

INVEST

PORT STEPHENS
INVESTMENT
PROSPECTUS



PORT STEPHENS
COUNCIL

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GUUDJI YIIGU

The Port Stephens local government area (LGA) is part of the Worimi Aboriginal Nation and is the traditional land of the Worimi people. Council values the unique status of Aboriginal people as the traditional owners and custodians of lands and waters, including those of the Port Stephens LGA.

In 2018 Council signed a unique agreement developed in conjunction with the local Worimi and

Karuah Aboriginal Land Councils. We named the agreement Yabang Gumba-Gu, or 'Road to Tomorrow' in the Worimi language of Gathang. This agreement sets out the roadmap of projects we want to deliver together for the benefit of Port Stephens. The agreement sets the tone for a respectful, forward-thinking relationship between our Council, Local Aboriginal Land Councils and the Traditional Owners of the Port Stephens area.

PROSPER

PORT STEPHENS

INVESTMENT PROSPECTUS

A message from the Mayor

Welcome to our unique and beautiful part of the world. I am proud to say here at Port Stephens Council we're renowned for growing new businesses. Our 'can do' attitude, blue-sky thinking and innovative approach to growing our economy has raised eyebrows, won awards and garnered the attention of local, national and multinational organisations across the globe.

Recently, our community — like all those around the world — has been shaken by the Covid-19 global pandemic crisis, which has impacted all aspects of life. I'm proud to say our rapid response program 'Restart Port Stephens' has highlighted how our organisation's agility and out-of-the-square thinking and has provided relief where it is needed most. By working closely with business and community we have managed to adapt to the new challenges, hold fast and prepare well for recovery and growth as the tide turns.

Port Stephens is a significant economic hub and forms part of the Greater Newcastle region encompassing the resource rich Hunter Valley — with its mines, wines and thoroughbreds — and the dynamic cities of Newcastle and Lake Macquarie, making it the largest regional economy in Australia.

Port Stephens is home to major strategic centres including Tomago — a thriving manufacturing and industrial area — the Newcastle Airport, RAAF and aerospace precinct at Williamstown, and a thriving tourism industry linked directly to our unique natural environment of National Parks, Marine Parks and the Worimi Conservation Lands — the largest moving coastal sand dunes in the southern hemisphere.

Port Stephens people are justifiably proud of where we live. Our sense of place is inextricably linked to the natural beauty we have been blessed with and the lifestyle this affords us, however it's our people who make Port Stephens such a special place.

Our Council — in partnership with the Worimi people, our community and the business sector — continues to strive to make Port Stephens an even better place to live, work, play and invest. The pandemic pause has only strengthened our resolve and provided the time and space to look at the big picture and identify opportunities for the future. We continue to actively engage with all stakeholders to fine tune and implement the Economic Development and Tourism Strategy.

Recognised by the State and Federal Governments as a regional economic driver, significant investment continues to pour into Port Stephens via major public, private and civil projects. Millions have been committed to infrastructure, including urban development, town centre rejuvenation, environmental projects, educational facilities, tourism and roads, providing a high level of confidence for investors.

We are a hub for manufacturing, resources, defence, aviation, aerospace, tourism, information technology, and marine and energy industries. Port Stephens is located on Australia's eastern seaboard, 2 hours' drive north of Sydney and immediately to the north of NSW's 'second city' of Newcastle, but our road, rail, sea and air transport facilities link us to the rest of Australia and the world.

With a competitive, innovative business environment, well-connected transportation links, close proximity to the Hunter region's rich resources, and accessibility to key markets, infrastructure and a skilled workforce — plus a coastal lifestyle that is the envy of most — Port Stephens is the obvious choice for business and investment.

As we emerge from our pandemic pause I invite you to share in our inevitable prosperity and discover for yourself why Port Stephens truly is a land of opportunity.

Ryan Palmer
Mayor of Port Stephens





WHY INVEST IN PORT STEPHENS?

In short - you'd be crazy not to.

The Port Stephens Local Government Area (LGA) is situated on the northern boundary of the City of Newcastle and stretches from Fern Bay in the south, west to Duns Creek east to Nelson Bay and north to Karuah and encompasses the Tomaree National Park, the Worimi Conservation Lands and a 98,000 hectare Marine Park.

The Port Stephens economy has a diverse industry and employment base built around the natural environment which is, without doubt, one of the most picturesque locations on the Australian coastline. From the powder soft sands and turquoise waters of the sheltered Shoal Bay to the spectacular desert landscape and monumental sand dunes of the Worimi Conservation Lands... Port Stephens is much more than a natural beauty!

With a growing Gross Regional Product (GRP) estimated at \$5.334 billion per year, a diverse economy, a bustling tourism industry welcoming 1.7 million visitors a year and

significant capital investment commitments from both public and private sectors across housing, infrastructure, tourism, transport and technology - Port Stephens has much to offer investors, innovators and those that realise the good life is all about balance.. not just a balance sheet.

