PORT MACQUARIE
HASTINGS

Shape of the future

Business, Investment and Lifestyle in the Port Macquarie-Hastings Region

port macquarie
COME OUT OF YOUR SHELL

Welcome

from the Mayor

Port Macquarie-Hastings Council is committed to sustainable development, businesses of all sizes and paving the way for new investment.

The time is right to live, learn, work, play and invest in a region that is on the move.

Significant investment in infrastructure is positioning our region as a burgeoning growth centre with a bright economic outlook. Our region is now considered the top destination for property growth in Australia with estimated growth of a further 20% over the next three years.

Career, education, business and investment opportunities are aplenty. Here you will also find a welcoming and talented community and an enviable and affordable coastal lifestyle that really will allow you to 'holiday forever'.

Port Macquarie-Hastings Council has worked hard to present flexible development frameworks, efficient approvals and we are firmly committed to creating the right atmosphere for investment.

We welcome your interest in our area and look forward to seeing you soon in Port Macquarie-Hastings.

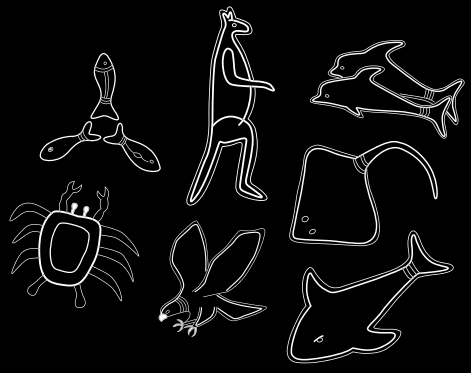
Peter Besseling

PETER BESSELING
MAYOR

Photo courtesy of Jeremy Rogers
Industrial Photography Australia

Port Macquarie-Hastings local government area lies in the Mid North Coast region of New South Wales. Traditionally owned by the Birpai people, it was later discovered in 1818 by Governor Macquarie who named the town Port Macquarie.

Council acknowledges the Birpai Nation as the traditional owners of the lands within its local government boundaries. Under the Land Rights Act 1983, the area has four Aboriginal representatives' bodies. These are the Birpai, Bunyah, Kempsey and Taree Purfleet Local Aboriginal Land Councils.



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At a GLANCE

The Port Macquarie-Hastings region offers a strong and diverse regional economy. An abundance of business opportunities and high levels of population growth combined with an idyllic lifestyle and climate makes this regional hub an irresistible destination.

A SNAPSHOT OF THE REGION

77,481	**28,501**	**6.1%**
POPULATION (2015 ERP)	EMPLOYMENT (JOBS IN 2013)	UNEMPLOYMENT RATE (MARCH QTR 2013)
8.1%	**30,640**	**6,225**
JOB GROWTH RATE (2012 TO 2013)	LABOUR FORCE (2013)	LOCAL BUSINESSES
$3.6B	**$3.2B**	**$6.9B**
GROSS REGIONAL PRODUCT	VALUE-ADDED	OUTPUT
$380,000	**$179.4M**	**$378**
MEDIAN HOUSE SALE PRICE (2014)	BUILDING APPROVALS (2013-2014)	MEDIAN WEEKLY RENT (2014)

- **A population approaching 80,000** and annual average growth of 1.2% between 2004 and 2013, compared to Australia's average annual growth rate of 1.7%.
- **Port Macquarie Airport** is the fifth largest regional airport in NSW with 232,314 passenger movements per year; a **recent $21 million upgrade** provides potential for this to grow to 450,000 by 2030.
- **6225 registered businesses** employing 28,501 people. **The total workforce is 30,640** with a growing working-age population.
- The region has over **30 private and public schools**.
- A growing tertiary education sector; **three universities** offering courses locally and a new **university campus set to open in 2016** welcoming up to 5000 students.
- **779,000 day trippers** travel from outside the region annually to access our goods and services. Sourced from an additional market of 200,000 people that live within a two hour drive, this day tripper market is also expected to **grow by 28%** in the next 20 years.
- Strategically located between Sydney and Brisbane with **easy access** to road, airport, rail and a shipping port at Newcastle.
- **$200 million** worth of major infrastructure projects fuelling further growth, highlighting the positive trajectory and confidence in the region.
- **New $110 million 75 hectare industrial estate** opening with direct access to Australia's major arterial road on the east coast, the Pacific Highway.
- Significant residential land development capacity with zoning for over **10,000 new residential dwellings**.
- **Easy accessibility to Sydney and Brisbane** with regular direct daily flights taking approximately one hour.
- **A visitor economy worth $462 million** welcomes more than 1.5 million visitors to the region every year making it the number one tourism destination on the NSW North Coast.
- **World class leisure facilities** including 18 sporting fields, 5 skate parks, 4 swimming pools, international standard water ski park, regional stadium with 1200 seat capacity, 4 championship golf courses and a $6 million indoor stadium upgrade underway.

Location, location

LOCATION

The Port Macquarie-Hastings' strategic location mid-way between Sydney and Brisbane makes it the gateway to the Mid North Coast and regions beyond.

The region is serviced by a network of air, road and rail infrastructure that radiates north, south and west. It is an easy four hour drive to Sydney and continued Pacific Highway upgrades are supporting even faster connections to the Queensland growth areas of Brisbane and the Gold Coast.

Port Macquarie Airport has recently undergone a $21million upgrade and can now cater for larger aircrafts up to 180-seat B737-800 / A320 series and new routes. The Airport Master Plan maps out further improvements to the terminal, a future business park and capacity to grow passenger movements to 450,000 by 2030.

The MV Island Trader provides regular sea freight services from Port Macquarie to Lord Howe Island, 600 kilometres east of Port Macquarie, which in itself provides valuable market opportunities for local business.

