



# STATE PLAN:

SUPPORTING BUSINESS AND JOBS  
CENTRAL COAST REGION – REGIONAL BUSINESS GROWTH PLAN

AUGUST 2010



# THE REGION

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## 1. THE REGION

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The Central Coast includes the major centres of Gosford and Wyong. As at June 2009, the region had a population of 316,008 which grew by 4.3 per cent between June 2005 and June 2009. The region has a diverse industry base which includes: manufacturing; construction; tourism; retail; health and community services. The services sector is growing, with expansion in the transport and logistics industry, business and financial services, and telecommunications industry.

## 2. REGIONAL OPPORTUNITIES AND CHALLENGES

TYPE OF ISSUE	OPPORTUNITIES	CHALLENGES
Industry development	<ul style="list-style-type: none"> <li>• Warehousing and logistics operations due to centrality of region in main transport corridor</li> <li>• Business Service sector expansion, including 'back office' information and data processing centres</li> <li>• Continued growth in tourism sector</li> <li>• Industry/Government collaboration with Newcastle University/TAFE NSW (including on R&amp;D and Extension)</li> <li>• Pursue opportunities in the Regional Innovation Strategy</li> <li>• Agri-business development</li> </ul>	<ul style="list-style-type: none"> <li>• Contracting markets due to global financial crisis</li> <li>• Restricted availability of investment capital due to global financial crisis</li> <li>• Some manufacturing operations are under pressure from offshore competitors</li> <li>• Export readiness of SMEs</li> <li>• Adjustment to a carbon constrained economy</li> </ul>
Infrastructure	<ul style="list-style-type: none"> <li>• Develop 30 ha business park at Mount Penang</li> <li>• 300 ha Employment Zone in Wyong (WEZ)</li> <li>• Supplier park to Woolworths distribution centre at Warnervale</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment of transport and water infrastructure with business growth needs</li> <li>• Level of development contributions can impact housing and employment lands affordability</li> </ul>
Land use/Planning	<ul style="list-style-type: none"> <li>• Master planning for Gosford CBD and waterfront precinct currently underway</li> <li>• Implementation of the Central Coast Regional Strategy</li> <li>• Gosford City Centre LEP completed to provide substantial boost to the development capacity of Gosford City Centre, accompanied by an infrastructure plan for civic improvements</li> <li>• Preparation of the North Wyong Shire Structure Plan, planning for Tuggerah Town Centre and development of the Warnervale Town Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Shortage of large blocks (2-10 ha) of employment lands</li> <li>• Need to improve business perceptions that the Central Coast is the right location for business and that local planning processes are ready to accommodate growth</li> <li>• Planning and bio-certification issues relating to Wyong Employment Zone (WEZ)</li> </ul>
Skills & Employment	<ul style="list-style-type: none"> <li>• Further development of the Wyong Trade School</li> <li>• New Trade School at Brisbane Water Campus, Woy Woy Peninsula</li> </ul>	<ul style="list-style-type: none"> <li>• Demographic pressures and high numbers of commuters to Sydney require a better balance of services and local jobs growth including youth employment</li> <li>• Addressing technical skills shortages in mining sector</li> </ul>

### 3. HIGH PRIORITY AND HIGH IMPACT ACTIVITIES

#### Strategy 1 Strengthening business and supporting jobs growth

##### High Priority and High Impact Initiatives

- Ongoing implementation of the Department of Planning's (DOP) *Central Coast Regional Strategy* (CCRS).
- Implementation of the *Regional Economic Development and Employment Strategy* (REDES). The REDES is to provide strategic direction and guidance towards achieving employment growth targets as set out in the CCRS.
- Continue to progress the planning of State Significant Sites – Warnervale Town Centre and Wyong Employment Zone, to provide increased employment lands capacity.
- Ongoing implementation of job and investment attraction schemes.
- Provide support for micro and small business.

