



# **ECONOMIC DEVELOPMENT COMMITTEE**

**04 March 2025**



# COMMUNITY STRATEGIC PLAN 2018-2028

**ONE – CENTRAL COAST IS THE COMMUNITY STRATEGIC PLAN (CSP) FOR THE CENTRAL COAST LOCAL GOVERNMENT AREA**

**ONE – CENTRAL COAST DEFINES THE COMMUNITY'S VISION AND IS OUR ROADMAP FOR THE FUTURE**

**ONE – CENTRAL COAST BRINGS TOGETHER EXTENSIVE COMMUNITY FEEDBACK TO SET KEY DIRECTIONS AND PRIORITIES**

One - Central Coast will shape and inform Council's business activities, future plans, services and expenditure. Where actions are the responsibility of other organisations, sectors and groups to deliver, Council will work with key partners to advocate on behalf of our community.

Ultimately, every one of us who live on the Central Coast has an opportunity and responsibility to create a sustainable future from which we can all benefit. Working together we can make a difference.

## RESPONSIBLE

**WE'RE A RESPONSIBLE COUNCIL AND COMMUNITY, COMMITTED TO BUILDING STRONG RELATIONSHIPS AND DELIVERING A GREAT CUSTOMER EXPERIENCE IN ALL OUR INTERACTIONS.**

We value transparent and meaningful communication and use community feedback to drive strategic decision making and expenditure, particularly around the delivery of essential infrastructure projects that increase the safety, liveability and sustainability of our region. We're taking a strategic approach to ensure our planning and development processes are sustainable and accessible and are designed to preserve the unique character of the coast.

 **Good governance and great partnerships**

**G2** Engage and communicate openly and honestly with the community to build a relationship based on trust, transparency, respect and use community participation and feedback to inform decision making

There are 5 themes, 12 focus areas and 48 objectives

### COMMUNITY STRATEGIC PLAN 2018-2028 FRAMEWORK

All council reports contained within the Business Paper are now aligned to the Community Strategic Plan. Each report will contain a cross reference to a Theme, Focus Area and Objective within the framework of the Plan.

The infographic details the following structure:

- THEME: BELONGING**
  - Focus Area: OUR COMMUNITY (Objectives: G1, G2, G3, G4)
  - Focus Area: COMMUNITY GOVERNANCE AND LOCAL GOVERNMENT (Objectives: G5, G6)
- THEME: SMART**
  - Focus Area: A GROWING AND COMPETITIVE REGION (Objectives: C1, C2, C3, C4)
  - Focus Area: A PLACE OF OPPORTUNITY FOR PEOPLE (Objectives: O1, O2, O3, O4)
- THEME: GREEN**
  - Focus Area: ENVIRONMENTAL WELL-BEING FOR THE FUTURE (Objectives: E1, E2, E3, E4)
  - Focus Area: INCREASED RAIN WATER RESILIENCE (Objectives: R1, R2)
- THEME: RESPONSIBLE**
  - Focus Area: GOOD GOVERNANCE AND GREAT PARTNERSHIPS (Objectives: G1, G2, G3, G4)
  - Focus Area: BELONGING THROUGH INFRASTRUCTURE (Objectives: I1, I2, I3, I4)
  - Focus Area: SAFE AND SOUND DEVELOPMENT (Objectives: S1, S2, S3, S4)
- THEME: LIVEABLE**
  - Focus Area: RELIABLE PUBLIC TRANSPORT AND CONNECTIVITY (Objectives: P1, P2, P3, P4)
  - Focus Area: SAFE AND SOUND DEVELOPMENT (Objectives: S1, S2, S3, S4)
  - Focus Area: HEALTHY LIFESTYLES (Objectives: L1, L2, L3, L4)



## **Oath or Affirmation of Office**

Councillors are reminded of their Oath or Affirmation of Office to undertake their duties in the best interests of the people of the Central Coast and Council and to faithfully and impartially carry out the functions, powers, authorities, and discretions vested in them under the *Local Government Act 1993*, or any other Act to the best of their ability and judgement. Councillors are also reminded of their obligations under the Code of Conduct to disclose and appropriately manage conflicts of interest.

## **Disclosures of Interest**

Councillors are reminded of their obligation under Council's Code of Conduct to declare any conflict of interest in a matter considered by Council.

**Pecuniary interest:** A Councillor who has a **pecuniary interest** in any matter with which the Council is concerned, and who is present at a meeting of the Council at which the matter is being considered, must disclose the nature of the interest to the meeting. The Councillor must not be present at, or in sight of, the meeting:

- a) At any time during which the matter is being considered or discussed, or
- b) At any time during which the Council is voting on any question in relation to the matter.

**Non-Pecuniary conflict of interest:** A Councillor who has a **non-pecuniary conflict of interest** in a matter, must disclose the relevant private interest in relation to the matter fully and on each occasion on which the non-pecuniary conflict of interest arises in relation to the matter.

**Significant Non-Pecuniary conflict of interest:** A Councillor who has a **significant** non-pecuniary conflict of interest in relation to a matter under consideration at a Council meeting, must manage the conflict of interest as if they had a pecuniary interest in the matter.

**Non-Significant Non-Pecuniary interest:** A Councillor who determines that they have a non-pecuniary conflict of interest in a matter that is **not significant** and does not require further action, when disclosing the interest it must also be explained why the conflict of interest is not significant and does not require further action in the circumstances.

## **Recording**

In accordance with the *NSW Privacy and Personal Information Protection Act 1998*, you are advised that all discussion held during the Open Council meeting is recorded for the purpose of livestreaming the public meeting and verifying the minutes. This will include any public discussion involving a councillor, staff member or a member of the public.

## Meeting Notice

**The Economic Development Committee  
of Central Coast Council  
will be held in the Council Chamber,  
2 Hely Street, Wyong,  
on Tuesday 4 March 2025 at 5.00pm,  
for the transaction of the business listed below:**

### **1 Reports**

1.1	Introduction: Welcome, Acknowledgement of Country, and Apologies .....	5
1.2	Disclosures of Interest.....	5
1.3	Confirmation of Minutes of Previous Meeting .....	6
1.4	Old Sydney Town Planning Proposal.....	12
1.5	Economic Development Strategy Actions Update.....	21
1.6	General Business and Review Action Log.....	54

Mayor Lawrie McKinna  
**Chairperson**



## **1.1 INTRODUCTION: WELCOME, ACKNOWLEDGEMENT OF COUNTRY, AND APOLOGIES**

Mayor Lawrie McKinna  
Chairperson

### **ITEM 1.1 WELCOME**

#### **ACKNOWLEDGEMENT OF COUNTRY**

We acknowledge the Traditional Custodians of the land on which we live, work and play.

We pay our respects to Darkinjung Country, and Elders past and present.

We recognise the continued connection to these lands and waterways and extend this acknowledgement to the homelands and stories of those who also call this place home.

We recognise our future leaders and the shared responsibility to care for and protect our place and people.

#### **RECEIPT OF APOLOGIES**

### **ITEM 1.2 DISCLOSURES OF INTEREST**

Chapter 14 of the *Local Government Act 1993* ("LG Act") regulates the way in which the councillors and relevant staff of Council conduct themselves to ensure that there is no conflict between their private interests and their public functions.

Section 451 of the LG Act states:

- "(1) A councillor or a member of a council committee who has a pecuniary interest in any matter with which the council is concerned and who is present at a meeting of the council or committee at which the matter is being considered must disclose the nature of the interest to the meeting as soon as practicable.*
- (2) The councillor or member must not be present at, or in sight of, the meeting of the council or committee:*
  - (a) at any time during which the matter is being considered or discussed by the council or committee, or*
  - (b) at any time during which the council or committee is voting on any question in relation to the matter.*
- (3) For the removal of doubt, a councillor or a member of a council committee is not prevented by this section from being present at and taking part in a meeting at which a matter is being considered, or from voting on the matter, merely because the councillor or member has an interest in the matter of a kind referred to in section 448.*

### 1.3 Confirmation of Minutes of Previous Meeting (cont'd)

---

- (4) Subsections (1) and (2) do not apply to a councillor who has a pecuniary interest in a matter that is being considered at a meeting, if:
- (a) the matter is a proposal relating to:
    - (i) the making of a principal environmental planning instrument applying to the whole or a significant part of the council's area, or
    - (ii) the amendment, alteration or repeal of an environmental planning instrument where the amendment, alteration or repeal applies to the whole or a significant part of the council's area, and
  - (a1) the pecuniary interest arises only because of an interest of the councillor in the councillor's principal place of residence or an interest of another person (whose interests are relevant under section 443) in that person's principal place of residence, and
  - (b) the councillor made a special disclosure under this section in relation to the interest before the commencement of the meeting.
- (5) The special disclosure of the pecuniary interest must, as soon as practicable after the disclosure is made, be laid on the table at a meeting of the council and must:
- (a) be in the form prescribed by the regulations, and
  - (b) contain the information required by the regulations."

Further, the Code of Conduct adopted by Council applies to all councillors and staff. The Code relevantly provides that if a councillor or staff have a non-pecuniary conflict of interest, the nature of the conflict must be disclosed as well as providing for a number of ways in which a non-pecuniary conflicts of interests might be managed.

#### **Recommendation**

***That Committee members and staff now disclose any conflicts of interest in matters under consideration at this meeting.***

#### **ITEM 1.3**

#### **CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

#### **Recommendation**

***That the Committee confirm the minutes of the previous Economic Development Committee meeting held on 4 February 2025.***

#### **Attachments**

- 1 MINUTES - Economic Development Committee - 4 February 2025 D16630262



Central Coast Council

## Economic Development Committee

Held in Council Chambers  
2 Hely Street, Wyong,  
And Remotely Online

04 February 2025

## MINUTES

### Attendance

#### Members

Mayor Lawrie McKinna  
Cr John McNamara  
Cr John Moulard  
Cr Belinda Neal  
Cr Trent McWaide  
Cr Kyle MacGregor

#### Status

Present  
Present  
Present (online)  
Present  
Present  
Present (online)

#### Guests

Cr Jane Smith  
Cr Doug Eaton  
Cr Margot Castles  
Cr Helen Crowley  
Cr Sharon Walsh

#### Status

Present  
Present  
Present  
Present  
Present

#### Staff

Mel Smith, Director Community and Recreation Services Present  
Jamie Loader, Director Environment and Planning Present  
Sue Ledingham Unit Manager Economic Development Present  
Shannon Turkington Unit Manager Strategic Planning Present  
Louise Rampling, Unit Manager Governance Risk and Legal Present  
Stephanie Prouse, Section Manager Councillor and Democratic Services Present  
Briony Stiles, Team Leader Civic Support Present  
Karen Unsted, Civic Support Present

The Chairperson, Mayor Lawrie McKinna, declared the meeting open at 5:06pm

The Chairperson requested Councillor John McNamara to Chair today's meeting. Councillor McNamara took the Chair and proceeded with the meeting.

