

Newcastle

THE CENTRAL COAST OF NSW A SUSTAINABLE, SMART AND CONNECTED REGION

**Regional Economic Development
and Employment Strategy**

Sydney



INTRODUCTION

The *Regional Economic Development and Employment Strategy (REDES)*, is the long-term strategy for sustainable economic development and jobs growth for the NSW Central Coast region.

It has been developed as part of the NSW Government's overarching *Central Coast Regional Strategy* which was released in 2008. This in turn, reflects the bigger-picture *State Plan – Investing in a better future* (2009). It further complements the *Regional Business Growth Plan* for the Central Coast.

The *REDES* has involved the expertise and involvement of many experienced business, government and educational leaders. It has been led by Industry and Investment NSW and the NSW Department of Premier and Cabinet, which established a core Reference Group to develop the strategy.

The *REDES* Reference Group included representatives from the following:

- NSW Department of Premier and Cabinet
- Industry and Investment NSW
- Regional Development Australia – Central Coast NSW
- NSW Department of Planning
- Gosford City Council
- Wyong Shire Council
- The University of Newcastle – Central Coast
- NSW Department of Education and Training, and
- Buchan business strategists.

Developing the *REDES* has involved consultation with more than 80 large business and regional stakeholders, 300 small and medium enterprises and 400 individuals.

Acknowledgements: This document is based on a detailed evaluation and analysis of the Central Coast region by business strategy consultants, Buchan. The full report is available on request.

It has also drawn on input from elected representatives, Commonwealth Government agencies and commissioned research as well as regional information and analysis, research studies and policy papers from government agencies, councils and industry groups.

While the NSW Government's *Central Coast Regional Strategy* is designed to shape the overall direction of planning and development in the Gosford–Wyong region to 2031, the *REDES* focuses more specifically on economic development.

The *REDES* long term vision will cover the next 20 years to 2031. It is however, a dynamic process and its implementation and effectiveness will be monitored and assessed on an ongoing basis. The *REDES* will also undergo a significant review every five years.





PURPOSE

In 2006 the Central Coast was home to about 305,000 people. A further 100,000 people are expected to move to the region by 2031 (identified in the *Central Coast Regional Strategy*).

This significant population growth means there is a critical need to generate more than 45,000 new jobs in the region over the next 20 years. This is a major economic development challenge which needs to be addressed as a priority.

The *REDES* will set the direction to help build these jobs. Its aim is to lay the foundations for a comprehensive and coordinated approach to sustainable economic development and job generation in the region. It also identifies how the Central Coast can create competitive economic advantages.

The *REDES* can help to create a positive environment for government and business investment in the region.

Strategies identified in the *REDES* include:

- Attracting new businesses and supporting existing businesses
- Improving the training and skills development opportunities
- Increasing research, knowledge and innovation
- Ensuring appropriate planning processes and land supplies
- Planning for regional economic centres
- Providing new infrastructure
- Marketing the region as an attractive business location.

The following pages of this document identify the background to the economic challenges for the Central Coast.

The document also explains the *REDES* strategies which are needed to help overcome these challenges. The implementation of these strategies will assist in delivering the necessary economic development and jobs growth in the region over the next 20 years.



FOOD

The Central Coast is home to a number of the most familiar food brands found on supermarket shelves around the nation. The region has a strong food industry presence and boasts excellent credentials, such as a clean environment, skilled and willing workforce and quick access to markets, which makes it an attractive location for food manufacturing and agribusiness industries. Farmers in the region employ both traditional and advanced methods of intensive agriculture to grow a diverse range of produce that features not only at the finest restaurants, but also on your family dinner table. Bon appétit.



BACKGROUND

In developing the *REDES*, research was conducted in three key areas to provide further context for the strategy. These were:

1. The Central Coast regional economy – including the demographic trends, industry structures, skill levels, employment and innovation.
2. A changing environment – the way we live, work and travel.
3. Community attitudes – which reveal the concerns and needs of business and community members.

REGIONAL ECONOMY

The Central Coast regional economy has a number of important characteristics:

- It constitutes a significant regional economy with a population of more than 305,000 and a total of 86,000 local jobs at the 2006 census¹.
- It is the ninth largest population centre in Australia and the third largest residential region in NSW.
- About 35% of employed residents have jobs outside the region (mainly in Sydney).
- The population is projected to grow by a further 100,000 people by 2031, requiring more than 45,000 new local jobs.
- The population supports a significant number of local businesses.

