





The administrative centres for Gosford and Wyong Local Government Areas, which comprise the Central Coast region, are the CBD's of Gosford and Wyong.

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 here to provide a snapshot of the region.

A full list of suburbs and basic profiles appears on Page 63.

## Gosford Local Government Area

### GOSFORD CBD

Situated on the shores of Brisbane Water, Gosford CBD 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 2011 Census was 3,392.

Gosford CBD has many of the attributes of a Smart City:

- Telecommunications - The CBD is now connected to the national Superfast Broadband Network and all of the region will be connected over the next three years.
- Commercial Services - A range of commercial services can 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, insurance brokers, real estate agents, property valuers, investment advisers and financial planners.
- Retail - Gosford's retail precinct comprises the Imperial Shopping Centre and other retail stores servicing those working in the CBD as well as residents and the many thousands who visit daily to access medical and social services.
- Health - Gosford is a major centre for health services in the region based on Gosford Hospital, with a wide range of 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.
- Education – Gosford High School is an academically selective high school, one of seventeen in NSW. The University of Newcastle has committed to establishing a presence in the CBD in the near future along with a Research and Innovation Hub. Gosford Council is working on the redevelopment of a former shopping centre overlooking Kibble Park to accommodate the University, a regional state-of-the-art library and other educational services.



**Part** of the Coast community **since** 1972

Undergoing **refurbishment** in 2013 and 2014

**New business opportunities available**

Contact 4324 4299



BEST & LESS

THE REFLECT SHOP



171 Mann Street, Gosford ♦ Ph 4324 4299  
[www.imperialshoppingcentre.com.au](http://www.imperialshoppingcentre.com.au)



- **Government Services** - 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 also based in the CBD. Federally, the Department of Human Services operates a Centrelink facility in the CBD. The Federal Member for Robertson is based in Gosford.
- **Creative Businesses** – Creative businesses operating in the CBD include: Lovatts Publishing Pty Ltd, BlinkMobile Interactive, OrganiseInternet, Pitney Bowes Software.
- **Sport** - 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. It is also the home ground of the Central Coast Mariners, 2013 Hyundai A-League Champions.

#### **WEST GOSFORD**

Located on the Central Coast Highway at the entrance to the Central Coast and bordering Gosford CBD, West Gosford was originally an industrial area that is now being transformed into a composite retail, bulky goods retail and commercial suburb as well as retaining a light industrial area.

West Gosford Shopping Centre caters for residents in surrounding residential areas. Bulky Goods retailers include; Officeworks, Domain, Bunnings Hardwarehouse, Home Central.

Masters Hardware is opening a store in December 2013 while Bunnings will commence construction of a new store in 2014.

A commercial precinct, Riverside Park, is being developed by the Gibbens Group which will see a further change in focus with the opening in late 2013 of the Tower Building, a 4-level development that will accommodate a GP Super Clinic and commercial offices.

GOSFORD CBD  
AND WATERFRONT



**north**

CONSTRUCTION & BUILDING

[www.north.com.au](http://www.north.com.au) Phone 02 4323 2633 Email [mail@north.com.au](mailto:mail@north.com.au)



## OFFICE REFURBISHMENT & COMMERCIAL FITOUT

When you next plan an office refurbishment or commercial fitout, think about the savings in time and money if all the office refurbishment experts worked for the same company. Imagine a single point of contact who is fully accountable for everything from the design concept to the commercial fitout completion, including furniture design and manufacture. One seamless process.

*Our services include:*

- Space Planning and Design
- Fitout and Refurbishment
- Project Management
- Storage Audits and Solutions
- Workstations and Furniture

Contact Evoke Projects today.

**1300 720 692**

[info@evokeprojects.com.au](mailto:info@evokeprojects.com.au) | [www.evokeprojects.com.au](http://www.evokeprojects.com.au)

Workplace transformations since 1969

Brisbane | Newcastle | Sydney | Melbourne | Perth



## 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 2011 Census was 4,633.

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 is a number of retirement villages along with a residential area that has developed over the past twenty years.

- Retail - Erina Fair Shopping Centre is the fourteenth largest shopping centre in Australia with a 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 and regional newspaper Central Coast Express-Advocate.

Two office developments, Platinum and Highpoint have attracted a number of high profile companies including directory publishers, Sensis, property developer 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 and others are also located in Erina.

- 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. The Central Coast Medicare Local headquarters are located at Erina.
- Creative Business – Creative businesses located in Erina include: Planet55 Studios, Invoice to Go, Sterland Computing, Graphic by Design and managed and cloud hosting company UltraServe Internet.
- Retirement Living – A number of retirement villages that cater for high and mid level retirees are well established in Erina. They include: Tarragal Glen and Wood Glen retirement villages operated by RetireAustralia, Pine Needles Lifestyle Estate and Green Life Estate.

FOUNTAIN PLAZA  
IN ERINA



# Got **BIG PLANS** for the Central Coast?



If you plan to make a big splash on the Central Coast, talk to Stevens Construction, Master Builders of masterful buildings.

