



# Public Exhibition: Economic Development and Recovery Plans

## CONSULTATION REPORT

Central Coast Council

September 2020

# Introduction

## Public Exhibition: Economic Development and Recovery Plans

Central Coast Council has developed the first coastwide Economic Development Strategy for the Central Coast Local Government area.

Planning for the future of the Central Coast has never been more important.

The Central Coast Community is currently experiencing an unprecedented health event that has impacted our community, our local businesses and our local economy.

Council have prepared two strategic documents to support our local community through this crisis and into the future: The Draft Economic Development Strategy and the Draft Economic Recovery and Resilience Framework.

The Draft Economic Development Strategy is a 20-year plan which includes broad objectives and actions that aim to strengthen the local economy through targeted investment, improved partnerships between the community, business, education sector, and State and Federal Governments, and promotion of the local area as a desirable place to do business. This strategy will also enable the region to focus its initiatives on those which provide the greatest tangible benefits to the local economy and Central Coast residents.

The Draft Economic Recovery and Resilience Framework was prepared to address the impacts of COVID-19 and an economic recession and bring forward key action items to support the local economy. The overall objective of the Economic Recovery and Resilience Framework is to reduce the impacts of the economic downturn, prepare for recovery and set the Central Coast on a path towards economic resilience in the future. To do this, we aim to keep businesses active, support jobs, foster human capital growth, increase community outreach, and drive collaboration and innovation.

## Background

The public has been consulted throughout the development of this strategy and forms the foundation of the document. ,

31 January to 29 March 2019	Primary consultation period
	<ul style="list-style-type: none"> <li>• Focus group workshops</li> <li>• Face-to-face meetings</li> <li>• Phone meetings</li> </ul>
March to April 2019	Community survey on <a href="http://yourvoiceourcoast.com">yourvoiceourcoast.com</a> – 285 responses.
October 2019 to February 2020	<p>Additional consultation occurred during the period between after the first draft was prepared</p> <ul style="list-style-type: none"> <li>• Focus group workshop</li> <li>• Invited internal and external stakeholders to review draft documents and received written submissions</li> </ul>
22 June 2020 to 20 July 2020	Public exhibition of draft Economic Development Strategy and the Draft Economic Recovery and Resilience Framework
30 June 30 and 10 July 2020	Third-party customer research study (phone and online surveys)

Throughout the development of the strategy Council staff distributed this document to the Executive Leadership Team and at Councillor Briefings, emails to key stakeholders within the greater region, including Council Staff, businesses, the Local Aboriginal Land Council, and State and Federal Governments for review and comment. The feedback has been considered to draft Economic Development Strategy.

The draft Economic Development Strategy was scheduled to be presented to Council on 23 March 2020 for endorsement to be placed on public exhibition. By this time the COVID-19 pandemic had started to impact the baseline employment and economic data and a decision was made to defer the strategy.

Council has since been actively monitoring current data and projections. The Economic Development Strategy has been reworked to include the most recent employment and economic data to ensure the document is fit for purpose. The addition of the Recovery and Resilience Framework will ensure that Council is ready to act and can start implementing actions to counter the impacts that have occurred.

Both these documents were presented to Council on 9 June 2020 before being placed on public exhibition.

# Engagement Approach

## Aims and objectives of consultation

The purpose of the Economic Development and Recovery consultation was to:

- Inform the community of how Central Coast Council proposes to support the local economy through
- Present the community with the Draft Economic Development Strategy, Draft Economic Recovery and Resilience Framework and supporting documents.
- Enlist the community to help identify priorities that will be the focus for action now and longer-term actions.
- Encourage the community and stakeholders to provide feedback and share their thoughts

## Our engagement framework

Consultation to develop the strategy has been designed in accordance with Central Coast Council’s Engagement Framework. This framework is available to view at <https://cdn.centralcoast.nsw.gov.au/sites/default/files/documents/policies-register/community-engagement/engagement-framework/engagementframework.pdf>

## Promotion of activities

We carried out promotion of the public exhibition to ensure the community and stakeholders were aware of the opportunity to review the draft strategies and given enough notice to make a submission.

<b>Your Voice – Our Coast website</b>	<ul style="list-style-type: none"> <li>• Project page launched on Monday 22 June 2020</li> <li>• <a href="https://www.yourvoiceourcoast.com/all-projects/central-coast-economic-development-and-recovery-plans">https://www.yourvoiceourcoast.com/all-projects/central-coast-economic-development-and-recovery-plans</a></li> <li>• The page received 1474 visits during the public exhibition period.</li> </ul>
<b>Media releases</b>	<p>Central Coast Media Release – 22 June 2020</p> <p>“Plan for local economy to recover, reimagine, revitalise and rebound”</p> <p><a href="https://www.centralcoast.nsw.gov.au/council/news/media-releases/plan-local-economy-to-recover-reimagine-revitalise-and-rebound">https://www.centralcoast.nsw.gov.au/council/news/media-releases/plan-local-economy-to-recover-reimagine-revitalise-and-rebound</a></p>

	<p>Council Meeting Media Highlight - 9 June 2020</p> <p>"Council unveils long-term economic vision for public consultation</p> <p><a href="https://www.centralcoast.nsw.gov.au/council/news/media-releases/council-meeting-highlights-9-june-2020">https://www.centralcoast.nsw.gov.au/council/news/media-releases/council-meeting-highlights-9-june-2020</a></p> <p>Copy of the media releases can be found in <b>Appendix A.</b></p>
<b>Coast Connect E-News</b>	<p><b>Public exhibition promotion</b></p> <ul style="list-style-type: none"> <li>Article in Coast Connect E-News issued on 23 June <a href="https://enews.centralcoast.nsw.gov.au/coast-connect-23-june-2020">https://enews.centralcoast.nsw.gov.au/coast-connect-23-june-2020</a></li> </ul> <p>A copy of the Coast Connect E-News article can be found in <b>Appendix B.</b></p>
<b>Community Bulletin</b>	<ul style="list-style-type: none"> <li>Community Bulletin 7 – 13 July 2020 <a href="https://www.centralcoast.nsw.gov.au/council/news/covid-19-community-bulletin-7">https://www.centralcoast.nsw.gov.au/council/news/covid-19-community-bulletin-7</a></li> </ul> <p>A copy of the Coast Connect articles can be found in <b>Appendix C.</b></p>
<b>Social media</b>	<p><b>Public exhibition promotion</b></p> <ul style="list-style-type: none"> <li>Facebook post on <a href="#">22 June 2020</a> and <a href="#">13 July 2020</a></li> <li>Facebook advertisement (\$100 budget) – ran 13 to 19 July <a href="https://www.facebook.com/CentralCoastCouncil/photos/a.1714286218829703/2668291210095861/?type=3&amp;tn=-R">https://www.facebook.com/CentralCoastCouncil/photos/a.1714286218829703/2668291210095861/?type=3&amp;tn=-R</a></li> <li>Instagram post on <a href="#">13 July 2020</a></li> <li>Twitter tweets on <a href="#">22 June</a> and <a href="#">13 July 2020</a></li> <li>Linked In Post on <a href="#">12 July 2020</a></li> </ul> <p>Copies of the posts can be found in <b>Appendix D.</b></p> <p><i>Note: Council Facebook posts on 22 June and 13 July 2020 and shared via Central Coast Business Support Page on 9 July 2020.</i></p>
<b>Direct Contact</b>	<p><b>Public exhibition promotion</b></p> <ul style="list-style-type: none"> <li>Emails and calls community stakeholders commencing 22 June to advise of public exhibition.</li> </ul>

# Engagement summary

## Overview

Council invited submissions on the draft exhibition documents during a formal Public Exhibition period between 22 June and 20 July 2020.

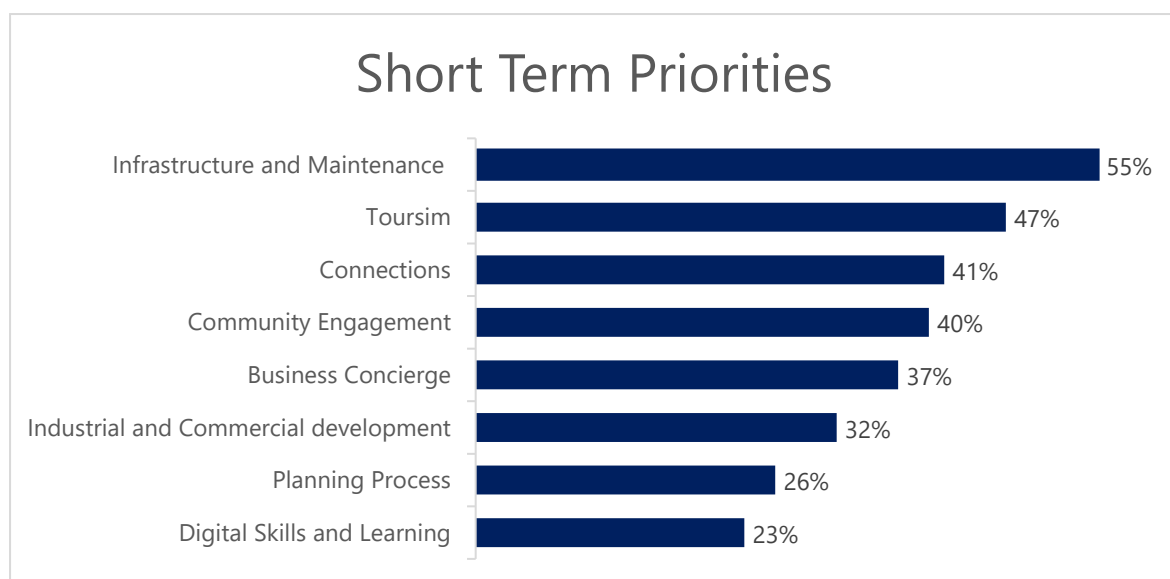
Community members were encouraged to:

- View the ***Draft Economic Recovery and Resilience Framework***
- View the revised ***Draft Economic Development Strategy*** and supporting documents
- Read the ***Frequently Asked Questions (FAQs)***
- Provide feedback via the **online submission form**
- Send a submission to [ask@centralcoast.nsw.gov.au](mailto:ask@centralcoast.nsw.gov.au), or PO Box 21, Gosford NSW 2250.

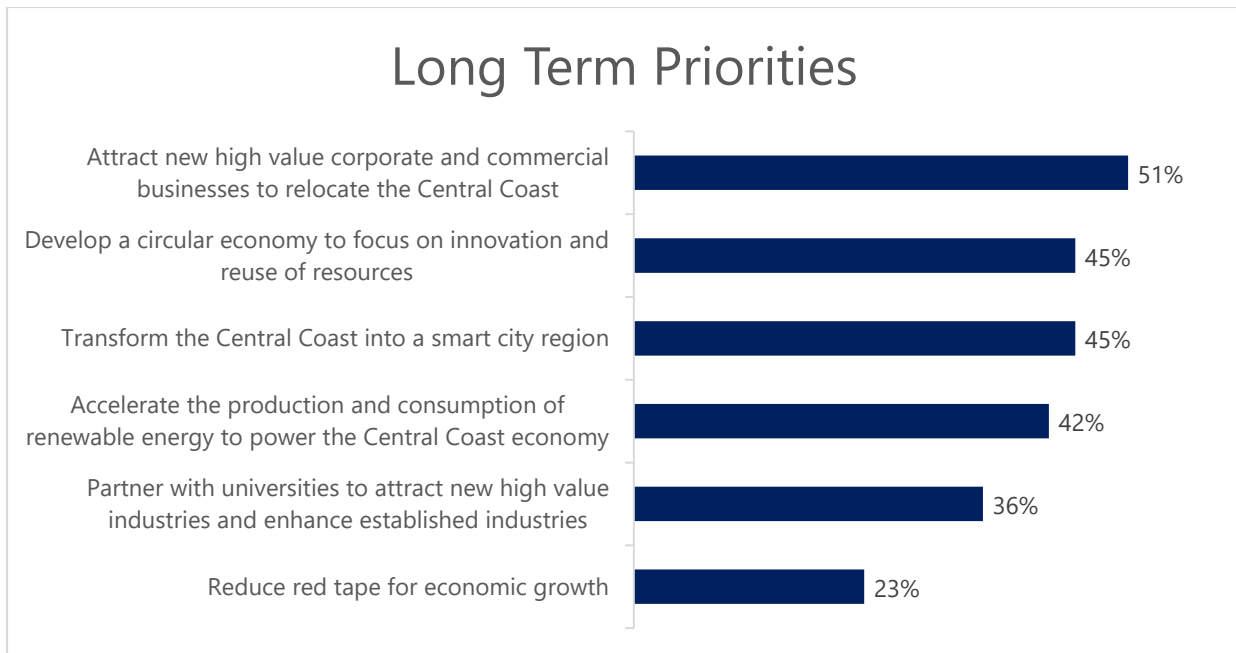
## Online guided submission form

**73** respondents completed the online guided submission form.

Respondents were asked to select their top three actions from the Draft Recovery and Resilience Framework that was most important to them. For example, 55% of respondents picked 'Infrastructure and Maintenance' as one of their top three priorities.



Respondents were also asked to select the top three long term action items that they believed would have the greatest positive impact on the Central Coast Economy.



The submission form also provided an opportunity to provide general feedback on the exhibition documents as well as share ideas and thoughts.