To date, population growth has been one of the key drivers of economic development on the Central Coast. Population growth alone has led to activity and employment in a range of sectors including housing construction, retail, education, health services and community services. Population growth has also attracted some businesses to the area which have sought a local labour force in an accessible and cost effective location.

The Central Coast has been attractive to business because of its strategic location between Sydney and Newcastle. It has some well located and competitively priced employment lands. Food processors, manufacturers and logistics companies have been drawn to the region and are servicing the broader state, national and international markets. Tourism has been a significant sector with over 4.5 million visitor nights a year and trend growth rates in visitor nights between 1999 and 2007 showing the Central Coast had the strongest performance in NSW with 1.8% a year.

The outlook for the region is positive with population growth continuing to generate higher consumer demand and new jobs. The challenge, however, will be to generate *enough* jobs – more than 45,000 new jobs by 2031. This will be needed to support the extent of population growth and reduce the need for commuting to work outside the region.

The key to securing these jobs will be a pro-active economic development strategy.

Demographic trends

The Central Coast has experienced a dual pattern of population growth with older people being attracted for retirement living and families also moving to the region. Families have been attracted by affordable housing and a coastal lifestyle, while still having good accessibility to the Sydney metropolitan area. This pattern has produced growth at both ends of the age spectrum, which has implications for the future pattern of demand for services, both public and private. Significant numbers of 18-29 year old adults leave the region each year and this is also an issue.

¹In 2006, there were 86,034 jobs located on the Central Coast (49,684 or 58% in Gosford, and 36,350 or 42% in Wyong. Buchan analysis of ABS Census 2006, Working Population Data – Gosford and Wyong LGAs.



SMART



EDUCATION

The Central Coast is well-served by a variety of education providers, from early child-care through to higher degree research. Childcare and pre-school facilities on the Central Coast are plentiful, modern and well-equipped, with many of the staff trained locally at the Ourimbah campus.

Government and independent primary and secondary schools offer a broad choice for finding the right fit for each child and provide a broad variety of additional experiences based on a foundation of academic excellence.

TAFE NSW, community colleges and private RTO providers train across an extensive range, from short courses to full diploma, working closely with industry and local businesses. The University of Newcastle – Central Coast campus at Ourimbah is based on a multi-sector arrangement now 20 years old, and is showing the way forward for the Australian tertiary sector.

VIBRANT CENTRES

The Central Coast has a vibrant retail sector and this will expand with increasing population and business investment. As part of the regional strategy the Central Coast will develop a stronger network of new and revitalised centres.

Well located new development will assist in creating better, attractive, adaptable and self-reliant settlements that foster a stronger sense of community identity and place. Centres will be the focus of a range of private and public infrastructure and services, including transport, health, education, leisure, entertainment, community and personal services.

The Regional City of Gosford and the Tuggerah-Wyong Major Centre will be supported by a network of Town Centres, Villages and Neighbourhoods. A range of well designed housing opportunities will also be provided in close proximity to these centres in a variety of types and densities.



Industry structure

The Central Coast economy comprises a large number of small and medium sized businesses. At the smaller end there are a significant number of micro businesses and home based businesses, many of which service local markets. There are few large employers. The following table shows the number of employees of various size businesses at the time of the 2006 census.

Number of employees	Number of businesses
100 plus	72
20-99	750
5-19	2,544
1-4	6,471
Sole traders (no employees)	12,663
TOTAL BUSINESSES	22,500

The larger employers included the health service, State and local government, several manufacturers, food processors, logistics and distribution centres, construction, clubs, resorts, call centres, large retailers and the education sector (schools, university and TAFE). The region has been successful in attracting larger businesses in manufacturing, food processing and logistics, with these businesses being part of national or global enterprises. There are only a handful of locally grown large businesses located on the Central Coast.

A narrow jobs base

Compared with other regions, the Central Coast has a narrow jobs base that is highly reliant on population related services, mainly

health, retail and construction. The region is under-represented in knowledge and business services, professional services, technical services and finance jobs. Many of the region's residents, who are employed in the knowledge and business services sectors, are commuting to jobs in Sydney. The 2006 census showed there were 120,712 employed people living on the Central Coast and 86,040 jobs located in the region². This is indicative of the pattern of commuting with around 38,000 residents travelling to jobs outside the region.

