



# PORT STEPHENS ECONOMIC PROFILE

JANUARY 2017



**PORT STEPHENS**  
COUNCIL

## Economic Profile

The Economic Profile is a resource to assist informed decision making by providing information about the state of the local economy and what this means for investment opportunities, economic impacts, and the allocation of resources.

This publication is based on key economic indicators including: Demographics; Employment; Industry; Housing; Tourism, and Business Activity – with interesting facts and statistics about the local economy, and comparisons with the Hunter Region and NSW.

Prepared by the Economic Development Unit of Council in conjunction with Remplan, the information contained within is current as of January 2017. For data integrity, Remplan applies economic modelling using base data from the Australian Bureau of Statistics (ABS) and other government agencies. New data is available throughout the year and readers are encouraged to contact the Economic Development Unit of Council for the latest data and advice.

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### DISCLAIMER

*All figures and data presented in this document are based on data sourced from the Australian Bureau of Statistics (ABS), and other government agencies. Using ABS datasets, the regional economic modelling software 'Remplan economy', has been applied to generate industrial economic data estimates. This document is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, Remplan does not guarantee the accuracy of data nor the conclusions drawn from this information.*

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## Abbreviations

<b>ABS</b>	Australian Bureau of Statistics
<b>GRP</b>	Gross Regional Product
<b>LGA</b>	Local Government Area
<b>NSW</b>	New South Wales
<b>PS</b>	Port Stephens
<b>PSC</b>	Port Stephens Council
<b>SALM</b>	Small Area Labour Markets





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# OVERVIEW

Port Stephens

Snapshot

Infrastructure

Strategic Infrastructure Assets

# PORT STEPHENS

Positioned on the east coast of NSW, Port Stephens spans 858.5 square kilometres and forms part of the Hunter region; the largest regional economy in Australia<sup>1</sup>.



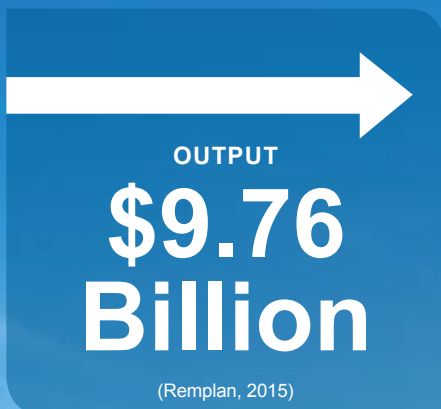
The population of Port Stephens is 70,477<sup>2</sup> with **population growth forecast to increase** by 18,650 people (25.15%) between 2016 and 2036<sup>3</sup>. This is an estimated growth rate of 1.12% per annum.

Port Stephens' Gross Regional Product (GRP) is estimated at \$3.99 billion representing 9.21% of the Hunter Region's GRP of \$43.32 billion<sup>4</sup>. Port Stephens is a significant economic hub with the capacity to create jobs and support a range of lifestyles in both coastal and rural settings.

Port Stephens is a two hour drive north of Sydney, within 30 minutes of the Port of Newcastle and home to Newcastle Airport, which is located at Williamstown. **The airport is a major economic driver for the Hunter region with over 1.2 million passengers per year<sup>5</sup>** and potential international capability to increase visitation to the area. As the second busiest airport in NSW, daily services are available to major capital cities on the east coast of Australia and regional centres throughout NSW.







Australia's premier pilot training facility, the Royal Australian Air Force (RAAF) base is also located at Williamtown. Together with the airport these sites continue to attract high tech, innovative businesses to the area. A significant defence and aviation hub is located in close proximity to these sites with the **capacity to lead the way in aerospace research and development** in the Hunter.

The Williams River and Hunter River converge at Raymond Terrace, Port Stephens' civic centre. The northern entrance of the Hunter River makes up the southern boundary of Port Stephens. This estuary is important for maritime transport, commercial fishing and recreation. The rural hinterlands to the west of Raymond Terrace, including Wallalong and Seaham, offer quality agricultural land for cattle and poultry farming.

As a major regional visitor destination in NSW, **Port Stephens attracts on average 1.3 million visitors per year** and generates in excess of \$335.66 million for the local economy<sup>6</sup>. The Tomaree Peninsula, north-east of Raymond Terrace, is a pristine visitor destination attracting national and international tourists with its underwater marine oasis, kilometres of coastal bushland and the largest sand dunes in the southern hemisphere. This growing visitor market is serviced by commercial centres at Nelson Bay and Salamander Bay.

A **robust manufacturing industry sector** is located at Tomago in the south, alongside Heatherbrae a major commercial and bulky goods precinct. This prime industrial land supports metals manufacturing, heavy engineering, light industrial and bulky goods retail; with access to the M1 Motorway, rail freight and air transport networks. Manufacturing is recognised as the major contributor to output in Port Stephens generating 43.4% of Port Stephens' total output of \$9.76 billion<sup>7</sup>.

With over **4,544 actively trading businesses** across Port Stephens, the top three industry sectors with the largest number of businesses include Construction (20.4%), Rental, Hiring & Real Estate Services (11.4%), and Professional, Scientific & Technical Services (10%)<sup>8</sup>. This is indicative of the buoyant residential and non-residential construction market in Port Stephens, high visitation to the area, and entrepreneurs setting up commercial premises or home based businesses based on the lifestyle offering.

The **major employment industries include Manufacturing, Public Administration & Safety, Retail Trade, and Accommodation & Food Services**; collectively employing 56% of the 22,689 people working in the area<sup>9</sup>. The diverse industry and employment base in Port Stephens continues to attract investment to the area to sustain a healthy, resilient and balanced economy.

### EMPLOYMENT

# 22,689



(ABS, 2011)



# SNAPSHOT



## Demographics

Indicator	Period	Value	Source (Year)
Estimated Resident Population	2015	70,447	ABS (2016)
Projected Population	2036	92,800	NSW Department of Planning & Environment (2016)
Resident Population Growth (Annual Average)	2016-2036	1.12%	NSW Department of Planning & Environment (2016)
Median Age	2011	41.9	ABS (2012)
Median Person Income (Weekly)	2011	\$498	ABS (2012)
Median Household Income (Weekly)	2011	\$998	ABS (2012)



## Employment

Indicator	Period	Value	Source (Year)
Number of people who work in Port Stephens	2011	22,689	ABS (2012)
Largest Employment Industry	2011	Manufacturing	ABS (2012)
Change in jobs (work in Port Stephens)	2006-2011	2,187	ABS (2012)



## Industry

Indicator	Period	Value	Source (Year)
Output	Jun-15	\$9.77 billion	Remplan (2015)
Value Added	Jun-15	\$3.67 billion	Remplan (2015)
GRP	Jun-15	\$3.99 billion	Remplan (2015)
GRP as % of NSW	Jun-15	0.78%	Remplan (2015)

## Housing

Indicator	Period	Value	Source (Year)
Dwelling Approvals (\$)	2015 - 2016	\$499 million	ABS (2016)
Median Sales Price (All Dwellings)	Dec-15	\$440,000	NSW Department of Family & Community Services (2016)
Median (Weekly) Rent :			
One Bedroom	Mar-16	\$220	NSW Department of Family & Community Services (2016)
Two Bedroom	Mar-16	\$290	NSW Department of Family & Community Services (2016)
Three Bedroom	Mar-16	\$360	NSW Department of Family & Community Services (2016)
Four or More Bedrooms	Mar-16	\$460	NSW Department of Family & Community Services (2016)



## Tourism



Indicator	Period	Value	Source (Year)
Number of Visitors (4 year average)	2010 - 2014	1.3 million	Remplan (2014)
Output	2013 - 2014	\$335.66 million	Remplan (2014)
Employment	2013 - 2014	1,669	Remplan (2014)
Value-Added	2013 - 2014	\$156.59 million	Remplan (2014)

## Trends

Indicator	Period	Value	Source (Year)
Number of Businesses	Jun-15	4,544	ABS (2016)
Employed	Sept-16	32,007	Australian Government, Department of Employment (2016)
Unemployed	Sept-16	1876	Australian Government, Department of Employment (2016)
Unemployment Rate	Sept-16	5.5%	Australian Government, Department of Employment (2016)
Labour Force	Sept-16	33,883	Australian Government, Department of Employment (2016)





# INFRASTRUCTURE

Port Stephens' location and access to infrastructure provides a competitive advantage, which is further enhanced by the availability of Newcastle Airport and the Port of Newcastle.

## Road

The following road connections, located within Port Stephens, provide key linkages to national markets.

**M1 Pacific Motorway** linking Port Stephens to Newcastle, Central Coast and Sydney in the south, providing a feasible option for the transportation of exports to Sydney.

**Pacific Highway Corridor** extends from Port Stephens to Forster, Port Macquarie and Brisbane in the north, and cuts through Tomago, Heatherbrae and Raymond Terrace.

**New England Highway** provides a critical link to the Hunter Valley vineyards, Upper Hunter mines and for the transportation of produce to coastal markets.



## Rail

Businesses in Port Stephens benefit from **close proximity to the heavy rail network** which supports passenger and freight services including the Hunter Valley Coal Chain and passenger and freight links along the east coast including Sydney and Brisbane.

Port Stephens Coaches provide connectivity from the rail networks to various locations within Port Stephens.



## Telecommunications

The rollout of the National Broadband Network (nbn™) in Port Stephens commenced in 2015 with completion due mid-2018. Using a multi-technology mix of fixed line, fixed wireless and satellite services, households and businesses in **Port Stephens benefit from the high speed capabilities of this new landline phone and internet network**, to support future economic growth.

## Future Plans

**Newcastle Airport Terminal Expansion.** The \$14.5 million Terminal Expansion Project was officially opened on the 28 August 2015 including: the extension of the terminal building by 50%; a brand new departure lounge and arrivals hall; five new food and beverage outlets; and dedicated facilities for customs, immigration and quarantine to facilitate international services<sup>10</sup>.

Furthermore, in December 2016 Newcastle Airport secured \$855,000 from the Regional Tourism Investment Fund to support the fit-out of the international processing areas of the Terminal Expansion Project, with expected completion of this project in 2017, in readiness for international flights<sup>11</sup>.

### **Pacific Motorway (M1) Extension Raymond Terrace.**

This extension aims to enhance travel time between Port Stephens and Sydney (planning phase). The route is currently being finalised and includes multiple access points into Port Stephens.



Source: Department of Planning and Environment NSW Government.

Port Stephens has the critical infrastructure to support the resident population, existing industry activity and visitors coming to the area. Planned future investment will continue to attract new industry providing economic diversity across the region.



# STRATEGIC INFRASTRUCTURE ASSETS

Capitalising on strategic assets promotes economic prosperity throughout the region. Key strategic assets include Newcastle/Williamtown Airport precinct and the Port of Newcastle. The close geographic proximity of these sites provides a synergistic economic flow-on effect for the portside and landside infrastructure of each facility.

**2<sup>nd</sup>**   
**busiest  
airport**  
in NSW



More than   
**1.2 million  
passengers**  
in 2016



## Newcastle Airport

Located at Williamstown in Port Stephens, Newcastle Airport covers a total area of 28 hectares and is a short 20-minute drive from Port Stephens' two main centres, Raymond Terrace and Nelson Bay. Newcastle Airport has regular services to all major cities along the east coast – including Brisbane, Canberra, Melbourne, Gold Coast, and Sydney – and offers easy connections for onward travel both interstate and overseas. Regional services fly direct to Ballina/Byron Bay, Taree, Dubbo and Coffs Harbour.

Currently, more than 1.2 million passengers<sup>5</sup> use Newcastle Airport as a gateway to the Hunter each year.

**Approximately 170 flights depart from Newcastle Airport each week**, an average of 25 flights per day.

The \$14.5 million terminal expansion project in 2015, which included an \$11.1 million grant from the NSW Government's Hunter Infrastructure and Investment Fund, has **increased terminal capacity** for additional domestic services, increased the food and beverage offering for its passengers, and provided dedicated facilities for Border Force, in readiness for international services<sup>10</sup>. In 2016, Newcastle Airport signed a landmark agreement with the Department of Defence, extending Newcastle Airport's Head Lease agreement for 60 years, cementing Newcastle Airport as the region's airport<sup>12</sup>.

The Hunter Regional Plan 2036 defines the Airport's connection to Asia as a key pillar for the future success of the region<sup>1</sup>.

## Economic Benefit

- Supports direct and indirect employment of 3,346 jobs in the Hunter, including 654 direct jobs on the airport precinct<sup>13</sup>.
- Direct and indirect contribution of \$1.19 billion annually to the Hunter economy<sup>13</sup>.
- Contributes \$305 million annually and supports more than 1,750 jobs in the tourism industry<sup>13</sup>.
- A gateway for local business with direct/onward access to major capital cities in Australia.



**45 minute**  
flight to Sydney



Serviced by Qantas,  
Jetstar, Virgin,  
Regional Express  
and FlyPelican

### RAAF Base Williamtown

Newcastle Airport was initially established as a military facility and continues to support the Williamtown Royal Australian Air Force (RAAF) base - the premier pilot training facility in Australia. **Williamtown handles around 1,000 aircraft movements each week, making it the busiest base in the RAAF.**

The current redevelopment and expansion of the RAAF base will accommodate new F-35 Joint Strike Fighters (JSF) and associated support activity, which will arrive into the RAAF fleet from 2018. With the introduction of the JSF, there are plans in place for approximately **\$1 billion spend on the New Air Combat Capability (NACC) facilities at Williamtown.**

The RAAF Base Williamtown anticipates future capital works over the next 10 years to include: Williamtown Redevelopment, Stage 2 from 2014 - 2019 (\$219 million); New Air Combat Capability Works (\$679 million), and Runway Extension (\$200 million)<sup>14</sup>.

#### Economic Benefit

- Direct and indirect contribution of over \$1.6 billion annually to the Hunter economy<sup>14</sup>.
- Recognised as the largest single site employer in the Hunter.
- Supports direct and indirect employment of over 3,000 people, accounting for 13% of all jobs in Port Stephens<sup>14</sup>. This will be higher with the proposed redevelopment.



### Defence and Airport Related Employment Zone (DAREZ) and Williamtown Aerospace Centre (WAC)

Commonwealth, State and Local Government commitment and recognition of Williamtown as a **strategic economic asset**, places it well in terms of major employment growth. Existing facilities, a highlight of regional plans and the availability of land for growth, will see the continued development of the land surrounding Newcastle Airport in terms of high-technology industry, defence, aerospace and air industry activities.

The staged development of approximately 150 hectares of land to the south of the Williamtown Airbase known as the Defence and Airport Related Employment Zone (DAREZ) is identified in Port Stephens Council's land use and development strategy, released in December 2007<sup>15</sup>.



The Defence and Airport Related Employment Zone (DAREZ) has strategic significance in terms of the potential to contribute to economic activity and industry throughout the region in the commercial, industrial and technological fields; protection and support to operations of Newcastle Airport and the Williamtown RAAF base (a significant element in the Australian Defence Force capability); and as a strategic location in terms of accessibility to Newcastle and the M1<sup>15</sup>.

The Williamtown Aerospace Centre (WAC), currently situated within the DAREZ, positions the Hunter as a major national and international centre for the aerospace and aviation industry. The WAC enables organisations to be part of Australia's national and international defence technology capability.

Located on the northwest corner of Nelson Bay Road and Williamtown Drive, Williamtown the WAC has completed three buildings known as Technology Place, with a fourth building due for occupancy from May 2017. Each facility has been custom designed to suit tenants' requirements in fulfilment of ongoing Department of Defence contracts. Each property has been built to meet Defence Industry Security Program (DISP) and Intruder Resistant Area requirements. All tenancies have access to Defence Secure Networks, subject to defence approvals<sup>16</sup>.

Current airport and defence-related businesses positioned at the Williamtown Aerospace Centre include: BAE Systems; Lockheed Martin; Mercure Hotel; Raytheon Australia; Plexsys; Bohemia Interactive; Airbus; Nova Systems; ViaSat; and Boeing. In November 2016 it was announced Milskil Pty Ltd, an operational training services provider and strategic partner to the RAAF for the delivery of Air Combat related training, will establish Corporate Headquarters and the Newcastle Operations Business Hub at the WAC following completion of the new building in May 2017<sup>17</sup>.



### Economic Benefit

- Capacity to support direct and indirect employment of more than 9,000, people<sup>18</sup>.
- Potential income effect estimated at \$250 million<sup>18</sup>.
- High-technology industry cluster supporting Newcastle Airport and the Williamtown RAAF Base.



## Port of Newcastle

The Port of Newcastle, 30 minutes from Newcastle Airport, is **one of Australia's major trading ports and the world's largest coal export port**<sup>19</sup>.

As a major economic trading centre for the Hunter and much of northern New South Wales, the Port is a critical supply chain interface for the movement of cargo with connections to national road and rail networks. With **over 217 years of commercial shipping experience**, the Port operates 24 hours per day, 365 days per year.

The Port of Newcastle has grown to include 20 operational berths and handles more than 25 different cargoes<sup>19</sup>. In 2015, **2,167 vessel visits entered the port including coal, non-coal and cruise ships**. The annual trade volume was 164.9 million tonnes, **a daily average of 500,000 tonnes, with an annual trade value of \$17.8 billion**<sup>20</sup>. Coal accounted for 96.5% of this trade volume followed by fuel, alumina, meals, grains and

wheat, and concentrates. Coal exports totalled 158.1 million tonnes and were distributed to over eight international destinations including: Japan (45%); South Korea (20%); China (13%); Taiwan (11%); Malaysia (3%); Thailand (2%); Mexico (2%); India (2%); and Other (2%)<sup>20</sup>.

The phased development of fuel import facilities at the Port enables ongoing fuel supply for industrial, commercial and domestic use throughout the Hunter. Providing 1.5 million tonnes of fuel imports in 2015, this is an increase of 25.1% on the previous year's result<sup>20</sup>. The close proximity of the Port to the mining industry and markets throughout the Hunter, together with connections to excellent roadways, supports the continued growth of bulk liquid fuel imports.

The Port of Newcastle also manages an extensive portfolio of 792 hectares including 200 hectares of vacant port side land available for development, with significant deep water access. The land is zoned for cargo intermodal, distribution, warehousing and manufacturing activities<sup>19</sup>.



**Construction of a new \$12.7 million 3,000m<sup>2</sup> permanent multi-purpose cruise ship terminal facility at the Port of Newcastle will commence in 2017.** The funding comes from the Hunter Infrastructure and Investment Fund (HIIF) via Restart NSW<sup>22</sup>. The facility will be built at the Channel Berth within the Port's Carrington Precinct, and is due for completion in 2018. The site meets current and future cruise industry requirements including **berthing for vessels up to 320m in length<sup>21</sup>.**

**Cruise shipping currently delivers around \$11 million per year to the region's economy<sup>21</sup>.**

The new purpose-built facilities will position the site as a home port where ships can start and finish their destination, delivering additional economic value to the Hunter via more cruise ships, more interstate and international visitors, and providing an opportunity for local businesses to supply goods and services for the provisioning of ships.

The new facility presents potential growth opportunities for Port Stephens' visitor economy, as Australia's east coast tourism trade continues to increase. Additionally, it complements the growing capacity of Newcastle Airport.

## Economic Benefit

- Annual Trade Value of \$17.8 billion<sup>20</sup>.
- Construction of a \$12.7 million multi-purpose cruise ship terminal providing an estimated \$26.7 million in direct and indirect flow-on effects for the Hunter<sup>22</sup>.
- Growth in the visitor economy across the Hunter, including an increasing number of international visitors and an estimated 14.5% increase in domestic day trippers<sup>23</sup>.







# DEMOGRAPHICS

Demographic Overview

Population

Age

Education

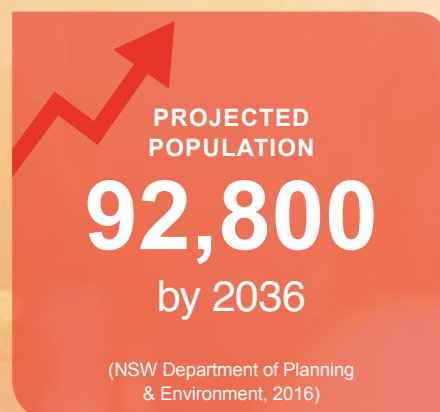
Income

Family Composition

Household Tenure

Dwelling Type





# DEMOGRAPHIC OVERVIEW

Global economic conditions, structural change in the regional economy and population and employment shifts impact local government areas and communities in different ways. To understand the nature of these influences it is important to consider the demographic profile of the Local Government Area.

Population is one of the most important resources for a Local Government Area (LGA), with population change a significant factor in the long term viability of the local community. Population change affects demand for infrastructure and services, and can influence the amenity or liveability of an area. Growth in the working age population can boost the labour force and expand the productive capacity of the local economy.

