



INVESTMENT PROSPECTUS

Greater Cessnock



WONNARUA

“Lands of hills and plains”



ADVANCE

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WHY INVEST IN GREATER CESSNOCK

Investment attraction for Greater Cessnock is based on three pillars

ENABLE, LIFESTYLE, SUPPORT.

INVESTMENT PILLARS		
ENABLE	LIFESTYLE	SUPPORT
<p>Excellent transport infrastructure</p> <p>Positioned on transport routes</p> <p>Proximity to Port of Newcastle</p> <p>Proximity to Newcastle and Cessnock Airports</p> <p>Population growth</p> <p>Workforce availability</p>	<p>Wine Country</p> <p>National parks</p> <p>Liveability</p> <p>Beaches/lakes</p> <p>Lower cost of living</p> <p>Diverse employment opportunities</p>	<p>University of Newcastle</p> <p>Learning network</p> <p>Seven TAFE campuses</p> <p>Excellent health system</p> <p>Council development services</p> <p>Investment attraction concierge</p> <p>Four Business Chambers</p> <p>Regional Development NSW Business Concierge</p>

Cessnock City Council will assist investors by:

- Providing economic data and statistics to support business decisions
- Providing a business concierge service for projects that create 10+ jobs in the following industries:
 - Manufacturing
 - Health Care and Associated Industries
 - Agriculture
 - Aerospace & Aeronautical Industries
- Providing an efficient and unbiased planning approval service
- Providing planning advice and planning process guidance.

OUR PLACE IN THE REGION

Situated in the Lower Hunter Region, the Cessnock LGA is located across the traditional lands of the Wonnarua people, the Awabakal people and the Darkinjung People. The LGA covers approximately 1,950 square kilometres and forms part of the Lower Hunter. European settlement since the 1820's saw the establishment of pastoral lands, the coal mining industry, the viticulture industry and more recently a thriving tourism industry.

While mining was the principal industrial base and source of employment in the Cessnock Region for the first half of the twentieth century, changes in the mining industry, including deepening coal seams and automation, has led to the closure of mines in the area.

The decline of mining in the Cessnock LGA is in contrast to the success of the Hunter Region's viticulture industry.

The Hunter Valley is Australia's oldest wine region.

Colloquially known as Hunter Valley Wine Country, the region is internationally acclaimed, particularly for the shiraz and semillon varietals. With over 150 wineries, the region is home to more cellar doors than any other wine region in Australia. The viticultural industry gives rise to a thriving tourism industry that boasts restaurants, accommodation, events, Hot Air Ballooning, business conferences, galleries and specialty shops.

The Cessnock LGA is currently witnessing substantial growth. Urban development is rapidly expanding within a growth corridor between Cessnock, Kurri Kurri and Maitland, and between Branxton, Greta and Rutherford.



196,575 HA
Land Area



63,632
Residential Population (2021)



25,765
Dwellings (2021)

OUR AREA AT A GLANCE

The 196,000 hectares of land within the Cessnock local government area is currently categorised into the following land use zones:



103,112 HA
Rural zones
(excluding RU3 Forestry)



5,251 HA
Residential zones
(including R5 Large Lot Residential and RU5 Village)



405 HA
Commercial zones



1198 HA
Industrial zones



57,826 HA
Environmental zones



669 HA
Tourist zone



25,630 HA
Forestry zone

OUR COMMUNITY

Our Cessnock LGA is home to 63,632 people, the majority of whom reside in a thin urban belt between the townships of Cessnock and Kurri Kurri. The region's rural character and amenity is one of our key strengths. The community values the rural lifestyle, opportunities for larger lot residential properties and access to a range of community services and recreation facilities.

The median age of our population is 37, which is consistent with the median age in NSW. This is projected to remain stable in the coming years, with our ageing population offset by younger people drawn to the region's relative affordability lifestyle and access to employment. This scenario is already playing out in Cessnock's urban release areas, including land at North Rothbury, Branxton and the Cessnock to Maitland Growth Corridor.

