

Investment Opportunities Cessnock City





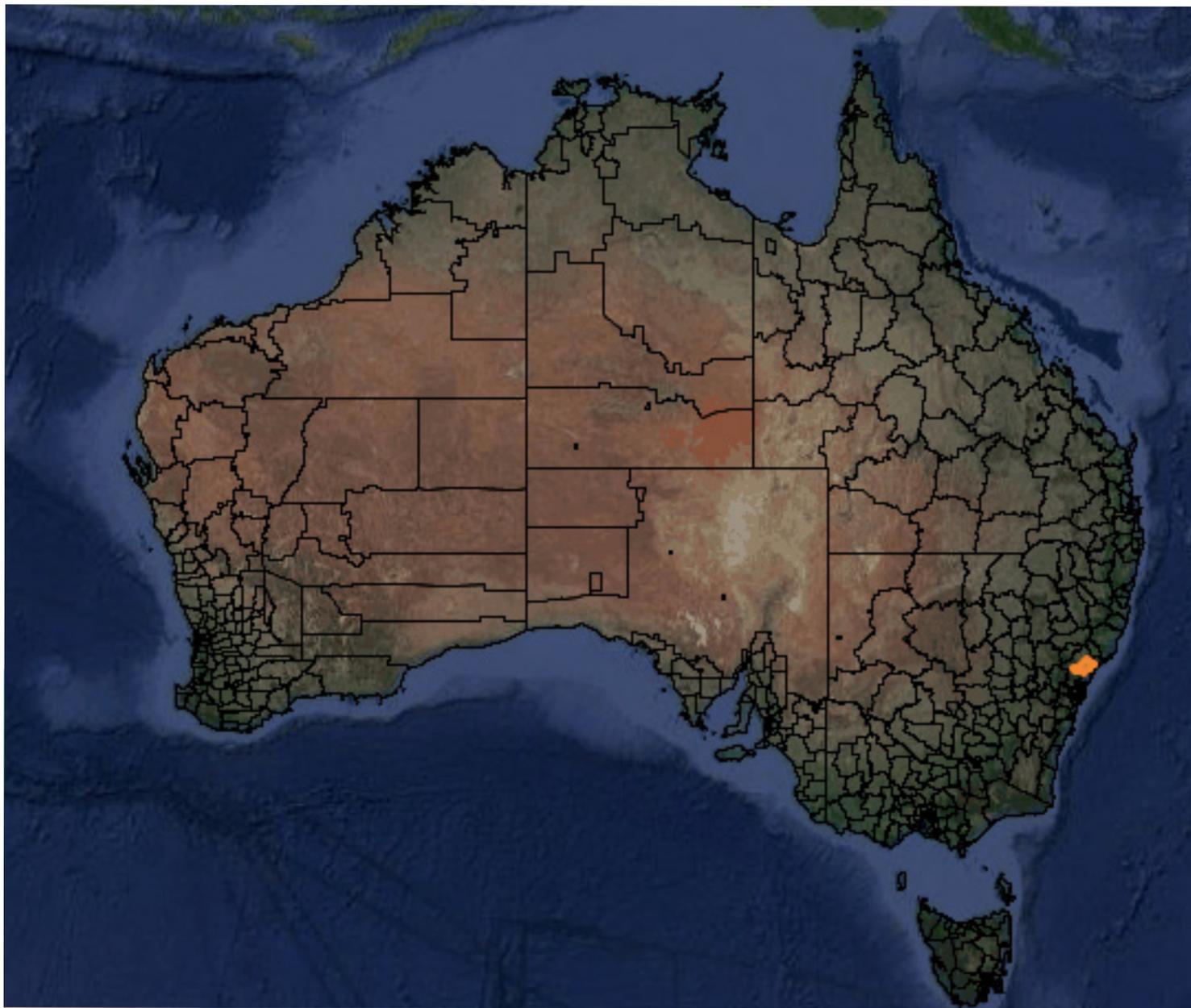
Why Cessnock City

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

Cessnock City offers a range of opportunities for investment and economic growth.