A MOTION WAS MOVED by Councillor MCNAMARA AND SECONDED by Mayor MCKINNA:

- 1 That the Committee approves the request by Councillor Moulard and Councillor MacGregor to attend the Economic Development Committee Meeting on 4 February 2025 at 5pm by audio-visual link because they are unable to attend in person due to personal reasons.**
- 2 That the Committee approves the request by Councillor Wright to dial-in to the Economic Development Committee Meeting on 4 February 2025 at 5pm by audio-visual link as an observer.**

FOR: CRS L MCKINNA, J MCNAMARA, T MCWAIDE AND B NEAL

AGAINST: NIL

UNANIMOUS

CARRIED

At 5:13pm Councillor Moulard and Councillor MacGregor were permitted to attend the meeting via video-link.

## REPORTS

### **1.1 Introduction: Welcome, Acknowledgement of Country, Apologies**

---

5:14 pm

The Chair read an Acknowledgement of Country statement.

No apologies noted.

### **1.2 Disclosures of Interest**

---

5:15 pm

No disclosures were made.

**That Committee members and staff now disclose any conflicts of interest in matters under consideration at this meeting.**

**1.3 High Speed Rail - Economic Benefits for the Central Coast**

---

5:17 pm

A MOTION was *MOVED* by Councillor NEAL and *SECONDED* by Councillor MCWAIDE:

***That the Committee notes the information provided in this report.***

UNANIMOUS  
CARRIED

**1.4 Destination Management Model and Destination Marketing Strategy  
Operations Report**

---

5:30 pm

A MOTION was *MOVED* by Councillor MCWAIDE and *SECONDED* by Councillor MCKINNA:

***That the Committee receives the progress report and attachments on the Central Coast Destination Management Model and Destination Marketing Strategy 2022-2026.***

UNANIMOUS  
CARRIED

**1.5 Business Economic Development Operations Report**

---

5:44 pm

A MOTION was *MOVED* by Councillor MCKINNA and *SECONDED* by Councillor MCWAIDE:

***That the Committee notes the progress report and attachments of the Business Economic Development Operations Report.***

UNANIMOUS  
CARRIED

**1.6 General Business**

6:01 pm

- Industrial Land Plan

NEXT MEETING 5:00PM. TUESDAY 4 MARCH 2025.

**The Meeting** concluded at 6:06pm

ECONOMIC DEVELOPMENT COMMITTEE – ACTION LOG				
Item	Meeting Date	Action	Responsible Officer	Status
EDC Item 1.3 High Speed Rail - Economic Benefits for the Central Coast	04.02.2025	Provide members a copy of the High Speed Rail business case if available.	Director Environment and Planning	
EDC Item 1.4 Destination Management Model and Destination Marketing Strategy Operations Report	04.02.2025	Provide information on how Councillors may get involved with content and marketing to improve public understanding and perceptions of Council.	Director Community and Recreation Services	
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Report to committee at the April meeting with revised table of the statistics for the 2020-2040 strategy.	Director Community and Recreation Services	
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Provide members with a detailed report of deliverables achieved.	Director Community and Recreation Services	



ECONOMIC DEVELOPMENT COMMITTEE – ACTION LOG				
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Update members at the next meeting with: <ul style="list-style-type: none"> <li>the plan's revision schedule,</li> <li>the Strategy's annual reports of actions and updates, and</li> <li>the annual action plans since 2020</li> </ul>	Director Community and Recreation Services	
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Provide the Director Community and Recreation Services with information or link to media of the Lake Macquarie potential initiative discussed.	Member – Councillor Jane Smith	
EDC Item 1.5 Business Economic Development Operations Report	04.02.2025	Provide copy of the documents that were include in the strategic themes under the strategic plans, or the status of where they are up to at the next meeting.	Director Community and Recreation Services	
EDC Item 1.6 General Business	04.02.2025	Invite the Old Sydney Town Developers March or April meeting, and add a latest proposal report to that meeting's agenda.	Director Community and Recreation Services	



**Item No:** 1.4  
**Title:** Old Sydney Town Planning Proposal  
**Department:** Environment and Planning

---

4 March 2025 Economic Development Committee

Reference: RZ/111/2020 - D16658196  
Author: Rodney Mergan, Senior Strategic Planner Local Planning and Policy  
Manager: Scott Duncan, Section Manager Local Planning and Policy  
Executive: Jamie Loader, Director Environment and Planning

## **Recommendation**

***That the Committee notes this information report on the Old Sydney Town Planning Proposal.***

## **Report purpose**

To provide the Committee with background information regarding the Old Sydney Town (OST) Planning (Rezoning) Proposal and associated actions, noting that the applicant has been invited to present information regarding this proposal to the committee.

## **Executive Summary**

Council received a Planning Proposal for the OST site in August 2020, following review the Proposal was not considered appropriate. The application was not refused by Council at the request of the applicant, to allow time to find a more acceptable outcome for the site.

Council and NSW Government Agencies have been presented with several proposals by the applicant, none of which have been considered appropriate or able to be supported by Council. The proposal, at this point in time, generally relates to residential land uses in an isolated location. There is not adequate information to indicate when any tourist or other commercial uses, will be delivered onsite (if at all) and currently there is inadequate justification for a residential land use on the site.

## **Background**

The former OST site is located at 945 Old Pacific Highway and 66 Myoora Road, Somersby. The site comprises approximately 120 Ha and is located directly south-west of the Somersby Industrial Estate and northwest of the M1 Motorway.

## 1.4 Old Sydney Town Planning Proposal (cont'd)

The Australian Reptile Park (ARP) is located at 66 Myroora Rd Somersby. As such, ARP are a tenant of the owners of the former OST site. The OST tourist facility ceased operation early 2003 and is currently tenanted by a caretaker. Remnants of the former use of the site remain in place in varying states of repair.



Figure 1 – Old Sydney Town Site (outlined in orange)

The land is currently zoned C4 Environmental Living. It is to be noted that this zoning was formerly identified as E4 Environmental Living as 'E' Zones have more recently been renamed 'C' Zones by the Department of Planning Housing and Infrastructure (DPHI).

This zoning is applied across the LGA to permit rural residential development on 2 Ha lots. In addition to this zoning the site also has the benefit of additional permitted use provisions under Schedule 1 of Central Coast Local Environmental Plan 2022 (CCLEP 2022) as follows:

*11 Use of certain land at 945 Old Pacific Highway and 66 Myroora Road, Somersby*

*(2) Development for the following purposes is permitted with development consent—*

*(a) backpackers' accommodation, (b) camping grounds, (c) caravan parks, (d) farm stay accommodation, (e) hotel or motel accommodation, (f) pubs, (g) recreation facilities (indoor), (h) recreation facilities (outdoor), (i) registered clubs, (j) restaurants or cafes, (k) serviced apartments.*

These additional permitted uses were negotiated with the landowner by Council during the development of CCLEP 2022, in 2018-2019, to allow for tourist uses, not permitted under the E4 Zone, to be permitted with development consent. Council agreed to allowing these additional permitted uses to ensure the site could be revived as a tourist destination.

### Report

In August 2020, a Planning Proposal was submitted to Council for the OST site. The proposal was to:

- rezone the site from E4 Environmental Living to varying zones including: B5 Business Development, B7 Business Park, E2 Environmental Conservation, R2 Low Density Residential, R3 Medium Density Residential, RE1 Public Recreation and part SP3 Tourist;
- reduce the minimum lot size control from 2 Ha to vary between 600sq.m and 1500sq.m;
- introduce a maximum FSR in portions of the site varying between 0.75:1 and 1.5:1;
- introduce an area of twelve storey development within the proposed SP3 Zone and several areas of five storey development in the proposed R3 residential and B7 Zones.

In January 2021, Council's Strategic Planning Team completed a preliminary assessment of the proposal and recommended withdrawal, largely due to lack of strategic merit and inadequate supporting studies.

In June 2021, the former Unit Manager Strategic Planning agreed that the Planning Proposal could remain under assessment, rather than withdrawal, subject to completing a study of the residential component covering how it aligns with the Central Coast Regional Plan (CCRP), Council's Local Strategic Planning Statement (LSPS) and addresses the presumption against residential development west of the M1.

August 2023, a meeting was held with the Applicant and government agencies to discuss the proposal as outlined above. In light of these discussions, Transport for NSW (TfNSW) advised that there are significant constraints on the existing road network inhibiting development on both the subject site and the broader Somersby Industrial Estate. Even with potential improvements to the road network, full development of the subject site would restrict and limit the ability for the North Somersby (industrial) Investigation Area footprint to be realised. This would diminish potential outcomes for other employment land uses in the area.

In February 2024, a meeting was held with the Applicant and the former Director Environment and Planning to discuss next steps. At this meeting, the applicant was advised that in light of discussions with TfNSW and Council officers, the proposal in its current form could not be supported for several reasons including the following:

- The proposal is for approximately 540 dwellings, with building heights up to 30m. This conflicts with the surrounding industrial development in Somersby, specifically with the industrial precincts ability to operate 24/7.
- The proposal is inconsistent with the CCRP, which identifies the subject site as a tourist precinct. While the precinct may support a small amount of mixed-use development, it is not on the scale proposed by the applicant.



## 1.4 Old Sydney Town Planning Proposal (cont'd)

- The proposal is heavily reliant on cars to access schools, parks, sportsfields and other services. Unlike other areas within the LGA that can be retrofitted as a '15-minute neighbourhood,' this site is challenged contextually as it is surrounded by an industrial area and isolated from other 15-minute neighbourhoods.
- TfNSW have confirmed there is significant constraints on the existing road network inhibiting development on the subject site and broader Somersby Industrial Estate.

In May 2024, a site inspection and subsequent workshop were held; the applicant provided several proposed residential layouts that still involve significant residential development consisting of 159 to 171 residential lots 900 sq. m to 5000 sq. m (see latest concepts in Figure 2 and 3).



Figure 2 – Most recent proposed residential layout

Proposed OST Tourism Layout

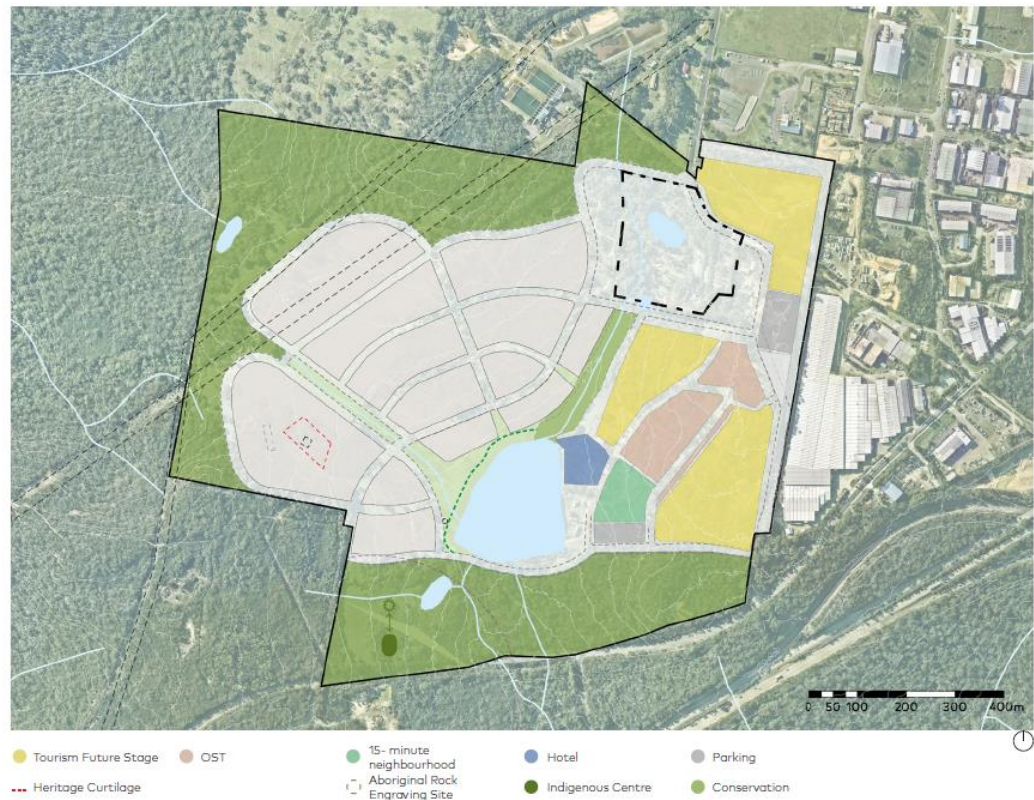


Figure 3 – Most recent proposed tourism layout

Recent discussions have focused on residential uses. It is unclear if rezoning will be required to accommodate all proposed tourist uses. Whilst two pre-DA Meetings have been held in recent times regarding certain aspects of the commercial use of the site (information below), there is no detail on the timing of when these uses will be undertaken with the focus from the applicant being the residential component of the site.

