



Edgar Adams,
Publisher

The New South Wales Central Coast is unique in that it is located midway between two major Australian cities. It is just over an hour north from the heart of Australia's largest city, Sydney with a population of around 4.5 million people and an hour further north is one of Australia's largest regional and most vibrant cities, Newcastle, which centres on a population of approximately 650,000.

While the region is home to many small and medium businesses major international corporations that are located here include: Scholastic Australia, Belkin Australia, Husqvarna Australia, Mars Foods Australia, Sanitarium Health Food Company, Dulmison Australia, Donaldson Australasia, TE Connectivity.

With a newly elected State Government in March 2011 the region sees a renewed emphasis on growth particularly with the revitalisation of the Gosford CBD and Gosford Waterfront and the development of the Warnervale Town Centre to the region's north. In addition, Wyong Council has identified a number of 'Iconic Development Sites' across the Shire that have the capacity to generate significant economic benefit in its town centres, in particular The Entrance where Council is now preparing a Master Plan for the town centre and is working with the major property owners to ensure a positive outcome.

This publication has been produced in two parts to provide readers with an overall view of the New South Wales Central Coast and the means to do business in the region.

The Central Coast Investment Prospectus has been created to showcase the Central Coast Region and demonstrate its outstanding potential for business investment while The Adams Ultimate Guide to Business – Central Coast contains a wealth of information about the Region and how to do business within it. Please refer to Page 4 for Contents.

This publication was first produced in 1995 by Adams Business Publications Pty Ltd and has been widely acclaimed for its understanding of the information needs of investors and business. As the publishers also of the regional business publication, Central Coast Business Review for 20 years, you are invited to contact us for more detailed information should you require it.

– Edgar Adams,
Publisher

An aerial photograph showing a long, narrow peninsula or coastline. The ocean is a vibrant blue-green, with white waves crashing onto a sandy beach. The land is covered in green vegetation and some buildings are visible in the distance. The sky is a clear, pale blue with some light clouds.

THE COMPETITIVE ADVANTAGE

A decision to locate, relocate or invest on the Central Coast will provide a positive long-term competitive advantage. When compared to a city-based operation, immediate cost savings can be achieved on virtually every parameter, with the potential for increased productivity through improved employee morale.

With plenty of room to grow, a motivated workforce, an established network of essential services and close proximity to two major cities the Central Coast offers a sound business environment.

In addition, the Central Coast offers a superbly relaxed lifestyle in a magnificent, natural, pollution free environment with the benefits of city living not far away.



The Hon Chris Hartcher MP
Minister for Resources and Energy
Special Minister of State and
Minister for the Central Coast

A message from the Minister for the Central Coast

The NSW Central Coast offers exciting opportunities for business investment. Located between the fast-growing port city of Newcastle and the global city of Sydney, the Central Coast provides an unrivalled environment for commerce and industry.

The Central Coast's growing 300,000-resident population includes a highly skilled workforce and motivated local consumers. Two world-class centres for higher education contribute to the expansion of an already diverse skills base.

Few places exist where you can secure reasonably priced commercial real estate close to major transport, global markets, critical services and a work-ready population while remaining within walking distance of beautiful waterways, reserves, national parks and beaches. The Central Coast is one of those places.

Businesses that service local, national and international markets have made the choice to locate on the NSW Central Coast and they have been welcomed enthusiastically.

It's not hard to see why they've made the move – the Central Coast has a very bright future.

I am excited about the future development of Gosford and the opportunities for the region offered by the revitalisation of the Gosford City Centre. Ongoing work to develop a new Town Centre for Warnervale is indicative of the pace at which the Central Coast is growing.

I am encouraged by the recent creation of new-technology jobs to support companies working in the areas of data storage, network management, wireless communications, online publishing and technology manufacturing. The ongoing development of new industrial space on the Central Coast means our region is ready, willing and able to support further new-tech job creation.

From cutting-edge agriculture on the western plateau to world-class tourism on the coast and from global manufacturing in the north to market-leading professional services in Gosford and on the Peninsula, the Central Coast is a region like no other.

I'm confident you'll find your next investment opportunity on the Central Coast.