##### Impacts

- The CCRS provides for an additional 45,000 jobs over the next 25 years. The finalisation and implementation of the REDES will assist in meeting this target.
- The REDES will provide clear strategic direction and guidance for regional planning and business development initiatives.
- Attracts new investment and creates new sustainable jobs to support the region.
- Encourages growth and sustainability of local businesses.

##### Resources

- The CCRS has been funded by the DOP. The REDES has been coordinated by the Department of Premier and Cabinet (DPC) and Industry & Investment NSW (I&I NSW) with input from DOP.
- Apply the Regional Business Employment Fund to encourage business growth.
- Funding support to provide Business Advisory Service to region. New Small Business website and on line training portal launched.

#### Strategy 2 Provide government funding to build infrastructure that will attract business activity, including initiatives to secure water

##### High Priority and High Impact Initiatives

- RDA Central Coast to conduct a feasibility assessment that will determine key public and private sector infrastructure needed to support business investment and job growth identified in the CCRS.
- Establishment of the artificial reef and dive wreck through the sinking of the HMAS Adelaide off Terrigal. The NSW Government has secured the ship from the Commonwealth Government which is contributing \$5.8 million for the cost of decommissioning and sinking of the vessel.
- Ongoing implementation of the Central Coast Water Plan 2050.
- Improve telecommunications (broadband coverage and bandwidth) in the region.
- Funding support for infrastructure required for development of Warnervale Town Centre.
- Develop Central Coast Regional Transport Strategy.

##### Impacts

- The sinking of the HMAS Adelaide off the Central Coast region will create a major tourist attraction estimated to add \$10 million annually to the local economy.
- Securing water for existing and future industry and business investment and residential growth.
- Supports existing business at all levels to grow their operations and develops a competitive advantage in attracting new investment to the region.

##### Resources

- RDA-Central Coast will facilitate a project to identify the infrastructure priorities of the Central Coast.
- The NSW Government has already committed funds towards the HMAS Adelaide project. DPC will coordinate the project whilst the Land & Property Management Authority has been appointed as project manager. A wide range of other agencies are also involved including I&I NSW.

- Projects funded through the Central Coast Water Savings Fund are expected to save more than 480 million litres of water per year. These projects involve activities such as stormwater harvesting, waste water treatment and re-use, leak detection and repair, installing water saving devices and smart meters, and implementing improved technology and education.
- The pipeline from Hunter Region (opened December 2006) can transfer up to 33 million litres per day to the Central Coast.
- Future Central Coast water supplies will be further secured with construction of the Mardi-Mangrove pipeline, anticipated to be completed in 2011.
- A strong business case to be prepared to secure a regional priority for the Federal Government rollout of the new super fast National Broadband Network (NBN).

### Strategy 3

#### Improve perceptions of the Central Coast as a business location and attract new business investment.

##### High Priority and High Impact Initiatives

- Through a collaborative partnership, implement projects and activities that build on current areas of advantage through identified sector targets using a supply chain perspective. Priority areas with potential to deliver additional jobs are food production, logistics, manufacturing and tourism.
- Development of an integrated marketing framework aimed at attracting new investment, jobs and raising the profile of the region.
- Implementation of REDES project to establish a protocol for facilitation of major employment generating proposals. (RDA-Central Coast to lead implementation of the project).
- Continue the business attraction partnership program with the Central Coast Mariners A-League Football team, targeting future business investment through company relocations, networking and client introductions to existing Central Coast businesses.
- Develop and promote NSW Government land at Mount Penang Parklands, Kariong for employment generating opportunities.

- Support ongoing development and attraction of new industry to Warnervale Employment Zone.
- Support the CCRS policy of Centres Development, the development of Gosford as one of the six regional cities identified by the Cities Taskforce and development of Tuggerah/Wyong as a major centre.