Following this workshop, Council made a group of comments to assist the applicant including the following:

- The Planning Proposal could facilitate a mix of lot sizes to reflect a rural residential zone. Rather than a minimum lot size map, this may be achieved by way of an average lot provision that allows for a certain percentage of smaller lots in the centre, transitioning to large lots around the perimeter.
- In the absence of a Strategy that identifies this site as appropriate for residential development (in any form) – Council is yet to receive justification why this site is unique, suitable and feasible for this type of development.
- Further consultation will need to occur with agencies such as TfNSW and BCS. This can be done once a concept has been agreed.



**Development Applications (DAs)**

With respect to tourist uses there have been two Pre-DA meetings conducted during the period the Planning Proposal was under assessment. As previously stated, tourist uses are catered for under the current provisions of CCLEP 2022.

An initial Pre-DA Meeting was held 16 September 2024. The Pre-DA Meeting was for - Stage 1 development for a variety of tourism related uses at the former OST site on a relatively small section of the site to the south-east of the existing dam (see figure 4) as follows:

- Restaurant: single storey, 465sq.m of GFA for approximately 190-200 indoor/outdoor seats.
- Display centre: 200sq.m venue for the site, including a small shop.
- Recreation Area including an outdoor performance space and staged, kids' playground, landscaping, public art, picnic areas and water sport ramps.
- Ancillary car park to accommodate 73 car parking spaces and 4 parallel on street car parking spaces.

No other stages of the intended development of the overall site were provided.

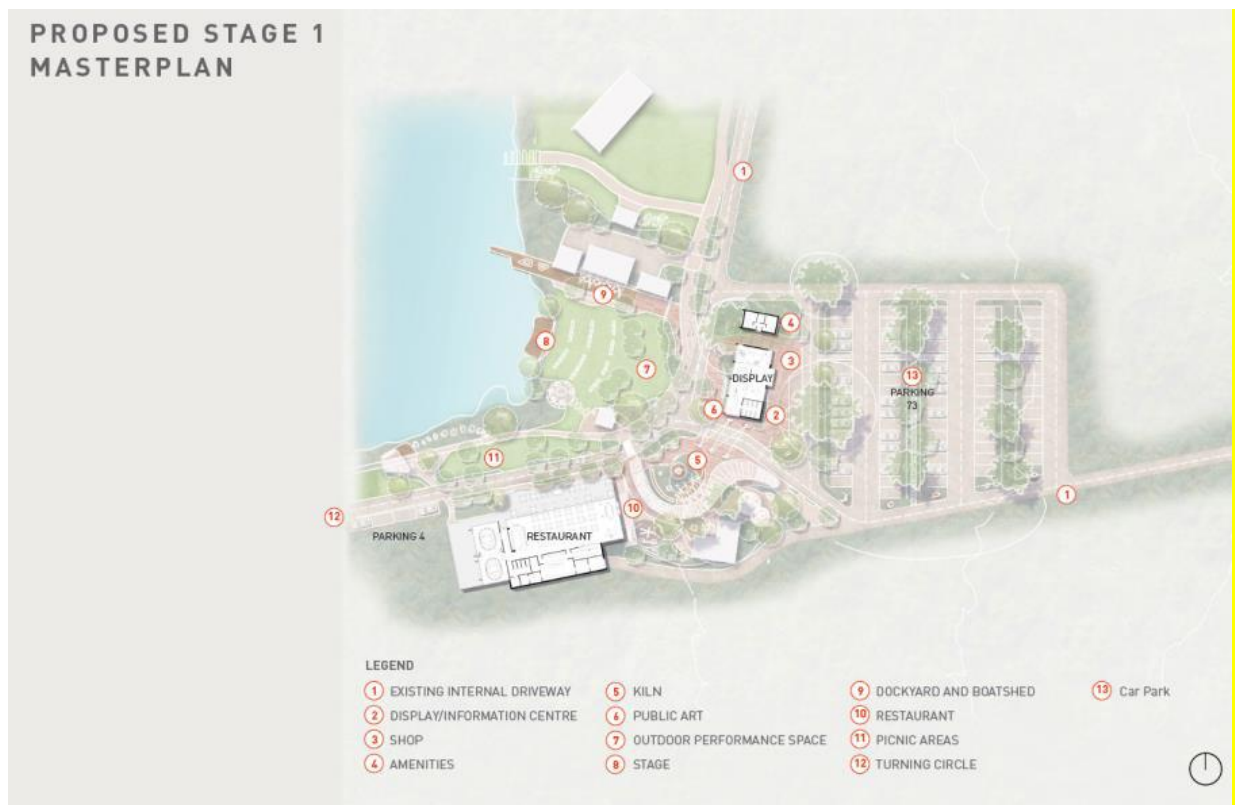


Figure 4: Proposed Stage 1 Masterplan – located to the south-east of the existing dam

The following points from the Pre-DA Meeting provide reasonable guidance as to the status of the proposed DA:

- Council is concerned that the proposed development has not adequately demonstrated that the site is suitable for this proposal, as it is difficult to assess the proposed development without the benefit of a conceptual masterplan for the entire site which demonstrates how this proposal relates to the future intended development of the site. It is understood that the Planning Proposal for the entire site is still under consideration.
- The proposal must be supported by a detailed "Traffic Impact Assessment" prepared by a practising Traffic Consultant. The report shall address the road hierarchy and treatment of the future carriageway widths to ensure adequate compliance with *AS 2890.1:2004* and the current Planning for Bushfire requirements. The report shall also address the existing intersection of the access road and the Pacific Highway and all proposed upgrading works to ensure sight distance, capacity and safety are adequately addressed.
- There is a need to avoid and minimise ecological impacts, which includes minimisation of clearing of native vegetation.
- Concern was raised with the location of the proposed restaurant within native vegetation to the south of the existing track. This area of vegetation is mapped as habitat for a number of threatened species.
- If the proposed DA proceeds ahead of any Biocertification Approval for the overall site, all the NSW Biodiversity Offset Scheme (BOS) triggers would need to be considered. Any clearing of native vegetation within the Biodiversity Values mapped area of the site would trigger entry to the BOS.
- Stage 1 proposal is located within the curtilage for the proposed local heritage listing of the OST site. This listing has previously been discussed with the applicant, and an agreed curtilage confirmed. It is expected that the local listing will go to Council for permission to go on public exhibition early 2025.
- As part of the DA, a Masterplan and Staging Plan would be needed. An indication of the uses and character of each stage would be useful to place this DA in context.
- The development application will need to be accompanied by a Heritage Impact Assessment and a Conservation Management Plan (CMP) for the site. The CMP should cover the entire heritage site so as to form the base information and heritage management guidelines for the masterplan.
- The proposed development site is currently outside of Council water and sewer servicing network. The proponent is required to prepare a water and sewer servicing strategy to demonstrate how the proposed development can be serviced by water and sewer.

A second Pre-DA meeting was held 14 January 2025.

No significant new information was provided at the meeting. The applicant indicated that the DA would not be for staged development but rather for the restaurant and visitors centre to be considered 'stand-alone' at this point in time. This is concerning with respect of the long-term plans for the commercial development on the site.

At this time, a DA is yet to be lodged. Given the scale and scope of what is proposed such a DA would likely be determined by the Local Planning Panel.

### **Current Status**

Council staff are currently reviewing information submitted by the applicant that compares the site to what the applicant consider comparable sites in and around the Sydney basin. The majority of examples provided are existing centres along main roads where there is residential development surrounding functional centres that include a supermarket, chemist and various community facilities. There is no information provided that indicate such services would be provided and, in any case, would need to be viable to be built or remain open in perpetuity.

Council staff are currently in discussions with DPHI regarding the position of the DPHI with respect to the current proposal as there appears to be some confusion as to whether the DPHI has already endorsed the residential use of the land. In addition, discussions are taking place as and whether DPHI would seek or accept the role of Determining Authority for the proposal through recent pathways introduced by the State Government to attempt to accelerate housing supply.

### **Stakeholder Engagement**

As the Planning Proposal is yet to be reported to Council seeking Gateway Determination, the agency and public consultation process is yet to commence. Given the nature of the proposal, as previously mentioned, TfNSW and DPHI have been involved in discussions to this point.

There would need to be consultation with landowners and tenants within and surrounding the Somerby Industrial Estate during or potentially prior to any public exhibition process.

The proposal should not impact on the viability of the existing and future employment generating land uses that exist in this locality and any potential conflict from additional residential or other land uses must be adequately addressed.

At this stage, given the concerns of TfNSW and the lack of certainty regarding the overall development of the precinct this has not been established.

### **Financial Considerations**

Financial Year (FY) Implications.

**The proposal does not have financial implications for the current year or outer years in the LTFP.**

Budget and Long-Term Financial Plan (LTFP) Impact.

**The FY adopted budget includes funding for this proposal.**

The assessment of Planning Proposals are paid for by the applicant in accordance with Councils Fees and Charges.

**Link to Community Strategic Plan**

Theme 3: Green

**Goal I: Balanced and sustainable development**

R-I1: Preserve local character and protect our heritage and rural areas including concentration of development along transport corridors and around town centres and east of the M1.

**Risk Management**

*Nil.*

**Critical Dates or Timeframes**

The Planning Proposal, whilst being accepted, is yet to be reported to Council for approval to forward to DPHI for Gateway Determination. The Gateway Determination sets out the consultation process for Council to undertake (both public and agency) prior to a second report being provided to Council following exhibition.

In accordance with the DPHI LEP Making Guidelines, Council would be given no more than 12 months to complete the Planning Proposal once Council seeks Gateway Determination. As such all relevant studies including ecology and traffic would need to be completed and be considered satisfactory prior to the Gateway Determination being sought.