The region also has close connectivity with the New England, Newcastle and North West regions with an increasing day tripper market. In fact we are a regional hub for goods and services with a market extending beyond the local resident population. Within two hours there are an additional 200,000 people and this population is expected to grow by 28% in the next 20 years. Consequently day-trippers are our largest visitor market, with 779,000 day visitors travelling each year to visit, access services, or do other business in the Port Macquarie-Hastings.

Photo courtesy of Jeremy Rogers
Industrial Photography Australia

OUR PLACE

naturally spectacular

The region is bounded to the north and south by the majestic Hastings and Camden Haven Rivers and extends west to the Great Dividing Range, spanning a coastline of 84kms.

Port Macquarie is the largest town and is located at the northern end of the region where the Hastings River meets the sea. Not far from here is the lifestyle village of Lake Cathie.

To the south is the Camden Haven with a main service centre, Laurieton. This area includes the villages of Bonny Hills, North Haven, Dunbogan, Kew and Kendall.

Wauchope is the inland centre and a picturesque gateway to hinterland villages.

LOVE *the* LIFE

With the most temperate climate in Australia, Port Macquarie-Hastings is the perfect place to live and enjoy the great outdoors every day. Summers are brilliant, winters warm and autumn and spring are simply too good to miss!

With seventeen pristine beaches dotted along the spectacular unspoilt coastline, there is a beach for everyone. From safe beaches for families to some of the best fishing and surfing spots around, it's no wonder we host some of the country's best surfing, fishing and boating contests.

Along with spectacular waterways, the region enjoys over 40,000 hectares of National Parks, State Forest and nature reserves (several World Heritage listed), ideal for bush walking, camping and just being at one with nature. It's easy to see why the locals call it "paradise" and it's the perfect backdrop to create the idyllic lifestyle you have always dreamed about.

Travel time to work? 10 minutes for most or 30 minutes if you become a country dweller working in town. Traffic snarls? Unheard of! And parking is often right where you work.

"We moved here in 2008 from Sydney for a change of lifestyle and a breath of fresh air and have been happier and healthier ever since. The Hastings ticks all the boxes in terms of amenities, infrastructure, proximity and ease of access to major centres plus of course the beautiful environment we are lucky enough to live in"

GUY SATTERTHWAITE WAUCHOPE RESIDENT & OWNER DIGTAL SIGNS AND PRINTING, PORT MACQUARIE

the HOUSE of your *dreams*

There are so many choices of where to live and, whether you're buying or renting, you get so much for your money. Unlike many city locations, coast front living is still within reach.

Whether you dream of waking up to spectacular ocean views, waterfront living with your own jetty, a contemporary apartment in town or a hobby farm in the country - it's all on offer at prices you can afford.

AREA	HOUSE SALE PRICE	RENT PER WEEK (3 BEDROOM HOUSE)
Sydney	$760,000	$930
Port Macquarie	$380,000	$370
Coffs Harbour	$369,000	$360
Newcastle	$432,000	$408
Canberra	$573,000	$385

Housing is much more affordable than our neighbouring and capital cities with the median house price just $380,000.

"We searched up and down the coast to find the best place to settle and chose Bonny Hills for its spectacular beaches and natural beauty. The opportunities for work were great and we were able to buy a spectacular home overlooking the ocean for a fraction of the price elsewhere"

DR FRANCOIS AND JULIE KRIGE
THE FRIENDLY GROCER
BONNY HILLS

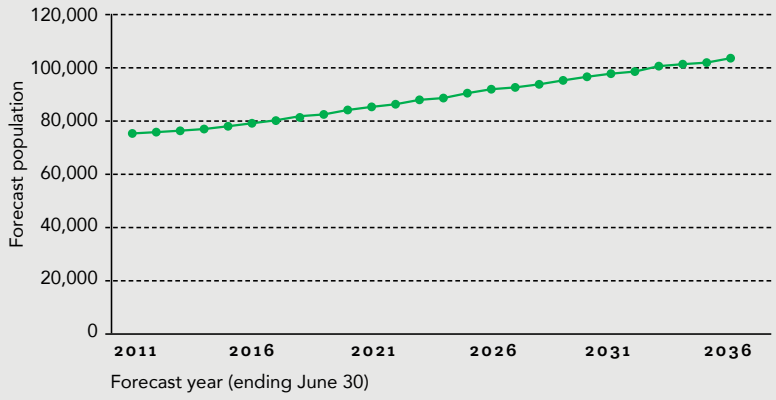
PEOPLE *on the move*

Port Macquarie-Hastings is a large regional centre positioned to be a major beneficiary of the continued rise and popularity of the Mid North Coast

Gone are the days of the region being predominantly a retirement destination. While many retirees still choose our region as their ideal place to live and invest, the biggest increase in our population today are those aged 35 to 49, in the prime of their career with younger families. This shift highlights the appeal of the region not just for lifestyle but as a great place to raise a family and take advantage of an ever increasing number of career and business opportunities.

FORECAST POPULATION

PORT MACQUARIE-HASTINGS COUNCIL AREA



FORECAST POPULATION, HOUSEHOLDS AND DWELLINGS

PORT MACQUARIE-HASTINGS COUNCIL AREA
Forecast Year

SUMMARY	2011	2016	2021	2026	2031	2036
Population	74,956	79,143	85,280	91,276	97,071	102,925
Change in population (5 yrs)	-	4,187	6,137	5,996	5,795	5,854
Average annual change	-	1.09	1.50	1.37	1.24	1.18
Households	31,573	33,575	36,188	38,738	41,208	43,619
Average household size	2.34	2.32	2.31	2.31	2.31	2.31
Dwellings	34,364	36,342	38,944	44,271	44,217	46,814
Dwelling occupancy rate	91.88	92.39	92.92	93.19	93.19	93.18

Population and household forecasts, 2011 to 2036, prepared by the .id The population experts, January 2014.