The key industries and activities that Cessnock City Council has researched to be ideally suited to thrive in the region are:

- ✓ Construction trades
- ✓ Transport and logistics
- ✓ Manufacturing and fabrication
- ✓ Aviation services and airport-based businesses
- ✓ Tourism businesses – accommodation, attractions and experiences, dining and hospitality, tertiary support businesses
- ✓ Research & development, waste and resource recovery, renewables sector and agricultural sciences
- ✓ Agri-business and horticulture – fruit, vegetable and cut flower production and wholesale and retail nurseries
- ✓ Equine businesses and services
- ✓ Pet breeding and services
- ✓ Medical, dental and allied health providers
- ✓ Aged care service providers
- ✓ Child care centres, child support services and activities for children



Construction Trades

Within Cessnock City and the surrounding Lower Hunter region, the outlook for the construction sector is extremely positive. The Hunter Region is Australia's largest regional economy and one of the fastest growing regions in Australia. Within the Hunter, Cessnock is a nominated growth area. The new town of Huntlee, which will have a town centre with retail and commercial hub, business-park and 7,500 residences to accommodate upwards of 20,000 people, is being developed in the north west of the City. In addition there are nine large urban land release areas spread throughout the City that will accommodate a further 13,000 new dwellings, including Bellbird North and the Kurri Kurri growth corridor.

Lower housing prices in Cessnock City is also creating opportunities for redevelopment. Older houses on attractive large lots in and around appreciating suburbs of Cessnock and Kurri Kurri are routinely being purchased with the view to 'knock down and rebuild'.

Cessnock City is also attracting an increasing number of 'tree changers' moving to rural and rural-residential properties, creating demand for both new construction and renovation services. Local and regional construction trades are in high demand, and this is anticipated to continue long term.

Development in Cessnock City and surrounding regions is driving demand for:

- Planning, design and certifying services
- Excavation and earth moving
- Engineering and civil works
- All building trades for construction of new buildings, renovations and extension of residential, commercial, industrial and rural buildings
- Landscaping and gardening services
- Property maintenance services
- Handyman and general repair services



Transport & Logistics

Cessnock City is well located for transport and logistics companies.

Cessnock City has direct access to the Pacific Motorway connecting Sydney and Brisbane via the NSW North Coast, and to the Hunter Expressway which links to the New England Highway and the Golden Highway to the North, linking Cessnock City to the highly productive agricultural and mining areas of the Upper Hunter, New England North West and Central NSW regions.

Via the Hunter Expressway, Cessnock LGA also feeds directly into Newcastle to the East which is a major centre for freight with a convergence of road, rail, airport and shipping networks. The Port of Newcastle is one of the busiest in Australia with bulk coal, grain and liquid handling facilities as well as facilities for handling over 40 other freight commodities.

Cessnock City has ideal industrial land available in the Kurri Kurri, Black Hill, Loxford and Branxton areas with access to the Hunter Expressway.

We have:

- Road freight depots and storage areas, including container storage
- Warehouses and distribution centres
- Truck sales, repairs and maintenance
- Truck service centre including fuel, accommodation, truck wash, trailer storage etc
- Heavy vehicle driver and maintenance training facilities and services
- Manufacturers with a heavy reliance on road transport for inputs and / or outputs



Manufacturing and Fabrication



Cessnock City has a diversity of manufacturing businesses, ranging from the traditional metal-based manufacturing and fabrication, to wine making, through to speciality food manufacturing and hand-crafted boutique products.

Mainstream manufacturing is concentrated in the Kurri Kurri – Weston industrial area, with opportunities for light, general and heavy industries across several estate options. The Hunter Employment Zone is one of the few areas available in the Hunter Region that can offer large sites (up to 100 hectares) for general and heavy industries, while the Hunter Industrial Ecology Park has a cluster of waste management and recycling industries. For investors, there is demand for contemporary factory units with land available for this type of development.