Almost 73,000 people call Port Stephens home and this is expected to grow to over 90,000 in the next 20 years. People come to the area for many reasons - whether to visit, raise a family in a safe environment, work in a thriving and diverse economy or retire in this beautiful part of the world. Port Stephens' diverse social, environmental and economic characteristics are part of what makes it so unique.

Technology is increasingly enabling people to live the dream in Port Stephens - operating a business and working from home while still having access to work teams and clients across Australia via Newcastle Airport.



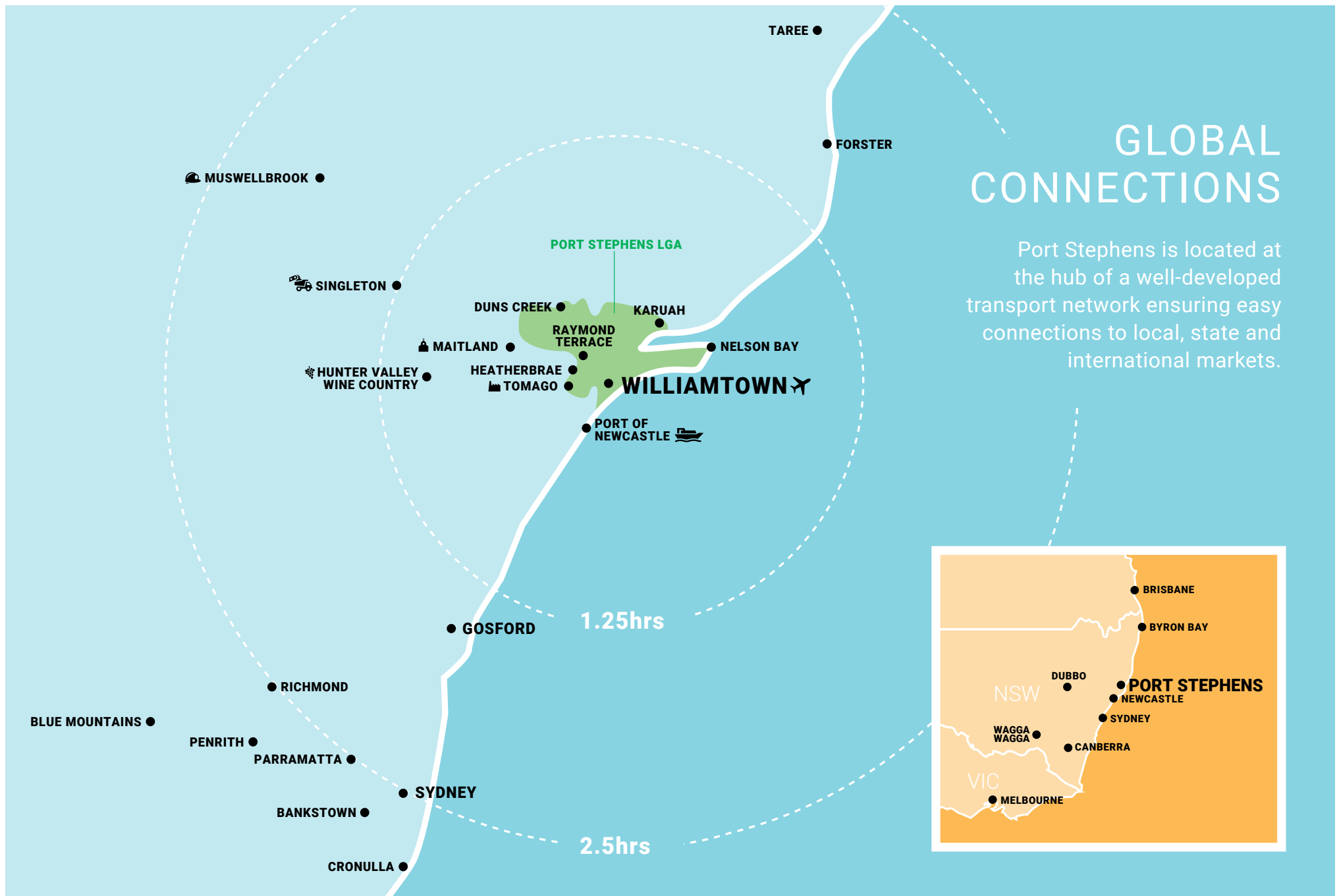
“

...the good life is all
about balance,
not just a
balance sheet...

”

GLOBAL CONNECTIONS

Port Stephens is located at the hub of a well-developed transport network ensuring easy connections to local, state and international markets.





