

**2022**

# **ECONOMIC AND BUSINESS PROFILE**

for the Mid-Western Region



# FROM THE *Mayor*

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

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

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



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

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

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

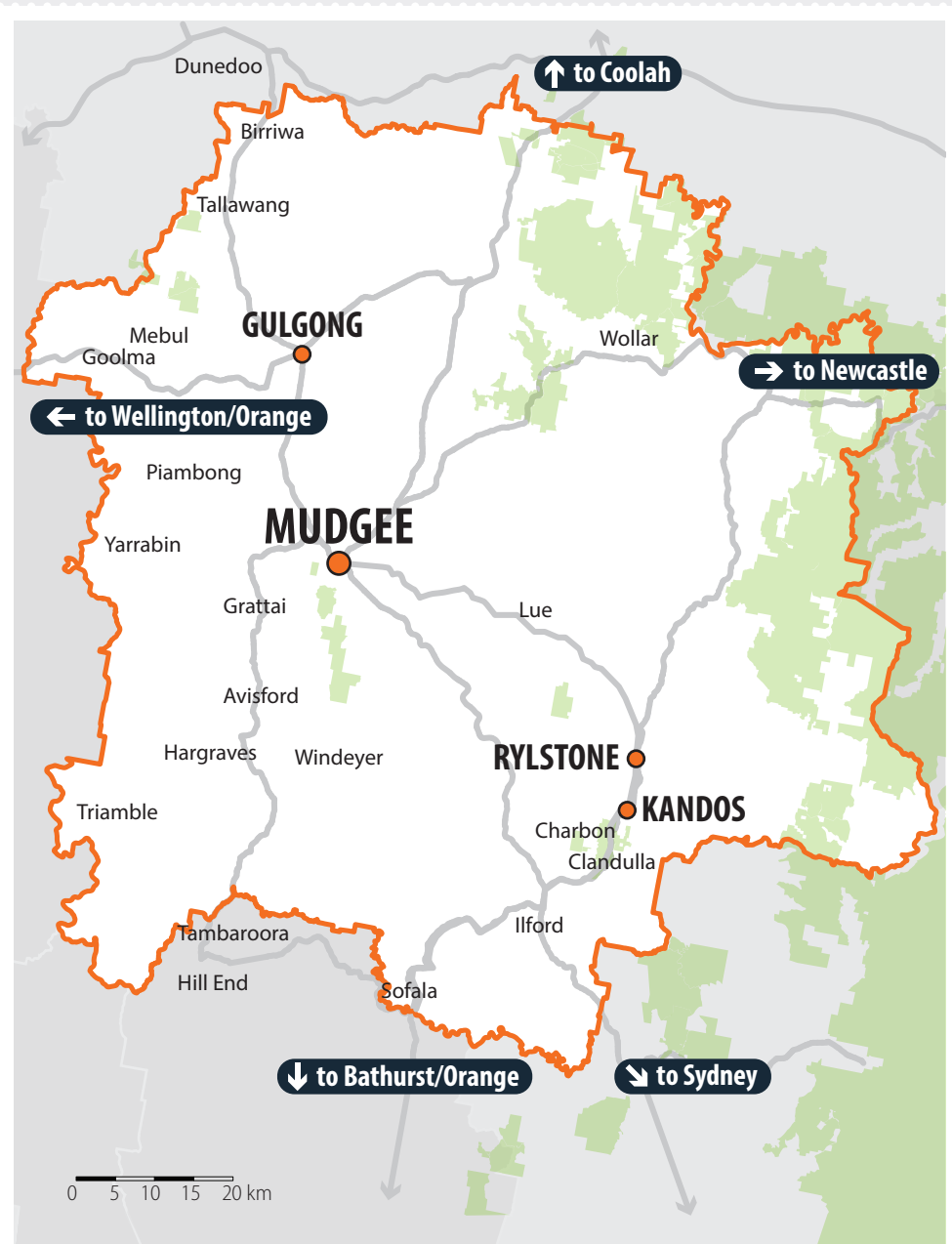
The Mid-Western Region has a great deal going for it and I invite you to come and experience, in person, one of the most liveable and enjoyable regions in NSW. For those of you who have made the Mid-Western Region your new home or place of business – congratulations and welcome. For those of you who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

A handwritten signature in black ink, which appears to read 'Des Kennedy'. The signature is fluid and cursive.

