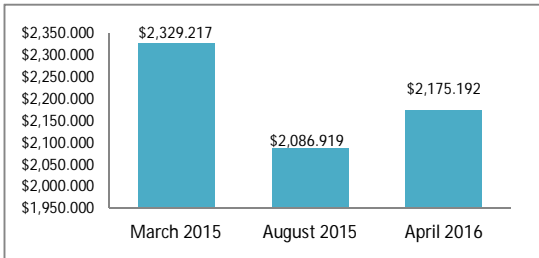
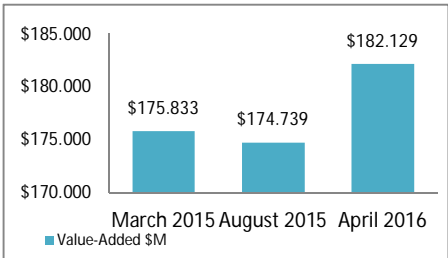


This document has been prepared by Cessnock City Council to provide critical data on the positioning of the visitor economy in the Cessnock LGA to inform decision making for the destination of Hunter Valley Wine Country.

Tourism

Tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes & restaurants, cultural & recreational services. If we apply a model where tourism is apportioned over traditional figures, in order to assess the value of tourism to the data available within the Cessnock Economy we get some interesting figures.

The table below provides the published ABS data vs the Tourism model scenario (at April 2016).

| Measure | ABS Data | Tourism Model Scenario |
|---|---|--|
| Output (Gross revenue generated by businesses and organisations in Cessnock LGA) The total output estimate for Cessnock is \$5,484.167 million. | TOP 5 Sectors by Output 1. Manufacturing \$1,745.759M 2. Construction \$644.485M 3. Mining \$618.985M 4. Rental, Hiring & Real Estate Services \$577.283M 5. Accommodation & Food Services \$345.901M | TOP 5 Sectors by Output 1. Manufacturing \$1,745.759M 2. Construction \$644.485M 3. Mining \$618.985M 4. Tourism* \$408.777 5. Ownership of Dwellings \$393.955M <i>In this scenario, Tourism represents 7.5% of total output in Cessnock LGA.</i> |
| Employment (number of employees whose place of work is located within Cessnock LGA) Cessnock LGA = 14,045 jobs | TOP 5 SECTORS by number of employees 1. Accommodation and Food Services, 2030 2. Retail Trade, 1956 3. Manufacturing, 1803 4. Health Care & Social Assistance, 1580 5. Education & Training, 1240 | TOP 5 SECTORS by number of employees 1. Tourism, 1905 2. Retail Trade, 1794 3. Manufacturing, 1754 4. Health Care and Social Assistance, 1574 5. Education and Training, 1215 <i>In this scenario, Tourism represents 13.6% of total jobs in Cessnock LGA.</i> |
| Value –Added (Gross Regional Product - measures only the net activity at each stage) | The total value-added estimate for Cessnock LGA is \$2,175.192 million. | The Tourism sector contributes \$182.129 million (8.4%) of total value-added. |
| |  |  |

Other sectors of interest to the visitor economy:

Value Added

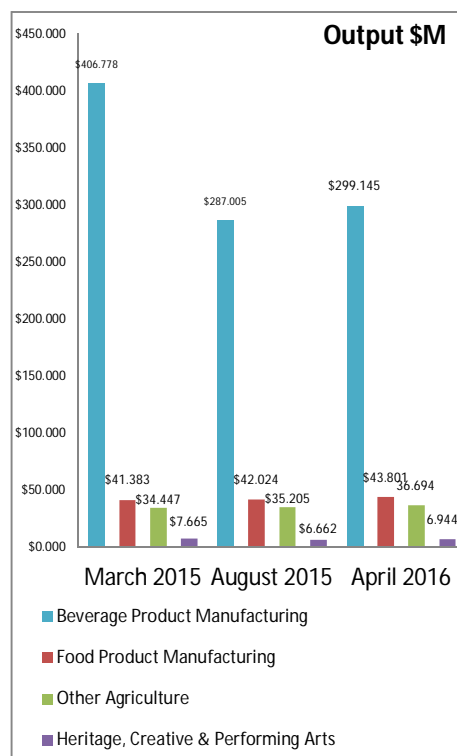
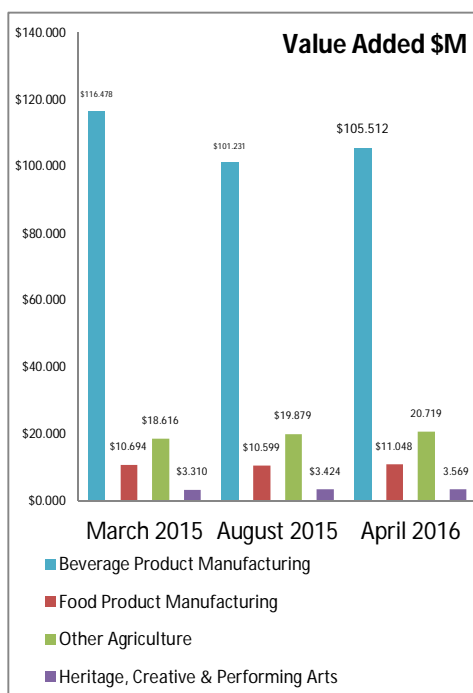
- **The Beverage Product Manufacturing sector contributes \$105.512 million (4.9%) of total value-added.**
- **The Food Product Manufacturing sector contributes \$11.048 million (0.5%) of total value-added.**
- **The Other Agriculture sector contributes \$20.719 million (1.0%) of total value-added.**
- **The Heritage, Creative & Performing Arts sector contributes \$3.569 million (0.2%) of total value-added.**

Employment

- The Beverage Product Manufacturing sector contributes 505 jobs (3.6%) to total employment.
- The Food Product Manufacturing sector contributes 122 jobs (0.9%) to total employment.
- The Other Agriculture sector contributes 123 jobs (0.9%) to total employment.
- The Heritage, Creative & Performing Arts sector contributes 55 jobs (0.4%) to total employment.

Output

- The Beverage Product Manufacturing sector contributes \$299.145 million (5.5%) of total output.
- The Food Product Manufacturing sector contributes \$43.801 million (0.8%) of total output.
- The Other Agriculture sector contributes \$36.694 million (0.7%) of total output.
- The Heritage, Creative & Performing Arts sector contributes \$6.944 million (0.1%) of total output.



Event Modelling

Some modelling on events (and concerts) in the Hunter Valley from Summer 2013/14 (Oct-March) found:

- Events attracted approximately 167,800 attendees and were held in different locations across Cessnock City.
- Taking into account regional length of stay, visitor origin and expenditure patterns, the gross annual stimulus to the economies associated with the total attendance numbers at these major events were estimated at \$2.2 million (Cessnock) and \$4.6 million (Hunter Valley).
- An estimated direct output of \$26.2 million and additional flow on increases in output of \$12.6 million through other industries, for a total industry supply chain impact of \$38.8 million. A further \$17.7 million in output in the region can be associated with consumption-induced effects.
- The total value added impact of the major concerts and events held during Summer 2013/14 (\$27.7 million) represents approximately 1.3% of the total GRP for the City of Cessnock.
- Approximately 220.9 direct full-time equivalent (FTE) employment positions, with an estimated additional 209.6 employment positions supported indirectly through other industries and household consumption for a total employment impact of 430.6 FTEs