Gunnedah Shire
Local Government Area

An Australian Government Initiative

A NSW Government Initiative

Shire of Gunnedah
Land of Opportunity

Regional Development Australia
NORTHERN INLAND NSW

Gunnedah Shire
Local Government Area

At a Glance

Whether you're looking to change your lifestyle, relocate or establish a business, or even visit for a holiday, you'll find everything you need in Gunnedah. Known as the 'Koala Capital of the World' due to the abundance of healthy koalas living right in the township, Gunnedah is a growing community with a population approaching 9,000 and a total shire population over 12,000.

Supported by a resilient economic base, Gunnedah offers its residents a perfect blend of a relaxed quality lifestyle combined with a high standard of community facilities and services. Health and education needs are well catered for via a hospital, medical and dental clinics, disability and aged care facilities second to none and a selection of pre, primary and secondary school and tertiary education options.

Situated in the heart of the Namoi Valley, in North West New South Wales, Australia, Gunnedah is just 440 kilometres by road from Sydney, 655 kilometres from Brisbane and just over 1,000 kilometres from Melbourne.

Land area (sq. km)
4,987

Population
12,203

Gross Regional Product ($M)
744

Major industries of employment

- Education & Training
- Agriculture (mostly grazing)
- Health care and social assistance
- Retail trade
- Accommodation and food services
- Public administration and safety

Average annual wage & salary income
$46,158

Average weekly rents (3 bedroom)
$298

Average monthly mortage
$1,416

Median house price (3 bedroom)
$270,00

Average value of private sector building development
$342,000

Contact information for Economic Development
Ph: (02) 6740 2100 | Website: www.gunnedah.nsw.gov.au

Investment Opportunities

Current Projects

Recent and potential projects in the Gunnedah Shire include:

- Road over rail bridge ($16m) – to offset the traffic congestion associated with increased coal rail freight;
- New Industrial Complex Quia Rd ($2.5m) – to accompany the expansion of coal mining in the region and cater for a likely increase in businesses servicing the mining sector;
- Gunnedah Memorial Pool Redevelopment ($14 m).

Investment Opportunities

Agriculture (irrigated cropping including cotton and extensive cattle grazing) have been the mainstay of the Gunnedah economy. More recently mining has become an important contributor with the development and expansion of several coal mines between Gunnedah and Narrabri. There is considerable scope for mitigating the risks associated with a heavy dependence on agriculture and mining by diversifying the regional economy. It is important to recognise that logistics pathways are changing in the digital era, and regional economies must take advantage of this change. The objective is to provide a more stable income base for regional economies to boost their resilience, and where possible to compete, to engage in more processing/value adding to capture a greater share of the value chain.

There are several investment opportunities of significance the Liverpool Plains Shire.

Agriculture accessing North Asia - food safety is becoming a critical unique selling point as Asian affluence grows. There are significant price premiums to be gained by becoming a trusted supplier. This is all about brand recognition – not just 'branding'. There may also be opportunities so produce processed stock feeds for the Asian market as they seek to expand their animal-based protein consumption;

Developing supply relationships with North Asia - when dealing with much of Asia, successful investments must begin with a relationship, not a specific business deal. Trust must be established. Local government has an important to advocacy role to play in this space. This requires time and patience. The objective is to overcome the vagaries of international commodity price fluctuations by establishing longer-term supply relationships with customers, rather than simply selling on the spot market. There are already examples of where this has been achieved for cotton marketing;

Mining – proximity to the Idemitsu (Boggabri) and Whitehaven coal mine presents opportunities for businesses which can service the mining sector. The planned significant expansion of coal production in the region would require additional investment in rail infrastructure to access Port Newcastle. Coal seam gas exploration (Santos) is also underway which will present similar opportunities in the Gunnedah-Narrabri region. Potential for working with the mines to develop local procurement programs;

Aged care – There is potential for further expansion of housing for the aged by private developers, such as Seniors Living and aged care support services;

Rail transport – there is significant scope for reducing rail-freight costs in the order of $8-10/tonne by upgrading rail to cater for longer (1.2km) trains with a 25t axle limit (as opposed to the current 700-800m trains with 23t limits).