**Attachments**

*Nil.*

**Item No:** 1.5  
**Title:** Economic Development Strategy Actions Update  
**Department:** Environment and Planning

---



4 March 2025 Economic Development Committee

Reference: F2020/01596 - D16639981  
Author: Sam Hardie, Economic Development Specialist  
Andrew Powrie, Business Economic Development Manager  
Manager: Sue Ledingham, Unit Manager Customer Marketing and Economic Development  
Executive: Melanie Smith, Director Community and Recreation Services

## **Recommendation**

### ***That the Committee:***

- 1** ***Notes the progress of the actions identified in the Economic Development Strategy 2020 – 2040.***
- 2** ***Endorses the recommended Option 1 to develop a refreshed Economic Development Strategy and four- year Implementation Plan.***

## **Report purpose**

This report informs the Economic Development Committee of the progress and status of the actions identified in the *Economic Development Strategy 2020 – 2040* in response to the questions raised by Councillors at the committee meeting held on Tuesday 4 February 2025.

## **Executive Summary**

The 'Economic Development Strategy 2020 – 2040' (the Strategy) was adopted in September 2020 along with the COVID Resilience & Recovery Framework that identified early pandemic-specific actions to be implemented as a priority ahead of actions within the Strategy.

The Strategy identified six themes for investment encompassing 37 action areas. The COVID Resilience & Recovery Framework had a goal to keep businesses active, support jobs, foster human capital growth, increase community outreach, and drive collaboration and innovation. The commitment was made by Council to engage with the local community, collaborate with businesses and advocate to state and federal governments, ensuring the best outcomes for the Central Coast.

This 2025 progress report highlights achievements against both the Strategy and the Resilience & Recovery Framework for the period from 2019 to February 2025.

## Background

Council's Economic Development Strategy takes a long-term view through to 2040 and was developed to guide Council's decision making around economic development initiatives that assist in creating jobs and stimulating the economy.

Whilst the Strategy focuses on economic development for the Central Coast, it also forms part of a much broader policy context, reflecting the wider perspective and aspirations of our region.

When the Strategy was being developed the Covid-19 Pandemic occurred and Council worked with internal and external regional stakeholders to respond to the developing situation, formulating a COVID Resilience & Recovery Framework to sit alongside the Strategy. A plan was created to prioritise the implementation of actions identified in the Strategy to best support businesses and the community during this time.

The Framework had a goal to keep businesses active, support jobs, foster human capital growth, increase community outreach, and drive collaboration and innovation. The commitment was made by Council to engage with the local community, collaborate with businesses and advocate to state and federal governments, ensuring the best outcomes for the Central Coast.

The 'Economic Development Strategy 2020 – 2040' (the Strategy) and the COVID Resilience & Recovery Framework, along with the supporting implementation plans were adopted by Council in September 2020.

At its Ordinary Council meeting of 28 September 2020, Council resolved the following:

*922/20 That Council receive and note the Draft Economic Development Strategy 2020-2040 and the Economic Recovery and Resilience Framework.*

*923/20 That Council endorse the Draft Central Coast Economic Development Strategy 2020-2040 with the following amendments:*

- a) Amendments as resolved by Council on 9 June 2020 to be made in the final document*
- b) Page 26 – under IMPROVING ECONOMIC LEADERSHIP AND COORDINATION - Add "Projects that build consensus across all levels of government, key stakeholders and the community"*
- c) Wherever a reference to a "City Deal" is made, specify that the action is to "investigate a City Deal"*
- d) Page 31 – "Work with stakeholders, peak bodies and the community to modernise and streamline planning processes and requirements to future-proof our new development".*
- e) Replace references to "removing red tape" to "streamlining processes"*



924/20 *That Council endorse the Draft Central Coast Economic Recovery and Resilience Framework with the following amendments:*

- *Page 5 - Council is investigating opportunities to advance the economic revitalisation of Gosford, Wyong, The Entrance, Peninsula and other town centres*
- *Page 8 – Amend to add “Quadruple Bottom Line” as a Response Principle - defined in terms of economic, social, ecological and governance*
- *Page 17 – Amend Strategic Themes to add “Quadruple Bottom Line”*
- *Page 22 – replace “entering into public-private partnerships’ with “investigate public-private partnerships”*
- *Replace references to “removing red tape” with “streamlining processes”.*

925/20 *That Council note that the Implementation Plans for the Draft Central Coast Economic Development Strategy 2020-2040 and the Draft Economic Recovery and Resilience Action Plan are draft documents to be amended in line with changes above and subject to further discussion before finalisation.*

Both documents were updated with all amendments (923/20, 924/20) as per the resolution of Council.

## **Report**

This report provides a high level status on the actions as identified in the Economic Development Strategy 2020-2040. The report is divided into two parts:

1. Status of activity for the Economic Recovery and Resilience Action Plan and early actions from the Strategy (2019-2021).
2. Status of actions for the Economic Development Strategy post COVID (2022 – 2024/2025).

Economic development initiatives and actions identified within the Strategy are delivered by various teams within Council, levels of government and the private sector. The update references actions lead by stakeholders who have contributed to elements of the Strategy's implementation.

The following attachments to this report provide details of the status, partners, outputs and include commentary on the delivery of actions and objectives identified in the Strategy.

### 2019-2021 Implementation

The Economic Recovery & Resilience Framework aimed to keep businesses active, support jobs, foster human capital growth, increase community outreach, and drive collaboration and innovation, was a plan to respond to the economic challenges of the COVID-19 pandemic.

The Framework provided the detail of each action item and identified key stakeholders and Council teams responsible for its implementation. It was designed as a live document to be regularly reviewed and updated to respond to and address emerging risks and opportunities in a fast evolving environment.

In the Economic Recovery Phase, the initial Regional Economy Taskforce assembled was a collaboration of the following organisations:

1. Central Coast Council,
2. Business NSW Central Coast,
3. Central Coast Industry Connect,
4. Regional Development Australia Central Coast,
5. NSW Government (Regional NSW),
6. Australian Government (Treasury,) and the
7. Darkinjung Local Aboriginal Land Council.

Council and the Taskforce delivered the following key outputs:

- Grant Funding - Council launched a Central Coast Grant Finder website which provided a comprehensive list of grant and funding opportunities available to the Central Coast businesses and broader community. Council also established the Working Together Staying Strong grant program in April 2020.
- Ongoing business surveys to measure the impact and understand the support local businesses needed.
- Implemented a "Buy Local Campaign" to support local businesses to trade with community support. A "Bigger Backyard" website and an App were developed for all businesses on the Central Coast to sign up to and make a pledge to do more business within the community. This provided a platform to showcase the myriad of businesses both large and small on the Coast that could work together (transact) to put money into the local economy.
- Publicly available economic dashboards populated with real time COVID related data to enable the businesses and the broader community were kept aware in real time how the Coast was tracking relative to other nearby locations.
- Connection of businesses to government support programs. Primarily the Job keeper Program that was established.
- Short Term Tourism campaign was developed and executed in 2020-21. The Love Local campaign continues to be supported through destination marketing channels.

Council supported delivery of the following outputs:

- Economic Development Resourcing report to Council 2019. The report proposed new staffing levels for economic development which addressed the decentralised make-up of Council's management of the function within the organization.
- Economic Development Governance Review report to Council 2019. This action was about examining other Local Government Areas models of economic development and investment attraction agencies and determining the most appropriate potential model for the Central Coast. That report proposed 5 (five) potential governance options. Nothing was progressed as the pandemic and financial situation ensued.
- Pedestrian Access and Mobility Plan & Bike Plan 2019-2029 completed and implemented. Together, these documents guide Council's ongoing provision of an active transport network for Central Coast residents.
- Completed and adopted the Somersby to Erina Corridor Strategy in 2019. This was prepared to guide the growth and investment in the six centers of Somersby, Mount Penang and Kariong, West Gosford, Gosford City Centre, East Gosford and Erina which benefits the entire region and implement the directions of the NSW Government's Central Coast Regional Plan 2036.
- Completed and adopted Tuggerah to Wyong Corridor Strategy 2020. Again, this was prepared to guide growth and investment in identified areas. The Strategy also implements the directions and actions of the NSW Government's Central Coast Regional Plan 2036 (CCRP).
- Central Coast Clinical School & Research Institute (CCRI) was formally established in 2020. The purpose of the CCRI is to deliver pioneering research that improves the health and wellbeing of the Central Coast community, including supporting innovations in the development and evaluation of new models of person-centred integrated care. The development of the CCRI was developed and delivered by a shared agenda between the University and Central Coast Local Health District to undertake research that will improve care experiences and care outcomes for people.
- Short Term Tourism Campaign implemented by Council's tourism team to generate domestic visitation as the COVID restrictions eased.

### **2022 – 2025 Implementation**

- Central Coast Industry Database developed and established. This was an output implemented under the action to Develop an Economic Development Marketing and Communication Plan, with regular E-Newsletters despatched to profile business growth programs available and on large projects being executed at a Local Government Area level.

- Updated Terms of Reference for the Economic Development Taskforce to continue post the recovery phase. Council has increased the membership from the original six invited members alongside Council to seventeen agencies as of February 2025.
- Key Enabling Projects Prospectus prepared for the NSW State elections 2022 and a revised version for the 2025 Federal Elections. The Key Enabling Prospectus pre the State Govt Election identified 12 enabling projects for the Local Government Area - inclusive of the catalytic Gosford Waterfront Revitalisation project and the Central Coast Airport's General Aviation Hub.
- Central Coast Industry Connect (CCIC) has a Circular Economy Sub-Committee in place. CCIC has an MOU with Somersby biotechnology company, ARC Ento Tech Ltd. to support them to commercialise their world-first waste processing technology.
- Central Coast Destination Management Plan 2022-2025. The Destination Management Plan is a guiding document that establishes a shared vision and goals to ensure the long-term strength, success, and sustainability of the Central Coast visitor economy. Best practice Destination Management is a holistic process that ensures tourism adds value to the economy, social fabric, and ecology of the Central Coast Community.
- Regional Investment Attraction. The NSW State Government's Regional Development team completed mapping of all available commercial properties and employment lands on the Central Coast. They have a designated and dedicated Economic Development Manager who provides business concierge support to inward business growth & investment enquiries. They also lead the promotion and marketing of all the NSW State Government business investment and growth programs (facilitating submissions from Central Coast businesses). Council's primary role is in land zoning & management (Strategic Planning) and in local business development and growth via processing Development Planning applications.
- Greater Cities Commission (GCC) Central Coast Strategy for Economic Growth. This action was specifically aligned to, what was then, the Greater Cities Commission (GCC) on the development of a "City-Deal" Strategy for the Central Coast Region – significant regional projects executed by the NSW State Government. In January 2023, the GCC released the Central Coast Strategy for Economic Growth which identified 7 priorities to grow jobs, industry, connectivity, and opportunities for the community. Council was closely involved in the consultation and input into the Strategy. The GCC was dissolved 12 months later as of 1 January 2024 which made the Strategy redundant.
- Federal Government \$17.4m funding to Central Coast Industry Connect (CCIC) for Food. Manufacturing Innovation Centre development. CCIC is currently establishing a food manufacturing innovation centre (hub) in Ourimbah. Council has a direct link into this project via the provision of a site in Ourimbah and execution of a business development lease.

