

# GLOUCESTER... so much to offer

## QUICK FACTS

### HOUSING

Median home price \$260,000

### KEY EMPLOYMENT PROSPECTS

Education, health, retail, engineering, light industrial, extractive industries, SMART Specialization, Aged Care.

### SCHOOLS

- Primary Schools (Public & 1 Private)
- 1 Secondary School (Public)

### FAMILY SUPPORT

- 1 Government Pre-school, 1 long day care pre-school
- 5 family day care centres with after school care

### TERTIARY EDUCATION

North Coast TAFE - Tuncurry, Taree & Newcastle TAFE Newcastle University

### RETAIL SERVICES

Traditional tree lined country main street shopping experience. Easy parking.

### LEISURE/DINING

Wineries, bakery, clubs, cafes, restaurants.

### SPORTING FACILITIES

Olympic pool, hydrotherapy pool, tennis, squash, golf, and various sporting clubs.

### CULTURAL SERVICES

Annual festivals, music, community performing arts, gallery, museum & library.

### HEALTH CARE SERVICES

Hospital  
Medical centre with specialist services  
Dental & orthodontic practices  
Physiotherapy, Chiropractor  
Aged care and Community Health  
Alternative health practitioners

### LOCAL SERVICES

Centrelink, RTA, Banks and Credit Union, NRMA

### POPULATION : 5064

### CLIMATE

Altitude: 100mts above sea level  
Average rainfall: 985mm per annum  
Average maximum temperature: 24.5  
Average minimum temperature: 10.25 C



Gloucester is one of the Hunter's great lifestyle regions, providing an enviable work life balance. Just 3 hours north of Hornsby, 1¾ hours north of Newcastle, an hour west of Taree and an hour to east coast beaches. Access to the New England region is north of Gloucester via Thunderbolt's Way.

A strong business sector, great climate, affordable housing, employment opportunities, good educational and health services are attributes of Gloucester.

The Barrington Tops is one of the oldest and best-loved National Parks. The unique quality of the park is reflected in its listing as a World Heritage Area and protection of much of the park as wilderness. Generations of visitors have explored the sub-alpine country of the Tops while enjoying the outstanding scenic drive.

### Land

Industrial and commercial land is relatively cheap and there are opportunities in several sectors. The business community is vibrant and supportive, with a strong Business Chamber.

### Lifestyle

Residents enjoy a number of options without the high cost of city living. Gourmet cafés, wineries, relaxed boutique shopping and specialty shops compliment mining, agriculture, manufacturing and tourism businesses.

### Contact Us

The Gloucester Chamber of Commerce and the Shire Council can provide you with more information.



Department  
of Industry

Gloucester Business Chamber  
President: 0408 445 326  
Email: [gloucesterchamber@hotmail.com](mailto:gloucesterchamber@hotmail.com)

# Industry and Economy

Gloucester has a unique combination of industries with four key industry sectors:

- Agriculture
- Mining
- Manufacturing
- Tourism



In the past five years the economy of Gloucester has remained relatively unchanged with population, business numbers and workers all holding at good levels. We have over 700 diverse businesses, employing 1,800 people that deliver over \$500 million in economic output.

Gloucester's business community is dominated by small businesses with almost 75% of businesses registered in Gloucester being run by sole operators or owner/operators.

## AGRICULTURE

Agriculture is the largest industry sector of employment in Gloucester, supported by a great climate and water availability. The region is dominated by beef cattle, dairy and non-cereal broad acre crops, there has been recent innovation into emerging agribusiness areas. There is approximately 500 farms in the Shire with about 57,000 beef and dairy cattle. Beef grazing is the largest enterprise and occupies approximately 128,500 ha with dairy farming utilizing another 13,200ha.

There are opportunities in the following areas:

- Horticulture - an expanding range of products/better marketing
- Beef - improvements to marketing infrastructure
- Dairy - Value adding through local processing
- Industrial Fibre - new crop with local processing
- Agro-forestry - economies of scale through new processing
- Biofuel - new opportunity
- Aquaculture - Expansion, and
- Agritourism - continued growth & linkages

## LIGHT INDUSTRY & MANUFACTURING

There is an active light industry and manufacturing sector, with the number of manufacturing businesses showing steady growth in the last decade. Manufacturing employs 118 workers and delivers over \$66 million in economic output and skill sets in the sector are strong. From shipwrights, to earthworks,

to crane drivers to specialised work, Gloucester has manufacturers that can turn their hands to anything and value-add to businesses. We have numerous businesses that compete globally and around Australia. The growing Industrial Park (below) is located just a short five minute drive from the town centre.