Wine making, food-based and boutique manufacturing are important contributors to the tourism industry. These activities are concentrated in Hunter Valley Wine Country and the rural areas of the City and include wineries, distilleries, micro-breweries, chocolate and confectionary producers, specialist bakers, cheese and dairy products, olive-based food and skin care products, silversmiths and jewellery makers, glass blowers and leadlight producers, hand crafted furniture-makers and stone masons, and other artisans.

Opportunities for growth in manufacturing in Cessnock City include:

Mainstream:

- Large scale, high technology / advanced manufacturing plants
- Metal-based industries – engineering, extrusion, fabrication and forging
- Waste and resource management, recycling and renewable industries
- Manufacturing to support the construction sector – kitchens, joinery, pre-cast concrete, window fabrication etc
- Light industries to support the growing population base – automotive, home improvement, landscape supplies, rural supplies
- Research and development facilities
- Construction and leasing of factory and commercial units

Boutique:

- Speciality food and beverage manufacturing and packaging of local food products
- Artisan products
- Creative industries



Aviation Service and Airport-based Businesses

Located six kilometres north of Cessnock, in the heart of Hunter Valley Wine Country, Cessnock Airport has sites suitable for aviation-based service industries and tourism businesses. Cessnock Airport is owned and operated by Cessnock City Council. Facilities include a sealed runway (1097x30m and pavement strength of 5,700 / 450 - 65PSI), parallel taxi way, sealed apron (55x45m), terminal building and fuel services.

The Airport is used for general aviation, attracting charter plane and helicopter flights generated by the surrounding hotels and resorts, wineries, golf courses, conference and function centres, major entertainment venues and the near-by coal mines in the Singleton area. The Airport is also home to several flight schools, aircraft maintenance facilities, tourism base adventure flight operators, helicopter companies and the Hunter Recreational Flying Club which caters for home-build and ultra-light planes (50+ planes).

Land is available on both sides of the airport for aviation-based development.

The Airport is ideal for:

- General aviation businesses looking for an 'affordable' home with ready access to the Sydney and Hunter markets
- Business to service home-build and ultra-light planes
- On-site accommodation for flight school students, pilots flying planes into Cessnock for maintenance and other airport users
- Development of a hanger complex for private planes
- An Adventure Tourism experience hub



Tourism

Hunter Valley Wine Country in Cessnock City is one of the highest profile food and wine destinations in Australia. Popular with both the domestic and international markets, the City attracts over one million visitors per annum. Wine Country has a concentration of cellar doors, restaurants and cafes, hotels, resorts and boutique accommodation, conference and meeting facilities, event venues, golf courses, specialty food and beverage producers and local providers and galleries, boutiques and lifestyle shops.

Opportunities abound for investment in new product development and diversification of tourism experience in Hunter Valley Wine Country.

Markets and activities identified for growth include:

- New experiences and authentic tourism activities
- Adventure tourism
- Off-peak seasonal events
- Food based and agri-tourism
- Families activities and school holidays activation
- Meetings, incentives, conferences and events
- Weddings and elopements
- The Asian market
- Overseas student and visiting friends and relatives
- Sports tourism
- Arts and cultural experiences
- Grey Nomad and GLAM market (Greying Leisured Affluent Married)



Research & Development

Waste and resource recovery, renewables sector and Agricultural sciences

Cessnock City offers many unique opportunities for research and development with strong, critical linkages to the University of Newcastle (UON). The UON is ranked in the top 250 universities in the world and in the top eight universities in Australia for the number of fields of research ranked as well above world standards. This places Cessnock City in a prime position to undertake research and development programs, project trials and innovation development in the pursuit of global solutions in waste, energy and agricultural sciences as follows'.