##### Impacts

- More effective partnerships and responsiveness to the needs and expectations of emergent growth industries allow the region to develop a position of competitive advantage.
- A key theme of the REDES is collaboration and best use of collective resources. A collaborative approach to business support and attraction will be central to raising the perception of the region as a place for business and business investment.
- The Central Coast Mariners partnership program's 12 month target would be to attract four new business relocations.
- 300 ha of new employment land adjacent to Woolworths' distribution centre is available to attract new industry. This will generate business investment and provide new jobs for local people closer to their place of residence.
- Revitalising Gosford CBD and the waterfront precinct will attract new investment, create jobs, provide improved community facilities and increase residential growth.

##### Resources

- Regional Development Australia-Central Coast (incorporating 3 tiers of Government) to support growth of emerging industries.
- A budget for the development and implementation of an integrated marketing framework is to be developed.
- A business attraction partnership program between I&I NSW, Regional Development Australia-Central Coast, Gosford and Wyong Councils, and Central Coast Mariners has been established.
- Develop and implement a marketing strategy for the Woolworths Supplier Park at Warnervale. Attract key industries and other food related businesses to establish at Warnervale to service the Woolworths distribution centre and others.
- Marketing initiatives for employment lands at Mount Penang Parklands, Kariong.

#### Strategy 4

### Innovation Initiatives: Support innovation in regional manufacturing and value-adding to improve competitiveness

#### High Priority and High Impact Initiatives

- Work with all levels of government, industry and business organisations to raise awareness within business community of research programs that enhance business competitiveness.
- Offer a program of Lean Manufacturing for targeted firms, incorporating consideration of supply chain issues to assist industry competitiveness.
- Implement Export Readiness Workshop program and Getting Started in Exports Modules.
- Manufacturing industry is the initial focus of Innovation Initiatives being developed for the region. The development of business clusters and knowledge networks will assist business in the local manufacturing sector to become more competitive.
- Expansion of skills training in manufacturing sector.

#### Impacts

- Retention of existing manufacturing businesses in the region.
- Attraction of knowledge based business to the region.
- Improved global competitiveness of regional businesses.

#### Resources

- Lean manufacturing activities funded through existing I&I NSW resources.
- Export Readiness Workshop and Getting Started In Export Modules programs funded through existing I&I NSW resources.
- Cluster initiatives are supported from within existing I&I NSW regional program funds and by the Commonwealth's Enterprise Connect Innovation Facilitator.
- Major expansion of facilities for training in welding, metal fabrication, fitting and machining at the TAFE NSW Gosford campus.
- Department of Environment, Climate Change and Water will apply the Sustainability Advantage Program to provide support to businesses in the area of environmental efficiency.
- Staging of annual Hunter and Central Coast Innovation Festival.

#### Strategy 5

### Develop initiatives to bring skills to the region and to retrain the existing workforce

#### High Priority and High Impact Initiatives

- Implementation of the *Smarter Central Coast Strategy* (a module of REDES) using a strong partnership approach to build foundations for the strong learning culture required to cultivate and enrich a growing and increasingly diverse regional economy. A key component is to be the development of the Central Coast as a learning region which commits to developing human capital through a stronger awareness of and participation in skills acquisition and training.
- Develop the *Central Coast Learning Network* – a network that involves all tiers of government, business and the education and training sector to improve and enhance the understanding and delivery of programs to improve qualification and skill levels in the region.
- TAFE NSW has undertaken a review of future demands on TAFE qualifications and courses through mapping of growth, trends and opportunities in various sectors to address skills shortages. Tourism and Hospitality has been identified as an inherently complex industry in terms of economic development, marketing and training. These issues need to be addressed to ensure it is maintained as a source of sustainable employment with the appropriate skill sets and qualifications.
- Rapid response strategy to address impacts of sudden job losses in the manufacturing sector due to business/industry restructure/closure through support for retraining of displaced workers.

#### Impacts

- Lack of skilled labour on the Central Coast results in local businesses being restricted in their growth potential which may result in local business not maintaining operations in the region and/or off-shoring operations.
- Implementation of the *Smarter Central Coast* project will result in better integration between education, skills provision and the needs of business now and into the future. Establishment of the *Central Coast Learning Network* will encourage effective partnerships with DPC, University of Newcastle, TAFE NSW - Hunter Institute, State Training Services in the Department of Education and Training (DET), schools and Regional Development Australia-Central Coast to identify and address training and skills gaps.

