

2018 ECONOMIC AND BUSINESS PROFILE

for the Mid-Western Region



FROM THE Mayor



On behalf of the community, I would like to welcome all new and prospective residents, businesses and visitors to the Mid-Western Region.

We are privileged to live in one of the most blessed regions in Australia with outstanding tourist delights, investment opportunities and lifestyle attractions. Add to this a four-season climate, picturesque scenery, fine wine and locally grown food produce and a real community with heart and soul; we have a perfect lifestyle envied by others.

Almost 25,000 people call the Mid-Western Region home and genuinely love where they live. We are welcoming and friendly, which is why the Region has become a popular location for tree changers who have had enough of traffic jams, congestion and long work hours. It offers the best of metropolitan lifestyle conveniences, whilst maintaining the safe, clean, affordable, comfortable and convenient lifestyle of a friendly country community.

One of regional NSW's fastest growing areas, the Mid-Western Region is the gateway to the Central West and Far West Regions of the state. Just over 3 hours drive from Sydney and Newcastle, it is easily accessible and centrally located to other major regional centres.

A key feature of the Region's economy is its diversity. We offer jobs and business opportunities in a number of industries, including agriculture, retail, tourism and mining. People in the Region are vibrant, energetic, artistic and intelligent. The quality and diversity of the local labour force provides a real competitive edge. Our commercial, residential and retail diversity all make the Region an outstanding place to visit and an even better place to live.

Our town centres in Gulgong, Kandos, Mudgee and Rylstone are alive with visitors and families. The Region has open spaces, parks and sporting facilities to enjoy outdoor activities and a large number of community and private events held each year. Local markets celebrate our culture by way of fresh local food, craft and gifts for sale. There are activities for the kids and a range of entertainment for the whole family.

The Mid-Western Region has a great deal going for it and I invite you to come and experience, in person, one of the truly most liveable and enjoyable regions in NSW. For those of you who have made the Mid-Western Region your new home or place of business - congratulations and welcome! For those of you who are visiting - enjoy!

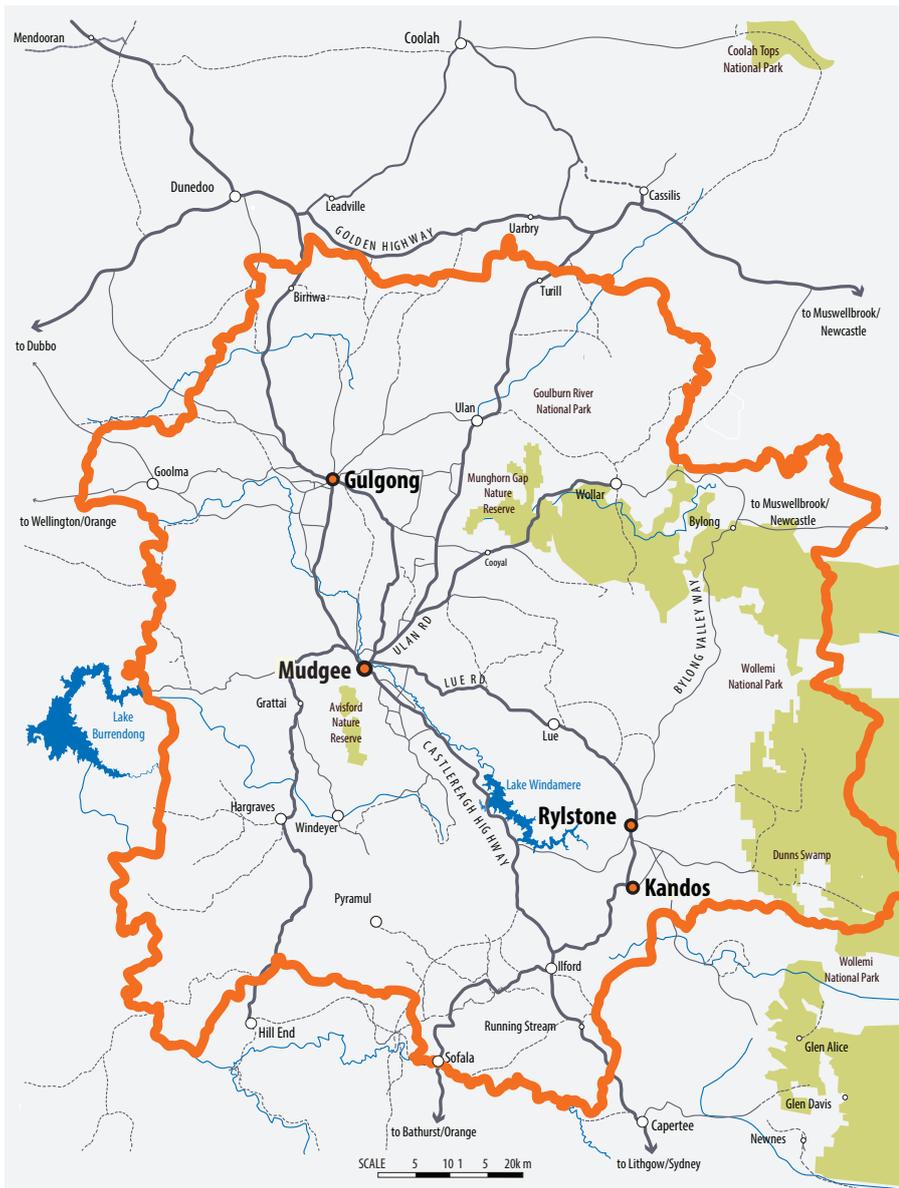
A handwritten signature in white ink, appearing to read 'Des Kennedy', written over a dark background.