- Innovation in waste management and resource recovery
- Solar and wind technology
- Environmental engineering
- Energy storage solutions
- Agricultural sciences – increasing crop yields, Genetically Modified Organism advancements, better land management, alternative, less resource-intensive types of farming, transformative technologies to provide better oversight systems, best practice farm management, biology and bioengineering
- Medical cannabis, natural medicines

Agribusiness and Horticulture



Cessnock City is ideally suited for horticulture and agri-business. In addition to a high level of accessibility to domestic and global market, Cessnock City also offers the ability for producers to leverage the high profile and reputation of Hunter Valley Wine Country as a wine and food destination; agricultural land including small acreages suitable for horticulture; favourable climatic conditions; access to power and water and access to skilled and unskilled labour.

The City is suited to protective horticulture (greenhouse) and for boutique production of vegetables, herbs and some fruits, as well as nurseries and cut flower production.

Kurri Kurri TAFE, within Cessnock City is recognised as a centre of excellence for horticulture training and courses.

Globally and domestically, demand for food is increasing with food security becoming a major issue. Growth in the Chinese, other Asian and Indian markets in particular, is rapidly opening up opportunities for Australian producers in agri-businesses.

Domestically, market gardens and orchards were established around the fringes of the major cities. Urban growth, particularly in the Sydney, Central Coast and Lower Hunter Regions is displacing a range of horticultural activities including vegetable and cut flower producers, mushroom farms, wholesale and retail nurseries and turf producers; pushing them into regions such as Cessnock City.

Cessnock City is strategically located two hours from Sydney, half an hour from Newcastle and is on the Sydney – Brisbane national freight corridor, ideally positioned to supply fresh produce into the Sydney and east coast markets. In addition, Hunter Valley Wine Country in Cessnock City is an internationally recognised, high profile food and wine destination. There is strong demand locally and inter-regionally from cafes and restaurants, providers, cellar doors and accommodation properties for quality, local produce. Proximity to the Port of Newcastle and Newcastle Airport provides access to international markets for growers looking to export produce.

In addition to this, significant changes are occurring in the market place, with consumers becoming more health conscious and food-aware, increasingly seeking fresh, locally produce quality produce, including organic produce. This is creating further opportunities for niche local and regional producers.

Horticultural and agri-business opportunities in Cessnock City include:

- Glasshouse production of vegetables and cut flowers using for the domestic and / or international market
- Producing quality seasonal produce for the local and inter-regional market (cafes, restaurants, providers, accommodation properties etc)
- Asian 'greens' produced for the Asian market
- Wholesale and retail plant nurseries. The development of Huntlee and other residential estates provide opportunities to supply plants and services
- Potential opportunity to provide native plants and tree planting services to the coal mining sector for mine site rehabilitation
- Turf farming on the fertile river flats



Equine

The Hunter Region is widely recognised for its equine industry.

Thoroughbreds – Racing Industry

With over 100 thoroughbred studs, the Hunter Valley is Australia's largest producer, supplier and exporter of thoroughbred horses. The area is the second largest producer of thoroughbreds in the world, ranking behind the State of Kentucky in the USA. It is also one of three centres of Thoroughbred Breeding Excellence in the world, alongside Kentucky and Newmarket in the UK. The Hunter Valley produces approximately half of all Australian-born thoroughbreds each year and is responsible for over 70% in volume and 80-90% in value of Australian thoroughbred exports.

The outlook for the thoroughbred industry is positive. The Asian racing market is growing strongly, with the Hunter Valley recognised as a respected supplier of thoroughbred horses. Within the next 2-3 years, China is expected to legalise gambling on horse racing. This will open up a very significant market for the Thoroughbred industry. Chinese interests have started to acquire and develop horse studs in the Hunter Valley.

