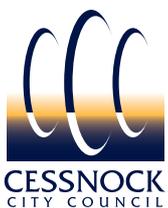


# Business Investment Guide to Cessnock City





# Welcome to Cessnock City

As Mayor of Cessnock City, I am enormously proud of our welcoming and friendly people, our sense of place and the pride we have in our community.

Cessnock has evolved from a series of coal mining villages to an exciting city at the heart of the Hunter Valley. You may be familiar with our region's renowned wine legacy and the legendary hospitality at our vineyards, along with the wealth of tourism experiences on offer.

We also boast a rich hinterland and an outstanding natural environment in our National Parks, State Forests and Conservation areas – all of which are naturally beautiful and untouched.

It will not take long for the new to become familiar and for acquaintances to become friends here in Cessnock City. There is a wonderful spirit of cooperation and a strong sense of community in Cessnock that I have not experienced elsewhere.

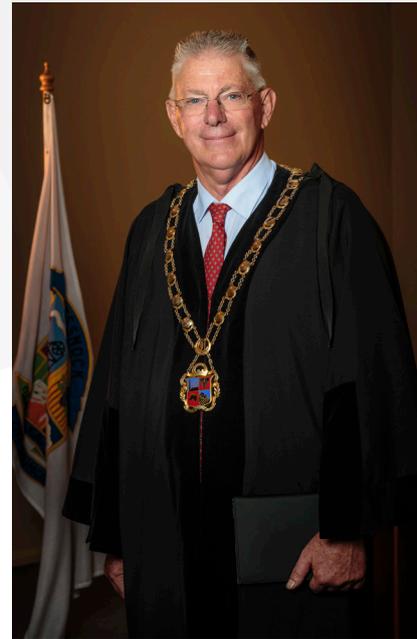
It is an exciting time to be living in Cessnock City, with connections to major cities and services increasing exponentially. As Mayor, I am committed to fostering an open and consultative Council that will further facilitate the sustainable development of our city.

I assure you Cessnock is open for business. Council provides a wide range of services and facilities for residents and visitors and continues to advocate and attract investment into community assets across the region.

Our city is dynamic with expanding opportunities in the heart of the Hunter Region, the powerhouse of New South Wales. We are strategically situated within the growth corridor of the Lower Hunter and are primed and ready to support your business investment.

If you are looking to establish or expand your business, Cessnock City offers many advantages over other regions. Our city has a supportive and progressive business culture, abundant and affordable land and established transport infrastructure providing easy access to major domestic and international markets.

This is a highly liveable area with an attractive setting, a great range of services and a location where affordability parallels a strong sense of community.



**Cessnock City Mayor**  
Councillor Bob Pynsent

**Our city is  
dynamic with  
expanding  
opportunities in  
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Hunter Region.**

*Welcome to Cessnock City!*



## Why Cessnock City

The Cessnock local government area and Hunter region are experiencing rapid change.

The Hunter Region is Australia's largest regional economy. At the heart of the Hunter Region is Cessnock City, the land of opportunity.

Cessnock City offers many advantages for businesses looking to establish or expand:

- ✓ highly accessible – within two hours from Sydney and within 1 hour of Newcastle
- ✓ close proximity to expanding markets
- ✓ ready access to a major export port
- ✓ heart of Hunter Valley Wine Country
- ✓ attractive setting: quality scenic, rural and natural environments
- ✓ excellent range of services
- ✓ affordable lands, low cost business environment
- ✓ high quality of life, affordable living, fast and easy commutes, growing population

Businesses are supported by a progressive business culture, available and affordable land, ample infrastructure, personnel, and easy access to domestic and international markets.



**Diverse Economy.** There is a diversity of economic activities in Cessnock local government area (LGA), with mining, manufacturing, construction, agriculture, wine, and tourism supported by emerging cultural and creative activities, transport, renewables and innovation as well as aged care sectors.



**Temperate.** The climate is temperate with mild winters and warm summers. Mean annual temperatures range from a minimum of 11°C to a maximum of 25°C.