Skills

Relative to New South Wales overall and to the Sydney region, the Central Coast has lower average education levels and a smaller share of the population with tertiary qualifications. On an occupation basis, the region tends to have a higher percentage of skilled trades, production and transport and distribution workers. It has less high order white collar occupations, including managers, administrators and professionals, compared with the Sydney metropolitan area. A large share of people in professional and managerial occupations commute.

Part time jobs

There is a higher incidence of part-time employment in the region compared with Sydney and New South Wales. This reflects a number of issues including the structure of local jobs. There is a large percentage of population driven jobs in services, with much of the part-time employment being in retail, hospitality, accommodation, health and community services. This part-time employment can mask under-employment, where people would like more hours or a full-time job. A survey of individuals conducted as part of the *Smarter Central Coast Study* showed that 40% of part-time and casual employees wanted more hours of work³.

² The commute rate is higher than 30,000, as around 9% of jobs (7740) in the Central Coast are held by residents of other LGAs who commute to the Central Coast.

³ Smarter Central Coast, Individuals Survey, Buchan and NWC Research May 2008

⁴ Australian Regional Labour Markets, December Quarter 2008, Department of Education, Employment and Workplace Relations.



LOGISTICS AND WAREHOUSING

With a population of over five million located within two hours driving distance of the Central Coast, it is easy to see why logistics companies choose the region as a business base. Centrally located between Sydney and Newcastle, the Central Coast's strategic east coast location is also midway between Melbourne and Brisbane. With many key industrial estates providing easy b-double access to the F3 freeway, combined with the availability of land, a skilled and motivated workforce and a supportive planning regime, the management of even the most complex supply-chain warehousing and distribution system is possible.

Workforce participation

The region has lower overall labour force participation rates compared with Sydney and New South Wales. This highlights the age profile of the region and early retirement by some people. The share of people not in the labour force is higher in the region compared with Sydney and New South Wales.

Unemployment

The Central Coast has traditionally had higher rates of unemployment compared with New South Wales. This reflects a number of factors including continued high rates of youth unemployment due to an insufficient number of entry level jobs for young people. It also highlights social issues and long-term unemployment in the region. More recent data show a decline in total employment in the Gosford-Wyong area and pockets of continuing higher unemployment compared with the Sydney metropolitan area⁴.

Knowledge and innovation

There are relatively low levels of industrial research and development in industry located on the Central Coast. There are some emerging research centres at the University of Newcastle's Ourimbah Campus.

Connectedness

There is a lack of internal connectedness due to public transport access issues and the dispersed location of jobs and population centres. The Central Coast remains a car dependent region. This exacerbates the issue of unemployment, particularly for young people, who have difficulty in accessing public transport in some parts of the region.

THE ENVIRONMENT

The Central Coast, like other regions in Australia, faces a number of environmental issues. These issues include the potential impacts of peak oil⁵ on costs and future transport options in what is a car dependent region. Other issues are the effects of climate change on coastal areas, water availability, the requirements for carbon reduction and balancing future growth with the need to protect the area's significant biodiversity and landscape values.

These environmental issues will impact on the way we live, work and travel.

A major opportunity for the Central Coast is its natural environment and its linkage to lifestyle and tourism assets. Management of the environment will be important for the region as it experiences sustained population growth over the next two decades. This includes maintaining environmental assets, while also making the region a leader in environmentally sensitive urban planning and sustainable building design.

Looking to the future, the region will undergo changes as a result of peak oil and there will be a greater reliance on effective public transport. Consumers and industry will seek to reduce carbon emissions through changes in activities, new technologies and processes. These changes have major implications for the cost structures of all businesses, their production processes and operations. It is already impacting on how industrial, commercial, retail and community facilities are built and the types of housing constructed.

⁵ Peak oil is the term used to describe the point when worldwide production of crude oil peaks in volume. This is expected to result in an increase in oil prices from a decline in the availability of cheap and easily accessible oil sources.



While these factors will create challenges for regional planning and environmental management, they will also generate major new business opportunities and green jobs. A range of new jobs is being created in environmental management, both natural and built environment, environmental engineering, resources management and in building and construction. They are also requiring a green re-skilling of other occupations.

Environmental factors will be important in shaping aspects of future economic development of the region.

COMMUNITY ATTITUDES

Surveys conducted as part of the development of the *REDES* showed that business and the community generally have a positive view of the Central Coast and its long term prospects.