For the thoroughbred industry, Cessnock City has some significant advantages. The City is located midway between the Upper Hunter and Sydney with ready access to the Hunter Expressway – New England Highway and Pacific Motor Way and has ready access to the race tracks in Sydney, Newcastle and Hunter. The City has a racecourse at Cessnock which is owned by the Newcastle Jockey Club, with the course hosting 13 race days a year. It is also ideal for training, with Cessnock home to both racing stables and trainers. Proximity to Newcastle Airport provides ready access for international / interstate buyers and the potential for international air freight of horses.

Other Equine Activities

The Hunter Valley is also home to other horse breeds and activities. Cessnock City has a growing equine industry which includes harness racing stables and training facilities, specialty breed studs, horse and rider training, spelling and agistment facilities, riding schools and horse-based tourism activities and support services including specialty feed production, equine transport services, farriers and specialist vets. Horse-lovers, displaced from Sydney, are relocating to Cessnock, taking advantage of small rural holdings, riding and pony clubs, access to horse events and the myriad of riding trails in the State Forests.

Other equine opportunities within the City include:

- Potential to attract Chinese investment in development of thoroughbred studs
- Establishment of thoroughbred and harness racing stables and training facilities
- Development of agistment, spelling paddocks and facilities
- Farm / equine tourism – holiday with your horse combined with horse trails through the State Forests and National Parks
- Provision of equine services

Aged Care Services

Aged care is one of the strongest growing service sectors in Australia, with demand for services forecast to increase significantly as the 'baby boomer' generation moves into retirement. There is a trend for people approaching retirement age to downsize, looking for apartments, town houses and over 55's residential estates. An increasing number of Australians are choosing to 'age in place' with the support of 'home care' packages. This is creating demand for a range of cleaning, property maintenance, transport, allied health services and in-home palliative care.

New residents entering residential care are seeking a wider choice of living arrangements, with these reflecting their pre-care lifestyle. Residents are seeking better dining options, outings, accessible technology, art and health based activities.

Cessnock City is not only a great place to live, it is proving to be a popular place to retire to. The attractive setting, activities available in Hunter Valley Wine Country, availability of medical and allied health services, proximity to tertiary hospitals in Newcastle, Maitland and the new Hunter Valley Hospital at Metford, accessibility to Sydney, the Central Coast and Newcastle, and affordable land and housing are attracting retirees to the City.

Within Cessnock City there are opportunities for:

- Over 55's housing
- Retirement and aged care residential facilities
- Services to support aging place – cleaning, property maintenance, transport, allied health, private nursing, palliative care and preventative health care, services and solutions

Child Care Centres, Child Support Services and Activities for Children

Cessnock City is a major growth area, with the population forecasted to increase by up to 38% over the next 20 years according to the NSW Department of Planning & Environment.

Population growth is increasing the demand for child care facilities and services.

There is an under-supply of centre-based long day care and pre-school places in the City, with most centres having waiting lists. There are also waiting lists for Out of School Hours Care (OSHC) in some areas of the City. There is also a need for greater access to intervention and support services in Cessnock City.

Opportunities include:

- Expansion of existing long day care centres, pre-schools and Out of School Hours Care services
- Establishment of new long day care centres and pre-schools in Cessnock, Kurri Kurri and in locations to service the urban release areas including Huntlee, Heddon Greta and Cliftleigh
- Before school, after school and vacation care services
- Early childhood intervention services including Speech Therapy, Occupational Therapy, Psychologists and Counsellors
- There is opportunity in the City for an indoor play centre and for extra-curricular activities for children of all ages





Pet Breeding and Services

Cessnock City's location in relation to Sydney, the Central Coast and the Lower Hunter, proximity to Newcastle Airport and ready access to the Pacific Motorway and Hunter Expressway renders the City an ideal location for pet boarding facilities and pet care services for city dwellers. Access to small rural holdings is also ideal for pet breeding and training.

Opportunities include:

- Pet breeding
- Boarding kennels and catteries
- Training facilities and services
- Pet-based tourism – farm holidays with pets.
- Travel experiences with pets and luxury pet services for discerning owners and DINKWAD market (Double Income No Kids With A Dog).

