Introducing the Central Coast

The New South Wales Central Coast is located midway between two major Australian cities – Sydney and Newcastle. It is just over an hour north from the heart of Sydney, and an hour south of Newcastle, one of Australia’s largest regional cities.

The region offers a compelling case for businesses and investors seeking a competitive advantage to look seriously at the many opportunities it offers:

- a wide range of industrial and commercial property options,
- a well developed infrastructure of roads, rail, electricity, gas, water, sewerage and telecommunications networks that now includes connection to the National Broadband Network,
- a large, adaptable and enthusiastic skilled and unskilled workforce,
- cost effective access to Australia’s major markets and export ports,
- employee education and training facilities,
- a relaxed, coastal lifestyle unattainable in the city or comparable areas.

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

THE CENTRAL COAST’S 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.

With the introduction of superfast broadband services the region is now setting out to become a Smart Region, quick, nimble and innovative.

In addition, the Central Coast offers a superbly relaxed family lifestyle in a magnificent, natural, pollution free environment, quality health care and schooling while the benefits of city living are not far away.
Message from the Mayors

Gosford Council

After announcing that Gosford City Council is Under New Management and Open for Business in April this year, we are beginning to see the benefits of making Gosford an easier and more attractive place to do business.

In May, I attended the ground breaking of a new Bunnings Warehouse at West Gosford. Bunnings is investing more than $40 million in the development of its warehouse on the four hectare plus site.

Council has been extremely supportive of this development, with General Manager Paul Anderson and myself meeting with Bunnings representatives to work through some general planning constraints and ensure that this development got off the ground as soon as possible.

Things are also starting to move in and around the Gosford CBD.

In early May, council granted consent for a modified development comprising 44 residential units, 1,029 square metres of commercial space plus parking in Mann Street, Gosford. This development utilised the bonus provisions for the city centre.

Also in Gosford, we have recently approved a development for 101 residential units and 1,012 square metres of commercial floor space and parking for 147 cars.

In many instances council officers are working together with applicants to find alternate solutions to difficult applications.

These instances provide just a few examples of council’s commitment to finding mutual solutions to ensure suitable developments continue to grow and advance our community.

Our message is simple: Gosford Council will do everything in its power to support and encourage complying development across our region to the benefit of our city and its residents.

Wyong Council

Wyong Shire is taking off and it’s time to book your place now! There are lots of sound development and investment opportunities and our region is going from strength to strength.

Wyong Shire has been identified by the State Government as a key NSW growth area, with the population set to grow by 70,000 people over the next 20 years.

There are several key projects that are attracting major investment attention. Read about them in this Prospectus.

Why here? Because we are within two hours’ drive of six million people located in Sydney, Newcastle and the Hunter Valley - almost one third of Australia’s population.

It is designed to boost investment and jobs, streamline the process for establishing a business in a designated employment zone and create affordable housing options. Increased height restrictions, more flexible uses of industrial zoned land and more flexible processes are just some of the initiatives.

We’re also seeing more businesses realising the opportunities and enjoying the advantages of setting up in Wyong Shire.

They are taking advantage of lower set up costs, a ready workforce and great transport links via rail, the F3 and M2 Motorways and the Hunterlink, whilst enjoying a great lifestyle close to magnificent beaches, lakes and natural beauty.

So it’s abundantly clear why you should consider opportunities in Wyong Shire.

This region is going ahead, and you need to act now. Our planning and economic development staff can help you explore the possibilities!
Contents

Introducing the Central Coast 1
Message from the Mayors 2
Messages from the Mayor of Gosford and Mayor of Wyong
Confidence in the Region’s future 5
Visionary and progressive councils, Central Coast the Smart Region, Projects planned and underway

The business environment 18
Centres of business 19
An overview of the region’s town centres
Industrial areas 30
A background to the region’s industrial areas
The workforce 37
Benefits of a local workforce
Infrastructure 38
Telecommunications, Electricity, Gas, Water supply, Sewage and waste management, Public transport and roads
Education and training 41
Further education and training opportunities for employees
Key industries 43
Major industry groups operating within the region

Lifestyle – a better choice of living 47
Real estate 48
A guide to residential property prices in the region
Schooling 52
Education for students; pre-school, primary, secondary, tertiary
Health services 54
Medical and hospital facilities in the region
Shopping 55
Major retailers and shopping centres
Leisure and recreation 56
Entertainment, sporting facilities, things to do and see

Demographic and other data 60
Map of the Central Coast 62
Population, Workforce, Age profile and distribution, Income, Education, Businesses operating on the Central Coast 63
Contacts 68
Local government, State government, Federal government, Other government contacts
Business and professional associations, Chambers of Commerce 72
Manufacturers Directory 74

Business and Trades Services Directory 77
Advertisers’ list 83