For business, positive factors shaping the future are:

- workforce availability;
- accessibility of the location;
- regional market size; and
- lower business costs.

Businesses have concerns about the structure of the economy, the level of skill, internal transport and movement, infrastructure

and social issues. The structure of the economy was an issue. This included the lack of enough large businesses in the region and exposure to employment sectors that are most vulnerable at times of recession. These sectors also have a low skills base. There were also concerns about a slowing economy and rising costs impacting on business activity. There was a focus on Gosford regional city and for a long term revitalisation strategy for the CBD and the waterfront, which needed to be combined with a proactive approach to development. Social concerns included high unemployment, particularly youth unemployment and under employment. Internal movement was an issue particularly the road system and public transport affecting movements and accessibility to jobs and services.

The community wanted to see more local jobs being created, less commuting and regional infrastructure improved to cope with a growing population. They valued their coastal environment and lifestyle and accessibility to Sydney and wanted improved public transport. They also wanted action on jobs, which included attracting more large businesses and government departments and encouraging small business growth, while also boosting regional skills through continued education for young people and more training.

TOURISM

Offering a complete contrast to the hustle and bustle of city life, the Central Coast is conveniently located just over an hour's drive north of Sydney and south of Newcastle. With an area stretching from the Hawkesbury River to the south of Lake Macquarie, visitors are enticed to the Central Coast to discover a world of beautiful coastlines, breathtaking views, sparkling lakes and pristine

hinterland areas. Equally enticing are attractions such as the Australian Reptile Park, Australia Walkabout Wildlife Park, Norah Head Lighthouse, Treetop Adventure Park and Australia's largest horse riding centre at Glenworth Valley. The scuttling of the ex HMAS Adelaide off Terrigal and the opening of the Bluetongue Brewery will provide increased opportunities for tourism on the Central Coast.

SUSTAINABLE





REGIONAL ECONOMIC DEVELOPMENT AND EMPLOYMENT STRATEGY

The *REDES* provides a unique opportunity to shape the region's future development in ways, which are sustainable from both an economic and environmental perspective.

THE REDES STRATEGY

The *REDES* aims at delivering a sustainable, smart and connected Central Coast.

The key objectives of the *REDES* are:

- To develop a more robust and sustainable regional economy;
- To deliver more than 45,000 new jobs by 2031, increasing the region's level of employment self-containment and providing jobs for a growing population;
- To build skills for the future through a stronger learning culture and targeted skills programs;
- To shape new areas of advantage and business opportunity through increasing the level of research and innovation in the region;
- To ensure the delivery of key infrastructure necessary to support ongoing employment growth;
- To encourage employment growth in key employment nodes, including strategic centres, employment lands and smaller centres.
- To create economic development partnerships between business and government; and
- To provide effective mechanisms for coordinating the strategy.

These objectives will be achieved by identifying a number of component strategies.

From an implementation perspective, there are several factors that will be important for the success of the strategy. These include targeting programs to specific industry sectors, piloting innovative programs on the Central Coast, taking a region-wide approach to marketing and business attraction, developing strong regional partnerships and utilising more co-ordinated approaches that link government programs and their delivery to business.

An integrated region-wide approach is needed to ensure that the Central Coast can capture new opportunities in a highly competitive world for new investment and jobs.

It should be noted that supporting agencies and organisations undertake a large number of operational activities and programs that are not listed as separate strategies, however these will also continue to occur.





MANUFACTURING

An increasing number of manufacturers on the Central Coast are finding market opportunities in globally competitive overseas markets. This demonstrated ability to compete globally showcases the capability and efficiency of manufacturing industry in the region. Many businesses are using advanced continuous improvement and innovation discovery techniques to put them at the leading edge of manufacturing practice. As a result, goods manufactured in the region enjoy a strong reputation for quality and performance.

STRATEGIES

In this section strategies which will deliver the outcomes necessary are summarised. Detailed strategies and action plans will be published separately on an on-going basis.

Strategy 1. Strengthening the Regional Economy through:

- **Securing new jobs and supporting existing jobs by:**
 - Facilitating employment growth associated with population growth;
 - Building on existing advantages in food production, logistics, manufacturing and tourism;
 - Creating new advantages through clusters in the health, green industries and ageing sectors.
- **Attracting new businesses to the region, especially in the following sectors:**
 - Food production and associated services;
 - Logistics and associated services;
 - Manufacturing;
 - Tourism;
 - Government agencies; and
 - Call and service centres.
- **Business growth by developing existing small and medium sized enterprises (SMEs) through:**
 - Business mentoring programs;
 - Business development programs;
 - Active business incubators; and
 - Business training programs.

