

# MIDCOAST INVESTMENT PROSPECTUS







## MidCoast Investment Prospectus

April 2025 edition

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### Disclaimer

*Information contained in this document is based on available data at the time of production. Whilst every effort has been made to ensure that the information contained in this document is correct and up to date, Council does not guarantee the accuracy, reliability, completeness, or suitability of any such information and makes no warranty or representation about the content of this document.*

## Acknowledgement of Country

We acknowledge the traditional custodians of the land on which we work and live, the Gathang-speaking people and pay our respects to all Aboriginal and Torres Strait Islander people who now reside in the MidCoast Council area. We extend our respect to Elders past and present, and to all future cultural-knowledge holders.







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# INTRODUCTION

## Welcome to an unbeatable business location.

Whether you're looking to establish a new business, or to relocate or expand your current business, you're looking in the right direction.

For forward-thinking business owners the MidCoast region offers everything you need and more. Choose from a host of affordable prime commercial and industrial precincts, and enjoy easy proximity to the metropolitan centres of Newcastle, Sydney and Brisbane. Connect with energetic and inspired businesses across a diverse range of industries who have already identified the growth potential of the region. Attract and reward staff by offering an idyllic lifestyle surrounded by natural beauty, a wide variety of housing options, and access to quality services.

Our region is focused on encouraging the industries of the future, while continuing to support and build growth in those that have flourished here for many years. The community embraces modern development and the digital age, while making the most of our assets and our pioneering heritage.

It is my pleasure to welcome you to a region where we make it our mission to work collaboratively in all that we do... to build the economic capacity of our region, and in turn improve our economic future and quality of life.

Welcome to the MidCoast, where people choose to live, work, visit and invest.

MidCoast Council











# MEET THE MIDCOAST

Home to over 97,000 people, the MidCoast offers a wide range of economic and lifestyle opportunities.



## WHY THE MIDCOAST?

<p>Population growth to 2046 forecast to grow by 21% or</p> <p>21,370 people*</p> 	 <p>Proximity by car</p> <p>3 HOURS to Sydney</p> <p>1.5 HOURS to Newcastle</p>	<p>We're investing in air, road and maritime infrastructure</p> 
 <p>We are a region with established and untapped resources, with enormous capacity for growth.</p>	<p>We possess a varied and affordable range of commercial, industrial and residential real estate supply</p> 	 <p>Our industrial land is</p> <p>\$100/SQM</p> <p>cheaper on average than major cities and metro areas</p>

*\*Population and household forecasts, 2021 to 2036, prepared by .id (informed decisions), March 2023*

**Spanning an area of 10,052km<sup>2</sup> the MidCoast is the largest Council area in the Hunter, covering 30.5% of the region and 1.25% of NSW. It is a large and diverse area, ranging from beaches and coastline to mountains and hinterland, with green spaces and National Parks in between. This landscape is characterised by pristine waterways, striking scenery and an abundance of natural treasures.**

The region's growth is fuelled by the strength of our varied economy led by a range of industry sectors. Industries such as manufacturing, tourism, healthcare, agriculture and construction are important economic drivers and employ a significant number of people.

Ideally located 1.5hrs north of Newcastle and 3hrs north of Sydney there are strong transport connections via the Pacific Highway (M1) which runs north south through the region, providing ready access to ports, airports and the Sydney and Brisbane markets.