Des Kennedy  
MAYOR  
MID-WESTERN REGIONAL COUNCIL

# OUR REGION

*A prosperous and progressive community we proudly call home.*



## MID-WESTERN REGIONAL COUNCIL

86 Market Street, Mudgee NSW 2850  
 council@midwestern.nsw.gov.au  
 T 02 6378 2850 | F 02 6378 2815  
 midwestern.nsw.gov.au

Mayor: Cr Des Kennedy  
 General Manager: Brad Cam

\* Source: ABS 2021 Census

# Regional **SNAPSHOT**



The Mid-Western Region is located in Central West NSW, just over three hours from Sydney. It has a dynamic and friendly community and a strong and diverse economic base, providing opportunities for future business development and growth. The region also attracts over **691,000<sup>1</sup>** visitors each year to experience local wine, food, sporting and cultural events.

**GROSS REGIONAL PRODUCT**



**\$3.165**  
BILLION

**TOTAL ESTIMATED RESIDENT POPULATION (2021)**



**25,713**

**KEY TOWNS**

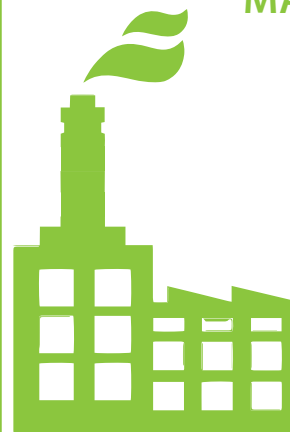
*Mudgee*  
*Gulgong*  
**RYLSTONE**  
**KANDOS**

**ROADS NETWORK**

**2,460**  
KILOMETRES



**MAJOR INDUSTRIES**



**Agriculture**  
**Mining**  
**Tourism**  
**Construction**  
**Retail**

**MID-WESTERN REGIONAL LOCAL GOVERNMENT AREA COVERS**



**8,752.3**  
SQUARE KILOMETRES

**STRONG TRANSPORT LINKS**



**DIVERSE ECONOMIC BASE**

*Skilled Workforce*  
*Friendly COMMUNITY*

Source: ABS 2021 Census, <sup>1</sup>Tourism Research Australia 2019, REMPLAN Economic Profile

# Live

The Mid-Western Region is renowned for its elegant country charm, fine dining, picturesque views and a real community with heart and soul.

Over **25,000** people call the Mid-Western Region home, based in the towns of Mudgee, Gulgong, Kandos, Rylstone, surrounding settlements and villages.



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

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

One of regional NSW's fastest growing areas, the Mid-Western Region is the gateway to the Central West and Far West regions of the state. Just over three hours drive

from Sydney and Newcastle, it is easily accessible and centrally located to other major regional centres.

The region offers a range of housing options to suit all tastes, budgets and family types. From urban residential to large rural acreage, there is a wide selection of affordable property types. Over 38% of the region's residents own their home outright, whilst 32% have a mortgage. Over 24% currently rent their home.

The region has a strong family-friendly focus with 25% of the population under 20 years of age.

## Future growth

The Mid-Western Region has experienced strong population growth, with an annual average rate of population growth over the last 10 years of 1.1%. Based on the annual average growth rate, the region is projected to have over 30,000 residents by 2036.

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

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

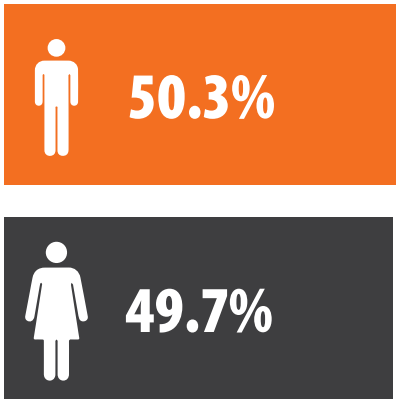
There are a number of infrastructure projects underway which will enhance local service delivery, including local school expansions and residential estate expansions.