Strategy 2. Developing Future Skills through:

- **Designating the Central Coast as a learning region by:**
 - Establishing a Central Coast Learning Region Network, which will promote a learning culture, create community awareness and an increase in take-up of education and training.

- **Boosting skills through:**
 - Sector skills action plans covering skill shortages, emerging industries and small business and establishing business-education partnerships.
- **Strengthen business/education partnerships by:**
 - Brokering business engagement with schools;
 - Ensuring young people develop skills for future employment; and
 - Increasing uptake of vocational education and training (VET) in schools programs, work experience and apprenticeships.
- **Targeted skills programs focused on:**
 - Re-skilling mature aged workers;
 - Providing work skills for disadvantaged people;
 - Developing new skills for displaced workers; and
 - Developing employment skills within indigenous communities.

Strategy 3. Increasing knowledge and innovation through:

- **Developing research programs focused on:**
 - Existing sectors, such as health sciences, education, sports science, coastal ecologies and agribusiness; and
 - New sectors, such as green industries - environment and energy, ageing and logistics.
- **Establishing knowledge precincts by:**
 - Creating education/research precincts at Ourimbah and in the strategic centres of Gosford and Tuggerah-Wyong.
- **Establishing a Central Coast Research Centre focused on:**
 - Facilitating innovation in local business through research linkages and new programs; and
 - Monitoring trends in the region.
- **Encouraging innovation by:**
 - Creating new knowledge business;
 - Developing and strengthening innovative businesses; and
 - Developing business linkages.

LIFE AND LIFESTYLE

The Central Coast region offers an attractive lifestyle for families. It boasts clean beaches, calm coastal lakes suitable for boating and reasonably priced housing. The region is also attractive to retirees with its moderate climate and accessibility to medical services both in the region and Sydney.

The region has a number of significant natural assets, ranging from its proximity to the ports of Sydney and Newcastle with good road and rail connections to these centres, a well-established industry base, productive agricultural land, the natural environment with both marine and land-based bio-diversity, a strong sports participation culture and a growing creative group based on music performance and recording.

The Central Coast is the ninth largest population centre in Australia and the third largest in NSW and has discrete natural borders, such as the Hawkesbury River and Lake Macquarie.



Strategy 4. Ensuring an adequate supply of lands for employment through:

- **Ensuring land supply by:**
 - Developing an up to date understanding of both current land supply and future land supply opportunities; and
 - Developing a strategic framework for the future delivery of lands for employment.
- **Streamlining planning processes by:**
 - Identifying strategic projects;
 - Implementing streamlined approval processes;
 - Continuing to implement the State Government's reforms to the NSW planning system; and
 - Facilitating the timely delivery of major development proposals and ensuring an ongoing supply of land for employment.

Strategy 5. Focus on centres development through:

- Creating sustainable centres as major employment hubs;
- Developing key centres in accordance with the Central Coast Regional Strategy;
- Developing a stronger network of new, revitalised and vibrant centres across the region;
- Providing suitable locations for small business;
- Ensuring suitable commercial space is available to attract larger employers to the region; and
- Providing suitable commercial and retail floor space in lower order centres.

Strategy 6. Provision of infrastructure to support economic growth through:

- Developing a regional infrastructure plan, covering road links, rail, public transport, telecommunications, water and energy; and
- Advocating for the Central Coast to be a priority region for the national broadband network.

Strategy 7. Marketing the region as a business location through:

- Positioning the Central Coast as a business location;
- Developing marketing tools for broader use; and
- Developing coordinated investment attraction marketing.

ACTIONS

Agencies and organisations will continue to develop specific action plans to deliver against the strategies. These action plans will be reported on on a regular basis to ensure progress is being made on the implementation of the *REDES*.

The *REDES* will be supported by high quality information and regional analysis. This includes business information to track trends in the region and analysis to identify business opportunities and targets.

A key element will be sharing this information across government and business. This will contribute to an improved understanding of the region's economy and will allow supporting strategies to be responsive to change when necessary.



