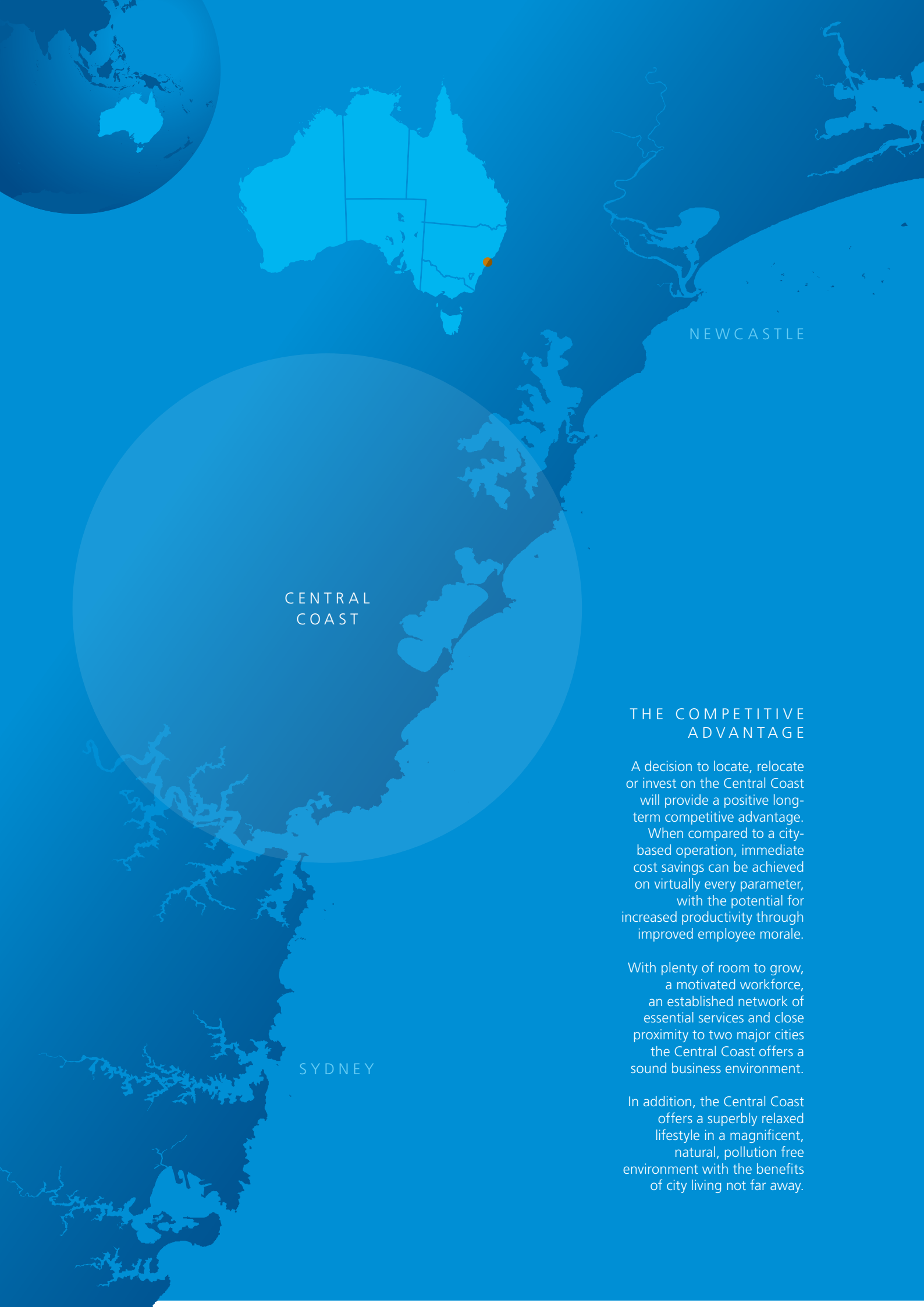


CENTRAL
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INVESTMENT
PROSPECTUS

BUSINESS
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SCHOOLING
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LOGISTICS
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OFFICE
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TRANSPORT
ECONOMY
MAPS
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EDUCATION
TRAINING

The Adams
ultimate guide
to business



NEWCASTLE

CENTRAL
COAST

SYDNEY

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.