Rail loading facilities – rail optimisation is required to reduce freight costs and increase returns from agricultural production. This requires larger loading facilities which capture the economies of scale associated with longer trains.

Guaranteed rail slots to Port of Newcastle – will allow just-in-time delivery, thus reducing storage costs and improving producer returns;

Rapid container movements – would expand the scope for containerised local processing and value-adding opportunities such as blended grains. This would increase investment potential for secondary processing and value-adding;

Forestry – proximity to native cypress pine forests presents opportunities for both timber processing and renewable energy from forestry residues. Recent NSW Government proposals for ecological thinning in cypress forests indicate opportunities for landscaping and biomass energy investment;

Renewable Energy – there is scope for investment in both solar and biomass-based (agricultural, municipal and forestry residues) renewable energy in the Gunnedah region;

Education – businesses in the region are struggling to find skilled employees, particularly in agriculture. There are opportunities for investment in practical skills training across a range of sectors;

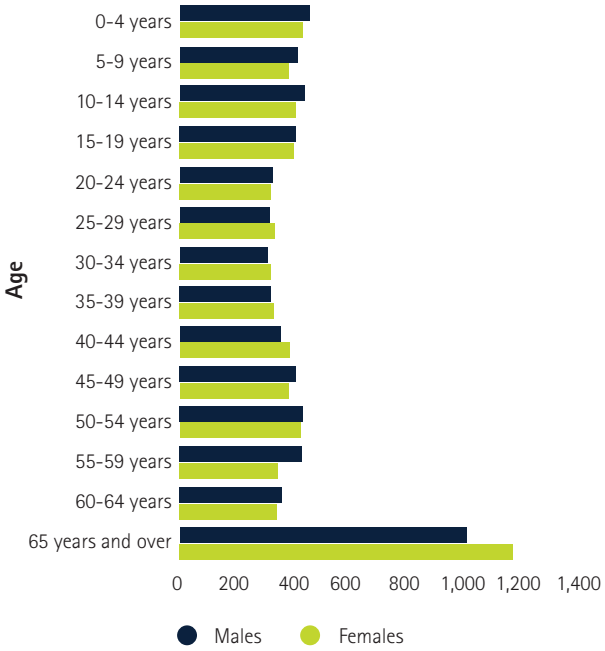
Strategic location – the location of Gunnedah on the Oxley and Kamilaroi Highways, with good access to the New England and Newell Highways provides ease of transport opportunities, including access to the proposed inland rail (Melbourne and Brisbane access). The Melbourne to Brisbane Inland Rail link also presents opportunities for freight efficiencies in the region.

Community Profile

Population

- Gunnedah Shire LGA has a significant proportion of its population in the working-age category, which is a benefit to business investors in the region.

Population by Age Bracket



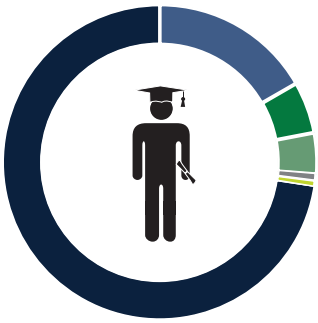
Lifestage (%) – Gunnedah

- 0-4 years (pre-school age) 7.39%
- 5-19 years (school age / dependants) 20.61%
- 20-64 years (working age) 53.80%
- 65-74 years (retirement) 9.57%
- 75+ years (elderly) 8.62%

Education

- 16.7% had 'Certificate Level' qualification
- 5.3% had 'Bachelor Degree Level'
- 4.2% were 'Advanced Diploma and Diploma Level' qualified