73K
POPULATION

\$5.334
BILLION

2019 GROSS
REGIONAL PRODUCT

1.7
MILLION
VISITORS 2019/20



27,346
JOBS

THE
ECONOMY



OUR STRENGTHS YOUR ADVANTAGE.

Port Stephens has a lot to offer prospective investors. It is home to one of Australia's fastest-growing aviation and defence hubs, has a long-established manufacturing sector and is one of the east coast's most loved tourism destinations. It is an integral part of the Hunter – the largest regional economy in Australia and has been identified by all tiers of government as a strategic centre for economic growth.



“

10 minutes to
the M1 Motorway
... just 2.5 hours
north of Sydney

”

THE RIGHT CONNECTIONS - TRANSPORT, LOGISTICS, INFRASTRUCTURE

Port Stephens is strategically located at the hub of a well-developed multi-modal transport network ensuring easy connections to local, state and international markets. Just 2.5 hours drive north from Sydney and a 1.5 hour flight from Melbourne (2 of the largest domestic markets in Australia) and an easy 3 hour direct flight to New Zealand. We are ideally located on the eastern seaboard, midway between Melbourne and Brisbane, bordered by Newcastle to the south, the Hunter Valley to the west and provide the gateway to the north coast of New South Wales.

Over 40,000 vehicles pass through Port Stephens daily via the Pacific Highway, with the bustling centres of Raymond Terrace and Heatherbrae just 10 minutes from the end of the M1 Motorway which earmarked for a major bypass upgrade to improve connectivity.

Located immediately south of the Port Stephens LGA, The Port of Newcastle is the largest bulk shipping port on the

east coast of Australia and the world's largest coal port. With a deepwater shipping channel, capacity to double trade volumes, plenty of portside land available and berthside connections to the heavy rail network - you would be hard pressed to find another port in Australian that could match the unique capabilities of the Port of Newcastle.

Port Stephens businesses also benefit from the nearby rail network. The heavy rail network supports passenger and freight services from the Port of Newcastle to the Hunter Valley and beyond including the Hunter Valley Coal Chain. The passenger and freight rail network also links the east coast of Australia including Sydney and Brisbane.

Newcastle Airport, located in Port Stephens at Williamstown, is our global gateway. It plays a significant role in enabling the export of Hunter region services and skills, and unlocks unrealised potential for our tourism industry, both domestic and international.



THE ENERGY TO THRIVE

Investment in the energy sector continues to keep energy supply well ahead of demand, creating confidence for investors. The Australian Gas Light Company (AGL) is investing \$400 million to construct and operate a dual fuel fast-start peaking power plant with a nominal capacity of 250 MW with gas pipelines, electricity transmission lines, site access and associated ancillary facilities at Tomago. This will form part of AGL's strategy to introduce new electricity generating development to improve energy security and reliability in the region

The Hunter has 4 power stations and a range of competitive electricity retailers with ample capacity to keep up with growing demands for both existing and new residential developments as well as the commercial and industrial enterprises of the future.

Four out of the 5 Hunter Water raw water sources are located within the Port Stephens LGA and with a \$950 million investment in infrastructure upgrades over the next 10 years, Hunter Water can ensure a clean, reliable service long into the future.



KNOWLEDGE IS POWER

With strong academic and logistical links to the nearby University of Newcastle (UON), now ranked in the top 250 global universities, Port Stephens is cleverly connected to some of the nation's and the world's best intellects.

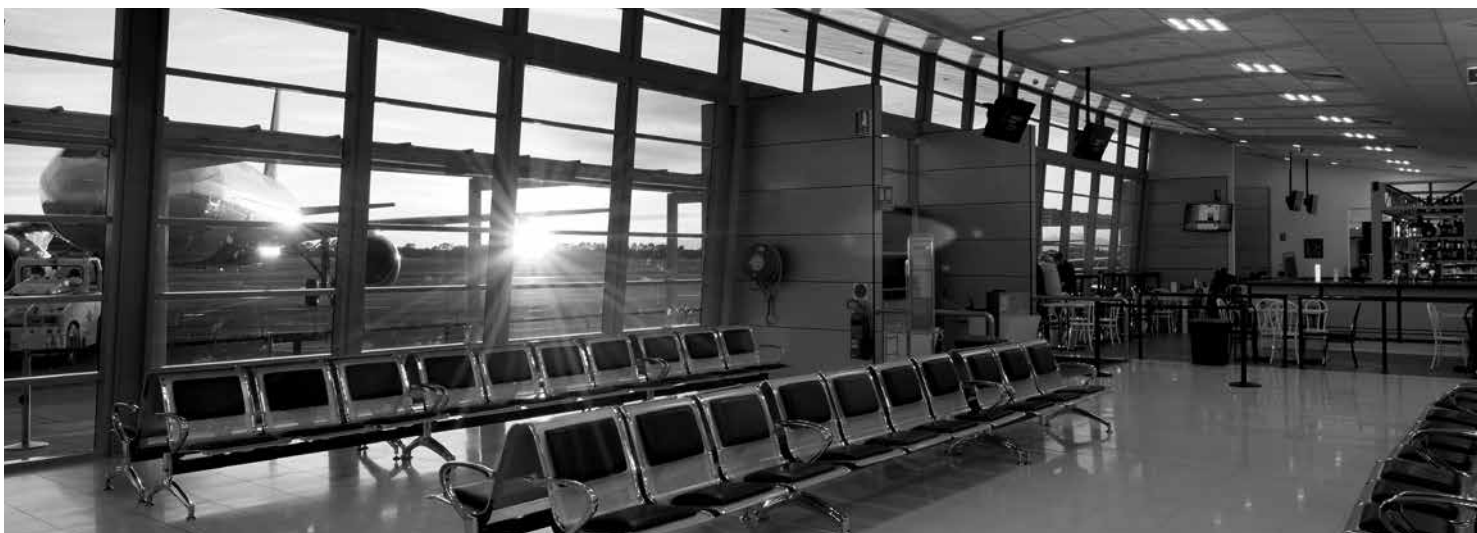
The close relationship established with UON affords unique business collaborations for research and development and limitless possibilities for innovation.

