

# Central Coast

## Mixing business and pleasure

**Population:** 306,376

**Area:** 1,854 sq km

**Major cities:**

- Gosford
- Wyong



**Regional overview:**

- dynamic and diverse tourism industry
- strategic location for warehousing and distribution
- home to some of Australia's best known food and beverage brands

**Major sectors:**

- warehousing and logistics
- food processing
- manufacturing
- building and building products
- health and community services
- tourism
- information and communications technology (ICT)

Only 60 minutes drive north of Sydney, the Central Coast stretches along the Tasman Sea from the Hawkesbury River in the south to the shores of Lake Macquarie in the north, and west to the Dooralong and Yarramalong Valleys.

The Central Coast has a temperate climate, with daytime temperatures averaging 27 degrees Celsius in summer and 17 degrees Celsius in winter.

Its location, advanced infrastructure, skilled workforce and attractive lifestyle make the Central Coast a viable business alternative to Sydney for many major industries.

**COMPETITIVE ADVANTAGES**

- highly skilled and motivated workforce
- centralised and cost-effective market access
- broad range of industrial and commercial property options
- affordable commercial rent
- advanced telecommunication capacity

**INDUSTRIES**

**Tourism**

Known for its relaxed lifestyle, mountain forests, unspoilt beaches and waterways, the Central Coast boasts a thriving tourism industry catering for holidaymakers from around the world. For the past 8 years, the Central Coast has experienced the highest annual growth of visitor nights in regional NSW.

**Warehousing and Logistics**

The Central Coast's logistical advantage is its strategic east coast location, excellent transport links, available land, skilled and motivated workforce and supportive planning regime. Alliance Distribution Services, Linfox, Toll and Woolworths have established distribution and logistics centres within the region.

**Information and Communications**

**Technology (ICT)**

The Central Coast boasts an ICT industry that is known for its innovation, research and development, production and software support. The region's advanced educational infrastructure continues to develop and support the necessary skills for this dynamic industry.

**Call centres**

The region's variety of choice in property options and low occupancy costs continues to attract call centre operators. Industry sectors such as banking, insurance, telecommunications and government have established centres on the Central Coast.

### **Manufacturing**

Because of its easy access to ports and its close proximity to Sydney and the consumer markets of the eastern seaboard, the Central Coast has attracted a strong manufacturing sector. Leading the way is a successful food and beverage manufacturing industry, which includes some of Australia's best-known brands such as Sanitarium, Sara Lee, Master Foods, Kelloggs and the new Bluetongue Brewery.

The region is also home to a new and dynamic precision engineering cluster. Firms such as Gibbens Industries, Pall Australia, Avoca Engineering, ADC Krone, Aalborg Industries, Precision Engineering Group and RR Taylor now all operate on the Central Coast.

### **Business and Community Services**

Growth is particularly strong in the property, business, health and aged care services, construction and retail sectors. The business services sector now accounts for 42 per cent of the region's workforce (2006 Central Coast Research Foundation).

### **INFRASTRUCTURE**

#### **Transport**

The Central Coast is linked to Sydney, Newcastle, Melbourne and Brisbane by both the F3 Freeway and the Main Northern Railway.

Travelling time from Gosford to Sydney Central train station is around 60 minutes.

The regional airport at Warnervale is suitable for light aircraft.

### **INVESTMENT OPPORTUNITIES**

Gosford CBD redevelopment: opportunities to develop new commercial, retail and residential projects.

- Industrial lands: new 400ha Wyong Employment Zone, complimenting existing greenfield sites at Somersby, Berkeley Vale and North Wyong.
- Mt Penang Parklands: development of a new 26 hectare Business Park adjacent to the F3 and 30 minutes from Northern Sydney.
- Supplier Park: a unique food and beverage cluster located near major food retail distribution centres at Warnervale.

### **Major education facilities**

- University of Newcastle: Central Coast Campus, Ourimbah
- Wyong Technical and Further Education College (TAFE)
- Gosford Technical and Further Education College (TAFE)

### **Telecommunications**

The Central Coast has fibre optic cable and advanced switching technology that offers the same range of telecommunications amenities as any major metropolitan centre in Australia.

Communications to the capital cities and into the national fibre optic trunks are provided via high-capacity transmission systems.

### **LABOUR**

The Central Coast is home to a skilled and motivated labour force that has played an integral role in establishing the region as one of NSW's emerging information services centres.

The region's exceptional quality of life is attracting increasing numbers of 'sea changers' who are typically highly skilled, experienced and adaptable.

### **RESEARCH**

The Central Coast Research Foundation provides research services to business, government and the community. Email [ccrf@hvr.com.au](mailto:ccrf@hvr.com.au) or [www.hvrf.com.au](http://www.hvrf.com.au)

### **For more information contact:**

Department of State and Regional Development  
Central Coast Office  
Building 16, The Avenue  
Mt Penang Parklands  
PO Box 7096  
Kariong NSW 2250  
Tel: (02) 4340 8700  
Fax: (02) 4340 1005

Business Central Coast  
[www.businesscc.com.au](http://www.businesscc.com.au)  
Tel: (02) 4349 4949