The median age at North Rothbury, Cliftleigh and Heddon Greta is 30, 27 and 33 respectively. In contrast, some of our more established localities in our LGA, such as Kurri Kurri and Branxton are witnessing a rising median age. This may indicate a lifestyle choice by older residents to live closer to the established commercial centres or within lower maintenance, medium density housing.

The highest employing industry sectors were accommodation and food services, retail trade, health care and social assistance, education and training and manufacturing, with three in every five people employed worked in these industries. Employment land at Black Hill, the Kurri Kurri Industrial Precinct and the redevelopment of the former Kurri Kurri Aluminium Smelter site are anticipated to play a pivotal role in providing future local employment opportunities.



OUR NATURAL ENVIRONMENT

Our region is known for its' environmental value and scenic beauty. Our natural environment and landscape are an integral part of what makes the region special and unique.

Cessnock is characterised by large areas of steep, heavily vegetated terrain in the south and east, as well as flat, cleared areas surrounding the town of Cessnock and neighbouring urban areas. The flat terrain around the Cessnock township contains some of the largest remaining remnants of the valley-floor vegetation in the Hunter Valley.

National parks and state forests cover 40 per cent of the Cessnock land area (78,769 hectares). The national parks include Werakata, Wollombi, Yengo, Sugarloaf and the Watagans. Yengo National Park forms part of the listing for the UNESCO Greater Blue Mountains World Heritage Area. The listing was made in recognition of the extraordinary natural values that the area contains, including unique plants and animals and associated communities.

The Cessnock LGA has a unique identity central to which are the prominent items of heritage significance and the 'country town' character of the City's centres. Our LGA contains several hundred items of heritage significance, including items of indigenous, built and natural significance. Cumulatively these prominent places and buildings help establish the character of our area.



*40% of the LGA
is National Park or
State Forest*



*A UNESCO World
Heritage Area*



*A regionally significant
biodiversity corridor*



THE PORT

Port of Newcastle is the largest port on the East Coast of Australia. As a global trade gateway for more than 220 years, the Port delivers safe, sustainable and efficient logistics solutions for its customers.

With a deep-water shipping channel, capacity to double trade volumes, available portside land and berthside connections to the heavy rail network, few Australian ports can match the unique capabilities of Port of Newcastle.

The Port creates jobs and generates more investment in the local community. This contribution to the local economy is valued at almost \$1billion and \$1.5billion nationally and produced 5,700 jobs across the Lower Hunter and 9,000 jobs nationally.



4,697
ship visits in 2021



4,560
ship visits in 2020

NEWCASTLE AIRPORT

Newcastle Airport has been providing air travel to the people of the Hunter, Central Coast and Northern NSW regions, as well as welcoming visitors from across the globe for more than 70 years.

As Australia's sixth largest regional airport, it works closely with its airline partners to deliver on their purpose of being the airport the region deserves.

The NSW Government sees Williamtown as the regional hub of Australian industry participation supporting the Joint Strike Fighter fleets in the Asia Pacific region.

NEWCASTLE AIRPORT PROJECTED PASSENGER NUMBERS (BASE CASE)

		2015	2016	2021	2026	2036	2076
		Actual	Actual	Forecast	Forecast	Forecast	Forecast
DOMESTIC	pax	1,139,700	1,216,624	1,363,500	1,525,700	2,288,800	4,532,500
INTERNATIONAL	pax	-	-	82,900	240,500	360,300	1,043,200
TOTAL	pax	1,139,700	1,216,624	1,446,400	1,766,200	2,649,100	5,575,700

CESSNOCK AIRPORT

Well positioned in the Hunter Region, Cessnock Airport is primed for growth and is ready to leverage from opportunities from surrounding regional airports, including Newcastle and Bankstown.

Due to its accessible location, proximity to major freight routes and capacity to absorb future growth, the airport hosts a number of complimentary aviation businesses and has a growing demand for pilot skills and training (fixed wing and rotary).