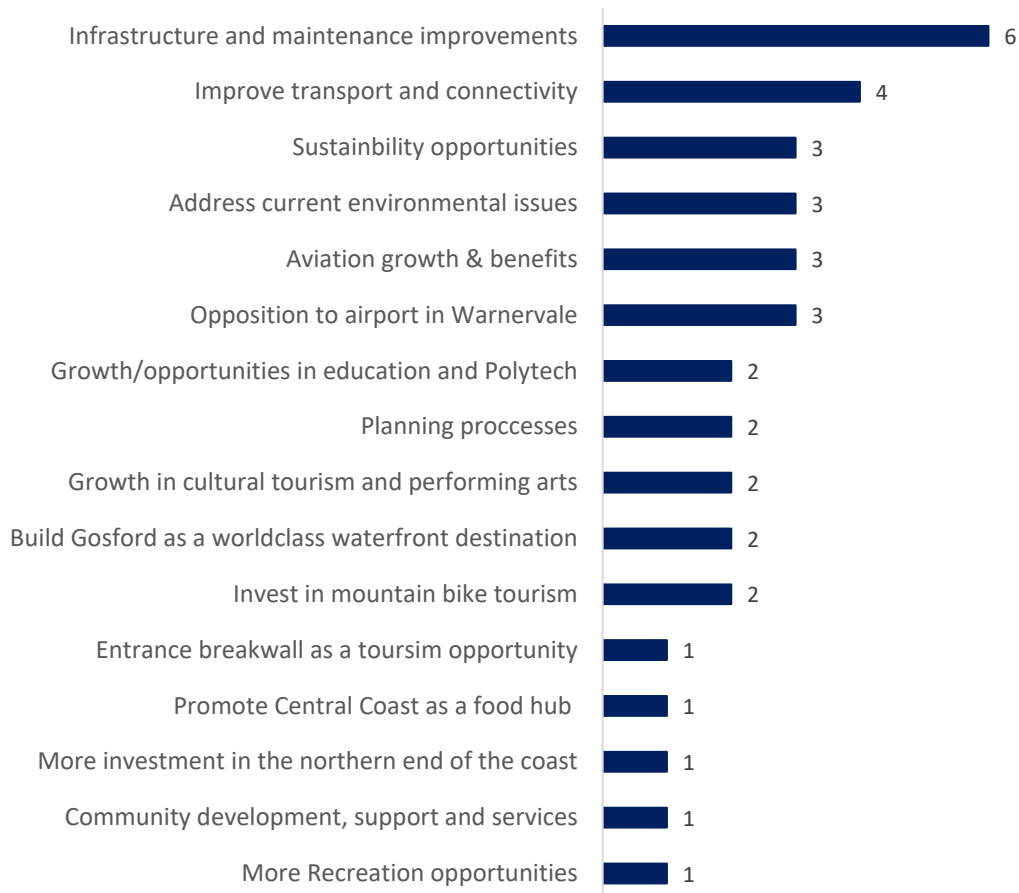
**26** respondents chose to provide additional comments.

Key themes include:

- Tourism opportunities on the Central Coast
- Opposition to development of the Warnervale Airport
- Opportunities for growth in the Aviation Industry
- Improvements in infrastructure, maintenance, transport and connectivity

The comments and suggestions raised in the submission include have been coded and presented in **Figure 1**.

**Figure 1** A high level summary of the additional comments received in the online submission form. The corresponding numbers relate to how many different submissions made reference to that particular matter. For example, six individual respondents made suggestions regarding infrastructure and maintenance improvements in their submission.



Many submissions included ideas and opinions previously provided by the community in the initial phases of the project during consultation undertaken in 2019. These matters have already been considered and/or incorporated into the draft strategy.

### Written Submissions

Four submissions were also received in a letter format (some with attachments) received via email.

This included two submissions which expressed opposition to any future airport at Warnervale, one which specifically opposed references to aviation in the exhibition documentation.



One submission expressed support of a regional airport and unlocking potential in the aviation industry.

One late submission was also received which expressed support for the Economic Development Strategy and Economic Recovery and Resilience Framework and advocated for youth engagement, sustainability and the environment in all future economic development projects.

### Third-party customer research study (phone and online surveys)

In addition to accepting written submissions, third-party research company Jetty Research conducted phone and online surveys with 601 Central Coast residents.

The specific objectives of this research were to:

- Measure the importance of an Economic Development Strategy for the Central Coast Region
- Measure current level of confidence and security regarding individual education, job climate, economy and financial circumstance
- Measure impact of COVID-19 on individuals' circumstances
- Measure the community's perception of most effective industries to target for growth
- Confirm the new vision statement (amended at the 9 June Council Meeting) resonated with the local community

The key findings from this research indicate:

- 86% agreed that it was important or extremely important for Council to develop and implement a detailed strategy and implementation plan for guiding actions supporting the local economy
- The majority of respondents indicated that Covid-19 restrictions had impacted them in some way. 22% indicated that Covid-19 restrictions had not impacted them or their household.
- Residents endorsed all 10 target industries currently being considered by Council.
- 70% of the community felt that this new vision statement resonated with them:

*"A region providing economic and employment opportunities to fulfil our community's vision for a smart, green and liveable region with a shared sense of belonging and responsibility"*

- The qualitative data referenced in the Jetty Research Report demonstrated key themes including infrastructure and transport, youth and employment.

The Jetty Research Central Coast Council Economic Development Survey has been provided as Appendix D for reference.

# Consultation outcomes and next steps

Council would like to thank all community members and key stakeholders who have dedicated their time to read through the draft strategies, participate in engagement activities and provide feedback.

Your feedback provided valuable insight on a number of themes including transport, infrastructure, environmental matters, tourism, arts, culture and recreation. Council is currently undertaking a number of investigations, projects and strategies that relate to these key themes. Your feedback has been sent to the relevant teams within Council that are currently working on these related projects.

The Economic Development and Recovery Plans set a framework for how Council can support the community and the local economy now and into the future. Once adopted these plans will result in a number of projects and actions to be delivered over the next 20 years. Your feedback will be considered as we move forward in this direction.

To stay up-to-date, please register for our e-news at [www.yourvoiceourcoast.com](http://www.yourvoiceourcoast.com).

# Appendices

## Appendix A

Media release

## Central Coast Council Media Release

**22 June 2020**

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### **Plan for local economy to recover, reimagine, revitalise and rebound**

Central Coast Council has developed the region's first overarching Economic Development Strategy and Recovery and Resilience Framework which are currently on public exhibition for the community to submit feedback.

The Central Coast economy has been hit hard by floods, bushfire and COVID-19 and Council is committed to facilitating a quick recovery and laying the foundations for sustainable growth and future resilience.

Council Unit Manager Economic Development and Project Delivery, Jamie Barclay said the Economic Development Strategy aims to strengthen and future-proof the local economy.

"This Strategy is focussed on initiatives that will provide the greatest tangible benefits to our economy and our community by harnessing the region's strengths and taking full advantage of the identified opportunities," Mr Barclay said.

"We have identified how our region can grow and develop through targeted investment, improved partnerships and promotion of our region as a desirable place to do business and visit

as one destination. Throughout this time Council will continue to engage with the local community, collaborate with businesses and advocate to state and local governments, ensuring the best outcomes for the Central Coast.

“The Economic Development Strategy is a big-picture plan that identifies broad objectives and actions over 20-years but we know that there is a need for continued and immediate action to combat the impact of COVID-19.

“An Economic Recovery and Resilience Framework has also been prepared to address the impacts of COVID-19 and bring forward key action items to support the local economy.”

Mayor Lisa Matthews said the Central Coast community has band together in the face of unprecedented challenges and will emerge stronger than ever.

“Our community has experienced everything nature has had to offer in recent months and we have developed specific responses to these situations by drawing on our region’s strengths and capitalising on the many opportunities in front of us,” Mayor Matthews said.

“These plans are designed to ensure our local economy bounces back quickly in the short-term, fulfills its potential in the long-term, and is resilient enough to handle difficult times when they do hit.”

The draft Economic Development Strategy and Resilience Framework will be available online until 20 **July 2020**. Council invites the community to share their priorities for the Coast’s economy by visiting [yourvoiceourcoast.com](https://yourvoiceourcoast.com)

**ENDS**

## Council meeting media highlights, 9 June 2020

### Council unveils long-term economic vision for public consultation

Council are calling for public comment on the Draft Economic Development Strategy 2020-2040 and Economic Recovery and Resilience Framework which reflect on the changing economic conditions of the Central Coast accelerated by the impacts of COVID-19.

The draft Economic Development Strategy reiterates the long-term objective that by 2040, the Central Coast will welcome nearly 88,000 new residents, grow the economy by over \$21 Billion, and create over 72,000 new jobs from the pre-COVID-19 baseline. The Draft Economic Recovery and Resilience Framework aims to keep businesses active, support jobs, foster human capital growth, increase community outreach, and drive collaboration and innovation.

Mayor Lisa Matthews said the importance of planning for future economic challenges has been underscored by the impacts of the COVID-19 pandemic.

“It has been an extraordinary time for local businesses who are operating in a difficult environment, and our staff have recognised this by amending these strategies to reflect these rapid changes,” said Mayor Matthews.

“Council must play its role to enable economic development that can increase local employment opportunities and provide a range of jobs for all residents. Ultimately, our economy will be strong, diverse and resilient, delivering opportunity and benefits to our community,” Mayor Matthews concluded.

Consultation on the Draft Economic Development Strategy 2020-2040 with a range of external stakeholders began back in 2018 to assist in developing the first ever coast-wide economic strategy.

Both documents will be available for online comment at [yourvoiceourcoast.com](https://yourvoiceourcoast.com) for a 28-day-period with an analysis of the public submissions to be considered by Council’s Employment and Economic Development Advisory Committee.

## Appendix B

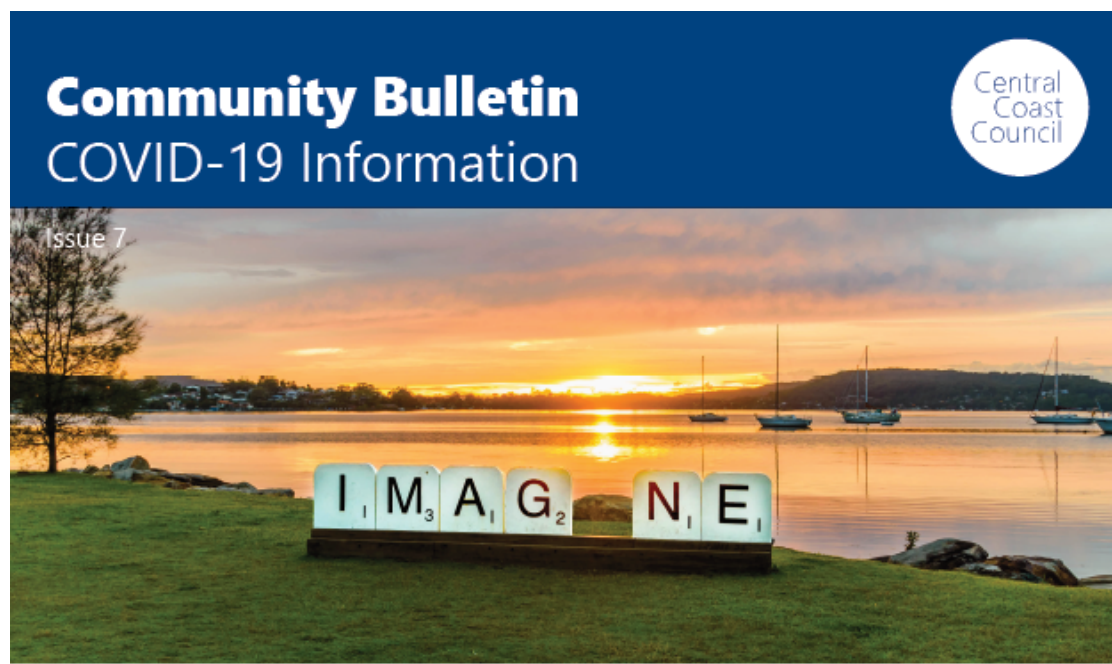
Coast Connect e-newsletter 23 June 2020



### **Recover, reimagine, revitalise and rebound**

Our strategy for sustainable economic development, plus a framework to address the impacts of COVID-19 and support the local economy, is available to view now.

**Provide feedback by 20 July! >**



### FROM THE MAYOR

Despite the interruption COVID-19 has had on our every day lives, Council has been able to continue delivering essential services for our community and play our part in keeping the economy going and keeping locals in jobs.



The latest milestone is Council's progression with important water and sewerage infrastructure for Gosford CBD and Warnervale Town Centre.

These projects are part of the NSW Government's Central Coast Regional Plan 2036 - the 'blueprint' for growing our regional economy, accelerating housing supply and protecting and enhancing the natural environment on the Central Coast.

Supported by a combined \$21million in NSW Government funding under the Housing Acceleration Fund, this important next step will assist Council's delivery of water and sewage infrastructure in two key growth areas of the Central Coast.

In Gosford CBD it will help meet the needs of an increased level of high-rise residential dwellings, the ongoing redevelopment of Gosford Hospital, the completion of the ATO and NSW Financial Services developments and other developments planned for the Gosford CBD area.

In Warnervale Town Centre it will help accelerate housing and commercial development in line with the Government's plans for the region. This is another example of what can be achieved when all levels of Government work together.

**Mayor Lisa Matthews**  
Central Coast Council

**NEXT ISSUE**  
Don't miss the next issue. Sign up for our e-news at [centralcoast.nsw.gov.au/enews](http://centralcoast.nsw.gov.au/enews)



### YOUR COUNCIL

**More customer service points open**

As COVID-19 restrictions continue to ease, Council has reopened additional facilities and services, in accordance with safety regulations.

- Gosford administration office has reopened as a customer service point, including for planning enquiries (mornings only). Wyong administration office remains closed while maintenance work is undertaken but will reopen soon.
- Customer service transactions are now also available at libraries at Erina, Lake Haven, The Entrance, Tuggerah and Woy Woy.
- JP services available in limited hours at Gosford, Kincumber and Umina Libraries.
- Our Book Mobile service is back at a reduced capacity.
- Co-working facility the Gosford Smart-Work Hub has reopened providing an alternative to working from home or commuting to the office.
- The Grant McBride Baths are open for swimmers with a lifeguard in attendance 8am-1pm each day.
- Central Coast Stadium has welcomed its first spectators to NRL games, with a maximum attendance of 4,500 patrons.

Please continue to help prevent the spread of COVID-19 by staying home if you feel unwell, regularly washing hands and practising social distancing.

For an updated list on the status of Council facilities and services got to [centralcoast.nsw.gov.au/facilities](http://centralcoast.nsw.gov.au/facilities)

The 27 July Council Meeting will be livestreamed on YouTube. Details: [centralcoast.nsw.gov.au/meeting-livestream](http://centralcoast.nsw.gov.au/meeting-livestream) for more information.

For customer service, contact us on 1300 463 954, online at [centralcoast.nsw.gov.au](http://centralcoast.nsw.gov.au) or by visiting customer services points listed at [centralcoast.nsw.gov.au/facilities](http://centralcoast.nsw.gov.au/facilities)

### OUR ECONOMY

**Have your say: Economic growth**

Council's Economic Development Strategy with a Recovery and Resilience Framework is now online for public exhibition until 20 July.