The estimated resident population of Port Stephens as at June 2015 is 70,477<sup>2</sup>. **During the ten year period from 2005-2015 the population in Port Stephens increased by 8,529 people (13.8%)** with an average annual compound population growth of 1.3%<sup>24</sup>. The average annual projected population growth between 2016 and 2026 is estimated at 1.4%<sup>3</sup>, which is in line with the average growth rate experienced in the previous 10 years. Population growth forecasts suggest an increase of 18,650 people (25.15%) between 2016 and 2036 to 92,800 people<sup>3</sup>, which is an estimated growth rate of 1.12% per year over a 20 year period.

Port Stephens has **20.8% youth** (0-15 years of age) and **19.3% seniors** (65+) compared to NSW figures of 20.5% and 14.7% respectively<sup>25</sup>. Similar to communities across Australia, Port Stephens is experiencing an ageing population. This impacts on the composition of the workforce and is an important consideration for local business. Workforce trends suggest a shift towards part-time and casual employment (known flexibility and underemployment indicators); increasing workforce participation by women; and pressure for workers to remain in employment beyond age sixty-five<sup>34</sup>.

Improvements in human capital, particularly education and skills can enhance the innovation and productive capacity of a workforce. Developing a highly skilled and educated workforce assists with building resilience, as individuals with greater education and skills can pursue a wider range of employment opportunities and adapt to new processes and technologies, which improves productivity and the standard of living. Changes in income can affect the amount of goods and services consumers will demand or purchase, with higher incomes typically increasing the demand for goods and services in the local economy.

HIGHEST PROPORTION OF  
THE TOTAL POPULATION

**65-69 year olds**

**7.13%**



(ABS, 2014)



HIGHEST PROPORTION OF  
WEEKLY INCOME

**\$400-\$599**

**13.99%**

(ABS, 2011)

HIGHEST PROPORTION OF  
DWELLING TENURE

**Owned Outright**

**36.42%**



(ABS, 2011)

Residents of Port Stephens have a **higher proportion (20.1%) of Certificate level qualification** than Diploma, Bachelor Degree, Graduate Diploma and Postgraduate degrees. Overall **34.05% of the population in Port Stephens hold some form of educational qualification** (i.e. Certificate level or higher), slightly lower than the Hunter region (35.13%)<sup>27</sup>.

In terms of income, **39.18% of the population in Port Stephens earn a low income** (\$400 or less per week) compared to **9.19% earning \$1,500 or more per week**<sup>27</sup>. This higher-than-average proportion of low income earners may be attributable to an ageing population, with the older population in segments of the community accessing government pensions and allowances; the workforce age profile showing a higher proportion (17.1%) of workers in the younger age groups (15-24 years)<sup>27</sup> and predominantly working in retail, accommodation and food services whereby low wage rates and/or reduced hours of work may be prevalent in comparison to other industry sectors; and lower individual incomes as a result of residents predominantly holding Certificate Level qualifications.

Family composition can also have implications for the local economy in terms of workforce participation, employment/unemployment rates, demand for goods and services, and service provision in terms of infrastructure, housing, childcare and health care services. Family composition in Port Stephens varies however, compared to the Hunter region, there is a **higher proportion of couple families with no children** i.e. 43.04% compared to 40.06% for the Hunter<sup>28</sup>. This figure can be attributed to two key markets: 1) Young couples electing to buy a home in the area based on affordability in places such as Raymond Terrace, and 2) The number of retirees in the area, attracted by the pristine location and lifestyle offering in key locations including the Tomaree Peninsula and Tilligerry Peninsula.

Household tenure reflects one's affordable capacity of renting a house or buying a house, and can be used to determine areas with a high incidence of home ownership (generally amongst older residents), compared to dwellings owned with a mortgage (working couples/families), or areas with a high number of rentals (transient employment/young people).

Port Stephens typically has a **higher proportion (36.42%) of home ownership** than the Hunter region (34.47%)<sup>29</sup> representative of the age profile in Port Stephens whereby approximately 40% of the population is aged 50 years and over<sup>30</sup>.

In terms of dwelling type, a greater concentration of higher density dwellings is likely to attract more young adults and smaller households, often renting. Larger, detached or separate dwellings are more likely to attract families and prospective families. Whilst nationally there has been a 'paradigm shift' in the composition of housing mix with a move towards a larger proportion of multi-unit dwellings, the composition of dwelling types in Port Stephens is representative of the cross-section of communities across the LGA living in rural, semi-rural, and residential areas, together with dwellings for the tourism sector (including separate houses and flats, units or apartments).



# POPULATION

Average annual  
population  
growth of  
**1.3%**  
2005-2015

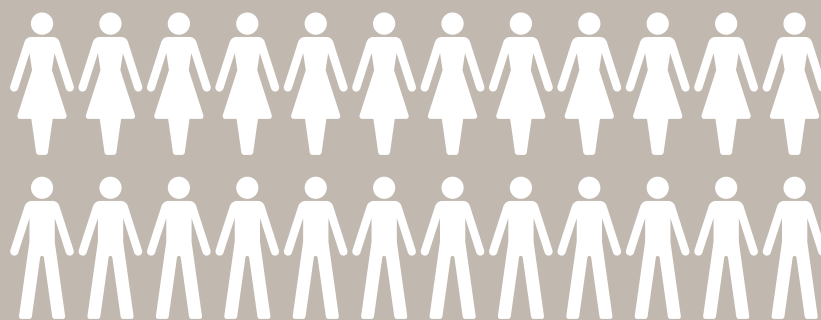


The estimated resident population (ERP) of Port Stephens as at June 2015 is 70,447 people<sup>2</sup>. Between 2005 and 2015 the Port Stephens estimated residential population increased by 8,529 people (13.8%) with an average annual compound population growth of 1.3% during this period<sup>24</sup>.



HIGHEST PROPORTION OF  
MALES AND FEMALES IN THE

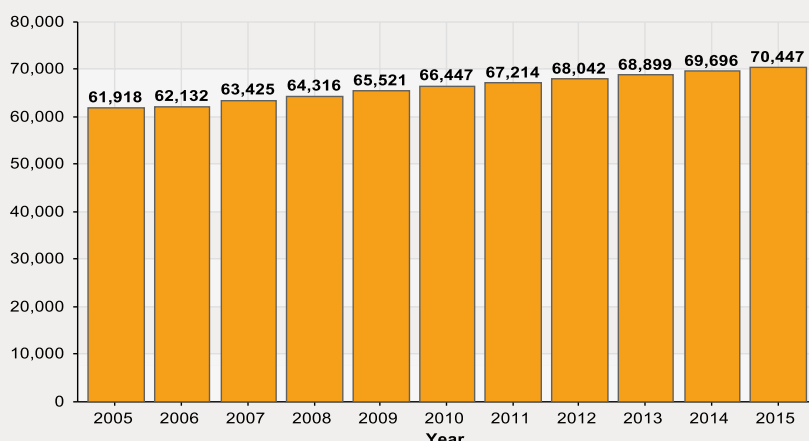
**65-69**  
age group



**70,447 people**



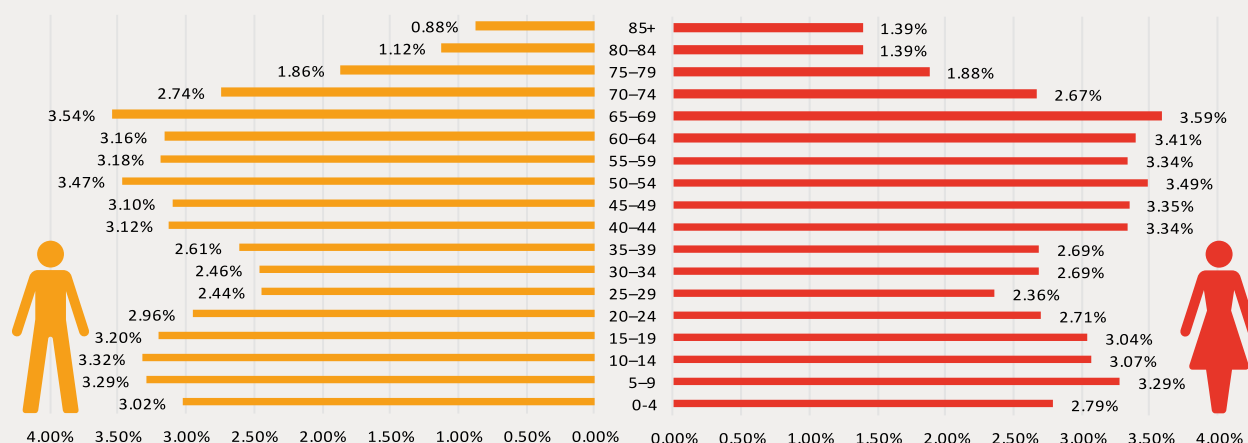
## Population



Source: ABS, Regional Population Growth, Cat. 3218.0

Population estimates show 49.51% of the population in Port Stephens is male and 50.49% female. People aged 65-69 comprise the highest proportion of males and females of the total population. Outside of the 75 plus age group, the 25-29 age group comprises the lowest proportion of both males and females of the total population<sup>30</sup>.

## Population Pyramid



Source: ABS, Population Estimates by Age and Sex – Local Government Areas (ASGS 2014), 2014, Cat. 3235.0





Population Projections

The NSW and Local Government Area Population Projections below were released in 2016.

**10 year projection:** The average annual projected population growth between 2016 and 2026 of 1.4% is slightly higher than the average growth rates experienced in the previous 10 years (1.3%).

**20 year projection:** Between 2016 and 2036, the population of Port Stephens is projected to increase by 18,650 people (25.15%), an estimated growth rate of 1.12% per year.

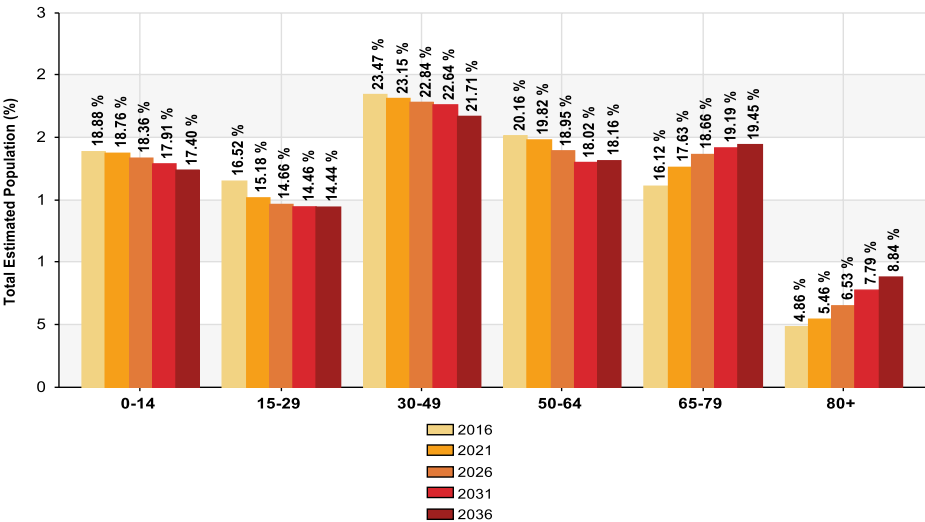
Population Projections by Age Cohort

The 65 to 79 year age group is projected to experience the largest increase in population from 2016 to 2036 (6,100 people). The 0-14 year age group is projected to increase in population by 2,150 people and similarly the 15-29 year age group is projected to increase in population by 1,150 people from 2016 to 2036, indication of an ageing population.

	0-14	15-29	30-49	50-64	65-79	80+	Total
2016	14,000	12,250	17,400	14,950	11,950	3,600	74,150
2021	14,950	12,100	18,450	15,800	14,050	4,350	79,700
2026	15,600	12,450	19,400	16,100	15,850	5,550	84,950
2031	16,100	13,000	20,350	16,200	17,250	7,000	89,900
2036	16,150	13,400	20,150	16,850	18,050	8,200	92,800
2016-2036	2,150	1,150	2,750	1,900	6,100	4,600	18,650

Source: NSW Department of Planning & Environment, 2016

Population Projections by Age Cohort



Source: NSW Department of Planning & Environment, 2016



92,800  
people  
by 2036



65-79  
age group to  
experience the largest  
population increase  
from 2016-2036



Projected  
average annual  
population  
growth of  
1.4%  
between  
2016-2026

An ageing population, generally speaking, is a sign of better living standards, improved health care and longer life expectancy. However there are some associated impacts on the economy including:

- **An increase in the dependency ratio.** If the retirement age remains fixed and life expectancy increases, relatively more people are claiming pension benefits and less people are working and paying income taxes.

- **Increased government spending on health care and pensions.** Also, those in retirement tend to pay lower income taxes because they are not working. This combination of higher spending commitments and lower tax revenue is a source of concern for government – especially where there is existing debt issues and unfunded pension schemes.

- **Those in work may have to pay higher taxes.** This could create disincentives to work and disincentives for businesses to invest; therefore there could be a fall in productivity and growth.

- **Shortage of workers.** This can push up wages causing wage inflation. Alternatively businesses can encourage more people to enter the workforce through offering flexible working practices.

- **Changing sectors within the economy.** An increase in the numbers of retired people creates a bigger market for goods and services linked to older people (e.g. retirement homes).

- **Higher savings for pensions may reduce capital investment.** As a local community places a higher percentage of income into pension funds, it could reduce the amount of savings available for more productive investment, leading to lower rates of economic growth.

To address the issue of an ageing population in a local economy, it is important to recognise that young adults are generally the most mobile age groups in the population as they tend to move to attend educational institutions, seek work, and express a change in lifestyle (out-migration). This age group can be attracted into an area (in-migration) when appropriate and affordable alternative housing is supplied that is accessible to established social networks.

On a broader level, a response by government to an ageing population is to increase the participation rate, making it easier for people aged over 65 to keep working, or to raise the retirement age, in light of the link to age expectancy. Alternatively, governments can increase taxes to pay for pension costs; the least desirable option due to cost-shifting implications and subsequent impact on tax-payers with a limited budget i.e. imposing higher tax rates on a shrinking workforce.



# AGE

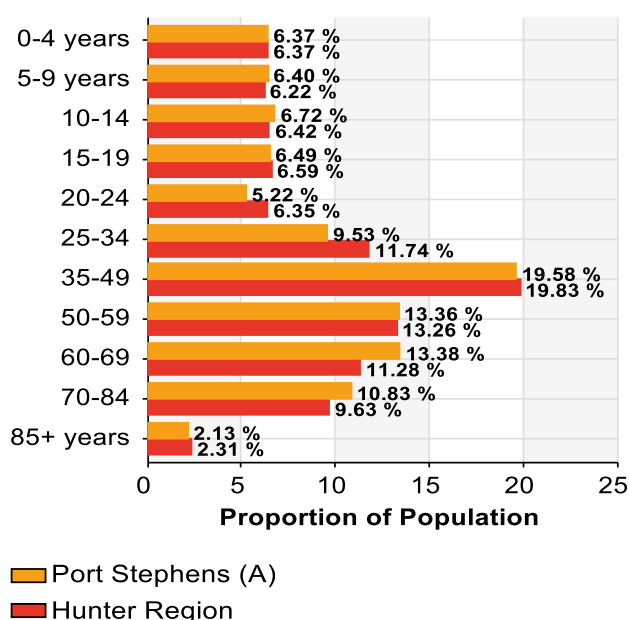
An analysis of the community profile of Port Stephens in 2011 when compared to the Hunter Region shows age structures are similar. The Hunter Region comprises the local government areas of Cessnock, Dungog, Gloucester, Great Lakes, Lake Macquarie, Maitland, Muswellbrook, Newcastle, Port Stephens, Singleton, and Upper Hunter Shire.

Overall, **19.49% of the population in Port Stephens is aged between 0-14 years of age, and 26.33% is aged 60 years and over**, compared with 19.01% and 23.21%, respectively for the Hunter. The median age (i.e. the age at which half the population is older and half is younger) in Port Stephens as at June 2011 was 41.9 years<sup>31</sup> compared to the NSW median age of 37.6 years<sup>32</sup>.

The major differences between the age structure of Port Stephens and Hunter Region are:

- A smaller percentage of 25-34 year olds (9.53% compared to 11.74%).
- A larger percentage of 60-69 year olds (13.38% compared to 11.28%).

## Port Stephens Age Profile



Source: ABS 2011 Census, Persons, Place of Usual Residence (POUR)



**Median age**  
**41.9**  
**years**

Between 2006 and 2011, the population increased in Port Stephens by 4,319 people (7.14%). The largest changes in age structure between 2006 and 2011 are in the following age groups:

- 60-69 years (+1,641 people)
- 70-84 years (+975 people)
- 50-59 years (+619 people)

The 10-14 years age group experienced the largest decrease (-227 people) between 2006 and 2011.

Over the next several decades, an ageing population will have a range of implications for the local economy including health, size of the working-age population, housing and demand for skilled labour. This ageing of the population is evident across Australia, and like most developed countries, Australia's ageing population is a result of sustained low fertility and increasing life expectancy. This has resulted in proportionally fewer children (under 15 years of age) in the population and a proportionally larger increase in those aged 65 and over<sup>33</sup>.



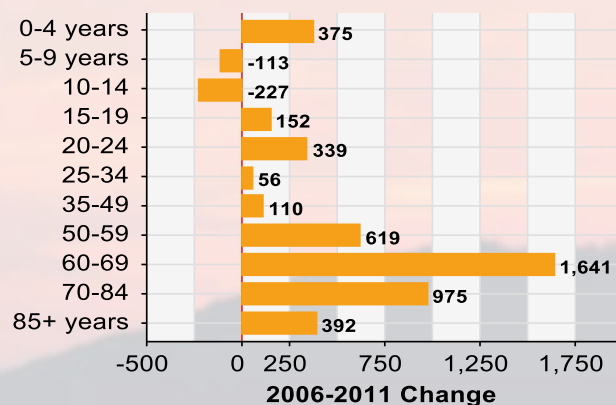


Ageing population with the

**60-69 year**

age group experiencing  
the largest increase  
between 2006 and 2011

## Change in Age Distribution



REMPAN

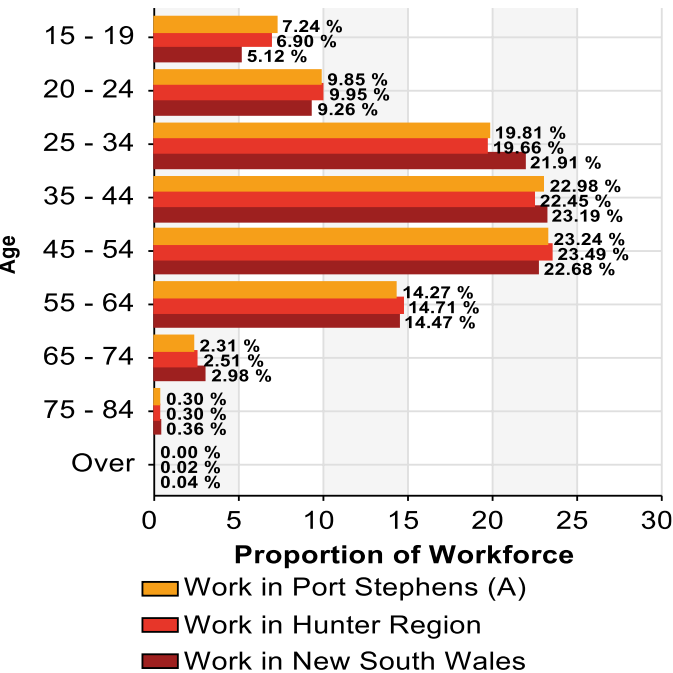
Source: ABS 2011 Census, Persons, Place of Usual Residence (POUR)

**Port Stephens comprises an older population** compared to the Hunter, with 13.37% of 60-69 year olds compared to 11.28%. An ageing population is a major driver of change in economic and workforce structure, with research suggesting there is pressure for older workers to continue working beyond age 65<sup>34</sup>.

An ageing population can potentially lead to a shortage of workers resulting in businesses seeking staff outside the local government area (LGA). This can lead to greater escape expenditure as the wages and salaries that are normally spent on goods and services locally are spent outside of the LGA.

Alternatively, businesses may encourage greater workforce participation among older workers by offering flexible work practices and healthy work programs. **Encouraging greater workforce participation among older workers** means a local economy can maintain labour supply and bring the dependence of the non-working population on the working population to a manageable level.

# Age Profile of the Port Stephens Workforce



The workforce age profile for Port Stephens shows a higher proportion (17.1%) of workers in the younger age groups (15-24 years) compared to the Hunter Region (16.9%) and State benchmark (14.4%).