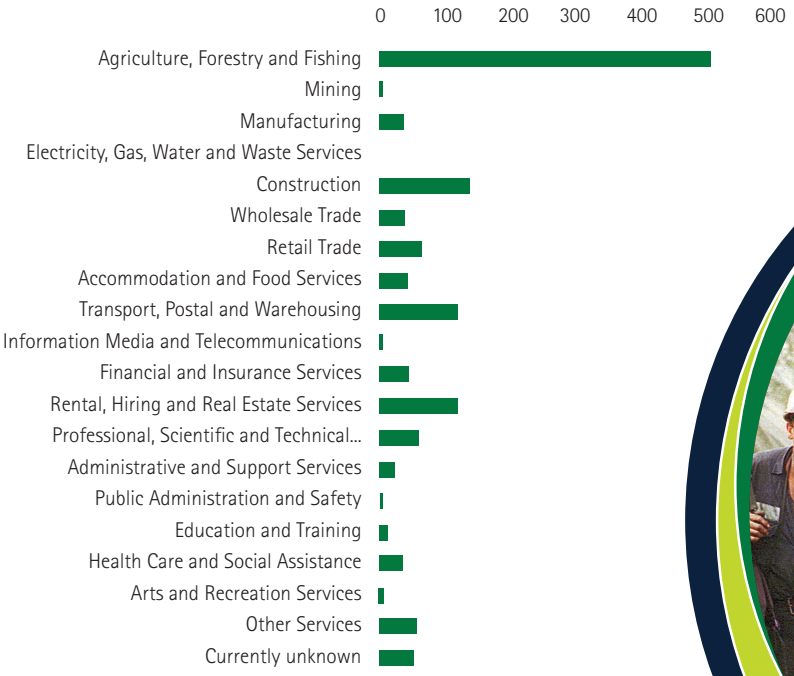
Highest Qualification (%) – Gunnedah

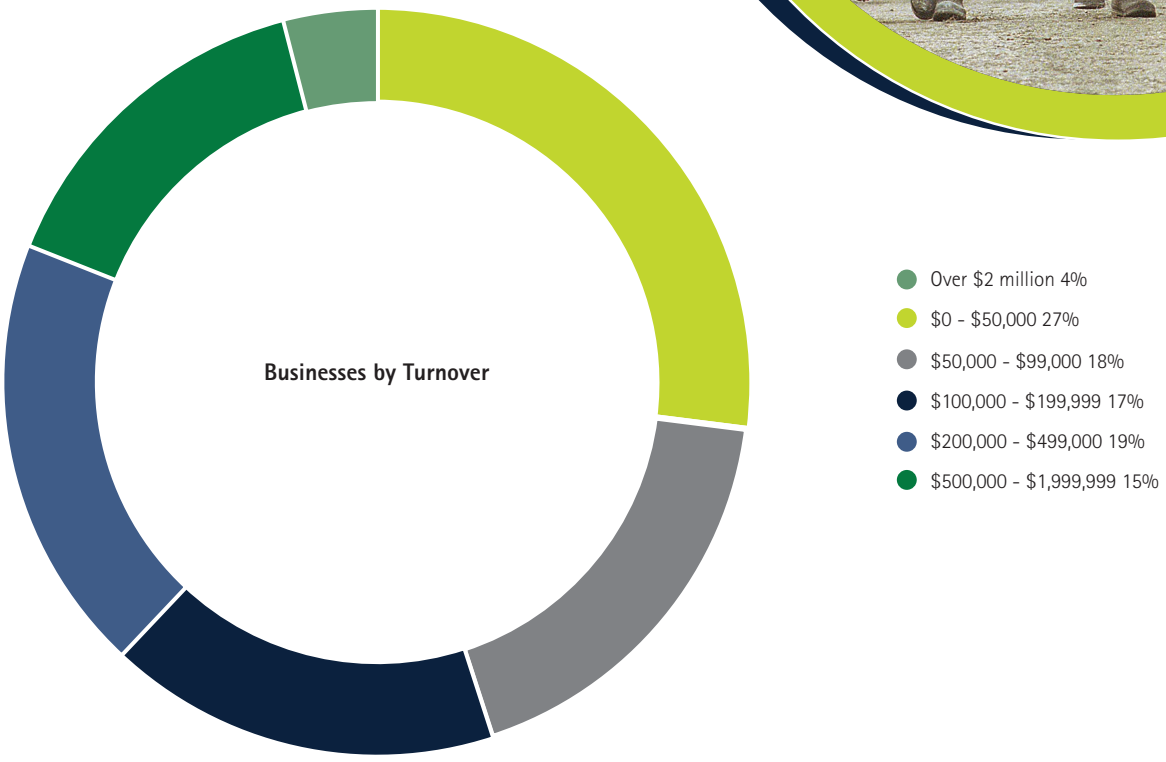


- Certificate Level 16.69%
- Bachelor Degree Level 5.30%
- Advanced Diploma and Diploma Level 4.22%
- Postgraduate Degree Level 0.50%
- Graduate Diploma and Graduate Certificate Level 0.66%
- Other 72.63%