Medical, Dental and Allied Health Providers

Growth in population within Cessnock City, expansion of the aged care sector and the introduction of the National Disability Insurance Scheme is creating demand for additional medical and allied health services.

There are opportunities for:

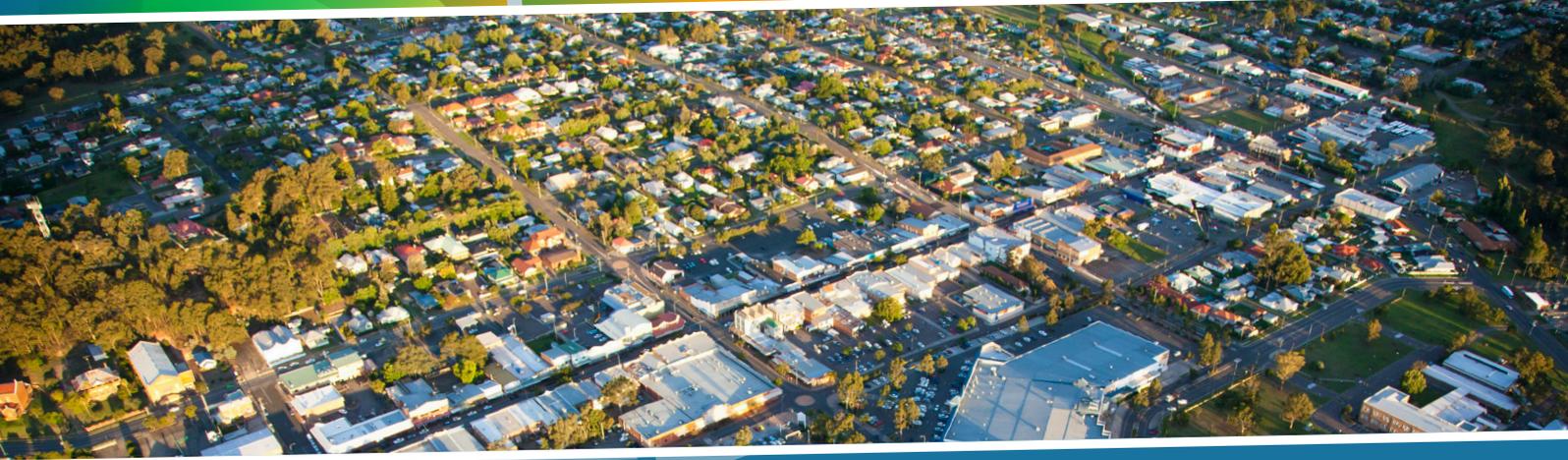
- Establishment of a full-service medical centre as part of the Huntlee new town development
- Expansion of medical services in the towns servicing the new release areas – Branxton, Greta, Kurri Kurri and Cessnock. There are practices in the City that have vacancies for General Practitioners. Kurri Kurri Medical and Dental Health Practice also have consultation rooms available for hire
- After hours medical centre – operating until 9-10pm weekdays and on weekends and public holidays
- Allied health services including physiotherapists, occupational therapists, speech therapists, dieticians, psychologists, podiatrists and audiologists
- After hours pharmacies, in particular in Cessnock, Kurri Kurri and Branxton

Opportunities For The Supply Of Goods & Services

The Economic Gap Analysis identified products and services that local businesses are purchasing from outside of Cessnock City. These products and services can offer business to business opportunities for:

1. Local businesses to diversify their merchandise and / or service mix to provide some of these goods and services, and / or:
2. For external businesses that supply these services to relocate to or establish outlets within Cessnock City.