Today our population is fast approaching 80,000 and expected to increase by another 33% reaching 102,925 by 2036

We bought a holiday business in the Port Macquarie hinterland four years ago having previously spent many happy family times here escaping from Sydney. We have not looked back and the kids love the rural lifestyle and small friendly school."

ROGER AND MELANIE MARSHALL
TELEGRAPH RETREAT

WORK to *live*

With a strong population base and servicing a wide region, Port Macquarie-Hastings provides career opportunities in professional, personal and commercial services. Accountants, lawyers, health professionals, tradespeople and teachers are all in high demand.

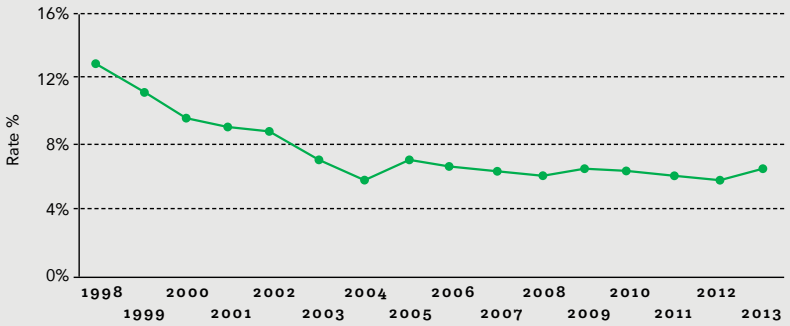
"We travelled right around Australia and decided Port Macquarie was the pick of places to settle. So we moved here ten years ago and started our own business which now distributes nationally. The kids love it and I still get to surf most days. Life is good"

ERIC ROBINSON
THE OTHER CHEF FINE FOODS,
PORT MACQUARIE

In recent years we've achieved solid jobs growth. Our region currently employs approximately 28,500 and this number is increasing steadily year on year with industry, infrastructure and population growth.

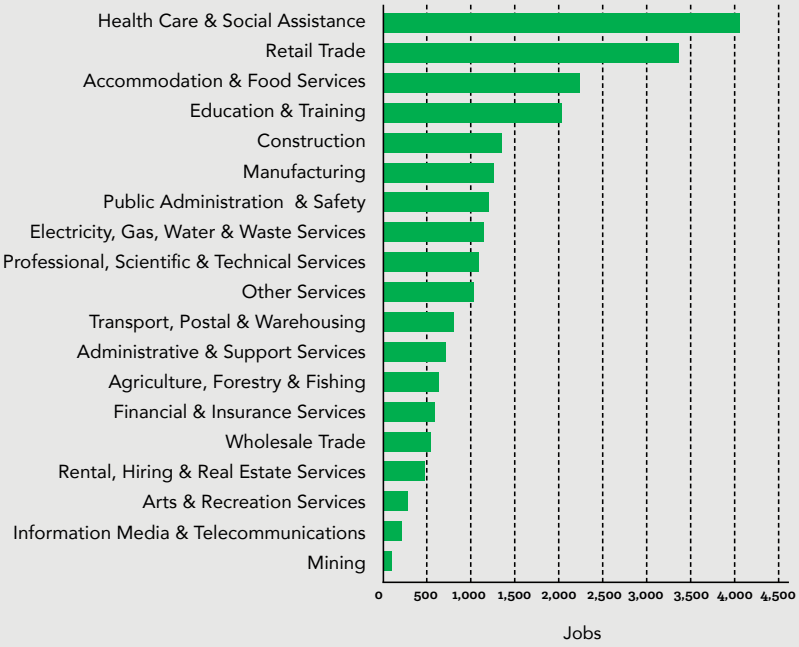
UNEMPLOYMENT RATE

PORT MACQUARIE-HASTINGS COUNCIL AREA



EMPLOYMENT (JOBS)

PORT MACQUARIE-HASTINGS (APRIL 2014)



Daily direct flights to Brisbane and Sydney makes business travel a breeze or you can service clients via high speed broadband from the comfort of your home, office or commercial workspace.

Thinking of bringing your skills here from a metropolitan centre? You could be eligible for a skilled worker relocation grant of up to $10,000 for eligible employment or self employment relocations.

A THRIVING *visitor* ECONOMY

Not only is the local economy thriving, our region's tourism and events sector is booming with more than 1.5 million visitors every year who spend $462 million. Port Macquarie-Hastings is one of Australia's most celebrated tourism destinations and now the number 1 destination on the NSW North Coast.

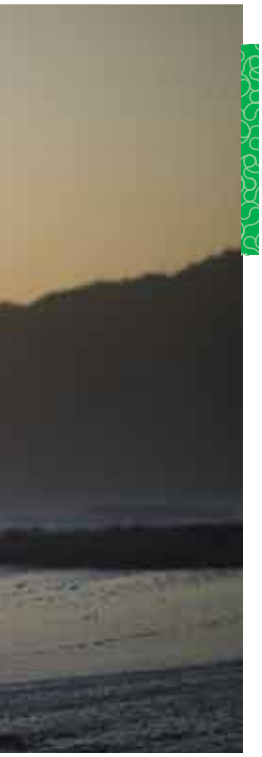
It's an easy 4 hours drive north of Sydney, 2.5 hours from Newcastle and 5 hours to the Gold Coast. Ongoing upgrades to the Pacific Highway will see improvements in travel time north in coming years. Port Macquarie airport is serviced by regular direct daily flights from Sydney with Qantas Link and Virgin Australia and a daily direct service to Brisbane. Both flights are less than 1.5 hour making it a perfect weekend getaway. Passenger numbers have also doubled since 2007 to 229,407 per annum and are growing year on year. Other transport options include daily coach and rail services.