# KEY INDICATORS

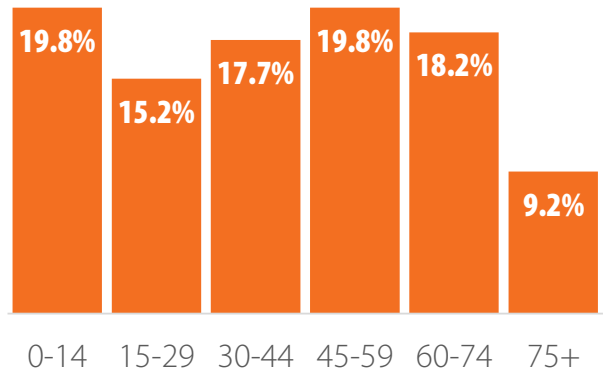
TOTAL  
2021 POPULATION

**25,713**

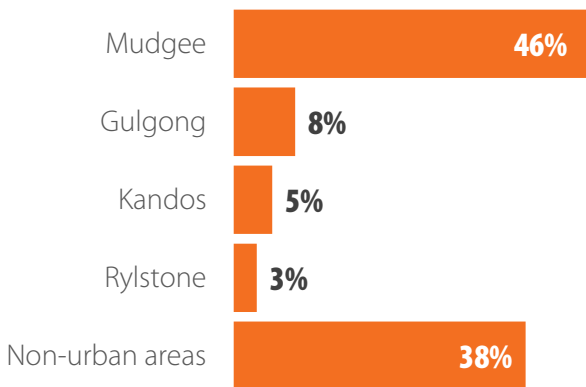
## GENDER OF THE POPULATION



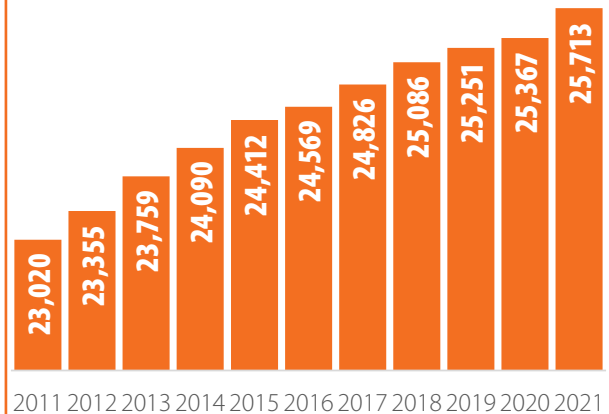
## AGE OF THE POPULATION



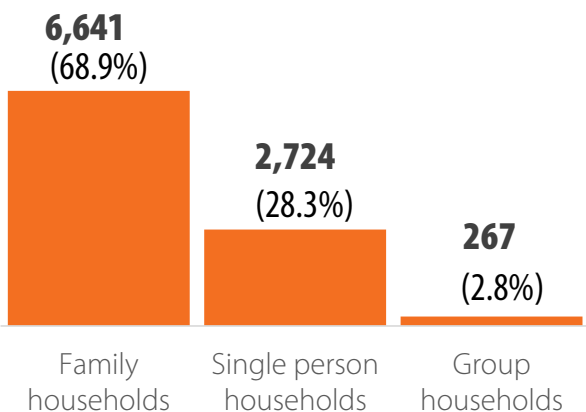
## POPULATION BY TOWN



## POPULATION GROWTH



## HOUSEHOLD COMPOSITION



## PEOPLE AVE NO. PER HOUSEHOLD



Source: ABS 2021 Census

# Work



The Mid-Western Region has a skilled and diverse workforce employed in various industries including mining, retail, agriculture, health care and construction.

The region has a strong sense of community and flexible work opportunities for career driven individuals, young families and tree changers.

The size of the labour force in the Mid-Western Region continues to increase in line with local economic opportunities. As at March 2022, the region's workforce was estimated at 13,388 people.

Labour force participants aged between 25 and 44 years old account for 40.5% of the region's labour force, and 45 to 64 year olds account for 39.5% of the labour force. Almost 33% of the region's labour force have certificate or diploma level educational qualifications, whilst 13% have a bachelor degree or above.

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

The mining sector is the largest employer in the region, accounting for 19% of the total labour force. In

the last 8 years, an additional 492 jobs have been created in this sector with 3 large coal mining projects located in the Ulan area. These projects have combined approval to extract up to 57 million tonnes per annum, with current approvals in place to 2041.

The health and retail industries are the next biggest employers in the region, comprising 11% and 10% of the labour force respectively. Whilst employment numbers have remained relatively stable in the retail sector at 1,060 jobs, the health sector has increased by 364 jobs in the last 9 years. The construction sector has also experienced significant job growth, with 221 new jobs created in the last 9 years. The education sector rounds out the top 5 employing industries in the region with 841 jobs.

The overall unemployment rate for the region in March 2022 was 2.4%, which was well below the NSW unemployment rate of 3.9%.

## Future growth

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

Skilled workers such as engineers, builders, tradespeople, and childcare and health professionals are expected to be in highest demand in the next

3 to 5 years to cater for continued population growth, new commercial developments and major state significant projects.