Cr Des Kennedy
Mayor
Mid-Western Regional Council

COUNCIL DETAILS

Council name	Mid-Western Regional Council
Street address	86 Market Street, Mudgee, NSW 2850
Postal address	PO Box 156, Mudgee, NSW 2850
Email	council@midwestern.nsw.gov.au
Telephone	02 6378 2850
Fax	02 6378 2815
Mayor	Councillor Des Kennedy
General Manager	Brad Cam

A prosperous and progressive community we proudly call home.



COUNCIL STATISTICS

Total population	24,826
Council area	8,752.3km ²
Roads network	2,448km

Source: ABS 2016 Census, ABS 3218.0 Estimated Residential Population



Regional SNAPSHOT

The Mid-Western Region is located just over three hours from Sydney in Central West NSW. It has a dynamic and friendly community and a strong and diverse economic base, providing opportunities for future business development and growth. The Region also attracts over 528,000 visitors each year to experience local wine, food, sporting and cultural events.

GROSS REGIONAL
PRODUCT



\$1.941
BILLION

TOTAL ESTIMATED
RESIDENT
POPULATION



24,826

KEY TOWNS 

Mudgee
Gulgong
RYLSTONE
KANDOS

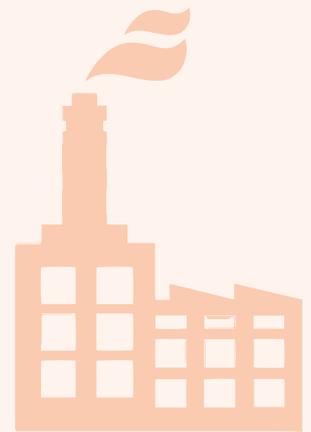
ROADS
NETWORK

2,448
KILOMETRES



MAJOR
INDUSTRIES

- AGRICULTURE
- MINING
- TOURISM
- CONSTRUCTION
- RETAIL



MID-WESTERN 
REGION AREA COVERED

8,752.3
SQUARE KILOMETRES



STRONG
TRANSPORT LINKS



DIVERSE
ECONOMIC
BASE

Skilled
Workforce
Friendly
COMMUNITY

LIVE

The Mid-Western Region is renowned for its elegant country charm, fine dining, picturesque views and a real community with heart and soul. Almost **25,000** people call the Mid-Western Region home, based in the towns of Mudgee, Gulgong, Kandos, Rylstone, surrounding settlements and villages.

The lifestyle available to residents is second to none with a wide and diverse range of services, facilities and employment opportunities. The community is welcoming and friendly, which is why the Region has become a popular location for tree changers who have had enough of traffic jams, congestion and long work hours.

It offers the best of metropolitan conveniences, whilst maintaining the safe, clean, affordable, and convenient lifestyle of a friendly country community.