Port Macquarie-Hastings is well known as the perfect place for a rejuvenating beach holiday. However it now attracts all types of holiday makers with its distinctive mix of heritage buildings, hip refurbished hotels, diverse dining, shopping, rainforest walks, entertainment and cultural venues. The diverse range of natural attractions on offer in our hinterland also appeals to visitors.

Also on offer are some of the best leisure facilities including 18 sporting fields, 5 skate parks, 4 swimming pools, international standard water ski park, regional stadium with 1200 seat capacity, 4 championship golf courses and a new $6 million indoor stadium upgrade underway.

With this abundance of facilities, the region plays host to major international sporting events. It's no wonder we've become known as the regional events capital of New South Wales, home to sporting events from IRONMAN Australia, Australian Formula Powerboat Grand Prix and Pro Am Water skiing to NSW State Cup Touch Football and the NSW Junior State Surfing Titles. Other festivals such as Tastings on Hastings and Slice of Haven showcase the region's abundance of fresh gourmet produce, wineries, boutique breweries, food producers and restaurants. The region's vibrant and growing events calendar adds over $25 million to the economy every year.

CULTURE
by the sea



The home of the Birpai people, Port Macquarie was established as Australia's second penal colony in 1821 and has a rich heritage to explore. From historical sites and museums to Timbertown Heritage Theme Park, today the region enjoys a vibrant arts community supported by our world class arts, cultural and entertainment centre - the iconic Glasshouse, which was named Australian Performing Arts Centre of the Year in 2012.

The Glasshouse provides state of the art facilities and an impressive events calendar featuring some of the best shows and events available nationally. It is one of the preferred entertainment facilities by Australia's best performers.

Cultural attractions range from fabulous galleries, over 40 public artworks to the Hello Koalas Sculpture Trail, Big Band Blast, Blues and BBQ Festival and a range of museums and galleries. There is an active community with over 500 community groups helping create a real sense of belonging and a shared commitment to maintaining a vibrant place for locals and visitors.

"The Glasshouse is one of the most beautiful venues I've seen certainly in Australia, but also around the world"

RICHARD EVANS
FORMER CHIEF EXECUTIVE, SYDNEY OPERA HOUSE

Committed to GREAT *education*

Whether its personal development you're after or skilled staff, our growing tertiary sector bodes well for a strong and expanding local skills base.

Subject choices in the senior levels are continually expanding and linking to the increased range of vocational opportunities being provided by our growing tertiary sector:

- **University of Newcastle** offers select degree programs from a shared TAFE campus.
- **Charles Sturt University** offers 13 degree courses and has a major campus under construction catering for a further 5000 students by 2030.
- **The University Of NSW Rural Clinical School**, the first campus in regional Australia to deliver a full six year medical degree.
- **Joint Health Education Facility** newly opened in 2015; this multi-partner facility will support tertiary studies in a range of medical and allied health fields with the latest in technology.
- **North Coast TAFE campuses** in Port Macquarie and Wauchope offer a wide range of practical and flexible learning pathways.

Nor should we forget the value of **Community Colleges** in Port Macquarie, Wauchope and the Camden Haven and an active **University of the Third Age** offering a diverse range of education and training options.

With all of this opportunity right here it's easy to see why Port Macquarie-Hastings is positioned as a smart city for the future.

