region's road and rail network ensures fast and efficient access to major cities throughout the eastern seaboard.

Electricity

Ausgrid (formerly EnergyAustralia) owns and manages the Central Coast's electricity distribution network.

A multi-million dollar capital works programme, presently underway by Ausgrid, will ensure that the energy needs of the region's rapidly growing residential and business communities will be met well into the future.

The Central Coast's yearly growth in demand for electricity has exceeded expectations, reaching 4%. In parts of Wyong Shire the increase is as much as 18% and in Gosford City more than 14%.

To meet the growing demand for power, Ausgrid is undertaking a record capital works programme. More than \$600 million is being invested in the five years to 2014 to renew and upgrade the electricity network across the Wyong and Gosford local government areas.

Ausgrid is also securing its presence on the Central Coast with a new \$20 million-plus Central Coast headquarters. The multi-million dollar development follows on from the company's decision to establish a new \$10.5 million office at Tuggerah Business Park and a 22,000 square metre warehouse in Somersby.

Gas

The main natural gas pipeline which passes through the Central Coast is part of the National Grid, and a network of high pressure mains ensures a guaranteed supply to industrial, commercial and residential users throughout the region.

Ausgrid is one of the energy industry's leaders in providing customers with bundled products following its expansion to sell gas.

Telecommunications

Major network providers Telstra and Optus have invested heavily in a very high capacity telecommunications backbone that extends throughout the region as part of their east coast networks. In the Gosford CBD, Optus has installed fibre optic cable throughout the area to base stations and exchanges.

This backbone supports a regional network that is focused around the core business areas – Gosford, Mount Penang, Erina, Tuggerah, Woy Woy and the Ourimbah Campus – for those industries reliant on high capacity networks.

A growing wireless network in the licensed and unlicensed spectrum is being established throughout the region, aimed at overcoming connectivity difficulties in those areas difficult to service by cable.

Mobile networks are operated by Telstra, Vodafone and Optus, providing coverage to most areas of the region.

National broadband rollout – Gosford and Wyong Councils are working closely with the Central Coast business community and education and health institutions to put a case to the NBN Co for the region to be considered as a priority region for the rollout of the national broadband network.



From left: One of a network of telecommunications towers, Vales Point Power Station.

Infrastructure

Water supply

The Central Coast is serviced with its own water supply system which features pristine catchment areas for its three dams – Mardi Dam, Mooney Mooney Dam and the Mangrove Creek Dam. This supply is augmented by a pipeline connection to the Hunter Water supply system. Groundwater from seven borefields spread throughout the region. A pipeline between Mardi Dam and Mangrove Creek Dam that will transfer surplus water from the catchment area is presently under construction and is due for completion in mid 2011.

The system is owned and managed by the Central Coast Water Corporation.

Following the recent severe drought, both Councils have established a long term water supply strategy for the Central Coast, known as Water Plan 2050. The Plan contains a combination of actions to further enhance the current water supply system, continue to use water as efficiently as possible, and to develop additional future sources of water.

Sewage and waste management

The Central Coast is serviced by a reticulated sewerage system to all non-rural residential, commercial and industrial areas. Gosford and Wyong Councils operate their own independent sewerage systems which are relatively new – having been extensively developed over the past twenty to thirty years.

Both Councils adopt highly responsible policies in respect of sewage and trade waste. Councils license the amount and type of trade waste which may be discharged into the sewerage systems. Trade waste policies are based on the ‘user pays’ principle with charges reflecting the quality and quantity of waste. ‘Land-fill’ garbage dumps for approved solid waste are in operation.

Wyong Shire Council owns and operates the Buttonderry Waste Management Facility on Hue Hue Road, near Warnervale. This facility receives domestic, commercial and Council wastes from all localities within the Wyong Shire for disposal and recycling. The anticipated remaining life of the Buttonderry Landfill is estimated to be around 50 years.

Restrictions are applied to liquid and hazardous wastes, for which alternative facilities are available in Newcastle and Sydney. A comprehensive Regional Waste Plan is in place and all Development Applications must include a waste management plan. Several private waste contractors provide services at competitive rates.

Gosford and Wyong Councils have jointly contracted Thiess Services to collect residential and commercial waste. Thiess operates a Materials Recovery Facility at their Somersby Depot.