**T** 02 4365 8149 **F** 02 4367 2372  
[www.stevensconstruction.com.au](http://www.stevensconstruction.com.au)



Proudly working on the  
Coast since 1992

APP Northern NSW provides Central Coast clients with access to one of the largest professional services teams outside Sydney, with a focus on the property and infrastructure industries. Our clients include:

- ALDI
- Ausgrid
- Central Coast Area Health
- Central Coast Community Care Association
- Central Coast Community College
- Ever Green Life Care
- Gosford Race Club
- Lakes Grammar School
- Reliance GP Superclinic
- The University of Newcastle

**Contact Andrew McSwan** Central Coast Branch  
 Manager, APP Corporation **Telephone 02 4363 8700**

[app.com.au/CentralCoast](http://app.com.au/CentralCoast)

Program & Project Delivery | Design & Technical Services  
 Real Estate | Independent Assurance Services | Consulting & Advisory



*The University of Newcastle, Central Coast Campus*



*Lakes Grammar*

APP HAS THE LOCAL  
 KNOWLEDGE SUPPORTED  
 BY NATIONAL EXPERIENCE  
 TO DELIVER YOUR  
 PROJECTS



*Ausgrid Ourimbah Depot*

## THE PENINSULA

Woy Woy, Ettalong Beach and Umina Beach make up the area known as the Peninsula – a unique residential and holiday 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 2011 Census was 30,754.

### Woy Woy

Woy Woy is situated on the shores of Brisbane Water and is a retail and commercial centre servicing 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, Pensinsula Plaza.

Commercial services at Woy Woy include all major trading banks, lawyers and accountants.

Healthscope owned and operated Brisbane Waters Private Hospital services the whole Central Coast 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.

### Umina Beach

In recent years Umina Beach Town Centre has been transformed into a strong destination retail precinct with the opening of a Woolworths Supermarket in 2010 that coincided with a refurbished and expanded Coles Supermarket and the opening of an Aldi supermarket in late 2011 and Bunnings hardware store in 2013.

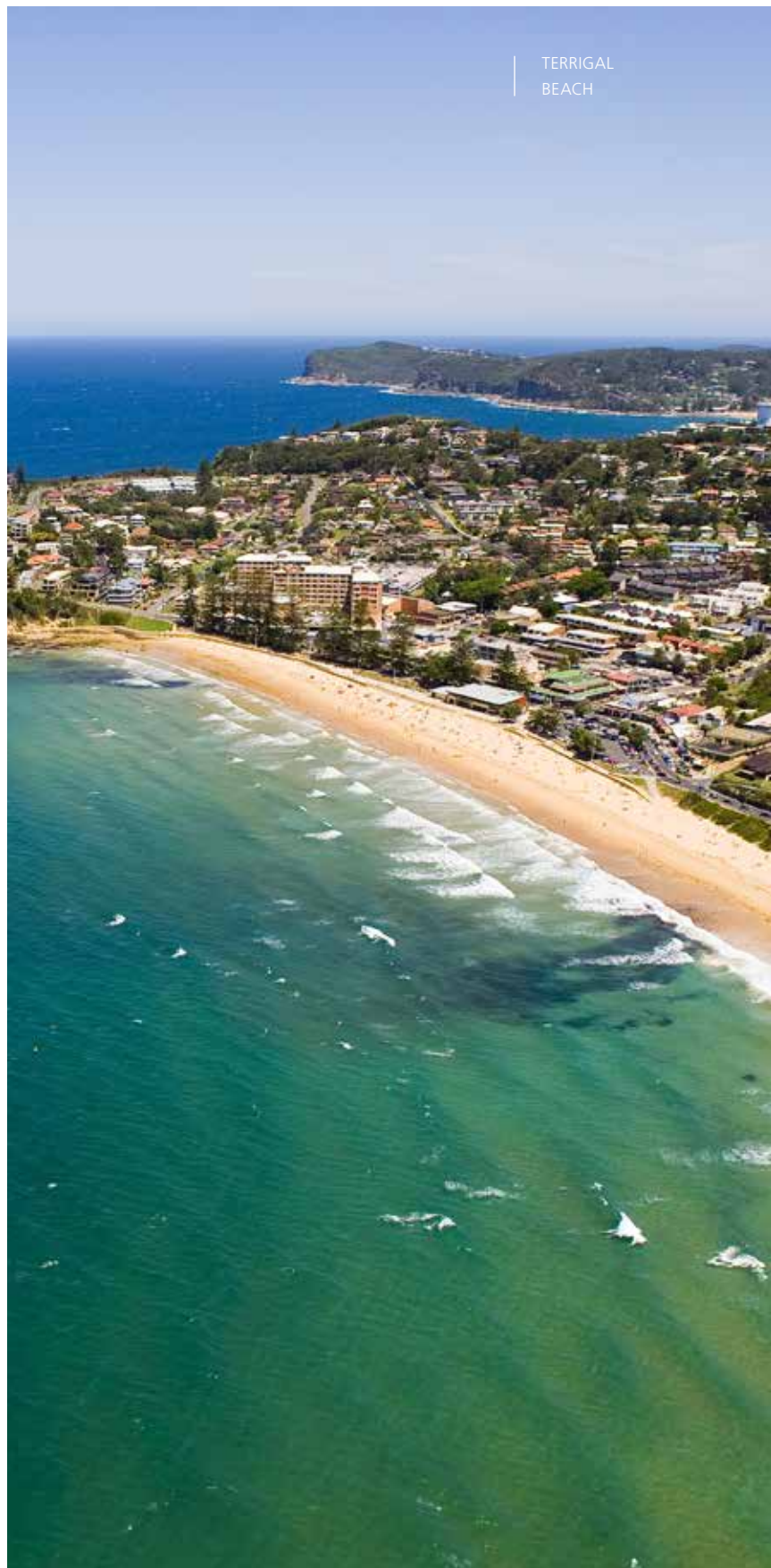
The retail offer at Umina Beach is now such that it attracts customers from a much wider area that includes Kariong and Empire Bay.