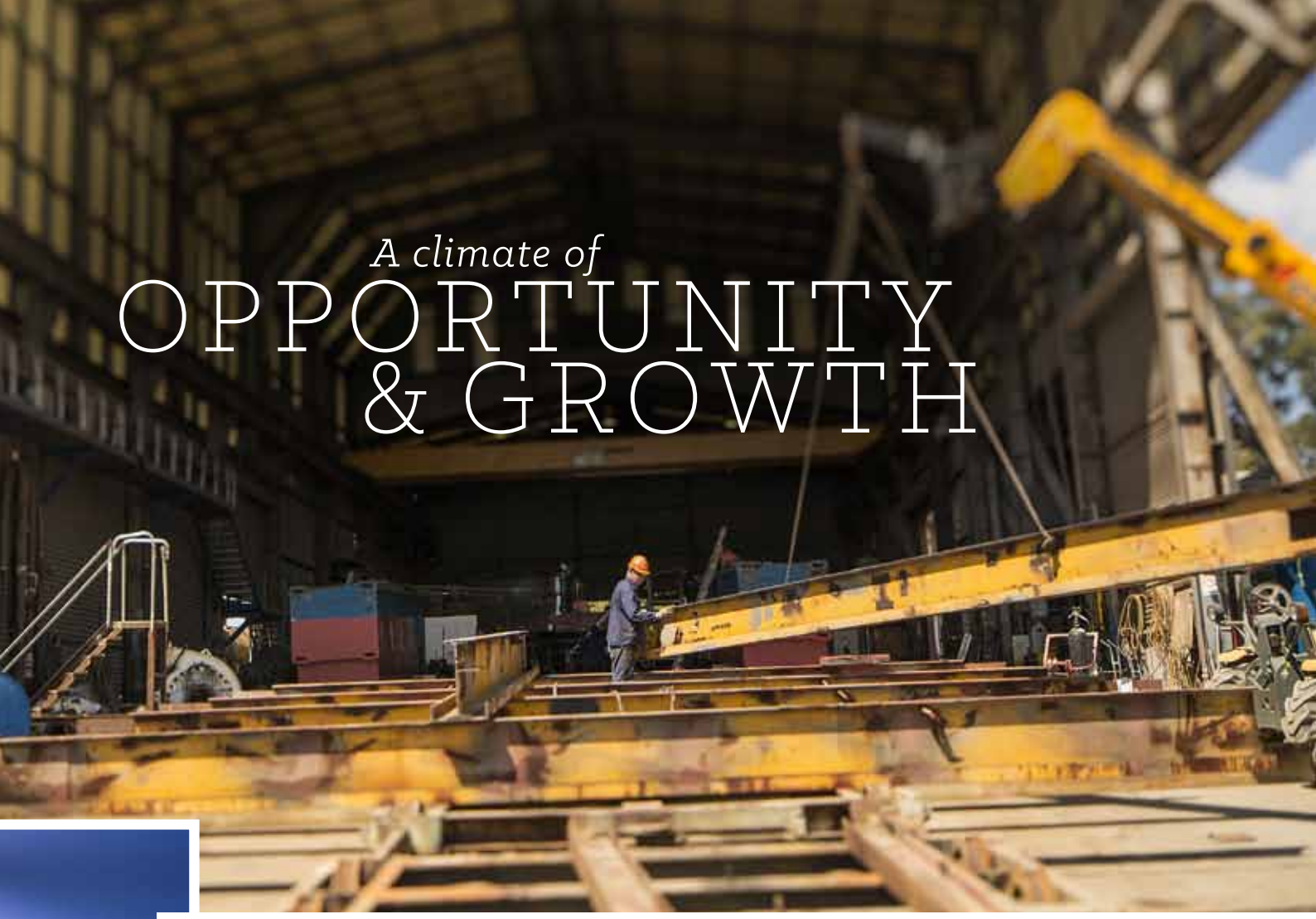
For younger residents there's a choice of well resourced facilities from kindergarten to year 12. We have over **30 public and private schools** to choose from including two trade training schools, delivering a standard of education equal to, if not better than, the city.

There is also quality childcare and after school care, allowing you to work to your full potential, knowing your children are happy, safe and secure.

Your HEALTH *and wellbeing*

Living in nature's playground makes it that much easier to adopt a healthy lifestyle - just ask the thousands of locals who are active in organised or social sports clubs, enjoying a daily dose of surfing, coastal walks or boot camps by the beach.

But we all have to call on health facilities from time to time and in the Port Macquarie-Hastings you'll find an abundance of health professionals, doctors and specialists. We are home to three major hospitals and the recent $105 million injection of funds to Port Macquarie Base Hospital makes it a world class facility with some of the best technology and health services in New South Wales. A growing allied health and medical services hub surrounding the base hospital will cater for further development of the health industry and the growing needs of our regional population.



A climate of OPPORTUNITY & GROWTH

Port Macquarie-Hastings is committed to providing those that live and invest in the area with economic opportunity and the stability that comes from a well-balanced economy.

Good planning, efficient approvals and timely investment in infrastructure are important to support employment opportunities and economic diversity from private sector investment. The region has a well developed strategic approach to the release of land for industrial and residential development purposes.

Gross regional product is estimated to be $3.6 billion and today the region sells more products and services to customers outside the region ($1.8 billion) than it imports ($1.4 billion) - an outstanding performance for a regional area.

Industries such as health, tourism, manufacturing, construction and retail trade all make significant contributions to the local economy and support our diverse labour market.

There are over well over 6,000 registered businesses employing 28,501 people. The total workforce is 30,640 with a growing working-age population. Business confidence is good and increasing with the growth of the region. A recent business confidence survey revealed that over 87% of businesses considered the Port Macquarie-Hastings region to be a satisfactory, good or very good place to do business.

We all know that technology improvements are changing investment trends, business decisions and the way locals work. Increased investment by the NBN Co and other telecommunications companies mean locals businesses and residents can access digital services such as high speed broadband that are comparable to metropolitan centres. If you are thinking of a decentralised workforce, tele-working, home-based business or even running a major business entity with a global customer base, it's all possible right here.

Economic growth more broadly in New South Wales is contributing to a strong economy and sense of optimism. New South Wales is now Australia's strongest economy largely driven by the high levels of housing and construction activity, a trend that is clearly visible in Port Macquarie-Hastings.

$50M

PACIFIC HIGHWAY UPGRADE

$50 MILLION UPGRADE OF THE PACIFIC HIGHWAY FROM PORT MACQUARIE TO KEMPSEY

The continued upgrade of the Pacific Highway has had a significant impact on the local economy and will continue to boost visitor numbers from Sydney, the Central Coast and Newcastle and the emerging Queensland market.

$21M

AIRPORT EXPANSION

PORT MACQUARIE AIRPORT AND AIRPORT BUSINESS PARK

Port Macquarie airport's recent $21 million upgrade means the runway now caters for increased aircraft capacity and routes. Aligned to this upgrade is a proposed Business Park with numerous opportunities for commercial, light industrial, transport and export businesses.

big ticket PROJECTS

$42M

CHARLES STURT UNIVERSITY CAMPUS

Currently under construction is a purpose built campus on 12 hectares, just five minutes from Port Macquarie CBD. Stage one of the new $42 million campus is due for completion in 2015. It is anticipated the university will cater for up to 5000 students injecting $17 million annually into the local economy and creating another 110 full time jobs.