Work in Port Stephens (A) (Apr 2016)		
Age	Jobs	%
15 - 19	1,642	7.2 %
20 - 24	2,234	9.8 %
Sub-Total	3,876	17.1 %

This table shows the workforce breakdown of the 15-24 age group in terms of jobs and as a percentage of the total employment estimate for Port Stephens of 22,689 jobs.

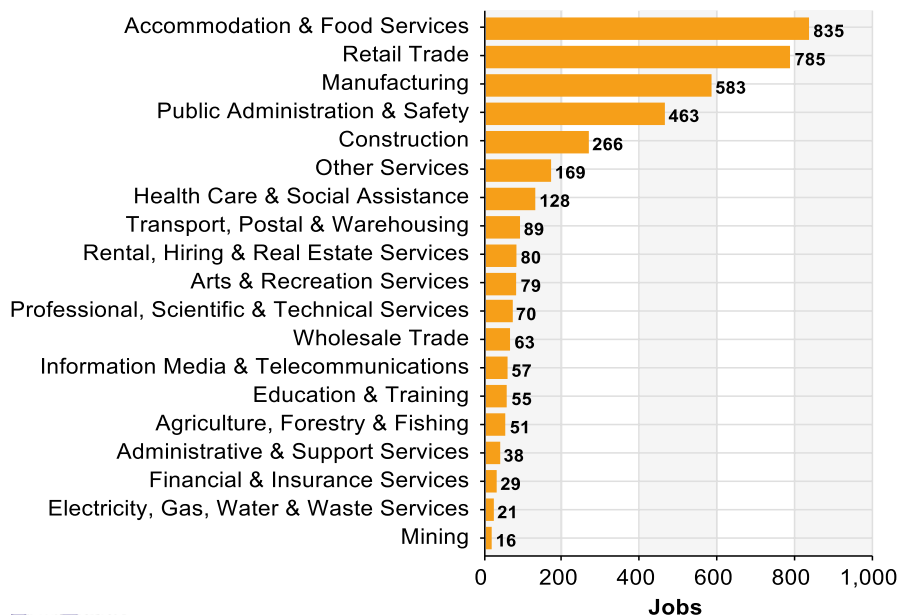
REMPAN Source: ABS 2011 Census, Persons, Place of Usual Residence (POUR)





Workers in **the 15-24 age groups (3,876 jobs)** are highly represented in **hospitality and retail**, indicative of the buoyant tourism industry present in Port Stephens i.e. of the total 3,876 jobs for the 15-24 age group, 21.5% work in Accommodation & Food Services (835 jobs) and 20.3% in Retail Trade (785).

The graph below shows the 15-24 age group employed broken down by industry sector.



Source: ABS 2011 Census, Persons, Place of Work (POW)





# EDUCATION

Education is one of the fundamental factors to achieve sustainable economic development through investment in human capital.

**Education can raise people's productivity and creativity,** promote entrepreneurship and technological advances. In addition, it plays a role in securing economic and social progress, and improving income distribution.

Within Port Stephens there are **20 Primary Schools, two Christian Schools (Kindergarten to Year 12), two High Schools and the Tomaree Education Centre** at Salamander Bay. The Tomaree Education Centre is a unique facility incorporating Tomaree High School, Tomaree Public School and the

Tomaree Campus of the Hunter Institute of Technology (TAFE). **Over 2000 people aged from five to 70+ years attend the centre each day.** Co-operation and collaboration between the three stakeholders is a feature of this facility<sup>35</sup>.

More options for schooling and tertiary education are close by in Newcastle and Maitland. Hunter TAFE and the University of Newcastle, located 25 minutes to an hour outside of the LGA, offer residents opportunities for further education.

**The University of Newcastle is ranked in the top 250 global universities in the world** in the latest 2016 QS World University Rankings<sup>36</sup>. This gives residents of Port Stephens access to a world class tertiary institution on their doorstep.

The relationship between skills and employment represents an important part of people's aspiration for economic opportunity. The proportion of people who have at least a Certificate III or who are employed in a skilled occupation is considered a good measure of progress for economic opportunities<sup>37</sup>.



Predominantly  
Certificate Level  
qualification  
**20.1%**  
(13,023 people)

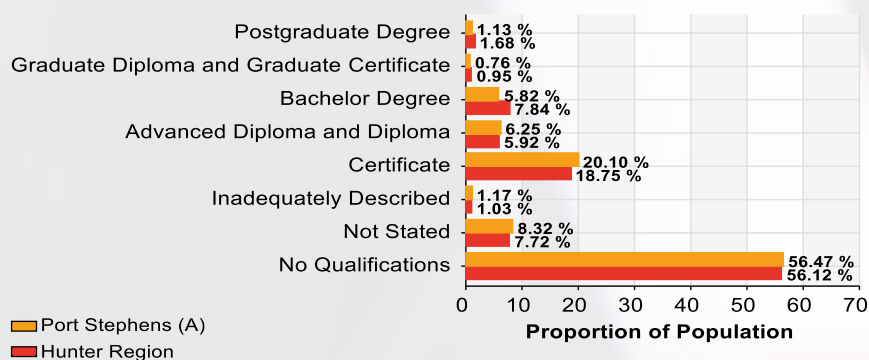


Largest change in the  
qualifications of the  
population is those  
with Certificates  
(+1,861 people)

## Qualifications

Analysis of the qualifications of the population in Port Stephens in 2011 compared to the Hunter Region shows overall, 34.04% of the Port Stephens population hold educational qualifications, compared to 35.13% in the Hunter.

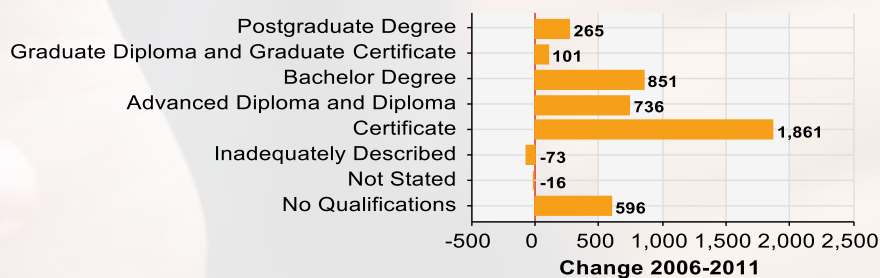
Residents of Port Stephens predominantly hold Certificate Level qualifications, some 20.1% (13,023 people) with Certificates representing the largest increase in qualification type from 2006 to 2011.



## Change in Qualifications

The largest changes in the qualifications of the population of Port Stephens between 2006 and 2011 are those with:

- Certificates (+1,861 people)
- Bachelor Degrees(+851 people)
- No Qualifications (+596 people)





**Port Stephens' 15-24 year age group workers are highly represented in the hospitality and retail sector**, one area linked to Certificate Level qualification. In addition, **manufacturing is recognised as the largest employment industry** in Port Stephens comprising 4,322 jobs, and accounting for 19.0% of total jobs. This is reflected in a higher proportion of Technicians and Trades Workers (22.1%) compared to the Hunter Region (15.8%) and State (13.2%) averages.

Importantly, the qualification profile of an area can impact on the local labour market. According to the Australian Bureau of Statistics (ABS), 'People with non-school qualifications have a much lower chance of being unemployed than people who have completed school level education only'<sup>30</sup>. In 2006, nationally, **the unemployment rate for people aged 25-64 years with a Bachelor Degree or higher (2.2%) was less than half that for people whose highest level of education was Year 12 (4.7%)** and between two and three times lower than people who had completed Year 11 or below only (5.6%)<sup>30</sup>.

Figures from the ABS indicate more people are studying than ever before, with **one in five Australians aged 15-64 enrolled in a course in 2016**<sup>38</sup>.

Further education of residents can help to safeguard a population from competition on a regional, intrastate, interstate and international level. This development of human capital provides economic benefit on two levels:

- Market benefits - increased productivity and wages, with productivity spill overs including more educated workers who can assist to increase the productivity of colleagues.
- Non-market benefits - improvement in health and wellbeing, more efficient household management, which in turn can have positive social impacts such as increased social capital, decreased crime, and intergenerational benefits.







# 39.18%

of residents earn  
a low income of  
\$399.00 or less  
per week



# 9.19%

of Port Stephens  
residents earn a high  
income of \$1500.00  
or more per week

## INCOME

Changes in income affect the amount of goods and services consumers will demand or purchase.

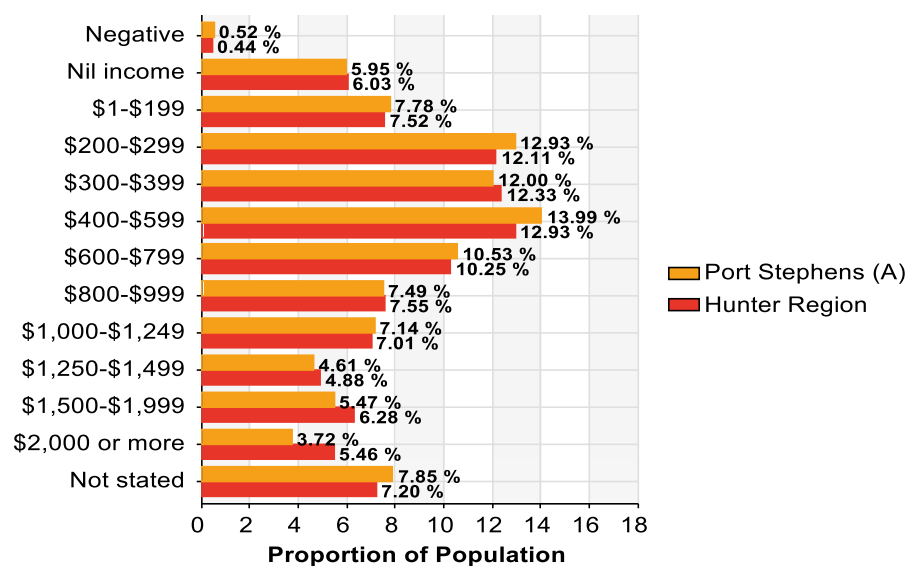
According to the principle of income effect, if an individual gets a raise in income, they will increase demand for goods and services. However, if an individual's income decreases, so too does their demand for goods and services.

In Port Stephens, residents have a higher proportion of people earning individual weekly incomes of \$200-\$299 (12.93%) and \$400-\$599 (13.99%), than the Hunter Region, with 12.11% and 12.93%, respectively; and 10.64% and 11.47% for NSW. However, there are a slightly higher proportion of residents earning more than \$1,250 per week in the Hunter.

Overall, 39.18% of the population earn a low income (\$399 or less per week), and 9.19% earn a high income (\$1,500 or more per week), compared with 38.43% and 11.74%, respectively for the Hunter; and 36.72% and 13.1% for NSW.



### Individual Weekly Income



Source: ABS 2011 Census, Persons, Place of Usual Residence (POUR)



The higher than average proportion of low income earners in Port Stephens may be attributable to a number of factors including:

- An ageing population, with the older population in segments of the community accessing government pensions and allowances.
- The workforce age profile in Port Stephens showing a higher proportion of workers in the younger age groups (15-24 years 17.1%) compared to the Hunter Region (16.9%) and State benchmark (14.4%) and predominantly working in retail, accommodation and food services whereby low wage rates and/or reduced hours of work may be prevalent in comparison to other industry sectors.
- Lower individual incomes as a result of qualification levels, with Port Stephens residents predominantly holding Certificate Level qualifications.

While income is usually received by individuals, it is normally shared between partners in a relationship, and/or with dependent children. To a lesser degree, there may be sharing with other members of the household. The economic wellbeing of individuals is largely determined by their command over economic resources, of which income and wealth are resources that a household uses to support their consumption of goods and services.

Data compiled from the 2011-2012 Survey of Income and Housing (SIH) across the Australian population indicates **the average weekly equivalised disposable income\* for low income households for 2011-2012 was \$475.00, \$793.00 for middle income households and \$1,814.00 for high income households<sup>39</sup>**. For households with middle and high income levels, wages and salaries were the main source of income for 79% and 88% respectively, while for low income households, government pensions and allowances were the main income source for more than 60% of households.

**The median weekly household income in NSW in 2011 was \$930.00<sup>40</sup> and \$998.00 for Port Stephens<sup>41</sup>** in the same period. The median weekly personal income in 2011 for people aged 15 years and over in Port Stephens was \$498.00<sup>41</sup>.



\*Definition of equivalised disposable household income: Disposable household income adjusted using an equivalence scale. For a lone person household it is equal to disposable household income. For a household comprising more than one person, it is an indicator of the disposable household income that would need to be received by a lone person household to enjoy the same level of economic wellbeing as the household in question (Source: Australian Bureau of Statistics)<sup>32</sup>.



**Higher proportion of couple families with no children (43.04%) compared to the Hunter (40.1%)**



**Lower proportion of couple families with children (39.4%) compared to the Hunter (41.2%)**

# FAMILY COMPOSITION

Families have long been viewed as the core social unit that maintains people's welfare.

However, there has been extensive changes over the last 20 years in the way that families are structured and function, such that there has been a shift away from the 'traditional' family form (a married couple and their children)<sup>42</sup>. This change in structure and form is due to a variety of factors including an ageing population and declining fertility rates over the long term resulting in more couple only and lone person households and choices made by family members to achieve better functioning family structures<sup>42</sup>.

Analysis of the family types in Port Stephens in 2011 compared to the Hunter shows that there is a higher proportion of couple families with no children, i.e. 43.04% compared to 40.06% for the Hunter. The balance

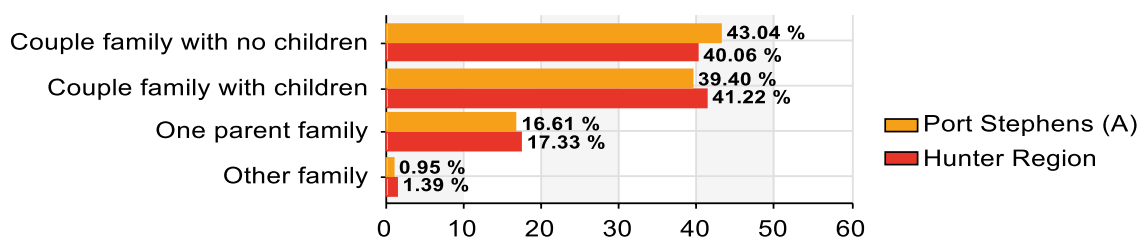
of families in Port Stephens includes 39.4% couple families with children, 16.61% one parent families, and 0.95% other.

The lifestyle offering in Port Stephens attracts retirees to the area, as reflected in the 'couple family with no children' category. In this instance it is important to note that as one partner passes, the elderly person now faced with living alone may seek support systems to sustain their current living arrangements and/or alternative accommodation/living arrangements (e.g. retirement homes).

Although there tends to be considerable diversity in the nature of needs within household and family forms, there is also evidence that some family forms are more likely to experience significant

financial difficulties than others. For example, after separation, single parents and their children typically experience significant increases in financial difficulties. Some single parents with little or no paid work subsequently increase their labour force participation, but in doing so, their need for child care increases. As another example, for some grandparent families, government payments may represent their main source of income<sup>43</sup>.

These factors alone have implications for the local economy in terms of workforce participation, employment/unemployment rates, demand for goods and services, and service provision from all tiers of government in terms of infrastructure, housing, childcare and health care services.



Source: ABS 2011 Census, Families, Place of Usual Residence (POUR)



# HOUSEHOLD TENURE

Household tenure is considered important from an economic perspective in terms of income and cost usage, whereby income reflects one's affordable capacity of renting a house or buying one.



## 36.4%

Higher proportion of dwellings owned outright (36.4%) compared to the Hunter (34.5%)



Largest change in household tenure for dwellings is those owned with a mortgage (+755)

Household tenure data can be used to determine areas with a high incidence of home ownership (generally amongst older residents), compared to dwellings owned with a mortgage (working couples/families) or areas with a high number of rentals (transient employment/population and young people).

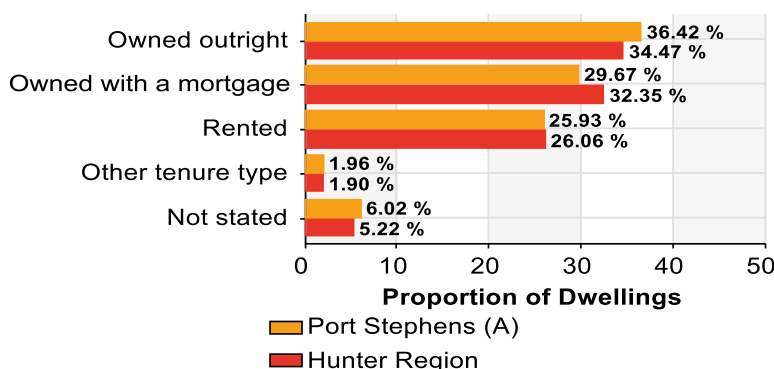
Analysis of the housing tenure of dwellings in Port Stephens in 2011 compared to the Hunter Region shows that there are a larger proportion of dwellings that are owned outright and a smaller proportion owned with a mortgage. Overall, 36.42% of dwellings are owned outright, 29.67% are owned with a mortgage, and 25.93% are rented, compared with 34.47%, 32.35% and 26.06%, respectively for the Hunter Region.

When compared with data from the Survey of Income and Housing (SIH) collected from households across Australia, 'Home ownership levels remained steady from 2011–2012 to

2013–2014, with **67% of households owning their home**, either with or without a mortgage. Of all households, 31% owned their home without a mortgage, while 36% of households had a mortgage secured against their dwelling. The proportion of all households renting remained stable at 31%. Around **one quarter (26%) of all households rented privately**, with 4% of households renting from state and territory government housing authorities<sup>44</sup>.

This higher proportion of dwellings owned outright in Port Stephens is representative of the age profile whereby nearly 40% of the population is aged 50 years and over.\*

In addition Port Stephens offers a central location in the Hunter for potential home owners, with proximity to services such as Maitland Hospital, John Hunter Hospital, University of Newcastle, Port of Newcastle and Newcastle Airport.



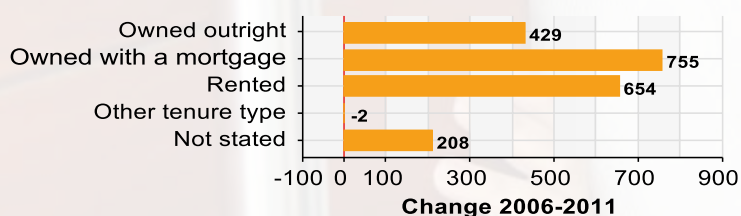
Source: ABS 2011 Census, Dwellings, Place of Enumeration (POE)

\*Refer to Port Stephens Age Profile

## Changes in Household Tenure

Between 2006 and 2011, the total number of dwellings increased by 1,637. The largest changes in housing tenure categories for the dwellings in Port Stephens between 2006 and 2011 are:

- owned with a mortgage (+755 dwellings);
- rented (+654 dwellings); and
- owned outright (+429 dwellings).



Source: ABS 2011 Census, Dwellings, Place of Enumeration (POE)

# DWELLING TYPE

The predominant form of residential dwelling in Australia historically has been detached (separate) housing, accounting for approximately 70%. However in terms of new dwelling commencements (housing starts) in Australia there has been a decline in the detached house share of total new dwelling commencements over the last 20 years, with 'multi-unit' dwellings a far more significant part of the new home building market than at any other point in history, accounting for 5% of total housing commencements 20 years ago, for multi-units of three storeys or more, to around 25% in 2014<sup>45</sup>. Multi-unit dwellings are considered in the context of the following groupings:

- Semi-detached, row or terrace house, townhouse or duplex (low density)
- Flat, unit or apartment in a building of one or two storeys (mid-density)
- Flat, unit or apartment in a building of three or more storeys (higher density)

Typically, separate houses have three or four bedrooms; semi-detached houses have two or three bedrooms; and flats, units or apartments have one or two bedrooms. Analysis of the types of dwellings in Port Stephens in 2011 compared to the Hunter Region shows that **75.97% are separate houses, 12.3% are semi-detached, row or terrace house, townhouses etc. and 9.31% are flats, units or apartments, compared with 80.89%, 8.96% and 8.74%, respectively in the Hunter Region.**

When compared with national data from the ABS, of the 8.4 million households living in private dwellings in 2009–2010, 79% were living in separate houses, 10% in semi-detached, row or terrace houses or townhouses, and 11% in flats, units or apartments, with higher density housing most common in capital cities, particularly in Sydney, where 23% of households live in flats, units or apartments<sup>46</sup>.

From an economic perspective, a greater concentration of higher density dwellings is likely to attract more young adults and smaller households, often renting. Larger, detached or separate dwellings are more likely to attract families and prospective families. In addition, the residential built form often reflects market opportunities or planning policy, such as building denser forms of housing around public transport nodes or employment centres.