One of regional NSW's fastest growing areas, the Mid-Western Region is the gateway to the Central West and Far West regions of the State. Just over 3 hours drive from Sydney and Newcastle, it is

easily accessible and centrally located to other major regional centres.

The Region offers a range of housing options to suit all tastes, budgets and family types. From urban residential to large rural acreage, there is a wide selection of affordable property types. 32% of the residents in the Region own their home outright, whilst 38% have a mortgage. 27% currently rent their home.

The Region has a strong family-friendly focus with 26% of the population under 19 years of age.

FUTURE GROWTH

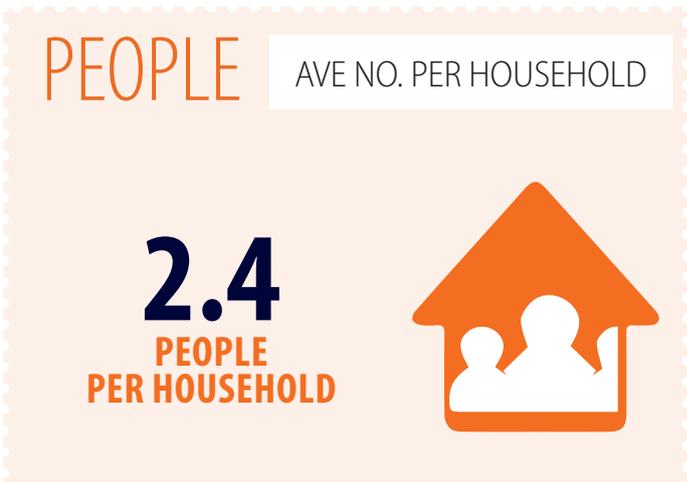
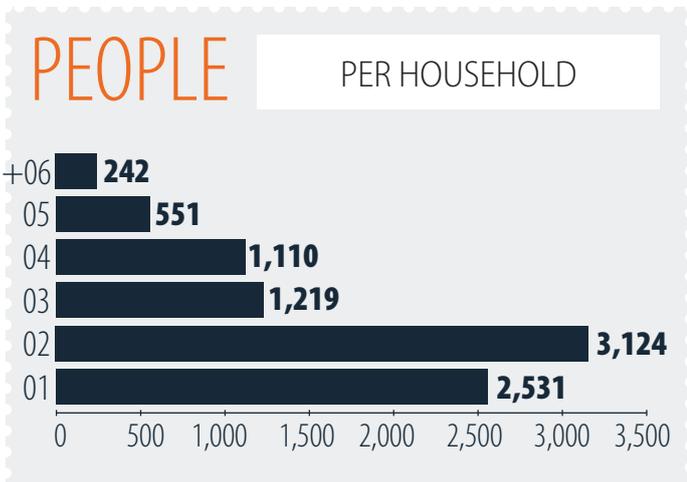
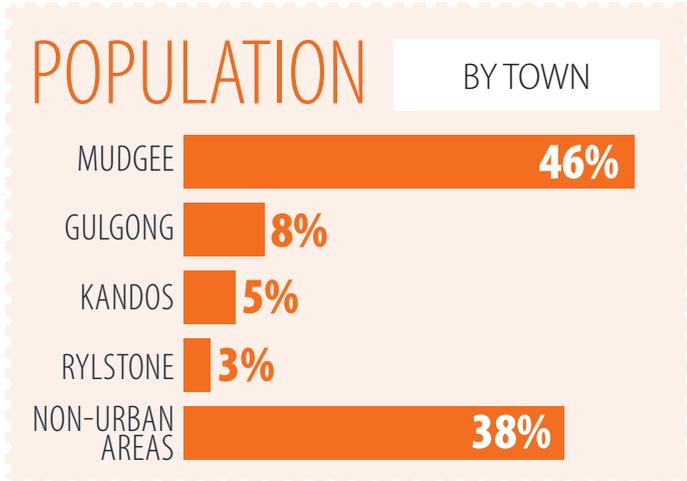
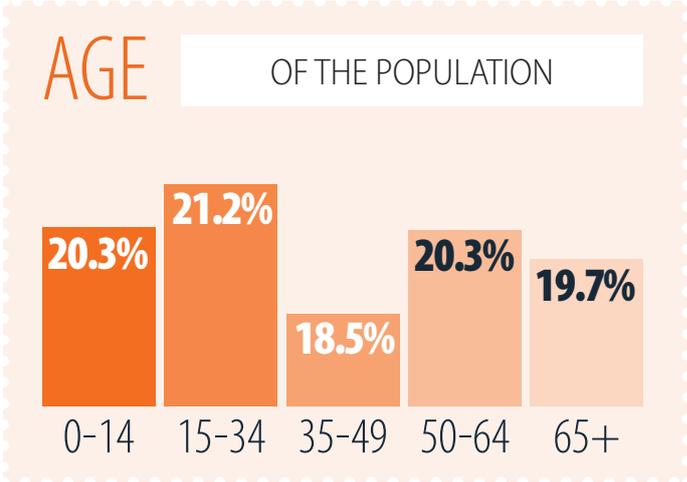
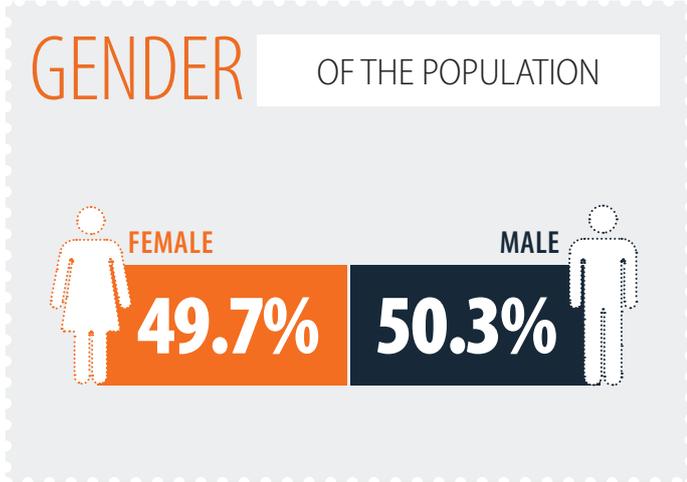
The Mid-Western Region has experienced strong population growth, with an annual average rate of population growth over the last 10 years of 1.2%. Based on the annual average growth rate, the Region is projected to have over 30,000 residents by 2034.