$110M

INDUSTRIAL LANDS

SANCROX INDUSTRIAL LAND

A $110 million Industrial Estate project at Sancrox will soon offer immediate access to the Pacific Highway mid way between Sydney and Brisbane. Spread over 75 hectares, the 63 lots are zoned for a mixture of heavy and light industrial uses such as transport, logistics, heavy industry, manufacturing, warehousing and more. Combined with a further 23 hectares of light and general industrial land at neighbouring Fernbank Park, this new industrial hub offers a variety of business opportunities.

PORT MACQUARIE HOSPITAL UPGRADE

A recent $105 million upgrade of this world class medical facility has resulted in the four storey building increasing in size by a further 67% and expanding the range of health services available. The expanded facility now injects more than $40 million annually into the local economy and created another 300 full time jobs.

$105M

HOSPITAL UPGRADE

$17.6M

RETAIL DEVELOPMENT

KMART RETAIL COMPLEX

A $17.6 million retail development including Kmart, speciality shops and parking for almost 300 cars will generate another 300 jobs in the region.

With over $350M+ worth of projects planned and underway in the region, Port Macquarie-Hastings is preparing for an exciting future. This investment in infrastructure and development activity will underpin long term economic growth and further job creation.

$20M

JOINT HEALTH PRECINCT

$20 MILLION JOINT HEALTH EDUCATION FACILITY

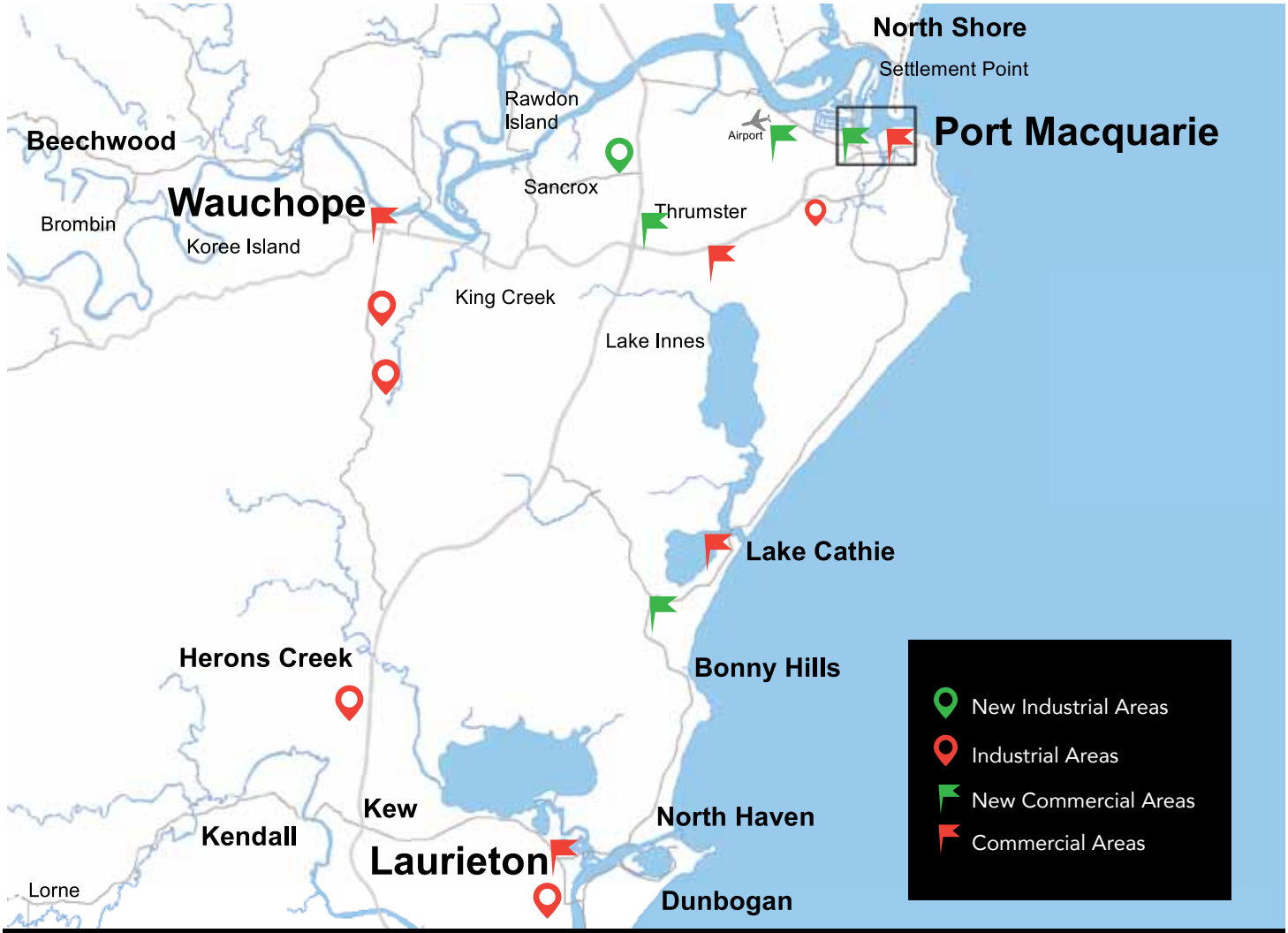
is a groundbreaking project by the University of NSW, University of Newcastle and North Coast Institute of TAFE. Operating from 2015 it is the first campus in regional Australia where undergraduates can complete their full six-year medical degree.

$8M

FOOD, SOIL & WATER RESEARCH CENTRE

$8MILLION FOOD, SOIL AND WATER RESEARCH CENTRE

Port Macquarie is set to become home to a centre of excellence for food, soil and water research in a joint Council and Charles Sturt University project due for completion in 2016. The new centre of excellence will contribute to research in vital areas such as environmental sustainability, soil quality and water management.