Chris Hartcher MP
Minister for the Central Coast

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Central Coast Regional Development Corporation

Delivering Development Opportunities on the Central Coast



Mt Penang Parklands

Discover a new home for your business at Mt Penang Parklands. This site is the gateway to the region and provides your business with a level of affordability and exposure. Located just a few minutes from the F3 Freeway, mid way between Sydney and Newcastle, Mt Penang Parklands is competitive, innovative, and adaptable.

Affordability with priceless benefits – that is Mt Penang Parklands.

The Landing at Gosford

This major project announced by the State Government in December 2010, sees the establishment of Gosford as a Regional Centre. A world class regional waterfront city is what the development at The Landing will provide. Currently the Corporation is working with Gosford City Council and Lend Lease to further this development.

The Landing at Gosford offers a picturesque location, in which to position your business.

Be part of something special, The Landing at Gosford.

The Entrance Wyong

With substantial public domain works underway at The Entrance, Wyong's future growth – driven largely by tourism partnerships between government and business – is looking vibrant and healthy. Together with the CCRDC and Council, a motivated and driven business community is re-shaping a prosperous tapestry of economic opportunities, to enable residents and visitors alike to 'Spend more time living'

To register your interest for development possibilities, call our General Manager, Mr Brett Phillips on **(02) 4340 1002** or email: **ccrdc@lpma.nsw.gov.au**

To register your interest call:
02 4340 1002



Central Coast
Regional
Development
Corporation



FOR MORE INFORMATION PLEASE VISIT www.ccrdc.nsw.gov.au

Revitalising Gosford City

This project is about turning Gosford into a World Class Regional Waterfront City. Work commenced with the instigation of the *Gosford Challenge* back in 2008 where it was clearly articulated by the community, Gosford City Council and the business sector, that there was a need and desire for Gosford to be the Regional City of the Central Coast.

Much of the project is now under the control of the Central Coast Regional Development Corporation set up for this purpose by the State Government in 2010.

As a regional city, the masterplan identifies how Gosford will not only meet the anticipated growth projections in employment and residences but also how it will encompass a wide range of activities and uses including a full range of business, government, education, retail, cultural, entertainment and recreational activities that will make it a city of choice.

The Master plan identifies five key precincts of activity, these being:

- 1 The Waterfront
- 2 The Arts and Entertainment Precinct
- 3 The City Core
- 4 The Railway Precinct
- 5 The Hospital Precinct.

Work has commenced within each of the precincts. However the projects which have gained the most traction at this stage are the Waterfront Precinct known as The Landing at Gosford and the Hospital precinct.

The Landing at Gosford

The Landing at Gosford is the first major catalyst project to be undertaken to begin the revitalisation of Gosford. This is about the city embracing the waterfront rather than turning its back on what is arguably one of the city's finest features.

The listed property group, Lend Lease, has been selected via a public process as the preferred proponent. This status has now been ratified in a Heads of Agreement (HoA) where Lend Lease has taken on the role of development manager.

The Landing at Gosford project is one of the largest ever undertaken in the region. It is an exciting development, which will see a mixed use development, which includes the provision and enhancement of open space, public amenities and commercial development, which will consolidate this area and create a stunning new "welcome mat" for the new regional capital of the Central Coast.



Gosford Hospital.

Gosford Hospital Precinct

The Gosford Hospital precinct was identified as a key growth precinct in the City Centre Masterplan. This precinct is at the Northern most end of the Masterplan for the city centre revitalisation.

Work in this precinct has enabled the Corporation to "book end" the city as this compliments the work on The Landing at Gosford in the south of the city. This project is about linking the users of the hospital both community and corporate to the Gosford CBD.

Gosford Hospital is positioning itself for the future as a leader in medical education, and medical service provision. In order to develop these goals, some of the fundamental issues such as increased community car parking, a pedestrian friendly linkage between the hospital and the rail station, upgrades to the station and bus interchange all need to be factored. These major development stages when linked to the City Centre works, provide a significant opportunity to give the Hospital Precinct its own unique presence as it too helps shape the city of Gosford.

The Corporation is undertaking this body of work in close collaboration with Gosford City Council, the Central Local Area Health Network, Landcom, Transport NSW, Premier and Cabinet and Planning.