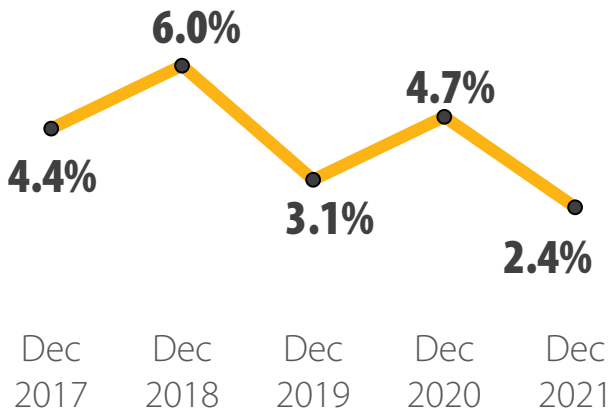
Key stakeholders are working cooperatively to ensure the region continues to attract and retain a diverse and skilled workforce to satisfy local industries and business demand.



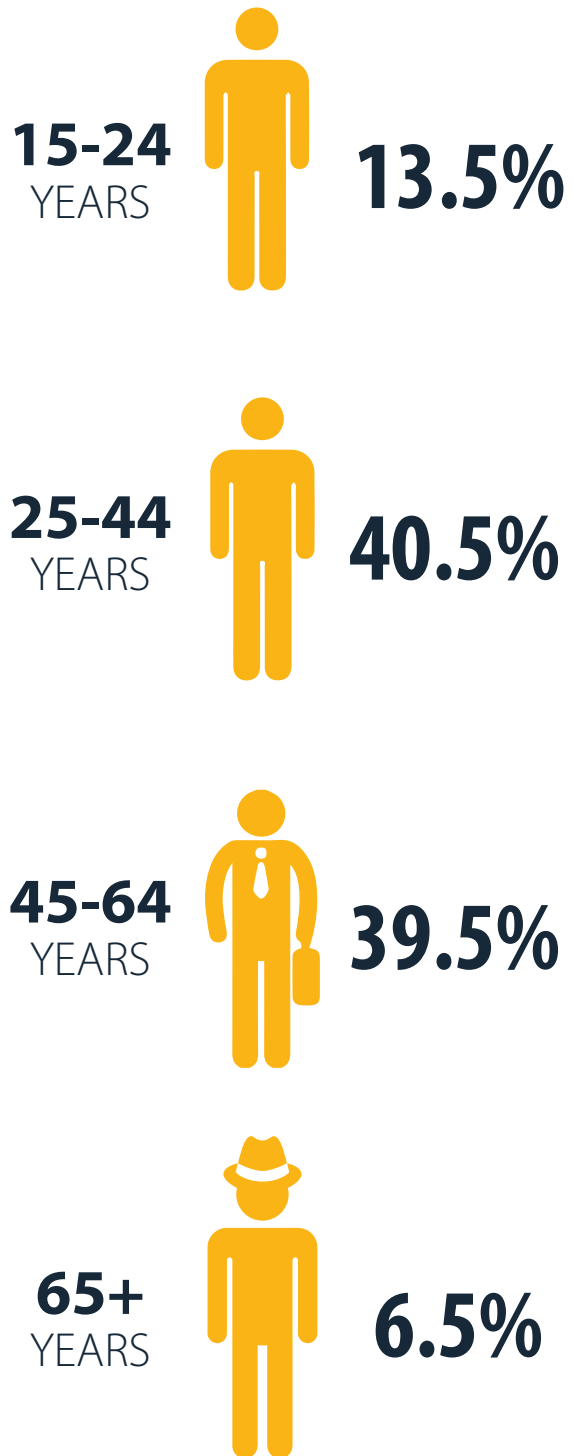
# KEY INDICATORS

JOB  
**13,388**

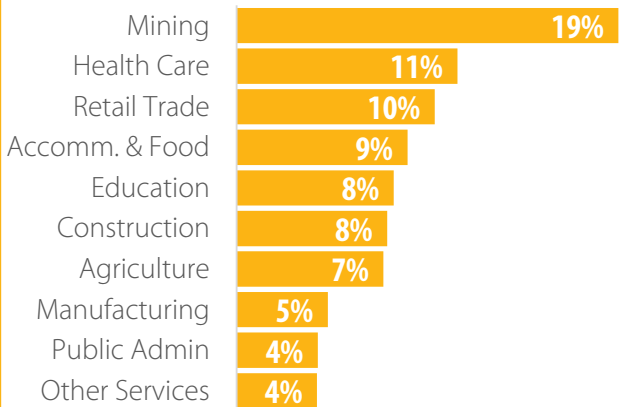
## UNEMPLOYMENT RATE



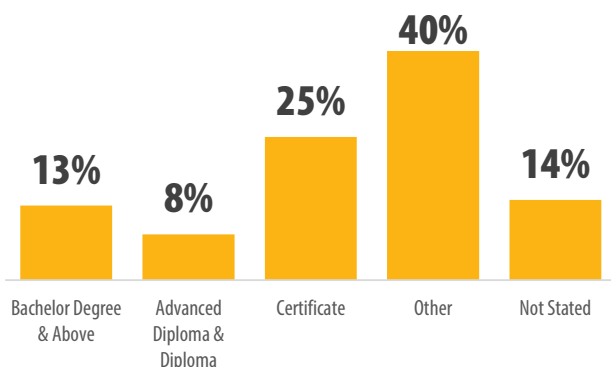
## AGE OF WORKFORCE



## TOP 10 EMPLOYERS BY INDUSTRY



## LABOUR FORCE EDUCATION



Source: REMPLAN Economic Profile, National Skills Commission, ABS 2021 Census

# Invest

Business and investment in the Mid-Western Region is driven by a number of key industry sectors including mining, construction and agriculture.

Gross Regional Product for the Mid-Western Region is **\$3.165 billion**.



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

The mining sector accounts for over half of the value of goods and services produced in the Mid-Western Region with 3 major projects located in the Ulan area. Real estate, construction and agriculture are the next largest drivers of economic activity in the region with \$251 million, \$135 million and \$124 million per annum contributed respectively to the value of goods and services produced.

The construction industry has experienced the highest level of growth in the last 9 years in percentage terms, with the total value of the industry increasing by 90%. This growth has occurred in all areas of construction including heavy and civil engineering, residential and non-residential building. Expanded mining projects and continued

population growth have played a key role in this growth.

Strong business expansion and economic growth continues to drive real estate investment across the region. The sector has experienced the second highest level of growth in the last 9 years in percentage terms, with the total value of the industry increasing by 89%. The average price of a residential property (house) in the region increased almost 28% in the decade to 2019.

Agriculture has traditionally played an important role in the local economy and continues to do so. With a wide range of agricultural products being locally produced, including super fine wool, honey, livestock, thoroughbred horses, grapes and crops, the total value of the sector has increased by 54% in the last 9 years.

The region's tourism industry is essential to the local economy, delivering \$100 million annually.

Expenditure in the region in the 12 months to September 2022 was \$793 million. 31% of this expenditure (\$245 million) was by visitors.