Whilst nationally there has been a paradigm shift in the composition of housing mix, in Port Stephens the composition of dwelling types is representative of the cross-section of communities across the LGA living in rural, semi-rural, town centre/residential areas, together with dwellings for the tourism sector (including a mix of separate houses and flats, units or apartments).



REMPPLAN Source: ABS 2011 Census, Dwellings, Place of Enumeration (POE)



## 75.97%

Separate houses are the dominant dwelling type

## +1026 dwellings

Largest change in the type of dwelling is separate houses





## Change in Dwelling Type

There was an increase of 1,637 dwellings in Port Stephens between 2006 and 2011. The largest changes in the type of dwellings are:

- separate houses (+1,026 dwellings)
- semi-detached, row or terrace house, townhouses (+515 dwellings)



Source: ABS 2011 Census, Dwellings, Place of Enumeration (POE)

**New development in Port Stephens during this period explains some of the increase** in 'Separate Houses' including areas of:

- Tomaree - Vantage, Corlette
- Medowie – East of Medowie and to the North of Ferodale Road
- Fern Bay – Seaside Boulevard
- Raymond Terrace – Beaton Avenue, East of Pacific Highway and South of Mount Hall Road

'Couple families with no children' represent 43.04% of the total population in Port Stephens\*, a contributing factor in terms of demand for 'semi-detached, row or terrace house, townhouses etc.' In addition, for some households, multi-unit dwellings represent a more affordable housing option.

\*Refer to Port Stephens Family Composition



## Link to Building Activity

Residential building activity is typically cyclical, with the national economy experiencing cyclical peaks in the late 1980s, the mid-1990s, the periods immediately before and after the introduction of the GST at the beginning of the 2000s, then the response to Commonwealth Government's policy stimulus following the global financial crisis (GFC) and the upward trend in 2013-2014. The **economic growth cycle of 2014-2015 saw residential building work increase nationally by 10.6%<sup>47</sup>**.

This upswing in residential building has been supported by record low interest rates and high property prices.

Similarly, when considering the LGA of Port Stephens as a whole, the cyclical nature of residential building activity is reflected in building approvals, with peaks during 2002-2003 (post GST), 2009-2010 (following the GFC), and again in 2013-2014 (period of economic growth).





## Port Stephens Building Approvals

Type	Year	Port Stephens	
Residential		Approvals \$M	% Change
	2001-2002	\$111.007	
	2002-2003	\$147.706	33.06%
	2003-2004	\$145.643	-1.40%
	2004-2005	\$138.102	-5.18%
	2005-2006	\$116.264	-15.81%
	2006-2007	\$125.166	7.66%
	2007-2008	\$106.327	-15.05%
	2008-2009	\$66.360	-37.59%
	2009-2010	\$92.602	39.54%
	2010-2011	\$94.237	1.77%
	2011-2012	\$78.046	-17.18%
	2012-2013	\$84.999	8.91%
	2013-2014	\$105.420	24.02%
	2014-2015	\$109.359	3.74%
	2015-2016	\$112.791	3.14%

Source: Port Stephens Council, Remplan Community Profile, Building Approvals by Year<sup>48</sup>









# EMPLOYMENT

Employment Overview

Employment Trends

Employment by Industry

Employment and Occupation

Employment by Level of Education

Method of Travel to Work



# EMPLOYMENT OVERVIEW

According to 2011 Census Data, 22,689 people work in Port Stephens, which represents 9.45% of the 240,049 people working in the Hunter Region<sup>49</sup>.



The latest Small Area Labour Markets (SALM) data for the September quarter 2016 indicates **a labour force of 33,883 people with 32,007 (94.5%) employed and 1,876 unemployed (5.5%)**<sup>50</sup>.

SALM data is compiled by the Australian Government Department of Employment and is used to calculate quarterly unemployment rates. In Port Stephens the unemployment rate increased from 3.6% in September 2012 to a high of 9.9% in September 2015. More recently **unemployment has been tracking downward**, with an unemployment figure of 5.5% in the September quarter of 2016 (compared with 5.6% for the Hunter, 4.9% for NSW, and 5.6% nationally)<sup>50</sup>.

Of the 22,689 people working in Port Stephens, **Manufacturing is the largest employment sector with 4,322 jobs** (19%); followed by Public Administration & Safety (includes defence) 3,825 jobs (16.9%) and Retail Trade 2,500 jobs (11%)<sup>49</sup>.

Employment self-containment (ESC) measures the proportion of local residents who work locally, which may change over time as the population

changes and businesses evolve. High self-containment implies there are many jobs in the local area which employ local people, contributing positively to the local economy compared with a transient population whereby workers typically use the infrastructure and services in the area, but proceed to spend the majority of their wages at their place of residence.

Self-containment in Port Stephens is at 60.9% (or 13,814 people) of the 22,689 workers, with **Retail Trade the largest employer of the resident population** (15.1% or 2,083 jobs)<sup>51</sup>. Tourism accounts for 1,669 jobs or 7.4% of the total 22,689 jobs in Port Stephens with 69.6% (1,162 jobs) of this tourism related employment in Accommodation & Food Services and 12.4% (207 jobs) in Retail<sup>52</sup>; highlighting the importance of tourism to local employment.

Conversely, **a total of 8,875 people work in Port Stephens but live elsewhere**, coming predominantly from Newcastle (3,417 people), which equates to 15% of all jobs in Port Stephens. Of these 8,875 people, the Manufacturing sector employs the largest number of non-residents (34% or 3,014 jobs)<sup>53</sup>. Similar to other

advanced economies around the world, the Hunter region has been experiencing economic restructuring with a shift away from traditional goods-producing sectors like mining and manufacturing to high value-added knowledge-based service sectors. The changing nature of industry throughout the region inevitably placing pressure on the availability of employment together with the necessary skills required to diversify and/or intensify business.

However, despite this restructuring across the Hunter region, Port Stephens continues to exhibit a robust manufacturing sector with prime industrial land at Tomago supporting metals manufacturing, heavy engineering, and light industrial activity. Overall Manufacturing is recognised as the largest employment industry in Port Stephens comprising 4,322 jobs, and accounting for 19.0% of total jobs<sup>49</sup>. This is reflected in a higher proportion of Technicians and Trades Workers (22.1%) compared to the Hunter Region (15.8%) and State (13.2%)<sup>54</sup>, and Certificate Level qualifications (34.1% or 7,742 people) the largest qualification type held by workers in Port Stephens<sup>55</sup>.





MAJOR EMPLOYMENT  
INDUSTRY

**Manufacturing**

**19%**

(ABS, 2011)



LARGEST  
EMPLOYMENT  
SECTOR FOR  
THE RESIDENT  
POPULATION

**Retail Trade**

**15.1%**

(ABS, 2011)

The Public Administration and Safety sector (which includes Defence) comprises 3,825 jobs and is the second largest employment sector (16.9% of total jobs in Port Stephens)<sup>49</sup>. This sector experienced the largest increase in number of jobs i.e. an additional 681 jobs (21.66%) between the 2006 and 2011 Census period. **The Royal Australian Air Force (RAAF) base located at Williamtown is considered the largest employer in Port Stephens with 2,940 people** (13%) employed in this sector<sup>14</sup>.

With a well-established industry base in Port Stephens, the opportunity exists to develop supply chains to service existing markets which are currently being serviced outside of Port Stephens. This includes exploring opportunities to diversify into knowledge-intensive, specialised and globally connected industry, with the view to upskilling residents of Port Stephens and retaining these skills locally to complement the existing employment base.



MAIN OCCUPATION

**Technician and  
Trade Workers**

**22%**

(ABS, 2011)



Labour force of  
**33,883**  
people

(SALM, September quarter, 2016)



**5.5%**  
Unemployment

(SALM, September quarter, 2016)

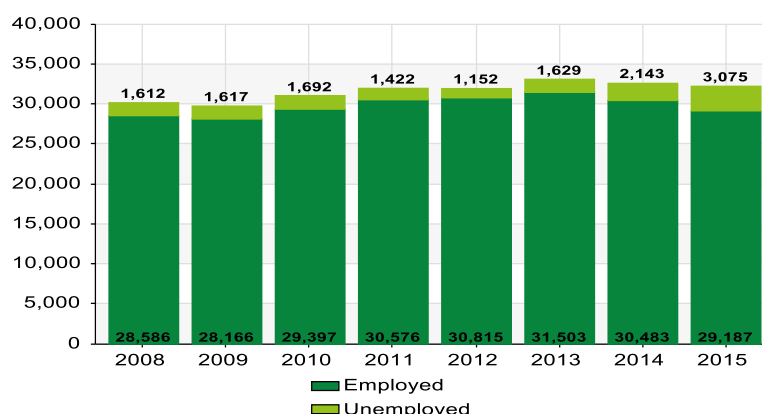
# EMPLOYMENT TRENDS



## Labour Force

The labour force is the sum of the employed plus the unemployed; equivalent to the pool of labour available to produce goods and services. In 2015 the labour force in Port Stephens was 32,256 with 29,181 people employed and 3,075 unemployed. In the five years from 2010 – 2015 the labour force in Port Stephens increased by 3.88% (1,207 people).

The latest Small Area Labour Markets (SALM) data for the September quarter 2016 indicates a labour force of 33,883 people with 32,007 (94.5%) employed and 1,876 unemployed (5.5%)<sup>50</sup>.

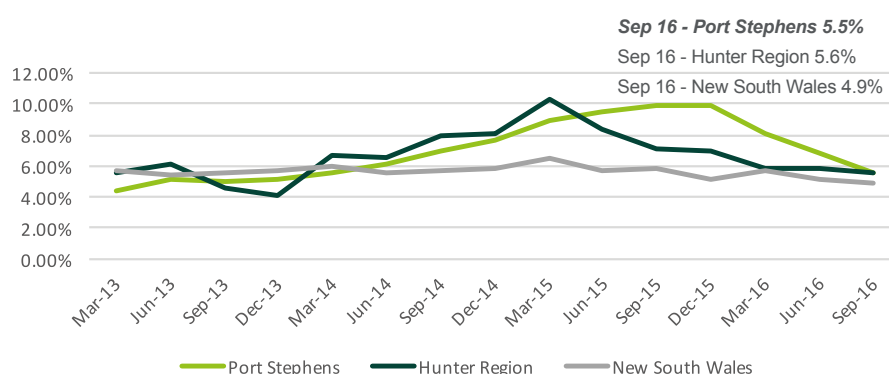


Source: Department of Employment, Small Area Labour Markets

*Note: The Small Area Labour Markets (SALM) data provides an estimated employment figure of 29,181 as at 2015 for employment trends. SALM data is also released quarterly with the labour force figure for the 2016 September quarter 33,883. For consistency the 2011 ABS Census figure of 22,689 for employment has been retained throughout this document.*

## Unemployment Rate

In Port Stephens, the unemployment rate increased from 3.6% in September 2012 to a high of 9.9% in September 2015. More recently unemployment has been tracking downwards, with an unemployment figure of 5.5% in the September quarter of 2016 (compared with 5.6% for the Hunter, 4.9% for NSW, and 5.6% nationally)<sup>50</sup>.



Source: Department of Employment, Small Area Labour Markets

## Unemployment Rate within the LGA

Unemployment rates vary significantly across the LGA with Raymond Terrace exhibiting a much higher unemployment rate than areas within the Tomaree Peninsula, Seaham-Woodville, and Williamstown-Medowie-Karuah areas. The following table shows unemployment rates for the September quarter 2016.

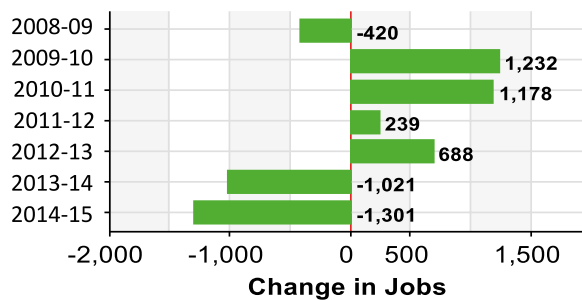
Within the LGA of Port Stephens (SA2 level)	Unemployment Rate (%)
Anna Bay	5.2
Lemon Tree Passage - Tanilba Bay	6.7
Nelson Bay Peninsula	4.9
Raymond Terrace	9.2
Seaham - Woodville	1.9
Williamstown - Medowie - Karuah	4.1

Source: Department of Employment, Small Area Labour Markets, SA2 data tables, September quarter 2016<sup>56</sup>.



## Job Growth Rate

The jobs growth rate below shows the annual change in the number of people employed within Port Stephens with employment growth peaking in 2009-2010, with an additional 1,232 jobs.



Source: Department of Employment, Small Area Labour Markets

	Unemployed	Employed	Labour Force	Unemployment Rate	Participation Rate	Job Growth Rate
2008	1,612	28,586	30,197	5.3%	47.0%	-
2009	1,617	28,166	29,783	5.4%	45.5%	-1.5%
2010	1,692	29,397	31,090	5.6%	46.8%	4.4%
2011	1,422	30,576	31,997	4.4%	47.6%	4.0%
2012	1,152	30,815	31,967	3.6%	47.0%	0.8%
2013	1,629	31,503	33,131	4.9%	48.1%	2.2%
2014	2,143	30,482	32,624	6.6%	46.8%	-3.2%
2015	3,075	29,181	32,256	9.5%	45.8%	-4.3%



Source: Department of Employment, Small Area Labour Markets





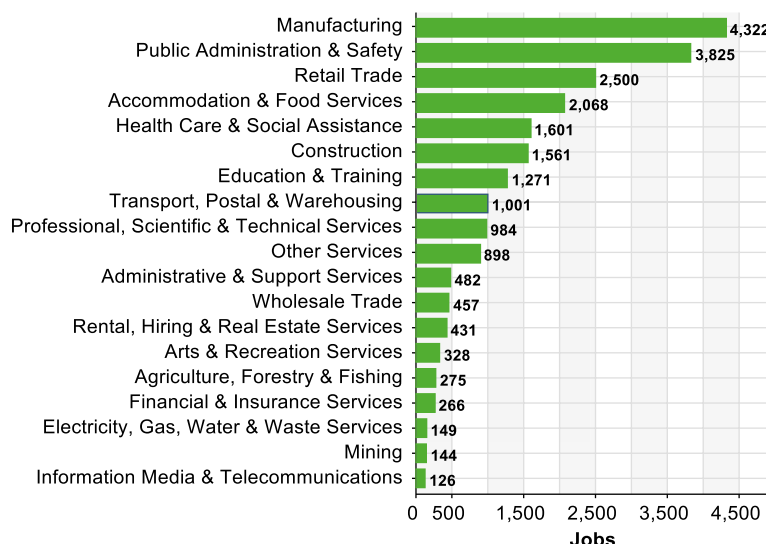
Total workforce of  
**22,689**  
with 60.9% self-containment  
i.e. 13,814 workers reside locally



Manufacturing sector  
comprises the largest  
number of employees  
(19%), followed by  
Public Administration  
& Safety (16.9%) and  
Retail Trade (11%)

# EMPLOYMENT BY INDUSTRY

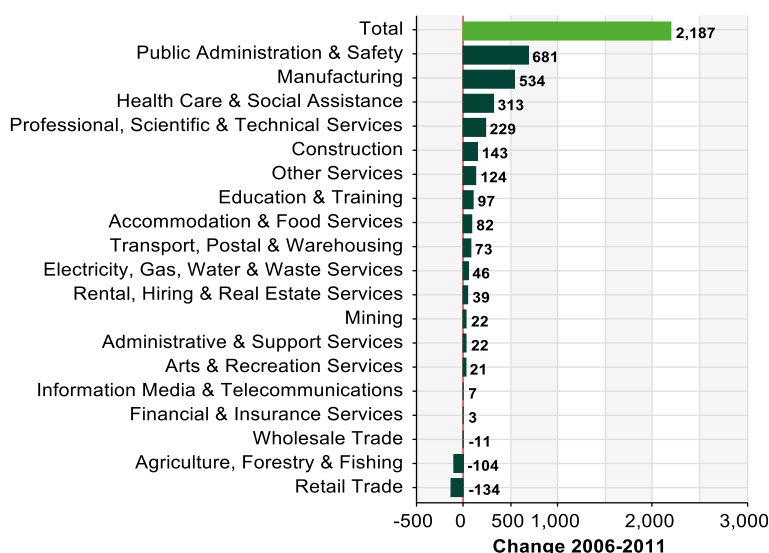
Employment by industry describes the industry in which people aged 15 and over are employed. The total employment estimate for Port Stephens, as at the 2011 Census is 22,689 jobs. **Manufacturing is the largest employment sector with 4,322 jobs** (19%); followed by Public Administration & Safety (includes defence) with 3,825 jobs (16.9%) and Retail Trade 2,500 jobs (11%)<sup>49</sup>.



Source: ABS 2011 Census, Persons, Place of Work (POW)

## Change in Jobs by Industry Sector

Between the 2006 and 2011 Census periods, there was a net **increase of 2,187 jobs** in Port Stephens, building on the 20,502 jobs in 2006 (10.67% change from 2006). The largest increase in terms of the number of jobs was the Public Administration & Safety sector, increasing by 681 jobs (31.1% of the 2,187 net increase). The largest decrease in terms of the number of jobs was the Retail Trade sector, decreasing by 134 jobs (-6.1% of the 2,187 jobs). However Retail Trade still remains one of the top three employment sectors in Port Stephens with 2,500 jobs (11% of total employment)<sup>49</sup>.



Source: ABS 2011 Census, Persons, Place of Work (POW)

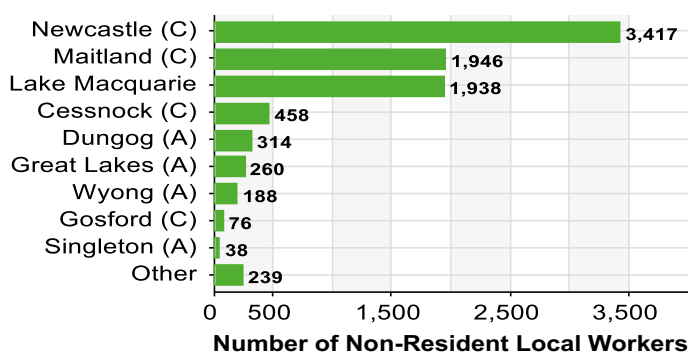
## Resident and Non-Resident Workforce

Of the 22,689 people working in Port Stephens, **60.9% (or 13,814) live locally**, with Retail Trade the largest employer of the resident population (15.1% or 2,083 jobs) followed by Public Administration & Safety (14.5% or 2,004 jobs) and Accommodation & Food Services (13% or 1,790 jobs)<sup>51</sup>.

A total of **8,875 people work in Port Stephens** but live elsewhere i.e. 39.1% of the 22,689 people working in Port Stephens. Of the 8,875 people 3,014 (34%) work in Manufacturing, 1,821 (20.5%) in Public Administration & Safety and 762 (8.6%) in Construction<sup>53</sup>.

Predominantly these workers outside the LGA are coming from Newcastle (3,417 people), Maitland (1,946), and Lake Macquarie (1,938 people) which equates to 15%, 8.6% and 8.5% respectively of all jobs in Port Stephens (i.e. as a percentage of the total 22,689 jobs in Port Stephens)<sup>53</sup>.

Work in Port Stephens (A), live elsewhere



REMPPLAN

Source: REMPLAN Economy



When considering total jobs within an industry sector Accommodation & Food Services employs a total of 2,068 people, of which 1790 are from the resident workforce and 278 from the non-resident workforce. This equates to 86.6% of the 2,068 jobs available in Accommodation & Food Services employ local people<sup>51</sup>. Similarly, Retail Trade employs 2,083 of the resident workforce population. This equates to 83.3% of the 2,500 jobs available in this sector<sup>51</sup>. The high percentage of resident workforce in each of these sectors highlights the importance of tourism related activity to local employment.

	Total Jobs	Resident Workforce	Non-Resident Workforce
Agriculture, Forestry & Fishing	275	229	46
Mining	144	32	112
Manufacturing	4,322	1,308	3,014
Electricity, Gas, Water & Waste Services	149	56	93
Construction	1,561	799	762
Wholesale Trade	457	251	206
Retail Trade	2,500	2,083	417
Accommodation & Food Services	2,068	1,790	278
Transport, Postal & Warehousing	1,001	579	422
Information Media & Telecommunications	126	90	36
Financial & Insurance Services	266	207	59
Rental, Hiring & Real Estate Services	431	300	131
Professional, Scientific & Technical Services	984	648	336
Administrative & Support Services	482	370	112
Public Administration & Safety	3,825	2,004	1,821
Education & Training	1,271	862	409
Health Care & Social Assistance	1,601	1,311	290
Arts & Recreation Services	328	262	66
Other Services	898	634	264
<b>Total</b>	<b>22,689</b>	<b>13,814</b>	<b>8,875</b>

REMPPLAN

Source: REMPLAN Economy



## Employment Attributed to Tourism (amalgam of activities across various industry sectors\*)

**The 'Tourism' sector accounts for 1,669 jobs** or 7.4% of the total 22,689 jobs in Port Stephens with 69.6% of this tourism related employment (1,162 jobs) in Accommodation & Food Services and 12.4% (207 jobs) in Retail Trade<sup>52</sup>. Both of these industry sectors rank high in terms of the resident workforce, highlighting the importance of tourism to local employment.