Public transport

The rail line between Sydney and Newcastle is electrified, providing comfortable, fast, scheduled services through the region.

The same rail line links Sydney and the Central Coast to Brisbane, the north coast and north-west New South Wales.

Scheduled bus services operate throughout the region linking all suburbs to the major centres and rail stations.

The Palm Beach Ferry Service operates regular services between Palm Beach (on Sydney’s northern beaches), Ettalong Beach and Wagstaff and between Woy Woy, Saratoga and Empire Bay.

Roads

The six lane Sydney-Newcastle Freeway runs right through the region with exits for Gosford, Ourimbah, Tuggerah/Wyong and Warnervale/Toukley.

The Pacific Highway offers an alternate route through the region via Gosford, Ourimbah, Wyong and Warnervale. A network of arterial roads links the Freeway exits with the residential, commercial and industrial areas of the Central Coast.

Central Coast Highway is the main arterial road through the region from Kariong where it join the F3 Freeway to The Entrance. It is one of the busiest roads in the region carrying over 28,000 vehicles per day in some parts.

Since 2007 the NSW Government has spent \$55 million on upgrading the Central Coast Highway to dual carriageways between Terrigal Drive and Carlton Road Erina and Ocean View Drive and Tumbi Road, Wamberal.

A table showing traffic volumes on main roads in the region appears on page 56.

Sydney-Newcastle Freeway



The Central Coast has a commuting population of approximately 35,000 or about 25%, most of whom would prefer to work in the Region given the opportunity.

The experience of employers in the Region is one of stable industrial relations, low absentee rates and increased productivity.

It is a matter of record that most commuters would prefer to work locally. Accordingly, employee turnover rates in the Region are well below the average for Sydney and other regions.

The general state of industrial relations on the Central Coast is excellent with most employers and employees taking a mature attitude to employment.

Central Coast employees normally provide their own transport, a fact that is known to contribute towards improved productivity. This mobility and more available free time beyond working hours are critical factors in reducing absenteeism.

According to the 2006 Census, 92% of the Central Coast population speak English and are therefore entirely familiar with the language as well as Australian social and business culture.

Employment

The number of residents employed in the region as at March 2011 was 131,000 (Source: Central Coast Research Foundation). This compares with 144,000 in March 2010, 135,700 in March 2009, 139,700 in March 2008 and 135,800 in March 2007.

Unemployment in the region in March 2010 was 6.3% which compared with the NSW average of 5.4%.

For more workforce data see Page 56.






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Your organisation can profit from our experience, research and innovation.

The University of Newcastle offers several programs and majors unique to the Central Coast, boasting a significant allied health precinct. Our purpose built facilities provide students with practical training and work-integrated learning.

More than \$20 million in capital works is near completion at the campus, providing cutting edge teaching and learning facilities for the use of students and staff.

To find out more about the University of Newcastle – Central Coast and how we can assist your business, please call Professor Stephen Crump on 4348 4014.

TRAINING IN SUSTAINABLE BUSINESS PRACTICES IS LIKE A 'HEALTH CHECK FOR YOUR BUSINESS'



Places are available in the following programs:

- Green Skills for Hospitality
- Statement of Attainment in Carbon Accounting
- Diploma of Sustainability
- Policies, Procedures & Practices for Sustainability
- Energy Efficiency for Electricians

For more information on these programs:

t: 4923 7961 e: hunter.greencourses@tafensw.edu.au

TAFE NSW
CENTRAL COAST CAMPUSES

Higher education and skills training in the region is provided through the Central Coast Campus of the University of Newcastle, TAFE NSW Hunter Institute and the Central Coast Community College, all of which work closely with the business community to develop customised courses to satisfy specific workplace needs.

The Central Coast campus is the region's education hub. It is a multi-sector campus shared by the University of Newcastle, TAFE NSW – Hunter Institute and the Central Coast Community College. The multi-sector nature of the Central Coast campus enables it to provide a suite of education and training products to meet industry needs by working closely with industry, employers and the community. Traineeships are offered across a range of disciplines.

Graduates from the Central Coast campus have distinguished themselves in many fields and countries, pursuing careers in finance, marketing, management and teaching. Many are also represented in local companies, for example, Sara Lee and Crowne Plaza, and public organisations such as Gosford and Wyong Councils and Northern Sydney Central Coast Health, while some have chosen to establish their own businesses. All reflect positively on the educational standards of the region.

