

Raymond Terrace

INVESTOR EVENT

 **COMMERCIAL
COLLECTIVE**
Connected. Experienced.



PORT STEPHENS
COUNCIL

Agenda

- 2:00pm - 2:10pm** | Event overview and speaker introduction: Dane Crawford
- 2:10pm - 2:15pm** | Welcome and opening remarks: Mayor Leah Anderson
- 2:15pm - 2:25pm** | Local Government and Strategic Planning: Steven Peart
- 2:25pm - 2:35pm** | Market Feasibility and Investor Outlook: Dane Crawford
- 2:35pm - 2:45pm** | Regional Strategy and Key Economic Drivers: Bob Hawes
- 2:45pm - 3:25pm** | Panel discussion and questions from the audience facilitated by Sarah Willcox
- 3:25pm - 3:30pm** | Closing remarks: Dane Crawford

Speaker Introduction



Leah Anderson
GAICD
Mayor of Port Stephens



Steven Peart
Director of
Community Futures



Dane Crawford
Co-Founder, CEO &
Licensee in Charge



Bob Hawes
CEO



Sarah Willcox
Associate Director
Panel Facilitator



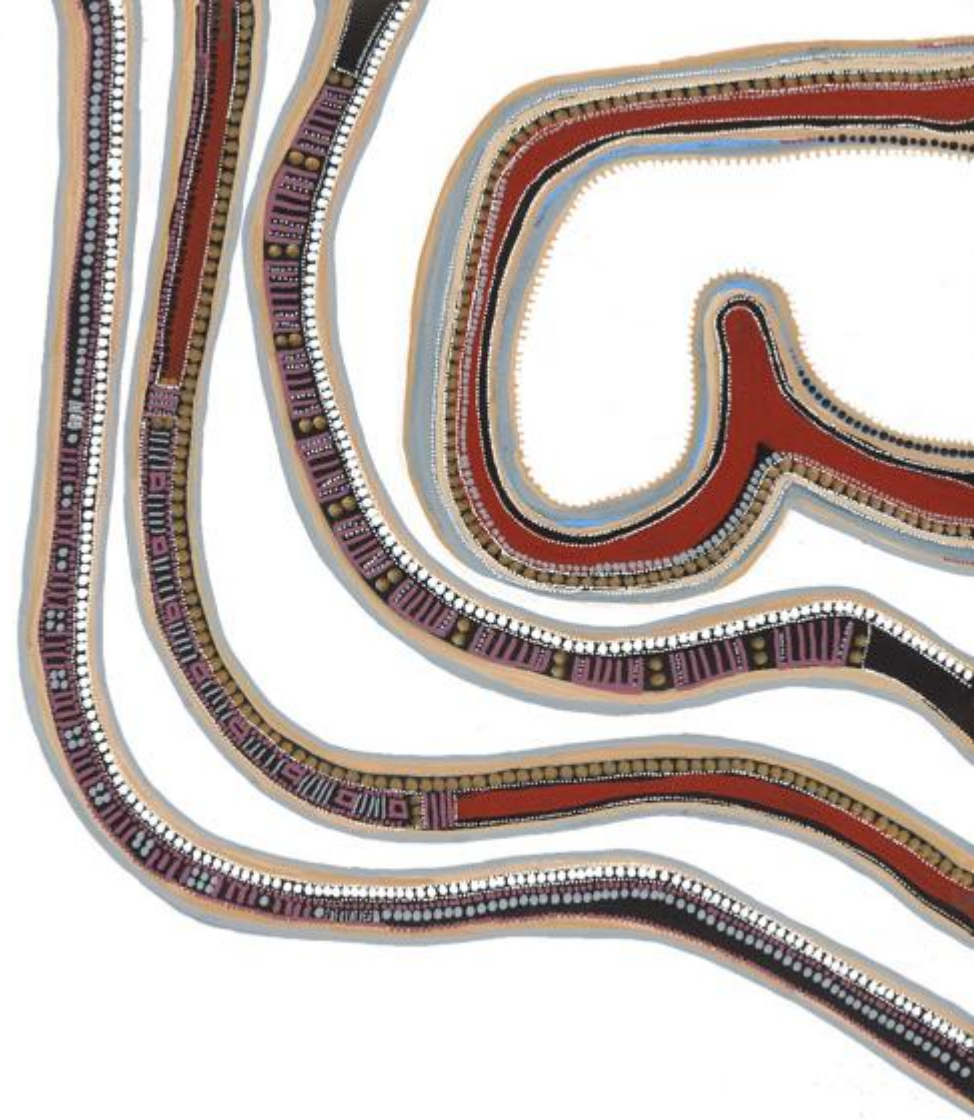


Welcome and opening remarks

Leah Anderson GAICD
Mayor of Port Stephens

Acknowledgement of Country

We acknowledge the Worimi people as the original Custodians and inhabitants of Port Stephens. May we walk the road to tomorrow with mutual respect and admiration as we care for the beautiful land and waterways together.



The opportunity in Raymond Terrace



A group of approximately 15 airline staff members are posing for a photo on an airport tarmac. They are all wearing bright yellow high-visibility safety vests over their uniforms. Some are in pilot uniforms with epaulettes, while others are in ground crew uniforms. They are all cheering with their arms raised in the air. In the background, the tail section of a white Airbus A319 aircraft is visible, featuring the airline's logo and the text "AIRBUS A319". A ground support vehicle is partially visible on the left. The text "CONNECTIVITY & REGIONAL POSITIONING" is overlaid in the center of the image.

Connectivity & Regional Positioning