The airport is already home to four flying schools, the Wirraway Aircraft Museum and the Hunter Recreational Flying Club. Scenic joy flights over the vineyards, aerobatic and jet aircraft and passenger charter services are also catered for.

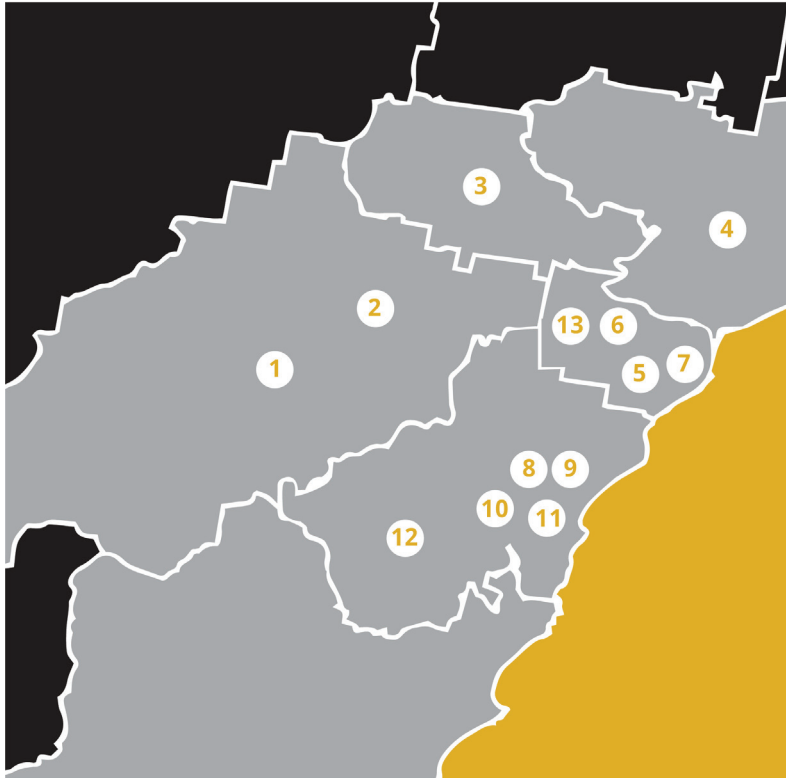
10 hectares of land is available for aviation operations, maintenance and manufacturing activities that is unencumbered by Defence and within an uncongested airspace.

Contact the Cessnock Airport Operations Coordinator during business hours Monday to Friday on (02) 4993 4228 to discuss commercial opportunities.



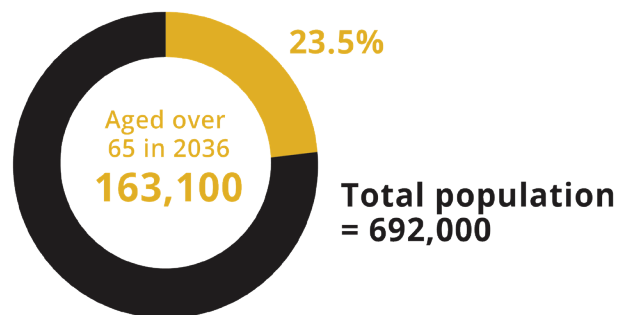
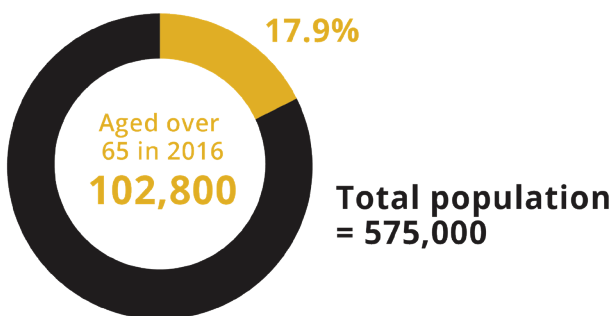
Cessnock Airport // Image credit @colleenharris