- Tourism and Hospitality, as a properly structured and managed industry sector, will provide an environmentally, socially and economically sustainable source of employment and wealth generation for the long term in the region.

#### Resources

- A budget will be established to implement the outcomes of the *Smarter Central Coast Strategy*.
- The Hunter and Central Coast State Training Services Centre in DET provides a range of programs and services to upskill and retrain workers and brokers services with other organisations, including TAFE NSW, to meet local skills needs. It also provides special assistance in regional areas impacted by the economic downturn.
- A future project will identify new and emerging trends in customer demand for Tourism and Hospitality, new and emerging products and services within the sector, potential growth markets, and skill sets and training delivery modes required to maximise the potential of the industry in the region.

- Between 2008/10, State Training Services in DET is implementing a regional Corporate Partners for Change employment and training program with local businesses to assist a further 50 unemployed people in making the transition into employment and providing a skilled workforce in employment growth areas.
- RDA-Central Coast involvement in developing projects linked to the Commonwealth Government's Regional Employment Plan.

## 4. LABOUR FORCE AND POPULATION STATISTICS

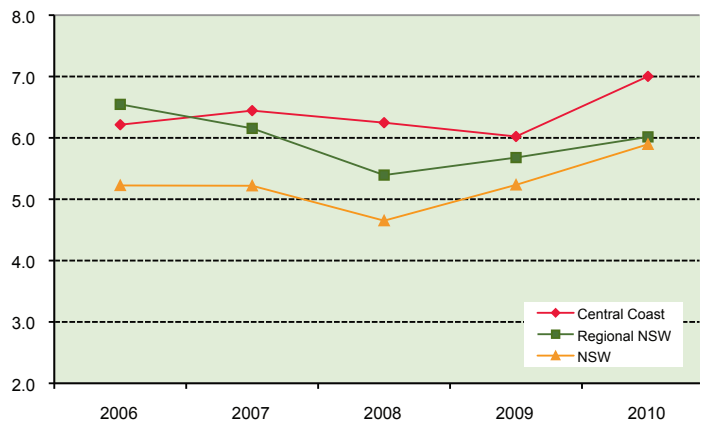
### Total unemployment (000's)

	05/06	06/07	07/08	08/09	09/10
Central Coast	9.5	8.8	8.6	9.7	10.1
Regional NSW	88.6	79.1	75.0	81.9	82.0
NSW	178.4	173.7	163.4	203.8	205.9

### Unemployment rate % (year to March)

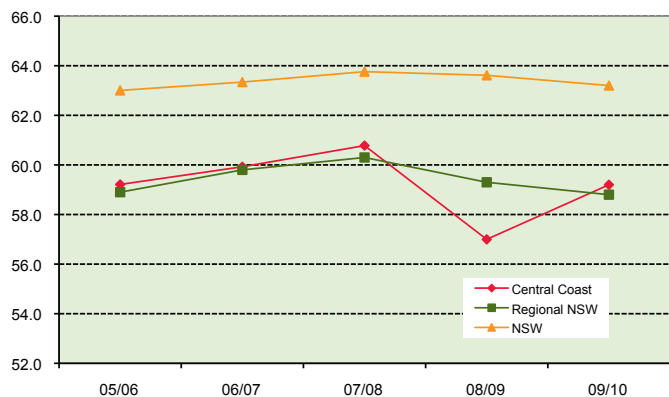
	2006	2007	2008	2009	2010
Central Coast	6.2	6.4	6.2	6.0	7.0
Regional NSW	6.5	6.2	5.4	5.7	6.0
NSW	5.2	5.2	4.7	5.2	5.9