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

## 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.





### Wyong Local Government Area

#### 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 northern Central Coast areas including Warnervale, Toukley and Budgewoi.

Wyong Town Centre's surrounding population at the 2011 Census was 3,630.

The town centre's main retail offering is Wyong Village Shopping Centre and an Aldi Supermarket due to be completed in 2014

Banking and commercial services in Wyong include Bendigo Bank branch as well as lawyers and accountants.

Kooindah Waters Residential Golf & Spa Resort is located a few kilometres from the Town Centre and comprises 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.

#### TUGGERAH

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



KOOINDAH  
WATERS GOLF AND  
SPA RESORT





WYONG TOWN  
CENTRE

Population of Tuggerah and the immediate surrounding area of Mardi at the 2011 Census was 4,458. 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 and Tuggerah Business Park (for further information about Tuggerah Business Park, see Industrial Areas on Page 32.), Woodbury Park Estate residential area, St Peter'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 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 entire region. 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. Westfield have recently announced a major expansion of their shopping centre and at the same time Bunnings are expanding their Hardwarehouse store.

#### Central Coast Mariners

The Central Coast Mariners are based at Tuggerah where a \$40 million Centre of Excellence is currently being developed.





THE ENTRANCE  
AT DUSK

### 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 Quay West Resort, Magenta Shores, (owned and operated by the Accor Group) at nearby North Entrance opened in 2006. Built on a 101 hectare site, the development includes a 5-star Resort Hotel and Conference Centre, an 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.

Being a tourism hub The Entrance has many restaurants and entertainment venues are located here.

Business and commercial services include major trading banks and building societies, lawyers and accountants.

### 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 9,000 at the 2011 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 include a Coles Supermarket and Aldi supermarket at East Toukley.

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, Woongarah, Charmhaven, Blue Haven and San Remo had a population of around 40,000.

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.

### TUMBI UMBI

Tumbi Umbi has been described as a 'distributed community' being surrounded by residential and semi rural areas. It is located about mid-way between the coast and Tuggerah on Wyong Road. Central to its being is the largest licensed club in the region, Mingara Recreation Club and adjacent Glengara Retirement Village and a growing number of fast food outlets along with a small industrial area.

### OURIMBAH

Ourimbah is located near the junction of the Sydney/ Newcastle Freeway and is serviced by a scheduled train service between Sydney and Newcastle.

While not a business centre, Ourimbah is the location of the Central Coast Campus a multi-sector campus which is a partnership between the University of Newcastle, Hunter Central Coast TAFE and the Central Coast Community College.



UNIVERSITY OF  
NEWCASTLE –  
CENTRAL COAST  
CAMPUS.