Business Activity

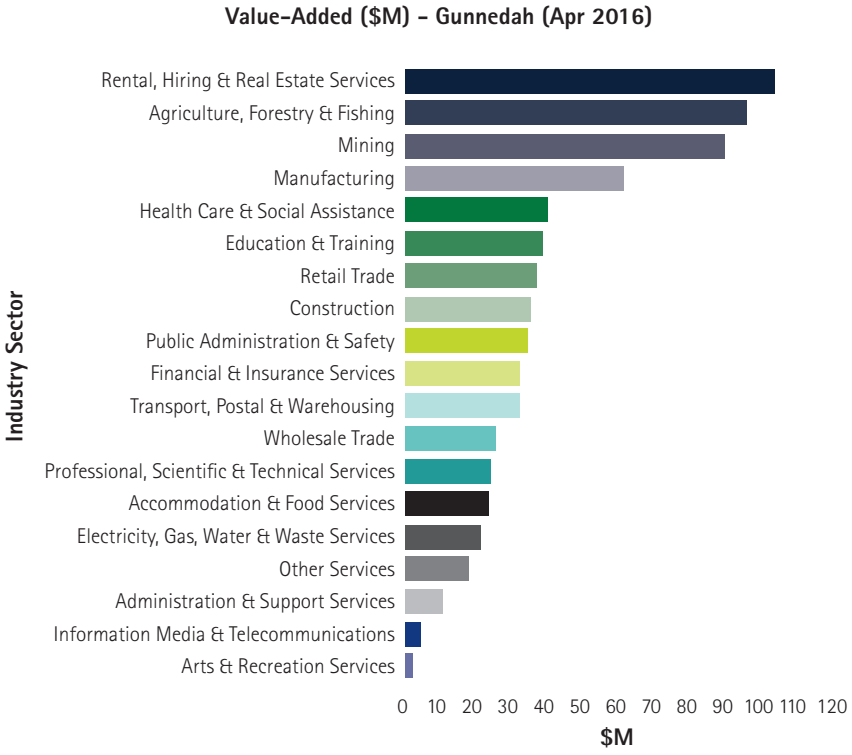
Businesses by Industry 2013





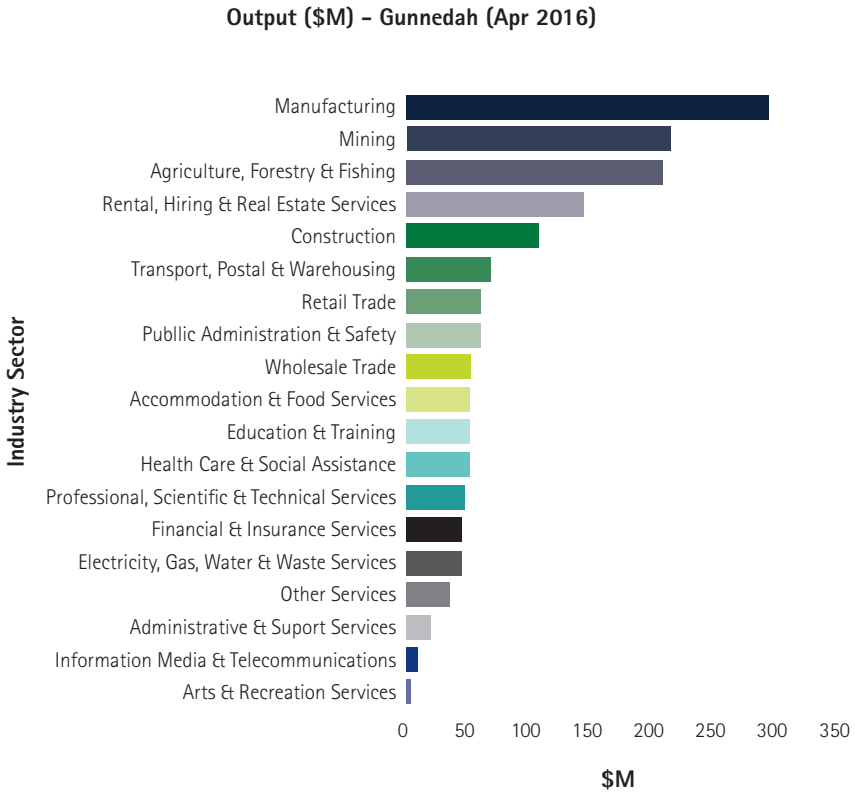
Value-Added by sector

This report shows the value that is added by industry sectors in Gunnedah to intermediate inputs. The total value-added estimate for Gunnedah is $719.510 million. Value-added is a reflection of the returns to capital and labour generated by each sector and hence the potential profits which can be re-invested.



Gross Regional Product

- Per Capita Gross Regional Product $64,000
- Per Worker Gross Regional Product $169,000
- The graph to the right shows the gross revenue generated by businesses and organisations in Gunnedah. The total output estimate for Gunnedah is $1,572.440 million.



Housing and Construction

Building Approvals and Construction (February 2016)

New houses	New other residential building	Total dwellings no.	Value of new houses	Value of new other residential building	Value of alterations & additions including conversions residential building	Value of total residential buildings	Value of non-residental building	Value of total building
no.	no.	no.	$'000	$'000	$'000	$'000	$'000	$'000
45	3	49	14,600	600	1,958	17,158	2,566	19,724

