



APRIL

Official Newsletter of

Regional Development Australia—Central Coast NSW Inc.

April

Forum

**Marketing  
the  
Central  
Coast  
as a  
Business  
Location**

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## Developing a Value Proposition

### What are we doing?

RDA Central Coast is leading the development of a strategy to Market the Central Coast as a Business Location. The primary outcome will be the implementation of a Business Attraction Portal.

### Why are we doing this?

The Regional Economic Development and Employment Strategy (REDES), launched in early 2010, included seven strategic areas with 37 actions. Under the Strategy entitled “Marketing the Region as a Business Location”, the specific action to be delivered is “Prepare a Central Coast Business Marketing Plan”



### How are we approaching this?

A Strategic Implementation Group (SIG) has been set up with representation from Central Coast Regional Development Corporation, Central Coast Tourism, Department of Premier and Cabinet, both Councils, Industry and Investment NSW, NSW Business Chambers Central Coast and Regional Development Australia Central Coast.

The SIG undertook a desktop review of local, state and international examples of marketing business locations, with a view to designing and implementing a Central Coast Portal.

### What have we developed so far?

The process involved the engagement of local creative experts, Brilliant Logic, who conducted workshops with the SIG to deliver the Central Coast Value Proposition. The workshop produced Key Strength statements, Tagline and Business Stories to include on the Portal. Central Coast business and organisations are being encouraged to align with this Value Proposition:

**Business Networks:** Thriving Business networks with strong community values

**Education:** Quality education with a brighter side

**Investment:** A sound investment in a lively business community

**Health & Wellbeing:** Spend more time living

**Workforce:** A growing population with a skilled and talented workforce

**Affordability:** Affordable with priceless benefits

**Location:** A growing business community just an hour north of Sydney

### What are the next steps?

We expect targeted consultation to continue to end July 2011, with wider consultation with key stakeholders to test the Portal and Marketing Strategy prior to launching the new website: [www.investcentralcoast.com.au](http://www.investcentralcoast.com.au).

Good examples of investigated business attraction websites include [www.evocities.com.au](http://www.evocities.com.au) and [www.businessgc.com.au](http://www.businessgc.com.au).

## Central Coast Business Review

It is our job to look at what businesses look for to get out of the city, and change the perception of our region.

With high speed broadband, we can attract the bigger businesses and change the perception of our region to something positive.

As a region, we need to overcome the little issues to market the Central Coast, we can overcome some of these obstacles and challenges with broadband and the redevelopment of Gosford Waterfront.

We need to start thinking the same way the decision makers think, the same way chief executives think and not make decisions based on lifestyle. We need to be

asking the Chief Executives what they look for to get out of the city.

The Central Coast has limited quality office space which is something that needs to be worked on. We have a great workforce although the skilled workers only see career development in the city.

It is our job to start thinking the way the decision makers think!

**Edgar Adams**  
Central Coast Business Review

## Central Coast Tourism

Through the development of a destination management plan (DMP) and subsequent Events Strategy, Central Coast Tourism (CCT) recognized a number of event priorities. These include the need for greater and diverse infrastructure to attract and accommodate, sporting, business and corporate Tourism events. These documents have been the foundations of creating the priorities for Chris King in the newly created role of – Business & Tourism Events Manager for Central Coast Tourism.

The formation of an Events Alliance (a group of motivated Events organisers) and an events calendar for the Central Coast will highlight local events and allow better planning regionally of existing events that have tourism potential and identify new opportunities and “hero events” that create the capacity to boost business/corporate tourism and subsequent growth in the Regional economy.

Another challenge acknowledged, is the lack of financial resources available to grow such events and infrastructure, “it is our job to partner with key stakeholders in identifying sponsorship and funding opportunities to enable growth in this sector.

There are a number of existing facilities that are in urgent need of upgrading on the Central Coast, for example netball courts, tennis centre’s, indoor sport centre’s and improved cultural and performing arts facilities.

“We have identified the Central Coast has significant events such as the Springtime Flora Festival, 5 Lands Walk, Peats Ridge Festival and in fact nine others some that attract over 50,000 people a year and another nine major existing events and festivals that all have the potential to create greater tourism interest”.

The new businesses and corporate events strategy being developed by CCT and stakeholders will create a number of new events for sporting, culture and arts. This involves Councils and other major stakeholders working together to plan regionally.

Chris King’s role put simply, is to attract corporate and event tourism business and get the “greatest show in Australia”; the magnificent Central Coast well and truly “on the road”.

**Chris King**  
Central Coast Tourism

## Q & A

Each Focus on the Coast forum gives the community the opportunity to ask questions of the presenters and other members of the forum. Some of the questions and answers are printed in our newsletter. For all questions and answers from the forum please visit our website [www.rdacc.org.au](http://www.rdacc.org.au)

**Q: Who do you believe would make the best target markets for the “Marketing the Central Coast as a Business Location” campaign?**

**A: The responses from an audience workshop to the question:**

- Office based businesses
- Businesses with a high % of staff from the Central Coast
- Growing existing firms
- Sydney firms that require more land
- Satellite offices
- Government/Corporate Enterprises
- Commuters—survey the commuters: Where are they going? Who are they working for? Why are they commuting?
- Organic Food Markets
- Retirement Services
- Lend Lease/China and follow on investors
- Government departments
- Education sector—tertiary studies

**Q: What potential barriers do you see for the Central Coast business relocation?**

**A: The responses from an audience workshop to the question:**

- Lack of broadband
- Perceptions in the finance industry
- Approval delays/expectation from the Council
- Lack of “A” Grade office space
- Lower Hunter attracting investment
- Lack of ready to go land
- Zoned land
- Diversity of stakeholders
- Lack of urban/cosmopolitan “space”
- Lifestyle issues—lack of theatres/theme parks etc
- Lack of council commitment
- Lacking a positive message
- A culture of reluctance to change



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## FOCUS ON REGIONAL COMMUNITIES

Regional Development Australia Central Coast (RDACC) is facilitating Focus on the Coast forums to provide local residents with the opportunity to participate in a consultative process that identifies priorities, aligns resources and promotes solutions. These forums will enable the community to provide input to governments about issues and opportunities in our local area.

### FUTURE FORUMS

**19 May 2011**

**Innovation in the  
Online Digital Environment**

**16 June 2011**

**A Vision for Sport on the  
Central Coast**

To register your interest call Elizabeth Westrup on 4349 4949  
or email [elizabeth.westrup@rdacc.org.au](mailto:elizabeth.westrup@rdacc.org.au)