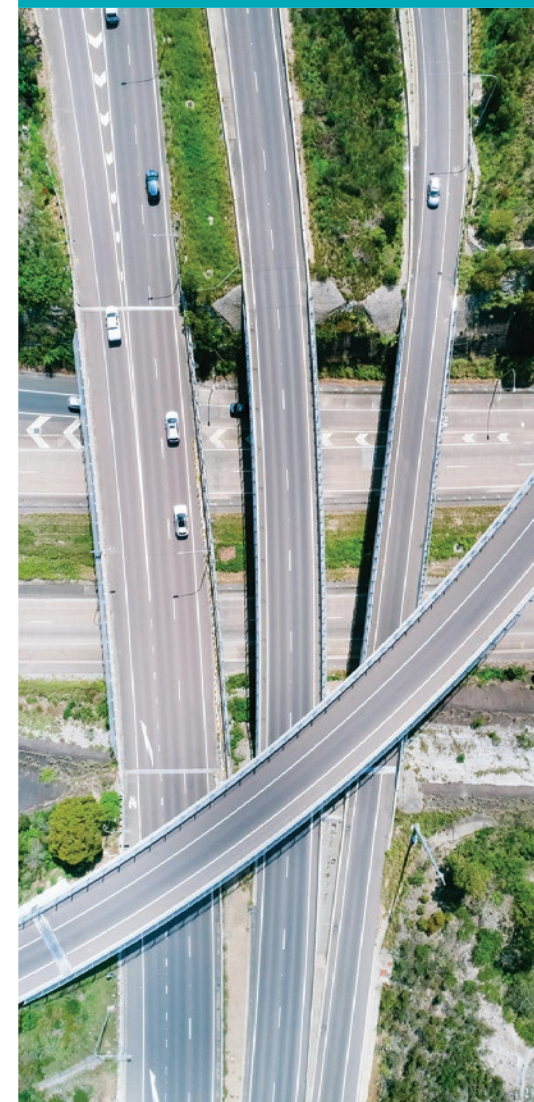




DANTIA

LAKE MACQUARIE
ECONOMIC DEVELOPMENT STRATEGY 2024-2032



AT DANTIA, WE'RE
COMMITTED TO NURTURING
PROSPERITY, ENCOURAGING
INNOVATION AND SHAPING
A FUTURE THAT BRINGS
POSITIVE CHANGE
TO THE LAKE MACQUARIE
RESIDENTS, ITS BUSINESSES
AND FUTURE GENERATIONS.

— TIM BROWNE, CEO



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ACKNOWLEDGEMENT OF COUNTRY

In honouring the enduring connection of the Awabakal people to the land, Dantia pays homage to their Ancestors. Collaborative efforts with local Aboriginal Land Councils in Lake Macquarie signify our commitment to cultural respect and partnership.

AWABAKAL PEOPLE RECOGNITION

Dantia recognises the historical impact of European occupation on the Awabakal people. We deeply respect the rights of all Aboriginal and Torres Strait Islander people, acknowledging Elders past, present, and future.

Dantia recognises the sense of loss and the grief held by all Aboriginal and Torres Strait Islander people for the alienation from their traditional land, the loss of their freedom, their lives, their languages, their health and the disruption of their cultural practices. Dantia respects the rights of all Aboriginal and Torres Strait Islander people to pursue their own values and culture.

We pay respect to knowledge holders and community members of the land and waters and pay respect to Elders past, present and future. We remember and respect the Ancestors who cared for and nurtured this Country. *Dhumaan ngayin ngarrakalu kirraanan barayidin.* It is in their footsteps that we travel these lands and waters.

Ngarrakalumba yuludaka bibayilin barayida baaduka. Dantia acknowledges the Awabakal people and Elders past, present and future. *Dantia dhumaan Awabakala ngarrakal yalawaa, yalawan, yalawanan.*

(Wording by the Aboriginal Reference Group and translated by Miromaa Aboriginal Language and Technology Centre.)