Property and Land (April 2016)

House Prices (realestate.com.au)

The median sales price for houses in Gunnedah in the last year was $322,000. Compared to the same period five years ago, the median house sales price for houses increased 31.4% which equates to a compound annual growth rate of 5.6%.

Rental Yields (realestate.com.au)

The rental yield for houses in Gunnedah was 5.7% over the preceding 12 months.

Employment

This graph shows the number of employees whose place of work is located within Gunnedah. The total employment estimate for Gunnedah is 4,578 jobs

Employment (jobs) – Gunnedah (Apr 2016)

Labour Force Status	Gunnedah (2011)	
	Persons	%
Employed, worked full-time	3,328	27.58%
Not in the labour force	3,282	27.20%
Employed, worked part-time	1,597	13.23%
Employed, away from work	305	2.53%
Unemployed, looking for full-time work	223	1.85%
Unemployed, looking for part-time work	107	0.89%
Not stated	673	5.58%
Not applicable	2,552	21.15%
Total	**12,067**	**100.00%**

Tourism

Key Measures

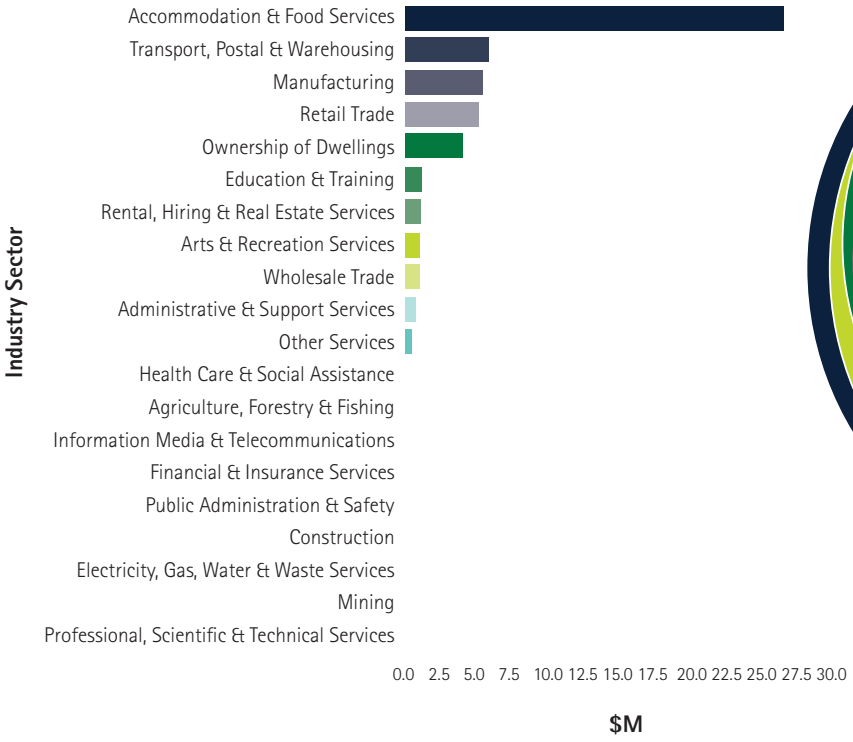
Visitors (000's)	99
Nights (000's)	244
Average Length of Stay (nights)	2.5
Expenditure ($ Million)	32
Spend per visitor ($)	372
Spend per night ($)	129