University of Newcastle – Central Coast Campus.



The University of Newcastle

The University of Newcastle is ranked in the top ten of Australian universities for research funding and outcomes and is recognized nationally and internationally for excellence in key areas.

The University's Central Coast campus at Ourimbah offers a diverse range of undergraduate and postgraduate programmes including health, education and the arts, science and information technology, business and engineering. The diversity of degrees creates a robust academic framework to support the region's growth.

Specialist research groups have also been established on campus to promote academic endeavour. Groups include sustainable resource management, interactive distance e-learning, occupational health and safety, and early childhood education.

TAFE Central Coast Campuses

Our three major TAFE Central Coast Campuses are Gosford, Wyong and Ourimbah and enrol approximately 14,000 students. At Ourimbah we share the campus with The University of Newcastle.

TAFE Central Coast Campuses are embracing the dynamic and ever changing workforce demands of our regional businesses through tailored training that is customised to reflect the needs of each individual business and the current demands of local industry, including the integration of 'green' solutions. This, and indeed our entire range of educational initiatives, reflects our commitment to developing educational outcomes and flexible training tailored to the needs of our client base.

We are committed to building workforce development capability through programmes developed in close consultation with business and industry. Effective industry relationships allow us to deliver training that is relevant, respected, practical and continuously updated. One such partnership is with Gosford RSL Leisure Living to improve Aged Care services in our region.

The Central Coast Community College

The Central Coast Community College is a VETAB Registered Training Organisation, and delivers nationally accredited qualifications that build workplace skills and offer articulation into TAFE and university programmes.

The College's strength lies in its ability to respond quickly to the changing training needs of businesses, industry and individuals. Flexible training options and programmes can be customised to meet specific needs of organisations and industries.

Key Industries

Manufacturing

The manufacturing sector accounts for a diverse range of products from small, medium and large companies operating throughout the region.

Engineering and food processing companies make up an important part of the region's manufacturing industries.

According to ABS Monthly Labour Force Survey in 2009 the industry employed about 10.3% of the regional workforce.

Many of the region's manufacturers successfully compete in global markets highlighting their manufacturing competence and commitment to research and development of leading edge manufacturing technologies. These companies have gained a reputation for product innovation and quality using world's best practice.

Global companies such as Aalborg Industries, TE Connectivity (formerly ADC Krone), Baltimore Aircoil (Australia) Pty Ltd, Continental Conveyor and Equipment Pty Ltd – A Joy Global Inc. Company, Donaldson Australasia, Dulmison Australia, Pacific Labels, Weir Engineering all operate in the region.

Food processing companies Mars Foods, Sara Lee Bakeries, Sanitarium Health Foods, Kellogg's Australia (Healthy Snack Food People) and Pacific Beverages (Bluetongue Brewery) have major production facilities in the region.

Central Coast Manufacturing Connect is an umbrella group that supports the manufacturing industry and actively represents and promotes manufacturing industries in the region.

A list of Central Coast manufacturers appears on page 66.

DELTA ELECTRICITY GENERATES ELECTRICITY USING COAL, GAS, HYDRO TECHNOLOGIES AND RENEWABLE BIOMASS.

Vales Point, Munmorah and Colongra Power Stations in the region generate a reliable supply of this essential service to the NSW community.

Delta has a significant apprenticeship and training program for young people and supports business by buying locally.

Delta is a proud sponsor of community, sporting, arts and environment initiatives in the Central Coast and Lake Macquarie regions.



Vales Point | Munmorah | Colongra



WWW.DE.COM.AU

Power Industry

Delta Electricity is a State-Owned Corporation involved in electricity generation and a major supplier of energy to the Australian National Electricity Market. Delta generates electricity from several facilities across NSW including three power stations in the Central Coast and Lake Macquarie regions. Our power stations in the region include 2 coal fired power stations at Vales Point and Munmorah and a 'state of the art' low emission gas turbine facility at Colongra. Colongra is designed to start up quickly to meet demand which can climb quickly and peak on very hot and cold nights.

Delta is also investing in research into sustainable forms of electricity generation, including renewable biomass, a demonstration carbon capture plant to reduce emissions as well as the use of hydro technologies.