- State Government funding for Central Coast Airport's development. Funding was secured for the Business Case for the Airport to finalise the investment decision making elements. This was inclusive of a Masterplan being developed to set a coherent framework for development whilst providing certainty for the community to protect environmental and conservation land by identifying and excising these lands from any developable land.
- Central Coast Health and Wellbeing Living Lab. The Living Lab is a partnership with Central Coast Local Area Health District and the University of Newcastle. It is an important step in strengthening the Central Coast Health and Wellbeing Precinct, as a critical industry sector and component of the Central Coast Innovation District within Gosford.
- Kibble Park Place and Concept Plan finalized & adopted. The Kibble Park Place Plan and Concept Plan project was a significant place-based design project for the Gosford CBD, and identified how Kibble Park can be improved for community use, including more open space.
- Plans approved for a new Regional Library in Gosford in 2023 (part Federal Government funding secured \$7M) inclusive of a business innovation space (opening 2025). Designed over four levels with multiple uses the Gosford Regional Library will be a truly modern iconic facility in the heart of the Gosford CBD.
- Central Coast Industry Connect Central Coast Future Food Program. The Innovation Program has a focus on helping Food and Beverage production businesses to scale-up by facilitating faster and more effective identification of opportunities and commercialization capabilities and supports food and beverage production start-ups in the region through the opportunity to participate in innovation-related capability, collaboration, and education workshops. The focus on the commercialization journey of products from ideation through to the customer will help maximise the success rate of new products and processes on the Central Coast.
- Internal Trade & Engagement Exporters Roadmap. The roadmap completed had identified the primary role of Council as collaboration and communication with industry on the many export development support services that are on offer to local businesses. Council works directly with Investment NSW's Senior Export Adviser referring businesses and also delivering co-branded workshops & seminars.
- Central Coast & Lake Macquarie Regional Economic Development Strategy (REDS) update. Central Coast and Lake Macquarie Regional Economic Development Strategy (REDS) was updated in 2023 in collaboration with the NSW State Government. The REDS cover both LGA's identifying each part of the cross-boundaries functional economic zone.
- Central Coast Destination Marketing Strategy 2023 - 2026 was launched in 2023. This is a regional marketing document that identifies key destination marketing messages across identified geographic locations including both visitor and business centre precincts.
- Central Coast Airport Draft Masterplan. In December 2023, a draft masterplan was prepared as a guiding document on the development of the Central Coast Airport at Warnervale into a general aviation hub that integrates aviation, technology, education,

and business and provides opportunities for interaction, collaboration, and alliances in the aviation sector.

- Agreement signed University CBD Campus in Gosford. February 2023, saw the signing of the final agreement between the NSW Government and the University of Newcastle for the new state-of-the-art University of Newcastle campus to be established in Gosford. Offering a multi-faculty academic and innovation facility and encompassing a 4,200 sqm building. When up and running, the campus will cater for 900 students, improving access to new career and skills development in the region.
- Strategic Partnership Agreement executed with Lake Macquarie's Economic Development Agency. The Agreement with Lake Macquarie's Economic Development Agency, Dantia, was developed and executed in May 2023. This Strategic Partnership is designed to advance regional economic development initiatives and projects across LGA boundaries.
- Gosford Waterfront Revitalization Initial Project Master Planning completed and revised post community consultation. NSW State Government funding receipted and transferred to Hunter Central Coast Development Corporation in 2024 to lead the future of the project.
- Inward Investment. In Partnership with the NSW State Government, Council developed/launched a Central Coast International Investment Pitch Deck and a localised Invest in the Central Coast Video in 2024.
- Visitor Accommodation Development Action Plan commenced. The Plan is in development and at the final draft stage (February 2025). The Plan has a specific output of producing a Commercial Accommodation Investment Prospectus.
- Employment Lands Strategy commenced. Strategic Planning is preparing a Strategy to guide the future development and management of industrial lands within the Central Coast Region. With increasing pressure from urbanisation, economic growth and changing workforce demands, there is a need for a coordinated, long-term plan to maximise the potential of available employment land. This strategy will provide a clear vision to inform amendments to the Local Environmental Plan and guides decision-making for future development proposals. It aims to protect strategic employment lands, enhance infrastructure provision and prioritise key investments in the region.
- Commercial Lands Strategy commenced. This aims to document the status, challenges and opportunities facing commercial lands to lay a foundation on what the future of commercial lands across the Central Coast Local Government Area (LGA) could look like.
- Night-Time Economy Discussion Paper adopted. This report identifies interventions and concepts to enhance and activate night-time economy precincts in the Central Coast, based on identified constraints, industry needs, a strategic framework developed from consultation, as well as best practice initiatives across Australia. The long-term goal is to enhance and activate the night-time economy and create better places for businesses, the local community and visitors after dark on the Central Coast. An implementation plan will be developed in 2025.



- Transport for New South Wales Smart Central Coast Strategy Project. The Smart Places Team from Transport for NSW (TfNSW) is leading a 'Smart Central Coast' Strategy Project. A steering committee and working group were formed for this project with council staff representation on both. TfNSW have advised that the Strategy is in final draft stage (February 2025) and will engage Council in the near future to present the draft Strategy.
- Central Coast Local Housing Strategy was adopted in 2024 and sets Council's role in addressing local housing challenges impacting the LGA. The 2024/2025 Delivery Program has an action of commencing two of the priority items from the Plan.
- Transport Strategies. The NSW State Government has announced it will deliver a Strategic Regional Integrated Transport Plan (SRITP) for the Central Coast in 2025.
- Industry into Schools Project commenced. This Program is currently being piloted on the Central Coast with lead businesses and secondary schools. It is an innovative project where businesses will be part of school lessons across various subjects. The part they play in the local economy and the skills required for roles within the organisation. It is a first of its kind project where local businesses get immersed in the lesson plans of local schools and the schools get real time information on job skills required and the nature of commerce on the Central Coast.
- The NSW State Government Waratah Super Battery (WSB) project. The WSB project is being delivered as a Priority Transmission Infrastructure Project under the Electricity Infrastructure Investment Act 2020 and is the 1st to be delivered under the Act. The WSB project is expected to stimulate up to \$1 billion in private investment into new energy storage and associated network augmentations, generate significant capital investment in the Hunter and Central Coast regions, and is forecast to support over 100 jobs during construction. As of September 2024, the Waratah Super Battery is now registered on the National Electricity Market (NEM), marking a significant milestone towards its full operation, expected to be achieved by mid-2025.

The implementation of the Strategy has progressed across the six themes and 37 action areas, including additional actions identified in response to the COVID pandemic.

### **Stakeholder Engagement**

Internal consultation has occurred with Strategic Planning, Destination Marketing and Visitor Economy, Community & Culture, to confirm the progress and status of actions and documents relevant to their specialist areas.

External consultation occurred across the Strategy's progress updates with stakeholders who had either lead or played supporting roles on the implementation of actions, inclusive of; Department of Primary Industries and Regional Development, Business New South Wales, Central Coast Industry Connect, University of Newcastle, Hunter and Central Coast Development Corporation, Austrade, Department of Planning, Housing and Infrastructure and Investment NSW.

### Financial Considerations

Financial Year (FY) Implications.

**The proposal does not have financial implications for the current year or outer years in the LTFP.**

Budget and Long-Term Financial Plan (LTFP) Impact.

**The proposal does not have financial implications for the current year but impacts outer years in the LTFP. The LTFP includes an allowance for the ongoing impact.**

The action does not have any financial implications as the review was undertaken by staff.

### Link to Community Strategic Plan

Theme 2: Smart

### Goal C: A growing and competitive region

S-C3: Facilitate economic development to increase local employment opportunities and provide a range of jobs for all residents.

### Risk Management

There is no real time material risk to Council staff reviewing the status and progress of actions identified in the 'Economic Development Strategy 2020 – 2040'.

### Options

The Strategy has objectives that will require a long-term effort from both Council, businesses and government through to 2040 and beyond. The Strategy has not been reviewed or updated since 2020, the economic landscape has significantly changed following the COVID pandemic, this presents an opportunity to refresh the existing strategy and develop a new implementation plan.

The options to consider:

- 1 Develop a refreshed Economic Development Strategy to provide direction for the economic development program. This represents an opportunity for Council to review the long-term focus and key elements of the existing strategy and create a four-year focus on factors it can control and influence, while acknowledging the role of others to stimulate economic growth. Elements of the current long-term vision would be acknowledged in the refreshed Strategy.

A detailed implementation plan (Plan) is then proposed to be developed in consultation with key stakeholders following the endorsement by Council of a refreshed Strategy. The Plan will function as a program of work to deliver on the objectives of the Strategy. The Plan will be designed as a live and agile document to allow projects and programs to be altered to suit changing environments. This plan will be supported with a quarterly report card on the metrics of key economic development indicators and a half yearly progress report on actions.

The development of a refreshed Economic Development Strategy would be undertaken in-house, using the resources of the Economic Development section.

**This is the recommended option.**

- 2 Continue with the current Strategy, updating the key indicators as noted by the Economic Development Committee, with a new four-year implementation plan and annual reporting. **Not recommended.**
- 3 Start from scratch and develop a new strategy, with a four-year implementation plan and annual reporting. **Not recommended.**

#### **Critical Dates or Timeframes**

Nil.