TAFE courses in Port Stephens are about to receive a huge boost, with TAFE NSW investing \$7 million to develop a Connected Learning Centre in Salamander Bay. This facility uses state of the art technology and facilities to connect local students with courses being delivered at any TAFE campus. TAFE and the University work closely with local business and industry to develop courses specifically designed to grow the workforce that will be required by the region's emerging industries.

Local schools partner with manufacturing and defence based industries, and through Regional Development Australia, STEM programs are well-integrated into the school curriculum providing unprecedented access to an appropriately skilled future workforce.

The Port Stephens Fisheries Institute is a premier research facility focusing on biosecurity, fisheries compliance, research and aquaculture. Internationally respected research and development facilities in the region include the CSIRO Energy Centre, Hunter Medical Research Institute, the Newcastle Institute for Energy and Resources, Hunter Research Foundation and Breast Cancer Trials to name a few.

The depth of talent and innovative thinking that thrives in these centres of excellence make for a smarter, brighter future as homegrown opportunities become an attractive prospect.



“

The government has identified key advantages for Port Stephens.

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THE INVESTMENT PIPELINE

The time is now – as the post-pandemic boom looms. The ground work has been laid, the opportunities are ripe and despite the odds, confidence is still strong with long term investment from both public and private sector igniting the local economy and creating tangible prospects for a strong future.

With development occurring around the main sectors of manufacturing, tourism and defence, new industries are emerging to support the growing regional economy.

With the federal government’s investment of \$1 billion in the RAAF Base at Williamtown, the arrival of the F-35A JSF aircraft and \$11.7 million committed to the development of the Astra Aerolab aviation and innovation hub, both public and private investment continues to flow into Port Stephens.

This growth in infrastructure includes a renewable energy mix supported by traditional sources. AGL has committed

\$400 million to the development of a 250MW gas fired power station at Tomago. This quick start gas generation project can be activated during peak demand times, or whenever renewables are unavailable.

The NSW state government has committed \$275 million to the duplication of Nelson Bay Road which connects Port Stephens to the City of Newcastle and the Port of Newcastle.

Investment in housing is strong with the King’s Hills Urban Release Area expected to create an additional 3500 homes. The NSW Government has committed \$80 million to the development of infrastructure to support this new suburb, located just 40 minutes from the CBD of Newcastle, 20 minutes from the Williamtown Special Activation Precinct and directly linking to the M1 Pacific Highway.

Government funding continues to be injected into the growing Port Stephens visitor economy with more than \$26 million committed to a range of projects from the NSW National Parks Tomaree Coastal Walk (\$6.7 million), the Port Stephens Koala Sanctuary (\$7 million), Birubi Point Information Centre (\$6.4 million) and the Irukandji Shark, Ray and Turtle Centre (\$6 million). These projects will be supported with ongoing investment in indigenous tourism cultural and educational tourism experiences across Port Stephens with the Worimi Local Aboriginal Land Council close to completion of the Murrook Cultural Centre along with a proposal for a \$14 million eco-tourism resort on the entrance to the Worimi Conservation Lands at Williamtown.

Underpinning this investment is Port Stephens Council’s ongoing commitment to creating vibrant and liveable communities with \$15.9 million of infrastructure projects underway bringing the total program to almost \$50 million.



A GENUINE WORK LIFE BALANCE

The secret is out! Where else can you work and live this close to Sydney, still be an hour's flight to Brisbane or Melbourne and have an affordable yet 'wow' lifestyle?