The Mid-Western Region's population continues to grow due to major project developments, quality lifestyle offerings, proximity to major cities and affordable real estate markets.

New residential developments continue to expand to cater for the growing population. With an adequate supply of vacant land in all towns, there are a range of land and housing options to suit individual tastes and budget requirements.

There are plans under way for a number of infrastructure projects to be completed which will enhance local service delivery, including redevelopment to Mudgee Hospital, local school expansions and new seniors living developments.

KEY INDICATORS



Source: ABS 2016 Census, ABS 3218.0 Estimated Residential Population

WORK

The Mid-Western Region has a skilled and diverse workforce employed in various industries including mining, retail, agriculture, healthcare and construction. The Region has a strong sense of community and **flexible work opportunities** for career driven individuals, young families and tree changers.

The size of the labour force in the Mid-Western Region continues to increase in line with local economic opportunities. At the 2016 Census there were 10,369 people in the labour force, compared to 8,618 in 2011.

39% of the labour force are aged between 25 and 44 years old, and 40% are aged between 45 and 64 years. 47% of the labour force have certificate or diploma level educational qualifications, whilst 14% have a bachelor degree or above.

Job diversity remains a key feature of the local economy, with the labour force employed across 114 different industry sectors. This provides a range of employment options for people living in the Region and also helps protect the economy against any downturns in individual sectors.

The mining sector is the largest employer in the Region, accounting for 15.5% of the total labour force. In the last 5 years, an additional 492 jobs

have been created in this sector with 3 large mining projects located in the Ulan area. These projects have combined approval to extract up to 57 million tonnes per annum, with current approvals in place to 2039.

The retail and health industries are the next biggest employers in the Region, comprising 10.6% and 9.8% of the labour force respectively. Whilst employment numbers have remained relatively stable in the retail sector at 1,069 jobs, the health sector has increased by 174 jobs in the last 5 years. The construction sector has also experienced significant job growth, with 245 new jobs created in the last 5 years. The agriculture sector rounds out the top 5 employing industries in the Region with 909 jobs.