#### **Attachments**

- 1 Economic Development Action Report - Status Update 2025 D16663541



**Economic Development Action Report– Status Update 2025**

Action	Output <i>How are we going to do it?</i>	Plan <i>Economic Recovery and Resilience Action Plan or Economic Development Strategy )</i>	Partners <i>Council, Agencies, Local Businesses etc</i>	Timeframe <i>Year planned – e.g. 2020 or ongoing</i>	Status <i>Ontrack/ Complete / Delayed/ Ongoing</i>	Status Comment
Advocacy & Collaboration	Collaborate with all levels of government to deliver essential services and infrastructure to our growing communities across the Central Coast	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development</li> <li>Australia Central Coast</li> <li>Dept of Regional NSW</li> <li>NSW Dept of Transport</li> <li>NSW Dept of Planning</li> </ul>	2019-2020	Completed	<ul style="list-style-type: none"> <li>Council adopted the Pedestrian Access and Mobility Plan 2019-2020 and Bike Plan 2019-2029. These documents guide Council's ongoing provision of an active transport network for Central Coast residents.</li> </ul>
Business Concierge for COVID-19	Develop a business concierge service and priority queue for businesses that are reopening, changing services, expanding or relocating to the Central Coast	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>NSW Dept of Planning</li> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area</li> <li>Health Central Coast Industry Connect</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>Established 2021 and currently under review in 2025.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
Business Support Packages	Develop and deliver multi-phased Business Support Packages that are based on an effort versus impact equation.	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Local business</li> <li>Community Groups</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>Council established a Working Together Staying Strong grant program in April 2020.</li> </ul>
Business Support Team	Develop programs to support businesses including webinars, mentoring, financial and business planning advice	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Local business</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>Support provided through State Government programs.</li> </ul>
Collaboration and Innovation Virtual Hubs	Develop forums where local businesses and entrepreneurs can discuss ideas and expand their networks to support innovation and growth	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Local business</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>Council and the Regional Economic Taskforce established the "Bigger Backyard" website and app for Central Coast businesses to sign up to and make a pledge to do more business within the community.</li> </ul>
Data Driven Decision Making	Develop a data dashboard with up-to-date information and use the dashboard as the foundation of each course of action.	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Not Applicable</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>Economic dashboards were created and populated with real time COVID related data.</li> </ul>
Digital Literacy	Promote programs to improve digital literacy and skills for all primary and secondary public schools and for businesses and the broader community	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Business NSW</li> <li>Central Coast Industry Connect</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>University of Newcastle</li> </ul>	2024-2025	Ongoing	<ul style="list-style-type: none"> <li>Council is supporting an "Industry into Schools Pilot Program". The lessons program development will articulate what digital skills are needed and a digital front-facing technology platform will be at the forefront of this program to support connection of business with schools.</li> <li>Live digital dashboards will provide students, teachers, industry and businesses with key insights into the</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>• Dept of Education</li> <li>• TAFE NSW</li> <li>• ET Australia</li> </ul>			businesses and skills required on the Coast.
Community Dialogue	Develop ongoing and consistent surveying of business and wider Central Coast community sentiment, concerns and feedback. Develop and maintain website to provide information and resources.	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Local business</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>• Ongoing business surveys were implemented to measure the impact and understand the support local businesses needed.</li> </ul>
Facilitate Business to Business Connections	Develop and deliver a website and app that connects local businesses to other local businesses to strengthen supply chains on the Central Coast	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Business NSW</li> <li>• Local Business Chambers</li> <li>• Fifth Element</li> <li>• Central Coast Industry Connect</li> <li>• Central Coast Food Alliance</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>• As noted above for Collaboration and Innovation Virtual Hubs action.</li> </ul>
Growth Corridor Development	Progress growth corridor development strategies	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Dept of Regional NSW</li> <li>• Dept of Planning</li> <li>• Business NSW</li> <li>• NSW Treasury, International Trade and Investment</li> <li>• Darkinjung Aboriginal Land Council</li> <li>• Central Coast Local Area Health</li> <li>• Central Coast Industry Connect</li> </ul>	2019-2020	Completed	<ul style="list-style-type: none"> <li>• Council adopted the Somersby to Erina Corridor Strategy in 2019. This was prepared to guide the growth and investment in the six centres of Somersby, Mount Penang and Kariong, West Gosford, Gosford City Centre, East Gosford and Erina which benefits the entire region and implement the directions of the NSW Government's Central Coast Regional Plan 2036.</li> <li>• Council adopted Tuggerah to Wyong Corridor Strategy 2020. Again, this was prepared to guide growth and investment in identified areas. The</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
						Strategy, again, also implements the directions and actions of the NSW Government's Central Coast Regional Plan 2041 (CCRP).
Infrastructure and Maintenance	Fund shovel ready projects that address acute infrastructure shortcomings and provides long-term value.	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Local Business</li> </ul>	2020-2021	Ongoing	<ul style="list-style-type: none"> <li>Council maintains a 10 Year Infrastructure Pipeline (Capital Works), this plan aligns with Council's Long Term Financial Plan.</li> <li>Priority infrastructure projects are addressed on an annual basis.</li> </ul>
Innovation Network	Work with the local innovation eco system to establish a Central Coast Innovation Network	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>Dept of Planning</li> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect</li> </ul>	Ongoing	Ongoing	<ul style="list-style-type: none"> <li>This is undertaken by Central Coast Industry Connect (CCIC).</li> <li>Council has a formal partnership agreement in place with CCIC.</li> <li>CCIC deliver a Biennial Industry Festival promoting and profiling local businesses and agencies.</li> <li>CCIC is currently delivering the Central Coast Future Food Program.</li> <li>The Innovation Program targets Food and Beverage production businesses to scale-up by facilitating faster and more effective identification of opportunities and commercialisation capabilities</li> </ul>
Modernise Development	Work with local developers to modernise planning processes and requirements to future-proof our new developments	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>Dept of Planning</li> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> </ul>	2024-2026	2024 - ongoing	<ul style="list-style-type: none"> <li>Benchmarking was undertaken in 2024 to determine opportunities.</li> <li>Council has developed and is implementing an optimisation program to enable future resourcing and improved processes.</li> <li>Business NSW is planning a developers forum in 2025.</li> </ul>



Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>• Darkinjung Aboriginal Land Council</li> <li>• Central Coast Local Area Health</li> <li>• Central Coast Industry Connect</li> </ul>			
Tourism Central Coast	Develop a highly targeted short-term tourism campaign to draw domestic visitors to the Central Coast as social distancing measures begin to ease. Coordinate campaign with local business to increase visitor spending.	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Destination NSW</li> <li>• Destination Sydney Surrounds North</li> <li>• Darkinjung Aboriginal Land Council</li> <li>• Business NSW</li> <li>• Central Coast Food Alliance</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>• Campaign developed and executed 2020-2021.</li> <li>• The Love Local campaign continues to be supported through destination marketing channels with Love Local Lists regularly developed and promoted to proactively encourage visitors and locals to shop local during key holiday periods such as Christmas, Mother and Father Days and Valentines Day.</li> </ul>
Vulnerable Sectors	Analyse available data to determine which sectors are both at high risk and will benefit the most from Council intervention. Act to support these sectors.	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Dept of Regional NSW</li> <li>• Business NSW</li> <li>• NSW Treasury, International Trade and Investment</li> <li>• Regional Development Australia Central Coast</li> <li>• Darkinjung Aboriginal Land Council</li> <li>• Central Coast Industry Connect</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>• Industry impact data was analysed by Informed Decisions (Council's Economic Profile Supplier) during the Pandemic period.</li> <li>• Information informed activities in the Economic Recovery and Resilience Action Plan.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>Central Coast Food Alliance</li> </ul>			
Advocacy and Collaboration	<p>Develop a dedicated, long-term Central Coast Infrastructure implementation plan.</p> <p>The plan will guide local planning and inform engagement with the State and Federal Governments that clearly articulates need and benefit.</p>	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development Australia Central Coast</li> <li>Dept of Regional NSW</li> <li>NSW Dept of Transport</li> <li>NSW Dept of Planning</li> </ul>	2020 - Ongoing	Ongoing	<ul style="list-style-type: none"> <li>Council maintains a 10 Year Infrastructure Pipeline (Capital Works), this plan aligns with Council's Long Term Financial Plan.</li> <li>The <i>Key Enabling Projects</i> document was produced in 2022 and 2024 it articulates key regional infrastructure projects offering potential investment from State and Federal Governments and the private sector.</li> <li>These projects are incorporated into Council's Infrastructure Pipeline.</li> </ul>
Business Attraction	Prepare a framework to incentivise and attract new high-value corporate and commercial business and government departments to relocate to the Central Coast. Partner with government, to attract government institutions to relocate to the region in order to lead the revitalisation of the CBDs and enhance the employment diversity of the region.	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>NSW Dept of Planning</li> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darbinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect</li> </ul>	2020- Ongoing	Ongoing	<ul style="list-style-type: none"> <li>Central Coast Regional Plan 2041 identifies the Government Architect NSW's Urban Design Framework which provides the long-term vision for Gosford City Centre.</li> <li>Council has progressed the Gosford Waterfront Revitalisation project and now partners with Hunter Central Coast Development Corporation who are the lead for the next gateway stage of this project.</li> <li>Council partners with various levels of government to attract new employment diversity to the region.</li> </ul>
Business Attraction	Transform Council's innovation and business development programs to	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>NSW Dept of Planning</li> </ul>	2020- ongoing	Ongoing	<ul style="list-style-type: none"> <li>The State Government's regional team undertakes this role on the Central Coast.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
	enhance local impacts and outcomes. Develop an annual implementation and engagement plan for business development focused on new business attraction in high value industries and retention of existing industry	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect</li> </ul>			<ul style="list-style-type: none"> <li>State Government have identified investment attraction and business growth targets across priority industry sectors.</li> <li>State Government have a designated Economic Development Manager who provides business concierge support to inward business growth and investment enquiries with liaison to Council.</li> <li>State Government lead the promotion and marketing of all the State Government business investment and growth programs (facilitating submissions from Coast businesses).</li> <li>Council's primary role is in land zoning and management, as well as local business development and growth via processing development planning applications against planning controls.</li> <li>The State Government's Regional Development team completed mapping of all available commercial properties and employment lands on the Coast in 2022.</li> </ul>
Circular Economy	Develop a 'Circular Economy' framework to build our sharing economy	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>NSW Dept of Planning</li> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>CCIC has a Circular Economy Sub-Committee in place with a specific focus as their manufacturers' have a commitment to addressing packaging and food waste challenges.</li> <li>In 2022 CCIC signed an MOU to partner with innovative Somersby-based biotechnology company, ARC</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect</li> </ul>			<ul style="list-style-type: none"> <li>Ento Tech Ltd. to support them to commercialise their world-first waste processing technology, the ARC Process.</li> <li>The partnership positioned the Central Coast as a pioneer in the sustainable management of organic and inorganic waste streams using a combination of biological and mechanical processes developed by ARC Ento Tech.</li> <li>In 2023 ARC Ento Tech won the Business of the Year and Excellence in Innovation awards at the Business NSW Awards</li> </ul>
Collaboration	Consult and engage with the private sector to foster innovation, increase private investment, and improve public policy. <ul style="list-style-type: none"> <li>Engage existing leader, business clusters and experts to enhance policy, p</li> <li>Promote collaboration and fuel innovation.</li> <li>Develop partnership and collaboration projects, Public-Private Partnerships and business-to-business collaboration forums</li> </ul>	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Dept of Regional NSW</li> <li>NSW Dept of Planning</li> <li>Business NSW</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect</li> </ul>	2020-ongoing	Ongoing	<ul style="list-style-type: none"> <li>Business NSW has a key role assembling and clustering businesses on the Central Coast.</li> <li>This role is also partially undertaken by the Coast's Peak Industry Body Central Coast Industry Connect (CCIC).</li> <li>Council has a formal partnership agreement in place with CCIC.</li> <li>CCIC is currently establishing a food manufacturing innovation centre (hub) in Ourimbah in partnership with several Central Coast manufacturing businesses and the University of Newcastle.</li> <li>Regional Economic Taskforce fosters the relationship between business.</li> </ul>
Data Infrastructure	Expand physical data infrastructure.	<ul style="list-style-type: none"> <li>Economic Recovery and</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>Transport for NSW have produced a draft Smart Central Coast Strategy (February 2025).</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
	<p>Upgrade internal methods of data analysis to inform better decision making.</p> <p>Share information and data with public consumption.</p>	<p>Resilience Action Plan</p> <ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>				<ul style="list-style-type: none"> <li>It is positioned as a forward directions' roadmap towards a digitally inclusive, smart and connected community (inclusive of Infrastructure smart technology).</li> </ul>
Develop Gosford CBD and Waterfront	<p>Bring forward development of Gosford CBD and waterfront to provide cultural, leisure, entertainment and commercial opportunities for our residents.</p> <ul style="list-style-type: none"> <li>Establishment of Gosford CBD Panel</li> </ul> <p>Progress reporting of development activity in the Gosford CBD</p>	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>	2020-ongoing	Ongoing	<ul style="list-style-type: none"> <li>Council's Gosford CBD projects are in the Operational Plan annually.</li> <li>Council has developed the Kibble Park Place Plan and Concept Plan project which is a significant place-based design project for the Gosford CBD for improved community use, including more open space.</li> <li>Council is delivering the new Regional Library in Gosford (part Federal Government funding secured \$7M) inclusive of a business innovation space (opening 2025). Designed over four levels with multiple uses the Gosford Regional Library will be a truly modern iconic facility in the heart of the Gosford CBD.</li> <li>Ongoing reporting of development activity in Gosford CBD is provided through Council, the Regional Economic Taskforce and to Chambers of Commerce.</li> </ul>
Develop Tertiary Partners	Partner with universities to foster collaboration and attraction of new high value industry and to	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Business NSW</li> <li>Central Coast Industry Connect</li> </ul>	2020-ongoing	Ongoing	<ul style="list-style-type: none"> <li>The Ourimbah Vice Chancellor (VA) is a member of Regional Economy Taskforce, and the Newcastle VC regularly engages with Council.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
	enhance existing established industry.	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>University of Newcastle</li> <li>Dept of Education</li> <li>TAFE NSW</li> <li>ET Australia</li> </ul>			<ul style="list-style-type: none"> <li>The University is a collaborative partner for CCIC's food manufacturing innovation hub and the Central Coast Future Food Program.</li> <li>In February 2023, an agreement between the NSW Government and the University of Newcastle was put in place for the new state-of-the-art University of Newcastle campus to be established in Gosford. Offering a multi-faculty academic and innovation facility and encompassing a 4,200 sqm building, when up and running, the campus will cater to 900 total students over ten years, improving access to new career and skills development in the region.</li> </ul> <p>The University of Newcastle is also bringing to the Central Coast this year 2025 (for the 1st time) their business accelerator facility.</p>
Digital Education	Start a digital education and accelerator program for all primary and secondary public schools on the Central Coast	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Business NSW</li> <li>Central Coast Industry Connect</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>University of Newcastle</li> </ul>	2024-2025	In progress	<ul style="list-style-type: none"> <li>Industry into Schools Program is currently being piloted 2025 with lead businesses and secondary schools.</li> </ul>



Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>• Dept of Education</li> <li>• TAFE NSW</li> <li>• ET Australia</li> </ul>			
Digitalisation of Council	Provide remote access and training to staff enabling as many staff to work from home as possible – in response to current social distancing measure, potential future social distancing, future pandemics and empowering workers with increased flexibility and skills.	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> <li>• Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Not Applicable</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>• Council implemented this action to enable its workforce to work remotely during this period.</li> </ul>
Enhanced Zoning and Planning	Unlock zoned employment and industry lands through effective planning processes and actions to deliver serviceability and accessibility in the short term.	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Not Applicable</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>• The LGA has 29 Business Parks that are all are appropriately zoned and serviced. The most recent Warnervale Business Park.</li> <li>• Council is developing an Employment Lands Strategy (2024/25) to guide the future development and management of industrial lands within the Central Coast LGA. This strategy will provide a direction to inform amendments to the Local Environmental Plan and guide decision-making for future development proposals.</li> </ul>
Growth Precincts	Identifying precincts and sectors with high growth prospects, and prepare roadmaps to drive economic development	<ul style="list-style-type: none"> <li>• Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Dept of Regional NSW</li> <li>• NSW Dept of Planning</li> <li>• Business NSW</li> </ul>	2020	Not commenced	<ul style="list-style-type: none"> <li>• These actions were assigned to the Greater Cities Commission, and the roadmaps were not produced.</li> <li>• Two notable Growth projects have been initiated by Central Coast</li> </ul>



Action	Output	Plan	Partners	Timeframe	Status	Status Comment
		<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NSW Treasury International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect (CCIC)</li> </ul>			<ul style="list-style-type: none"> <li>Industry Connect and Newcastle University and the Central Coast Local Health District.</li> <li>CCIC received a 2023 Federal Government commitment of \$17.4m and is establishing a food manufacturing innovation centre in Ourimbah. Council has direct link into this project via the provision of a site and execution of a business development lease.</li> <li>The Central Coast Research Institute for Integrated Care (CCRI) was formally established in 2020. The purpose of the CCRI is to deliver pioneering research that improves the health and wellbeing of the Central Coast community, including supporting innovations in the development and evaluation of new models of person-centred integrated care. The development of the CCRI was developed and delivered by a shared agenda between the University and Central Coast Local Health District to undertake research that will improve care experiences and care outcomes for people.</li> </ul>
Regulatory Reform	Identify high-value regulatory reform and streamline processes reduction initiatives to unlock economic growth	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Dept. of Regional NSW</li> <li>NSW Dept of Planning</li> <li>Business NSW</li> </ul>	2020 - ongoing	In progress	<ul style="list-style-type: none"> <li>Council is preparing a Draft Employment Lands Strategy 2025 to guide the future development and management of industrial lands within the Central Coast Region. This strategy</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
		<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NSW Treasury International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>Central Coast Local Area Health</li> <li>Central Coast Industry Connect</li> </ul>			<ul style="list-style-type: none"> <li>will provide a clear vision to inform amendments to the Local Environmental Plan and guides decision-making for future development proposals. It aims to protect strategic employment lands, enhance infrastructure provision and prioritise key investments in the region.</li> <li>A refreshed Business Concierge will be established at Council in 2025.</li> </ul>
Renewable Energy	Explore options to accelerate the production and consumption of renewable energy to power the Central Coast economy.	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development Australia Central Coast</li> <li>Dept of Regional NSW</li> <li>NSW Dept of Transport</li> <li>NSW Dept of Planning</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>The NSW Government is delivering the Waratah Super Battery (WSB) project.</li> <li>The WSB project is being delivered as a Priority Transmission Infrastructure Project under the Electricity Infrastructure Investment Act 2020 and is the 1st to be delivered under the Act.</li> <li>The WSB project is expected to stimulate up to \$1 billion in private investment into new energy storage and associated network augmentations, generate significant capital investment in the Hunter and Central Coast regions, and is forecast to support over 100 jobs during construction.</li> <li>As of September 2024, the Waratah Super Battery is now registered on the National Electricity Market (NEM), marking a significant milestone towards its full operation, expected to be achieved by mid-2025.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
Smart City 100Gb/s City Network	Deliver 10 Gigabit per second connectivity to the Central Coast	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Local business</li> </ul>	2020 - ongoing	Not commenced	<ul style="list-style-type: none"> <li>This goal had no specific action.</li> <li>The NBN implementation has occurred across the Central Coast and the LGA enabling excellent broadband access across most locations.</li> </ul>
Smart City Commute	Tackle smart commuter issues that see 44,200 Central Coast residents – over a quarter of the workforce - commute outside the Central Coast for work each day	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Local business</li> </ul>	2020 - ongoing	Not commenced	<ul style="list-style-type: none"> <li>This goal had no specific action.</li> </ul>
City Deal	Collaborate with all levels of government and the community to secure a City Deal for the Central Coast.	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development Australia</li> <li>Central Coast</li> <li>Dept of Regional NSW</li> <li>NSW Dept of Transport</li> <li>NSW Dept of Planning</li> </ul>	2023	Delayed	<ul style="list-style-type: none"> <li>In January 2023 the Greater Cities Commission released the Central Coast Strategy for Economic Growth which identified 7 priorities to grow jobs, industry, connectivity, and opportunities for the community.</li> <li>Council was closely involved in the consultation and input into the Strategy.</li> <li>The GCC was dissolved as of 1 January 2024 which made the Strategy redundant.</li> </ul>
Smart City Flexible Work	Enable business to maintain productivity whilst social distancing measures are in place – and potentially boost productivity and lower costs into the future Support workers, parents	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Local business</li> </ul>	2020-2021	Completed	<ul style="list-style-type: none"> <li>A private sector action. The 2021 Census identified 25% of Coast residents were working from home. This was a short-term goal during the COVID pandemic.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
	and others that have been forced to or desire to work remotely.					
Support Adult Learning, Training and Vocational Education	Create a regulatory environment that increases apprenticeships and traineeships in high-demand industries	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Business NSW</li> <li>Central Coast Industry Connect</li> <li>NSW Treasury, International Trade and Investment</li> <li>Darkinjung Aboriginal Land Council</li> <li>University of Newcastle</li> <li>Dept of Education</li> <li>TAFE NSW</li> <li>ET Australia</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>This action is primarily delivered by State Training Services and Registered Training Organisations on the Central Coast.</li> <li>Specifically, the Regional Industry Education Partnerships (RIEP) Program designs and delivers bespoke opportunities for employers to connect with secondary schools.</li> <li>There are dedicated RIEP Officers on the Central Coast.</li> </ul>
Visitor Economy Action Plan	Collaborate with local industry and community to prepare a Visitor Economy Strategy and Action Plan	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Destination NSW</li> <li>Destination Sydney Surrounds North</li> <li>Darkinjung Aboriginal Land Council</li> <li>Business NSW</li> <li>Central Coast Food Alliance</li> </ul>	2022 - ongoing	In progress	<ul style="list-style-type: none"> <li>Council developed and is implementing the Destination Management Plan 2022-2025 with identified partners. The plan has 6 specific themes, and several priority projects and actions.</li> <li>Council has developed a draft Visitor Accommodation Development Action Plan. The Plan is currently in the final draft stage. The Plan has a specific output of producing a Commercial Accommodation Investment Prospectus.</li> </ul>
Visitor Economy Marketing	Develop a Central Coast Economic Development, Marketing and Communication Plan	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Destination NSW</li> <li>Destination Sydney Surrounds North</li> </ul>	2019	In progress	<ul style="list-style-type: none"> <li>Central Coast Destination Marketing Strategy 2023 - 2026 was launched in 2023.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>Darkinjung Aboriginal Land Council</li> <li>Business NSW</li> <li>Central Coast Food Alliance</li> </ul>			<ul style="list-style-type: none"> <li>Council partnered with NSW State Government to develop and launch Central Coast International Investment Pitch Deck and a localised Invest in the Central Coast video in 2024.</li> <li>Industry database built and electronic communications commenced 2022.</li> </ul>
Economic Coordination	Update Council's governance and resourcing of its economic development functions. <ul style="list-style-type: none"> <li>Provision of appropriate funding &amp; resourcing of personnel and programs to enable effective delivery</li> </ul>	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	2019	Delayed	<ul style="list-style-type: none"> <li>A report to Council 2019. This action was about examining other Local Government Areas models of economic development and investment attraction agencies and determining the most appropriate potential model for the Central Coast. That report proposed 5 potential governance options. Not progressed as the pandemic and financial situation ensued.</li> <li>A report was presented to Council in 2019 which proposed new staffing levels for economic development which addressed the decentralised make-up of Council's management of the function within the organisation. The financial crisis and the pandemic meant that the new resourcing plan was never implemented.</li> </ul>
Economic Coordination	Identify qualified experts and leaders with a range of skills to work with and advise Council's leadership with expert advice and co-ordinating capacity for	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>None</li> </ul>	2019 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>The Regional Economy Taskforce has taken on the role of assembling all lead agencies in the economic development sphere since its establishment in 2020.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
	ongoing Economic Development best practice.					
Economic Coordination	Develop Central Coast Council Advocacy framework to plan and deliver advocacy to implement priorities and drive change in political landscape to influence public investment, build key relationships and influence policy	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Levels of Government</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>Two Key Enabling Projects documents were created in 2022 and 2024 to lobby enabling projects for the LGA.</li> <li>The Gosford Waterfront Revitalisation project has been well supported and advocated for, with the realisation of State Government election funding of \$8.5m in 2023 to complete the business case for development.</li> <li>State Government funding was secured in 2023 for the development of the Business Case for the Central Coast Airport development.</li> </ul>
Progress development strategies for Urban Release Areas	Identify Key growth urban areas and prepare the necessary infrastructure plans, ecological clearances and required funding for essential services to eliminate red tape, expedite and accelerate Urban growth	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Department of Planning and Environment</li> <li>Local Aboriginal Council Darkinjung</li> </ul>	2022- ongoing	Ongoing	<ul style="list-style-type: none"> <li>The Central Coast Local Housing Strategy was adopted by Council in 2024. The strategy addresses the local housing challenges impacting the LGA.</li> <li>The 2024/2025 Delivery Program has an action of commencing two of the priority items from the Plan.</li> </ul>
Enhance local infrastructure with 'smart technology' to increase efficiency, connectivity and capacity	Preliminary report on adoption and integration of Smart City/ Region technologies and activities into regional infrastructure and future planning	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Department of Planning and Environment</li> <li>Roads Maritime Services NSW</li> <li>Transport for NSW</li> </ul>	2024	Ongoing	<ul style="list-style-type: none"> <li>Transport for NSW have produced a draft Smart Central Coast Strategy (February 2025).</li> <li>It is positioned as a forward directions' roadmap towards a digitally inclusive, smart and connected community. (Inclusive of Infrastructure smart technology).</li> </ul>