The Economic Development Strategy is a big-picture plan that identifies broad objectives and actions over 20 years, accompanied by an Economic Recovery and Resilience Framework which addresses the impacts of COVID-19 and brings forward key action items to support the local economy and lay the foundations for sustainable growth.

Go to [yourvoiceourcoast.com](http://yourvoiceourcoast.com) and have your say before 20 July.


**Backing businesses in tough times**

With many businesses experiencing hardship in the current financial climate, Council has set up a number of resources to help them operate as efficiently as possible. These include:

- a dedicated priority customer service channel for businesses seeking information from Council, including online resources
- access to Council's one-stop Grant Finder hub to source potential financial injections
- a commitment by Council to procuring goods and services from local businesses whenever possible and to promoting its upcoming works program to local suppliers
- online platforms which help local shoppers and businesses connect with other local businesses
- non enforcement of delivery times specified in development approvals.

For more details, visit [centralcoast.nsw.gov.au/business-support](http://centralcoast.nsw.gov.au/business-support)

**Are you struggling?**  
Find support at [centralcoast.nsw.gov.au/help](http://centralcoast.nsw.gov.au/help)



## Appendix D

### Social media examples

#### 1. Facebook Paid Campaign



The image shows a screenshot of a Facebook post from Central Coast Council. At the top right, there are icons for refresh and share. The post header includes the Central Coast Council logo, the name 'Central Coast Council', and the text 'Sponsored · 🌐' followed by three dots. The main text of the post reads: 'Don't miss out! Jump online and cast your vote to help prioritise the short and long terms actions for our region's economic ...see more'. Below the text is a photograph of a sunset over a body of water with several sailboats. In the foreground, the word 'IMAGINE' is spelled out in large, white, block letters on a dark base. Underneath the photo, the text 'YOURVOICEOURCOAST.COM' is displayed, followed by 'Cast your vote and prioritise actions for our...' and a 'LEARN MORE' button. At the bottom of the post, there are icons for like, love, wow, and angry, followed by the text 'Rachel Kip... 22 comments 7 shares'. Below this, there are icons and labels for 'Like', 'Comment', and 'Share'.

#### 2. Facebook Posts





## Central Coast Council

21 June · 🌐

Plan for growth and resilience now on public exhibition.

Council's Economic Development Strategy with a Recovery and Resilience Framework is now online for public exhibition and for community feedback until 20 July.

The Economic Development Strategy is a big-picture plan that identifies broad objectives and actions over 20-years but we know that there is a need for continued and immediate action to combat the impact of COVID-19.

An Economic Recovery and Resilience Framework has been prepared to address the impacts of COVID-19 and bring forward key action items to support the local economy, facilitate a quick recovery and lay the foundations for sustainable growth and future resilience.

This Strategy is focused on initiatives that will provide the greatest tangible benefits to our economy and our community by harnessing the region's strengths and taking full advantage of the identified opportunities.

Go to [www.yourvoiceourcoast.com](http://www.yourvoiceourcoast.com) and have your say before 20 July.





Central Coast Council

13 July · 🌐



Don't miss out! Jump online and cast your vote to help prioritise the short and long terms actions for our region's economic development and recovery. Council's Draft Economic Development Strategy and the Recovery and Resilience Framework on public exhibition for your comments.

Go to [www.yourvoiceourcoast.com/all-projects/public-exhibition-central-coast-economic-development-and-recovery-plans](http://www.yourvoiceourcoast.com/all-projects/public-exhibition-central-coast-economic-development-and-recovery-plans)



34

3 shares



**Central Coast Council**

7,018 followers

2mo • 🌐



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Go to [www.yourvoiceourcoast.com](http://www.yourvoiceourcoast.com) and have your say before 20 July.

[#CentralCoast](#) [#CentralCoastBusiness](#)

[#EconomicDevelopmentStrategy](#)





**Central Coast Council**

7,018 followers

1mo •



Jump online and cast your vote to help prioritise the short and long terms actions for our region's economic development and recovery. Draft Economic Development Strategy and the Recovery and Resilience Framework is on public exhibit ...see more



23 • 1 Comment



## Central Coast Business Support through Covid-19

9 July · 🌐



Early this year, Central Coast Council developed its first draft Economic Development Strategy. The plan represents a 20 year vision to guide Council's decision making around sustainable economic development initiatives that assist in creating jobs and stimulating the Central Coast economy.


We are now facing the impact of an unprecedented health event that has impacted our community, our local businesses and our local economy.

The Economic Development team have refocused and refined this vision to support the Central Coast community through this difficult time and into the future.

The two draft documents are now up on Council's Your Voice Our Coast website. Submissions and feedback will be accepted until 5pm Sunday 20 July 2020. Read 🙌 <https://bit.ly/3ilY1hc>  
[#centralcoast](#) [#centralcoastNSW](#) [#coastieskeepitlocal](#)  
[#lovecentralcoast](#)



### 3. Instagram Post



centralcoastcouncil • Following ...

centralcoastcouncil Jump online and cast your vote to help prioritise the short and long terms actions for our region's economic development and recovery. Draft Economic Development Strategy and the Recovery and Resilience Framework is on public exhibition now.

Go to <http://ow.ly/qMsj50AwgAx>

♥    💬    📌    📖

👤 Liked by antonhughesbbq and 187 others

JULY 13

4. Twitter Posts



**CentralCoastCouncil** @CCoastCouncil · 22 Jun

Development Strategy with a Recovery and Resilience Framework is now on public exhibition until 20 July.  
Go to [yourvoiceourcoast.com](http://yourvoiceourcoast.com)





**CentralCoastCouncil** @CCoastCouncil · 13 Jul



Jump online and cast your vote to help prioritise the short and long terms actions for our region's economic development and recovery. Draft Economic Development Strategy and the Recovery and Resilience Framework is on public exhibition now.

Go to [ow.ly/86Su50AwgAy](https://ow.ly/86Su50AwgAy)



5. LinkedIn Post



**Central Coast Council**

7,018 followers

1mo • 🌐



Jump online and cast your vote to help prioritise the short and long terms actions for our region's economic development and recovery. Draft Economic Development Strategy and the Recovery and Resilience Framework is on public exhibition now.

Go to <http://ow.ly/EWNW50AwgAw>



## Appendix D

Jetty Research Report





RESEARCH REPORT

# Central Coast Council Economic Development Survey

## Testing and Validating the Draft Economic Development Strategy and Resilience Framework

July 2020





## RESEARCH REPORT

# Central Coast Council Economic Development Survey Testing and Validating the Draft Economic Development Strategy and Resilience Framework

July 2020

Prepared by: Jetty Research

Project Reference: 5868

Version: Final



The  
Research  
Society

2019-20

Company Partner

ETHICS - QPR - ISO

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# 1. EXECUTIVE SUMMARY



Central Coast Council (CCC) has developed a number of important documents which will provide direction to Council into the coming years including the Draft Economic Development Strategy and the Economic Recovery and Resilience Framework.

The Draft Economic Development Strategy was developed based on extensive consultation with the community prior to the COVID-19 pandemic and subsequent economic crisis. Thus the Economic Recovery and Resilience Framework was prepared to refocus Council's approach and prioritise key action items to support the local economy.

In June, residents in the Central Coast Council LGA undertook a 10 minute (average length) survey to test and validate Council's direction outlined in the Draft Economic Development Strategy. This research sought to validate the target areas and vision outlined in the Draft Economic Development Strategy with a representative sample of the community.

For more information on survey methodology, sampling error and sample characteristics, see pages 7-8. For more detailed information on the breakdown of survey respondents, see pages 19-21.

## Among the survey's major conclusions:

While 22% indicated that Covid-19 restrictions had not impacted them or their household, some 42% mentioned that they were not socialising as much as before Covid-19 restrictions, 16% were on a reduced income, 15% were home schooling (or had home schooled), 13% were working from home and 10% were on reduced hours.

Impact was greatest among the 18 to 39s (those aged 60 years and over were more likely to indicate they had felt no impact (28% vs. 14% of those aged 18 to 39 years). Specifically, those aged 18 to 39 were more likely to be impacted by home schooling (27% vs. 2%), restrictions to kids activities (14% vs. 3%) and reduced incomes (23% vs. 7%).

Prior to Covid-19, 44% of residents surveyed who worked or studied, commuted for 30

minutes or more to their place of work/study. This dropped to 25% following Covid-19 restrictions.

Residents agreed that the industries Council selected to target for growth were appropriate with 71% or more residents endorsing each. The highest levels of favourability were seen for the health care and wellbeing industry (95%), small business and entrepreneurship (93%) and education, innovation and research (93%) industries. Advanced manufacturing, regional headquarters for Sydney CBD commuters and retail received the lowest, although still high, support from residents at 71%, 75% and 75% respectively.

Some 86% felt it was important for Council to develop and implement a detailed strategy and implementation plan for guiding actions supporting the local economy. Those agreeing strongly felt that it would provide a plan or pathway moving forward (33%), would help the economy in general (28%) and/or would assist to keep businesses and employment (25%). Others (21%) felt it was generally good practice which would keep Council accountable and running efficiently.

When asked to which of the two offered vision statements they preferred overwhelming preference related to:

- *A region providing economic and employment opportunities to fulfil our community's vision for a smart, green and liveable region with a shared sense of belonging and responsibility*



## 2. INTRODUCTION

### 2.1. BACKGROUND

Central Coast Council (CCC, or Council) has developed a number of important strategy documents to provide direction in the coming years. These include the Draft Economic Development Strategy and the Economic Recovery and Resilience Framework.

The Draft Economic Development Strategy was developed based on extensive consultation with the community prior to the COVID-19 pandemic and subsequent economic crisis. Thus the Economic Recovery and Resilience Framework was prepared post-COVID to refocus Council's approach and prioritise key action items to support the local economy.

Research was commissioned to:

- Measure preference for an Economic Development Strategy
- Measure current level of confidence and security in regard to individual education, job climate, economy and financial circumstance
- Measure impact of COVID-19 on individuals' circumstances
- Measure perception of most effective industries to target for growth
- Assess favourability of the current vision statement

### 2.2. METHODOLOGY

A survey form was constructed collaboratively between Council staff and Jetty Research (see Appendix 1), based on satisfying the above objectives. The survey was conducted using a random fixed line and mobile telephone poll of 601 residents aged 18+ residing in the Central Coast Council LGA.

Respondents were selected at random from a verified random sample residential telephone database of 5,238 residential and mobile telephone numbers within the LGA.

Polling was conducted between June 30<sup>th</sup> and July 10<sup>th</sup> 2020 (inclusive) from Jetty Research's Coffs Harbour CATI<sup>1</sup> call centre. A team of 10 researchers called residents on weekday evenings (excluding Friday) from 3.30 to 8pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a purely random basis, though ensuring an adequate mix of respondents by age and gender. Quotas by ward were implemented to ensure an equal spread and robust sample for sub-group analysis.

Respondents were screened to ensure they were aged 18 or over.

Survey time averaged 10.3 minutes. Response rate (measured as percentage of eligible residents reached who agreed to participate) was 29%.

Results of the CATI survey have been post-weighted by age and gender to match the demographic profile of the area. (See Appendix 2 for details of weighting calculation.)

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<sup>1</sup> Computer-assisted telephone interviewing



## 2. INTRODUCTION

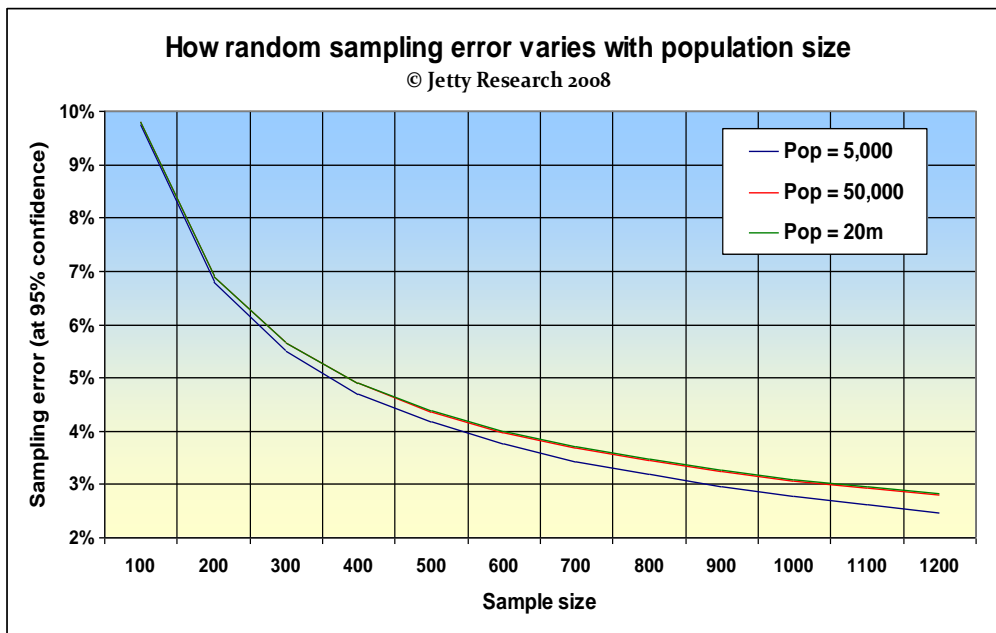
Please note that due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as “Base=XXX” in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone. Appendix 3 outlines the key results by demographic groups of interest.

Sampling error of a sample of 604 is +/-4.0% at the 95% confidence level. (This means in effect that if we conducted a similar poll 20 times, results should reflect the views and behaviour of the overall survey population to within a +/- 4.0% margin in 19 of those 20 surveys.)

As Graph I shows, margin for error falls as sample size rises. Hence cross-tabulations or sub-groups within the overall sample will typically create much higher margins for error than the overall sample. For example, using the above population sizes, a sample size of 100 exhibits a margin for error of +/- 9.8% (again at the 95% confidence level).

**Graph i: How sampling error varies with sample and population size**



In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include residents unreachable by phone, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey design. However, steps have been taken at each stage of the research process to minimise such errors wherever possible.