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.

The 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 644,000.

Central Coast Investment Prospectus

The Central Coast offers business and investors the opportunity to take advantage of the many opportunities the Region offers:

- a wide range of industrial, commercial and residential property options with sound capital growth potential;
- a well developed infrastructure of roads, rail, electricity, gas, water, sewerage and advanced telecommunications networks;
- a large, adaptable and enthusiastic skilled and unskilled workforce;
- cost effective access to Australia's major markets and export ports;
- extensive employee education and training facilities; and
- a relaxed, coastal lifestyle for employees unattainable in the city or comparable areas.

The Adams Ultimate Guide to Business – Central Coast

This guide to doing business on the Central Coast has been developed to provide all businesses with an up-to-date one-stop desktop information source which includes:

- demographic data from the latest 2006 Census – population of the region and suburbs within it, age and gender profile, household income, education standards, labour force statistics, where people work and how they get there, climate statistics;
- traffic volume data for major roads and road distance table and map;
- number of businesses operating in the region;
- Local Government Councillors and State and Federal Members of Parliament contact details;
- Government Departments and who to contact;
- Business Associations contact details;
- the Region's Leading Companies and their products and services; and
- Business Trades and Services Directory – a concise directory of business to business trades and services.

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





John Robertson MLC
Minister for Transport
Minister for the Central Coast

Forward from the Minister

The prospectus you hold in your hands clearly demonstrates that the NSW Central Coast offers one of the best working environments and investment opportunities in Australia.

Located within 60 minutes of Sydney – the internationally recognised Gateway to Australia and our true global city – the Central Coast region has a superb natural environment, excellent transport services and a skilled and diverse workforce.

The region has a population of more than 300,000 people and features a dynamic and diverse range of industries.

The area's vibrant tourism industry attracted more than 4.3 million domestic and international visitors to the region to the year ending December 2009, injecting \$797 million into the economy.

The Central Coast is also a major warehousing distribution location for NSW and is home to some of Australia's best known food and beverage brands.

Food processing, manufacturing, building and building products, health and community services and information and communications technologies are among the other major and emerging industries for the Central Coast.

The NSW Government is committed to supporting the economic growth of this region and has an Industry & Investment office that provides access to a range of Government programmes and assistance for business and local government.

And of course, this area offers one of the best lifestyles you can imagine, with a plethora of natural wonders – from mountain forests to unspoilt beaches and waterways – as well as outstanding higher education facilities.

I am proud to be Minister for the Central Coast and am confident you will discover it offers investment and lifestyle opportunities that are second to none.

JOHN ROBERTSON MLC

Minister for Transport

Minister for the Central Coast

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Regional Development *Australia*

CENTRAL COAST NSW

Regional Development Australia Central Coast (RDACC) NSW commenced operation on 1 July 2009, and is located in the offices of the former Business Central Coast.

RDACC is working to create successful and sustainable communities. In partnership with the private sector and the community, RDACC are:

- Supporting informed regional planning
- Consulting and engaging with stakeholders to identify and resolve critical issues
- Liaising with governments and local communities about the best, most appropriate programs and services to support regional development
- Contributing to business growth and investment plans, environmental solutions and social inclusion strategies.



Small business incubator

The Incubator is located at RDACC offices, on the grounds of the University of Newcastle Central Coast campus at Ourimbah.

The primary purpose of the Small Business Incubator is to assist start-ups and existing businesses that are currently home-based and experiencing growth.

Further information on RDACC or the Incubator visit www.rdacc.org.au or call **(02) 4349 4949**



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An Australian Government Initiative



A NSW Government Initiative

Regional Economic Development and Employment Strategy (REDES)

In February 2010 the NSW Premier, Kristina Keneally, launched the Regional Economic Development and Employment Strategy (REDES) aimed at supporting the NSW Government's State Plan in respect to the Central Coast region that sees an expected population growth of 405,000 by 2031.

Regional Economic Development and Employment Strategy (REDES) has been developed to support this population growth along with an estimated 45,000 new jobs over the next 20 years.