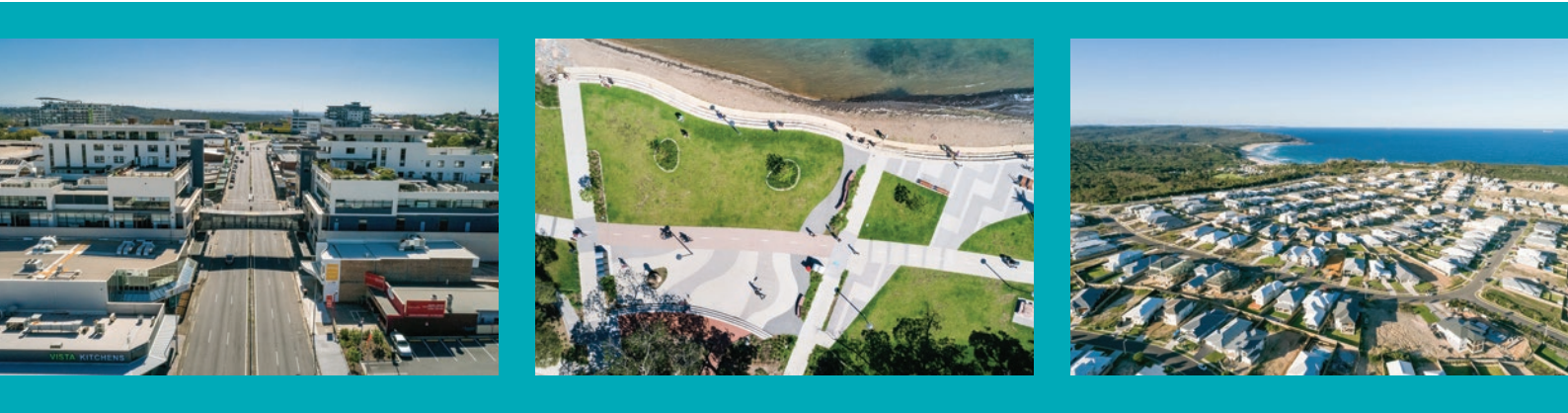
EXECUTIVE SUMMARY

Crafting a prosperous future for Lake Macquarie necessitates a bespoke Economic Development Strategy. Recent trends in urban-to-regional migration, influenced by global factors and bolstered by advancing digital infrastructure, present distinctive opportunities. Lake Macquarie’s potential is further elevated by the growing adoption of hybrid working models.

Ranked among the fastest-growing areas in the Hunter region, Lake Macquarie is presently home to approximately 220,000 residents, supporting 73,000 jobs and contributing significantly with an annual Gross Regional Product (GRP) of approximately \$15 billion. This constitutes 20% of the Hunter Region’s total GRP of \$73.25 billion. The economic resilience of Lake Macquarie is underpinned by its diverse landscape and rich natural resource base.

Key attributes contributing to Lake Macquarie’s appeal include its proximity to Sydney, housing affordability relative to Sydney, ample housing supply, availability of prime development land, a lower cost base, abundant innovation opportunities, and an appealing lifestyle.

Our Economic Development Strategy is designed to address the unique needs, attitudes and aspirations of the Lake Macquarie community. Through this approach, we aim to sculpt a prosperous future for the City, leveraging its inherent strengths and distinctive advantages.



DISCOVER **NEW** MARKETS

DANTIA'S STRATEGIC ROLE

Dantia operates as Lake Macquarie City's independent economic development company, strategically focused on fostering opportunities through the empowerment of individuals and entities to prosper in the Lake Macquarie area. Serving as a catalyst for growth, Dantia champions expansion through forward-thinking strategies and impactful measures, unlocking the full potential of the region.

Employing a proactive and decisive approach, Dantia engages in collaborative efforts with a diverse range of partners spanning government, business, and industry sectors. Together, they initiate projects and spearhead initiatives that drive progress within the city. Through these strategic alliances, Dantia is fueling growth with a keen emphasis on job creation, economic contribution and community welfare.

Recognised as a reliable partner, Dantia ensures close partnerships with key stakeholders across the region, maintaining a cohesive and effective approach to driving sustainable development.

Dantia's flexible workspace, Dashworks, are strategically positioned to cater to the evolving workforce across various industries. Lake Macquarie, with its adaptable workspace, is well-suited for businesses looking to build their workforces, especially as remote and flexible working becomes the "new normal." Dantia recognises the increasing popularity of decentralising the workforce and responds by providing flexible solutions that accommodate both employers and employees.

Success for Dantia is measured by the economic contribution and jobs created in the City, reflecting its unwavering commitment to fostering a thriving and prosperous community.



LAKE MACQUARIE CITY STRATEGIC CONTEXT

The Lake Macquarie Economic Development Strategy aligns the city's trajectory of growth, guided by methodical research insights. Lake Macquarie's sustained prosperity is underpinned by a strategic location, a diverse economy and a dedicated focus on infrastructure development.

Dantia has partnered with the Institute for Regional Futures at the University of Newcastle to delve into Lake Macquarie's current strategic position. The scope of work includes identifying emerging trends, addressing challenges, and pinpointing opportunities that shape the city's economic landscape.

Lake Macquarie stands as the third-largest regional city in New South Wales, covers over an expansive seven hundred and fifty-seven square kilometres geographically. This strategic positioning, coupled with insights derived from extensive research positions Lake Macquarie City for informed and purposeful growth, ensuring the city continues to thrive and evolve in a dynamic economic landscape.