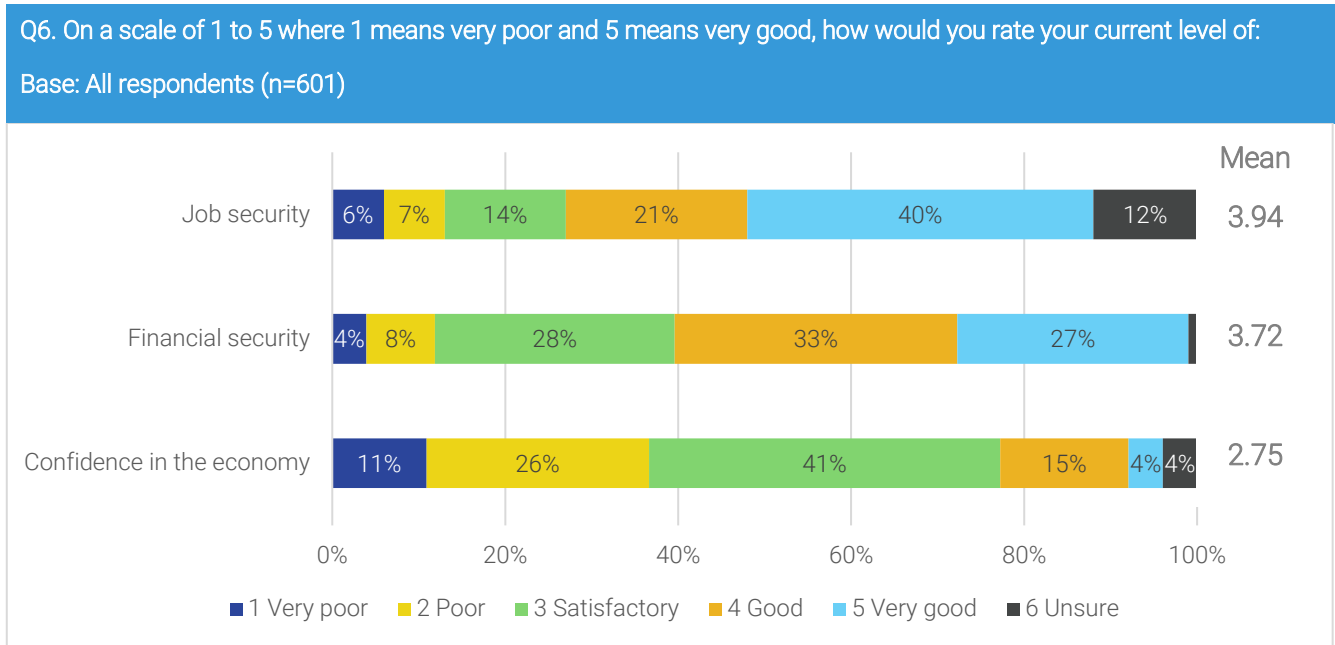


### 3. CONFIDENCE AND SECURITY



Residents were asked to consider their current level of confidence with regard to their own job and financial security as well as confidence in the economy and rate each on a 1 to 5 scale where 1 meant very poor and 5 meant very good. The options of “don’t know” and “not applicable” were also allowed:

**Figure 1: Level of confidence**



Three-quarters of residents surveyed rated their job security as very good (40%), good (21%) or satisfactory (14%), an overall mean rating of 3.94 out of a possible 5.0. Just 13% felt their job security was poor (7% poor and 6% very poor) and a further 12% were unsure.

Financial security was only slightly lower with a mean rating of 3.72, and 88% rating their financial security as good (27% very good, 33% good and 28% satisfactory).

Confidence in the economy was significantly lower with over a third feeling the economic outlook was poor (26% poor and 11% very poor).

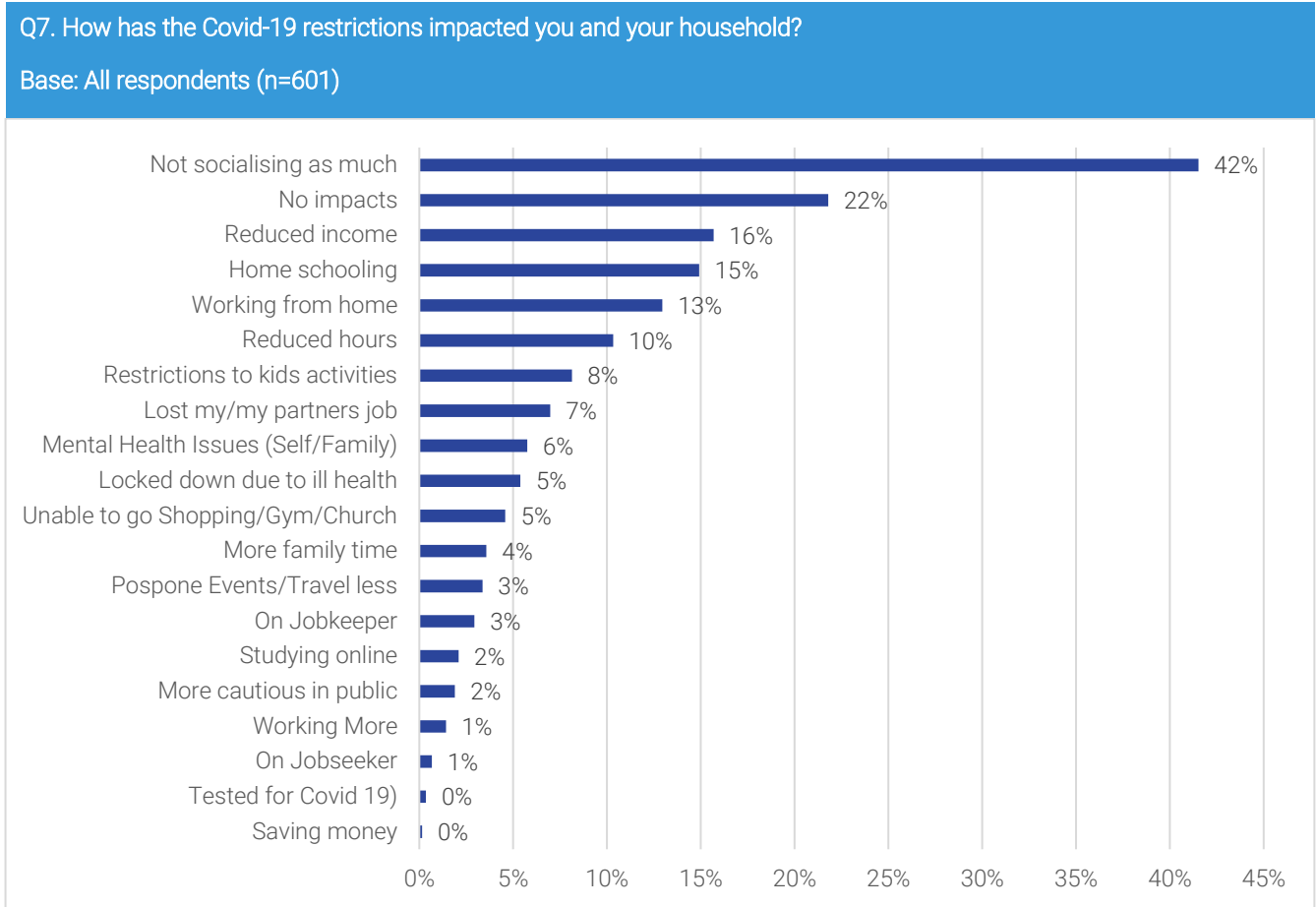
Interestingly, there were no significant differences by demographic groups of interest (see Table 1: Level of confidence in Appendix 3).

## 4. IMPACT OF COVID-19 ON INDIVIDUALS



Residents were asked, in an unprompted question, to outline the ways in which Covid-19 has impacted themselves or their households. Their responses were coded and graphed below:

**Figure 2: Impact of Covid-19 restrictions**



While 22% indicated that Covid-19 restrictions had not impacted them or their household, some 42% mentioned that they were not socialising as much as before Covid-19 restrictions, 16% were on a reduced income, 15% were home schooling (or had home schooled), 13% were working from home and 10% were on reduced hours.<sup>2</sup>

As outlined in Table 3: Impact of Covid-19, those aged 18 to 39 were more likely than those aged 60 years and over to be impacted by home schooling (27% vs. 2%), restrictions to kids activities (14% vs. 3%) and reduced incomes (23% vs. 7%). Those aged 60 years and over were more likely to indicate they had felt no impact (28% vs. 14% of those aged 18 to 39 years).

<sup>2</sup> Note that being an unprompted question, results are likely to understate the incidence of these impacts

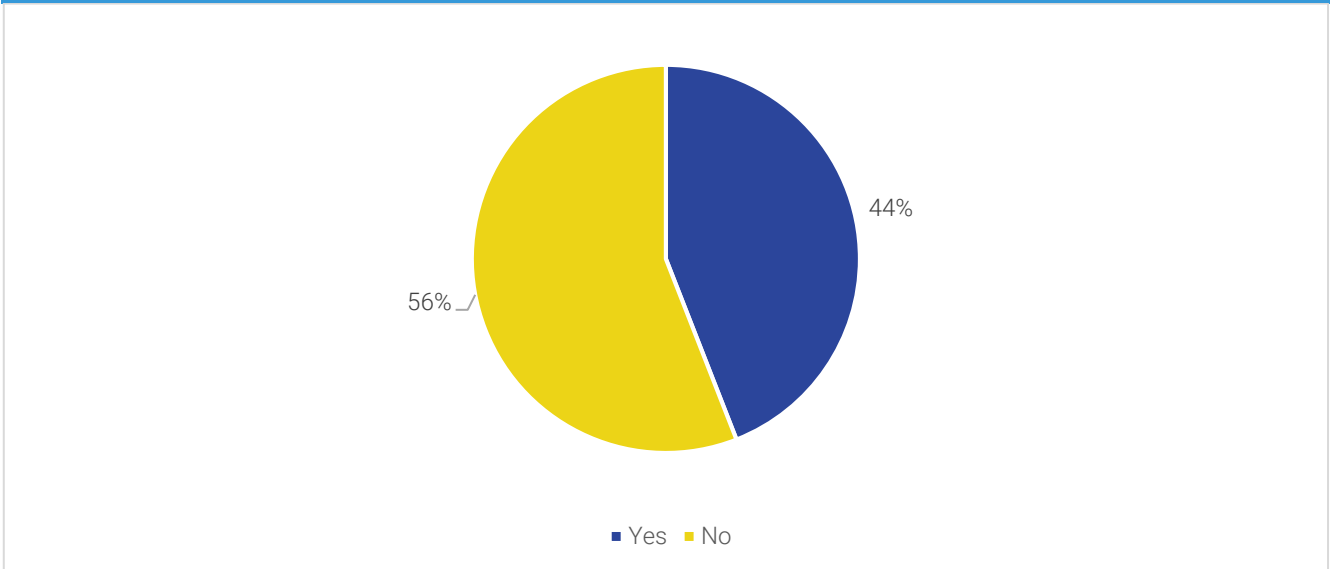
## 4. IMPACT OF COVID-19 ON INDIVIDUALS



**Figure 3: Commute prior for Covid-19**

Q4B. And prior to Covid-19, did you typically commute longer than 30 minutes to your place of work/study?

BASE: All respondents working or studying full or part time (n=359)

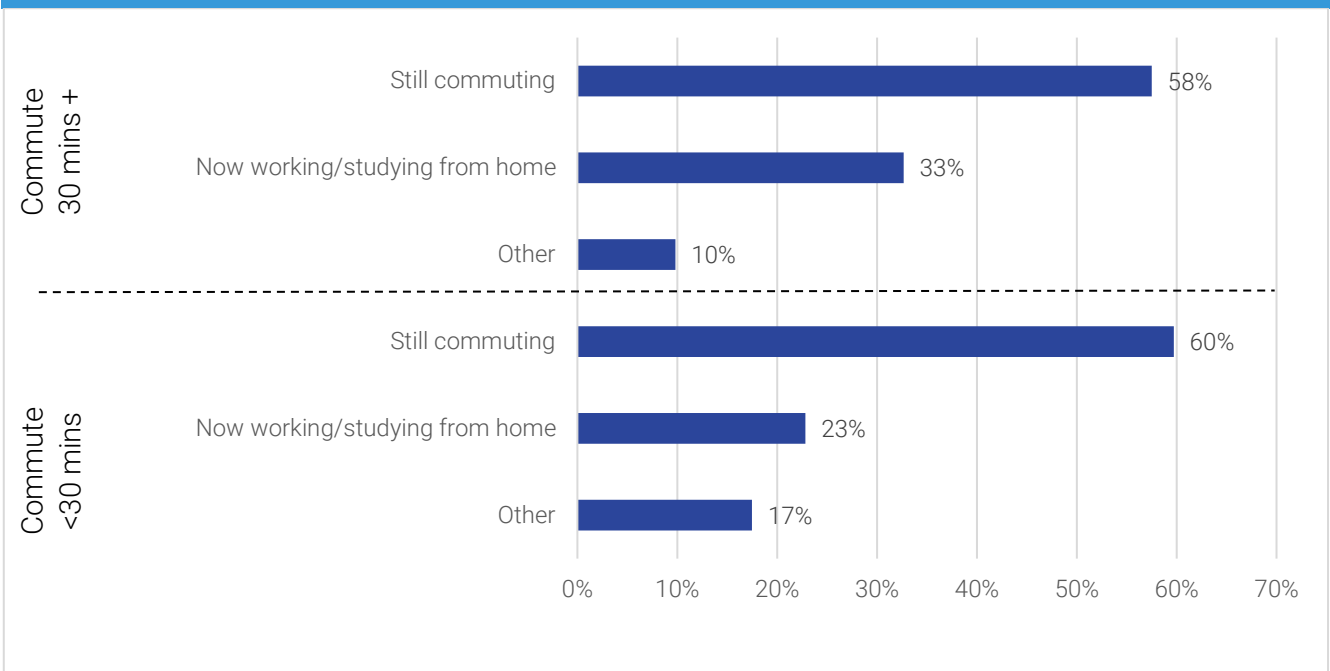


Prior to Covid-19, some 44% of residents surveyed who worked or studied commuted for 30 minutes or more to their place of work/study. This was higher among Budgewoi Ward residents at 65% and males at 52% (see Table 2: Commute longer than 30 minutes to your place of work/study prior to Covid-19 in Appendix 3).