MAJOR HEALTH PRECINCTS IN GREATER NEWCASTLE



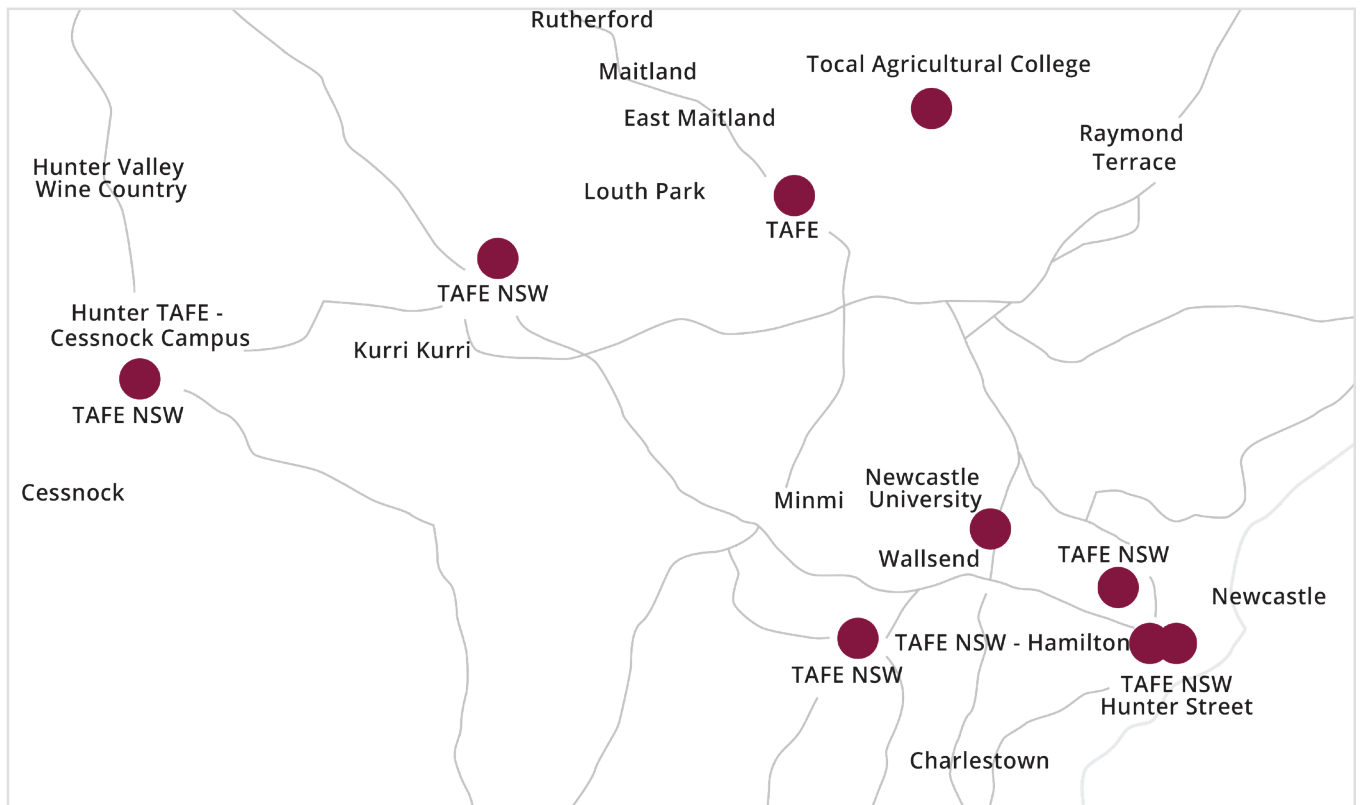
1. Cessnock Public Hospital
2. Kurri Kurri Public Hospital
3. East Maitland Public and Private Hospital
4. Raymond Terrace Community Health Centre
5. John Hunter Public Hospital
6. Calvary Mater Waratah Public Hospital
7. Lingard Merewether Private Hospital
8. Warners Bay Private Hospital
9. Charlestown Private Hospital
10. Toronto and Gateshead Private Hospitals
11. Belmont Public Hospital
12. Morisset Psychiatric Hospital
13. Hunter Medical Research Institute

GREATER NEWCASTLE AGEING POPULATION 2016 - 2036



LEARNING NETWORK

Greater Cessnock is home to 28 schools, two TAFE Campuses and is part of the wider TAFE and University network that includes seven TAFE campuses and the University of Newcastle.