### Unemployment rate % (year to March)

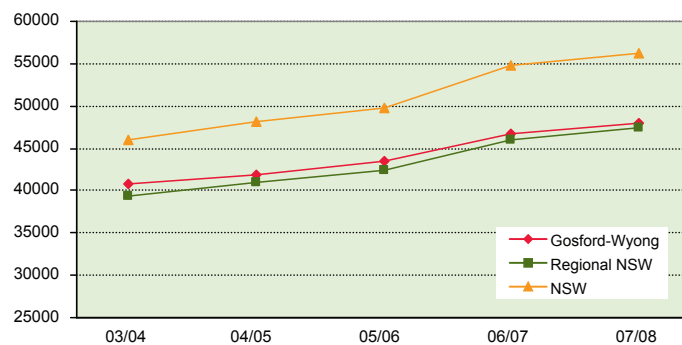


## Participation rate %

	05/06	06/07	07/08	08/09	09/10
Central Coast	59.2	59.9	60.8	57.0	59.2
Regional NSW	58.9	59.8	60.3	59.3	58.8
NSW	63.0	63.3	63.8	63.6	63.2



## Average taxable income, individuals \$



	03/04	04/05	05/06	06/07	07/08
Gosford-Wyong	40,721	41,894	43,408	46,743	48,009
Regional NSW	39,436	40,908	42,417	46,057	47,520
NSW	45,974	48,182	49,833	54,746	56,301

(1) ABS Labour Force region Gosford-Wyong matches DSRD region Central Coast.

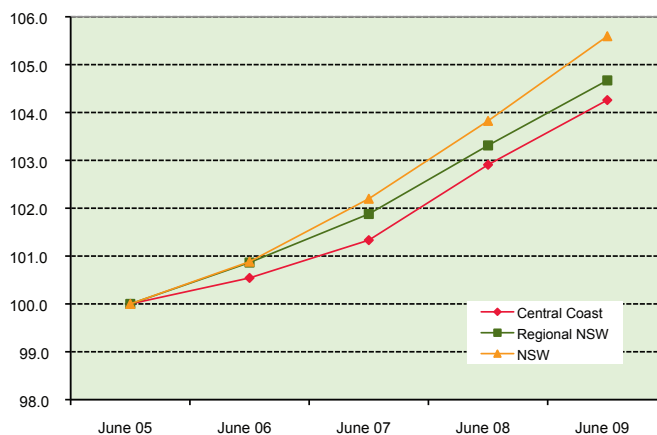
(2) Labour Force data for the financial year is based on the average of 12 months' data from July to June.

(3) DEEWR SLA data used to calculate Central Coast unemployment rates. A break in the series between March 08 and March 09 may have occurred due to the introduction of the 2006

ASGC and new population benchmarks. Unemployment rates are based on the average of four quarters from June to March.

## Population growth index (year to June)

	2005	2006	2007	2008	2009
Central Coast	100.0	100.5	101.3	102.9	104.3
Regional NSW	100.0	100.9	101.9	103.3	104.7
NSW	100.0	100.9	102.2	103.8	105.6



## Population (year to June)

	2005	2006	2007	2008	2009
Central Coast	303,098	304,744	307,136	311,912	316,008
Regional NSW	2,814,510	2,838,843	2,867,403	2,907,724	2,945,960
NSW	6,756,457	6,816,087	6,904,942	7,014,887	7,134,421

## Change June 05 – June 09

Central Coast = 4.3%

Regional NSW = 4.7%

NSW = 5.6%

(4) Taxable income for regions has been based on the postal area - statistical division concordance based on the ABS Cat. No. 2905.0.55.001, ABS Postal Area Classification, Aug 2006. The concordance as at 2006 has been applied to previous years. As a result, changes in postal areas or additions and deletions of postal areas in previous years have not been considered.

Sources: Labour Force data sourced from ABS Cat. No. 6291.0.55.001 and unpublished ABS data. Taxable income data sourced from the Australian Taxation Office at [www.ato.gov.au](http://www.ato.gov.au).



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