**Ripe for opportunity.** Cessnock City has a supportive and progressive business culture, abundant and affordable land, and established transport infrastructure providing easy access to major domestic and international markets. This highly liveable area has an attractive setting, a good range of services and is where affordability parallels a strong sense of community. Major service centres exist in Cessnock and Kurri Kurri townships with greenfield commercial and industrial lands.



**Growth.** By 2036 Cessnock's population is set to grow to between 70,000 - 80,000 people, adding 6,000 - 11,000 new homes and creating over 5,000 additional jobs. Data shows that the Cessnock LGA experienced 19.7% growth in population over the last ten years, while NSW experienced 15.0%, and Australia 18.0%.

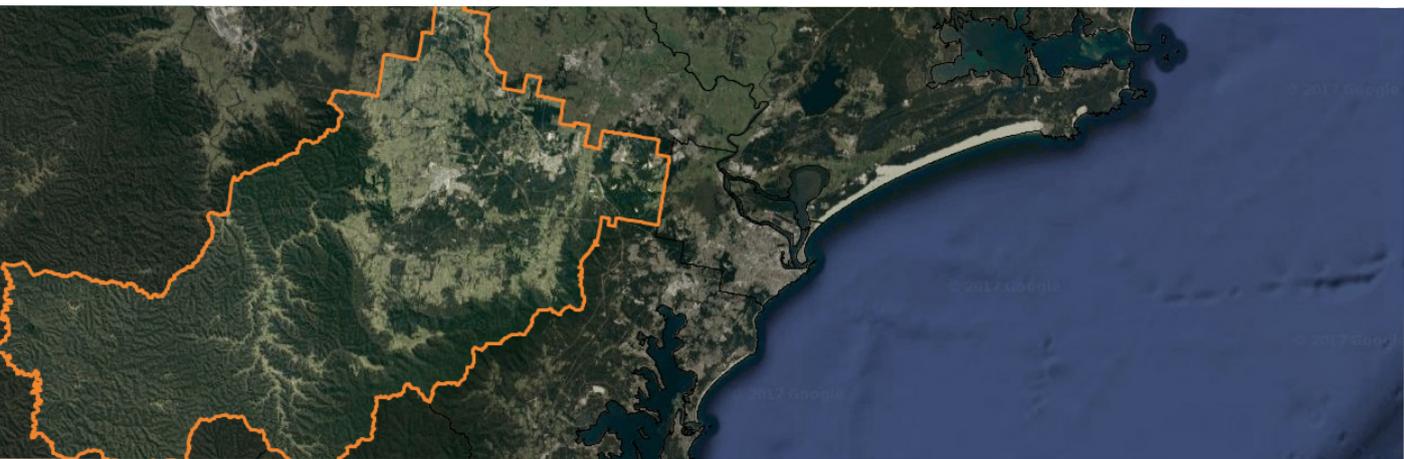
# Site Selection Information and Services

A suite of services are available to facilitate investment, business relocation or expansion to Cessnock City including:

- Site selection and the facilitation of site visits to explore the multiple commercial and industrial opportunities available;
- Anonymous site location support, if required;
- Itinerary development assistance to companies seeking to investigate opportunities within Cessnock City;
- Streamlined development applications and fast-tracked approvals, subject to statutory requirements;
- Introductions with local industry networks, suppliers, service providers, and supply chain contacts;
- Purchasing support from local business – 24 hour service response for all business procurement needs;
- Introductions to employment, education, and training providers;
- Ongoing support for businesses once they have relocated to Cessnock City from the Council's Economic Development Unit; and
- New Resident Guide.

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Any business wishing to relocate or set up will be supported for growth in Cessnock City.