\*Note: Tourism is not identified as a separate industry sector in the National Accounts data. Instead tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes and restaurants, and cultural and recreational services. For the purposes of this document the tourism data contained within uses the same rationale. It is important to note that whilst, for example the Accommodation & Food Services sector, is a major contributor to the 'Tourism Sector', not all of the output, employment, wages and salaries and value-add from this sector is attributable to tourism related activity.

**All industry sectors in Port Stephens (A) ranked by Tourism Employment**

Industry Sector	Port Stephens (A) Jobs	(Apr 2016) %
Accommodation & Food Services	1,162	69.6%
Retail Trade	207	12.4%
Transport, Postal & Warehousing	141	8.4%
Arts & Recreation Services	58	3.5%
Administrative & Support Services	38	2.3%
Education & Training	13	0.8%
Rental, Hiring & Real Estate Services	12	0.7%
Manufacturing	10	0.6%
Other Services	9	0.5%
Wholesale Trade	7	0.4%
Agriculture, Forestry & Fishing	5	0.3%
Health Care & Social Assistance	3	0.2%
Ownership of Dwellings	2	0.1%
Information Media & Telecommunications	2	0.1%
Financial & Insurance Services	0	0.0%
Mining	0	0.0%
Public Administration & Safety	0	0.0%
Construction	0	0.0%
Electricity, Gas, Water & Waste Services	0	0.0%
Professional, Scientific & Technical Services	0	0.0%
<b>Total</b>	<b>1,669</b>	



Source: REMPLAN Economy







High proportion  
of Technicians and  
Trade Workers

**22.06%**



Certificate Level the  
largest qualification  
type held by workers

**34.1%**

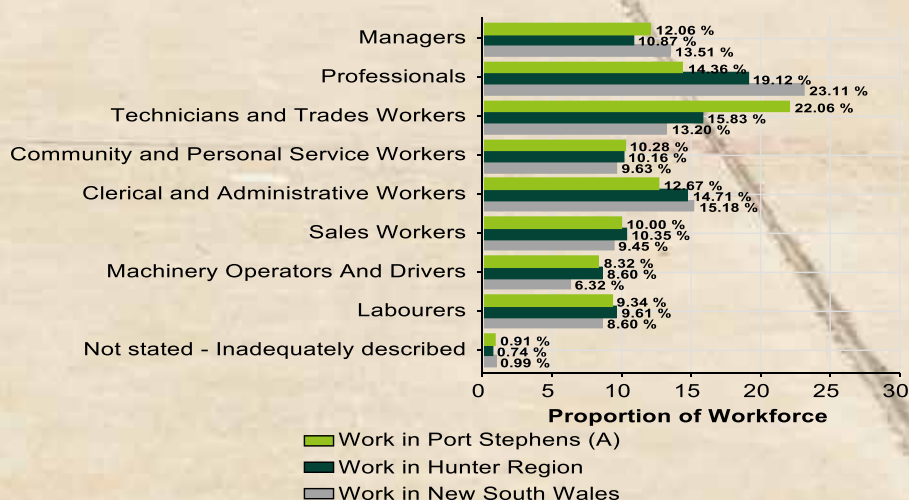






# EMPLOYMENT AND OCCUPATION

This measure describes the occupation or main job held by employed people aged 15 years and over. Compared to the Hunter Region and NSW figures, Port Stephens has a higher proportion of Technicians and Trades Workers (22.06%) and a smaller proportion of Professionals (14.36%), and Clerical and Administrative Workers (12.67%)<sup>54</sup>.



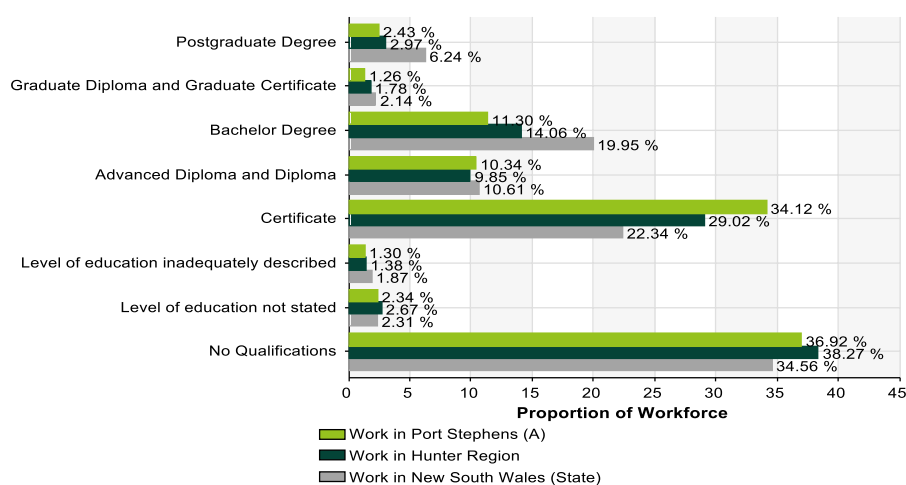
# EMPLOYMENT BY LEVEL OF EDUCATION

As of 2011 Census data, **59.4% of Port Stephens workers hold a tertiary qualification** (Postgraduate Degree, Graduate Diploma and Graduate Certificate, Bachelor Degree, Advanced Diploma and Diploma, and Certificate)<sup>55</sup>.

Port Stephens workers have a higher proportion of people that are educated when compared to the Hunter Region (57.7%) but a lower proportion when compared to NSW (61.3%)<sup>55</sup>.

**Certificate Level qualification represents the largest qualification type held by workers** in Port Stephens (7,741 people, or 34.1%). The proportion of workers with Certificates (34.1%) is significantly higher than the Hunter Region and NSW (29.0% and 22.3%, respectively)<sup>55</sup>.

Port Stephens also has a significantly lower proportion of its workforce with a Bachelor Degree (11.3% compared with 14.1% in the Hunter Region and 20.0% in NSW)<sup>55</sup>.



Source: ABS 2011 Census, Persons, Place of Work (POW)

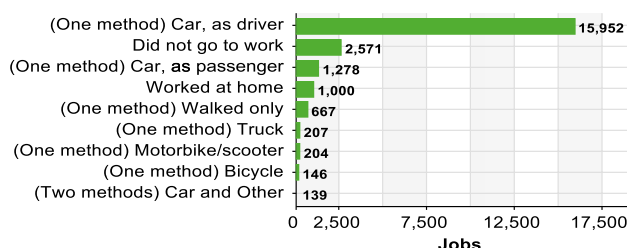




# METHOD OF TRAVEL TO WORK

Of the 22,689 jobs in Port Stephens, 75.94% of workers (17,230 people) travel by car, either as the driver (70.31%) or passenger (5.63%)<sup>57</sup>. The following shows the most commonly used methods of travel to work:

- 70.31% travel by car, as the driver (15,952 people)
- 5.63% travel by car, as the passenger (1,278 people)
- 4.41% worked at home (1,000 people)
- 2.94% walked (667 people)



Source: ABS 2011 Census, Persons, Place of Work (POW)

*\*Note: There are 24 categories to describe 'Methods of Travel to Work' of which nine of these are shown in the above graph. The remaining 15 categories have not been reported due to the small percentage size e.g. (Two methods) Bus and Car as passenger 0.12%, (One Method) Taxi 0.03% etc.<sup>57</sup>*

A total of **8,875 people work in Port Stephens** but live elsewhere i.e. 39.11% of total workers, which would account for a large number of those people travelling by car to work.



Majority of the workforce travel by car to work  
**75.9%,**  
mainly as the driver (70.3%)



**2.94%**  
of workers walk to work







# INDUSTRY

The background of the slide is a photograph of industrial machinery. It features large, heavy metal components, possibly part of a manufacturing or processing line. There are rollers, structural beams, and various mechanical parts visible. The lighting is somewhat dim, highlighting the textures of the metal and the complexity of the equipment.

Industry Overview

Output and Value-Added

Local Expenditure, Regional Exports  
and Regional Imports

Key Industries

Summary Indicators

Gap Analysis



# INDUSTRY OVERVIEW

The diverse industry base in Port Stephens is built around the natural environment, its well established defence and aviation facilities, and both its proximity and access to markets in Sydney and throughout the Hunter and regional NSW.

Port Stephens' **Gross Regional Product (GRP) is estimated at \$3.99 billion** representing 9.2% of the Hunter Region's GRP of \$43.32 billion<sup>58</sup>. Total output generated by industry in Port Stephens is \$9.77 billion representing 10.6% of the \$92.18 billion in output generated in the Hunter Region<sup>59</sup>.

Manufacturing is typically concentrated in Tomago and Heatherbrae; prime industrial land providing access to Newcastle Airport, the Port of Newcastle, and the M1 Motorway, with a concentration of metals manufacturing, heavy engineering, light industrial and bulky goods retailing. **Manufacturing is the major contributor to output and employment** generating 43.4% of total output<sup>59</sup> and 19% of

the 22,689 jobs in Port Stephens<sup>49</sup>. **The manufacturing sector is attributable for 66.9% of Port Stephens' \$4.94 billion of total regional exports<sup>60</sup>** and has the highest level of local expenditure, purchasing \$640.96 million on locally sourced goods and services i.e. 30.5% of the total \$2.1 billion of local expenditure in Port Stephens<sup>61</sup>.

Importantly, manufacturing in Port Stephens remains strong as economic restructuring takes place across the Hunter Region whereby industry is transitioning from traditional goods-producing sectors like mining and manufacturing to high value-added knowledge-based service sectors. Manufacturing is the main industry in terms of local sales with **\$701.25**

**million of goods and services produced in Port Stephens** sold to local industry as input into production and value-adding. This represents 33.4% of all local sales with the construction industry the second largest sector contributing to local sales to the value of \$290.33 million (13.8%)<sup>62</sup>.

The Public Administration & Safety sector (including Defence) contributes 23.7% or \$871.2 million of the \$3.67 total value-added\* by the local economy<sup>63</sup> and is the second largest employment sector providing 3,825 jobs (16.9% of total jobs)<sup>49</sup>. It is the largest industry sector contributing to wages and salaries paid to employees who work in Port Stephens i.e. \$615.18 million or 29.5% of total wages and salaries<sup>64</sup>.

REGIONAL EXPORTS

**\$4.94  
Billion**

(Remplan, 2015)

REGIONAL IMPORTS

**\$3.99  
Billion**

(Remplan, 2015)

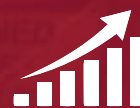




VALUE-ADDED

# \$3.67 Billion

(Remplan, 2015)



OUTPUT

# \$9.77 Billion

(Remplan, 2015)

HIGHEST LOCAL  
EXPENDITURE

# Manufacturing 30.5%

(Remplan, 2015)

Both the Royal Australian Air Force (RAAF) base, Australia's premier pilot training facility located at Williamstown, and Port Stephens Council contribute to this sector with **the RAAF base the largest employer in Port Stephens employing over 3,000 people (13% of total jobs)<sup>14</sup>**.

Port Stephens Council Administration, located in Raymond Terrace, provides over 487 jobs, contributing toward the \$42.26 million of total local expenditure by the Public Administration & Regulatory Services sector<sup>61</sup>. \*\*

**Retail Trade is the third largest employment industry** in Port Stephens with 2,500 jobs (11% of total jobs)<sup>49</sup>, servicing both locals and visitors to the area. Key retail hubs and shopping malls at Raymond Terrace, Nelson Bay and Salamander Bay provide a large range of products, together with local main

street businesses. During holiday and seasonal periods, centres like Nelson Bay experience on average a population increase of some 15% to 20%, where the demand for groceries is an important factor for families on holidays.

**The tourism industry generates in excess of \$335 million<sup>65</sup>** for the local economy attracting on average 1.3 million visitors per year<sup>66</sup>. The popularity of Port Stephens to both domestic and international visitors is directly linked to the natural environment and proximity to the M1 Motorway and Newcastle Airport. Specifically, **tourism provides 1,669 jobs<sup>67</sup> in key visitor destinations** throughout Port Stephens and a key industry in terms of local employment.

\* Value-Added is the major element in the calculation of Gross Regional Product for an economy.

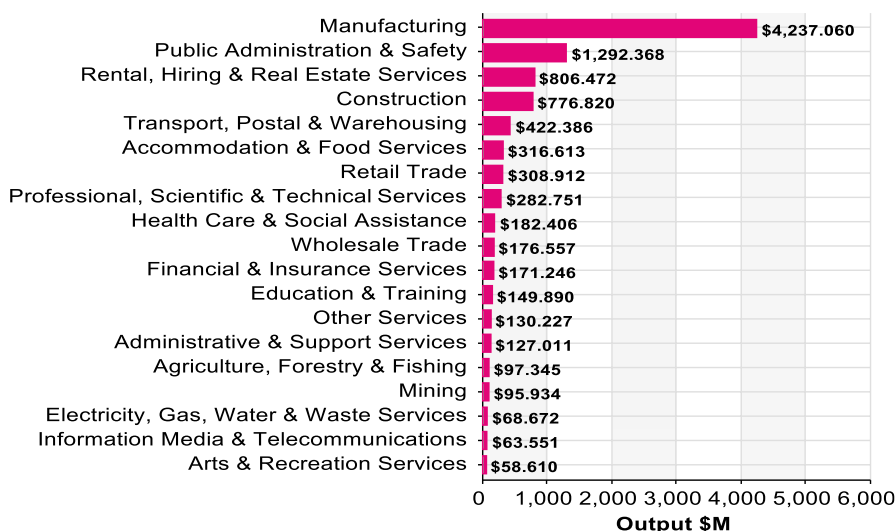
\*\*This information is based on Remplan data at the 45 industry sector level.

# OUTPUT AND VALUE-ADDED

## Output

Output data represents the gross revenue generated by businesses/ organisations in each of the industry sectors in a defined region. Gross revenue is also referred to as total sales or total income. **The output generated by the Port Stephens economy is estimated at \$9.77 billion.** This represents 10.6% of the output generated in the Hunter<sup>59</sup>.

The Manufacturing sector accounts for \$4.24 billion (43.4% of total output), followed by Public Administration & Safety \$1.29 billion (13.2%) and Rental, Hiring & Real Estate Services \$806.47 million (8.3%)<sup>59</sup>.



Source: REMPLAN Economy



Public Administration & Safety contributes the highest value-added

**23.7%**



Manufacturing contributes the highest output

**43.4%**

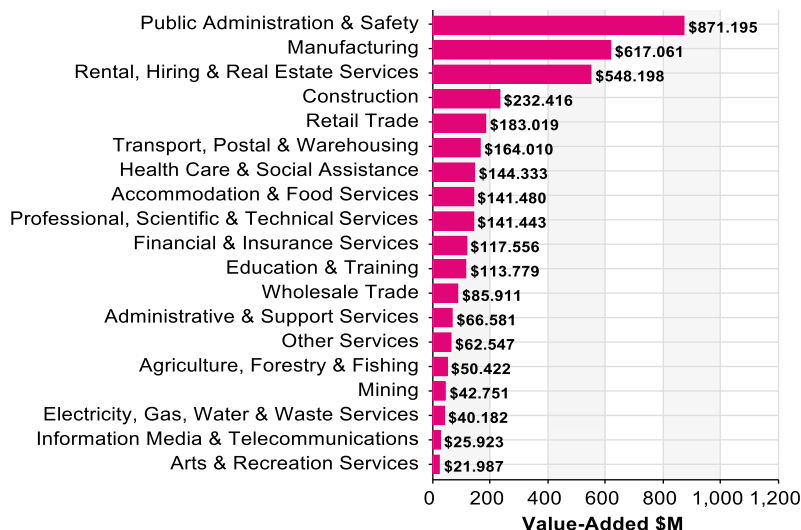






## Value-Added

Value-added data represents the marginal economic value that is added by each industry sector in a defined region. Value-added can be calculated by subtracting local expenditure and expenditure on regional imports from the output generated by an industry sector, or alternatively, by adding the Wages and Salaries paid to local employees, the gross operating surplus and taxes on products and production. Value-added by industry sector is the major element in the calculation of Gross Regional Product. **The total value-added by the Port Stephens' economy is estimated at \$3.67 billion. This represents 9.1% of value-added in the Hunter Region<sup>63</sup>.**



Source: REMPLAN Economy

Public Administration & Safety contributes the highest value-added of \$871.195 million (23.7% of total value-added), followed by Manufacturing \$617.061 million (16.8%) and Rental, Hiring & Real Estate Services \$548.198 million (14.9%)<sup>63</sup>. The top three largest contributors to value-added represented 55.4% of total value-added for Port Stephens.

\$

LOCAL EXPENDITURE

\$2.1 billion

# LOCAL EXPENDITURE, REGIONAL EXPORTS AND REGIONAL IMPORTS

Businesses either purchase goods and services locally as inputs into production (local expenditure, or referred to as backward linkages) or they purchase from outside the local economy (regional imports i.e. importing goods and services into the local economy). Businesses then either sell their goods and services locally (local sales) or to businesses outside the region for inputs into production (regional exports).

The total value of local sales for an industry sector relative to exports provides insight into the degree to which industry is dependent on local demand versus demand from outside the local economy.

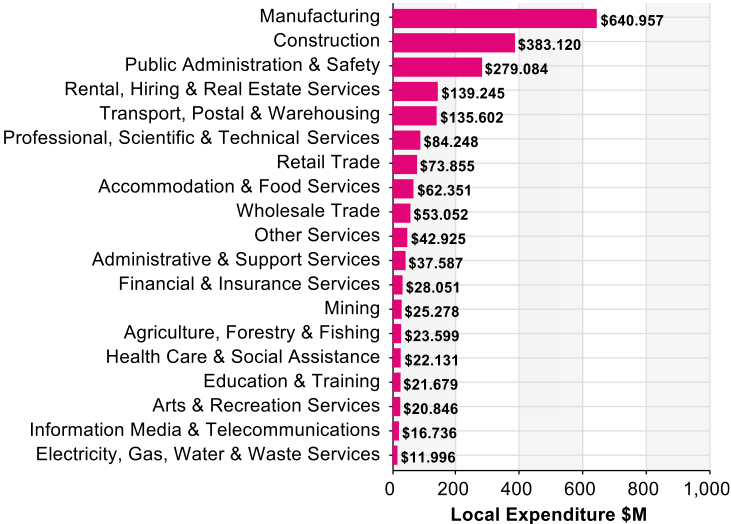
## Local Expenditure

Local Expenditure data represents the value of intermediate goods and services purchased by local industry sectors within the local economy. **A high level of local expenditure on intermediate goods and services proportionate to total output is indicative of well-developed local supply chains.** Any expansion in this sector will typically deliver broad based benefits for the local economy, in terms of local multipliers. The total local expenditure estimate for Port Stephens is \$2.1 billion<sup>61</sup>.

The Manufacturing sector has the highest level of local expenditure, purchasing \$640.96 million (30.5% of total local expenditure) on locally sourced goods and services, particularly local expenditure on metal and metal product manufacturing, and transport equipment and parts manufacturing. This is followed by the Construction sector with \$383.12 million (18.2%) local expenditure, and Public Administration & Safety \$279.08 million (13.3%)<sup>61</sup>.

Manufacturing has the highest level of local expenditure

30.5%





REGIONAL EXPORTS

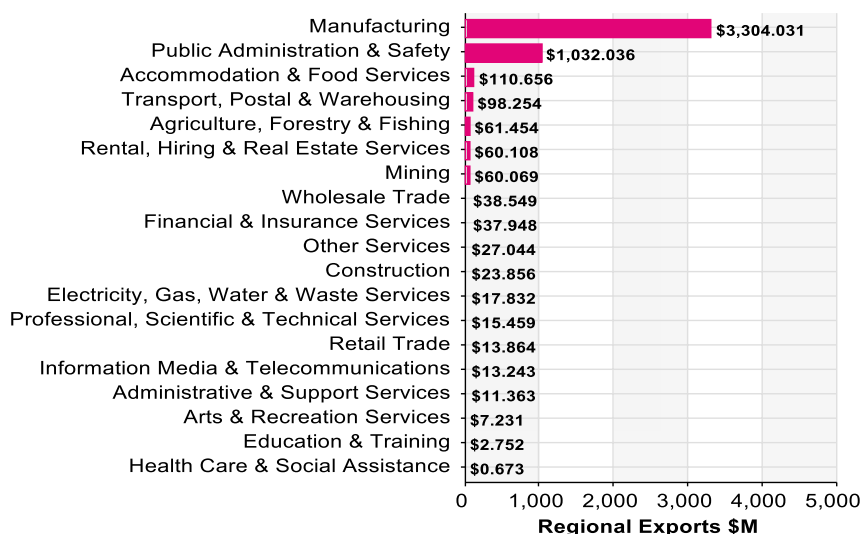
**\$4.94  
Billion**

Manufacturing  
contributes  
**66.9%** of total  
regional exports,  
particularly metal and  
metal products, and  
technical equipment and  
appliance manufacturing

## Regional Exports

Regional Exports data represents the dollar value of goods and services exported outside of the local economy that have been generated by industry sectors within the local economy. The following graph depicts the contribution to total regional exports generated by each of the industry sectors ranked from highest to lowest. The total regional export estimate for Port Stephens is \$4.94 billion<sup>68</sup>.