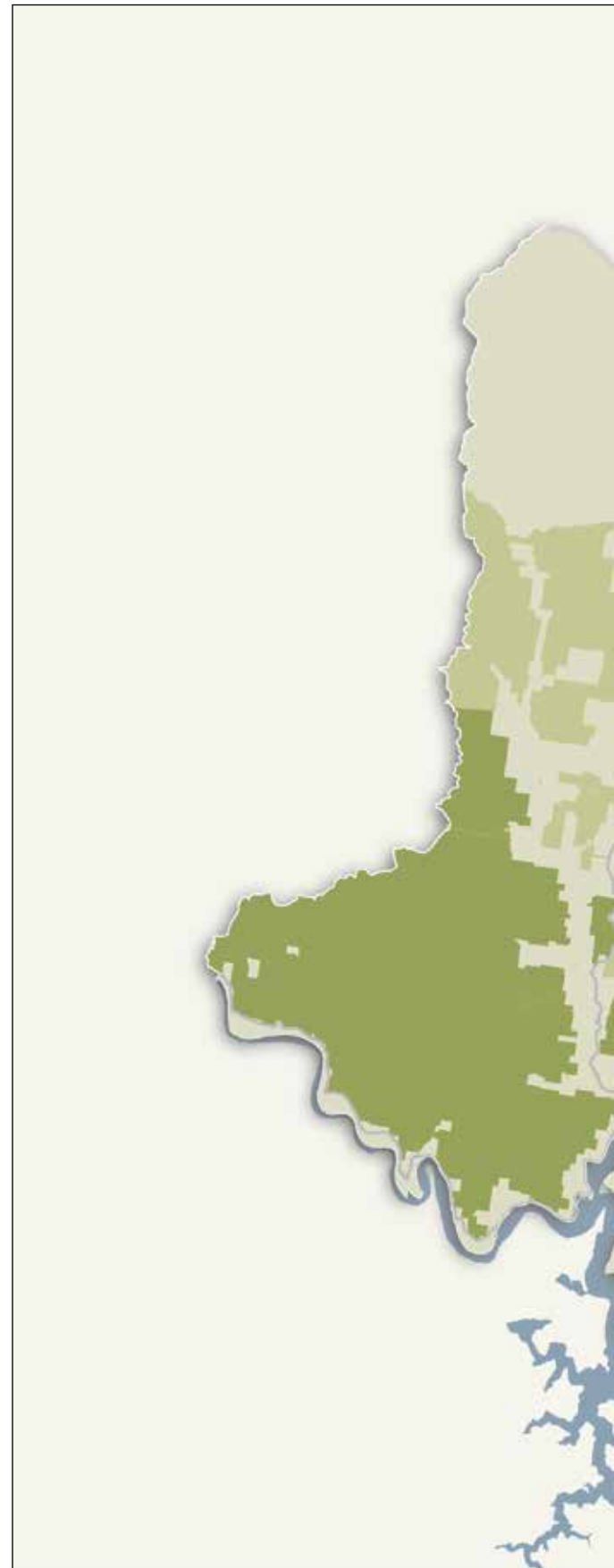
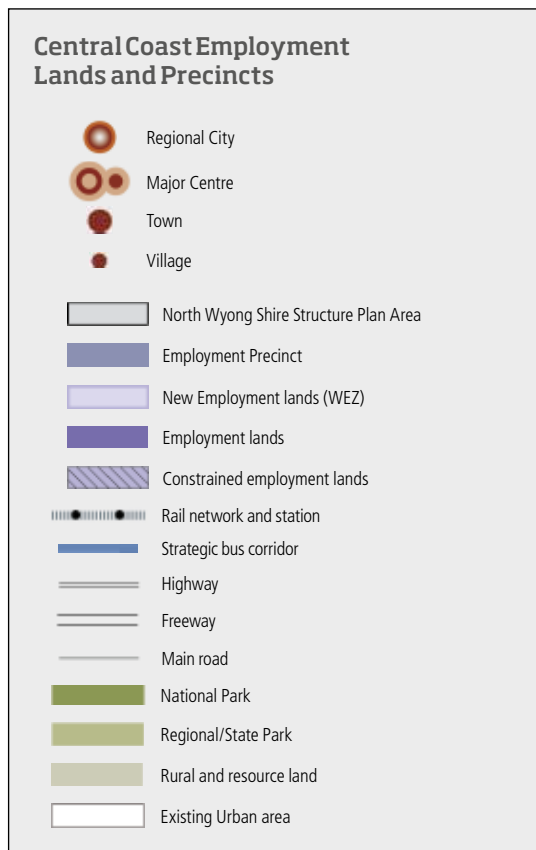
### Central Coast Regional Strategy for employment lands

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 a proposed Mount Penang Business Park (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. (Wyong Employment Zone (WEZ) includes Warnervale Airport.)

Adjacent to the Wyong Employment Zone is a much larger area, Bushells Ridge (630 ha), which has been identified for development. This area comprises land owned by the Wallarah No 2 Coal Joint Venture and the Darkunjung Aboriginal Land Council.

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.







#### TUGGERAH BUSINESS PARK

#### Wyong Local Government Area

**TUGGERAH BUSINESS PARK** 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.
- ING Direct call centre
- Freight terminal for national overnight carrier, Star Track Express.
- Belkin Australia head office and national distribution facility.
- Pure Fishing Australia's head office and national distribution centre.
- Centrelink Call 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, Austbrokers Central Coast, Benchmark Stainless Catering Equipment, Bishop Collins Chartered Accountants, Bolte Civil, CC Accounting, CDA Construction Products, Centron Communications & Equipment,

Coastec Computers, Complete Staff Solutions, DMA Insurance Brokers, E-Bisprint, GHD, Heliro, Landin Realty, LJH Commercial Central Coast, Modular Mining Systems, Multi Media Buying & Planning, PKF Chartered Accountants, Priority Powder Coating, Pure Fishing, RT Communications, Relative MIRIAT Services, Robertson & Robertson, Star Track Express, Stowe Australia, Thomas Paul Constructions, Trehy Ingold Neate, Tullipan Homes, TE Connectivity, Ultra Clean Fuel and Walker & Andrews Chartered Accountants.