**Figure 4: Still commuting or working from home**

Q4C. Are you still commuting, or are you now able to work from home?

BASE: All respondents (n=359)



## 4. IMPACT OF COVID-19 ON INDIVIDUALS



The proportion still commuting 30 minutes or more following Covid-19 restrictions dropped to 25% of the total sample of those working or studying.

Overall, over half of those working or studying were still commuting to their place of work/study at the time of the interview (58% of those with a 30 minute or more commute and 60% of those with a commute of less than 30 minutes). Around a third (33%) of those with a 30 minute or more commute were working/studying from home and 23% of those with a shorted commute.

Those who indicated “other” either worked from home exclusively before Covid-19 restrictions or were doing a mixture of both working from home and commuting.

## 5. PERCEPTION OF INDUSTRIES TO TARGET FOR GROWTH



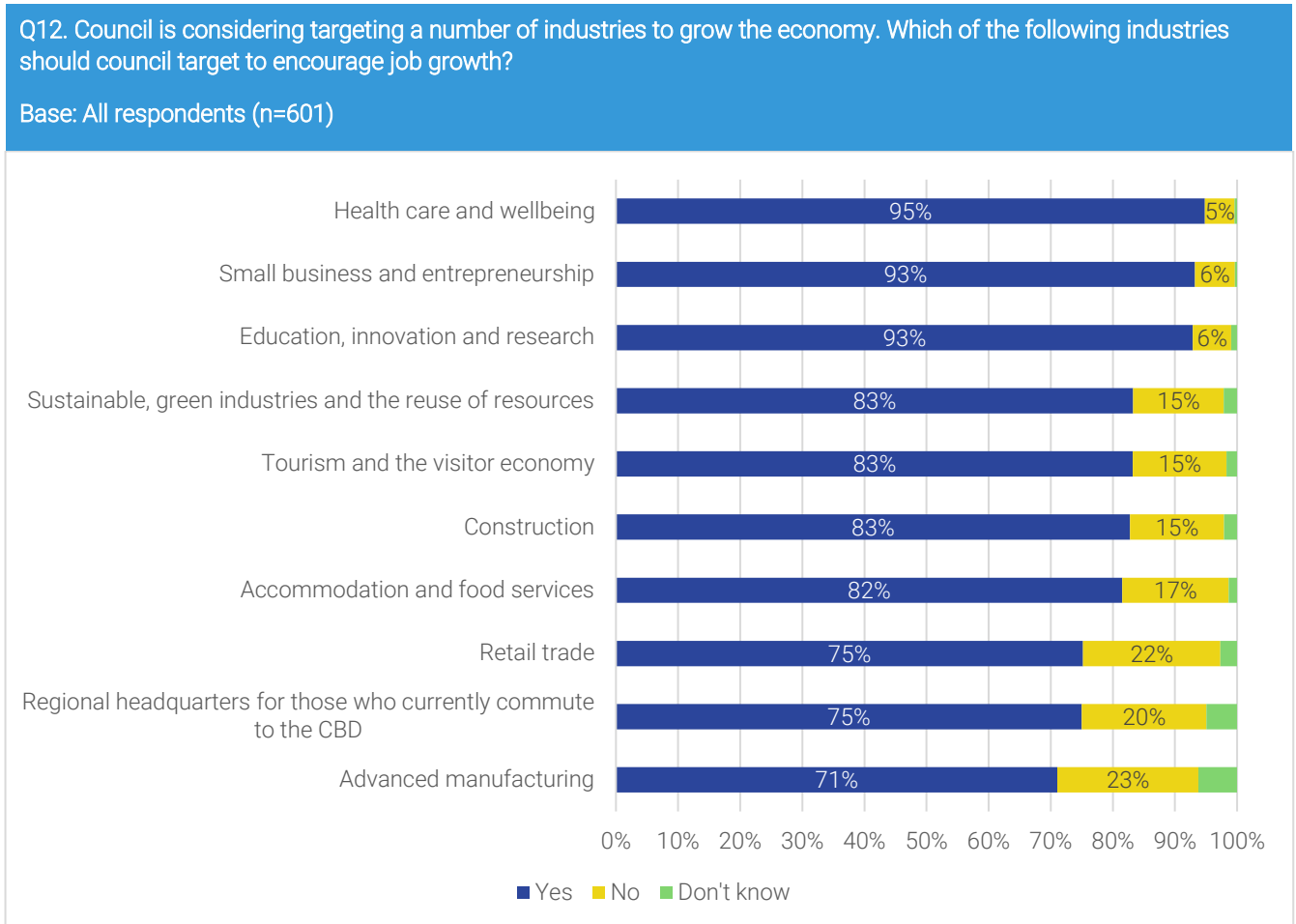
Residents were informed:

*Council is considering targeting a number of industries to grow the economy.*

And asked:

*Which of the following industries should Council target to encourage job growth?*

**Figure 5: Industries to target**



Each industry received resident endorsement from 71% or more residents with the highest proportion of residents feeling Council should encourage job growth in the health care and wellbeing (95%), small business and entrepreneurship (93%) and education, innovation and research (93%) industries.

Advanced manufacturing, regional headquarters for Sydney CBD commuters and retail received the lowest, although still high, support from residents at 71%, 75% and 75% respectively.

There were no differences by demographic groups of interest.

## 6. NEED FOR AND FAVOURABILITY OF VISION STATEMENT



Residents were next informed that:

*Council has recently developed a Draft Economic Development Strategy to assist Council to prioritise key action items to support the local economy.*

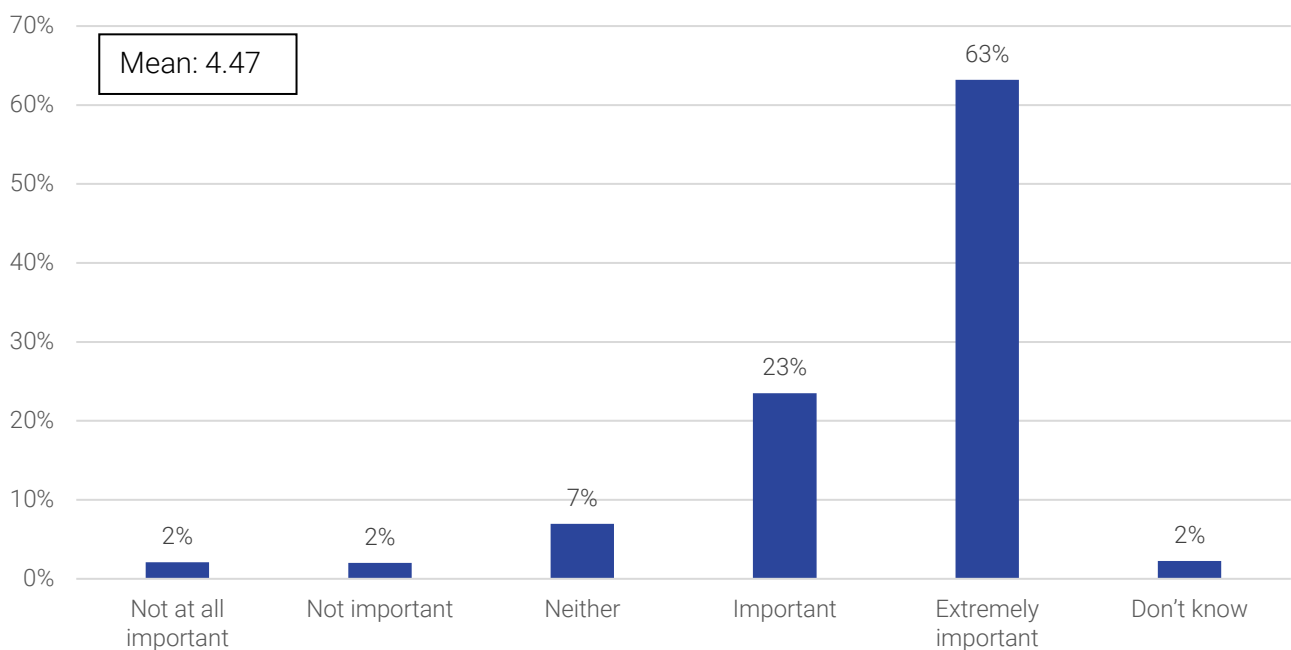
And asked:

*On a scale of 1 to 5 where 5 means extremely important and 1 means not at all important, how important do you feel it is that Council has a detailed strategy and implementation plan for guiding actions supporting the local economy?*

**Figure 6: Importance of a detailed strategy and implementation plan for guiding actions supporting the local economy**

Q9. Council has recently developed a draft economic development strategy to assist council to prioritise key action items to support the local economy. On a scale of 1 to 5 where 5 means extremely important and 1 means not at all important, how important do you feel it is that council has a detailed strategy and implementation plan for guiding actions supporting the local economy?

Base: All respondents (n=601)



Some 86% felt it was important for Council to develop and implement a detailed strategy and implementation plan for guiding actions supporting the local economy.

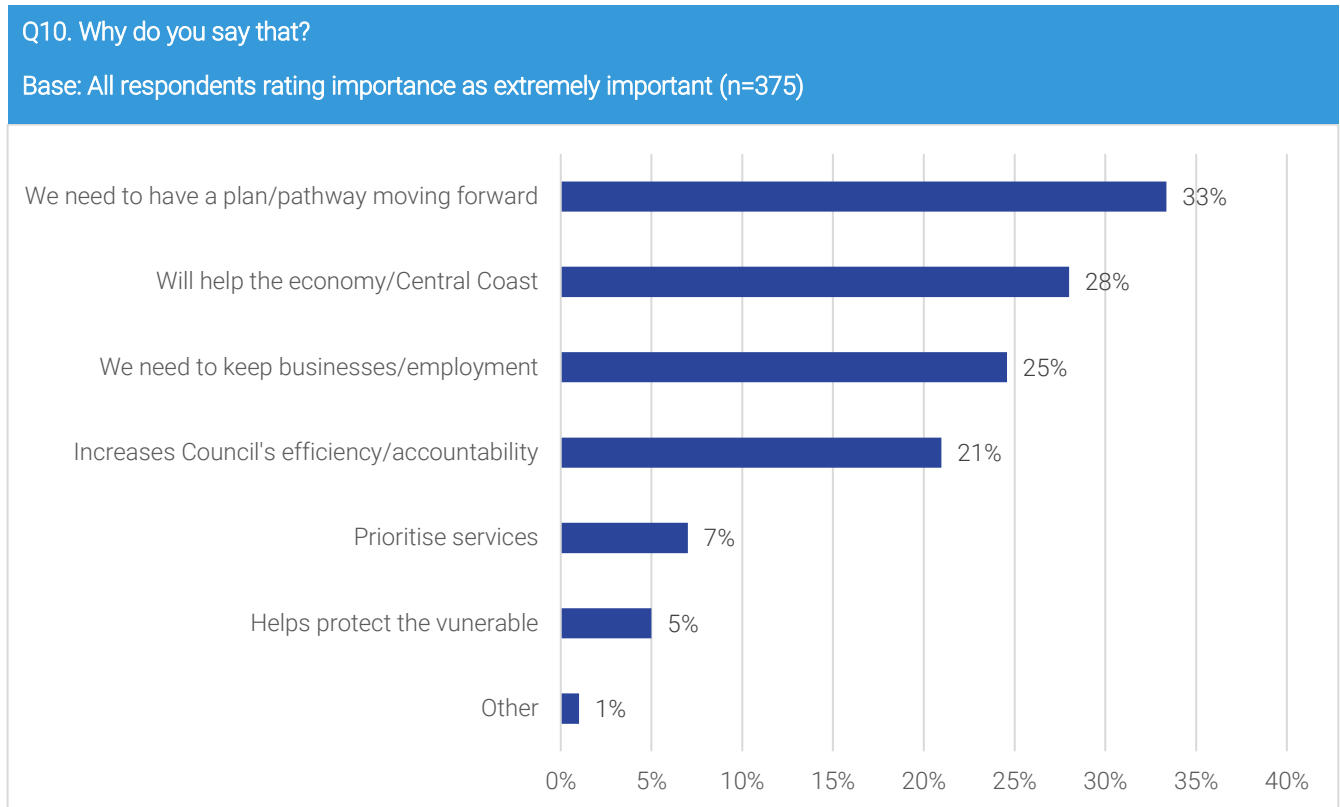
There were no differences by demographic group of interest (see: Table 5: Importance of a detailed strategy and implementation plan for guiding actions supporting the local economy in Appendix 3).

## 6. NEED FOR AND FAVOURABILITY OF VISION STATEMENT



Those with particularly strong views (rating the above as either not at all important or extremely importance) were asked for their reasons why. Their verbatim responses have been themed and coded and are graphed below:

**Figure 7: Reason for importance rating done**



Those 375 residents rating the importance of a detailed strategy and implementation plan for guiding actions supporting the local economy as extremely important felt that it would provide a plan or pathway moving forward (33%), would help the economy in general (28%) and/or would assist to keep businesses and employment (25%). Some 21% also felt it was generally good practice which would keep Council accountable and running efficiently.