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

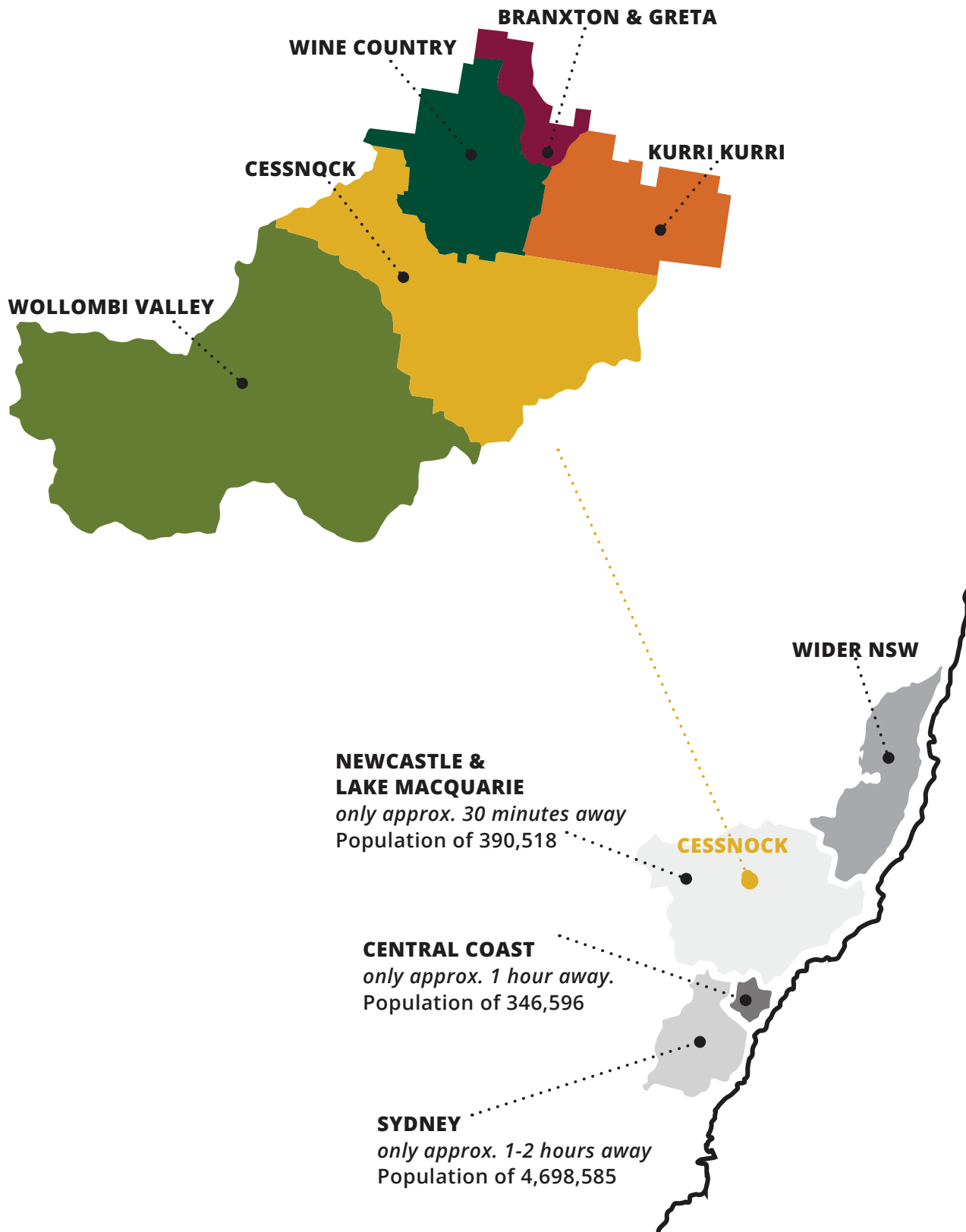
The University of Newcastle, 45km East of Cessnock City, is renowned for its medical, engineering and architecture faculties, and has realised significant investment in the Faculty of Business and Law, a centre for excellence in the areas of: Business and Management, Economics, Law, Politics and Tourism.