A SUMMARY OF KEY CONSIDERATIONS IDENTIFIED

220,000
Residents

\$29.1 billion
Economic Output

Approx. 6 million
People within 150km

\$1.66 billion
DA Value approved 2022 - 2023

14,274
Businesses

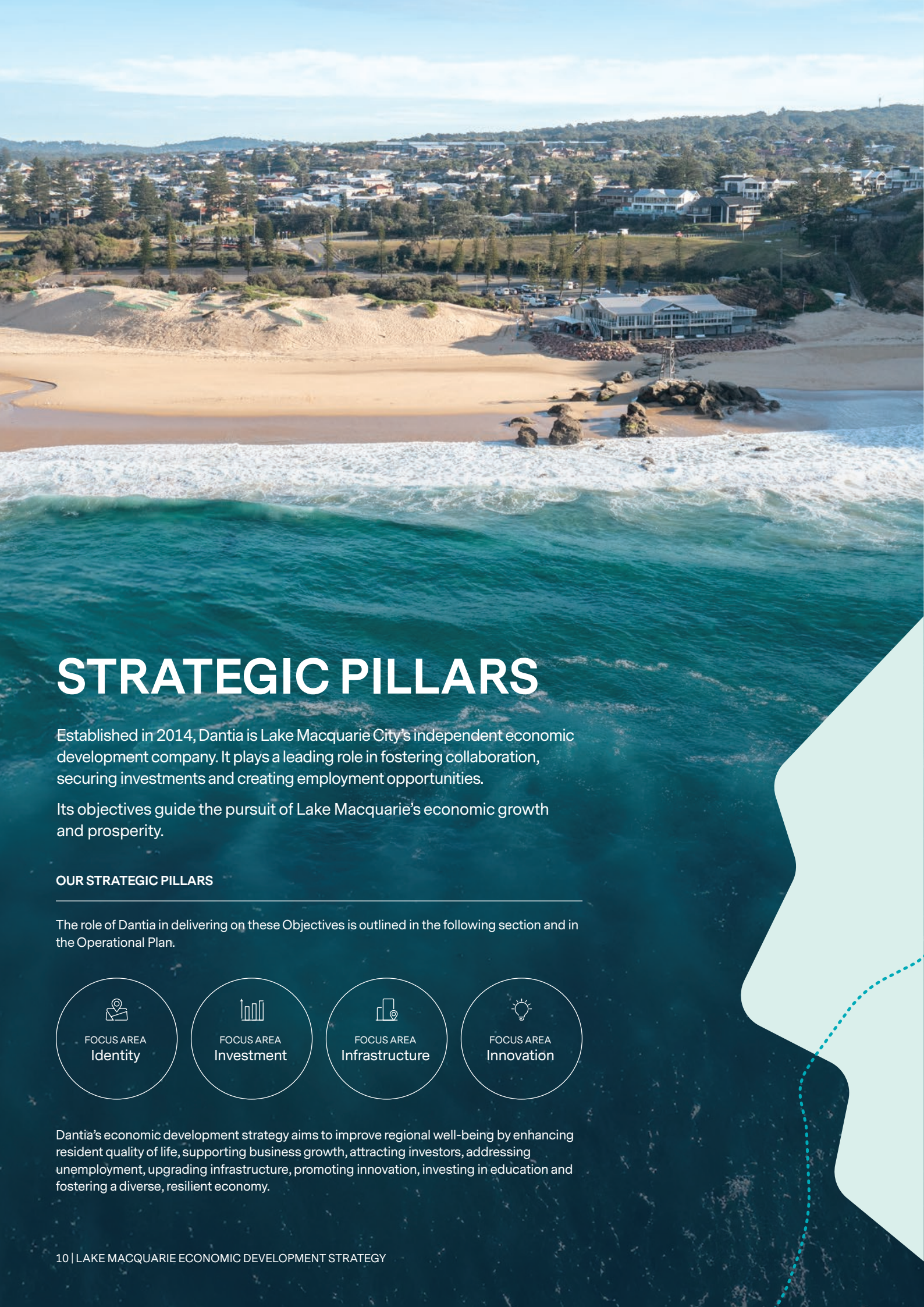
\$15 billion
Gross Regional Product

9
Economic Centres

73,000
Jobs

757.2km²
City Area

1.3 million
Tourists per year



STRATEGIC PILLARS

Established in 2014, Dantia is Lake Macquarie City’s independent economic development company. It plays a leading role in fostering collaboration, securing investments and creating employment opportunities.

Its objectives guide the pursuit of Lake Macquarie’s economic growth and prosperity.

OUR STRATEGIC PILLARS

The role of Dantia in delivering on these Objectives is outlined in the following section and in the Operational Plan.

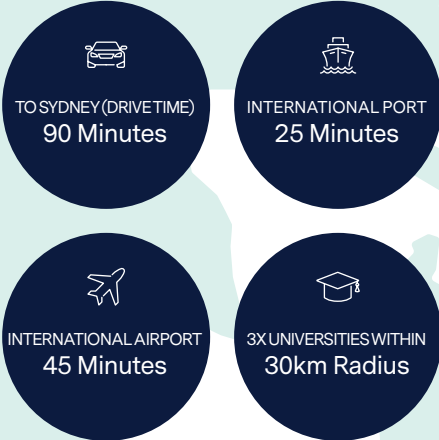


Dantia’s economic development strategy aims to improve regional well-being by enhancing resident quality of life, supporting business growth, attracting investors, addressing unemployment, upgrading infrastructure, promoting innovation, investing in education and fostering a diverse, resilient economy.



M1 PACIFIC HWY

90 minutes drive to Sydney



01. STRATEGIC LOCATION

Lake Macquarie’s pivotal location on the east coast, coupled with strategic transport access and connectivity to major cities, establishes it as an appealing hub for growth.

Lake Macquarie is strategically located on the east coast of NSW amid a population catchment of 6 million people within a 150-kilometre radius. Direct access to key transport routes and proximity to the global gateways of Newcastle Airport and the Port of Newcastle.