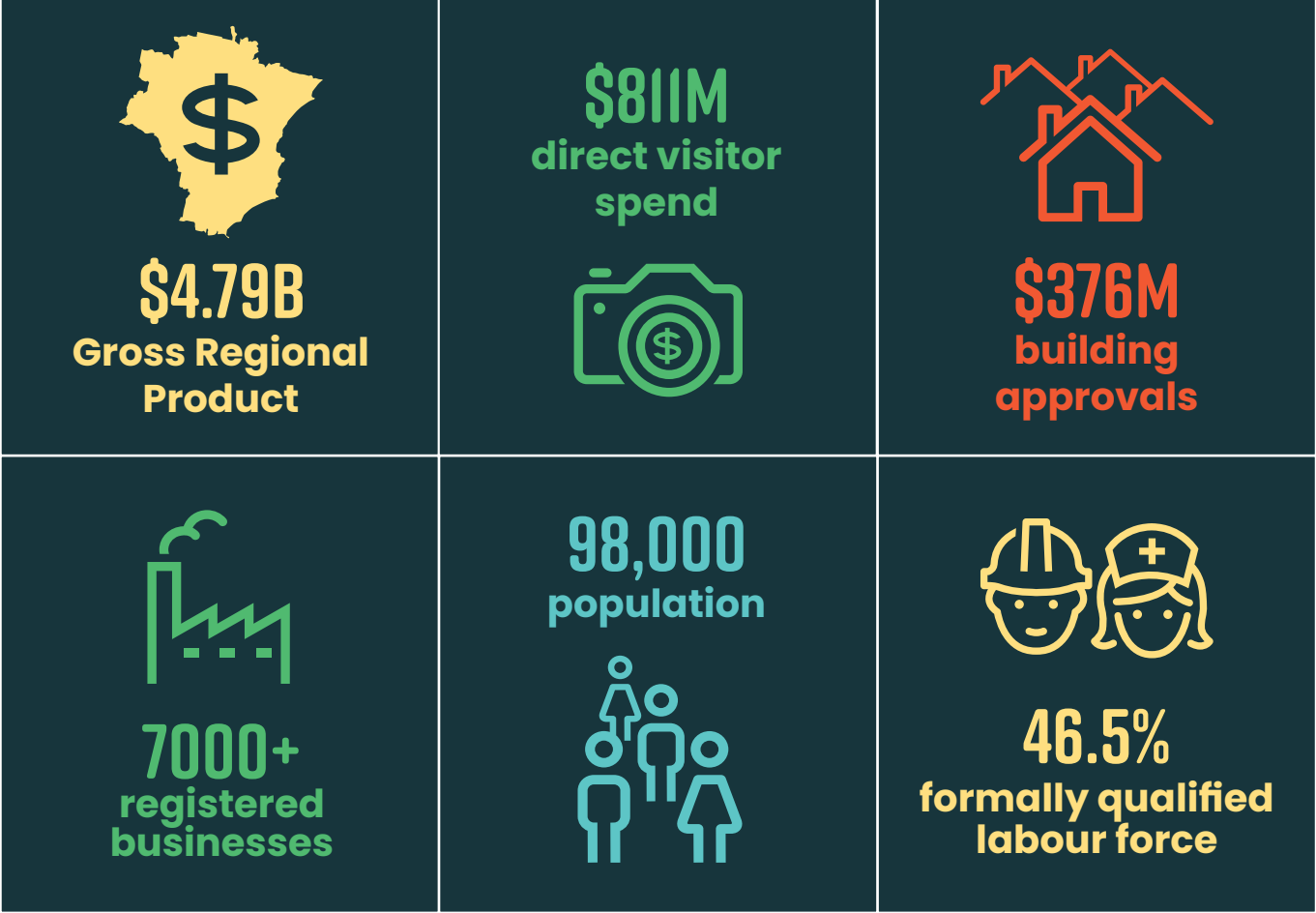
Our award-winning tourism brand 'Barrington Coast – where the leaves touch the water, from the mountains to the sea' continues to attract visitors from our key visitor markets along the east-coast of NSW.

**We are the MidCoast – where people choose to live, work, visit and invest.**



The MidCoast has two main population centres, Taree, and Forster-Tuncurry, each with differing economic drivers. Taree offers a wide range of regional services and facilities that are utilised across the region, including an airport, hospitals, education, sporting, entertainment and cultural facilities. Large tracts of industrial land also support a focus on industry and manufacturing. In contrast, Forster-Tuncurry centres around lifestyle, ideally located between the coast and lakes, tourism and healthcare drive the local economy.

There are also several rural and coastal centres; each with their own unique character and qualities; which play a significant role in our economy by supporting industry and the main population centres.





