



Desired outcome

This Key Direction identifies the need to attract a diverse range of businesses, industries and services together with improved access to education, training and employment opportunities to ensure we have a sustainable and prosperous economy in Cessnock in 2020.

What the community has said

The workshops conducted between March and May 2010 expressed a number of significant concerns and aspirations for the future in terms of the City's economy. They include:

- Taking advantage and capitalising on the opportunity to reinvent Cessnock with the opening of the Hunter Expressway
- Creating a sustainable economy – environmentally viable and economically viable
- Creating incentives to attract businesses into the LGA
- Encouraging more green businesses
- Encouraging business/industry/organisations to work more cooperatively
- Developing a register of local businesses to encourage use of local service providers

Proposed objectives and strategies

In order to address these challenges the tables below contain a number of objectives for the future and the strategies which will assist in achieving those objectives.

Objective 2.1 - Diversifying local business options

	Strategies	Responsibility	Support	Timing
2.1.1	Promote the whole of the LGA and market the area comprehensively to attract new businesses and residents	Council	Business community	2010-2012
2.1.2	Increase the availability of industrial and commercial land and utilise the infrastructure that already exists in the Hunter Economic Zone	Council	Business community	2010-2016
2.1.3	Improve transport linkages across the LGA to ensure there is transport to jobs and events	NSW Government	Council, local businesses	2010-2016
2.1.4	Develop a freight hub and transport interchange at the Bloomfield / Donaldson site	Council	NSW Government	2010-2016

- Cooperation between Wine Country operators and Cessnock CBD businesses
- Ensuring strategies are not Cessnock-centric
- Consolidating the business zone
- Better marketing of the region
- Diversifying industry in the area and promoting all of them equally
- Developing a reason to visit Cessnock – cultural, heritage, commercial, environmental activities and providing information about these attractions
- Reducing 'red tape' and streamlining DA processes to improve efficiency
- Providing reliable transport options that support education and employment facilities
- Providing greater variety of education opportunities
- Ensuring an adequately trained workforce
- Reducing the percentage of people on welfare
- Developing employment opportunities for youth
- Need to develop strategies to attract mentors in the community
- Providing more affordable housing
- Rates and charges should be spent on services in the local community from which they were raised



Objective 2.2 - Achieving more sustainable employment opportunities

	Strategies	Responsibility	Support	Timing
2.2.1	Expand learning opportunities for all ages	NSW Government	Community	2010-2020
2.2.2	Develop more locally run education programs that could be used in local industries e.g. Kurri Kurri hospitality program or establishment of a community college	NSW Government	Council, Community organisations	2010-2016
2.2.3	Provide incentives for young people to continue their education	Federal and NSW Governments	Council, Business community	2010-2016
2.2.4	Establish a mentoring program for youth utilising skills in the community	Council	Business community, Service groups	2010-2012

Objective 2.3 - Increasing tourism opportunities and visitation in the area

	Strategies	Responsibility	Support	Timing
2.3.1	Identify and increase the diversity of the tourism experience and market existing historical, cultural, natural and indigenous heritage	Council	Community	2010-2016
2.3.2	Market Cessnock, Kurri Kurri and Wollombi as specific tourist destinations in their own right as part of the broader Wine Country area	Hunter Valley Wine Country Tourism	Council, Business community, Service groups	2010-2016
2.3.3	Develop specific tourism strategies for towns, villages and niche markets	Chambers of Commerce	Council, NSW Government,	2010-2016
2.3.4	Create an inclusive tourism and event website for the entire LGA	Council	NSW Government, Business community	2010-2016