02. A PLACE TO GROW & THRIVE

Building Lake Macquarie into a thriving community requires laying the groundwork for economic growth, attracting investments, and nurturing a flourishing population.

We're laying the foundation to grow our economy, attract new investment and expand our population.



STRATEGIC GOALS AND OBJECTIVES

Aligned with Lake Macquarie's economic growth goals, Dantia focuses on identity, investment, infrastructure and innovation.



IDENTITY

GOAL

Maintain Lake Macquarie's status as a thriving regional city in Australia.

OBJECTIVES

- Develop strategies to unlock employment lands, including former mining and heavy industrial land for productive beneficial reuse.
- Market Lake Macquarie's key industries and services to attract businesses and residents to the area.
- Maintain and enhance existing high-employment areas.
- Develop and communicate a clear city branding strategy that reflects Lake Macquarie's identity and values.
- Undertake projects that utilise the city's liveability and available land to meet future job market needs.
- Maximise the opportunities presented by Transport-Oriented Development (TOD) projects to enhance connectivity and accessibility within the region.
- Secure efficient public transport systems with frequent services, linking residential areas to employment hubs.

INVESTMENT

GOAL

Secure investment to create economic prosperity and long-term intergenerational employment for Lake Macquarie.

OBJECTIVES

- Attract new industries to Lake Macquarie to expand long-term job opportunities.
- Advocate with the education sectors, including universities and TAFE, to maintain and enhance the skills of the existing workforce, ensuring alignment with industry demands and advancements.
- Provide comprehensive support and resources to local businesses ready for expansion, streamlining processes and fostering growth.
- Advocate to all levels of government to invest in and locate facilities, services, and infrastructure in Lake Macquarie



INFRASTRUCTURE

GOAL

Plan for Infrastructure to support growth for our regions population and industries

OBJECTIVES

- Promote connectivity requirements that enable the deployment of digital infrastructure, empowering local businesses to strategically plan for future growth and operational needs.
- Advocate for the development of transport infrastructure tailored to meet the specific needs of businesses, aiming to enhance overall economic growth and operational efficiency.
- Support the development of rail infrastructure, including the establishment of an intermodal facility, to enhance businesses and meet the needs of the population.
- Boost tourism in Lake Macquarie, focusing on sports, events, and culture. Create partnerships for 5-star tourism facilities, improving visitor experiences and spending.



INNOVATION

GOAL

Drive the advancement of Lake Macquarie's smart economy by facilitating the implementation of cutting-edge technologies.

OBJECTIVES

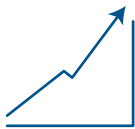
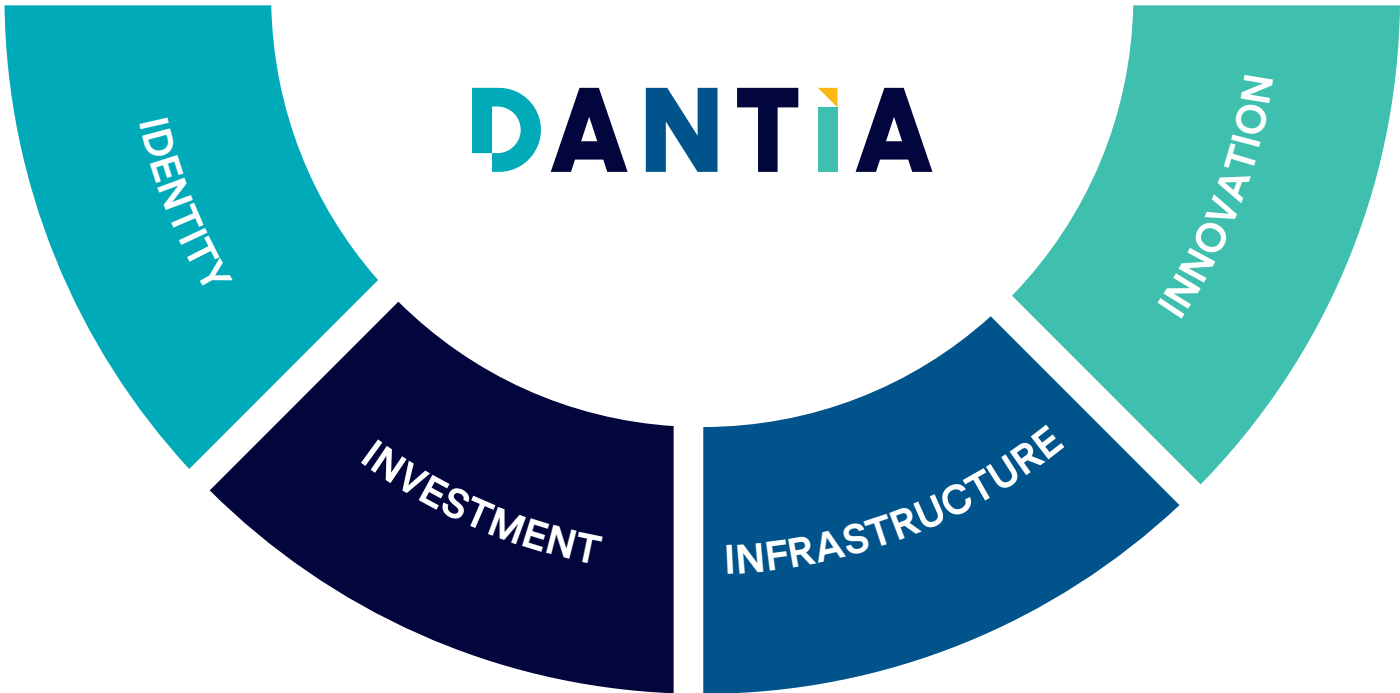
- Deliver easily understandable economic data to assist businesses to effectively use the information for success.
- Facilitate access to collaborative workspaces and mentorship programs to foster innovation, enabling idea incubation without conventional time constraints.
- Establish connections between businesses and entrepreneurship, nurturing relationships to facilitate the establishment and growth of businesses.
- Stay abreast of research and analysis on emerging technologies that could be applied in Lake Macquarie.
- Support international connectivity for local entrepreneurs and businesses actively engaged in national and local innovation networks.