Port Stephens offers an enviable lifestyle for people of all ages. Residential choices range from coastal and hinterland villages, waterfront homes and apartments to spacious homes in the suburbs and rural retreats - all within an hour easy driving of the largest regional economy in Australia.

The desirability and liveability of Port Stephens provides a competitive edge for business, particularly when recruiting highly skilled and/or qualified staff.

The diverse beauty of the natural environment lures visitors and those looking to escape the rat-race but with the convenience of a city nearby. Port Stephens is an enticing offer with thriving business, quality of life, access to world-class health and educational institutions and a flourishing arts, culture and entertainment scene.



A FUTURE FOCUS

Port Stephens has been identified by state and federal governments as an important driver for regional economic growth.

The investment in the Williamstown Special Activation Precinct combined with the recognition of Nelson Bay and Raymond Terrace as strategic centres and Heatherbrae and Tomago as catalyst zones ensures a long term and targeted focus on investment and development across the LGA.

Government modelling is projecting strong employment growth across the LGA with almost 4000 new jobs anticipated in the next 15 years.

This rapid employment growth will translate to a boom in residential housing on suitably zoned land in close proximity to the identified employment precincts.



A COLLABORATIVE APPROACH

Council believes in the value of a collaborative approach to business development and attraction and is committed to investing in relationships with stakeholders from relevant government, business, employment and industry bodies to create mutually beneficial connections and help facilitate investment.

In 2019, Council signed the historic 'Yabang Gumba-Gu' agreement with the Worimi and Karuah Aboriginal Land Councils. Translating to 'Road to Tomorrow' in the Worimi language of Gathang - this collaborative blueprint provides a roadmap of projects which will be delivered in partnership with the indigenous community for the benefit of the entire Port Stephens community.

These genuine partnerships across all levels of government, traditional owners and community are a major contributor in attracting business and investment to Port Stephens.

READY. SET. GROW.

Port Stephens has been identified by government as a pivotal location for economic growth. With increasing private investment and substantial financial commitments by both state and federal governments for projects ranging from infrastructure and residential developments, to defence, aerospace, innovation and education - the future growth of the region is assured.

As part of the NSW government's 'big picture' focus on creating jobs and attracting investors, key precincts have been identified to nurture growth in specific industries.



AIRPORT



DEFENCE/
AVIATION/
AEROSPACE



TRADING
HUB



INNOVATION
EDUCATION
CLUSTER

WILLIAMTOWN

Williamtown is positioned just east of Raymond Terrace and 25 minutes south of Nelson Bay. It is the home of Newcastle Airport and the Royal Australian Air Force (RAAF) base, and a growing aerospace and defence service cluster.

Identified as one of the NSW government's 'Special Activation Precincts' (SAP), Williamtown will benefit through government-lead development and infrastructure investment as well as fast-tracked planning processes.

By identifying Williamtown as a defence, aerospace and aviation hub as well as an education and innovation cluster, the NSW government has ensured that the

precinct will attract business and investment, create jobs and fuel economic development.

The federal government's \$1 billion investment in the new F35 Joint Strike Fighter (JSF) fleet is a game changer for Williamtown, which will be 'home base' for the majority of the 72 strong Australian fleet of jets. Maintenance contracts have been awarded to the primes, with capability being ramped up as the jets arrive on base. Primes servicing JSF maintenance contracts are actively seeking out innovative SMEs to support service delivery.

The globally significant 'Astra Aerolab' will house maintenance and support services for Australian

fighter jets and drive \$246 million into the NSW economy.

Newcastle Airport is the gateway to Australia's Hunter region, with 1.284 million passengers passing through in 2019. The airport is the second international gateway into New South Wales and the second busiest airport in the state.

Key to future growth of the airport is a runway upgrade to accommodate larger aircraft. This upgrade would unlock numerous tourism and air freight opportunities, drive more passengers and inject a projected \$70 million a year in recurrent tourism spend across the Hunter and Northern NSW.