POSITIONED to *grow*

INDUSTRIAL LAND

There are established industrial areas in Port Macquarie, Wauchope and Laurieton. Combining with new estates at Sancrox and Fernbank Creek, all bases for new investment are covered. Major industrial subdivisions have been approved at Sancrox ($110 million investment, 63 lots over 75 hectares) and Fernbank Creek (30 lots over 23 hectares) offering flexible investment ready opportunities.

Located mid way between Sydney and Brisbane, the industrial estates are zoned for a mix of light and heavy industrial uses such as transport, logistics, heavy industry, manufacturing, warehousing and more.
It is the home of major employers Expressway Spares and HF Hand Constructors.
New tenants will have easy access to the Pacific Highway via a $30 million interchange.

COMMERCIAL LAND

The core commercial areas are Port Macquarie Town Centre and the Settlement City Precinct, with smaller commercial areas in the town centres of Wauchope and Laurieton. This will be further enhanced by new commercial precincts at Sovereign Hills town centre (9 kilometres west of Port Macquarie) and between the areas of Lake Cathie and Bonny Hills (approximately 20 kilometres south).

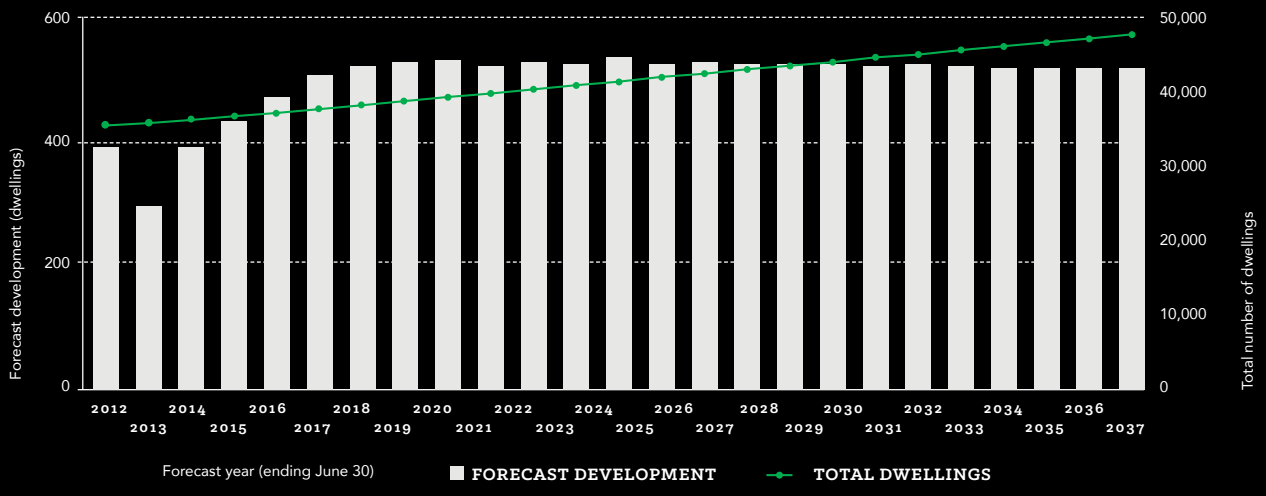
RESIDENTIAL LAND

Major residential land releases mean we have the capacity for over 10,000 new dwellings to accommodate future population growth. Newly zoned residential land is spread across the region so you can have your choice of coastal or rural lifestyle and new estates or urban infill.

Development application trends over the past two years are reflective of local confidence and growth. This trend is likely to continue with residential dwellings expected to increase by around 498 dwellings per annum to cater for population growth.

FORECAST RESIDENTIAL DEVELOPMENT

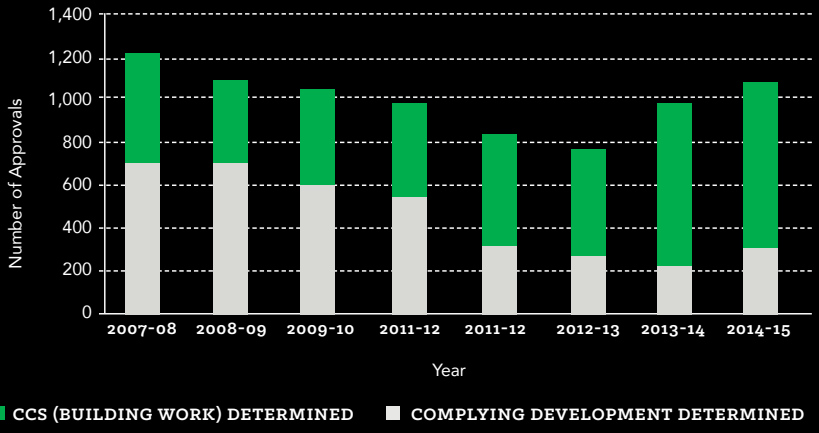
PORT MACQUARIE-HASTINGS COUNCIL AREA



Population and household forecasts, 2011 to 2036, prepared by .id the population experts, January 2014.

CONSTRUCTION APPROVALS

PORT MACQUARIE-HASTINGS COUNCIL AREA



Development activity is on the rise with the number of construction approvals increasing steadily over the past two years. As one of the fastest growing areas in New South Wales, housing demand is strong with approximately 500 new houses per annum needed to service anticipated population growth.