THE FUTURE

The *Regional Economic Development and Employment Strategy* is a long-term strategy, which will shape future economic development and employment growth on the Central Coast.

While the directions for the strategy cover the period to 2031, the immediate focus is on the next five years and actions that can be taken to strengthen the economy. It is also to develop new jobs, which build on currently recognised advantages.

In the longer term the Central Coast region will look quite different from today. The following table illustrates what the differences might be in assessing the effectiveness of the *REDES* in the longer term.

INDUSTRY STRUCTURE

Indicators

- More knowledge based businesses located in the region.
- More mid-sized businesses that are operating in national and international markets.
- More emerging innovative businesses in the region.
- A strong and growing small business sector.
- An industry structure that takes account of the environmental challenges associated with climate change and changes in energy prices.

EMPLOYMENT MIX

Indicators

- Higher job self-containment rates and lower commute rates.
- A faster rate of job creation in the region.
- More high skill and professional jobs being created in the region.
- Higher retention of young people in employment in the region.
- Higher skill levels and more professionals working in the region.
- Greater flexibility in working arrangements (for mature workers, women and others) to enable a return to employment.

ENVIRONMENT

Indicators

- Environmental assets (coastal and inland) maintained.
- Improved resources management (energy and water).
- Implementation of environmentally sensitive urban planning, design and development.
- Increase in public transport use.

EDUCATION AND TRAINING

Indicators

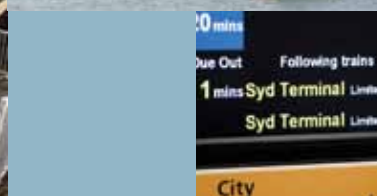
- Higher Year 11 and 12 retention rates in schools.
- Increased university qualifications in the population.
- Increased VET enrolments.
- Higher rates of participation in VET in school programs.
- Strong education/industry partnerships in place.
- Improved education/ work pathways and transitions for young people.
- Increased business spending on training programs.
- Business and community commitment to lifetime learning.

KNOWLEDGE AND INNOVATION

Indicators

- More local businesses engaged in research and innovation.
- Industry research centres established in region.
- A broader suite of university research centres and programs.
- Regional industry/university research partnerships established.
- Development of research precincts.





THE FUTURE (CONT.)

SOCIAL

Indicators

- A lower average unemployment rate and youth unemployment rate.
- A reduction in the number of long term unemployed persons.
- Increased participation in the workforce
- Higher average income levels.
- Reduced numbers on income support programs.

PLANNING

Indicators

- Vibrant city centres with more jobs.
- Businesses attracted to strategic centres.
- Planned development of employment lands in strategic locations.
- Revitalised local centres.
- Strong integration of economic development and planning decisions.

INFRASTRUCTURE

Indicators

- Planned infrastructure development that is aligned with the industry growth profile.
- Improvements in the road network and public transport options.
- Extension of telecommunications corridor and high speed broadband access.
- Improvements in key utilities – power and water availability.

IMPLEMENTATION

Implementation of the *REDES* will involve cross agency collaboration in government, the adoption of a region-wide perspective and active involvement by business and the education sector in a wide range of areas of the strategy.

It will also be supported through implementation of the strategic priorities and actions outlined in the *Central Coast Regional Business Growth Plan*.

The implementation of the *REDES* will be achieved through a regional compact for economic development. The regional compact is a commitment by the lead organisations in relation to economic development and the long term future of the Central Coast. Those agencies have the responsibility of developing and implementing the *REDES* strategies.

A governance model has been established to ensure overall direction, coordination, delivery and continuity of the *REDES*. This model will be supported by arrangements for ongoing collaboration and engagement.

Implementation leadership will be provided through Regional Development Australia – Central Coast NSW (RDACC) working across the three tiers of government and business.



CONNECTED



TRANSPORT AND INFRASTRUCTURE

The Central Coast is the connection, linking NSW's two largest population centres, Sydney and Newcastle.

The Central Coast has a resident population of about 305,000, 1.5% of the nation's population. It is the third largest population centre in NSW and the ninth largest nationally.

Of great significance is the fact that some 38,000 people leave the region daily to work, largely in the Sydney metropolitan area. This makes significant road and rail infrastructure essential. Key links are the F3 freeway and the CityRail network.

The unique positioning of the Central Coast provides a great opportunity to leverage the economic activities of the Sydney and Newcastle regions through the creation of employment and service industries locally, connected to these larger population centres.