**The Manufacturing sector has the highest level of regional exports**, some \$3,304.031 million (66.9% of total regional exports) particularly in metal and metal product manufacturing, and technical equipment and appliance manufacturing. This is followed by Public Administration & Safety \$1,032.036 million (20.9%), and Accommodation & Food Services \$110.656 million (2.2%)<sup>68</sup>.



Source: REMPLAN Economy



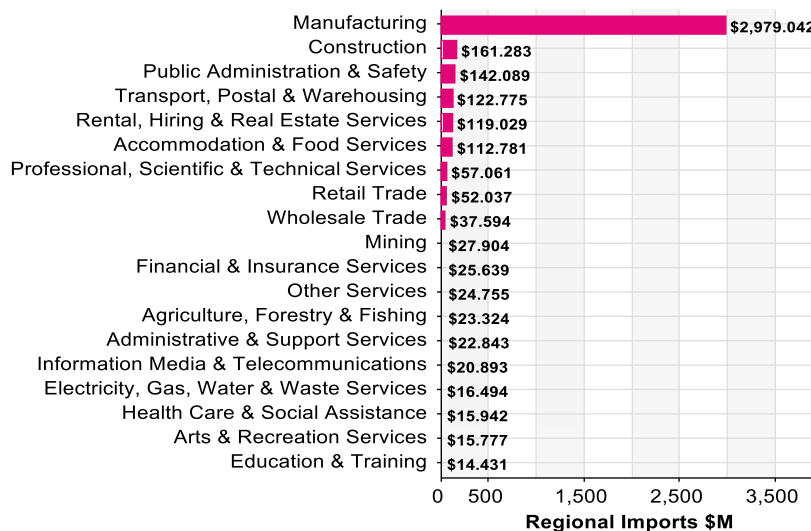
Manufacturing has  
the highest level of  
regional imports  
**74.6%**  
particularly in basic  
non-ferrous metal  
manufacturing

## Regional Imports

Regional Imports data represents the value of goods and services imported from outside of the local economy i.e. an outflow of money. The total regional import estimate for Port Stephens is \$3.99 billion<sup>69</sup>.

**The Manufacturing sector has the highest level of regional imports**, some \$2,979.042 million (74.6% of total imports), and particularly in basic non-ferrous metal manufacturing<sup>69</sup>.

The following graph depicts the value of sector dependency on total regional imports by each of the industry sectors ranked from highest to lowest.



Source: REMPLAN Economy



## Net Exports

The difference between Regional Exports and Regional Imports represents a net value attributable to the local economy which positively influences local Gross Regional Product (GRP).

Port Stephens exports \$4.936 billion in value of goods and services and imports \$3.992 billion in value of goods and services. The net export value for Port Stephens is \$944.73 million.





# KEY INDUSTRIES

## Key Industry Characteristics

Taking into consideration potential import replacement opportunities as well as current contributions to the economy in terms of employment, value-added and local expenditure on goods and services (backward linkages), key industry sectors have been identified in terms of the top ten of each economic indicator, known as 'key propulsive sectors'.

In order to understand the contributions of industry sectors in more detail, the general 19 industry sector classification has been broken down to the 45 industry sub-sector level. The following key industry sub-sectors have been identified as the key drivers of Port Stephens' economy:

- Defence
- Metal & Metal Product Manufacturing
- Technical Equipment & Appliance Manufacturing
- Accommodation & Food Services

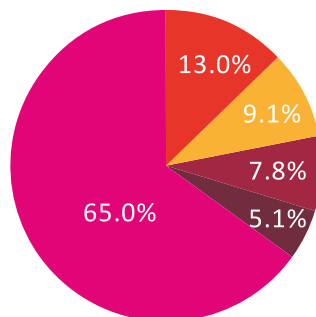
**Key drivers of the economy: Defence; Metal & Metal Product Manufacturing; Technical Equipment & Appliance Manufacturing; and Accommodation & Food Services**



## Employment

Employment is a key outcome of economic development activity; employment data represents the number of people employed by businesses/organisations in each of the industry sectors in Port Stephens.

The total employment estimate for Port Stephens is 22,689 jobs. The key propulsive industries contribute 7,933 jobs, accounting for 35% of total Port Stephens jobs.



- Defence 2,940 **13.0%**
- Accommodation & Food Services 2,068 **9.1%**
- Metal & Metal Product Manufacturing 1,765 **7.8%**
- Technical Equipment & Appliance Manufacturing 1,160 **5.1%**
- Other 14,756 **65.0%**



Source: REMPLAN Economy



**Defence is the largest employer with 2,940 jobs (13% of total jobs\*)**



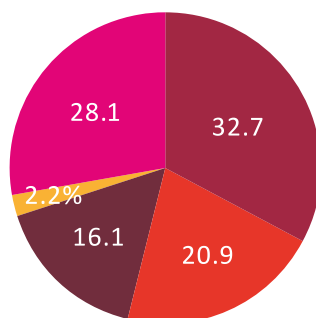
**Largest exporter is the Metal & Metal Product Manufacturing sector \$1.613 billion\***



## Regional Exports

Regional Exports represents the value of goods and services exported outside of Port Stephens that have been generated by local businesses/organisations. Another way of defining exports is as an inflow of money into the region.

The total regional export estimate for the region is \$4.936 billion. The selected sectors contribute \$3.552 billion (72.0%) of total regional exports.



- Metal & Metal Product Manufacturing 1,613.277(\$M) **32.7%**
- Defence 1,031.224(\$M) **20.9%**
- Technical Equipment & Appliance Manufacturing 796.757(\$M) **16.1%**
- Accommodation & Food Services 110.656(\$M) **2.2%**
- Other 1,384.511(\$M) **28.1%**



Source: REMPLAN Economy

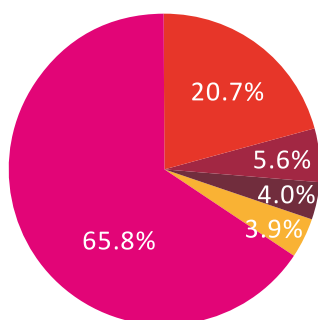
\*Note: This is based at the 45 industry sector level.



## Value-Added

Value-Added by industry sector is the major element in the calculation of Gross Regional Product (GRP).

The total value-added estimate for Port Stephens is \$3.671 billion. The selected sectors contribute \$1.254 billion (34.2%) of total value-added.



- Defence 759.889(\$M) 20.7%
- Metal & Metal Product Manufacturing 206.101(\$M) 5.6%
- Technical Equipment & Appliance Manufacturing 146.417(\$M) 4.0%
- Accommodation & Food Services 141.480(\$M) 3.9%
- Other 2,416.906(\$M) 65.8%



Source: REMPLAN Economy



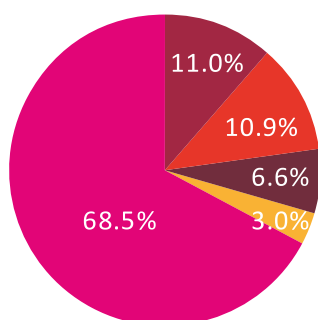
Defence is the largest contributor to value-added  
**\$759.889 million\***



Metal & Metal Product Manufacturing is the highest contributor to local expenditure  
**\$230.958 million\***

## Backward Linkages (Local Expenditure)

This report shows the value of intermediate goods and services purchased by industry sectors within Port Stephens. The total local expenditure estimate for Port Stephens is \$2.102 billion. The selected sectors contribute \$660.474 million (31.4%) of total local expenditure.



- Metal & Metal Product Manufacturing 230.958(\$M) 11.0%
- Defence 228.176(\$M) 10.9%
- Technical Equipment & Appliance Manufacturing 138.988(\$M) 6.6%
- Accommodation & Food Services 62.351(\$M) 3.0%
- Other 1,441.870(\$M) 68.5%



Source: REMPLAN Economy

\*Note: This is based at the 45 industry sector level.

# SUMMARY INDICATORS

	GRP (\$M)	Output (\$M)	Value-Added (\$M)	Regional Exports (\$M)	Regional Imports (\$M)
Port Stephens (A)	\$3,987.795	\$9,764.831	\$3,670.793	\$4,936.425	\$3,991.695
Hunter Region	\$43,315.537	\$92,180.184	\$40,334.283	\$30,606.725	\$24,135.455
New South Wales	\$513,309.000	\$1,045,219.788	\$480,163.772	\$157,750.223	\$154,017.069



Source: REPLAN Economy

## Port Stephens accounts for:

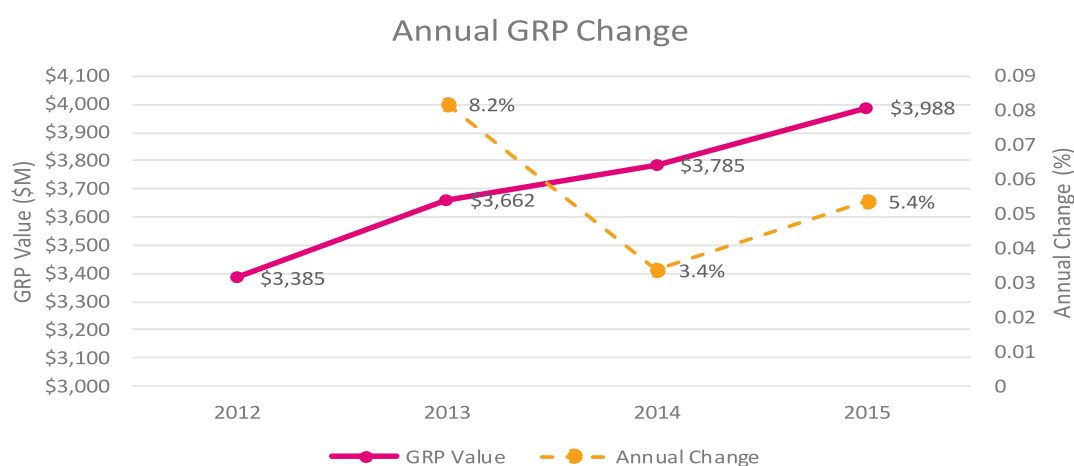
- 9.2% of Hunter Region and 0.8% of New South Wales' GRP
- 10.6% of Hunter Region and 0.9% of New South Wales' output
- 9.1% of Hunter Region and 0.8% of New South Wales' value-added
- 16.1% of Hunter Region and 3.1% of New South Wales' regional exports
- 16.5% of Hunter Region and 2.6% of New South Wales' regional imports

## Gross Regional Product (GRP):

Gross Regional Product is the net measure of wealth generated by the local economy. GRP is the total value of final goods and services produced in the economy over the period of one year. GRP can be measured by adding up all forms of final expenditure:

- consumption by households
- consumption by governments
- additions or increases to assets (minus disposals)
- exports (minus imports)

The graph below shows the GRP value for Port Stephens from 2012 – 2015 with annual change during this period.



Source: REPLAN Economy



# GAP ANALYSIS

## Import Replacement Opportunities

Imports reflect demand in the area's economy for goods and services not supplied locally and therefore represent 'gaps' in local supply chains. Imports from the rest of Australia may indicate opportunities for import replacement, increased value-adding and supply chain development.

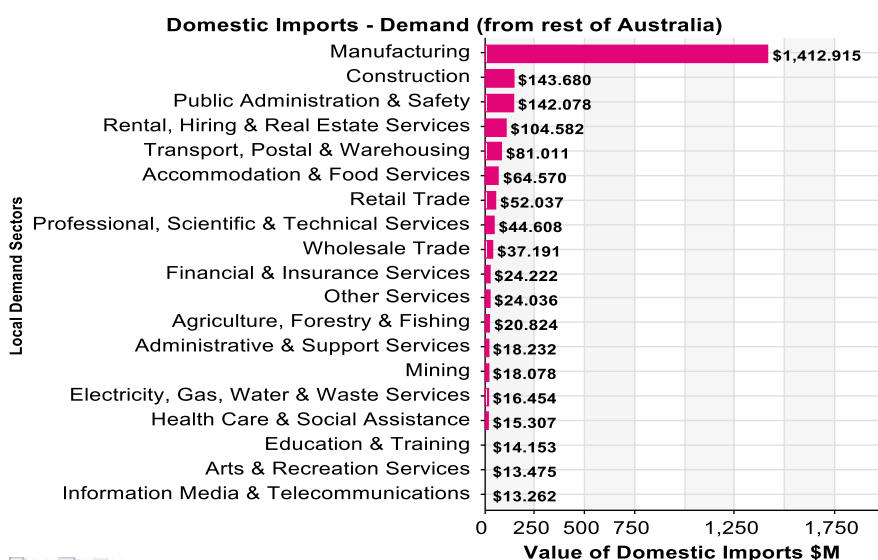
Supply of these goods and services is currently feasible in the Australian context and may provide a guide to realistic, high value strategic

opportunities to further develop the local economy. The total replacement of imports with local production is improbable; however it may be possible to capture a proportion of this escape expenditure.

Total imports by industry sectors in Port Stephens from the rest of Australia are estimated at \$2.26 billion<sup>70</sup>. The Manufacturing sector imports \$1.41 billion (62.5%) of goods and services for input to production from the rest

of Australia, the Construction sector imports \$143.68 million, accounting for 6.4% of industry imports, and the Public Administration & Safety sector imports \$142.08 million (6.3%) from outside of Port Stephens<sup>70</sup>.

This indicates potential opportunities for import replacement (based on the type of product), increased value-adding and supply chain development from local and surrounding businesses to the Manufacturing sector.



Source: REMPLAN Economy

**Opportunity for import replacement and supply chain development from local and surrounding businesses to the Manufacturing sector**







# HOUSING

Housing Overview

Building Approvals

Dwelling Sales Median Price

Median Weekly Rent





# HOUSING OVERVIEW

Port Stephens offers a range of housing within a variety of coastal, urban and rural settings.

The steady growth in house sales prices in Port Stephens indicates a **healthy demand for homes** in the area and provides a positive flow-on effect for service industries and the local economy.

Urban residential areas are predominantly located in Raymond Terrace and in established suburbs in and around Nelson Bay, Salamander Bay, Soldiers Point and Lemon Tree Passage. Smaller townships and villages provide further housing options while Medowie is evolving from a semi-rural residential area to a significant centre in its own right.

Fern Bay has experienced a total of 237 building approvals between 2010 -2016 which can be attributed to new land release and growth in over 55's accommodation.

Residential land is available in the suburbs of Raymond Terrace, Medowie and Corlette with major growth particularly in Medowie and Kings Hill. Kings Hill, located directly north of Raymond Terrace, was rezoned in 2010 and planning is underway to accommodate approximately **3,500 new dwellings over the next 30 years**. These new release areas will provide important residential land



MEDIAN HOUSE  
PRICE

**\$440,000**

(NSW Department of Family &  
Community Services, 2016)



DWELLING APPROVALS  
VALUE

**\$499  
Million**

(ABS, 2016)





FOUR OR MORE BEDROOM  
WEEKLY RENT

**\$460**

(NSW Department of Family & Community Services, 2016)



THREE BEDROOM  
WEEKLY RENT

**\$360**

(NSW Department of Family & Community Services, 2016)

supply for future housing, given that **the resident population in Port Stephens is predicted to increase by 18,650 people by 2036<sup>3</sup>.**

Locations such as Raymond Terrace, Medowie and Nelson Bay also have significant potential for infill development (i.e. redevelopment of existing lots). The historically large lots that exist in these locations provide significant potential for redevelopment as unconstrained land becomes scarce and the proximity of these locations to the regional centre of Newcastle is realised.

Recent activity across the LGA includes the approval of a 100 dwelling unit retirement village in Soldiers Point valued at \$17 million, and the creation of 23 new dwellings in tourist and visitor accommodation in Tomaree with a value of \$1.1 million. In 2016 approvals included a seniors' housing precinct comprising 56 dwellings in Salamander Bay valued at \$19 million and a Torrens Title subdivision in Medowie offering 349 new residential lots, valued at \$17 million.

**During 2015-2016 building approvals in Port Stephens peaked at \$499 million, a 359% increase** on the previous years' figure<sup>71</sup>. This \$499 million of building approvals consists of \$112.8 million in residential buildings (22.6%) and \$386.2 million in non-residential buildings (77.4%)<sup>71</sup>.

In terms of sales activity, the **median sales price of a dwelling was \$440,000** as of December 2015<sup>72</sup>. Demand for rentals with four or more bedrooms increased 4.5% from the March quarter of 2015 to the March quarter of 2016.





# BUILDING APPROVALS

The total value of building approvals peaked during 2015-2016 at \$499 million, a significant increase (359%) from \$193.5 million during 2014–2015<sup>71</sup>.

This \$499 million of building approvals in 2015-2016 consists of \$112.8 million in residential buildings (22.6%) and \$386.2 million in non-residential buildings (77.4%), an increase of 3.1% and 359% respectively on the previous years' figures<sup>71</sup>. NSW experienced an increase of 19% and 7.3%, and the Hunter Region 0.5% and 38.3% respectively for the same period<sup>71</sup>.

2015-2016 Building Approvals	Port Stephens	Hunter Region	NSW
<b>Residential</b>	\$112.8 million	\$1,219 million	\$23,307 million
% change from previous year	3.1%	0.5%	19%
<b>Non-Residential</b>	\$386.2 million	\$1,026 million	\$9,979 million
% change from previous year	359%	38.3%	7.3%
<b>Total</b>	\$499 million	\$2,245 million	\$33,287 million

Source: Remplan, Economic Profile, Trends, Building Approvals<sup>71</sup>.







BUILDING APPROVALS  
2015-2016

**\$499 Million**

- Residential 22.6%
- Non-Residential 77.4%

INCREASE IN BUILDING  
APPROVALS FROM 2014-2015  
TO 2015-2016

- Residential 3.1%
- Non-Residential 359%



Residential Buildings contain one or more dwellings, intended for the provision of long term accommodation. Examples include: detached houses, townhouses, flats, cottages and weekenders. Ancillary outbuildings not containing dwellings built to existing residential buildings, such as garden sheds, gazebos and free standing garages, are treated as residential buildings in these figures<sup>71</sup>.

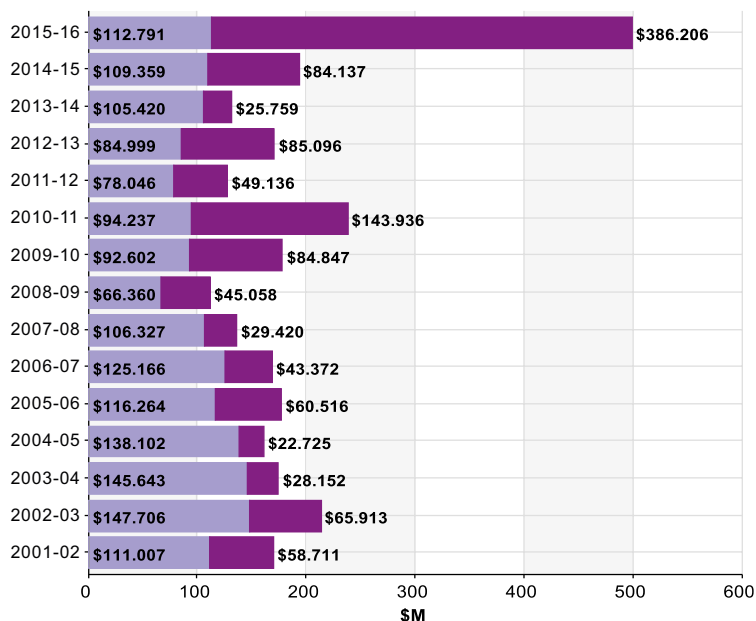
Non-Residential Buildings are where significant non-residential functions are contained in a building, such as shops, hotel/motel rooms, or offices. This may, for example, occur where a dwelling is attached to, or enclosed within, a non-residential building<sup>71</sup>.