Opportunities ABOUND

STUDENT ACCOMMODATION

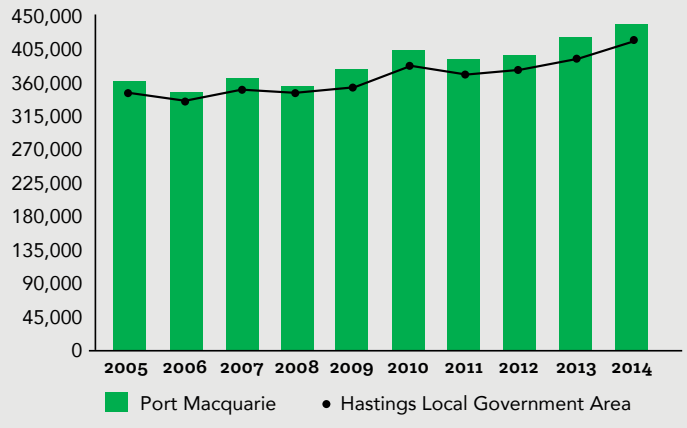
The influx of tertiary education providers and students means there is high demand for student accommodation. Council is encouraging development of student accommodation via a new reduced contribution rate.

RESIDENTIAL INVESTMENT PROPERTIES

With major projects including the highway duplication, new university and other infrastructure combined with significant population growth, the demand for rental properties is at an all time high. Investors are enjoying a good return on investment. A 10% growth in property prices between 2013-2014 with further predictions of a 20% increase in property prices from 2015-2018 highlights the level of growth and appeal for property investors.

GROWTH IN RESIDENTIAL PROPERTY PRICES

PORT MACQUARIE AND HASTINGS LGA 2005-2014



HEALTH SECTOR

As the largest employer in the region the health and aged care industry is growing rapidly and this trend will continue as baby boomers continue their shift from capital cities to the Port Macquarie-Hastings.

CONSTRUCTION

The construction industry is strong with the release of major land parcels and zoning for over 10,000 new residential homes to cater for current and anticipated population growth. This signifies opportunities for property developers and all aspects of construction.

TRANSPORT AND WAREHOUSING

The pending release of 98 hectares of industrial area adjacent to the Pacific Highway is capitalising on the region's strategic position mid way between Sydney and Brisbane. It offers a range of business opportunities for general and light industrial use particularly in the areas of transport and warehousing.

TOURISM INFRASTRUCTURE

As the number one tourism destination on the NSW North Coast and with a growing day tripper visitor base, the demand for tourism and visitor activities is high. There are a range of opportunities for new and innovative businesses in this industry.

FINDING OUTCOMES

for you and your business

Port Macquarie Hastings Council places a strong emphasis on sustainable economic development. Our Economic Development Strategy 2013-2016 outlines our partnership approach, working with stakeholders and local industry to pave the way for future growth through:

- **Ensuring a good supply of appropriately zoned land** - zoning for a further 10,000+ housing sites and a generous supply of zoned industrial and commercial land for new development.
- **Early and free advice** - applicants can meet with a pre-lodgement panel from Council's planning, development and technical staff to assist with the development process.
- **Flexibility for development** via a flexible Developer Contributions payment policy.
- **Efficient approvals** - average development approval times of 4-6 weeks.
- **Small Business Friendly Council** - Demonstrating Council's commitment to small businesses.

The Port Macquarie Hastings region has many organisations and services that exist to help you build your business. These include local and regional Chambers of Commerce; industry associations and forums, Government agencies and more - Click here for information

10 REASONS

to do business

1. A VIBRANT AND DIVERSE ECONOMY

Port Macquarie-Hastings is committed to maintaining and strengthening its diversity to provide a broad range of economic opportunities and the stability that comes from a well-balanced economy.

2. A GROWING POPULATION - STRONG LOCAL MARKET & STABLE WORKFORCE

While historically the area may have been seen as a sleepy seaside haven attracting large numbers of retirees with fond memories of summers holidays gone, this is far from the truth today. Today the biggest increase in our population is those aged 35-49 with young families in the prime of their careers.

3. STRATEGIC LOCATION

Our strategic location mid way between Sydney and Brisbane makes us the gateway to the Mid North Coast and regions beyond, serviced by a well developed network of air, road and rail infrastructure.

4. A REGIONAL HUB

We are a regional hub creating a market well beyond our resident population. A population of over 200,000 within two hours drive are drawn to the region for a range of services and facilities.

5. A PROACTIVE COUNCIL AND SUPPORTIVE BUSINESS COMMUNITY

Port Macquarie-Hastings Council is committed to sustainable development by ensuring a good supply of appropriately zoned land, flexibility for development, early and free development advice, efficient approvals and a small business friendly Council. There are also many local organisations and services that can help you start or grow your business.

6. SECURE AND SUSTAINABLE INFRASTRUCTURE

Port Macquarie-Hastings Council continues to invest in a world class water and sewer system. There is also a secure supply of electricity and transport infrastructure and ready access to new technologies to service the growing population and economy.

7. BIG PICTURE PLANNING

Port Macquarie-Hastings has the capacity to comfortably accommodate and service growth for around another 25 years.

8. MAJOR PROJECTS TO FUEL FUTURE GROWTH

Recent investment of over $350M+ in major infrastructure projects is paving the way for long term economic growth, job creation and lifestyle enhancement.

9. INVESTMENT OPPORTUNITIES

Small and large businesses can thrive in Port Macquarie-Hastings. There are great opportunities in retail, tourism, construction, professional services, health, warehousing and transport, and logistics just to name a few.

10. A LIFESTYLE LIKE NO OTHER

Summers are brilliant, winters warm and autumn and spring, they're simply too good to miss. Add this to affordable housing, a welcoming community, stunning coastal living and you have the perfect lifestyle destination.

Talk to the Economic Development Team about Business, Investment and Lifestyle in the Port Macquarie-Hastings region

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02 6581 8111
pmhc2444
Port Macquarie-Hastings Council

portmacquarieinfo.com.au/business

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