Category	Type of Products and Services purchased outside of Cessnock City LGA
Building, Construction & Property	
Services	Architecture / design , geotechnical, trades people / subcontractors, fire protection, building repairs and maintenance, pest control
Building Materials	General, hardware, tools, timber, tiles and tiling supplies, roofing, guttering, plasterboard / gyprock, flooring, bricks, pavers, masonry, concrete / concrete supplies. Plumbers / plumbing supplies, pipes, electrical supplies, glass – general, paints / inks, air conditioning, fencing, shop fittings
Landscaping & Gardening	Plants, seeds, fertiliser, gardening, landscaping
Quarry Products	Gravel / road base / aggregate / ballast, sand, sandstone
Metal Products for Construction and Fabrication	
Fabricated	Prefabricated
Metal	All, steel
Automotive / Mechanical / Transport	
Automotive	Parts and accessories, servicing and maintenance, fuel and lubricants, tyres and wheels
Heavy Plant & Machinery	Parts
Repair & Maintenance	Servicing and maintenance for heavy vehicles and machinery, farming equipment, lawn mowing equipment
Transport – freight & hire	Freight services and logistics, postal services – Bus and fork lift hire
Machinery & Equipment	
Cleaning	Cleaning
Manufacturing & Processing	Filters, food processing, machinery parts & tools, metal bearings, sewing / tailoring machinery specialised fabrication
Agricultural	Clippers, blades, tools & machinery
Safety / Security	Emergency, safety
Recreational	Golf equipment, gym / fitness equipment
Retail	Retail
Other	Event hire equipment, lawn mowing
Food & Beverage	
Food	Meat, meat direct from producer, processed meats, seafood, raw honey, fresh food and vegetables, olives, preserves, milk and dairy products, cheese, flour, baking goods, bread / baked items, general, dry store, gourmet, groceries for on-sell, processed foods, vitamins / supplements, frozen foods, confectionary
Beverage	Alcoholic: all, beer, wine, spirits. Non-alcoholic: all, soft drink, fruit juice, tea / coffee & coffee beans, brewing supplies: equipment & products
Wine Making	Grapes, barrels, bottles, chemicals, equipment
Catering	Catering services



Category	Type of Products and Services purchased outside of Cessnock City LGA
Computer, IT, Communications, Print, Creative	
Computers	Computers, software, hardware, accessories, USB, discs, external hard-drives, support, systems design, software development
Internet & Online	Internet / broadband services, website hosting and publishing
Design	Graphic design
Equipment	Audio Visual
Services	Telephone, computer repairs
Photography & Video	Equipment / hardware, supplies, professional photography
Printing & Publishing	Printing & publishing
Services	
Medical	Supplies, medications / pharmaceuticals, equipment, physiotherapy aids & equipment, dental supplies & repairs
Financial	Accounting, banking, finance, brokering services, bookkeeping, auditor, insurance
Training	Training & professional development all, staff training
Business	Administration, advertising, recruitment, contracts / document preparation, waste removal
Research	Scientific research & testing, market research
Cleaning	Cleaning, laundry, dry cleaning
Repairs & Maintenance	All cleaning equipment, food grade equipment, machines & trade tools, sewing & sporting equipment
Utilities	General, electricity, gas, water & sewer
Supplies	
Chemicals	Farm, wine making, pest control
Cleaning	Cleaning products
Hair & Beauty	Hair products, chemicals, beauty products, skin care, toiletries, massage, essential oils, guest supplies for accommodation properties
Funeral	Coffins, Internment Urns
Office	General stationary, office supplies, arts supplies, ink / printer cartridges
Packaging	Packaging for products, packaging of products, takeaway food packaging, labels
Animals and Livestock	
Equine & Pets	Supplies
Feed	Livestock, grain, hay, pet food
Veterinary	General
Other – Main Items	
Apparel & Accessories	Clothing, footwear, jewellery / watches, uniforms and workwear, sports apparel & equipment
Homewares & Furniture & Accommodation Supplies	Bedding and linen, rugs, crockery & cutlery, furniture and furnishings, guest supplies, towels, wine and beer glasses, giftware

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