The overall unemployment rate for the Region in December 2017 was 4.4%, which is consistent with the NSW average.

FUTURE GROWTH

Whilst the current labour force provides access to a wide range of skills and education levels, the future growth in the Region and diversity will continue to increase the demand for new professional skills and qualifications.

Skilled workers such as engineers, builders, tradespeople, child care and health professionals are expected to be in highest demand in the next 3 to 5 years to cater

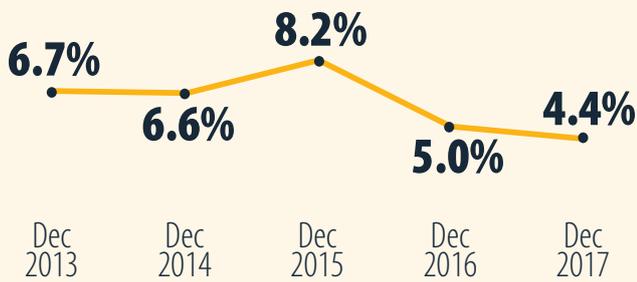
for population growth, new commercial developments and major state significant projects.

Key stakeholders are working co-operatively to ensure the Region continues to attract and retain a diverse and skilled workforce to satisfy local industries and business demand.

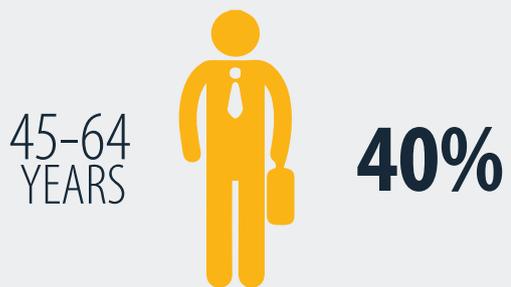
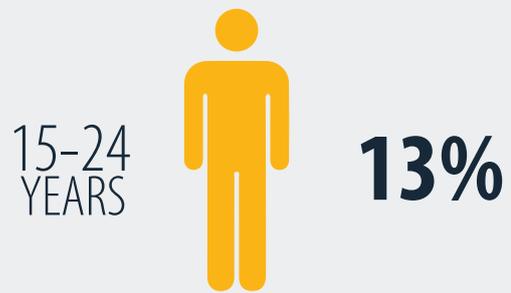
KEY INDICATORS



UNEMPLOYMENT RATE



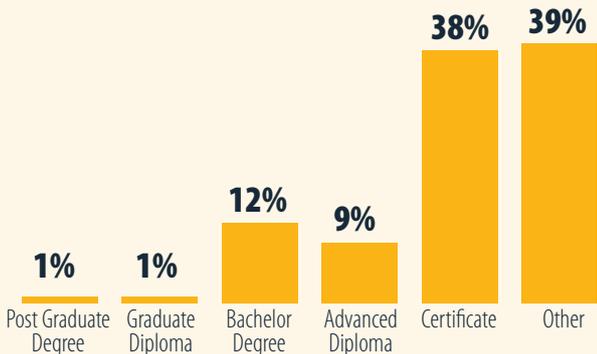
AGE OF WORKFORCE



TOP 10 EMPLOYERS BY INDUSTRY



LABOUR FORCE EDUCATION



Source: ABS 2016 Census, REMPLAN Economic Profile

INVEST

Business and investment in the Mid-Western Region is driven by a number of key industry sectors including mining, construction and agriculture. Gross Regional Product for the Mid-Western Region is \$1.941 billion.

A key strength of the local economy is its diversity. The top 5 contributors to the Region's economic value (mining, real estate, construction, agriculture and health care) each contribute more than \$100 million per annum to overall economic growth.

The mining sector accounts for approximately one third of the value of goods and services produced in the Mid-Western Region with 3 major mining projects located in the Ulan area. Construction and agriculture are the next largest drivers of economic activity in the Region with \$127 million and \$112 million per annum contributed respectively to the value of goods and services produced.

The construction industry has experienced the highest level of growth in the last 5 years in percentage terms, with the total value of the industry increasing by 78%. This growth has occurred in all areas of construction including

heavy and civil engineering, residential and non-residential building. Expanded mining projects and continued population growth have played a key role in this growth.