Action	Output	Plan	Partners	Timeframe	Status	Status Comment
						<ul style="list-style-type: none"> <li>• A steering committee and working group were formed for this project which includes Council representatives.</li> <li>• TFNSW have advised that the Strategy is a final draft stage (February 2025) and will engage Council in the near future.</li> </ul>
Infrastructure	Explore options to bring super-fast digital connectivity to the Central Coast (including optic fibre, mobile, and wireless networks).	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunication providers</li> <li>• NSW Government</li> <li>• Federal Government</li> </ul>	2024	Ongoing	<ul style="list-style-type: none"> <li>• Addressed by Transport for NSW draft Smart Central Coast Strategy project (February 2025).</li> </ul>
Smart Cities	Prepare a roadmap to drive economic vibrancy and diversity, exploring options such as events, city activations, better design, place-making, and promotion and utilisation of natural areas	<ul style="list-style-type: none"> <li>• Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Business NSW</li> <li>• Local Chambers of Commerce</li> <li>• Local businesses</li> <li>• Destination Sydney Surrounds North</li> <li>• Conferencing &amp; Events Industry</li> <li>• Hunter and Central Coast Development Corporation</li> <li>• Tourism Operators</li> <li>• Local Aboriginal Council</li> </ul>	2022 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>• Distinct projects and initiatives have been delivered to address regional activation goals:</li> <li>• Gosford Waterfront Revitalisation project.</li> <li>• A Regional Event Strategy is in the final stages of development (2025).</li> <li>• Kibble Park Place and Concept Plan finalised (2023)</li> <li>• Federal Government funding secured for a Regional Library in Gosford in 2023 (opening 2025).</li> <li>• 2024 Central Coast Street Design Manual and accompanying set of Standard Drawings and Technical Specifications to guide public domain works and streetscape design.</li> <li>• Destination Management Plan 2022-2025.</li> <li>• Safer Cities Her Way Program 2024.</li> </ul>



Action	Output	Plan	Partners	Timeframe	Status	Status Comment
Smart Cities	Establish a framework to optimise the economic value of 'big data' for the Central Coast	<ul style="list-style-type: none"> <li>Economic Recovery and Resilience Action Plan</li> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NSW Government</li> <li>Federal Government</li> <li>Private Sector</li> </ul>	2024	Ongoing	<ul style="list-style-type: none"> <li>Addressed in the Transport for NSW draft Smart Central Coast Strategy project.(February 2025).</li> </ul>
Clusters	Build on existing advanced manufacturing and food innovation to enhance and promote business excellence	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development Australia Central Coast</li> <li>Central Coast Industry Connect</li> <li>Central Coast Food Innovation Cluster</li> </ul>	2023	Ongoing	<ul style="list-style-type: none"> <li>CCIC's food manufacturing innovation hub and the Central Coast Future Food Program both address this action.</li> </ul>
Smart Cities	Work with industry and community to promote 'smart working' (e.g. remote/flexible/co-working) opportunities for the Central Coast	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Private industry</li> </ul>	2020-ongoing	Ongoing	<ul style="list-style-type: none"> <li>Addressed in the Transport for NSW draft Smart Central Coast Strategy project.(February 2025).</li> <li>The Central Coast has many co-location working hubs that have grown significantly in the last few years.</li> </ul>
Transport	Prepare a Central Coast Transport Strategy, highlighting priority transport infrastructure projects, over the short and longer term to achieve the 30-minute city	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Department of Planning and Environment</li> <li>Transport for NSW</li> <li>Roads Maritime Services NSW</li> <li>Department of Premier and Cabinet</li> <li>Private operators</li> </ul>	2024-2025	In progress	<ul style="list-style-type: none"> <li>The NSW Government has announced it will deliver a Strategic Regional Integrated Transport Plan (SRITP) for the Central Coast in 2025.</li> <li>Council had a 2024/2025 Delivery Plan Action of creating an Integrated Transport Strategy for the LGA. This has been delayed until consultation occurs with the State Government on their Transport Plan development.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
Concierge	Develop an internal Innovation Policy Framework for Council	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	2022 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>Not progressed</li> <li>Economic Development provides an ongoing business concierge approach to direct business growth and investment enquiries. This is being reviewed in 2025.</li> </ul>
Smart Cities	Develop and implementing a Central Coast Future City (Smart Technology) road map	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Department of Planning and Environment</li> <li>Private industry</li> <li>Transport for NSW</li> </ul>	2024-2025	Ongoing	Addressed in the Transport for NSW is leading a <i>Smart Central Coast</i> Strategy Project (inclusive of Infrastructure smart technology).
Networks	Explore new options to 'democratise' economic planning and prioritisation by enabling broader community and business engagement	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development Australia Central Coast,</li> <li>Hunter and Central Coast Development Corporation</li> <li>Central Coast Industry Connect</li> <li>Surrounding Councils</li> <li>Local Aboriginal Council</li> </ul>	2020 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>Regional Economy Taskforce</li> <li>Council partners and engages with: <ul style="list-style-type: none"> <li>Business NSW Central Coast,</li> <li>Central Coast Industry Connect,</li> <li>Regional Development Australia Central Coast,</li> <li>NSW Government (Regional NSW),</li> <li>Australian Government (Treasury,) and the</li> <li>Darkinjung Local Aboriginal Land Council.</li> </ul> </li> <li>Council engages registered local businesses and industry through electronic direct mail (EDMs) and monthly e-newsletters.</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
	Develop a regional economic action plan with surrounding councils to leverage economic agglomeration	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Regional Development Australia Central Coast</li> <li>Department of Premier and Cabinet</li> <li>Hunter and Central Coast Development Corporation</li> <li>Surrounding Councils</li> <li>Local Aboriginal Council</li> </ul>	2023	Completed	<ul style="list-style-type: none"> <li>Central Coast and Lake Regional Economic Development Strategy (REDS) was updated in 2023 in cohorts with State Government.</li> <li>The REDS covers both LGAs identifying each being part of one cross-boundaries functional economic zone.</li> <li>A Strategic Partnership Agreement with Lake Macquarie's Economic Development Agency, Dantia, was developed and executed in May 2023.</li> </ul>
International	Prepare a roadmap to enhance international economic engagement and trade, working with Austrade and NSW government	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Austrade</li> <li>Department of Premier and Cabinet</li> <li>Central Coast Industry Connect</li> <li>NSW Department of Industry</li> <li>Business NSW</li> <li>NSW Treasury (Trade and Investment)</li> </ul>	2023	Completed	<ul style="list-style-type: none"> <li>Council works directly with Investment NSW's Senior Export Adviser referring businesses and delivering co-branded workshops and seminars.</li> <li>An Internal Trade and Engagement Exporters roadmap has been developed.</li> </ul>
Clusters	Prepare a health innovation business case to compliment the growing health economy	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NSW Area Health</li> <li>Central Coast Local Area</li> <li>Health</li> <li>Regional Development Australia Central Coast</li> </ul>	2023 - ongoing	Ongoing	<ul style="list-style-type: none"> <li>Central Coast Health and Wellbeing Living Lab was launched with a focus on designing innovative approaches to healthcare and ageing well.</li> <li>The Living Lab is a partnership with Central Coast Local Area Health District and the University of Newcastle. It is an important step in strengthening the</li> </ul>

Action	Output	Plan	Partners	Timeframe	Status	Status Comment
			<ul style="list-style-type: none"> <li>Central Coast Industry Connect</li> </ul>			Central Coast Health and Wellbeing Precinct, as a critical industry sector and component of the Central Coast Innovation District.
Smart Cities	Prepare a Night-Time Economy discussion paper, exploring options for enhancing the diversity and size of our night-time economy	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Department of Planning and Environment</li> <li>Office of 24 Hour Economy</li> </ul>	2023-2024	In progress	<ul style="list-style-type: none"> <li>Council adopted a Night-time Economy Discussion Paper in April 2024. Development of an Action Plan is in progress.</li> <li>Council collaborates with the Office of the 24-Hour Economy Commissioner resulting in two Uptown Accelerator Districts for the Central Coast (Gosford and Terrigal).</li> </ul>
Education	Prepare a youth engagement action plan for enrolment and education to enhance human capital, capacity building, employment opportunities and participation	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NSW Department of Education</li> <li>TAFE</li> <li>University of Newcastle</li> </ul>	2024-2025	In progress	<ul style="list-style-type: none"> <li>This action has been integrated into the Industry into Schools pilot program.</li> </ul>
Sustainability	Prepare an economic roadmap for the Central Coast to progress the UN's Sustainable Development Goals (SDGs)	<ul style="list-style-type: none"> <li>Economic Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>This sits across all Council areas</li> </ul>	2020-ongoing	Ongoing	<ul style="list-style-type: none"> <li>Central Coast Council supports the United Nations 2030 agenda for sustainable development. Council has aligned our corporate and community values with the 17 UN Sustainable Development Goals. This is a holistic action is considered going forward across each strategy and plan development.</li> </ul>

## **1.6 GENERAL BUSINESS AND REVIEW ACTION LOG**

### **GENERAL BUSINESS**

#### **Attachments**

Nil

### **REVIEW ACTION LOG**