Wyong Shire

Things are happening...

Iconic Development Sites

Council has identified 32 iconic development sites that have the potential to be a catalyst for economic growth and development confidence.

Town Centre Strategies

Town Centre Strategies have been adopted for The Entrance, Toukley and Wyong to stimulate development within these economic centres.

Warnervale Town Centre

The proposed Warnervale Town Centre is ready for commencement. Woolworths have targeted an opening date in 2013.

Wyong Employment Zone

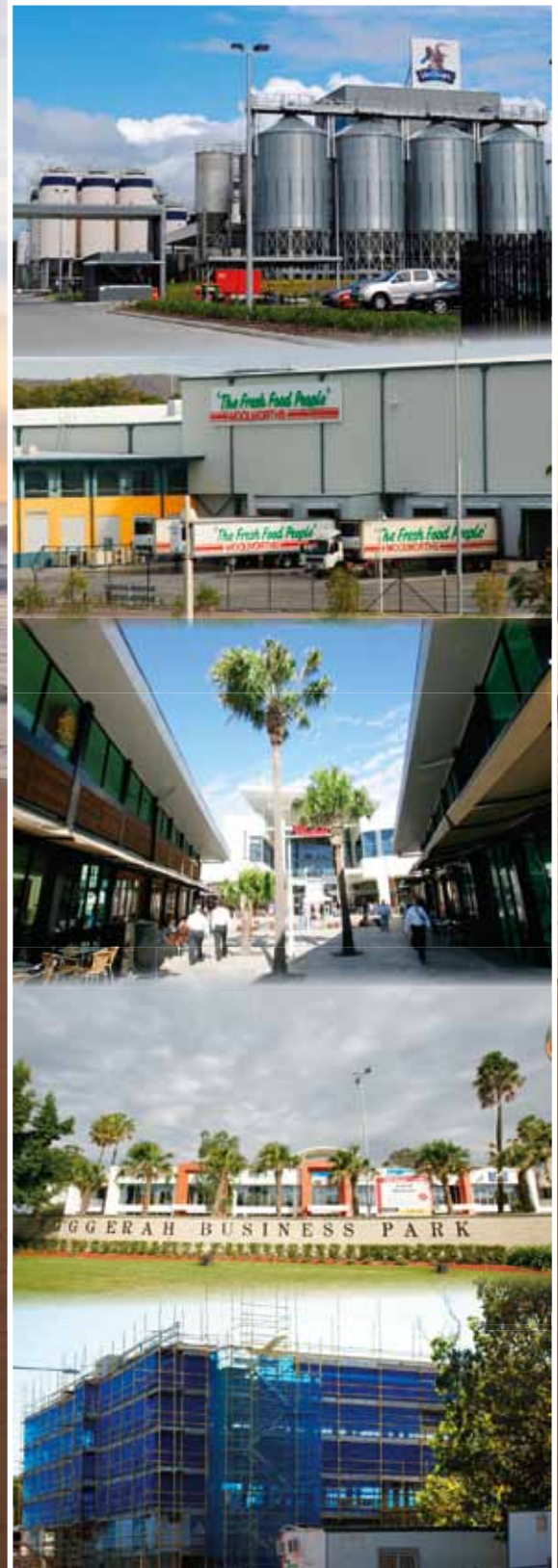
Wyong Employment Zone comprises 340 ha of employment-zoned land adjacent to the F3 Freeway. Council is seeking genuine investors.

Comprehensive LEP (Local Environmental Plan) Review

Council will be adopting a revised LEP in 2012.

Fast-tracking of employment-generating applications

Council has procedures in place to fast-track the processing of employment-generating development applications.



How you can be part of it...

Contact:

Garry McLachlan,
Manager Business Development,
4350 5777 or 0417 484 032 or
garry.mclachlan@wyong.nsw.gov.au



Wyong
Shire
Council
CENTRAL COAST

Wyong Shire Council identifies Iconic Development Sites

Wyong Shire Council, in recent times, has adopted a proactive approach to investment and development and as part of that policy is proposing to facilitate the development of a number of Iconic Development Sites throughout the Shire in a move that has been broadly supported by the Department of Planning.