An increase in building approvals generally provides work in the construction sector including:

- construction of new buildings
- alterations and additions to existing buildings
- approved non-structural renovation and refurbishment work
- approved installation of integral building fixtures

This has a **positive flow-on effect for the local economy in terms of a direct increase in output, jobs, wages and salaries**, leading to a direct expansion in the local economy. From this direct expansion in the economy, flow-on industrial effects in terms of local purchases of goods and services takes place (indirect impacts) resulting in a further increase to output, more jobs, and more paid in wages and salaries. This increase in direct and indirect output and the corresponding creation of jobs in the economy results in an increase in the wages and salaries paid to employees. A proportion of these wages and salaries are typically spent on consumption (the consumption effect) and a proportion of this expenditure is captured in the local economy.

## Value of Building Approvals (\$M)



Source: REMPLAN Economy

Residential  
Non-Residential



**2015-2016  
Residential  
Building Approvals  
\$112.8 M**



**2015-2016  
Non-Residential  
Building Approvals  
\$386.2 M**







## Residential Building Approvals (% Change)

Indicator	Port Stephens	Hunter Region
2002-03	33.1%	11.0%
2003-04	-1.4%	29.4%
2004-05	-5.2%	-16.6%
2005-06	-15.8%	-6.5%
2006-07	7.7%	7.0%
2007-08	-15.1%	-10.4%
2008-09	-37.6%	-15.8%
2009-10	39.5%	38.3%
2010-11	1.8%	-10.4%
2011-12	-17.2%	-2.6%
2012-13	8.9%	13.3%
2013-14	24.0%	13.7%
2014-15	3.7%	9.9%
2015-16	3.1%	0.5%



Source: REMPLAN Economy



The percentage change in residential building approvals between 2015-2016 for Port Stephens was 3.1%, and 0.5% for the Hunter Region.

## Non-Residential Building Approvals (% Change)

	Residential	Non-Residential
2002-03	12.3%	-0.1%
2003-04	-57.3%	72.2%
2004-05	-19.3%	-36.5%
2005-06	166.3%	105.2%
2006-07	-28.3%	-21.0%
2007-08	-32.2%	11.4%
2008-09	53.2%	-25.7%
2009-10	88.3%	70.5%
2010-11	69.6%	-15.4%
2011-12	-65.9%	-37.2%
2012-13	73.2%	-1.1%
2013-14	-69.7%	-14.4%
2014-15	226.6%	84.0%
2015-16	359.0%	38.3%



Source: REMPLAN Economy



The percentage change in non-residential building approvals between 2015-2016 for Port Stephens was 359%, and 38.3% for the Hunter Region.

# DWELLING SALES MEDIAN PRICE

The price of dwellings in Port Stephens has been steadily increasing since March 2010 with the median sales price of dwellings \$390,000 in December 2014<sup>72</sup>, increasing to \$440,000 in December 2015<sup>73</sup>.

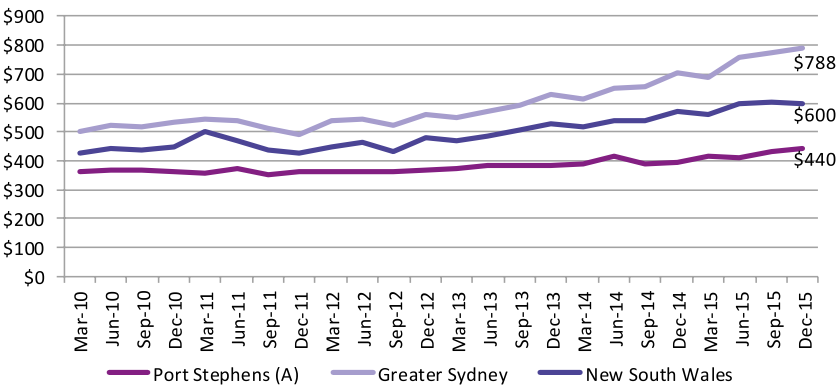


Median sales price  
**\$440,000**  
in December 2015  
compared with \$390,000  
in December 2014  
(12.82% increase)



In comparison, the median sales price of dwellings in Greater Sydney, a metropolitan population and the financial and business services hub of Australia, was \$788,000 in December 2015<sup>73</sup>.

Median Sales Price (\$'000)



Source: NSW Department of Family & Community Services, Rent & Sales Report, Issue 115

The table below shows the percentage increase from December 2014 to December 2015 for median sales prices in Port Stephens, Greater Sydney and NSW. Figures show that Port Stephens (12.82%) is slightly higher than

Greater Sydney (12.57%) in terms of percentage change in median sales, a positive indicator for the local economy in terms of demand for dwellings in the LGA.

Median Sales Price			
Year	Port Stephens	Greater Sydney	NSW
December 2014	\$390,000	\$700,000	\$560,000
December 2015	\$440,000	\$788,000	\$600,000
Percentage Change	12.82%	12.57%	7.14%

Source: Department of Family and Community Services Analysis and Research, Rent and Sales Report Issue No: 111<sup>72</sup> and No. 115<sup>73</sup>.

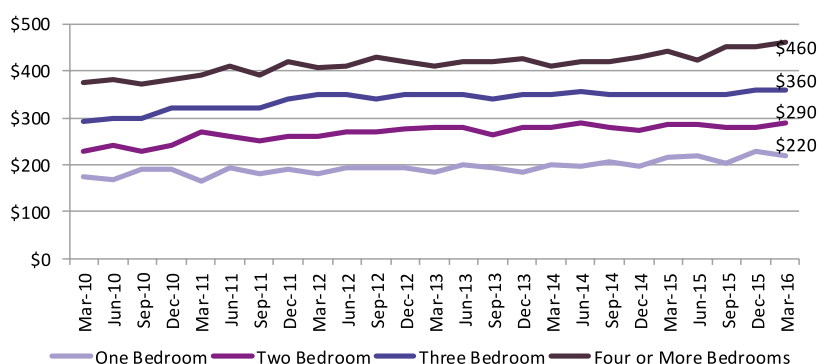


# MEDIAN WEEKLY RENT

The median weekly rent in Port Stephens has been increasing since March 2010, with the median rental price for a one bedroom dwelling \$220,

\$290 for a two bedroom dwelling, \$360 for a three bedroom dwelling, and \$460 for a four or more bedroom dwelling as at March 2016<sup>73</sup>.

## Median Weekly Rent



Source: NSW Department of Family & Community Services, Rent & Sales Report, Issue 115

Weekly rental rates have increased more for three bedroom and four or more bedroom dwellings in terms of percentage change from March 2015 to March 2016. This indicates demand for larger dwelling types, typically separate

houses with three or four bedrooms, recognised as the dominant dwelling type in Port Stephens (75.97%)\*. Larger detached or separate houses typically attract families and prospective families.

## Median Weekly Rent



One bedroom \$220



Two bedroom \$290



Three bedroom \$360



Four or more bedroom \$460

(March quarter 2016)

## Weekly Median Rent Prices – Port Stephens

	One Bedroom	Two Bedroom	Three Bedroom	Four or More Bedrooms
March Quarter 2015	\$215	\$285	\$350	\$440
March Quarter 2016	\$220	\$290	\$360	\$460
Percentage Change	2.3%	1.8%	2.9%	4.5%

Source: Department of Family and Community Services Analysis and Research, Rent and Sales Report Issue No: 111<sup>72</sup> and No. 115<sup>73</sup>.

## Weekly Median Rent Prices – NSW

	One Bedroom	Two Bedroom	Three Bedroom	Four or More Bedrooms
March Quarter 2015	\$420	\$425	\$410	\$500
March Quarter 2016	\$428	\$440	\$430	\$520
Percentage Change	1.9%	3.5%	4.9%	4.0%

Source: Department of Family and Community Services Analysis and Research, Rent and Sales Report Issue No: 111<sup>72</sup> and No. 115<sup>73</sup>.

\*Refer to Port Stephens Dwelling Type





# TOURISM

Tourism Overview

Tourism Output

Tourism Employment

Tourism Value-Added

Tourism Distribution

Tourism Visitor Profile

Tourism and Newcastle Airport

Tourism and Newcastle Cruise Terminal



EMPLOYMENT

1,669



(Remplan, 2014)



AVERAGE NUMBER OF  
VISITORS PER YEAR

1.3  
million

(Remplan, 2014)



KEY EMPLOYMENT SECTOR  
Accommodation & Food Services

69.6%  
of tourism related employment

(Remplan, 2014)



# TOURISM OVERVIEW

As a major regional visitor destination in NSW, Port Stephens attracts an average of 1.3 million visitors per year<sup>66</sup> and generates in excess of \$335.66 million in output for the local economy<sup>6</sup>.

Accommodation & Food Services contribute 53% or \$177.92 million to tourism related output<sup>74</sup> with a range of accommodation options available including holiday parks and self-contained units through to luxury beachfront homes and resorts. Fresh local produce, seafood, and craft beer are available at restaurants, cafes and hotels throughout the area.

**The popularity of the destination to both domestic and international visitors is directly tied to the unique natural environment with local attractions** including the Worimi Conservation Lands - Stockton Bight Sand Dunes, Tomaree National Park and the Port Stephens Great Lakes Marine Park. These natural assets offer visitors an extensive range of high quality tourism products and experiences such as whale and dolphin watching, surfing, sailing and fishing. Attractions on land include quad bike riding, four wheel driving, mountain biking and bushwalking.

In 2015-2016 Port Stephens welcomed 1,396,345 visitors to the area with 44.3% of these domestic overnight visitors; 53.8% domestic day trippers; and 1.9% international visitors, predominantly from Europe (32%) and Asia (22%)<sup>75</sup>. For each dollar spent by a tourist in Port Stephens, it is estimated that typically \$0.53 is spent on Accommodation & Food Services, \$0.18 on Transport, Postal & Warehousing and \$0.08 on 'Ownership of Dwellings'<sup>76</sup>.

**Tourism itself plays a significant role in terms of local employment** with flow-on effects for local business, residents and the wider community. Tourism contributes \$156.59 million value-added<sup>77</sup> to the local economy and tourism related employment accounts for 1,669 jobs or 7.4% of the total 22,689 jobs in Port Stephens with 69.6% of this employment (1,162 jobs) in Accommodation & Food Services, and 12.4% (207 jobs) in Retail<sup>52</sup>.

The Tomaree Peninsula, one of Port Stephens pristine visitor destinations, attracts national and international tourists to the area with its underwater marine oasis, kilometres of coastal bushlands and the largest sand dunes in the southern hemisphere. This well-established visitor destination is easily accessible from Newcastle Airport, and home to key commercial centres at Nelson Bay and Salamander Bay.

Enhancing links between tourist hotspots and Newcastle Airport, the future cruise terminal and the M1 Motorway will drive greater tourism growth. The \$14.5 million expansion of the terminal at Newcastle Airport provides potential for future international routes and an opportunity to increase the numbers of international visitors staying in Port Stephens.

*Note: Tourism is not identified as a separate industry sector in the National Accounts data. Instead tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes and restaurants, and cultural and recreational services. For the purposes of this document the tourism data contained within uses the same rationale.*

OUTPUT

**\$335.66  
million**

(Remplan, 2014)



VALUE-ADDED

**\$156.59  
million**

(Remplan, 2014)

# TOURISM OUTPUT



Accommodation & Food Services contributes the largest percentage of tourism related output

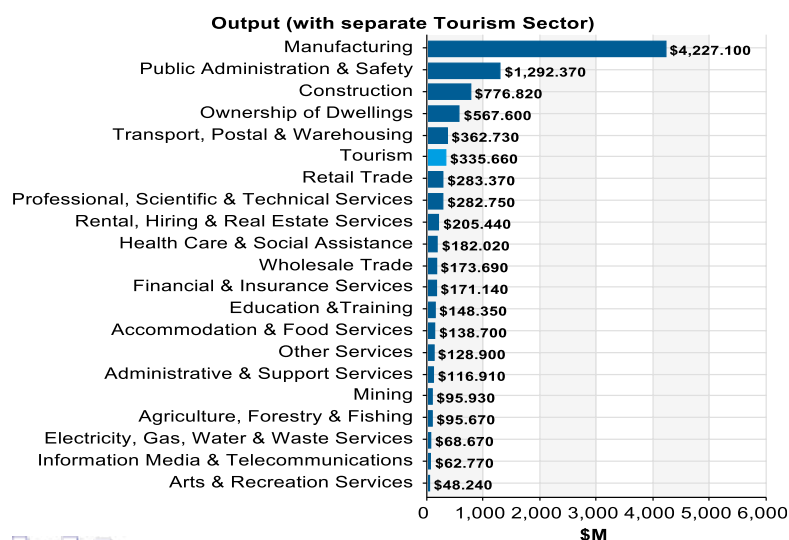
**53%**



Tourism contributes  
**\$335.66 million**  
to total output in  
Port Stephens (3.44%)

The total output generated by the Port Stephens economy is \$9.77 billion<sup>59</sup> with Tourism contributing \$335.66 million (3.44%) of this output<sup>6</sup>.

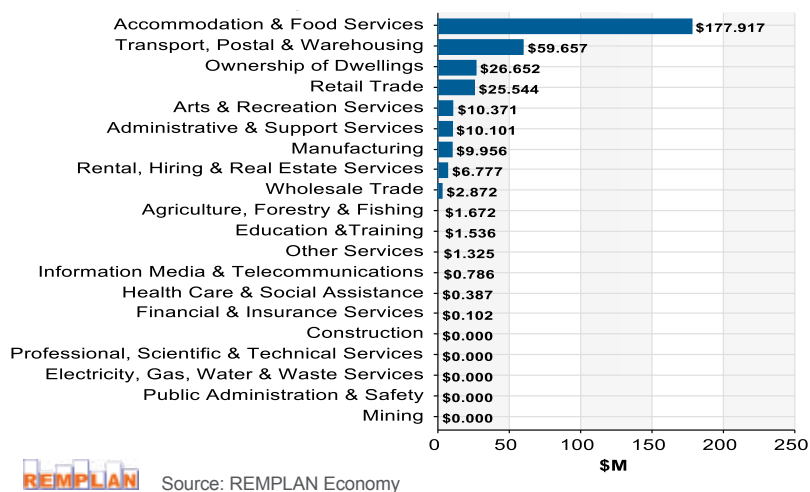
## Port Stephens Output (with separate Tourism Sector)



## Output Attributable to Tourism

The following graph shows the gross revenue generated by businesses and organisations in Port Stephens to service demand generated by tourists

to the area. The Accommodation & Food Services sector generates the highest amount of total tourism related output i.e. \$177.92 million (53%)<sup>74</sup>.







Tourism accounts for  
**1,669 or 7.4%**  
of the total number of  
jobs in Port Stephens



# TOURISM EMPLOYMENT

Tourism is estimated to account for 1,669 (7.4%) of the total 22,689 jobs in Port Stephens<sup>52</sup>.

Accommodation  
& Food Services  
contributes the  
highest percentage of  
jobs to tourism related  
employment

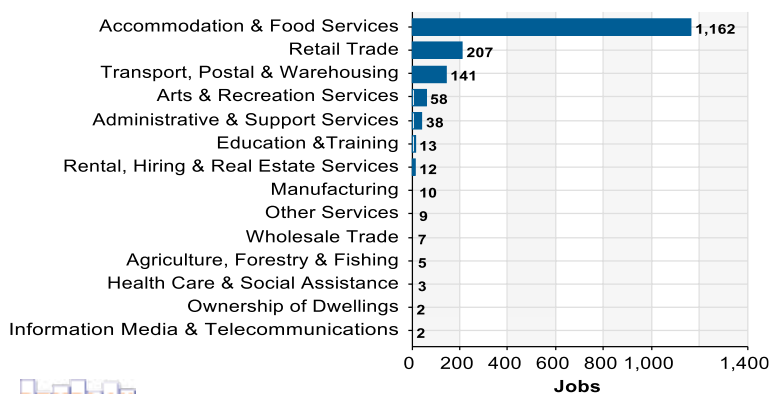
**69.6%**



Source: REMPLAN Economy

## Employment Attributable to Tourism

This graph shows the number of jobs in each industry sector in Port Stephens which service demand generated by tourism. The Accommodation & Food Services sector generates the most jobs attributable to tourism, accounting for 1,162 jobs or 69.6% of total tourism related employment in Port Stephens, followed by Retail Trade accounting for 207 jobs or 12.4%<sup>52</sup>.



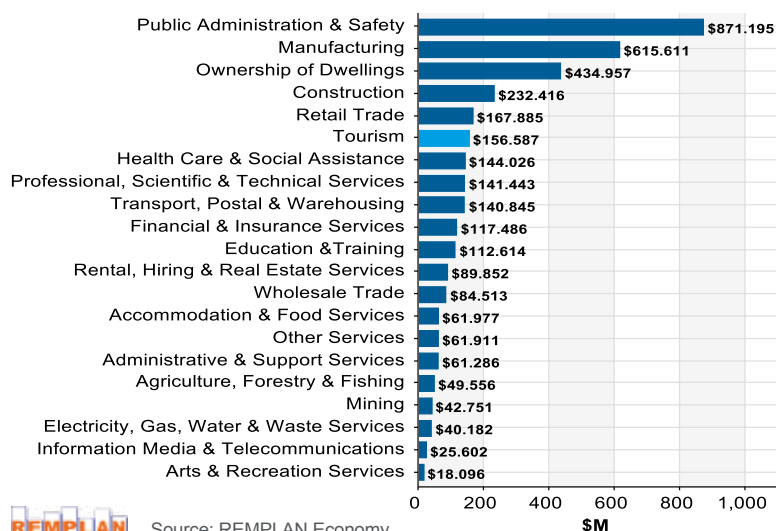
Source: REMPLAN Economy



# TOURISM VALUE-ADDED

The total value-added by the Port Stephens economy is \$3.67 billion with Tourism contributing \$156.59 million (4.27%) of this value-added<sup>77</sup>.

## Port Stephens Value-Added (with separate Tourism Sector)



Tourism contributes

**\$156.59**  
**million**  
to value-added





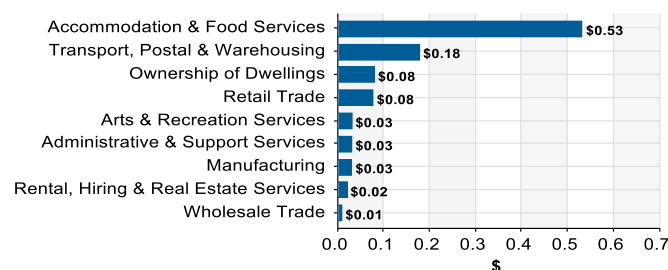
# TOURISM DISTRIBUTION

For each dollar spent by a tourist in Port Stephens, it is estimated that typically \$0.53 is spent on Accommodation & Food Services, \$0.18 on Transport, Postal & Warehousing and \$0.08 on 'Ownership of Dwellings'.



For every dollar spent  
by a tourist - typically  
**\$0.53**  
is spent on  
**Accommodation &  
Food Services**

## Distribution of each \$1 spent by a tourist



Source: REMPLAN Economy

# TOURISM VISITOR PROFILE



In the four year annual average to the year ending 2014, there were a total of 1,332,000 million visitors to Port Stephens across three markets:

- 1) Domestic Day Trip
- 2) Domestic Overnight
- 3) International Overnight

The 'Holiday' market represents 57% of total visitors, followed by 'Visiting Friends and Relatives' (VFR) 29% and 'Business' 2%<sup>66</sup>.



	Visitors	Holiday	VFR*	Business
Domestic Daytrip	661,000	306,000	215,000	-
Domestic Overnight	646,000	432,000	166,000	29,000
International Overnight	25,000	21,000	4,000	-
<b>Total*</b>	<b>1,332,000</b>	<b>759,000</b>	<b>385,000</b>	<b>29,000</b>

\*Visiting Friends and Relatives

\*Sample size for remaining 159,000 visitors is insufficient, corresponding data cannot be published.

Source: Tourism Research Australia (TRA), Tourism in Local Government Areas 2014, Port Stephens (A)

The latest data for 2015-2016<sup>75</sup> indicates a total of 1.39 million visitors to Port Stephens from the following three markets:

- 1) Domestic Overnight: 618,996 visitors for 2.1 million nights with families (30%) and older retired people (22%).
- 2) Domestic Day Trips: 750,840 visitors with families (30%) and older retired couples (34%), with less families noted in this period
- 3) International Markets: 26,345 visitors mainly from Europe (32%), Asia (22%) and the UK (25%). Backpackers make up 24% of the international market, and group and package tours comprise 30% of the total.







## Average Length of Stay

In Port Stephens the average length of stay for international visitors is five nights, while the average length of stay for domestic overnight visitors is three nights<sup>78</sup>. The domestic overnight visitors spend an average of \$640 per trip and \$203 per night, compared with \$432 and \$84 respectively for international visitors<sup>78</sup>.