Agriculture has traditionally played an important role in the local economy and continues to do so. With a wide range of agricultural products being locally produced, including super fine wool, honey, livestock, thoroughbred horses, grapes and crops, the total value of the sector has increased by 38% in the last 5 years.

Strong business expansion and continued economic growth has driven increased real estate investment across the Region over the last 5 years. Real estate value contributed approximately \$209 million to the local economy in the last 12 months. An average 110 new dwellings are approved for development each year.

FUTURE GROWTH

With new state significant developments, continued mine expansion and a growing population, it is expected that median house values, sales and development approvals will continue to increase.

Major industries such as manufacturing and construction will continue to produce large outputs to service the local mining industry.

Small businesses are also expected to grow in line with population growth to service new workers and residents to the Region. Tourism related businesses are expected to expand, with a consistently growing tourism sector.

New wind and solar projects will provide short term opportunities for local businesses during construction.

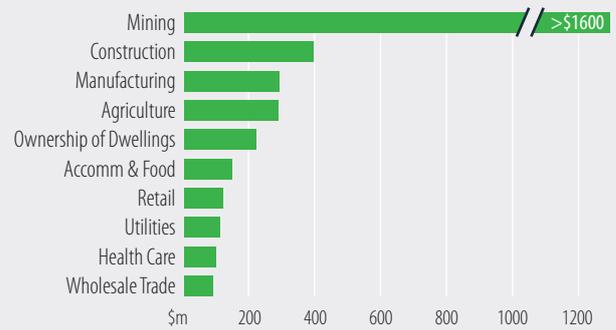
KEY INDICATORS



NUMBER OF BUSINESSES



TOP 10 INDUSTRIES OUTPUT



INCREASE IN ECONOMIC OUTPUT

2013–18

AGRICULTURE OUTPUT



↑ 40%

CONSTRUCTION OUTPUT



↑ 77%

AVERAGE RENTAL YIELD HOUSING JUNE 2018

Town	12-mth yield
Mudgee	4.8%
Rylstone	3.9%
Kandos	6.5%
Gulgong	5.9%

AVERAGE NO. OF HOUSE SALES P.A.

2014–2017



338

AVERAGE ANNUAL DA APPROVALS DWELLINGS & DUAL OCCUPANCIES



110

VISIT

Visitors to the Mid-Western Region experience a genuine country community with heart, soul and spirit. Locals love the place they call home and are happy to share the surroundings with **528,000 visitors** each year.

The Mid-Western Region offers a wide range of accommodation options available to meet different visitor preferences and budgets. There are over 3,200 permanent beds in the Region to cater for visitation needs including local tourism, weekend getaways, family groups, and conference and event opportunities.

The Region hosts more than 80 events and festivals annually which draw large crowds of both locals and visitors. The reputation and quality of the major events held in the Region are a strong factor in the capacity of these events to continue to attract new visitors from both NSW and interstate, as well as return visitors on a regular basis.

The Mid-Western Region is centrally located and easily accessible by car with approximately 3

hour road trips to major cities and 1.5–2 hours to regional cities such as Dubbo, Bathurst and Orange.

Public transport links from Sydney to Mudgee are provided by CountryLink bus and train connections. FlyPelican services the Mid-Western Region by providing twice daily flights from Sydney to Mudgee 6 days a week.

There are over 40 family-owned cellar doors producing a variety of wines, schnapps and craft beer.

The Region is well renowned as a foodie haven. In July 2017, Booking.com recognised Mudgee as the #1 Food Destination in Australia. In May 2018, Australian Traveller magazine recognised both Mudgee and Rylstone in its *100 Awesome Places To Visit*.

FUTURE GROWTH

The reputation of the Mid-Western Region as a food and wine destination is well established and continues to grow. Increased brand recognition is expected to continue with both cellar door expansions and new product development.

Increased visitation due to major events is also expected, with a strategic focus on Sports Tourism in the Region including partnerships with national rugby league, rugby union and soccer organisations.

Glen Willow Regional Sports Complex is a Regionally Significant Sport Facility and continues to attract a range of major sports events appealing to both residents and visitors.

The Mid-Western Region is also becoming increasingly known for its rich history and heritage assets.

Further expansion of cultural facilities will enhance the overall visitor experience. As the grey nomad market expands, RV friendly towns in the Mid-Western Region will ensure increased visitation and length of stay.