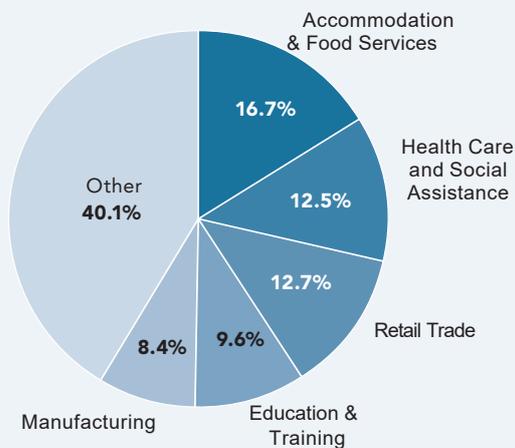


# Ready and Able Workforce

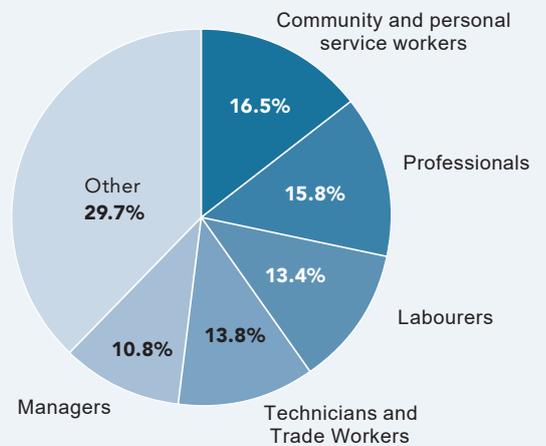
Cessnock City is a lifestyle area that can provide your business with a competitive edge for your human resources. Cessnock City Council recognises the importance of a skilled and stable labour force.

## Workers in Cessnock City

Cessnock LGA's top five industries by employment, as at 2019<sup>#</sup>



Cessnock LGA's top five occupations, as at 2019<sup>#</sup>



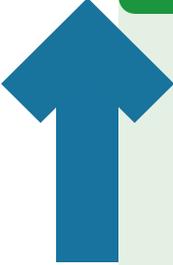
<sup>#</sup> As of December 2017.



# Ready and Able Workforce (continued)

Between the 2006 and 2016 census, Cessnock LGA experienced a growth across the following:

## 1. EDUCATION AND QUALIFICATIONS

- 
- 49.9%** increase in residents with a Certificate Level qualification (+3,986 persons)
  - 72.9%** increase in residents with an Advanced Diploma or Diploma (+1,180 persons)
  - 59.7%** increase in residents with a Bachelor Degree (+929 persons)
  - 66.8%** increase in residents with a Graduate Diploma or Graduate Certificate level (+139 persons)
  - 151.9%** increase in residents with a Post Graduate Degree (+281 persons)

## 2. RESIDENTS EMPLOYED BY SECTOR

- 
- 37.7%** increase in residents employed in Health Care and Social Assistance jobs (+713 jobs)
  - 49.5%** increase in residents employed in Mining jobs (+684 jobs)
  - 39.1%** increase in residents employed in Construction jobs (+509 jobs)
  - 28.6%** increase in Accommodation and Food Services jobs (+490 jobs)
  - 78.2%** increase in residents employed in Administration and Support Services jobs (+392 jobs)
  - 41.1%** increase in residents employed in Education and Training jobs (+358 jobs)
  - 20.3%** increase in residents employed in total (+3,652 jobs)

## 3. RESIDENTS EMPLOYED BY TYPE OF JOB

- 
- 38.8%** 38.8% increase in the number of Community and Personal Service workers (+707 jobs)
  - 29.5%** 29.5% increase in number of Professionals (+555 jobs)
  - 23.1%** 23.1% increase in number of Clerical and Administration workers (+451 jobs)
  - 18.5%** 18.5% increase in number of Machinery Operators and Drivers (+444 jobs)
  - 18.5%** 15.0% increase in number of Labourers (+393 jobs)
  - 10.9%** 10.9% increase in Technicians and Trades workers (+382 jobs)

### Youth Employment

Cessnock City Council focus on nurturing and retaining a skilled workforce and encouraging your next generation of workers through skills development programs, work experience and programs targeting youth employment.

### Skills Audit

Cessnock City Council is undertaking a skills audit. It will support existing businesses in engaging and skilling the population for increased workforce participation combined with other initiatives to attract workers from outside the region. The aim is for a workforce that is sustainable, enabling the region to meet the needs of our growing industries.