"The Central Coast is the ninth largest population centre in Australia and the third largest residential region in NSW – we will continue to support and plan for its bright future. Our long-term plan for sustainable economic development in the Central Coast, will build jobs, industries, businesses, close to home for people living in this great region," Ms Keneally said.

The REDES is a partnership between the NSW Government, the Regional Development Australia Central Coast (a State and Federally funded body), and Gosford and Wyong Councils.

The Strategy's aims include:

- Strengthening the regional economy by attracting new businesses to the region especially in logistics, manufacturing, tourism, government agencies and call centres;
- Build on successful industries such as food production, logistics, manufacturing, and tourism;
- Create new investment opportunities in health, ageing and green industries; and
- Support business growth for small and medium sized enterprises through mentoring, development and training programmes.

The fundamental aspects of this Strategy are:

Developing future skills

- Establish a Central Coast Learning Region Network to increase take-up of education and training;
- Develop action plans to cover skill shortages, emerging industries and small business;
- Broker business engagement with schools to develop future employment skills for young people, and increase work experience programmes and apprenticeships;
- Provide targeted skills programmes to re-skill mature aged workers and work skills for disadvantaged people, displaced workers and indigenous communities.

Increasing knowledge and innovation

- Create education and research precincts at Ourimbah, Gosford and Tuggerah-Wyong;
- Develop existing health sciences, education, sports science, coastal ecologies and agribusiness;
- Research new sectors in environment, energy, ageing and logistics;

Infrastructure to support economic growth

- Undertake feasibility assessments to improve regional public transport systems including bus, rail and road;
- Promote the Central Coast Region as a priority area for the National Broadband roll out;
- Undertake an audit of land for employment, with an initial focus on industrial land;
- Facilitate the development of the Wyong Employment Zone;
- Provide logistical infrastructure and support for the sinking of HMAS Adelaide off the Central Coast.

From left: Bluetongue Brewery at Warnervale nearing completion; artist's impression of Riverside Park, West Gosford.



Empowered, informed, found.



Establishing or relocating a business to the Central Coast has never been smarter, or 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 – we have key connections with local council, business and departmental stakeholders. No-one knows our region like us; it's strengths, it's potentials and it's weaknesses. Before you move or expand your business, speak with Adams Business Insight – it's potentially 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
- Guidance on government grants and incentives
- Links to university and college programs
- Introductions to business networks and key contacts

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In June 2008 the NSW Minister for Planning announced the release of the final Central Coast Regional Strategy, outlining a sustainable approach to the region's forecast population growth now expected to grow by around 100,000 people by 2031.

The plan, which covers the Gosford City and Wyong Shire Local Government Areas, aims to protect the environment and deliver jobs closer to home for the region's residents.

The Strategy strongly promotes the area's key centres of Gosford and Tuggerah-Wyong, complementing the existing Gosford City Centre Plan and plans for the new Warnervale Town Centre as well as a network of town centres at Erina, Woy Woy, The Entrance, Bateau Bay, Toukley, Lake Haven and Warnervale.

Gosford has been identified as one of the six major regional cities around Sydney, and the revitalisation of its City Centre is an important factor in accommodating the region's expected growth.

New greenfield development will be located almost entirely in the northern part of the Wyong LGA, in land identified in the North Wyong Shire Structure Plan. An additional 56,000 new dwellings will be required over the life of the Regional Strategy.

All land west of the F3 will continue to be quarantined from urban residential development, as was outlined in the draft Strategy, and a Regional Conservation Strategy will be developed in conjunction with the Department of Environment and Climate Change.

Existing agricultural areas will also continue to be strongly protected from inappropriate development.

The Strategy will support plans for the new Wyong Employment Zone, which has the potential to create around 6,000 new jobs.

The revitalisation of the Gosford City Centre will also deliver around 6,000 new jobs, while the major centre of Tuggerah-Wyong is targeted for an additional 5,500 jobs



Central Coast Regional Strategy Map

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

THE GOSFORD CHALLENGE



The Masterplan vision for the Gosford waterfront

DEVELOPING AND GROWING GOSFORD AS
A WORLD-CLASS WATERFRONT REGIONAL
CITY WITHIN GREATER SYDNEY

Find out more at www.thegosfordchallenge.com.au