## Future growth

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

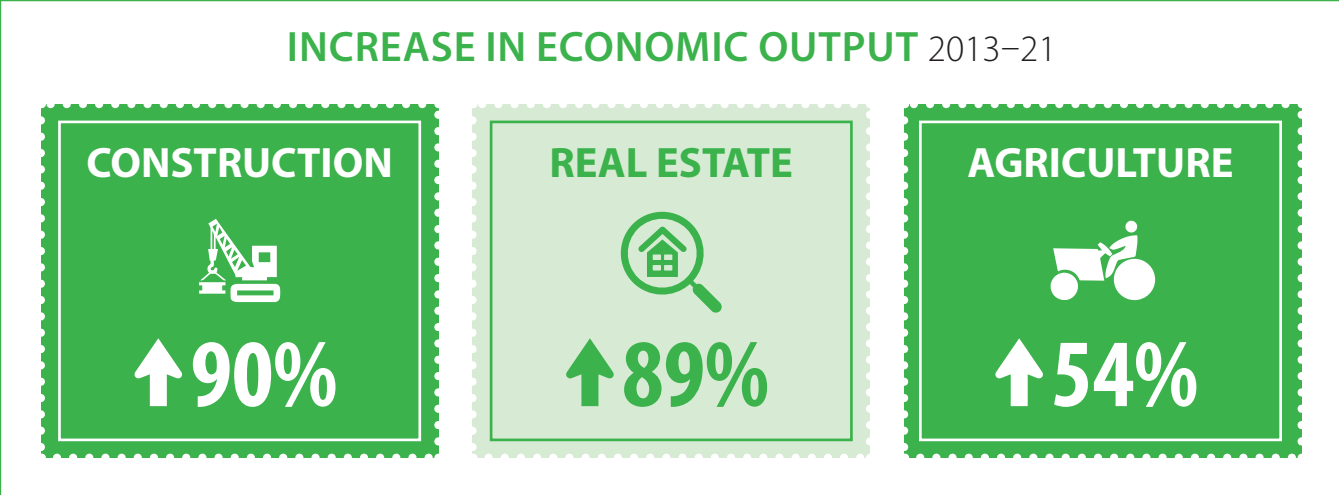
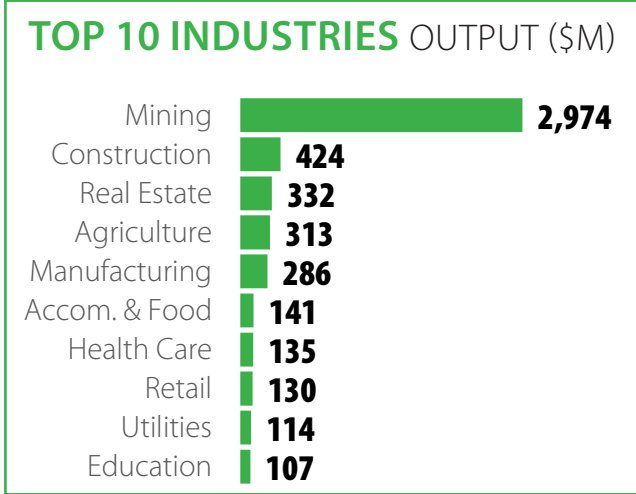
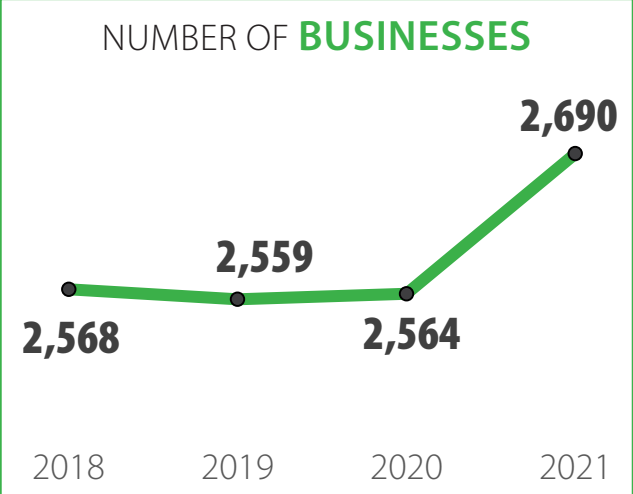
Major industries such as manufacturing and construction will continue to produce large outputs to service the local mining industry.

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

Renewable energy projects will provide short term opportunities for local businesses during construction.

# KEY INDICATORS

GROSS REGIONAL PRODUCT  
**\$3.165**  
 BILLION



### AVERAGE RENTAL YIELD HOUSING OCTOBER 2022

TOWN	12 MTH YIELD
Mudgee	4.3%
Rylstone	4.3%
Kandos	5.1%
Gulgong	4.7%

### AVE NO HOUSE SALES PER ANNUM (MUDGEE 2018-2022)

**339**

### AVERAGE ANNUAL DA APPROVALS DWELLINGS & DUAL OCCUPANCIES (2017-2021)

**307**

Source: Realestate.com.au (October 2022), REMPLAN Economic Profile, ABS 8165.0 Counts of Australian Businesses, Progress in Australian Regions dashboard, SpendMapp by Geografia 2022, CoreLogic

# Visit



Visitors to the Mid-Western Region experience a genuine country community with heart, soul and spirit. Locals love the place they call home and are happy to share the surroundings with over **691,000<sup>1</sup>** visitors each year.

<sup>1</sup>Tourism Research Australia 2019

The Mid-Western Region offers a wide range of accommodation options available to meet different visitor preferences and budgets. There are over 3,500 permanent beds in the region to cater for visitation needs including local tourism, weekend getaways, family groups, and conference and event opportunities.

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

The Mid-Western Region is centrally located and easily accessible by car with approximately 3.5 hour road trips to major cities and 1.5–2 hours to regional cities such as Dubbo, Bathurst and Orange.

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

## Future growth

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

Increased visitation is expected to continue due to major events, Council's 'Choose Mudgee Region' marketing campaign, and both national and international recognition of Mudgee as a premium tourism destination. With a strategic focus on sports tourism in the region and partnerships with national rugby league, rugby union, soccer and cycling organisations, the region continues to receive thousands

of visitors each year who attend major sporting events.

There are over 40 family-owned cellar doors producing a variety of wines, schnapps and craft beer. The region is renowned as a foodie haven and an award winning tourism destination. In 2017, Booking.com recognised Mudgee as the *#1 Food Destination in Australia*. In 2018, Australian Traveller magazine recognised both Mudgee and Rylstone in its *100 Awesome Places To Visit*.