HEALTH



**RETAIL
HUB**



**STRATEGIC
CENTRE**



**COUNCIL
HQ**

RAYMOND TERRACE

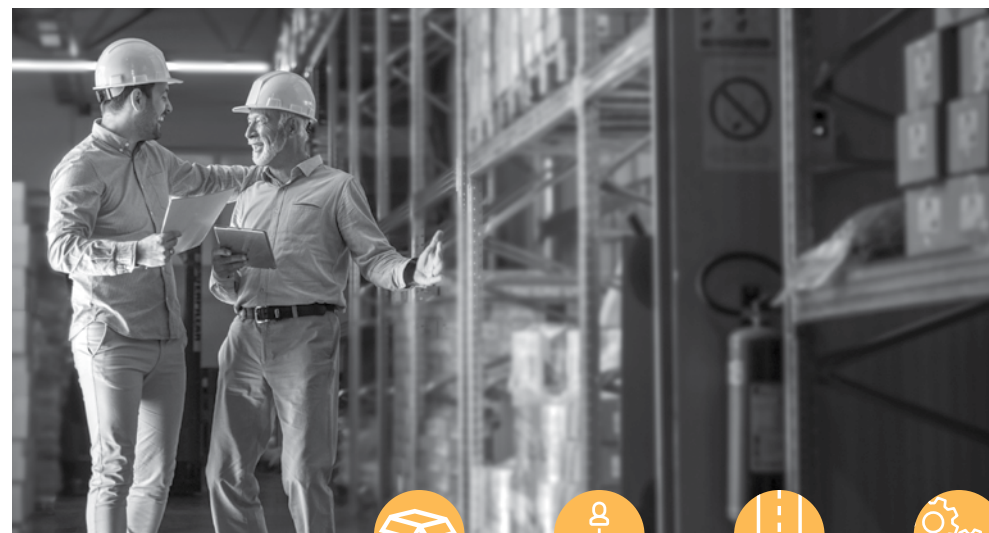
An historic riverside town and trading hub at the junction of the Hunter and Williams Rivers, Raymond Terrace has evolved to become the main service centre for Port Stephens. The Hunter Regional Plan 2036 identifies Raymond Terrace as an important strategic centre which provides a range of facilities for surrounding communities including retail, government, civic and professional services.

Raymond Terrace is home to Port Stephens Council Administration, NSW Department of Family & Community Services, two successful shopping centres and a diverse and busy main street. The town has seen significant public and private investment over recent years, including a new GP Super Clinic, NSW Police Local Area Command, Courthouse

and Defence Administration Centre and has been identified as particularly suitable for the development of health services to support the region's growing population, including the 3500 King's Hill Urban Release Area and proposed infill housing.

Raymond Terrace's proximity to major employment and industry centres including Heatherbrae, Tomago, Newcastle and Maitland, access to the state's major freeways and affordable commercial and residential real estate make it an attractive option for businesses and residents alike.

Port Stephens Council is currently developing a Public Domain Plan for the Raymond Terrace CBD which will support the growth and vibrancy of his community.



BULKY GOODS



**JOBS
CLUSTER**



**LINK TO
M1**



**SMALL
MANUFACTURING**

HEATHERBRAE

Located on the Pacific Highway, south of the Raymond Terrace CBD and north of the Tomago manufacturing precinct, Heatherbrae has been earmarked as a significant employment land cluster in the Hunter Regional Plan.

Heatherbrae is easily accessed by the major population centres of Newcastle, Maitland and Port Stephens and with federal government funding of \$1.6 billion driving the extension of the M1 Pacific Highway, is set to evolve into a destination for bulky goods retailing.

Heatherbrae offers large parcels of affordable, vacant land with high visibility, ample space for parking and transport logistics. The area is also

home to existing industrial estates, major bulky goods retailers, boat and caravan manufacturing and sales along with smaller manufacturing and highway service businesses.

This area is expected to continue to grow with Port Stephens Council strategies providing the framework for the release of additional commercial land well into the next decade.



TOURISM



**STRATEGIC
CENTRE**



RESIDENTIAL



HEALTH

NELSON BAY

A major tourism hub, Nelson Bay is identified as a strategic centre with significant opportunity for growth, particularly in tourism product and experiences.

A boost in public and private investment in local infrastructure is underway to enhance tourism facilities that capitalise on the incredible natural assets, and investigation is underway for medium density developments which complement the visitor, recreational and residential appeal. There's also a significant commitment by our Council and the NSW Government to drive future workforce development with education and training.

Existing professional services with an expanding retail and hospitality sector will service the fast-growing population, and improved health care will service the needs of the over 55s attracted to the region.

Our Council has also endorsed a plan to revitalise the town centre and update aging infrastructure to unlock the potential for growth in the Port Stephens visitor economy. We have committed to partnerships with industry to deliver destination marketing strategies to drive awareness, increase visitation and reach a visitor spend of \$1 billion by 2030.



**JOB
CLUSTERS**



INDUSTRIAL



MANUFACTURING



**TRADING
HUB**

TOMAGO

With global heavy hitters such as Tomago Aluminium, Westrac, Sandvik and Ampcontrol all calling the Tomago precinct home it's little wonder it has caught the attention of state government.

The Hunter Regional Plan 2036 identifies Tomago as a catalyst zone and a significant employment land cluster.

Its close proximity to Newcastle Airport, the Port of Newcastle, the Hunter River, the M1 Motorway and the rail corridor means Tomago is ideally placed to take advantage of existing freight and logistics infrastructure to move product around Australia and the globe.

Not just a logistics hub, Tomago is also home to growing businesses across the spectrum - manufacturing, small and medium businesses, defence and mining support, warehousing and distribution.