Council has identified 32 sites throughout the Shire with the ability to generate significant economic return and revitalise its town centres.

Council identified sites at The Entrance, Wyong, Long Jetty, Toukley, Tuggerah, Lake Haven, Warnervale and Doyalson as having potential to be a catalyst for economic growth and development confidence.

The sites have been chosen on their ability to provide a significant economic benefit to the community, stimulate further development and provide a significant public domain benefit.

Landowners and developers will receive a number of benefits and incentives to ensure viability and financial funding, with a positive view to make sure that the development of these iconic sites, is actually achieved.

Some of these incentives include allowances for additional height and staged developer contributions in return for design excellence, 5 star green rating building design and developments that provide significant public domain improvements such as streetscape improvements, cycleways, public art and community facilities.

Mayor Doug Eaton said the Iconic Development Sites project was a way in which Council can play a greater role in facilitating economic growth in the Shire.

Revitalising The Entrance

Over the past two years a group of property owners with significant holdings at The Entrance, including some of the Iconic Development Sites mentioned above, have established a Workgroup consisting of all sections of the business community including Council representatives and the CCRDC and our political representatives at all levels to work towards a Masterplan for the town centre. Led by the owners of Lakeside Plaza Shopping Centre, who are anxious to redevelop their site, this Workgroup engaged former NSW State Architect, Mr Chris Johnson, to advise on the proposed Masterplan with a view to encouraging Council to be involved in the revitalisation process.

In early 2011 Council announced that it would undertake a study to Masterplan The Entrance Town Centre and this is now underway. At about the same time Council announced seven Iconic Development Sites which are; Dunleith Tourist Park, the vacant 'Key' Site, Ebttide Mall site, the Denning/Short Street Carpark site, Lakeside Plaza site, The Greens – The Entrance Bowling Club and the residential tourist zone 'Klumper' site.

Warnervale

Warnervale is at the centre of the large residential developments, north of Wyong, developed over the past 20 years which are driving the Region's population growth. From a current population of around 12,000 this area is expected to accommodate approximately 45,000 people by 2031. Presently there are no retail or community facilities available for residents in this area.

The proposed Warnervale Town Centre precinct comprises approximately 114 hectares on the northern side of Sparkes Road.

Contract let on \$10 million Sporting Campus

Construction of Stage 1 of the \$10 million Central Coast Mariners Sporting Campus at Tuggerah will commence in July 2011 with the letting of a contract to local construction company, North Building and Construction Pty Ltd.

On completion the Campus will provide vast sporting, educational and social benefits to the region.

Stage 1 is scheduled to be completed by September 2011 with Stage 2 set to commence immediately after.

New logistical headquarters for Ausgrid

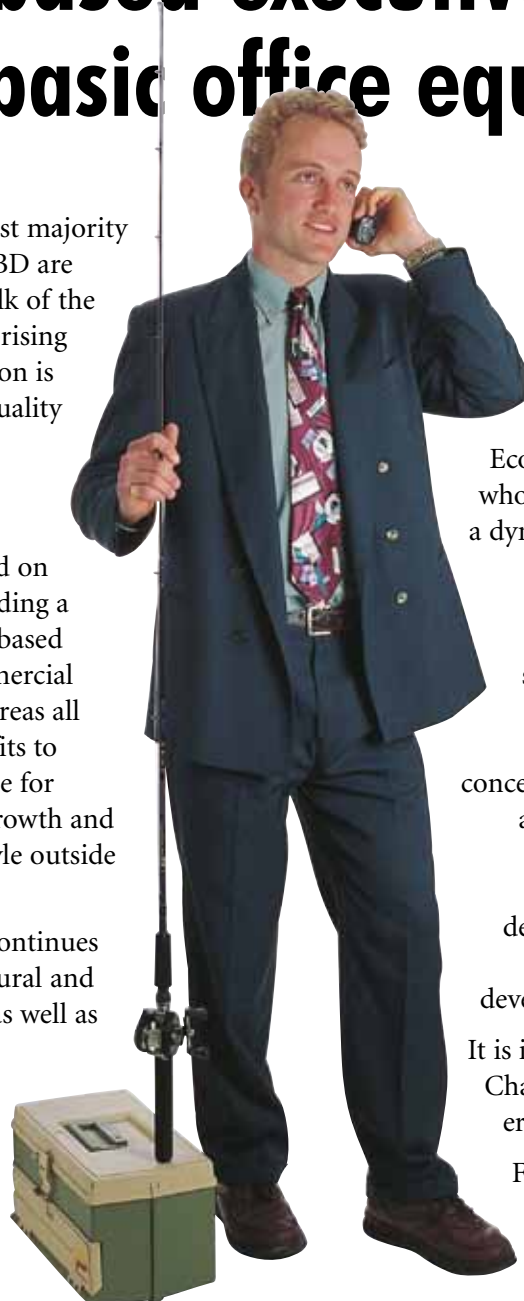
In May 2011 Ausgrid (formerly EnergyAustralia) relocated its logistical headquarters to Somersby to help deliver one of Australia's largest infrastructure programmes.