# REGIONS OF OPPORTUNITY

The MidCoast has a varied geography, diverse townships, and a dispersed population and business base.



## TAREE

**Boasting a strong cultural history associated with the Manning River, Taree has evolved to become a main service centre for the MidCoast. Taree is recognised as a regionally significant growth area in the Hunter Regional Plan 2041 and provides a range of facilities for surrounding communities including retail, government, health, civic and professional services.**

Home to an active industrial and manufacturing network; a regional health hub; and the Taree Universities Campus; with access to the M1 and affordable commercial real estate up to \$100/sqm cheaper than metro areas, Taree is an attractive option for businesses and residents alike.

Surrounded by rich farmland, Taree has a diverse agricultural representation including beef cattle, dairy cattle, egg production and cropping. With the production of high-quality produce and an emerging culinary tourism industry, opportunities exist for agritourism enterprises.

The Northern Gateway development is an emerging opportunity, which aims to cluster transport, logistics and freight activities leveraging access to the M1 and Taree Regional Airport.

 MANUFACTURING	 HEALTH	 COUNCIL HQ	 STRATEGIC CENTRE	 RETAIL	 EASY ACCESS TO M1	 AIRPORT
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# MIDCOAST HINTERLAND BARRINGTON TOPS, GLOUCESTER AND STROUD

**The MidCoast Hinterland is defined by the World Heritage listed Barrington Tops National Park to the west and features agricultural and water catchment areas, pristine waterways and an extensive network of national parks and wilderness areas.**

Including the areas of Gloucester and Stroud, the district has a strong agricultural industry representation. Historically known for its dairying and timber, there has been growth in poultry industries as they relocate from the expanding edges of larger cities. Improvements to key road networks including the M1, The Bucketts Way and Thunderbolts Way will further support agriculture and emerging industries including small manufacturing.

With an abundance of natural assets, enhanced by character filled rural towns and villages, tourism is a strong driver of the economy and exciting opportunities exist to expand the offerings.

			
TOURISM	RESIDENTIAL	SMALL MANUFACTURING	AGRICULTURE



# FORSTER-TUNCURRY

**Forster-Tuncurry is located between the coast and lakes with tourism and lifestyle driving the economy, leading to extensive shopping, entertainment, recreation, and service facilities. Vibrant and desirable, Forster-Tuncurry is recognised as a regionally significant growth area in the Hunter Regional Plan 2041.**

Rich in water-based assets, tourism is the cornerstone of the economy. Innovative growth will occur through enhancing infrastructure, products and experiences for sustainable tourism and recreation that capitalise on the natural appeal. Council is also committed to driving destination marketing strategies that deliver an increase in off-peak visitation.

Aquaculture – particularly Oysters – is a key industry within the Wallis Lake estuary producing 40% of all NSW Sydney Rock Oysters.

				
TOURISM	RESIDENTIAL	STRATEGIC CENTRE	RETAIL	AQUACULTURE



# LIFESTYLE MEETS LIVELIHOOD

If it's lifestyle you're after, we have it in abundance! We invite you to stand on mountain peaks, wander through subtropical rainforests, roam remote beaches and take delight in the wonder of our region.