**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, Donaldson Australasia, Fleetwood Timbers, Heyden Frame and Truss, Morson Engineering, Partech and Pacific Labels. Many smaller manufacturers and service industries are also located within this Estate.

The Henry Kendall Group owns a 25-hectare site at North Wyong with an abundance of available power and excellent fibre connectivity. They are planning to develop the area as The North Wyong Technology Precinct. As part of this project they have established a revolutionary Data Centre facility. This facility is unique! It is truly modular and the first HP POD Data Centre to be deployed in Asia Pacific. It's a modern, new economy Data Centre that is a technology milestone and marks a very significant shift in the way IT services will be deployed into the future.



**PACIFIC INDUSTRIAL ESTATE** – is situated on the Pacific Highway at North Wyong adjacent to North Wyong Industrial Estate and is being developed by GWH Build.

The Estate is fully serviced with lots ranging 2,000 sqm to 1.5 hectares. Land packages are being offered from \$130 + GST per square metre.

**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.

**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.

**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.

AUSGRID  
REGIONAL OFFICE  
– TUGGERAH  
BUSINESS PARK

ZENITH BUILDING,  
TUGGERAH  
BUSINESS PARK



# Business relocation isn't easy We can make it easier!

Adams Business Insight can seamlessly research, recommend, plan and facilitate your business expansion or arrival on the Central Coast.

## How? Quite simple really...*our people*

Adams Business Insight not only possesses an unparalleled depth of knowledge and experience of the Central Coast region – we have connections with local and state government as well as business at every level.

No one knows the region like we do; its strengths, its potential and its weaknesses. Before you move or expand speak with us at **Adams Business Insight** – it may well be the best move you'll ever make.

- Market research
- Feasibility studies
- Industry surveys
- Assistance in locating premises or land
- Introductions to business leaders, government contacts and suppliers
- Experienced negotiators
- Guidance on government grants and incentives
- Links to university and college programs
- Introductions to business networks and key contacts
- Assistance with family relocation
- Guided orientation tours



SANITARIUM  
HEALTH FOODS.

**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:
- Bluetongue Brewery owned by Fosters Group.
- Primo Smallgoods Distribution Centre.
- Woolworths 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.

**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 TE Connectivity, 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, 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.



LINFOX FOOD  
SERVICES  
DISTRIBUTION  
CENTRE



BLUETONGUE  
BREWERY IN THE  
WARNERVALE  
BUSINESS PARK



SOMERSBY  
INDUSTRIAL ESTATE  
(INCLUDING  
MT PENANG  
CENTRE)

### Gosford Local Government Area

**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 are located in this estate. They include: 3S Lighting, Alushapes, Andale Beverage Systems, Australian Conveyer Engineering, Baltimore Aircoil, Becker Underwood, Borg Manufacturing, CSR-Hebel, Continental Conveyor & Equipment, Delta Laboratories, Ellton Group, Garden City Products, Hardy Bros., N J Phillips, Pall Corporation, Protective Fencing, Rimex, Taylor Manufacturing Solutions, Sapphire Aluminium Industries, Sulo, Remondis Australia, Thermit, Trussmaster, Vet's Best and Weir.

**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 and is intersected by the Pacific Highway and Main Northern Rail Line.

Most of the companies in this area are medium to large in size. They include: Gibbens Industries, Central Coast Shopfronts, CCTS, Scholastic Australia, Sara Lee Bakeries, Accent Office Interiors, Sylvania Lighting, and PrintNational.

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

The Central Coast has a population of approximately 312,000 people with a range of qualifications, skills and experience that covers a wide spectrum.

According to ABS Labour Force Survey data for the February Quarter 2013 the number of Central Coast residents in work was 153,400 while the Unemployment Rate was 5.5% and Participation Rate 60.4%.

The Central Coast has a commuting population of approximately 45,000 or about 30% of the workforce, 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.

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.

Approximately 92% of the Central Coast population speaks English and are, therefore, entirely familiar with the language as well as Australian social and business culture.



## */// The ING Direct Contact*

*Centre in Tuggerah Business Park opened in 2002. Having a Call Centre on the Central Coast provides us with a number of advantages and one of the most important is the caliber of staff we attract.*

*Whenever we advertise for staff we have always been able to recruit high quality and experienced people. We can choose the best, those who easily fit into our culture and are ready to represent our brand and provide service excellence to our customers.*

*Central Coast employment opportunities provide our staff with a great work/life balance but the business is also rewarded with lower levels of attrition and higher average staff tenure. ///*

**PAUL CLAASSENS**  
HEAD OF CONTACT  
CENTRES FOR  
ING DIRECT

COMMUTERS AT  
GOSFORD RAILWAY  
STATION



MANGROVE  
CREEK DAM

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.

**Telecommunications**

The entire region is serviced by Telstra’s fixed copper network. Telstra and Optus provide a 4G mobile phone network across the region, while Vodafone provides a 3G network.