STRATEGIC INITIATIVES

WHY DANTIA MATTERS

Dantia plays a pivotal role in attracting and retaining investors in the city, supporting infrastructure development, and fostering growth that is crucial for the economic advancement of Lake Macquarie.

LAKE MACQUARIE IS IDEALLY POSITIONED
FOR STRONG ECONOMIC GROWTH.



GROWTH AND OPPORTUNITY

The most recent Regional Movers Index reveals a notable 15% increase in quarterly migration from capital cities to regional areas over the past two years.

According to the index Lake Macquarie sits in the top 5 of most favored regional destination in Australia with 5.2% share of net capital to regional migration inflows.

Quarterly growth in the Lake Macquarie's LGA is up by 13.1%. This growth aligns with the broader vision for the Hunter region, aiming to achieve a population exceeding 1,000,000 by 2038.

Strategic land utilisation and accelerated investment efforts are crucial elements driving sustained growth. The growing population brings about increased market and employment opportunities, vital aspects of a comprehensive economic strategy.



CONNECTIVITY

Planning for connectivity strategically involves an approach that empowers businesses to tap into local and international markets effectively.

Our goals align with businesses, advocating for the connectivity requirements essential for success.

Understanding the needs of businesses is paramount in advocating for their connectivity needs, spanning roads, rail, sea, air and access to digital networks.

Our aim is for Lake Macquarie to offer the infrastructure necessary to foster success.



BELONGING

Lake Macquarie provides a strategic edge in attracting and accommodating a diverse range of workforce options across multiple industries.

For businesses aiming to improve their workforce flexibility within the dynamic landscape of remote and flexible work arrangements, Lake Macquarie offers a welcoming environment.

Dantia's Dashworks, a flexible workspace solution, promotes a sense of belonging and empowers businesses to decentralise their workforce while maintaining essential skills for business development.

Lake Macquarie stands out as an excellent choice for businesses exploring options for relocation and expansion, providing their workforce with a strong sense of belonging within a stunning geographical backdrop.

LAKE MACQUARIE IS CONSIDERED AUSTRALIA’S MOST THRIVING REGIONAL CITY

The Lake Macquarie Economic Development Strategy, crafted by Dantia, establishes a strategic vision for the future of Lake Macquarie City. This strategy aligns with the values and planning priorities outlined in the Lake Macquarie City Council Local Strategic Planning Statement (LSPS). The seven core values identified in the LSPS are particularly significant, serving as a guiding framework for Dantia’s strategies.

- 01

A CITY OF VIBRANT CENTRES
Where people live, work, visit and play.
- 02

A CITY TO CALL HOME
Where diverse housing options cater to everyone’s needs.
- 03

A CITY OF PROSPERITY
That attracts investment, creates jobs, and fosters innovation.
- 04

A CITY OF CLOSE CONNECTIONS
Where people, goods and services move efficiently.
- 05

A CITY OF PROGRESS & PLAY
Where people come together in natural and vibrant spaces.
- 06

A CITY WITH A VAST NATURAL ENVIRONMENT
That is valued, protected, and enhanced.
- 07

A CITY OF RESILIENCE
Where the people and places are responsive and proactive to change.

Lake Macquarie provides access to road, rail, port, and airport facilities which enhances its appeal by providing businesses with smooth distribution channels and direct links to Australia’s major markets for both imports and exports, essential factors for business growth.

Lake Macquarie boasts excellent healthcare, education, and sporting facilities that significantly enhance the region’s livability.

Dantia is committed to cultivating stronger relationships and fostering collaborative connections with local councils and key government agencies.