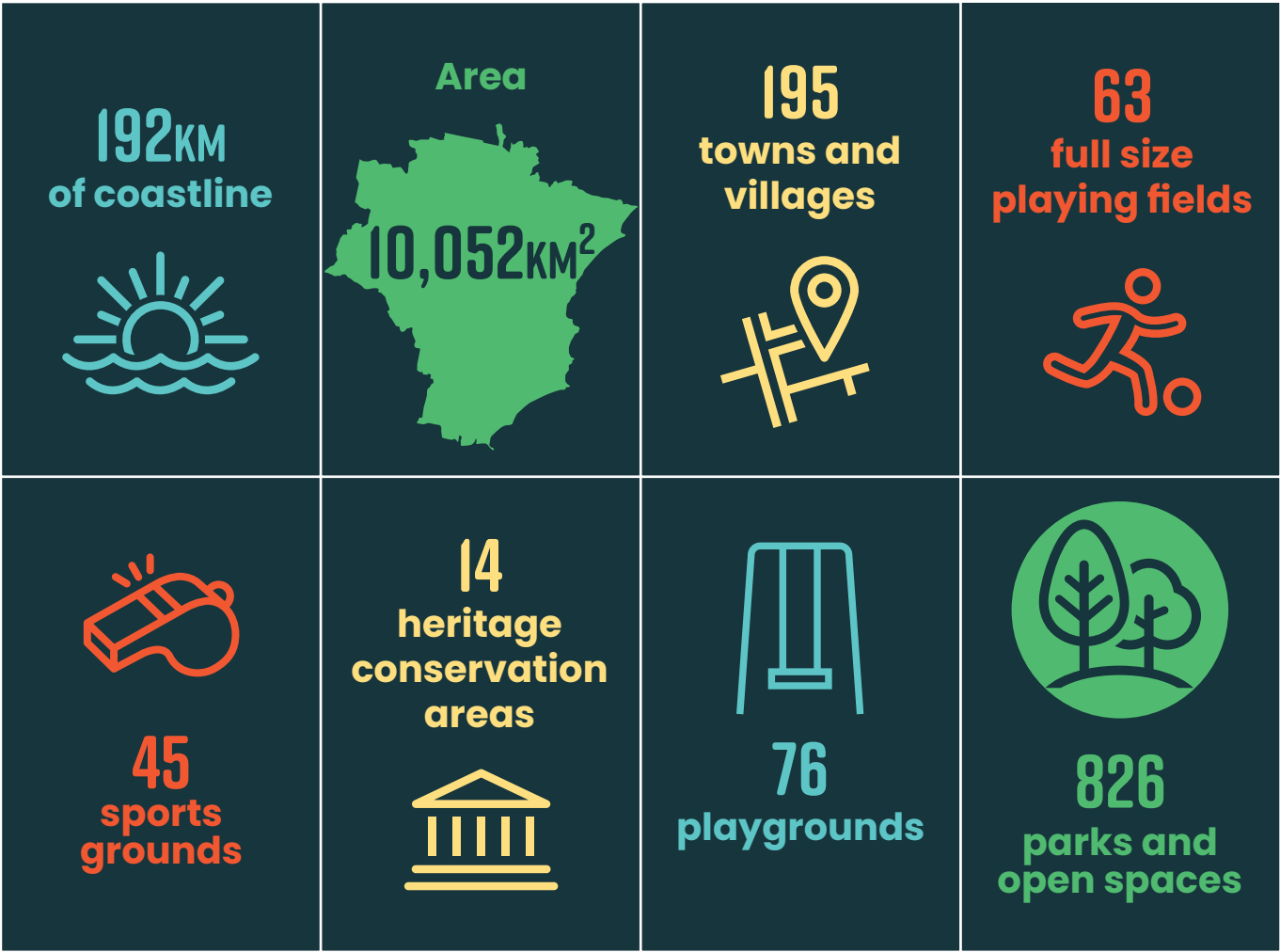


We are famous for our waterways, beaches and extensive parklands provided by our 15 national parks, 63 state forests, nature reserves and conservation areas. At our highest point is the world heritage Barrington Tops, the highest sub-alpine region outside the Australian Alps, with regular snowfall each winter.

Water is ever-present on the MidCoast. Our fertile lands are watered by 38 rivers including the only double delta (Manning River) in the southern hemisphere and the state's tallest single drop waterfall at 200m (Ellenborough Falls). Where the waters meet the sea there's a pristine triple lake system protected by an international environmental convention, plus 192km of stunning Pacific coastline.

Living here you can easily indulge your curiosity after a day at work and take delight in the wonders of our region. Explore ancient rainforests and fertile valleys rich in agriculture; embrace charming towns and welcoming smiles; discover mighty rivers, untouched waterways and breathtaking beaches.