# Knowledge Economy

Specialised training exists to support businesses in hospitality, viticulture, horticulture, heavy machinery operations and maintenance.



## TAFE

Cessnock City has two TAFE campuses – Cessnock and Kurri Kurri. Situated within the grounds of Kurri Kurri TAFE Campus, the Hunter Valley Hotel Academy is a state of the art facility catering to Tourism, Hospitality and Event Management training. Kurri Kurri TAFE is also a centre for horticultural and heavy machinery trades, boasting a successful partnership with Komatsu.



## University

The University of Newcastle, 45km East of Cessnock City, is renowned for its medical, engineering and architecture faculties, and has realised significant investment in the Faculty of Business and Law, a centre for excellence in the areas of: Business and Management, Economics, Law, Politics and Tourism.

Cessnock City is a lifestyle area that can provide your business with a competitive edge.



## Location Location Location...

Cessnock City is located in the Hunter Valley, New South Wales, 153km or less than two hours' drive north of Sydney and 40km west of Newcastle, providing rapid access to major metropolitan markets. By road, rail, sea or air – Cessnock City is highly accessible. Cessnock City is strategically situated close to ports, airports, residential growth areas, road networks and Sydney.

### Road and Rail

Cessnock City is within 35 minutes drive from the Port of Newcastle and 50 minutes from Newcastle Airport. Our accessibility provides significant time savings for freight, and for visitors to strategic hubs across the region.

There are clear linkages north to Brisbane through to northern NSW, south to Sydney (153km) and Central Coast (78km), east to Newcastle (40km) and to the western regions of NSW. The Hunter Expressway provides ready access from the M1 from Sydney, as well as the Newcastle Link Road from Newcastle and Lake Macquarie.

Cessnock City has rail connections to both the Port of Newcastle and to Sydney.

### Air

Cessnock Airport is located in the vineyards area on Wine Country Drive at Pokolbin, approximately seven kilometres north of Cessnock. Cessnock Airport is a registered airport comprising a 1,097m runway and parallel taxiway, aprons, terminal buildings, refuelling facilities and hangars. It is the base for flying schools and several aircraft maintenance operations.

Newcastle Airport is NSW's largest regional airport with 1.2 million passengers a year, servicing 340 flights per week. Passenger numbers have grown by more than 33% in 10 years and offers flights to nine domestic destinations including Ballina, Brisbane, Canberra, Coffs Harbour, the Gold Coast, Melbourne, Taree, Dubbo and Sydney. Newcastle Airport is now set to provide international flights.

### Essential Services

There is stable access to reliable water supply, power and gas connections and telecommunications networks with expanding connectivity in the region.



## A Great Place To Live!

Cessnock City is the home and gateway to the Hunter Valley vineyards, where vibrant country towns and villages lend a strong sense of place and community. Whether you value the character of a heritage home, a rural retreat or want to build your dream home in a new estate, you'll find what you're looking for at an affordable price.

Foremost is Cessnock's relaxed, rural pace of life. Cessnock City enjoys a backdrop of natural and rural scenery. We appreciate urban comforts, good coffee, café culture, alfresco dining and retail opportunities. Cessnock City offers an unrivaled friendly sense of community.

Urban Release Areas proposed within the Cessnock LGA equal 17,118 lots, providing a diverse and affordable range of housing for any workforce seeking to locate to Cessnock City.

### Tourism

The Hunter Tourism Region attracts approximately 2.3 million visitors per year, of which 1.4 million visit Hunter Valley Wine Country. Hunter Valley Wine Country is internationally renowned, with food and wine tourism a major drawcard. The area is also known for high profile entertainment and concerts, and a range of additional attractions, experiences and activities for leisure visitors.

### Shopping

Cessnock City is a major regional retail centre, with active CBDs in Cessnock, Kurri Kurri and Branxton, each with active main street activity. The Hunter Expressway, along with population growth, is driving greater potential for development in the Kurri Kurri and Branxton areas.