INTER-REGIONAL TRANSPORT CONNECTIONS



GREATER CESSNOCK TOWNSHIPS AND REGIONS



CESSNOCK CITY - HUNTER VALLEY



Burger Fiend // @hunterhunter



Vincent St Kitchen // @hunterhunter



@ Cessnock City Council



The Pickled Pig Butchery // @hunterhunter



Mr O // @hunterhunter

KEY OPPORTUNITIES - CESSNOCK CITY

Just a step away from Wine Country which attracts 623,000 overnight visitors each year

20 hectares of greenfield B7 Business Park zoned land

65 hectares of existing B3 Commercial Core and B4 Mixed Use zoned land

10 hectares of greenfield Aviation zoned land that will benefit from the \$8.8 million airport upgrade

Located 5 minutes from Cessnock Airport

13 hectares of IN2 Light Industrial and 10 hectares of IN3 Heavy Industrial zoned land

Has a surrounding population of 33,396 people

An annual economic output of \$2.3 billion



KURRI KURRI - HUNTER VALLEY



KEY OPPORTUNITIES - KURRI KURRI

Established industrial recycling cluster and Ecology Park

216 hectares of IN2 Light Industrial zoned land at Black Hill

64 hectares of IN3 Heavy industrial zoned land - greenfield and brownfield sites available

Potential redevelopment of the former Hydro Aluminium Smelter into 329 hectares of Industrial, Business and Residential zoned land

Strategically located within the heart the of the Hunter Valley and has a growing population of 20,015 people

New urban release areas of Cliftleigh and Heddon Greta



BRANXTON & GRETA - HUNTER VALLEY



KEY OPPORTUNITIES - BRANXTON & GRETA

Create a business along the Branxton to Greta retro trail

\$123 million in annual construction activity

Access the Upper and Lower Hunter Valley via the M15 Hunter Expressway

750+ jobs in construction, accommodation & food services, education & training and retail trade

100+ hectares of greenfield B4 Mixed Use zoned land

New urban release areas at Huntlee and Greta (7,500+ new homes)



WINE COUNTRY - HUNTER VALLEY



*Uncover more of
Wine Country*

Baloon ALoft Hunter Valley // @balloonaloft



Hunter Distillery // @hunterdistillery



Dalwood Estate // @dalwoodestate



Tamburlaine Wines // @tamburlaineorganicwines



Muse Kitchen // @muse_kitchen_hv



Brokenwood Wines // @brokenwoodwines

KEY OPPORTUNITIES - WINE COUNTRY

Create your own history in Hunter Valley Wine Country

Hunter Valley visitor expenditure has grown by an average of 6% over the last 5 years