Delta is a major employer with a significant apprenticeship and training programme, supports regional businesses by buying locally and is a key supporter of sporting, community, arts, and cultural activities on the Central Coast and in the Lake Macquarie region.

Building and construction

Traditionally, residential building and construction has been a key driver of the regional economy and this has encouraged the growth of many locally owned and based companies that now successfully seek work outside the region.

According to ABS Monthly Labour Force Survey in 2009 the industry employed about 10.7% of the regional workforce.

The region's leading commercial and industrial building companies include: Baxter O'Hara Building L.A. Projects, North Constructions, Stevens Construction and Red Eye Constructions. These companies have expanded beyond the boundaries of the region and work throughout NSW.

Tourism

The Central Coast is a popular holiday destination close to Sydney. Just an hour away, the region has opportunities for all-year-round tourism experiences and is well established in the short break and conference markets.

Of significance to the region's tourism industry is the scuttling in May 2011 of the HMAS Adelaide as a dive site off Terrigal. It is expected that this dive site will become a major attraction and contribute substantially to the regional economy as other similar dive sites have done in other states particularly Queensland.

In terms of quality accommodation the region is served with Tourism investment over the past ten years has seen three major resorts built in the Region:

- Star of the Sea Apartments, Terrigal
- Mirvac Group's Quay West Resort Magenta Shores at North Entrance
- Mantra Ettalong Beach Resort
- Kooindah Waters Golf Resort at Wyong
- Sydney businessman, John Singleton, has invested over \$16 million buying and refurbishing two iconic Central Coast tourism properties in the Killcare area. Both Pretty Beach House and The Bells at Killcare are being marketed to attract leading international business people and celebrities for short breaks.

Transport and Logistics

The Central Coast is an excellent location for logistics operations being one of the very few locations in Australia providing optimum cost benefits in terms of market access and distribution due to its proximity to two of the state's largest markets – Sydney and Newcastle. The region also has the added advantage of being centrally located within about 2 hours driving time of a population of around 5.1 million people.

In addition, the Central Coast is half way between Brisbane and Melbourne, around 950 kms (see Table), which is approximately 10 to 11 hours truck driving time putting it within the legal driving limit of twelve hours.

Key Industries

National and global companies that have based their distribution operations on the Central Coast include:

- Scholastic Australia's head office and warehouse complex at Lisarow
- Alliance Distribution Services, a Division of Hatchette Australia, is the national distributor for Hatchette Australia and Murdoch Books. The national distribution centre for Alliance is at Tuggerah Business Park.
- Belkin Australia, global manufacturer of IT peripherals, has its national distribution centre at Tuggerah Business Park
- Pure Fishing Australia, importers of fishing tackle and equipment has its national distribution centre at Tuggerah Business Park
- Woolworths Limited operate a \$100 million Distribution Centre at Warnervale
- Scribal Group, supplier of promotional products and office supplies throughout Australia and the Pacific at West Gosford.
- Husquvarna Australia, importers of outdoor power equipment has a large warehouse facility at Tuggerah Business Park from which it distributes across the Eastern Seaboard.

Transport companies based in the region are

- Linfox Food Distribution Centre - Berkeley Vale
- TNT Central Coast Terminal – Berkeley Vale
- Star Track Express Central Coast Terminal - Tuggerah Business Park
- Toll IPEC – Berkeley Vale
- Coastal Transport Services



From left: Toll IPEC freight terminal, National distribution centre for Hatchette Australia and Murdoch Books, Tuggerah; Belkin distribution centre at Tuggerah.

RELOCATING YOUR BUSINESS TO THE CENTRAL COAST?

COMMITTED TO GROWING YOUR BUSINESS AND CREATING JOBS?



Trade and Investment offers financial and other assistance to businesses expanding in, or relocating to regional NSW.

The Central Coast Regional Business Office can assist your business with:

- Identifying and developing commercial opportunities
- Business relocation to the Central Coast
- Expansion within the region or specific markets
- Diversifying and adding value to products and services



To find out how we can help you achieve your business goals, contact the Central Coast Regional Business Office:

North Loop Road, Central Coast Campus,
University of Newcastle, Ourimbah
PO Box 260, Ourimbah NSW 2258

TEL: (02) 4340 8700 **FAX:** (02) 4362 3095

EMAIL: peter.brown@business.nsw.gov.au

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