An aerial photograph of a river flowing through a landscape. A bridge crosses the river in the lower-left quadrant. To the right of the bridge, there are several green sports fields, including what appears to be a baseball field and a soccer field. Further right, there is a cluster of buildings, possibly a school or community center, with a large parking lot. The background shows a dense residential area with many houses, and beyond that, a large body of water (likely a lake or reservoir) and distant hills under a clear sky. The text "Council planning for growth" is overlaid in white, bold, sans-serif font in the center of the image.

Council planning for growth

Local Government & Strategic Planning

Steven Peart
Director of Community Futures,
Port Stephens Council

Raymond Terrace: Centre of growth

- Regional strategic centre
- Strong regional connectivity - key economic growth area, links to major employment areas, broader Hunter economy, supported by major freight routes
- Affordable market
- Council actively supporting housing growth in Raymond Terrace and Tomago to Airport economic growth corridor



Housing Supply & Development Momentum

- Council prioritising housing supply, diversity and affordability
- Raymond Terrace housing priorities:
 - Increased infill
 - Diversifying density
 - Mixed-use outcomes
 - Improved social and affordable housing provision
 - Town centre renewal and increased CBD housing opportunities
- Momentum in housing and employment - generating development



Streamlining Process & Future Planning

- Streamlined DA process:
 - Fastest DA approvals in the Hunter
 - Improved pre-lodgement support
 - Specialist development support officers
 - Digitised Development Control Plan
- Raymond Terrace Place Plan to support residential, commercial and employment opportunities in town centre
- Council investment in public infrastructure



Raymond Terrace is Investment Ready

Port Stephens Council is committed to making housing delivery, employment and long-term sustainable growth in Raymond Terrace easier.



An aerial photograph of a baseball field, likely at a school or community park. The field is green with a brown dirt infield. To the left of the field is a body of water, possibly a lake or a large pond. The surrounding area includes a parking lot, some buildings, and a residential neighborhood with houses and trees. The image is overlaid with a dark blue gradient.