The MidCoast encompasses the local regions of Bulahdelah, Hawks Nest, Tea Gardens, Pacific Palms, Forster-Tuncurry, Hallidays Point, Taree, Wingham, Old Bar, Harrington, Gloucester, Stroud, and the Barrington Tops: from high altitude wilderness to the golden sands alongside the glittering Pacific Ocean and pristine lakes Myall, Smiths and Wallis. You can make a snowman and a sandcastle on the same day without leaving the region. Maybe it's time you moved here too.





# EVERYTHING YOU NEED

## Identified the opportunity, now it's time to settle in!

**Education** – with a raft of early education centres, primary and high schools (both State and private), parents have many options for their children's education. Parents and teaching staff across the MidCoast are passionate about children's education and each school upholds strong values around learning, responsibility, respect and integrity, with active community engagement.

**Access to higher education** – Students in our region have access to higher education providers including TAFE NSW, University of New England, and Taree Universities Campus which all host modern campus facilities and on-site support.

**An Active Way of Life** – An inclusive and active lifestyle is inherent in our community culture. Championing health, respect, friendships and fun, our sporting and community clubs are cherished and celebrated throughout the region.

**Looking After Yourself** – With respected GPs, public and private hospital facilities and a strong network of allied health services, our region caters to an important range of health care needs. Specialist clinics operate from various locations with additional specialist services located close by in Newcastle.



### Community Connector Program

The Community Connector program has been brought together by a range of organisations to help with integration and retention of professionals within the region.

Linking the pieces together for new arrivals, the Community Connector works with individuals and their families, in partnership with organisations, to help them establish themselves within the region while showing them the endless possibilities available here on the Mid Coast.

Whether it be housing (short or long term), social connections, schooling for children, sporting facilities, or other services available within the region, the Community Connector creates a plan to look at the individual needs of each person and make sure they are supported and connected quickly to what they need. This alleviates the stress of relocating, and supports the employer organisation, by ensuring that their employee is cared for.

The connector supports recruitment by assisting to find employment for partners of professionals and providing information to make an informed decision if moving to the region is a good fit for them.

The Community Connector also coordinates a large range of social connection events for professionals within the Mid Coast Region, allowing businesses to meet potential new candidates, enhance social connections and showcase different locations and services available.

[communityconnector.com.au](http://communityconnector.com.au)

# CONNECTIVITY

## The MidCoast is conveniently situated 1.5 hours from Newcastle and 3 hours from Sydney.

**Rail** – Passing through Gloucester, Wingham, and Taree, the North Coast line is the major trunk line between Sydney and Brisbane. Passenger trains operate on a daily basis.

**Road** – The M1 Pacific Motorway extension to Raymond Terrace will improve connectivity to the MidCoast. This project is one of the last major upgrades required to complete a free-flowing dual carriageway route between Sydney and Brisbane along the coastal road route of the National Land Transport Network (NLTN). Completion is expected in 2028.

**Air** – Just a few minutes from the Taree CBD, the airport provides a range of services including:

- Emergency services
- Medical flights
- Private charters
- Private aircraft
- Air mail/courier services

Opportunities exist for the advancement of the Aviation Business Park with a vision to develop the land for general aviation activities to create ongoing economic benefit to the region





# KEY INDUSTRIES

Our economy is supported by a diverse industry base. Our aim is to continue to build a sophisticated economy based on high value employment opportunities across these industries.



## HEALTH CARE AND SOCIAL ASSISTANCE

The MidCoast offers the critical health infrastructure required to support the growing region. The demand for health services will continue to grow in the future with an ageing population and increasing propensity for access to a higher level of health care. Aged care is a regional specialisation.

The region currently has the following key health related infrastructure: Public and private hospitals; Specialist medical and health care facilities; Allied health services typical of a major regional location; Local health facilities in outlying urban areas



## MANUFACTURING

Manufacturing (excluding agri-related processing) is a significant industry in the MidCoast. The region is home to internationally recognised and highly specialised manufacturing businesses, primarily located in Taree and Gloucester where industrial land and access to transport networks provide the ideal setting. In other parts of the region, manufacturing is smaller in nature with light industrial operations located in the various industrial estates, servicing the domestic and international markets.