The region has received recent accolades from global tourism and travel organisations. In January 2021, TripAdvisor recognised Mudgee as a *Top 10 worldwide emerging destination for 2021*. In February 2021, Wotif recognised Mudgee in the *Top 4 Aussie Towns for 2021*.

Mudgee was recognised as both NSW's and Australia's Top Tourism Town in 2021 and 2022. After claiming both the state and national title for two years, Mudgee has been inducted into the NSW Top Tourism Awards Hall of Fame, and the Australian Top Tourism Awards Hall of Fame.

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

The new Mudgee Arts Precinct will attract a diverse demographic of tourists who will visit to enjoy the region's thriving arts and culture scene. Further expansion of cultural facilities will enhance the overall visitor experience.

The Mid-Western Region is also now increasingly known for its nature experiences, rich history and heritage assets.

# KEY INDICATORS



## KEY STATISTICS 2019

OVERNIGHT STAYS P.A.

**1,000,000**



OVERNIGHT SPEND P.A.

**\$163 million**



DAY VISITORS P.A.

**276,000**



DAY TRIP SPEND P.A.

**\$34 million**



AVERAGE SPEND PER TRIP

**\$398** DOMESTIC OVERNIGHT



ACCOMMODATION

**>180** ACCOMMODATION VENUES



## NO. TOURISTS PER ANNUM

573,000

655,000

691,000

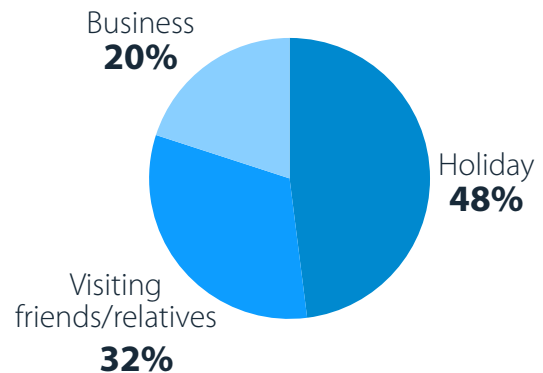


2017

2018

2019

## REASON FOR VISIT 2019



## AVERAGE STAY 2019

**3**  
NIGHTS



# FOR NEW *Businesses*

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

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

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

The region's labour force comprises over 13,000 diversely skilled employees and there is no shortage of other business and industry organisations who can share local knowledge, experience and networking opportunities with new businesses to ensure success.

As at September 2022, there were 7,423 listed Australian Business Numbers in the Region. 2,690 of these were registered businesses, with the largest number of businesses being engaged in the agriculture (36%) and construction (15%) industries. 709 new businesses were registered in the Mid-Western Region in the 2021-22 financial year.

60% of all businesses in the region are non-employing businesses, whilst

micro and small businesses (with less than 20 employees) account for 39% of all businesses in the region. Almost two thirds of businesses in the region have an annual turnover of less than \$200,000, with 32% of businesses having an annual turnover of between \$200,000 and \$2 million.

The average value of a transaction conducted in the region is \$86. In the 12 months to September 2022, 9.3m transactions were conducted in the region, and the peak month of December saw \$75m transactions conducted.

## BUSINESS CHECKLIST



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



# MID-WESTERN REGION BUSINESS SNAPSHOT

## LISTED ABN NUMBERS IN THE REGION



**7,423**

## SMALL BUSINESSES WITH LESS THAN 20 EMPLOYEES



**2,642**

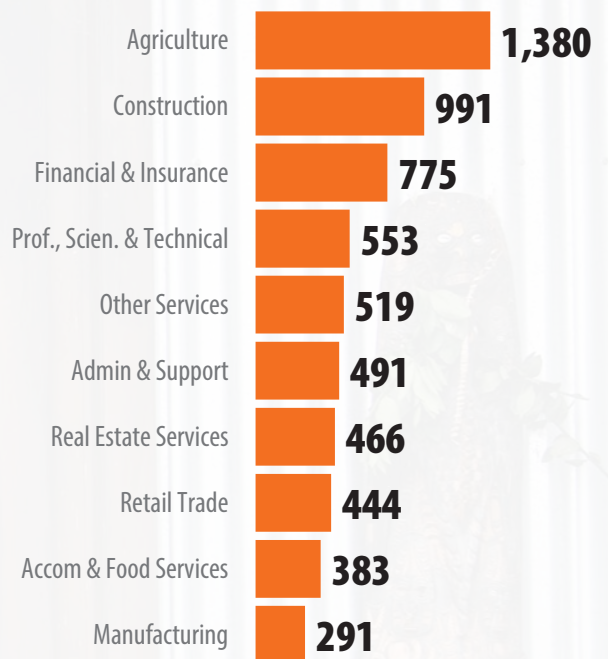
## ESTIMATED WORKFORCE IN THE REGION



**13,388**

## BUSINESS COUNTS

TOP TEN, BASED ON LISTED ABNs



## SMALL BUSINESSES WITH ANNUAL TURNOVER BETWEEN \$200,000 AND \$2 MILLION



**871**

Source: REMPLAN Economic Profile, ABS A.8165.0 Counts of Australian Businesses, National Skills Commission