Key Attractions:

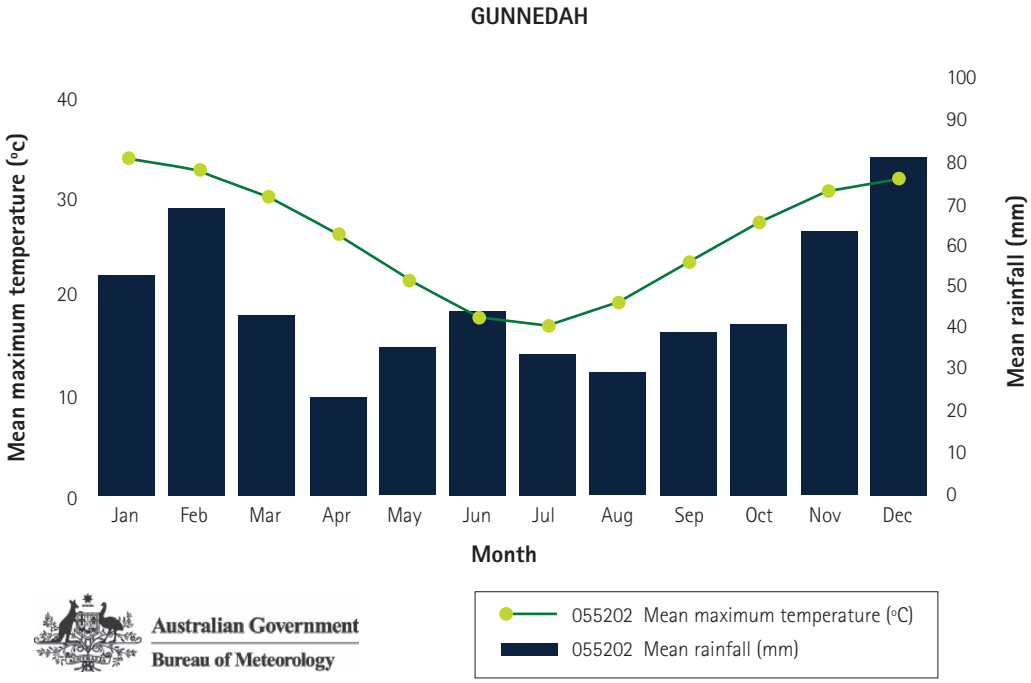
- Cafes, restaurants and art galleries
- Boutique shopping
- Koalas
- Water sports
- Museums

This graph shows the gross revenue generated by businesses and organisations in Gunnedah to service demand generated by tourists to the area. The total value of tourism related output for Gunnedah is estimated at $52.262 million.

Output attributable to Tourism ($M) – Gunnedah (Apr 2016)



Climate



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For More Information

Please contact Ph: (02) 6740 2100

Data sourced from

- Australian Bureau of Statistics
- REMPLAN 2016
- NSW Land and Property Information Service
- Realestate.com.au
- Destination NSW
- Bureau of Meteorology

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