DISCOVER NEW OPPORTUNITIES

DANTIA FUTURE PLANS INCLUDE

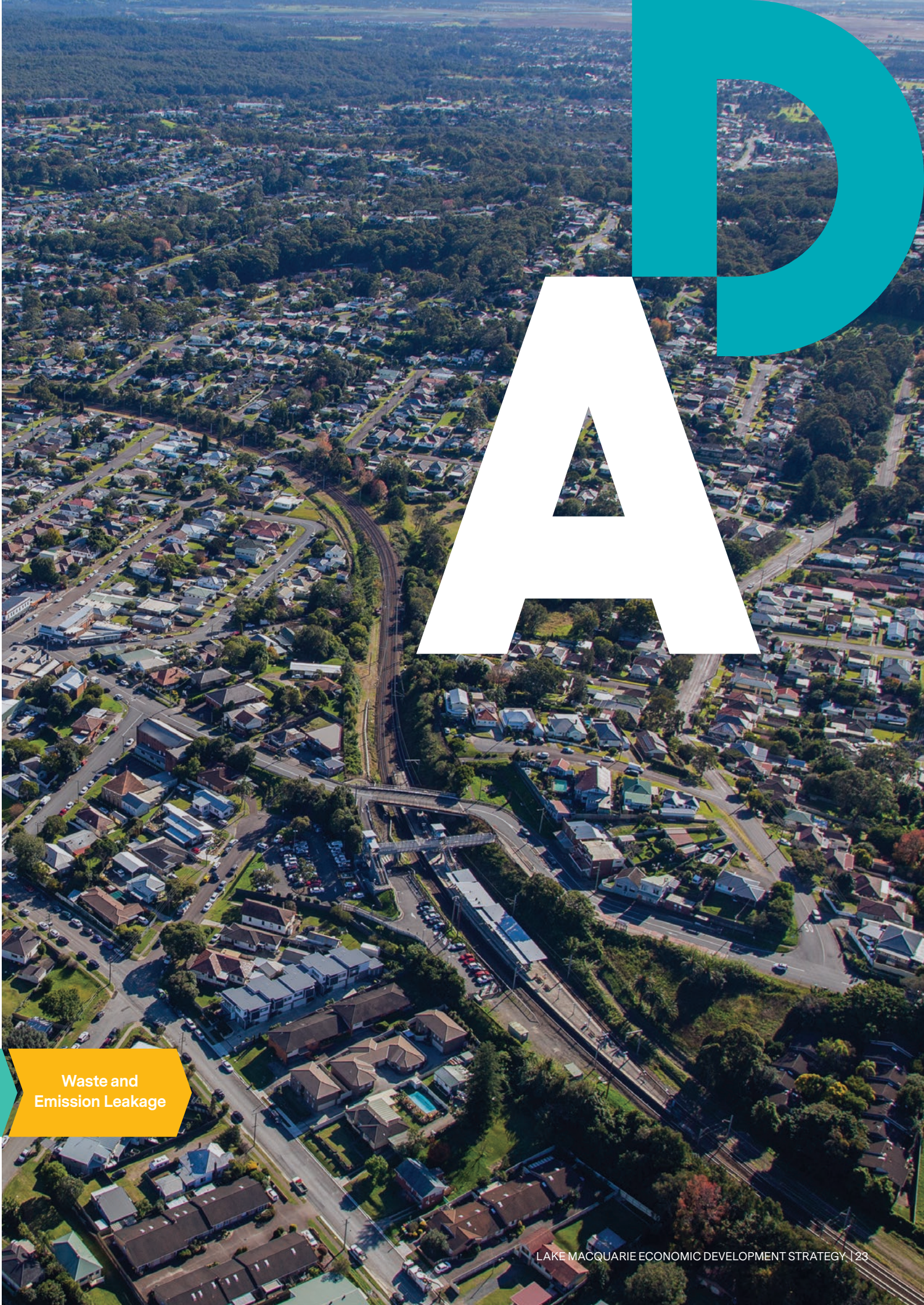
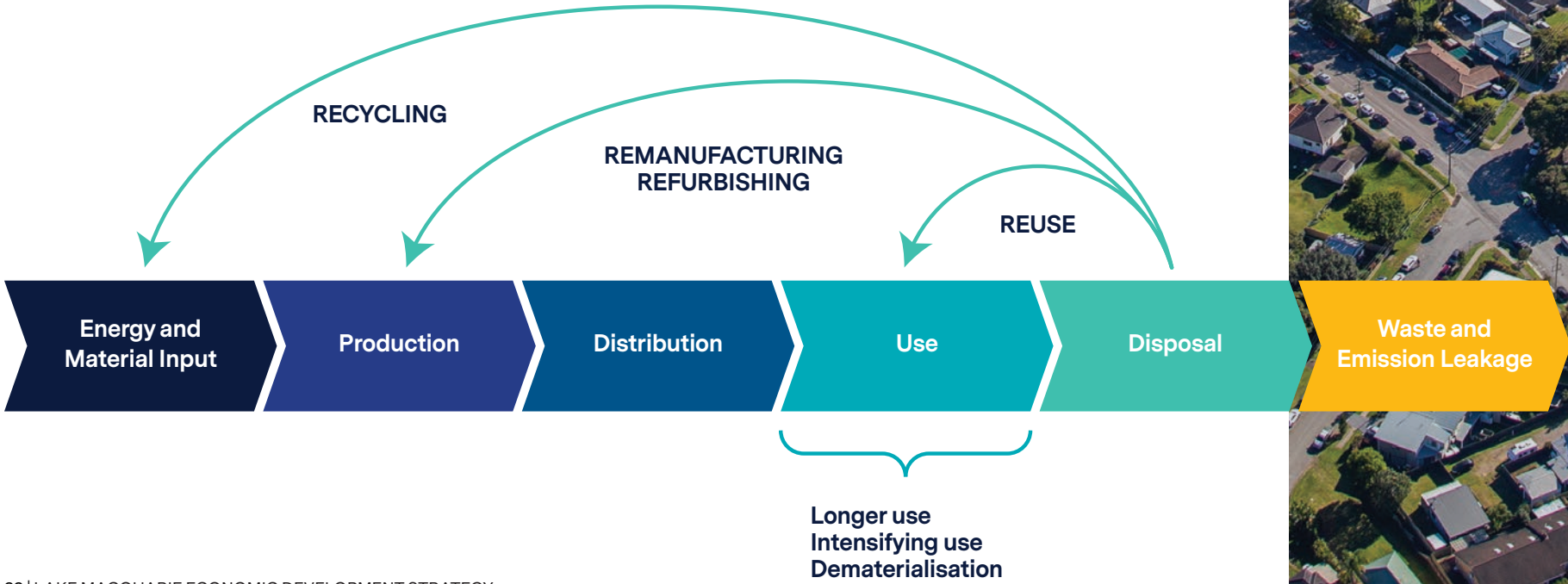
- Increase Awareness**
Elevating awareness about the myriad of opportunities Lake Macquarie presents, spanning from business ventures to tourism attractions, vibrant events and lucrative prospects in built infrastructure. Uncover the untapped potential and seize the diverse possibilities that await in Lake Macquarie!
- New Technologies**
Deployment of cutting-edge innovations and technologies throughout Lake Macquarie.
- Promoting Education**
Promoting education so the next generation is prepared for future job prospects.
- Capitalise on Opportunity**
Positioning Lake Macquarie to capitalise upon opportunities in business, tourism, and emerging markets.
- Engage Industry**
Engage industry to create the future Lake Macquarie
- Investment & Talent Attraction**
Unlocking exceptional growth opportunities in Lake Macquarie through enticing investment and talent attraction schemes.
- Our strategic initiatives not only aim to captivate new residents but also prioritise retaining the vibrant existing population. The future is about creating a thriving business environment where innovation, talent and prosperity converge in Lake Macquarie!