## MINING

Yancoal operates Duralie & Stratford in the Gloucester basin. Stratford is 10km south of Gloucester and the coal is railed to the Port of Newcastle.

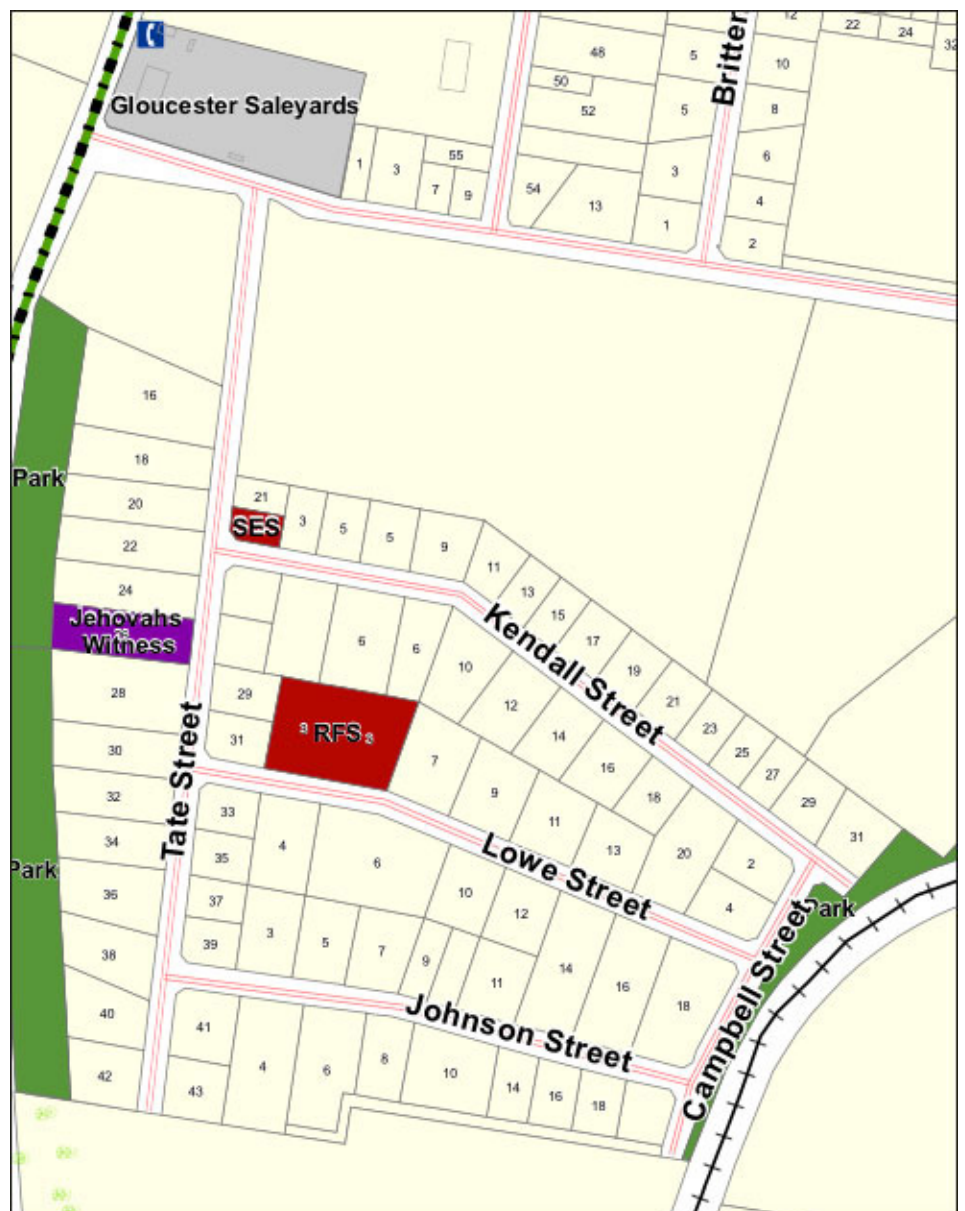
Duralie at the southern part of the Gloucester basin is 20km's south of Stratford. Both are open cut coal mines. Coal is washed at Stratford and railed to the Port of Newcastle also for export and domestic use.

At present both mines have had to adapt to weaker market conditions, revised mining contracts and reduced rosters.

Rocky Hill Coal Project is a small, modern, open cut modern mining proposal, that, if approved, will bring jobs and other economic benefits to the area.