KEY INDICATORS



KEY STATISTICS

2016

OVERNIGHT STAYS P.A.

781,000



OVERNIGHT SPEND P.A.

\$109 million



DAY VISITORS P.A.

231,000



DAY TRIP SPEND P.A.

\$25 million



AVERAGE SPEND PER TRIP

\$373 DOMESTIC OVERNIGHT



ACCOMMODATION

>150 ACCOMMODATION VENUES



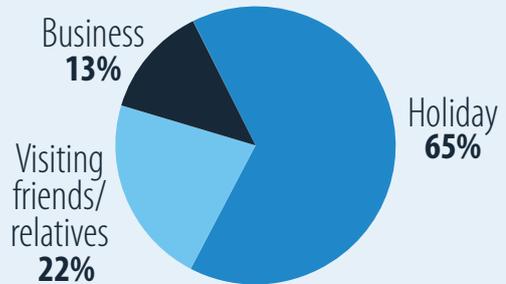
NO. TOURISTS

PER ANNUM



REASON FOR VISIT

2016



AVERAGE STAY

2016

3
NIGHTS



For New BUSINESSES

New businesses continue to open their doors in the Region due to continued economic growth across all sectors of the local economy. Increased tourism numbers support future investment in accommodation, retail and hospitality businesses.

There is strong interest locally in innovation and entrepreneurial activities for existing and new investors. This interest will help attract other like-minded individuals and businesses.

The Mid-Western Region offers a winning combination of locational advantages for new businesses including major transport infrastructure links to Sydney and beyond via road and air, and access to the NBN network available through a range of service providers. There is room to grow with vacant and affordable commercial and residential land.

The Region's labour force comprises over 10,000 diversely skilled employees and there is no shortage of other business and industry organisations who can share local knowledge, experience and networking opportunities with new businesses to ensure success.

As at October 2017, there were 4,737 listed Australian Business Numbers in the Region. 2,625 of these were registered businesses, with the largest number of businesses being engaged in the agriculture (17%) and construction (14%) industries.

60% of all businesses in the Region are non-employing businesses, whilst micro and small businesses (with less than 20 employees), account for 37% of all businesses in the Region. Two thirds of businesses in the Region have an annual turnover of less than \$200,000, with 17% of businesses having an annual turnover of greater than \$500,000.

BUSINESS CHECKLIST



- ✓ Transport infrastructure including road and air (FlyPelican air service) made easy through links to Sydney and beyond
- ✓ Access to the internet including NBN connectivity
- ✓ Room to grow with available commercial and residential land at affordable prices
- ✓ Access to a skilled and diverse workforce
- ✓ Access to other like-minded business people to share local knowledge, experience and networking opportunities



Mid-Western Region

BUSINESS SNAPSHOT

BUSINESS COUNTS

TOP TEN, BASED ON LISTED ABNS



LISTED ABN NUMBERS

IN THE REGION



4,737

SMALL BUSINESSES

WITH LESS THAN 20 EMPLOYEES



3,482

INDUSTRIAL LAND SITES

2000 SQUARE METRES START AT



\$240,000

COMMERCIAL RENT

AVERAGE RENT FOR PREMISES IN MUDGEES CBD PER WEEK



\$750

For New RESIDENTS

The Mid-Western Region offers a vibrant lifestyle and prosperous economy which makes it the perfect place to live and raise a family.

There are four major town centres including Mudgee, Gulgong, Rylstone and Kandos, with quaint villages not far from each major town.

The Region offers conveniences of large towns such as shopping, sports, schools and medical facilities, but also maintains small town characteristics. The community is welcoming and friendly, where children can enjoy a high degree of independence in an environment that is safe and peaceful.

There is no shortage of things to do in the Region, with everything prospective tree changers desire in a country environment. Apart from escaping the hustle and bustle of city life, the Region boasts fantastic coffee, amazing restaurants, a variety of boutiques and wonderful wineries. The Region has everything you expect in a rural setting including a

vast amount of wide open spaces, rivers, waterways, parks and gardens. The villages in the Region present well maintained streetscapes and showcase beautiful historic churches and buildings.