Residents were next read the following information and associated question:

*Central Coast Council is developing a vision statement which will outline the future goals for the region's economy. I am now going to read out two options for this vision statement and I'd like you to tell me which one you prefer.*

- *A choice destination, greater than Sydney... Succeeding because of abundant opportunities and incredibly skilled people that thrive on a strong indigenous heritage, natural beauty and unique lifestyle*
- *A region providing economic and employment opportunities to fulfil our community's vision for a smart, green and liveable region with a shared sense of belonging and responsibility*

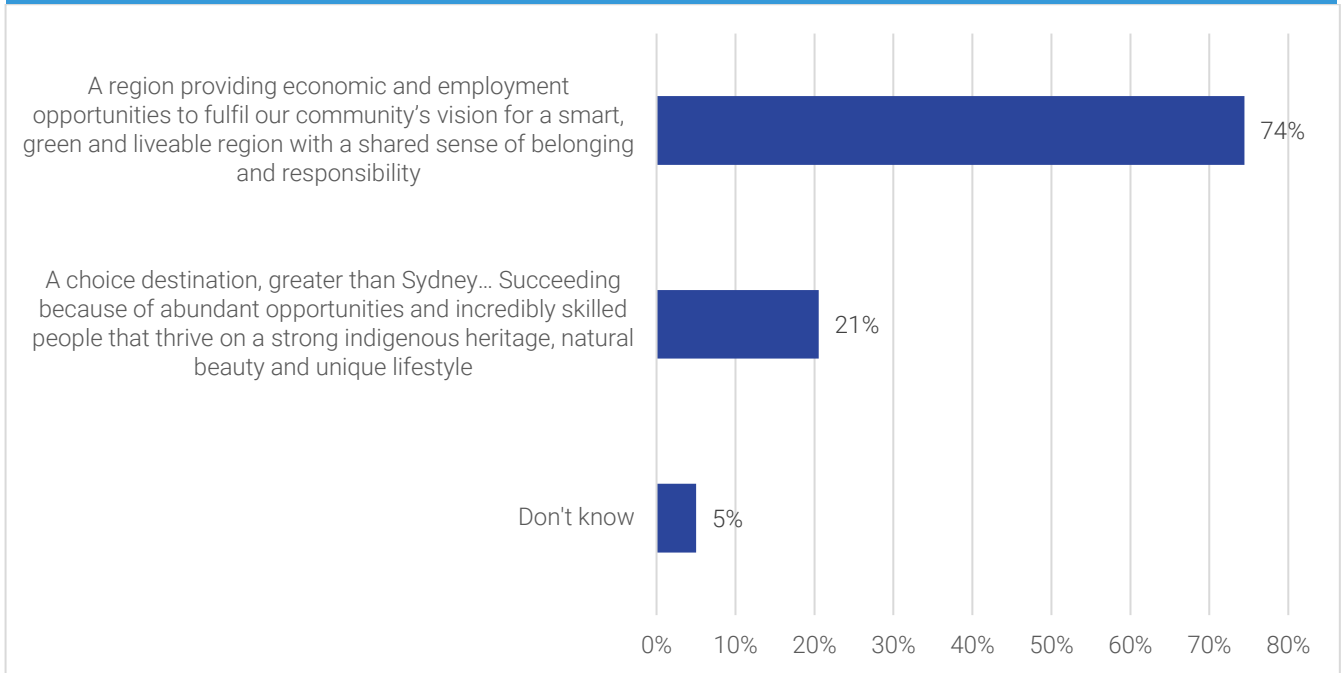
## 6. NEED FOR AND FAVOURABILITY OF VISION STATEMENT



**Figure 8: Vision Statement preference**

Q11A. Central Coast Council is developing a vision statement which will outline the future goals for the region's economy. I am now going to read out two options for this vision statement and I'd like you to tell me which one you prefer.

Base: All respondents (n=601)



Overwhelming preference related to the vision commencing with “A region providing economic” at 74%. Some 21% preferred the alternative (higher among 18 to 39 year olds at 29%, see Table 6: Vision Statement preference) and 5% were unsure.



## 7. OTHER WAYS COUNCIL CAN ASSIST THE ECONOMY



At the conclusion of the survey, residents were asked, in an open-ended question, whether there were any other things Council could do to assist the Central Coast economy. Responses were varied and specific to the individuals' circumstances preventing quantification of the results. However some broad themes were uncovered including:

### Focus on infrastructure:

- "They need to do what they can to regenerate our lake system and further infrastructure"
- "Try to entice large business to set up infrastructure on Central Coast/such as warehousing, manufacturing, large business headquarters/state and federal govt offices"
- "Spend more money on infrastructure, like road repairs and use more local businesses"
- "Probably invest in infrastructure/parks/waterways/cleaning up the waterways for tourism and health/roads are shocking"

### Specifically, roads:

- "Continue to improve roads and road maintenance"
- "Build better infrastructure/especially roads & parking/ Gosford CBD & train stations"
- "Better roads, particularly from Woy Woy to Gosford"
- "More attention to infrastructure especially the road network. If you're going to encourage more people up here the area needs to cope"

### And trains:

- "Improve public transport...more trains ...they're always packed"
- "Basically the train network, more trains, limited stops trains in-between"
- "The Gosford CBD needs a lot of work to attract businesses and people. Better parking, to attract more business you need better parking, better roads, and better public transport. More frequent trains, trains need a lot more work. Buses to key spots eg Terrigal, Avoca, main beaches etc."
- "Yes, well not so much the economy, but for us people that have to travel outside the central coast because there not much work here, they need to focus on the trains, because when there elected we always get promises on trains and transport (even the buses up the Central Coast) and when they get elected nothing gets done about it, and with so many people moving here transport needs to be looked at"

### Youth:

- "Development of youth - through schools , initiatives, co-operative groups and student based programs for greater links to be formed with local industries and global companies"
- "They need to address youth unemployment/social housing/ domestic violence and those people with addictions"
- "More youth activities/give kids something to do and a better opportunity for work later"

## 7. OTHER WAYS COUNCIL CAN ASSIST THE ECONOMY



### And, of course, jobs:

- “I think they need to get more jobs on the coast/I think apprenticeships/internships skills for the digital economy for young people that is the key. They need to revamp the Gosford CBD”
- “Focusing on more job growth, rather than commuting to Sydney. Putting all the money towards the commuting and aiming on bringing those jobs here”
- “Ensure there are jobs/increase the opportunity for people to have community business/encourage small business”
- “Creation of more local jobs especially in property development; creation of sustainable job growth”

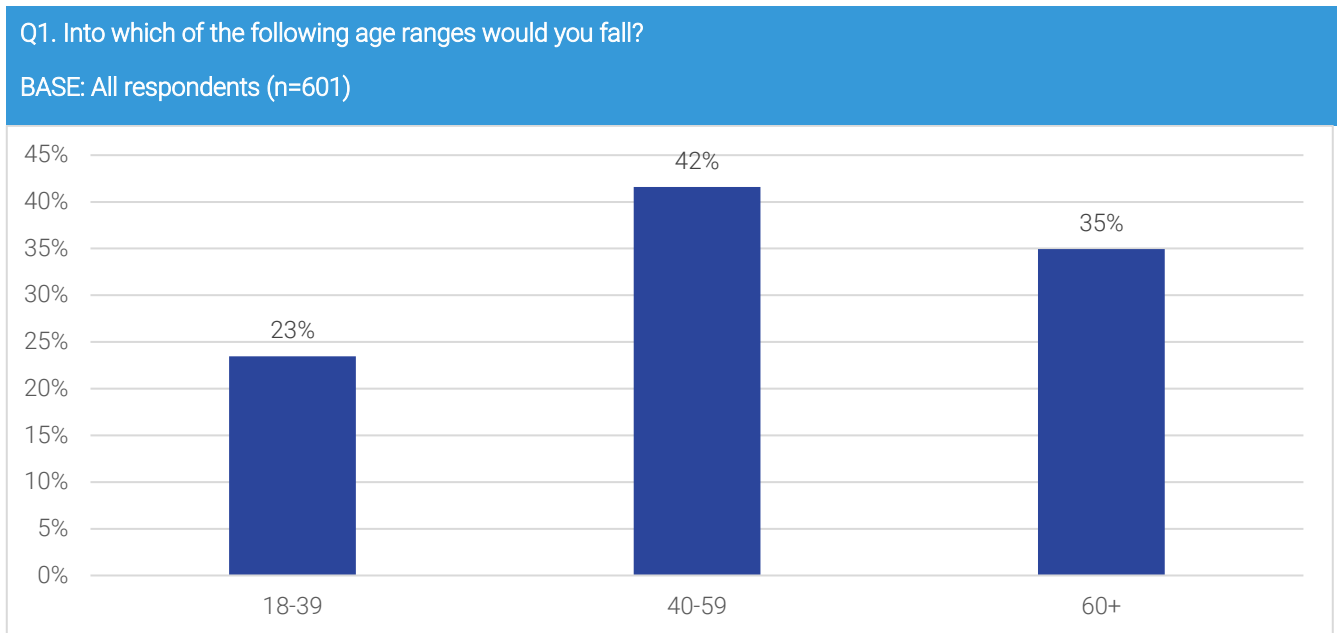
Many also took the opportunity to provide broad feedback to Council and the full list of verbatims is available in Appendix 4.

## 8. SAMPLE CHARACTERISTICS



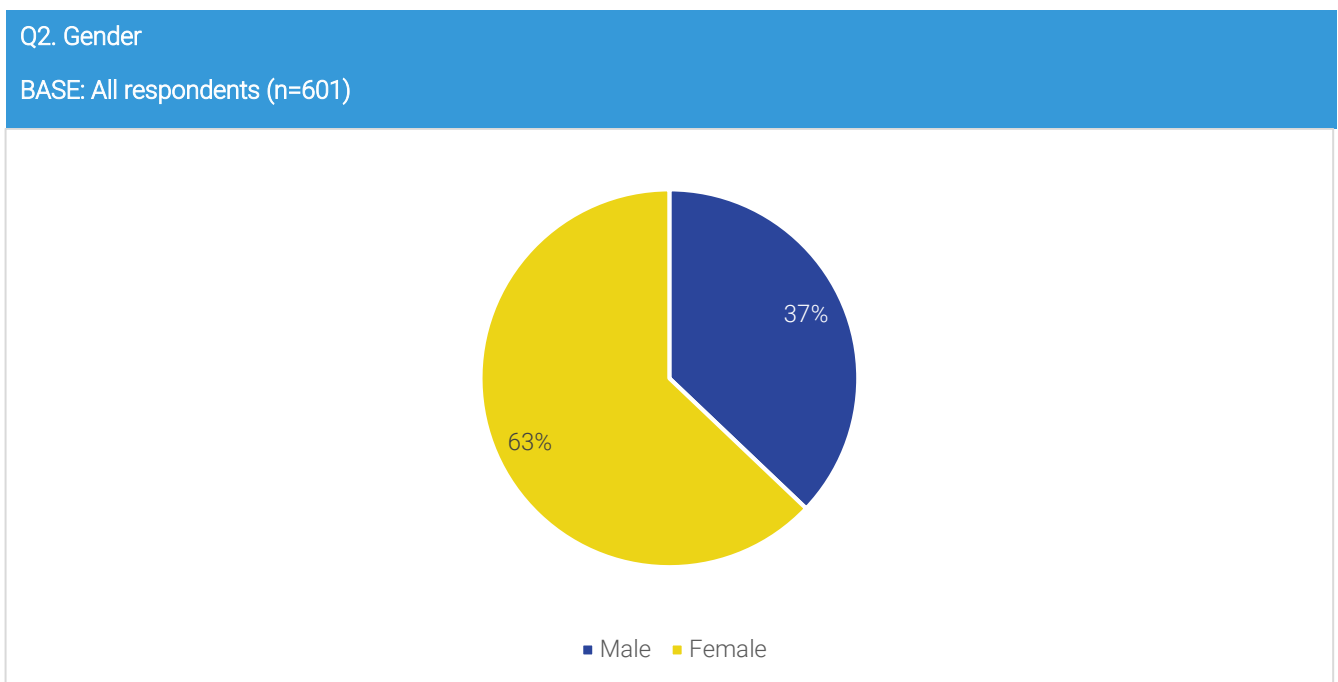
The following breaks down the survey sample by specific characteristics:

**Figure 9: Age (unweighted)**



Those aged 18 to 39 years were underrepresented in the overall sample (at 23% vs. the 2016 ABS Census proportion of 31%) and those aged 40 to 59 years slightly over represented (42% vs. 34%). Data was weighted to reflect the 2016 ABS Census population figures where 18 to 39 years is 31%, 40 to 59 years is 34% and 60 years and over is 35%. Weighting calculations are outlined in Appendix 2.

**Figure 10: Gender (unweighted)**

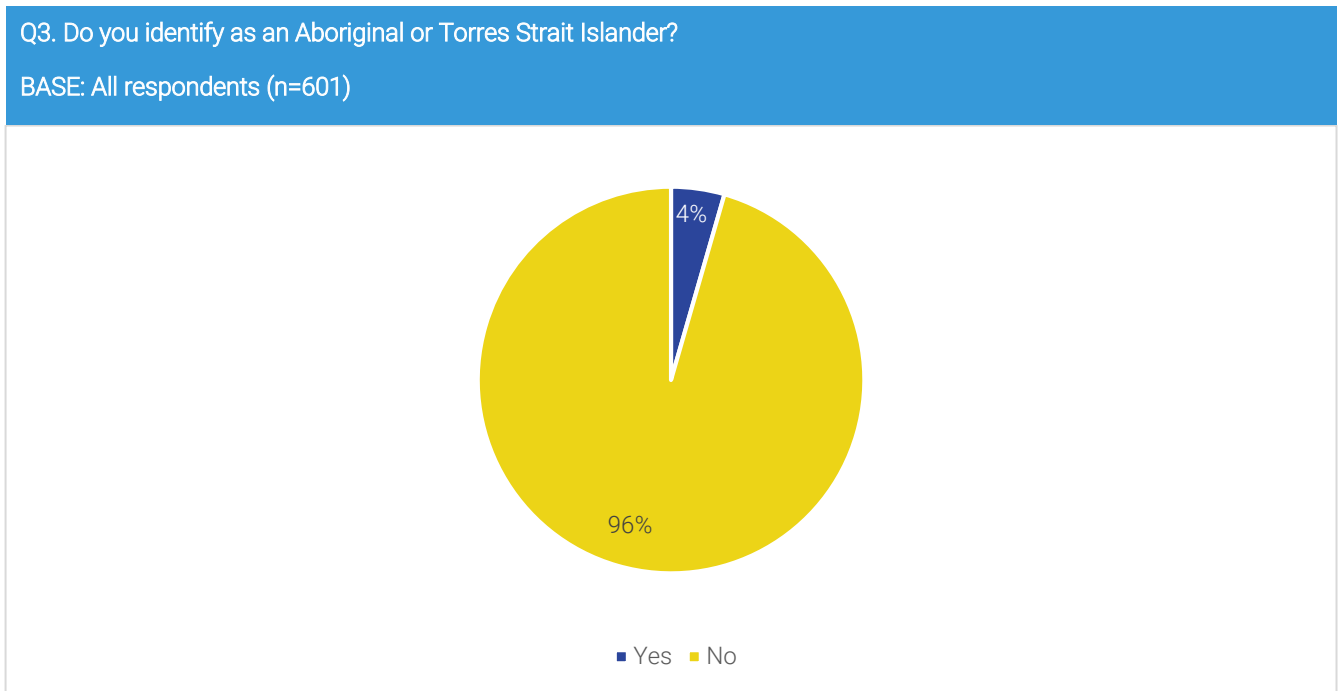


Females were overrepresented in the sample but weighted to 52% (as per 2016 ABC Census population figures) within the results.