## TOURISM

Within the Destination NSW LGA Profile for Gloucester, 240 jobs and \$51 million is the total visitor expenditure i.e. how much a tourist spends within a region.





# Workforce and Employment



Data for wage and salary workers in Gloucester shows that 45.3% are aged between 35 and 54, followed by 24.1% aged between 15 and 34.

The labour force is also relatively well educated, with over 50% of the Gloucester population holding an educational qualification. 14% of the workforce have Bachelors or higher degrees.

The workforce in Gloucester includes 1,800 employed persons across a number of industries including manufacturing, agriculture, mining, tourism, professional and personal services .

The wages and salaries paid by businesses and organisations in Gloucester is over \$120 million and the workforce is very localised with almost 84% of local workers living locally.

Managers account for the largest proportion of workers by occupation with 22.2%, followed by technicians and trades with 13.6%. See our website for more data.

Unemployment 7.4% [Dec 2015]

## Transport

There are numerous haulage companies in Gloucester, from couriers to heavy haulage servicing businesses to Newcastle, Sydney, North Coast and interstate.

## Construction & Trades

Sheds, commercial, units, renovations, decks & pergolas, kitchens, bathrooms etc. there is a builder and any number of qualified tradesman to suit. Residential building is another area of growth.





# Growth Opportunities

A number of future business opportunities in Gloucester have been identified:

## Retail

Gloucester has opportunities for new retail businesses to fill gaps in the retail sector. Local research has identified clothing, speciality food and vehicle dealerships requirements.

## Light Industrial

Demand from the mining and agribusiness sectors offers light industrial business opportunities in Gloucester, with the opportunity to service broader markets from Gloucester, including mining services elsewhere in the Hunter. Various owners and developers have facilities for lease or sale in Gloucester, or vacant land is available, where a purpose facility can be developed to suit your individual needs.



## Stratford Industrial Park

For those businesses involved in Heavy Industrial Manufacturing and or storage, or just looking for larger block sizes, The Business Chamber is currently involved in the early planning stage of a brand new Industrial Park.

This park will offer fully serviced large lots or small with the access to heavy rail (Main North Coast Line), high voltage electricity, industrial water for manufacturing, storm water re-use for lawns and gardens. All this with the added attraction of being able to reside in beautiful surrounds.

## Agribusiness

here is potential to develop speciality vegetable production in the L.G.A. Sydney basin producers who are being displaced by urban expansion have opportunities in Gloucester. There is value adding potential to agricultural products.

## Aged Services

There is a need for accommodation options for older persons, including seniors living accommodation. Development aligns with Gloucester's ageing population and an in-migration of mature persons to the area. The Council is presently in negotiations with Anglicare to deliver a new Nursing Home and retirement villas to Gloucester.





# Location and Infrastructure

Centrally located in Australia's eastern corridor between Brisbane and Melbourne and an easy drive to Sydney, Gloucester is ideally situated to reach the 9.4 million people living in these cities. Bucketts Way connects Gloucester to the Pacific Highway just 70km to the east of the township and the New England Highway is just a further 30km south once on the Pacific Highway.

Taree airport is 85km from Gloucester; there are three direct services weeks days between Taree and Sydney as well as Taree and Grafton.

Newcastle Airport is 101.7km (1 1/2 hours) away. It is the 12th busiest airport in Australia handling over 1.2million passengers in a year. Domestic flights to Byron Bay/Ballina, Brisbane, Gold Coast, Sydney, Canberra and Melbourne. International travel is easy with domestic flights to Melbourne, Sydney, Gold Coast & Brisbane, where you can easily connect worldwide.

Coach & rail travel is also available with coaches daily at 7.00am to Broadmeadow and a return journey at 6.00pm. Trains southbound at 10.56am, 3.44pm and 2.33am, northbound at 11.38am, 4.22pm and 7.04pm. The railway is located at the eastern entrance to the town off the Bucketts Way.



At present there is no public transport available so you would have to arrange private transport for drop-off/pick ups.

Sea transport is easily accessible, with excellent road linkages (127km) to Australia's largest export port, the Port of Newcastle. Noted as one of the world's largest coal tonnage ports, the port is also a growing cargo and general container hub.

NBN has built and implemented high speed wireless broadband infrastructure for Gloucester which provides a significant benefit for local businesses within the light Industrial Park. No timeline at present for the NBN within the township.

The Gloucester Industrial Park is located adjacent to the town centre, just 5 minutes away.





# Lifestyle... so much to enjoy



Department  
of Industry

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