Cessnock's growing retail centre includes a number of large retail operations, three prominent complexes with major supermarkets, and several leading mixed retail chains (Target, Big W). These are mingled with small and vibrant cafés and dining as well as mixed retail and service business operators.

Kurri Kurri has three full sized supermarkets and expanding retail and service opportunities as a growing lifestyle centre.

Branxton and Greta townships are changing due to population growth. Services and essential retail are growing, and there is an emerging commercial centre planned for nearby Huntlee.



Cessnock City is the home and gateway to the Hunter Valley vineyards, where vibrant country towns and villages lend a strong sense of place and community.



## Heritage

We value our rich history, with many of Cessnock's villages emerging from a prominent coal mining history. Today Cessnock City is still home to Australia's oldest surviving wine region. Cessnock City has more than 300 known Aboriginal sites, as well as being home to many relics of the convict built Great North Road. Cessnock City has fine heritage structures and a strong and proud Scottish and Welsh ancestry.

## Open Space and Natural Areas

24% of the land in Cessnock City is protected National Park. The wild and beautiful Watagan Mountains encircle the Hunter Region and offer a range of leisure experiences from passive recreation such as bushwalking and climbing to experiences such as four wheel driving.

## Leisure and Recreation

A large array of parks, pools, playgrounds and sporting facilities support a recreation culture for Cessnock City. These facilities provide an invaluable contribution to the landscape of the region, demonstrated through high community engagement in sports and recreation.

## Entertainment

Enjoy top international acts on your doorstep in Hunter Valley Wine Country, a much-loved venue for international performers such as Tom Jones, The Eagles, Carole King, Bruce Springsteen and Elton John.

The Cessnock Performing Arts Centre has a full calendar of events, concerts, plays, operas, comedy shows and light entertainment available throughout the year. Cessnock Regional Art Gallery exhibits locally produced arts and crafts.

## Health

There are two hospitals in Cessnock City - Cessnock and Kurri Kurri. There are also community health centres in Cessnock and Kurri Kurri and a range of supportive healthcare services operating across the whole Hunter Region. The Hunter Region has one of the most advanced health and medical systems in NSW, administered by Hunter New England Health.

## Schooling

There are a selection of quality public and private schools in Cessnock City. Highly commended selective schools for academic, creative arts and sporting achievements also operate within the Hunter region.



## Ongoing Council Support for Businesses

Cessnock City Council is a Small Business Friendly Council working with Service NSW to deliver free, personalised support for small and large business owners looking to start or grow a local business. Our aim is to provide personalised support to increase opportunities for local businesses, increase exposure to our beautiful region for investment and advocate for issues affecting socio-economic performance.

### A summary of some of the EDU's ongoing business support:



#### Advance Cessnock City

Advance Cessnock City is a strategic partnership between Cessnock City Council, local Chambers of Commerce, and key business leaders across the region. The partnership was established to bring together economic development stakeholders to capitalise on our regional advantages.

The Advance Cessnock City website acts as a one-stop-shop for doing business in our region, with up to date information, resources, data and network information.

**W: [advancecessnockcity.com.au](http://advancecessnockcity.com.au)**

### Support services provided by council include:

- Marketing opportunities
- Tourism industry support and promotion
- Economic modelling, economic, event and tourism data
- Economic Opportunities Program
- Targeted professional development, education and networking
- Connections to free business advisory services and support
- Small Business Friendly Councils program

**Cessnock City Council invites you to join us in Cessnock City and experience the region's advantages for yourself.**

**Any business wishing to relocate or set up in Cessnock City will be supported to meet their business objectives.**

**Our city offers the perfect solution to any size or type of business looking to expand or relocate to an area with unrivalled growth opportunity.**



## Contact us

For further information contact:

**Economic Development Unit:**

**Phone:**

+61 2 4993 6720

**Email:**

[economic.development@cessnock.nsw.gov.au](mailto:economic.development@cessnock.nsw.gov.au)

**Council Website:**

[www.cessnock.nsw.gov.au](http://www.cessnock.nsw.gov.au)

**Business and Investment Website:**

[www.advancecessnockcity.com.au](http://www.advancecessnockcity.com.au)