# AGRICULTURE, FORESTRY AND FISHING

Much of the rural area in the region is used for livestock farming, primarily dairy and beef cattle and the poultry industry. Hardwood forests are located in the western part of the region, while oyster farming and fishing are important industries in coastal locations. The MidCoast is number 1 in NSW for egg production.



# CONSTRUCTION

The construction industry has the second largest number of registered businesses in the MidCoast, representing 20% of all total registered businesses. Construction is a key job growth industry and is the second largest industry in the MidCoast region for full-time equivalent local workers and the largest in terms of total sales (output). With a dynamic portfolio of projects planned for the region, along with the high demand for residential housing, construction is expected to remain a key contributor to growth.



# TOURISM

Accommodation, food services and retail are the cornerstones of the region’s tourism economy, servicing our increasing residential population base, as well as over 2million visitors each year. The MidCoast Destination Management Plan 2030 is focused on building the capability of the tourism industry through the development and attraction of products, experiences, and events.



# TRANSPORT AND WAREHOUSING

Given the region’s location and direct access to major transport routes including the Pacific Highway (North South) and Thunderbolts Way (providing access to the west), transport, logistics and warehousing is an important industry. The Northern Gateway Transport Hub development is an emerging opportunity, with the aim to cluster transport, logistics and freight services.





# WHO'S ALREADY HERE

Join a diverse range of leading businesses on the MidCoast, some who have operated here for decades and others who realised the potential for the region more recently. Here are just a few.



FOR MORE INFORMATION:  
+61 2 6592 0777  
[sales@steber.com.au](mailto:sales@steber.com.au)



## STEBCRAFT PTY. LTD.

Founded in 1946 originally producing timber clinker hull boats, Steber International changed to fiberglass construction in 1959 and is considered as one of the pioneers in the construction of fibreglass vessels in Australia. Relocating to Taree in 1974, the company has remained at the forefront of the industry and is now regarded as the premium manufacturer of commercial fibreglass vessels and composite components.

The company prides itself on quality and customer service with a diverse highly skilled workforce qualified in ship and boat building, engineering, electrical and composite technology. Steber supply their products to private, commercial and government clients across the globe including exciting contracts with the Australian Defence Force. Most recently, Steber ran successful trials of their 40ft Electric Hybrid vessel which is the first of its kind in Australia. Local and international interest in this new technology is growing every day.

Steber is a highly respected company which is strongly committed to business in the Taree area and take an active role in developing the community.





FOR MORE INFORMATION:  
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John.fergusson@daymark.com.au

## JAMESTRONG

**Jamestrong Packaging, a precision metal packaging manufacturer, operates six facilities across Australia and New Zealand. Among these, the Jamestrong Taree plant, located in the Kolodong Industrial Park, stands as a notable beacon of production, manufacturing in excess of 100 million aluminum aerosol cans annually.**

This facility has been in operation for 32 years at its current location and employs 84 people. Key customers, including Unilever, Pax, Ensign, Moorebank, have consistently supported and relied upon the Taree operation.

The inception of the Jamestrong business, originally named Containers Packaging, saw a strategic relocation from Sydney in the early 1990s. This shift was made possible through the proactive endeavors of the Taree Council's visionary campaign, "Taree – The Civilised Escape". The region was attractive to the business as it offered a reliable, stable and loyal workforce.

Since its commissioning in March 1991, the Taree plant has processed a staggering 75,000 tons of aluminum, resulting in the production of approximately 2.7 billion cans. It has also distributed a total of \$248 million in wages, allocated \$208 million to local expenses, expended \$65 million on utilities, and provided employment to more than 500 individuals.

Currently, Jamestrong is embarking on an exciting journey, constructing a new casting line within the existing plant's footprint. This endeavor aims to reshore the production of 'slugs,' crucial components used in aerosol can manufacturing, from Thailand to Taree. During the construction phase, the project will employ approximately 35 full-time equivalents, primarily comprising local tradespeople and service providers. Furthermore, it will add 12 full-time positions to the permanent workforce. A noteworthy aspect of this casting line initiative is its innovative collaboration with UNSW, pioneering the use of recycled aluminum in aerosol can production, marking a groundbreaking achievement on the global stage.