You would be surprised at what Gosford based executives consider to be basic office equipment.

Of course, when the vast majority of offices in Gosford CBD are within a ten minute walk of the waterfront, it's not surprising that Gosford City's Vision is based on an excellent quality of life.

There are many opportunities for organisations to succeed on the Central Coast including a large and diverse skills-based population. The commercial centres and industrial areas all offer outstanding benefits to companies seeking value for dollar, assured future growth and a relaxed, healthy lifestyle outside business hours.

Gosford City Council continues to provide exciting cultural and recreational amenities as well as investing in the upgrading of its commercial centres. In particular, Council's Gosford Challenge initiative has resulted in the



'Our City, Our Destiny' – Gosford City Centre Masterplan being implemented.

Gosford City Council employs a specialist Economic Development Advisor whose role is to assist in fostering a dynamic economic environment within Gosford City that encourages the generation of local job opportunities and sustainable economic growth.

The Officer works with investors to assist in project concept development and provides a facilitation service for major employment generating developments by assisting the developer at the pre-lodgement stage and throughout the development application process.

It is initiatives such as the Gosford Challenge that herald an exciting era of development in Gosford.

For further information please contact Council's Economic Development Advisor on (02) 4325 8982



Leading to the future whilst serving for today

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The new 22,000sqm warehouse and distribution centre will become the centre of the electrical supplier's \$8 billion network upgrade, including the holding station for major electrical equipment such as transformers and cables. Ausgrid's Managing Director, George Maltabarow, said the Central Coast was fast becoming an important cog in the company's operations. "Our network administrative services on the Central Coast are based at Tuggerah and we're building a new super-depot at Ourimbah," he said.

Central Coast bids for priority in national broadband roll-out

In a bid to establish the region as a technology hub a high level Central Coast group comprising Gosford and Wyong Councils, Regional Development Australia – Central Coast, the business community, education and health, and supported by Federal Members of Parliament have presented a compelling case for an early rollout of the National Broadband Network on the Central Coast to Government and to the NBN Co.

Both Councils have adopted extensive resolutions demonstrating commitment to the NBN.

The Central Coast has an unusually strong telecommunications link to the NBN rollout with a number of well respected companies based in the region.

Riverside Park West Gosford

A local property development consortium headed by the Gibbens Group, are developing Riverside Park, a 100,000sqm site with frontage to Central Coast Highway and Manns Road, West Gosford over the next five years. A number of national and local businesses have already committed to space within the new business park development. Construction has started on the Dan Murphy's building with completion expected November 2011 and construction is soon to commence on Woolworths' Masters Home Improvements and the Storage King facility. Gibbens Group has confirmed 23,000m2 of new floor area is committed, and construction is expected to start as soon as authority approvals are issued.

Office Tower at the Gateway to the Central Coast
For Sale or Lease

Riverside park

Contact Matthew Gibbens
0414 433 659 • www.riversidepark.com.au

Businesses already located in Riverside Park include:

- Dan Murphy's
- Masters
- Blockbuster
- Australian Red Cross BLOOD SERVICE
- zanziba
- Boydita Flowers & Florist
- KFC
- STORAGE KING
- Moneywise Group Australia