CIRCULAR ECONOMY

In driving the shift toward a circular economy, Dantia is focused on minimising waste and maximising finite resources to create employment. Unlike the traditional linear model, Dantia emphasises recycling materials, extending product lifespans, and regenerating natural systems. Our approach aims for continuous reuse of products and materials in a closed loop. A major leap in this initiative is the launch of their Circular Economy Living Lab.

The transition to a circular economy necessitates a fundamental shift in both systemic structures and mindset, moving away from a linear model. Dantia is actively supporting this transition by promoting renewable projects as they materialize in Lake Macquarie and the Greater Hunter region.

In collaboration with Lake Macquarie City Council and the University of Newcastle, Dantia has launched the Circular Economy Living Lab (CELL), designed specifically for Lake Macquarie. It is envisaged that this initiative acts as a hub for evaluating and studying region-specific projects, utilising feasibility planning to focus on those projects that support the overarching objective of promoting a circular economy and generating employment opportunities.



DISCOVER **NEW** PROSPERITY

DEDICATED COMMITMENT

The Lake Macquarie Economic Development Strategy establishes a solid foundation for enduring growth.

Through Dantia's dedication to collaboration, innovation, and strategic planning, Lake Macquarie is considered Australia's most thriving Regional City.

CONTACT INFORMATION

For further information, contact Dantia.