Wine Country has an annual economic output of \$930 million

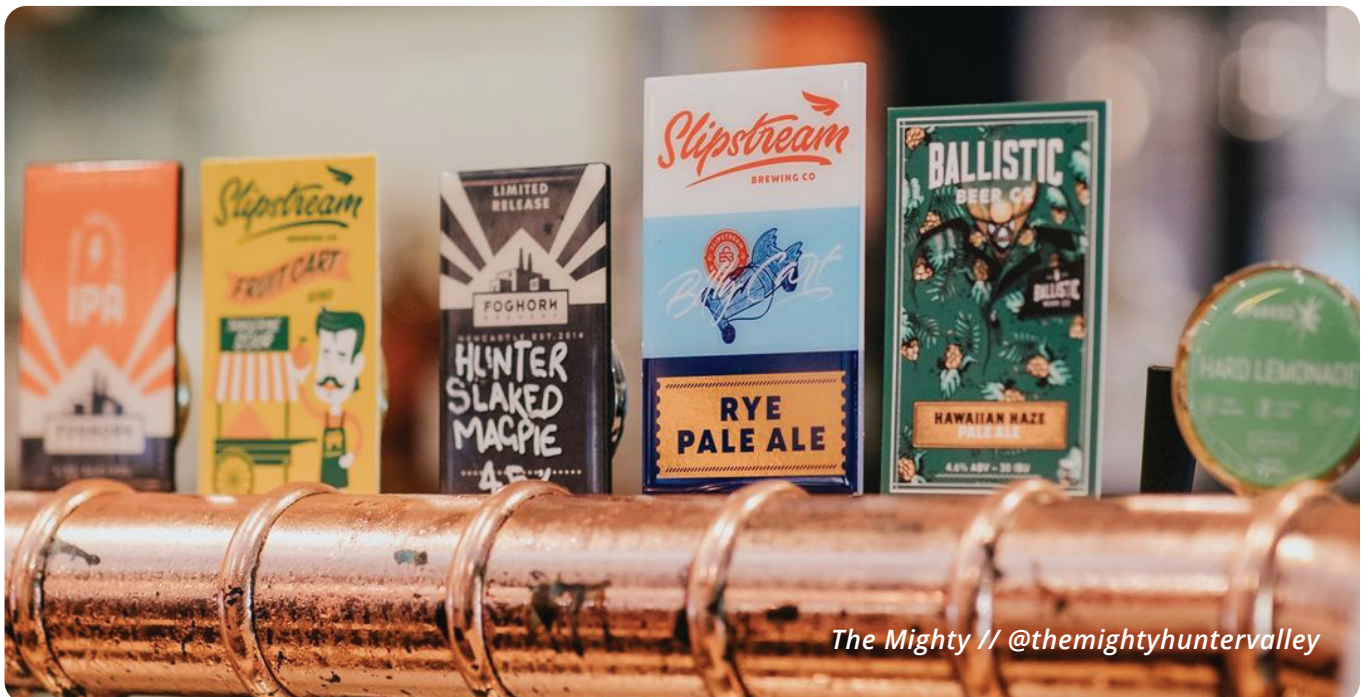
2,810 jobs in accommodation, food, manufacturing, agriculture and other industries

An established concert, conference and business event destination

Home to some of the oldest vine stock in the world, with vineyards dating back to 1860

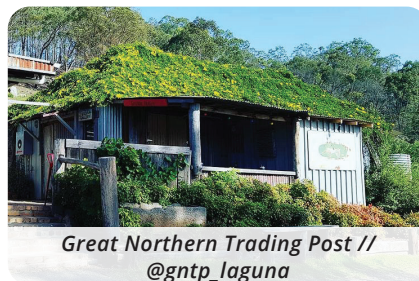
669 hectares of tourism zoned land allowing entertainment, food, drink, agriculture, recreation, tourism and functions etc

Wine Country receives 1.1million visitors each year (day and overnight)



The Mighty // @themightyhuntervalley

WOLLOMBI VALLEY - LOWER HUNTER



KEY OPPORTUNITIES - WOLLOMBI VALLEY

Join the 276 businesses making Wollombi Valley their home

1 hour and 50 minutes from Sydney CBD and 1 hour and 20 minutes from Castle Hill

High speed satellite internet makes working from Wollombi Valley a viable office location

Wollombi Valley and the Hunter Valley have strong tourism and organic food brand awareness

Wollombi Valley is an established tourist destination for the Sydney drive market

A secondary income can be achieved from agriculture, luxury accommodation, events and adventure/nature activities



Wollombi Courthouse // @picturesbysusan

CONTACT US

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economic.development@cessnock.nsw.gov.au

Council Website:

www.cessnock.nsw.gov.au

Business and Investment Website:

www.advancecessnock.com.au

For economic data:

<https://app.remplan.com.au/cessnock/economy/summary>



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CITY COUNCIL