Over the next three years telecommunications on the Central Coast will be transformed as The NBN Co rolls out high speed broadband across the region. (See Pages 7)



COMMUNICATIONS  
MAST

**Electricity**

Ausgrid owns and manages the Central Coast’s electricity distribution network.

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

The Central Coast is one of the fastest growing regions in Ausgrid’s network and will play an important role in the future of the company’s operations. Ausgrid is delivering a \$613 million upgrade, maintenance and renewal program of the Central Coast electricity network in the five years to 2014.

**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.

**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 and Groundwater from seven bore fields spread throughout the region.

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 Remondis Australia to collect residential and commercial waste. Remondis operates a Materials Recovery Facility at Somersby.

### 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 (F3) 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 joins the F3 to The Entrance. It is one of the busiest roads in the region carrying over 28,000 vehicles per day in some parts.

SYDNEY-  
NEWCASTLE  
FREEWAY





THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA

**CENTRAL  
COAST**

# LET US HELP YOUR BUSINESS GROW

Partner with a university that holds a unique position as the most research-intensive university outside an Australian capital city.

The University of Newcastle is a world class institution with a strong commitment to excellence in teaching and research. The University has ten disciplines which feature in the top 200 in the world, according to new QS World University Rankings 2013, and ranked equal seventh in Australia for research that is 'above world standard' (Excellence in Research Australia 2012).

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

**[www.newcastle.edu.au/centralcoast](http://www.newcastle.edu.au/centralcoast)**

UoN 2013/8288B | CRICOS Provider 00109J

## Get the Edge on your Competition with a Hunter TAFE Business Health Check

- Improve your bottom line
- Increase your output
- Find the best people
- Retain your talent
- Lift your customer service standards
- Access Government funding

For more information contact:

**Jacquie Fredericks-Smith**

☎ 0477 337 991

✉ [jacquie.fredericks-smith@tafe.nsw.edu.au](mailto:jacquie.fredericks-smith@tafe.nsw.edu.au)

“

As a teacher at Hunter TAFE

I can help people reach

their full capability

Mark  
Hunter TAFE Teacher ”

1400  
teaching experts

85%  
employer satisfaction

450+  
courses



Google Hunter TAFE



Call 131 225

**TAFE**  
NSW  
HUNTER INSTITUTE

MA13037



Higher education and skills training in the region is provided through the University of Newcastle Central Coast Campus, TAFE NSW Central Coast Campuses 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.

### **The University of Newcastle**

The University of Newcastle is a world class institution, being placed in the top 3% of the world's universities and ranked equal seventh in Australia for research that is 'above world standard' with a strong commitment to excellence in research, innovation and learning. University of Newcastle researchers have led the world in fields as diverse as geotechnical science and engineering, energy and resources, reproductive biology, applied mathematics and medical sciences. Central Coast researchers have contributed to rankings of world standard and above in the areas of Human Movement and Sports Science, Nursing and Psychology.

The University's Central Coast campus at Ourimbah offers modern facilities with a beautiful bushland backdrop. Central Coast students benefit from

outstanding facilities, many of which are purpose-built to replicate industry situations. These include state of the art teaching and learning spaces for our degrees in exercise and exercise and sport science, oral health, podiatry, psychology, teaching and nursing. The impressive library has received a substantial extension and upgrade including more open group spaces and a revitalised 24-hour 7 day a week access computer lab.

On the Central Coast, the University offers 16 single undergraduate degrees and two combined degrees. Four of the degrees only on offer on the Central Coast are Bachelor of Exercise and Sport Science, Bachelor of Food Science and Human Nutrition, Bachelor of Oral Health and Bachelor of Podiatry. A major is also available in marine science and sustainability as part of the Bachelor of Environmental Science and Management.

More than 90 per cent of degrees include the opportunity for real world experience enabling students to hit the ground running when they graduate. Award winning academics also create rewarding and challenging learning environments for our students on campus.

The signing of a Memorandum of Understanding by the Central Coast Regional Development Corporation and the University is a major plank of the NSW Governments plan to revitalise Gosford and the recent investment of more than \$20 million by the University, enhancing teaching, learning and research facilities at its Central Coast campus at Ourimbah, are some of the ways the University is working with the community towards a bright and innovative future for the Central Coast.

UNIVERSITY OF  
NEWCASTLE'S  
CENTRAL COAST  
CAMPUS LIBRARY





### TAFE Central Coast Campuses

TAFE Campuses are at Gosford, Wyong and Ourimbah and enrol approximately 14,000 students. At Ourimbah the TAFE Campus is shared with The University of Newcastle.

TAFE Central Coast Campuses are embracing the dynamic and ever changing workforce demands of business in the region 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. TAFE's entire range of educational initiatives, reflects their commitment to developing educational outcomes and flexible training tailored to the needs of the client base.