Market Feasibility & Investor Outlook

Dane Crawford

Co-Founder, CEO & Licensee in Charge,
Commercial Collective

Market Overview

- Current market position
- Raymond Terrace demographic
- Strategic location
- Key infrastructure and connectivity
- Population growth and demand drivers
- Employment and economic drivers
- Housing
- Supply constraints vs demand constraints



Market Overview: Location

Strategic Location

- Located within the Lower Hunter growth corridor
- Key location:
 - 25 minutes to Newcastle CBD
 - 15 minutes to Newcastle Airport
 - Direct access to the Pacific Highway and future M1 extension
- Serves as a key administrative, retail and community hub within the Port Stephens Council LGA



All distances are approximate only

Market Overview: Infrastructure

Key infrastructure projects supporting growth include:

- M1 Pacific Motorway extension
- Hexham Straight upgrades
- Newcastle Airport expansion
- Williamstown defence and aviation sector growth



Market Overview: Key Insights

Population Growth



14,588
Current Population

+5,400
Expected by 2041

Demographic Snapshot



38 Median Age



\$1,282
Median Weekly
Household Income



3,800
Families

Economic Role



Retail & Services



Health & Education



Construction & Trades



Industrial & Logistics

Key Theme: Balancing commercial feasibility with long-term strategic and community.

Investor Outlook

- Raymond Terrace Strategy 2015-2031
- Investor focus shifting from metropolitan areas to regional growth markets
- Environmental and planning framework
- Development opportunities
- Affordability
- Public and private partnerships
- Immediate activation vs long-term strategic investment
- Capital follows certainty



Case Study

112 Adelaide St, 18A Sturgeon St and 7A Bourke St, Raymond Terrace

- Strategic importance of town centre sites supporting future growth and activation
- Guided by Port Stephens Council's vision and long-term strategic objectives
- Consideration given to zoning, infrastructure and environmental constraint
- Insights and Observations



Case Study: Market Insights

What the Campaign Revealed: Strategic town-centre land assessed beyond simple land value metrics

Proponents focused heavily on:

- Long-term place outcomes
- Precinct activation
- Infrastructure delivery
- Staging flexibility
- Housing diversity
- Alignment with Council strategy

Key Observation: The market increasingly values strategic collaboration and long-term precinct planning.



Case Study: Key Observations

Lessons from the Campaign:

- Strategic land should be assessed beyond price alone
- Long-term place outcomes matter
- Flexibility encourages innovation
- Public-private collaboration is increasingly important
- Governance and transparency are essential
- Regional growth markets are attracting broader capital interest

Insight: Raymond Terrace is transitioning from a service-based centre into a broader long-term investment and development opportunity.



Regional Strategy & Economic Drivers

Bob Hawes
CEO
Business Hunter

Looking ahead for the Hunter Region

- **Defence Industry**
 - Williamtown (RAAF); Industry support, sustainment, artillery and armaments and maintenance.
- **Education and Training:**
 - TAFE, University, Centres of Excellence – manufacturing, energy, robotics.
- **Housing**
 - State and Federal priority – ‘follow the funds’;
Construction industry impacts, demand and growth
- **Infrastructure and Logistics**
 - High Speed Rail;
 - Port of Newcastle and regional road and rail links.
Precinct development - containers, energy et al)
 - Newcastle Airport freight development and international links



Looking ahead for the Hunter Region

- **Mining and Resources**
 - Critical minerals research and processing; Rehabilitation and re-use of mining and power station sites
- **Renewables and Energy sector**
 - Research (NIER, CSIRO) and product development
 - Manufacturing - PV/batteries, wind turbines, solar panels
 - Generation and storage: windfarms, solar farms, pumped hydro and battery storage
 - Education, professional services, construction (generation, transmission, installations)
- **Visitor Economy**
 - Tourism and eco-tourism; cruise industry growth.
 - Newcastle Airport international links
 - Superyacht facility



Panel Discussion & questions from the audience

Sarah Willcox

Associate Director
Commercial Collective

Thank you for attending

Please scan the QR code to provide your feedback