Port Stephens (A)	Domestic Day	Domestic Overnight	International
Average Stay (Nights)	-	3	5
Average Spend per Trip (\$)	\$103	\$640	\$432
Average Spend per Night (\$)	-	\$203	\$84

Source: Tourism Research Australia (TRA), Tourism in Local Government Areas 2014, Port Stephens (A)



# TOURISM AND NEWCASTLE AIRPORT

A key tourism asset, Newcastle Airport, located at Williamstown in Port Stephens, is an economic and employment hub supporting direct and indirect employment of over 3,300 jobs and contributing nearly \$1.2 billion to the Hunter economy<sup>18</sup>.



**1,216,624  
passengers**

Record passenger  
numbers in 2016

(5.5% growth when compared with 2015)

Providing access to local business in Port Stephens and surrounds, local entrepreneurs and residents enjoy direct/onward access to major capital cities in Australia.

As a major draw card for the visitor economy, the airport attracts intrastate and interstate visitors to the area. The terminal expansion in 2015 provided increased terminal capacity for additional domestic services. Dedicated funding to complete the Border Force Fitout in readiness for international services will be a key economic driver and growth catalyst for the visitor economy in Port Stephens.

## Passenger Numbers

At the end of 2016, Newcastle Airport recorded the largest number of passengers ever to pass through the Airport in a calendar year i.e. 1,216,624 passengers. This figure represents a 5.5% growth for NSW's second busiest airport when compared with 2015<sup>5</sup>.

Additional seats added into the market during the year by airline carriers Virgin Australia, QantasLink, and FlyPelican have assisted in the year-on-year total passenger growth.



Newcastle Airport  
and Newcastle  
Cruise Terminal  
are key tourism  
assets for the Port  
Stephens visitor  
economy



# TOURISM AND NEWCASTLE CRUISE TERMINAL

Another driver for the visitor economy in Port Stephens is the new \$12.7 million multi-purpose cruise ship terminal proposed for the Port of Newcastle, which was announced in September 2016<sup>22</sup>. Construction of the terminal

is due to commence in mid-2017 with anticipated completed in 2018. The project includes the construction of a purpose built terminal of approximately 3,000 square metres, a dedicated car park, enhanced wharf infrastructure

and improved accessibility for ship provisioning<sup>21</sup>. It is estimated that construction of the building and flow-on economic activity in the region is worth \$26.7 million<sup>22</sup>.



## Opportunity to Increase Visitation

The project will deliver economic benefits by enabling new conferences, exhibitions, visiting naval vessels and increased visitation to the area. The new terminal marks a significant expansion of the cruise industry and located at the gateway to Port Stephens, will provide another opportunity to capture on the growing cruise industry, with local businesses benefiting from the flow on economic activity created by the facility.







# BUSINESS ACTIVITY

Business Activity Overview

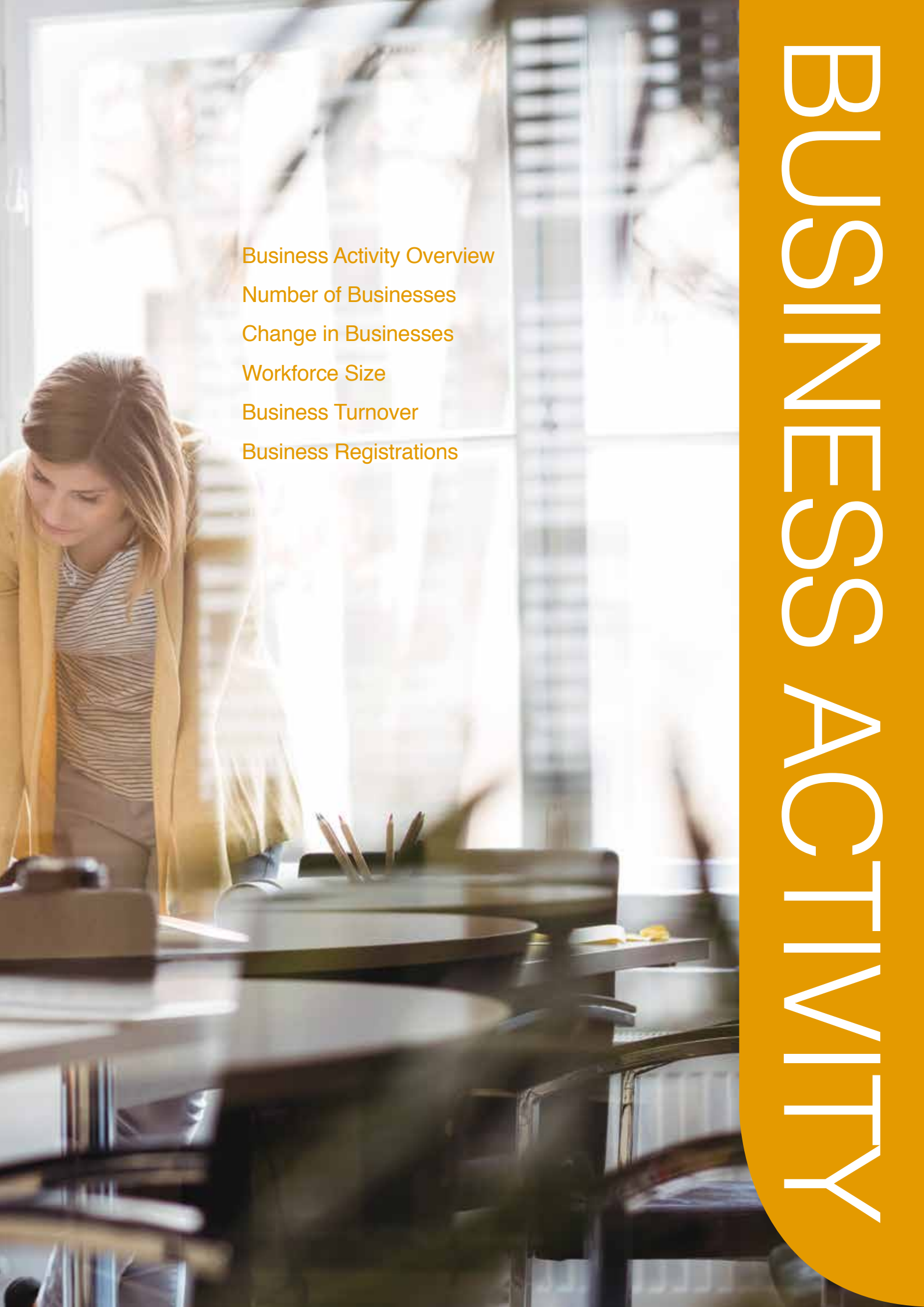
Number of Businesses

Change in Businesses

Workforce Size

Business Turnover

Business Registrations



# BUSINESS ACTIVITY OVERVIEW

As at June 2015, there were 4,544\* actively trading businesses in Port Stephens<sup>8</sup>.



HIGHEST PROPORTION OF  
REGISTERED BUSINESSES

**Owner/Operator**

**55.9%**

(ABS, 2016)

The top three industry sectors with the largest number of businesses include: **Construction, 925 businesses (20.4%); Rental, Hiring & Real Estate Services, 517 businesses (11.4%), and Professional, Scientific & Technical Services, 450 businesses (10%)<sup>8</sup>.** Between 2013 and 2015, the number of registered businesses increased by 65 (or 1.5%)<sup>8</sup>. During this period the **highest growth in businesses occurred in the Construction sector** with an

additional 43 businesses, followed by the Financial & Insurance Services with 27 additional businesses<sup>8</sup>.

**Owner/operator businesses account for the highest proportion (55.9%) of businesses** i.e. 2,538 businesses<sup>8</sup>. The largest change in business turnover from June 2014 to June 2015 was businesses turning over between \$100,000 and less than \$200,000, increasing from 838 to 901 businesses (7.5%)<sup>8</sup>. In 2015 there were **274 businesses turning over more than \$2 million or more**

**per year**, an increase of 2.6% on the previous year<sup>8</sup>.

The Construction sector remains strong in Port Stephens with access to the Hunter and Sydney region via transport networks and a strong local residential and commercial development market. In 2015 - 2016, Port Stephens building data exhibited \$499 million worth of building approvals, consisting of 22.6% residential and 77.4% non-residential; an increase of 3.1% and 359% respectively on the previous year's figures<sup>71</sup>.





NUMBER OF BUSINESSES

# 4,544

(ABS, 2016)

## 7.5% increase in businesses with turnover of \$100,000 to \$200,000



(ABS, 2016)

Rental, Hiring & Real Estate Service businesses service a growing visitor market as **Port Stephens attracts on average 1.3 million visitors per year<sup>66</sup>**. Similarly, there is evidence of home based businesses in Port Stephens, particularly on the Tomaree Peninsula in the Professional, Scientific & Technical Services sector, evidence that people are choosing to live and operate a business in Port Stephens based on the lifestyle offering. Examples of the types of businesses include accounting services, computer systems

design, engineering design, professional photographic services, legal, architectural, advertising, management advice, and other specialised design services.

**Port Stephens has a diverse industry base and is an ideal location for business in terms of access to infrastructure and markets throughout the Hunter and Sydney region.** This includes access to trading partners, clients and labour. Improving access to markets

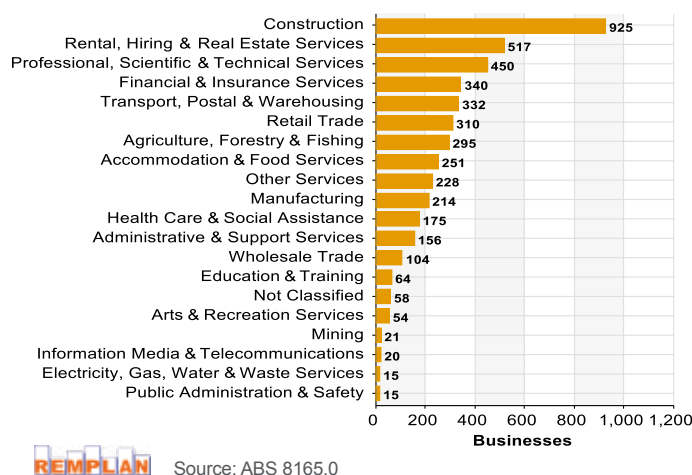
broadens trade, allows competitive industries to grow, and can increase the availability of goods and services. Together with the lifestyle offering based on the pristine natural environment, Port Stephens continues to attract investment to the area, sustaining a healthy, resilient and balanced economy.

\*Business Counts are based on snapshots of actively trading businesses as at June 2015 from the Australian Bureau of Statistics Business Register (ABSBR). June 2016 data is available in February 2017.



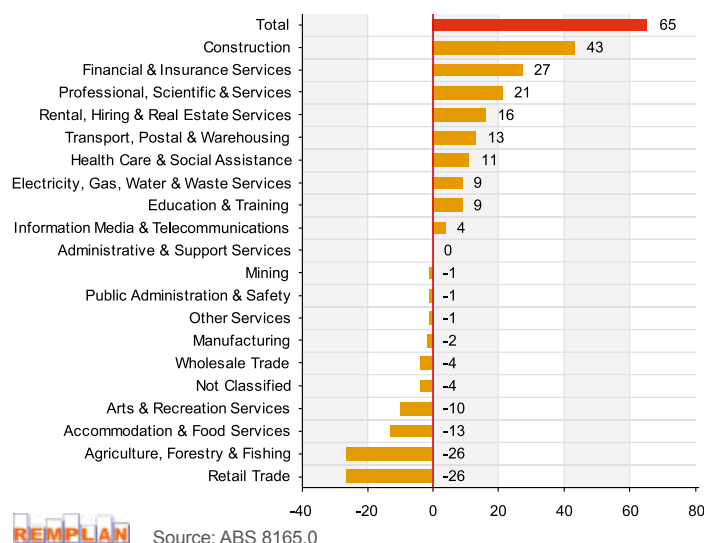
# NUMBER OF BUSINESSES

As at June 2015, there were 4,544 actively trading businesses in Port Stephens. The largest number of these businesses are in Construction (925), followed by Rental, Hiring and Real Estate Services (517).



# CHANGE IN BUSINESSES

Between 2013 and 2015, the number of businesses increased by 65. The Construction sector experienced the largest increase in business numbers (+43), followed by the Financial & Insurance Services industry (+27). The Agriculture, Forestry & Fishing and Retail Trade industries both experienced the largest decrease in business numbers from 2013 to 2015 (-26).



**Largest number of businesses in Construction 20.4%**  
**Highest growth in business entries in Construction +43**





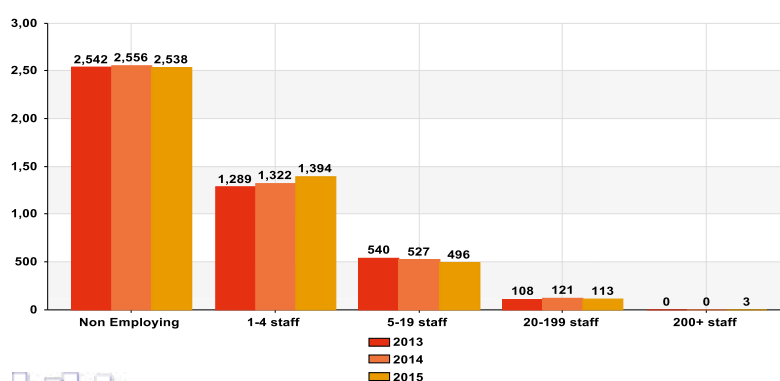
**4,544**  
number of  
businesses



Businesses with  
turnover of <\$50,000  
account for the  
highest proportion of  
businesses  
**23.5%**

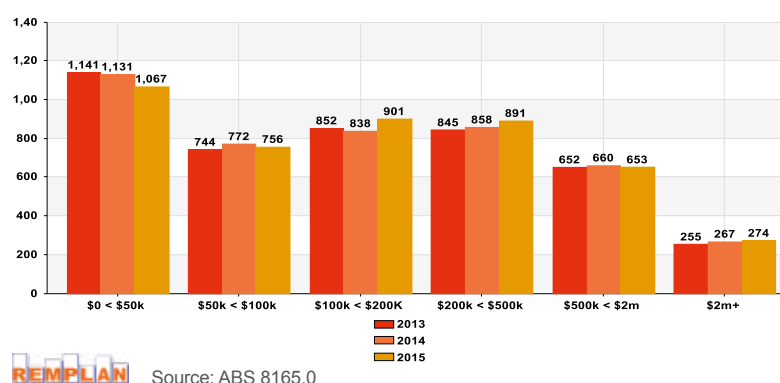
# WORKFORCE SIZE

Between 2014 and 2015, the largest increase occurred for businesses with one-four staff, increasing 5.4% from 1,322 in 2014 to 1,394 in 2015. Businesses that do not employ any staff (i.e. owner/operator) account for the highest proportion (55.9%) of Port Stephens' registered businesses.



# BUSINESS TURNOVER

From 2014 to 2015, the largest change in business turnover range was for businesses turning over between \$100,000 and \$200,000, increasing from 838 in 2014 to 901 in 2015, an increase of 7.5%. The largest proportion of turnover was for businesses with turnover of less than \$50,000, accounting for 23.5% of Port Stephens' businesses in 2015. The \$100,000 to \$200,000 range accounted for the second highest proportion of business turnover (19.8%).



# BUSINESS REGISTRATIONS



**0.4%**  
increase in  
business  
registrations



**5.4%**  
increase in  
businesses  
employing  
1-4 staff



**2.6%**  
increase in  
businesses with  
a turnover of  
\$2 million or more



## Business Registration by Industry

	June 2013		June 2014		June 2015	
	No.	%	No.	%	No.	%
Agriculture, Forestry and Fishing	321	7.2%	319	7.0%	295	6.5%
Mining	22	0.5%	19	0.4%	21	0.5%
Manufacturing	216	4.8%	220	4.9%	214	4.7%
Electricity, Gas, Water and Waste Services	6	0.1%	12	0.3%	15	0.3%
Construction	882	19.7%	871	19.2%	925	20.4%
Wholesale Trade	108	2.4%	108	2.4%	104	2.3%
Retail Trade	336	7.5%	327	7.2%	310	6.8%
Accommodation and Food Services	264	5.9%	264	5.8%	251	5.5%
Transport, Postal and Warehousing	319	7.1%	321	7.1%	332	7.3%
Information Media and Telecommunications	16	0.4%	18	0.4%	20	0.4%
Financial and Insurance Services	313	7.0%	334	7.4%	340	7.5%
Rental, Hiring and Real Estate Services	501	11.2%	504	11.1%	517	11.4%
Professional, Scientific and Technical Services	429	9.6%	455	10.1%	450	9.9%
Administrative and Support Services	156	3.5%	165	3.6%	156	3.4%
Public Administration and Safety	16	0.4%	17	0.4%	15	0.3%
Education and Training	55	1.2%	60	1.3%	64	1.4%
Health Care and Social Assistance	164	3.7%	173	3.8%	175	3.9%
Arts and Recreation Services	64	1.4%	55	1.2%	54	1.2%
Other Services	229	5.1%	229	5.1%	228	5.0%
Not Classified	62	1.4%	55	1.2%	58	1.3%
<b>Total</b>	<b>4,479</b>	<b>100.0%</b>	<b>4,526</b>	<b>100.0%</b>	<b>4,544</b>	<b>100.0%</b>



Source: ABS 8165.0

## Business Registrations by Workforce Size and Turnover

Turnover Range	2013		2014		2015		Change 2014-15
	No.	%	No.	%	No.	%	
Zero to \$50k	1,141	25.4%	1,131	25.0%	1,067	23.5%	-5.7%
\$50k to less than \$100k	744	16.6%	772	17.1%	756	16.6%	-2.1%
\$100k to less than \$200k	852	19.0%	838	18.5%	901	19.8%	7.5%
\$200k to less than \$500k	845	18.8%	858	19.0%	891	19.6%	3.8%
\$500k to less than \$2m	652	14.5%	660	14.6%	653	14.4%	-1.1%
\$2m or more	255	5.7%	267	5.9%	274	6.0%	2.6%
<b>Total</b>	<b>4,489</b>	<b>100.0%</b>	<b>4,526</b>	<b>100.0%</b>	<b>4,542</b>	<b>100.0%</b>	<b>0.4%</b>

Workforce Size	2013		2014		2015		Change 2014-15
	No.	%	No.	%	No.	%	
Non Employing	2,542	56.8%	2,556	56.5%	2,538	55.9%	-0.7%
1-4 staff	1,289	28.8%	1,322	29.2%	1,394	30.7%	5.4%
5-19 staff	540	12.1%	527	11.6%	496	10.9%	-5.9%
20-199 staff	108	2.4%	121	2.7%	113	2.5%	-6.6%
200+ staff	0	0.0%	0	0.0%	3	0.1%	-
<b>Total</b>	<b>4,479</b>	<b>100.0%</b>	<b>4,526</b>	<b>100.0%</b>	<b>4,544</b>	<b>100.0%</b>	<b>0.4%</b>



Source: ABS 8165.0

# EXPLANATORY NOTES

**Demographic Data:** Demographic data is based on the 2011 ABS Census, the latest data available. The 2016 ABS Census was held on 9 August 2016. Data from 2016 Census is expected to be released mid-2017.

**Output:** Output data represents the gross revenue generated by businesses/ organisations in each of the industry sectors in a defined region. Gross revenue is also referred to as total sales or total income.

**Population Projections:** New South Wales State and Local Government Area Population Projections were released in 2016. Projections are based on assumptions that take into account trends for births, deaths and migration. Projections can change due to factors such as migration levels, new technology and social attitudes to different living arrangements.

**Rental Rates for Housing:** Data has been sourced from the NSW Government, Department of Family and Community Services Analysis and Research, Rent and Sales Report, on median weekly rent prices from the March quarter 2010 to the March quarter 2016.

**Sales Prices for Housing:** Data has been sourced from the NSW Government, Department of Family and Community Services Analysis and Research, Rent and Sales Report, on median sale prices from the March quarter 2010 to the December quarter 2015.

**Tourism-Generated Employment:** The employment generated to service demand from visitors for each industry sector has been estimated through applying industry profiles from the Australian Bureau of Statistics Tourism Satellite Account and consolidated into a separate tourism sector.

**Tourism Industry:** Tourism is not identified as a separate industry sector in the National Accounts data, instead tourism is an amalgam of activities across various industry sectors such as retail, accommodation, cafes and restaurants, and cultural and recreational services. The Tourism Module in Remplan estimates the total value of tourism for the local economy.

**Tourism Output:** The estimated output generated by tourism for each sector has been deducted and consolidated into a separate tourism sector.

**Value-added:** Value-added data represents the marginal economic value that is added by each industry sector in a defined region. Value-added can be calculated by subtracting local expenditure and expenditure on regional imports from the output generated by an industry sector, or alternatively, by adding the Wages and Salaries paid to local employees, the gross operating surplus and taxes on products and production. Value-added by industry sector is the major element in the calculation of Gross Regional Product.



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