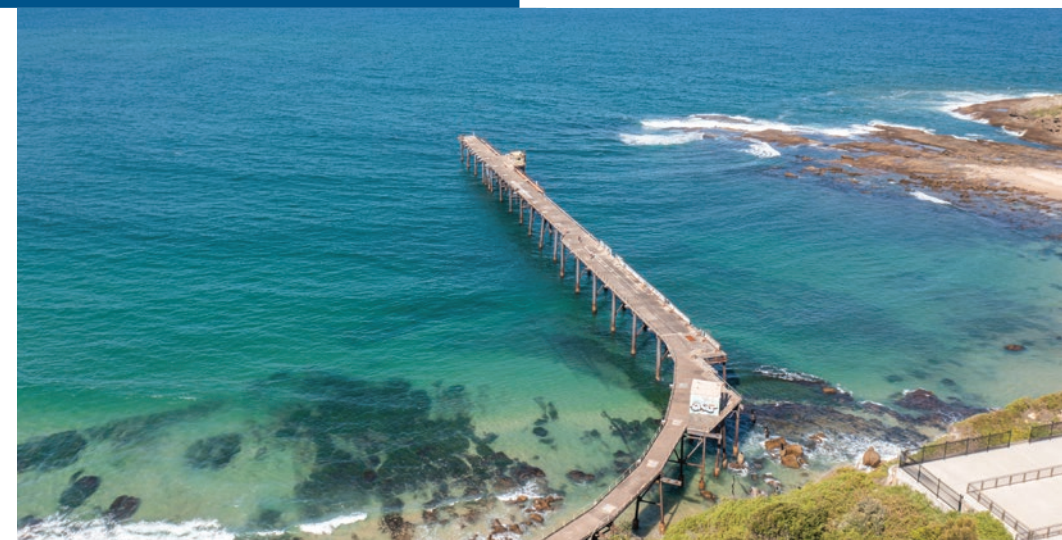
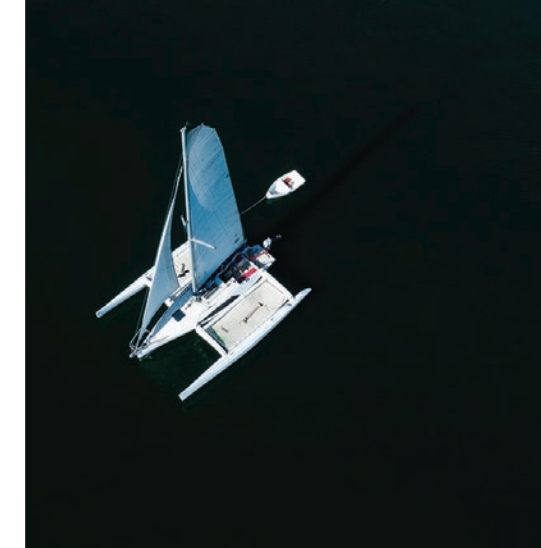
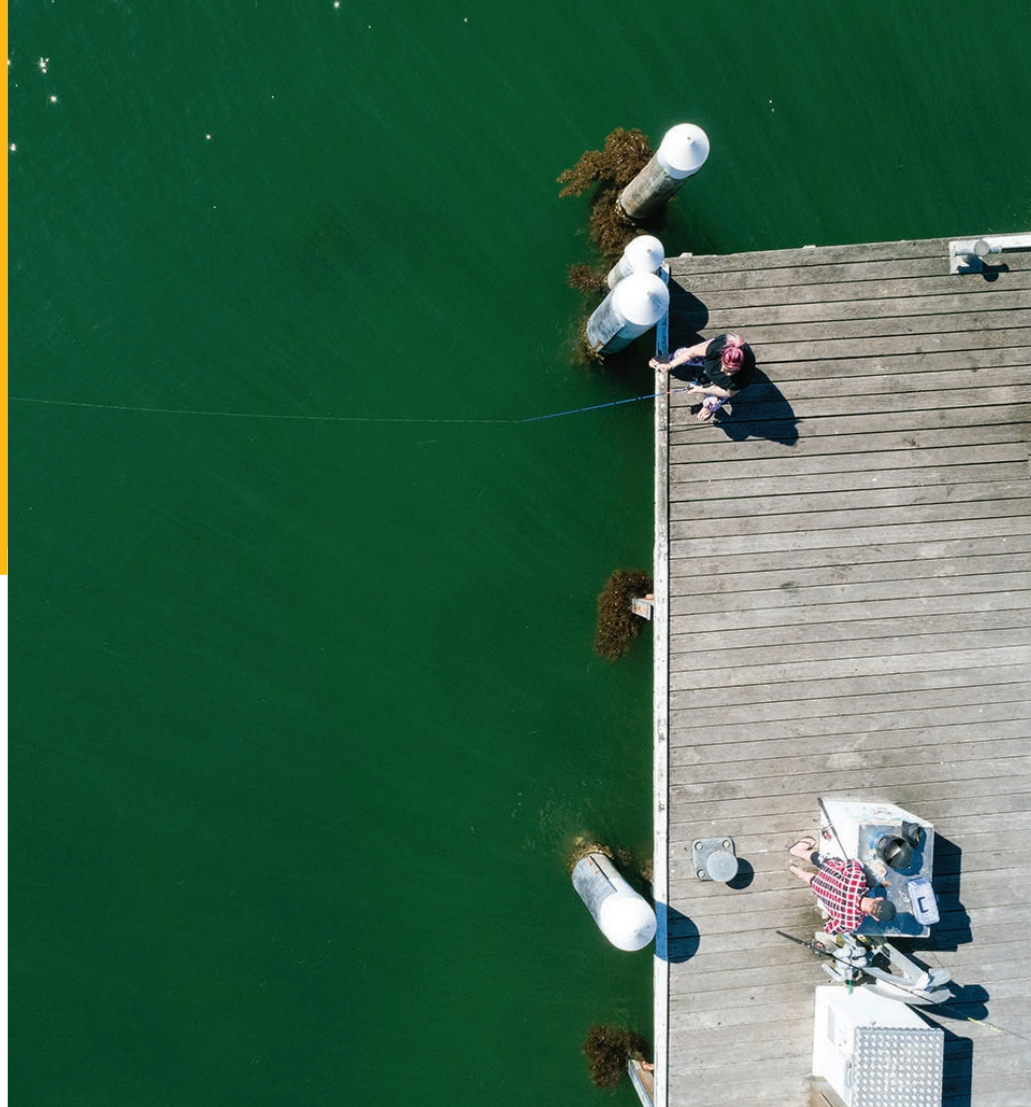
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DISCOVER **NEW** GROWTH

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