An enduring pillar of Jamestrong's success over the past three decades has been its steadfast and loyal workforce, with many employees dedicating 10, 20, or more years to the company.

FOR MORE INFORMATION:  
02 6552 1059  
info@saxbys.com.au



## SAXBYS SOFT DRINKS

**Employing 50 people, Saxbys Soft Drinks manufacture a range of non-alcoholic carbonated beverages which are sold throughout Australia and exported to numerous countries in Southeast Asia.**

In 1864, George Saxby combined his entrepreneurial spirit and fascination with chemistry of aerated waters, and established his first drinks factory at Chatham, just on the outskirts of Taree. George would create his now popular Stone Ginger Beer in large wooden casks, before being packaged in ceramic bottles, which were filled and corked by hand. Once a batch was completed, small floats would take cases of these bottles to Taree wharf, where they were dispatched to shops in the local area, usually by wheelbarrow. 160 years and 5 generations later Saxbys Soft Drinks remains family owned and operated with their roots imbedded deeply in the Manning Valley.

The team at Saxbys believe that the proximity to major transport routes coupled with a competitive and flexible labour market makes the MidCoast region an ideal location for businesses to relocate or invest.

Saxbys have plans to increase distribution of George's now Famous Saxbys Ginger Beer in route channels in major cities across Australia and to embrace the shift to online shopping to make their products available to all Australians with a stronger online presence.





FOR MORE INFORMATION:  
0478 599 283  
matthew@leveltec.com.au

## LEVELTEC ENGINEERING

**Leveltec Engineering is a proud Australian-owned manufacturing and technical distribution business delivering design and manufacturing solutions to their customers in the mining, agriculture, ports, renewables, and transport industries. Leveltec Engineering are exclusive distributors in Australia and New Zealand of world class industrial equipment applied across both electrical and mechanical solutions in all markets**

From humble beginnings consisting of 3 employees and a single product range, the company pushed for market share both nationally and internationally and have progressively expanded accordingly. Leveltec Engineering achieves continued growth by employing highly skilled and focussed personnel and embracing modern machinery to forge the path for advanced manufacturing, bringing products and innovations to new markets such as renewables and critical infrastructure.

Located in the regional centre of Gloucester, Leveltec Engineering embrace the opportunity for all staff, including executive management to truly live a balanced lifestyle. Motivating employment, active, thriving communities and easy access to nature, the region offers a wholistic lifestyle that many strive for.

Leveltec Engineering consider the MidCoast region as the Central Locale for the East Coast. With the expansion of the Newcastle Airport and upgrades to the major road network, freight and logistics for companies of all sizes is simple. They believe there is a great opportunity for industry to take advantage of the region and all it has to offer.





# REGION SHAPING PROJECTS

MidCoast Council is committed to advancing the region by delivering key projects that look towards a sustainable future.



Projects as diverse as lifestyle, sporting and cultural development, to water and waste management, are key to building resilient and thriving communities where people choose to live, work, visit and invest.

We work in partnership with government agencies, industry and developers to deliver strategic economic outcomes for the region. Some of the regionally significant initiatives that will contribute to these outcomes are outlined here.