Tomago represents a huge opportunity for economic growth within the manufacturing and industrial sector and is set to become a vibrant trading hub attracting international, national and local tenants to complement the major corporates located in the precinct.



KEY INDUSTRY STRENGTHS

The diverse industry base in Port Stephens is built around the region's natural assets.

A highly visible visitor economy, a well established aviation, defence and aerospace precinct and a thriving manufacturing and industrial cluster all in close proximity to lucrative markets in Sydney, the Hunter Valley, northern NSW and the central west of the state.

MANUFACTURING

Port Stephens is home to internationally recognised and highly specialised manufacturing businesses mainly concentrated in the Tomago, Williamtown and Heatherbrae precincts where prime industrial land and easy access to all transport networks (rail, road, sea and air) provides the ideal setting for manufacturers, investors and major international industry headquarters to stake their claim.

Current corporates include a concentration of metals manufacturing, heavy engineering, light industrial and bulky goods retailing linked to the resource and defence sectors including Varley Group, Ampcontrol and Westrac.

Through regional partnerships, investment in the development of a higher skilled advanced manufacturing workforce is strong. The RDA Hunter ME program (Advanced Manufacturing Industry School program) connects industry and schools to ensure industry is well prepared with a skilled and adaptive workforce.

The Port Stephens P-Tech program (Pathways In Technology) is aligned with skill demand in defence and

advanced manufacturing to develop specific skills and knowledge in local students.

In other parts of Port Stephens, manufacturers are mainly smaller light industrial operations located in the various industrial estates, with clusters of manufacturing businesses in Salamander Bay and Taylors Beach. Many of these smaller manufacturing and industrial businesses service the local and regional markets and are sustained by strong population growth, housing developments and by business growth in the Lower Hunter Region.

Manufacturing in Port Stephens remains strong as economic restructuring takes place across the Hunter Region with industry transitioning from traditional goods-producing sectors, like mining and manufacturing, to high value-added, knowledge-based service sectors particularly in the defence, aviation and aerospace industries.

These foundations in advanced high value, high skills manufacturing and research and development provide genuine opportunity for locally based firms to diversify into defence, aviation and aerospace.



MANUFACTURING



3,225
JOBS



\$43,638
MILLION OUTPUT

\$309
MILLION
IN WAGES SALARIES



VALUE ADDED
\$468
MILLION



DEFENCE AVIATION & AEROSPACE



2,876
JOBS

\$670
MILLION
IN WAGES SALARIES

\$436
MILLION
IN LOCAL
EXPENDITURE



VALUE ADDED
\$986
MILLION



DEFENCE, AVIATION & AEROSPACE

Williamtown has been identified and established as a defence, aerospace and aviation hub as well as an education and innovation cluster. It is a significant asset and has been recognised as such by all tiers of government with plans in place to activate economic growth and employment.

The value of engineering and technology industry output is about to be significantly increased with greater access to government procurement under the Defence White Paper.

With a building phase budget of \$195 billion over 10 years and a sustainment bill estimated to be approximately \$750 billion over the succeeding 25 years, it will be the largest defence investment since WWII.

The Federal Government has adopted a policy of maximizing Australian content by requiring Prime Contractors to outreach to SME companies. Engineering and technology companies in the Hunter stand to benefit due to the proximity of primes in aerospace, ship building and sub-primes in land defence.

The Williamtown base will be the RAAF's command, operations and training base for the new F-35 Joint Strike

Fighter (JSF) fleet. BAE Systems within the Williamtown Aerospace Centre has been named as the Australian F-35 JSF maintenance hub and the F-35 JSF Pacific Hemisphere Sustainment facility.

Williamtown has been identified by the NSW Government as a Special Activation Precinct (SAP), one of only three in NSW.

SAPs are designed to accelerate investment and growth through high-value regional hubs and benefit from streamlined planning processes to unlock investment. This, in turn, drives more jobs, opportunities and funding within the area.

The Williamtown Aerospace Centre, is a hub of commercial defence capability established to create, enhance and facilitate industrial and business activities on 120 acres of land adjoining RAAF Base Williamtown and Newcastle Airport. Foundation tenants include Lockheed Martin, Bohemia Interactive Simulations, Raytheon Australia and University of Newcastle. The development includes the 95 room Mercure Hotel and conference centre.



Jointly owned by Port Stephens Council and City of Newcastle, Newcastle Airport is the gateway to Australia's largest regional economy, with more than \$43 billion annual output and 48,500 businesses.

Newcastle Airport contributes more than \$1.16 billion to the state's economy each year, including \$300 million direct to the visitor economy which supports over 5700 full-time employees across tourism and the airport cluster.

Serviced by Jetstar, Virgin Australia, QantasLink, Regional Express, and FlyPelican, passengers can fly to eight direct destinations and onward to more than 65 worldwide destinations.