TAFE is committed to building workforce development capability through programmes developed in close consultation with business and industry. Effective industry relationships allow the delivery of training that is relevant, respected, practical and continuously updated. One such partnership is with Gosford RSL Leisure Living to improve Aged Care services in the 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 programs.

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.

# Is your target market hard of hearing?

## WE SPEAK VERY CLEARLY

So clearly in fact, Graphic By Design creative campaigns have caught our clients by surprise with the fantastic responses they have had. We are a full-service creative agency with over 24 years experience, we have everything you need all under one roof – graphic design, advertising marketing, web design and a swag of digital services.

So why not partner with an agency that clearly know how to talk to customers. Speak with Jeff McGarn now, call **02 4365 6777**.



marketing-pr-advertising-design

SUITE 3.26 WEST WING  
PLATINUM BUILDING  
4 ILYA AVENUE  
ERINA NSW 2250

**02 4365 6777** [gbd.com.au](http://gbd.com.au)





## 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 the 2011 Census 11,473 persons were employed in the industry which is 8.75% of the regional workforce.

Many of the region's manufacturers successfully compete in global markets highlighting their manufacturing competence and commitment to 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, Baltimore Aircoil (Australia), Continental Crushing and Conveying (A Joy Global Inc. Company), Donaldson Australasia, Pacific Labels, Paul Australia, Mars Foods, Sara Lee Bakeries and Weir all operate 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 74.

## 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.

At the time of the 2011 Census 12,585 persons were employed in the industry which is 9.6% of the workforce.

The region's leading commercial and industrial building companies include: Baxter O'Hara Building, LA Group, North Constructions, Red Eye Constructions and Stevens Construction. These companies have expanded beyond the boundaries of the region and work throughout New South Wales and Australia.

## Aged care and Retirement living

The Central Coast is seen as a preferred retirement destination for seniors. This, as well as the Region's own ageing demographic, has created a growing demand for retirement accommodation and, in particular, for resident-funded, self-care retirement villages.

There are around fifty government, church funded and privately funded retirement villages from small basic developments to large quality villages.

RetireAustralia, Living Choice and Lend Lease are the leading operators of retirement villages in the region.

WOOLWORTHS  
DISTRIBUTION  
CENTRE,  
WARNERVALE

## 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.

Central Coast Tourism is one of Australia's most progressive Regional Tourism Organisations. Using a Destination Management approach, Central Coast Tourism leads the development and implementation of business strategies to increase the awareness, preference and visitation to the Central Coast from key target markets. Central Coast Tourism also provides a visitor information service with Visitors' Centres at Kariong, The Entrance and Gosford. The organisation offers a 24-hour reservation service via the internet for accommodation and tours.

Following an extensive study of the region's tourism industry by consultants, The Stafford Group, Central Coast Tourism, in mid-2013 adopted a the Tourism Opportunity Plan for the Central Coast. This Plan identifies new investment and development opportunities vital to meet future visitors' expectations and demands.

Of 44 investment and infrastructure opportunities identified five 'catalyst' projects were seen as having a significant impact on tourism growth in the region.

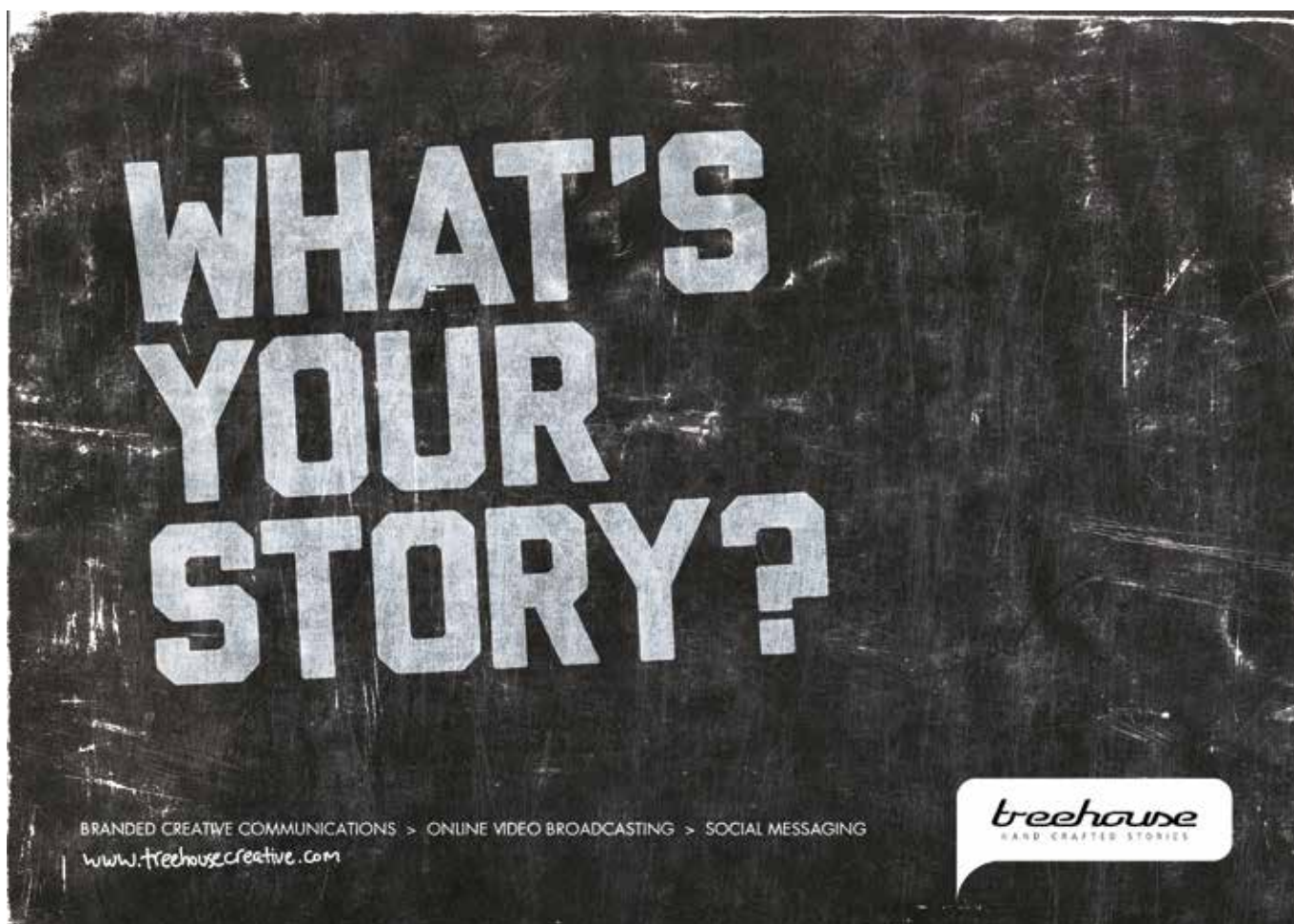
The five catalyst projects are:

- Tourism Hub at The Entrance
- The Waterfront Development at Gosford
- Pioneer Dairy Sporting Hub
- Mt Penance Tourism Precinct
- Motorsports Precinct.

## 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 which is approximately 10 to 11 hours truck driving time putting it within the legal driving limit of twelve hours.





SWITCHING ON THE NBN AT GOSFORD – DAVE ABRAHAMS, CHAIRMAN RDA CENTRAL COAST, DEBORAH O'NEILL MP MEMBER FOR ROBERTSON, SENATOR CONROY, LAWRIE MCKINNA MAYOR OF GOSFORD AND DARREN RUDD, CORPORATE AFFAIRS MANAGER NBN CO

National and global companies that have based their distribution operations on the Central Coast include: Alliance Distribution Services, a Division of Hatchette Australia, Ausgrid Logistical Headquarters, Belkin Australia, Husqvarna Australia, Pure Fishing Australia, Scholastic Australia, Woolworths Distribution Centre, Scribal Group. Transport companies based in the region are: Linfox Food Distribution Centre, TNT Central Coast Terminal, Star Track Express Central Coast Terminal and Toll IPEC.

### Information and Communications Technology

A growing number of ICT companies are establishing in the region with the result that an ICT Cluster is being seen as the genesis for a new industry. Some of these companies are successful 'start-ups' that are proving to be high value examples of the opportunities the region offers this sector.

Anecdotally it is noted that a large number of highly skilled information technology workers commute to Sydney daily for work.

To further enhance the opportunities for growth, the rollout of the National Broadband Network throughout the region is seen as a catalyst that will further encourage established companies as well as start-ups who seek to leverage off the opportunities the NBN will provide.

Three areas within the region are seen as hubs or precincts that will attract new business:

- Gosford CBD which is promoting itself as a Smart City
- Central Coast Campus of the University of Newcastle
- North Wyong Technology Precinct
- Some of the diverse range of businesses that presently operate in the ICT sector are:

Pitney Bowes Software	Gosford	Software developers
BlinkMobile Interactive	Gosford	Interactive mobile platforms
BUZZcard.com	Gosford	Video marketing systems
Organise Internet	Gosford	Web designers
Ultra Serve Computing	Erina	Cloud and managed hosting services
Sterland Computing	Erina	Software developers for building and plumbing industries
Invoice2Go Software	Erina	Invoice, billing and reporting software
Planet 55 Studios	Erina	Animation house
CCTS	Lisarow	Communications infrastructure contractors and engineers
Tibco Software Inc	Woy Woy	Global Support Centre – Asia Pacific area
TE Connectivity	Berkeley Vale	Manufacturers of network connectivity products
Belkin	Tuggerah	National Distribution Centre
Wahlstrom Associates	Tuggerah	Optical fibre network designers
Relative MIRAIT Services	Tuggerah	Communications infrastructure contractors and engineers
RT Communications	Tuggerah	Communications infrastructure contractors and engineers
Infraserve	Nth Wyong	HP POD Data Centre