With a strong sense of community, pleasant country lifestyle and a decent range of flexible work opportunities, new residents quickly realise that making the move was the best decision they ever made. The close proximity to Sydney and the coast means a weekend away in the city or a visit to families is only a short drive away. The best thing is returning to an uninterrupted view of the stars with not a traffic light in sight.

There are numerous activities for children and families with local sporting groups such as soccer, rugby, netball, cricket, AFL, gymnastics and even a circus school. Art classes, dance and music lessons are readily available from a wide range of talented teachers.

A PLACE FOR FAMILIES



- ✓ Access to medical services, health facilities and a hospital which includes a maternity ward
- ✓ Access to a variety of shops including supermarkets, pharmacies, discount stores, boutique shopping and home improvement warehouses
- ✓ Access to wide open spaces including local parks, National Parks, skate parks, reserves and playgrounds
- ✓ Houses to suit everyone from empty nesters to families, which are affordable and as close or as far away from town as you like
- ✓ Access to a vast range of sporting activities including soccer, rugby union, rugby league, touch football, netball, basketball, karate, equestrian, gymnastics, hockey, softball, running and triathlons



Mid-Western Region

LIFESTYLE SNAPSHOT

ACTIVE & PASSIVE PARKS

ACROSS THE REGION



69

70

SPORTS GROUPS



10

GYMS & EXERCISE FACILITIES

65

INTEREST GROUPS

MEDIAN MORTGAGE

MONTHLY REPAYMENTS



\$1,690

SCHOOLS

IN THE REGION



3

HIGH SCHOOLS

1

K-12 CATHOLIC SCHOOL

8

PUBLIC SCHOOLS

1

K-6 CATHOLIC SCHOOL

MEDIAN HOUSE PRICE

MUDGEE

\$388,000

RYLSTONE

\$296,000

GULGONG

\$275,000

KANDOS

\$171,000

MEDIAN WEEKLY RENT



MUDGEE

\$360

RYLSTONE

\$275

GULGONG

\$300

KANDOS

\$225

For New INVESTORS

The Mid-Western Region is a great place to consider investing. For the investor, the Region offers a stable economic and business environment based around the key sectors of mining, construction, agriculture, tourism and retail.

There are a number of active business chambers, industry associations and interest groups available for any new business establishing itself or relocating to the Region. These groups meet on a regular basis and provide a forum for information sharing, networking and collaboration with other local businesses.

There is a strong supply of adequately zoned land available across the Mid-Western Region for residential, commercial and investment purposes. There are a range of vacant residential lots available to cater for individual requirements in Mudgee, Gulgong, Kandos and Rylstone. A typical 800-1,000

square metre vacant residential site in a new housing estate is available for \$150,000 in the Mudgee urban area and \$120,000 in the Gulgong urban area, whilst a 1 acre block in an established area is available for around \$330,000. Vacant industrial lots start at \$240,000 for a 2,000 square metre site.

A key focus of Mid-Western Regional Council is to ensure that local economic infrastructure is provided to meet the needs of local businesses and industries operating in the Region. Council continues to invest in essential infrastructure by enhancing its roads, water and sewer networks to accommodate a growing population and expanding business needs. It also makes a significant contribution to new community infrastructure projects, which improve the amenity of local residents and make the Region an attractive place to live, work and invest.

A GREAT PLACE TO INVEST



- ✓ Access to affordable and competitive real estate for investment properties or business use
- ✓ Access to experts in the areas of financial planning and accounting who can assist in making the right investment decision
- ✓ Investing in one of the fastest growing regions in regional NSW, as well as a thriving tourism industry
- ✓ Opportunity for growth, new start ups and entrepreneurs in a supportive community that has relatively low overheads compared to other regions
- ✓ Major service industries are well connected by road, facilitating domestic and international trade



Mid-Western Region

INVESTMENT PROFILE

ACTIVE INDUSTRY SECTORS



85

GROSS REGIONAL PRODUCT



\$1.94b

ECONOMIC OUTPUT ALL INDUSTRIES PER ANNUM



\$4.02b

POPULATION AVERAGE ANNUAL GROWTH



1.19%

Further information

For further information regarding the Economic Profile of the Mid-Western Region, please contact Council's **Manager, Economic Development**.

Current at June, 2018

Mid-Western Regional Council

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