The Airport's Master Plan outlines proposed developments to deliver the airport the region deserves, including upgrades to the runway and terminal to accommodate larger aircraft, opening the region to the world.



Astra Aerolab is a globally significant Innovation, Aerospace and Defence Precinct being developed on 76 hectares of prime land in Port Stephens. It directly adjoins the thriving Newcastle Airport and the RAAF Base Williamtown, Australia's primary Defence Fighter Base.

Astra Aerolab will become the pre-eminent space for innovation across several sectors including agri-tech expertise, aviation and aerospace, and mining providing a hub for research and education.

Astra Aerolab has secured significant public investment and support from all levels of government, which will ultimately deliver 5500 new jobs and global connectivity. Stage 1 construction works commenced in 2019.

THE VISITOR ECONOMY

The tourism industry generates in excess of \$569 million for the local economy attracting on average 1.7 million visitors a year. The popularity of Port Stephens to both the domestic and international markets is directly linked to the natural environment and proximity to the M1 Motorway and Newcastle Airport. Specifically, tourism provides 2,093 jobs and is vital to the economy of Port Stephens.

The waters of Port Stephens cover almost 160 square kilometres - about 2 and a half times the size of Sydney Harbour and are home to more than 165 bottlenose dolphins year round. Around 20,000 humpback whales pass through from Port Stephens on their annual migration to warmer waters in the tropics and back to Antarctica. Local, national and international visitors flock to the area to catch a first-hand glimpse of these magnificent mammals and a fleet of vessels leave from d'Albora Marina each day to provide the best vantage point. Port Stephens is also an internationally renowned game fishing hot spot with many world record catches of marlin and shark.

Out of the water, the famous Stockton Bight sand dunes in the Worimi Conservation Lands are the largest of their kind in the southern hemisphere. Tour operators provide a wide range of activities such as sand boarding, 4WD beach and dune driving, horse and camel riding and quad biking along with unique cultural experiences from the traditional owners of the land, the Worimi People. The long term potential as an international tourist destination is not lost on big name operators such as the development of a luxury hotel in partnership with Rick Stein who recently

invested over \$7 million in the world class restaurant, function and accommodation facility - Bannisters Port Stephens, located at Soldiers Point.

Visitors and residents enjoy an abundance of festivals and events that including the internationally recognised Sail Port Stephens, the Port Stephens Pro Surfing Event, Love Sea Food, the Williams River Barefoot Marathon and Spartan Port Stephens.

Investment across the visitor economy continues to grow. The Murrook Cultural Centre will provide a world class aboriginal arts, culture and education facility at Williamtown where it will continue to foster and understand the local indigenous culture which makes this place so unique.

The \$6.7 million, 20 km Tomaree Coastal Walk project from Tomaree Head to Birubi Point will be developed over four years, delivering a key piece of tourism infrastructure for Port Stephens. The walk will cater for a variety of visitor experiences from short walks to half or multi-day options and provide opportunities for commercial tourism and build a valued legacy for future generations.

New investment projects include the Port Stephens Koala Sanctuary which provides a world class visitor experience combined with facilities to care for sick and injured koalas; the Birubi Visitor Centre and Tourism Interchange and the Worimi Eco Tourism Resort, both catering to growing visitation to the culturally significant Worimi Conservation Lands.

Destination Port Stephens

Destination Port Stephens (DPS) is a not-for-profit, incorporated body, strongly supported by Port Stephens Council, owned by members and autonomously managed by a skills-based Board of nine industry representatives. DPS advocates for its members in areas of visitor economy policy and regulation, builds collaborative networks throughout the region and creates opportunities for new and existing tourism product. It also develops and implements a range of destination and event marketing programs in partnership with the tourism industry, aimed to increase destination awareness and drive visitation from both domestic and international markets to grow the visitor economy.

This unique and successful partnership is recognised as a best practice industry model and continues to drive the growth of the visitor economy sector – currently valued at \$70,000 per hour to the Port Stephens economy.





THE VISITOR ECONOMY



1.7
MILLION
VISITORS 2019/20

2.7
MILLION
VISITOR NIGHTS
2019/20

\$569
MILLION
IN VISITOR
EXPENDITURE
2019/20



2,093
JOBS





BIRUBI POINT
INTERCHANGE
\$6.4 MILLION

TOWN CENTRES
REJUVENATION
\$25 MILLION

ASTRA AEROLAB
**\$19.8
MILLION**

KEY ROADS
INVESTMENT
**\$100+
MILLION**

SMART PARTNERSHIP
DIGITAL INFRASTRUCTURE
\$2 MILLION

KING'S HILL
URBAN DEVELOPMENT
\$80 MILLION

TOMAREE MULTI-FUNCTION
SPORTS COMPLEX
\$10 MILLION



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