## 8. SAMPLE CHARACTERISTICS

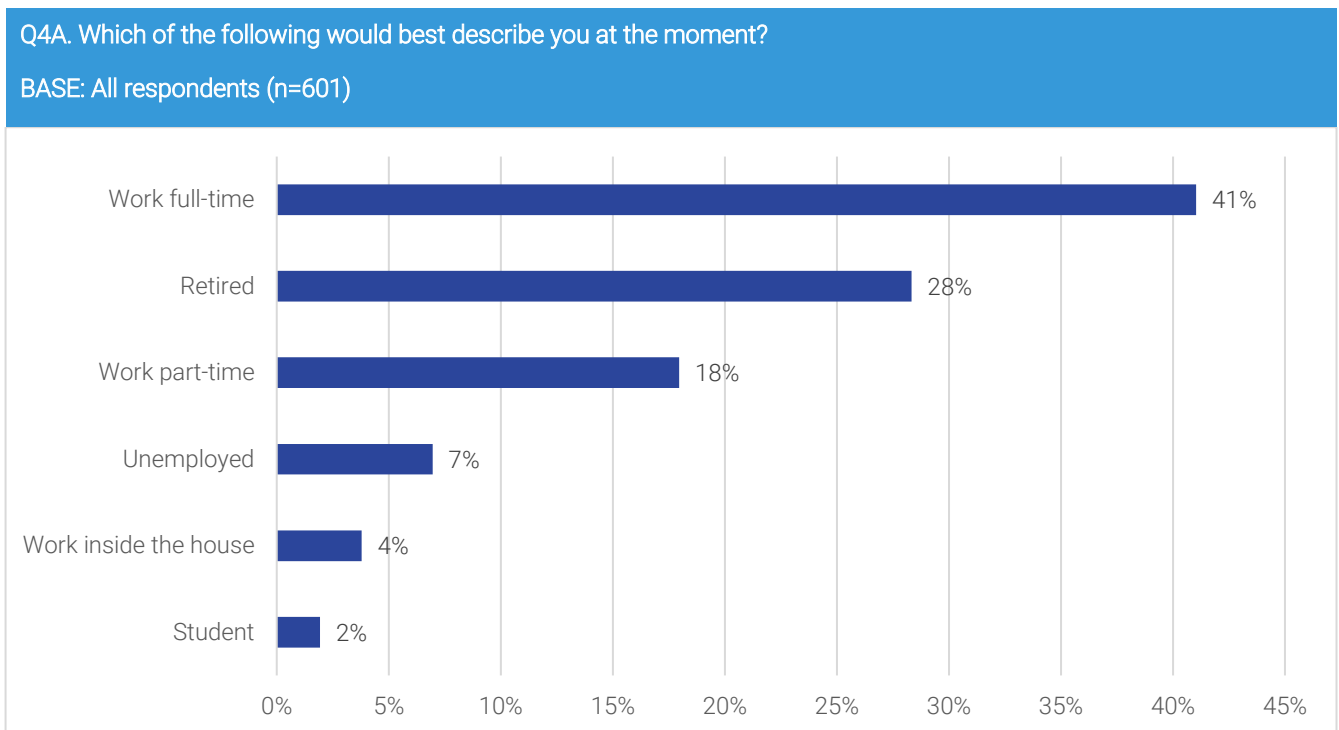


**Figure 11: Aboriginal or Torres Strait Islander**



Some 4% of those residents surveyed identified as Aboriginal or Torres Strait Islander.

**Figure 12: Employment Status**

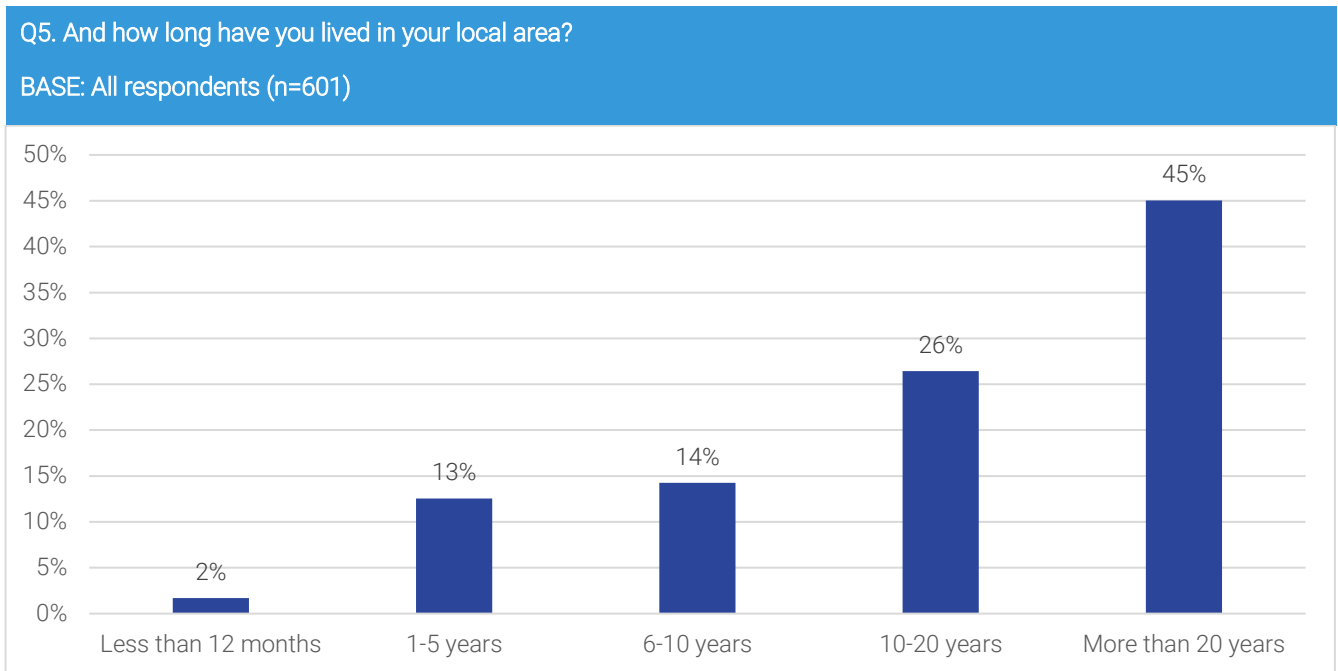


And 59% were working (41% full time and 18% part-time) with a further 28% retired and 7% unemployed.

## 8. SAMPLE CHARACTERISTICS



**Figure 13: Length of time at current residence**



Some 45% of those residents surveyed had lived in the area for more than 20 years, 26% 10 to 20 years and 27% ten years or less.

## 9. APPENDIX 1: QUESTIONNAIRE



S1 Good afternoon/evening, my name is (name) and I'm calling from Jetty Research on behalf of Central Coast Council. Council is conducting a short survey of its residents and you have been chosen at random to take part. The survey only takes 10 minutes, all responses are confidential and we're not trying to sell anything. Would you be happy to assist Council by taking part in a short survey this afternoon/evening?

(If no, try to arrange callback or find another member of the household willing to take part.)

If yes, continue.

S2. (If yes) Thanks so much. Before we commence, can I just confirm you live in the Central Coast Council LGA?

Yes1

No 2      THANK AND TERMINATE

S3. And what suburb do you live in? see attached list

S4. And are you a Central Coast Council Councillor or permanent Council employee?

YES    1    THANK AND TERMINATE

NO 2

## 9. APPENDIX 1: QUESTIONNAIRE



S5. And can I have your first name for the survey?

CATEGORY/ OBJECTIVE	Q#	QUESTION	LIST OPTIONS	ANSWER OPTIONS
Classifi- cation	1	(Name), into which of the following age ranges would you fall?		18-29 30-39 40-49 50-59 60-69 70-74 75+
	2	Gender? (Don't ask)		Male Female
	3	Do you identify as an Aboriginal or Torres Strait Islander?		Yes No Rather not say
	4a	Which of the following would best describes you at the moment?		Work full-time Work part-time Student Retired Work inside the house Unemployed
	4b	(If Q4a=code 1-3) And prior to COVID-19, did you typically commute longer than 30 minutes to your place of work/study?		Yes No
	4c	(If Q4b=code 1) Are you still commuting, or are you now able to work from home?		Still commuting Now working from home Other (please explain)

## 9. APPENDIX 1: QUESTIONNAIRE



	5	And how long have you lived in your local area?		<ul style="list-style-type: none"> <li>Less than 12months</li> <li>1-5 years</li> <li>6-10 years</li> <li>10-20 years</li> <li>More than 20 years</li> </ul>
2	6	On a scale of 1 to 5 where 1 means very poor and 5 means very good, how would you rate your current level of:	<ul style="list-style-type: none"> <li>Job security</li> <li>Financial security</li> <li>Confidence in the economy</li> </ul>	<ul style="list-style-type: none"> <li>Very poor</li> <li>Poor</li> <li>Satisfactory</li> <li>Good</li> <li>Very good</li> <li>Unsure</li> </ul>
3	7	And how has the COVID-19 restrictions impacted you and your household? (MULTIPLE RESPONSE, DO NOT READ OUT)		<ul style="list-style-type: none"> <li>Reduced hours</li> <li>Reduced income</li> <li>Lost my/my partners job</li> <li>On Jobkeeper</li> <li>On Jobseeker</li> <li>Locked down due to ill health</li> <li>Not socialising as much</li> <li>Restrictions to kids activities</li> <li>Home schooling</li> <li>Studying online</li> <li>Working from home</li> <li>Other (please specify)</li> </ul>
1	9	Council has recently developed a Draft Economic Development Strategy to assist Council to prioritise key action items to support the local economy. On a scale of 1 to 5 where 5 means extremely important and 1 means not at all important, how important do you feel it is that Council has a detailed strategy and implementation plan for guiding actions supporting the local economy?		<ul style="list-style-type: none"> <li>Not at all important</li> <li>Not important</li> <li>Neither</li> <li>Important</li> <li>Extremely important</li> <li>Don't know</li> </ul>



## 9. APPENDIX 1: QUESTIONNAIRE



1	10	If code 1 or 5: Why do you say that?		Open-ended
5	11a	Central Coast Council is developing a vision statement which will outline the future goals for the region's economy. I am now going to read out two options for this vision statement and I'd like you to tell me which one you prefer.		<p>1. A choice destination, greater than Sydney... Succeeding because of abundant opportunities and incredibly skilled people that thrive on a strong indigenous heritage, natural beauty and unique lifestyle</p> <p>2. A region providing economic and employment opportunities to fulfil our community's vision for a smart, green and liveable region with a shared sense of belonging and responsibility</p> <p>3. Don't know</p>
4	12	Council is considering targeting a number of industries to grow the economy. Which of the following industries should Council target to encourage job growth?	<p>Health care and wellbeing</p> <p>Retail trade</p> <p>Accommodation and food services</p> <p>Construction</p> <p>Education, innovation and research</p> <p>Advanced manufacturing</p> <p>Sustainable, green industries and the reuse of resources</p> <p>Small business and entrepreneurship</p> <p>Commercial offsite CBD headquarters for commuters</p> <p>Visitor economy</p>	<p>Yes</p> <p>No</p> <p>Don't know</p>
	15	Are there any other things Council could do to assist the Central Coast economy?		Open-ended
	16	Is there anything else you'd like to add?		Open-ended

Thanks so much, that's the end of the survey. Central Coast Council greatly appreciates your time and feedback today.

(ISO info, thank again and conclude.)

## 10. APPENDIX 2: WEIGHTING METHOD



It is common in random surveys such as this to weight results by age and gender. This avoids the need to sample by quota (which is far more expensive than purely random sampling), and ensures the data from under- and over-represented groups is adjusted to meet the demographic profile of the survey population.

Population weighting can only occur where the true survey population is known. In this case the population, defined as “adults 18-plus living in the Central Coast Council LGA”, can be accurately measured through the 2016 ABS Census. We can hence weight the survey data by the known population.

To do this we divide the survey sample by gender (male/female) and across three age groups (in this case 18-39, 40-59, and 60-plus.) This divides respondents into one of six age and gender categories, as shown below:

AGE	MALE	FEMALE
18-39	7.7%	6.3%
40-59	22.0%	15.0%
60+	25.7%	23.4%

Meanwhile ABS data for the adult (18+) population of the LGA (as per 2016 ABS Census, Usual Resident profile), is shown in the following table:

AGE	MALE	FEMALE
18-39	21.4%	21.2%
40-59	16.9%	17.4%
60+	11.3%	11.9%
<b>TOTAL</b>	<b>49.49%</b>	<b>50.51%</b>

Dividing the “true” population by the sample population for each age and gender category provides the following weighting factors:

AGE	MALE	FEMALE
18-39	2.77	3.36
40-59	0.77	1.16
60+	0.44	0.51

These weightings are then assigned to each data record based on each respondent’s age/gender profile, and the raw data for each question is adjusted accordingly.