# FOR NEW Residents

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

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

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

There is no shortage of things to do in the region, with everything prospective tree changers desire in a country environment. Apart from escaping the hustle and bustle of city life, the region boasts fantastic coffee, amazing restaurants, a variety of boutiques and wonderful wineries. The region has everything you expect in a regional setting including a vast amount of wide open spaces, rivers, waterways, parks and gardens. The villages in the region present well maintained streetscapes and showcase beautiful historic churches and buildings.

With a strong sense of community, pleasant country lifestyle and a decent range of flexible work opportunities, new residents quickly realise that making the move was the best decision they ever made. The close proximity to Sydney and

the coast means a weekend away in the city or a visit to families is only a short drive away. The best thing is returning to an uninterrupted view of the stars with not a traffic light in sight.

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

## A PLACE FOR FAMILIES

- ✓ Access to quality medical services, health facilities and the new \$70 million Mudgee Hospital which includes a maternity ward, operating theatres, a CT scanner, and outpatient services
- ✓ Access to a variety of shops including supermarkets, pharmacies, discount stores, boutique shopping and home improvement warehouses
- ✓ Access to wide open spaces including local parks, National Parks, skate parks, reserves, playgrounds, and the Mudgee Water Park.
- ✓ Houses to suit everyone from empty nesters to families, which are affordable and as close or as far away from town as you like
- ✓ Access to a vast range of sporting activities including soccer, rugby union, rugby league, touch football, netball, basketball, karate, equestrian and more.





# MID-WESTERN REGION LIFESTYLE SNAPSHOT

## ACTIVE AND PASSIVE PARKS ACROSS THE REGION



**69**

## SPORTS GROUPS



**70**

## GYMS AND EXERCISE FACILITIES

**10**

## INTEREST GROUPS

**65**

## MEDIAN MORTGAGE MONTHLY REPAYMENTS



**\$1,733**

## SCHOOLS



### IN THE REGION

#### HIGH SCHOOLS

**3**

#### K-12 CATHOLIC SCHOOL

**1**

#### PUBLIC SCHOOLS

**8**

#### K-6 CATHOLIC SCHOOL

**1**

## MEDIAN HOUSE PRICE

MUDGEES	RYLSTONE
<b>\$680,000</b>	<b>\$512,500</b>

GULGONG	KANDOS
<b>\$492,500</b>	<b>\$365,000</b>

## MEDIAN HOUSE WEEKLY RENT



MUDGEES	RYLSTONE
<b>\$515</b>	<b>\$350</b>

GULGONG	KANDOS
<b>\$420</b>	<b>\$330</b>

Source: ABS 2021 Census, realestate.com.au

# FOR NEW *Investors*

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

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

There is a strong supply of adequately zoned land available across the Mid-Western Region for residential, commercial and investment purposes. There are a range of vacant residential lots available to cater for individual requirements in Mudgee, Gulgong, Kandos and Rylstone. A typical 600-1,000 square metre vacant residential site in a new housing estate is available from \$235,000 in the Mudgee urban area.

A key focus of Mid-Western Regional Council is to ensure that local economic infrastructure is provided to meet the needs of local businesses and industries operating in the region.

Council continues to invest in essential infrastructure by enhancing its roads, water and

sewer networks to accommodate a growing population and expanding business needs. It also makes a significant contribution to new community infrastructure projects, which improve the amenity of local residents and make the region an attractive place to live, work and invest.

## A GREAT PLACE TO INVEST

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



# MID-WESTERN REGION INVESTMENT PROFILE

**ACTIVE INDUSTRY  
SECTORS**



**114**

**GROSS REGIONAL  
PRODUCT**



**\$3.17b**

**ECONOMIC OUTPUT  
ALL INDUSTRIES PER ANNUM**



**\$5.9b**

**POPULATION  
AVERAGE ANNUAL GROWTH**



**1.1%**

Source: REMPLAN Economic Profile, realestate.com.au



### Further information

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

### Mid-Western Regional Council

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Current at June, 2018