	<p><b>Northern Gateway</b></p> <p>An opportunity exists at the 74-hectare Northern Gateway Transport Hub, located at the northern Taree interchange with the Pacific Highway at Cundletown. A masterplan and feasibility study have been undertaken and offers a transformative opportunity to link transport, logistics and freight services along the east-coast of Australia.</p>
	<p><b>Brimbin</b></p> <p>Spanning a project life of approx. 30 years, when fully developed, Brimbin is expected to accommodate a population of around 22,000 people (similar to Taree). Brimbin will significantly increase the population of the MidCoast and reinforce Taree’s role as a major regional centre.</p>
	<p><b>MidCoast Regional Sporting Precinct</b></p> <p>The MidCoast Regional Sporting Precinct is a 60 hectare site located in Taree approximately 2km from the CBD. The development of this site will improve the economic, social, and recreational outcomes for the MidCoast</p>
	<p><b>North Tuncurry Urban Release Area</b></p> <p>The North Tuncurry Urban Release contains 615 hectares of Crown Land that has now been rezoned to deliver new homes, jobs, services, conservation, and recreation land. It will accommodate 2,100 dwelling and 123 hectares of employment land.</p>
	<p><b>Nabiac Borefield</b></p> <p>Installation of a new 10million litre reservoir and five additional bores to increase water security for the region’s water supply.</p>
	<p><b>Gloucester Reservoir</b></p> <p>Construction of a new main service reservoir and elevated service reservoir increasing the water quality, supply, and security for the Gloucester area as well as increasing capacity for proposed future developments.</p>
	<p><b>FOGO Facility</b></p> <p>Development of a food and garden organic facility to help achieve the NSW strategic target of halving food waste sent to landfill and achieving net zero emissions from organics in landfill by 2030.</p>



# EMPLOYMENT LAND OPPORTUNITIES

Focusing on strengthening existing and facilitating new business and industries, the MidCoast has a range of prime employment land opportunities to consider.



The MidCoast region is set to experience significant residential and employment growth over the coming years. In order to ensure that we are prepared for future development; the region has identified employment land readily available or planned for re-zoning in the future.

## Brimbin

The MidCoast is set to expand with the new town of Brimbin which will have the ability to house approximately 22,000 residents. Brimbin offers 112 hectares of employment and industrial land as well as 400 hectares of primary production and rural employment land.

## Taree South Growth Areas

This location, south of the Manning River provides approximately 85 hectares of employment land in close proximity to the Pacific Highway and Taree. Taree is a key contributor to employment throughout the region, with approximately 40% of the MidCoast's jobs located in this area

## Taree Growth Area 3

Spanning approximately 20 hectares and housing a former dairy factory, an opportunity exists at this site for a mixed-use development, including adaptive reuse of heritage buildings, to accommodate a range of applications including residential, commercial and tourism

## Forster Growth Area 1

Prominently located in the strategic centre of Forster, a range of employment, residential and environmental opportunities exist at this site

## Nabiac Growth Area 4

Located adjacent to the Pacific Highway, to recognise existing industrial and business developments occupying surrounding land, the opportunity is available for the rezoning of some additional industrial land.

## North Tuncurry

A major NSW Government initiative, this 615 hectare site that is close to the growing Tuncurry urban area has been rezoned to deliver residential, commercial, recreation and conservation lands.

## Stratford

The 195 hectare precinct is the largest area of E5 Heavy Industrial zoned land available in the MidCoast area with good access to freight and logistics networks. The precinct represents a unique opportunity for large scale heavy, hazardous or noxious industries that generate significant impacts to establish or relocate.

## Cundletown

Cundletown offers recently rezoned employment land with a focus on transport and freight distribution which capitalises on its location near the Pacific Highway. An opportunity for rezoning land is available adjacent to the Taree Regional Airport for the development of an 'air-park' or employment opportunities associated with the airport (subject to a user pays rezoning).

The information provided should be read in conjunction with the MidCoast Urban Release Areas Report 2021 and current Local Environmental Plans (Great Lakes, Greater Taree and Gloucester). It is recommended that landowners, investors and developers contact Council's Land Use Planning Team for further information on rezoning of this land.





# CLOSER THAN YOU THINK

To help you achieve your outcomes we are committed to working collaboratively with government agencies, investors and businesses – both new and existing, to offer guidance and advice to help bring projects to fruition.

## What can we do for you?

- A single point of contact for all investment enquiries
- Provide local economic and demographic intel
- Tours and introductions to key business / site locations
- Planning and assessment support

If you're considering investing in the region , expanding or relocating your business in the MidCoast, we encourage you to connect with us.

## Reach out to MidCoast Council's Economic Development Team

**Web:** [midcoast.nsw.gov.au](http://midcoast.nsw.gov.au)

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