## 11. APPENDIX 3: DIFFERENCES BY DEMOGRAPHIC GROUP



**Table 1: Level of confidence**

AVERAGE	WARD						AGE			GENDER	
	Total	Budgewoi Ward	Gosford East Ward	Gosford West Ward	The Entrance Ward	Wyong Ward	18-39	40-59	60+	Male	Female
Job security	3.9	3.8	3.9	4.0	3.9	4.1	4.0	4.0	3.5	3.8	4.0
Financial security	3.7	3.5	3.7	3.8	3.8	3.8	3.8	3.6	3.7	3.7	3.7
Confidence in the economy	2.8	2.7	2.7	2.8	2.8	2.7	2.8	2.6	2.8	2.7	2.8

**Table 2: Commute longer that 30 minutes to your place of work/study prior to Covid-19**

AVERAGE	WARD						AGE			GENDER	
	Total	Budgewoi Ward	Gosford East Ward	Gosford West Ward	The Entrance Ward	Wyong Ward	18-39	40-59	60+	Male	Female
Yes	44%	65% ↑	43%	39%	38%	34%	43%	47%	37%	52% ↑	35% ↓
No	56%	35% ↓	57%	61%	62%	66%	57%	53%	63%	48% ↓	65% ↑

## 11. APPENDIX 3: DIFFERENCES BY DEMOGRAPHIC GROUP



Table 3: Impact of Covid-19

AVERAGE	WARD						AGE			GENDER	
	Total	Budgewoi Ward	Gosford East Ward	Gosford West Ward	The Entrance Ward	Wyong Ward	18-39	40-59	60+	Male	Female
Not socialising as much	42%	42%	46%	37%	46%	36%	32%	33%	59%	40%	42%
No impacts	22%	19%	26%	21%	19%	24%	14%	23%	28%	24%	20%
Reduced income	16%	19%	16%	16%	18%	9%	23%	17%	7% ↓	20%	12%
Home schooling	15%	19%	15%	12%	15%	14%	27% ↑	18%	2%	16%	14%
Working from home	13%	11%	15%	16%	12%	12%	19%	19%	2%	10%	15%
Reduced hours	10%	11%	10%	11%	9%	10%	16%	12%	4%	13%	8%
Restrictions to kids activities	8%	6%	6%	5%	10%	13%	14%	8% ↓	3%	8%	8%
Lost my/my partners job	7%	9%	4%	6%	6%	9%	11%	9%	1% ↓	8%	6%
Mental Health Issues (Self/Family)	6%	6%	5%	7%	4%	7%	4%	9%	4%	5%	6%
Locked down due to ill health	5%	8%	4%	3%	6%	6%	3%	5%	8%	3%	8%
Unable to go Shopping/Gym/Church	5%	3%	4%	5%	5%	6%	4%	4%	6%	4%	5%
More family time	4%	3%	4%	4%	3%	4%	2%	3%	6%	3%	4%
Postpone Events/Travel less	3%	2%	2%	4%	4%	5%	3%	4%	4%	4%	3%
On Jobkeeper	3%	3%	2%	3%	1%	6%	5%	3%	1%	3%	3%
Other	2%	1%	1%	4%	3%	2%	4%	2%	1%	3%	2%
Studying online	2%	5%	1%	3%	1%	1%	3%	3%	1%	1%	3%
More cautious in public	2%	4%	0%	3%	0%	3%	2%	2%	2%	2%	2%
Working More	1%	1%	1%	2%	1%	3%	3%	1%	0%	1%	2%
On Jobseeker	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%
Tested for Covid 19)	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%
Saving money	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

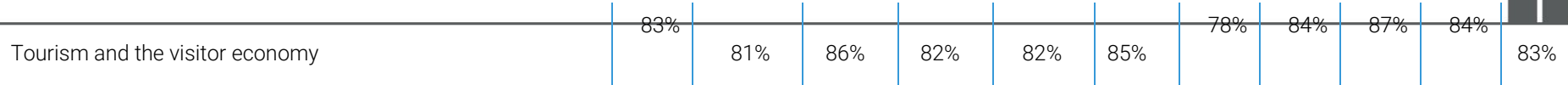
## 11. APPENDIX 3: DIFFERENCES BY DEMOGRAPHIC GROUP



**Table 4: Industries to target**

AVERAGE	WARD						AGE			GENDER	
	Total	Budgewoi Ward	Gosford East Ward	Gosford West Ward	The Entrance Ward	Wyong Ward	18-39	40-59	60+	Male	Female
Health care and wellbeing	95%	97%	95%	93%	93%	95%	96%	94%	95%	95%	95%
Retail trade	75%	72%	73%	82%	73%	76%	70%	74%	82%	77%	74%
Accommodation and food services	82%	82%	84%	83%	80%	79%	75%	85%	84%	81%	82%
Construction	83%	91%	84%	74%	84%	82%	82%	83%	83%	87%	79%
Education, innovation and research	93%	93%	91%	95%	91%	95%	95%	90%	94%	92%	94%
Advanced manufacturing	71%	66%	81%	69%	73%	66%	60% ↓	73%	79%	75%	67%
Sustainable, green industries and the reuse of resources	83%	82%	89%	85%	79%	81%	86%	85%	79%	80%	86%
Small business and entrepreneurship	93%	94%	92%	92%	95%	92%	94%	92%	94%	93%	93%
Regional headquarters for those who currently commute to the CBD	75%	75%	78%	73%	77%	72%	70%	77%	77%	76%	74%

## 11. APPENDIX 3: DIFFERENCES BY DEMOGRAPHIC GROUP



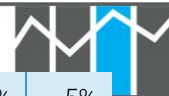
**Table 5: Importance of a detailed strategy and implementation plan for guiding actions supporting the local economy**

AVERAGE	WARD						AGE			GENDER	
	Total	Budgewoi Ward	Gosford East Ward	Gosford West Ward	The Entrance Ward	Wyong Ward	18-39	40-59	60+	Male	Female
Not important	4%	5%	3%	4%	5%	4%	3%	3%	7%	5%	4%
Neither	7%	5%	8%	8%	7%	7%	5%	8%	9%	6%	8%
Important	89%	90%	89%	88%	88%	89%	93%	89%	84%	89%	88%
Mean	4.47	4.5	4.54	4.39	4.46	4.46	4.51	4.57	4.33	4.5	4.44

**Table 6: Vision Statement preference**

AVERAGE	WARD						AGE			GENDER	
	Total	Budgewoi Ward	Gosford East Ward	Gosford West Ward	The Entrance Ward	Wyong Ward	18-39	40-59	60+	Male	Female
A choice destination, greater than Sydney... Succeeding because of abundant opportunities and incredibly skilled people	21%	16%	24%	20%	16%	26%	29% ↑	21%	12% ↓	20%	21%
A region providing economic and employment opportunities to fulfil our community's vision for a smart, green and liveable	74%	77%	72%	78%	78%	67%	68%	73%	82% ↑	75%	74%

## 11. APPENDIX 3: DIFFERENCES BY DEMOGRAPHIC GROUP



Don't know (DONT READ OUT)	5%	7%	4%	2%	6%	7%	3%	7%	6%	5%	5%
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## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY



Id	Q15
10	A faster train between here and Sydney, a regional airport
325	A focus on manufacturing and business centre growth
526	A real work for the dole system/clean our suburbs & building things learning new skills or trades/maintain work hours/get your own job or you will get a trade/help them with good opportunities
33	A strong focus on tourism
278	Advertising the beauty of the area//
190	Alternative transport into Sydney/trains are very unreliable/ bringing biz into central coast so we don't need to travel to cbd for work
77	Anything that doesn't overload in terms of infrastructure
549	As I said before probably more attention to infrastructure especially the road network. If you're going to encourage more people up here the area needs to cope.
420	As previously mentioned, fixing the roads, and cleaning street signs/over grown trees
154	Assist the police with resources and numbers
300	Assistance with rates / support for healthcare and healthcare workers
354	At some point our airport was on regional plan for use for employment & now just dropped off the radar/it was on the regional plan but now removed/this has caused a lot of upset our community job wise
429	At the moment they are doing as much as they can
577	Balance the bloody budget! Stop spending money they don't have!
61	Basically the train network, more trains, limited stops trains in-between
504	Be mindful of their small businesses/to look after them/put \$ into small business rather than waste \$ on red tape & ending up doing nothing





## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

295	Becoming a centre for education would be good
583	Better access to bike & walk tracks that are ecofriendly/ it is hard to get around without a car/so better public transport is vital especially the elderly
333	Better infrastructure for the community/ transport in particular/in all the areas it is one bus an hour/always have to wait an hour/it's an area where you need a car/an extra lane going past the western side of the Wyong station would be good but it never happens//
363	Better infrastructure in regards to local facilities like footpaths, bike paths, relaxing areas.
425	Better public transport and better transport links to get people around the central coast. This could be in the form of rail, buses & light rail.
590	Better roads, particularly from Woy Woy to Gosford
98	Bit over my head/at my age//
309	Build better infrastructure/especially roads & parking/ Gosford cbd & train stations
109	Build more accommodation, do the entrance up, that will create jobs
566	Can't think of any
79	Can't think of any right now
541	Can't think of anything
107	Career pathways for young adults. It's currently non-existent on the central coast.
253	Certainly bringing to the regional offices onto the central coast so people aren't commuting to Sydney every day and it opens up job opportunities.
214	Childcare...there are not a lot of council run childcare centres
542	Clean up our Tuggerah lake, so that the flooding stops or is minimised, in particular, tumbi creek that leads into the lake
352	Clean up the lake system/Tuggerah lakes
434	Collect and conserve water so that there is no longer plagued drought. If they can put further damming here or anything they can do to retain water so that they can actually have more industry such as market gardens and also horticulture.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

66	Consistent transparent guidelines for the development of educational and cultural precincts
53	Continue to improve roads and road maintenance. Encourage industry and manufacturing for local and Australian jobs, included rezoning and incentives to accommodate this.
477	Council can do a lot of things/no//
162	Council needs to work with state govt more...state govt impacts us enormously...and specifically for example in the area of public transport...trains and roads and buses
527	Council offices need to no longer think of it as two separate areas but one that needs to be developed equally. For example no longer Wyong and Gosford but central coast.
497	Council should adopt more work from home strategies and look at other sectors not part of the previous question...eg it
375	Create open spaces to attract tourism. Promote tourism
19	Creation of more local jobs especially in property development; creation of sustainable job growth.
122	Definitely improve the rail and ferry links to the city, specifically the rail link.
254	Develop the arts and culture side.
507	Develop the arts economy. There is plenty of space for outdoor theatre.
234	Development of young people, education as they come out of school with work opportunities
140	Development of youth - through schools , initiatives, co-operative groups and student based programs for greater links to be formed with local industries and global companies
54	Distribute money more fairly/more development locally around Toukley
289	Do what there supposed to do update the roads and the gutters
83	Don't approve buildings that don't meet the standard
396	Don't do stupid things like give the tax dept. prime real estate on the waterfront...they could have used infrastructure that already existed...it would have been a win/win
559	Don't know/difficult times/no bright ideas



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

556	Don't waste money on projects that doesn't help the economy such as the boardwalk or sculptures and artwork in the street
161	Due to the current covid situation I don't think tourism should be a priority at this stage
388	Easy access to roads and transport/also extra parking for Ettalong markets and nearby beach area
244	Economy
380	Employ more indigenous people
103	Employment advertising specific for the central coast. A lot of jobs advertised through things like seek group the central coast area wise with the northern part of Sydney. The council should approach these companies and encourage them to separate the central coast from north Sydney to make jobs advertised on the central coast be specific to the central coast.
29	Encourage manufacturing sector// couldn't prompt further
8	Encourage more banks to open in area/ only Westpac & a credit union in my area/ difficult for elderly people to travel to do banking
491	Encourage people get jobs, get off the dole. No further comments
597	Encourage the establishment of manufacturing industries - people will want to buy goods made from Australia rather than imported goods
185	Enhance services for families, more opportunities for families to afford child care
498	Ensure that commuting to cbd or Newcastle is substantially reduced travel time/there are not enough jobs here/ 30,000 travel daily
322	Ensure there are jobs/ increase the opportunity for people to have community business/ encourage small business.
28	Everything is fine/Adcock park there is water leaking/needs to be fixed//
466	Faster da approvals. /more flexibility to titles for example allow builders better grow. They should ease the restrictions on each property to allow more flexibility for industry growth.
459	Fix all the roads up, it will it make it better for everyone
582	Fix our roads, fix more of the roads.
339	Fix roads so people will be able to get to their job quicker



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

344	Fix the entrance causeway
586	Fix the roads, it will create jobs for both the people fixing the roads and the ones using them
257	Fix the roads, make it easier to travel around the coast. We need more industries up here, I don't how.
206	Fix the roads.
225	Fix the roads. I live in Woy Woy bay and we have the worst roads on the central coast. No further comments.
480	Fix the roads/70% of them need upgrading/to deal with the traffic better it is only growing
168	Fix up all the roads, curbs and guttering's. Have a consistent approach
578	Fix up the roads in san Remo.
423	Fixed the roads that need to be fixed and don't fix the roads that don't need fixing. Fix the roads with potholes instead of resurfacing the roads that don't need to be resurfaced.
115	Fixing the roads/ that would allow more people to be able to drive in a safe manner then what's out there now.
273	Fixing Tuggerah lake, and I know they know what needs to be done, is the most imperative thing as it's important to the central coast, improve commuter parking, provide incentives for families to relocate from Sydney to the central coast
313	Flood plain relief if, I get flooded
191	Focus on renewable energy solutions and control over development and facilitate smaller residential/cut red tape on granny flats
188	Focusing on emergency accommodation and low cost housing because people are going to lose their homes eventually.
156	Focusing on more job growth, rather than commuting to Sydney. Putting all the money towards the commuting and aiming on bringing those jobs here.
528	From a council point of view and living in lake Munmorah where I do. I would like to see the grass edges cleaned up bit more. The street I live in comes off the pacific highway and some of the grass is extremely high. I know they're busy but if they could keep the greenery a little bit neater, edges of the road, that sort of thing.
321	From my job perspective I'd like council to focus on mental health
413	Generally make the Gosford cbd more appealing because some of the areas look derelict.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 46 Get of their bottoms and do something/they sit on their hands too much and need to be proactive/ Gosford should be a thriving metropolis but was nearly dead at one point/no//
- 351 Give incentives to small businesses to come back to the main streets, Gosford and Wyong
- 515 Gosh I don't know, I can't think of anything at the moment.
- 57 Greater support for our local a league side/improved transport to and from Sydney
- 433 Have better business community engagement to support local business to supply their needs and wants/focus on local business, and business on the central coast to have better opportunities and reduce unemployment rate
- 384 Haven't thought about it
- 336 Health and education are two big ones, and the disability section, aged and children with disabilities
- 338 Help the aboriginal people, encourage that community to get jobs
- 299 How long is a piece of string/I am sure there are/you have already mentioned a few in the questions/bring some of those industries to the area//
- 489 I am leaning towards green energy/renewable energy//
- 267 I believe that they have got to support small business better and to do that they have got to make the area safer the biggest problem is right in Gosford, it has turned into a town of tumble weeds. Every second shop is closed down or is full of flashing lights and it is not a pleasing place to go to and you don't feel safe
- 86 I can't think of anything else, no.
- 366 I can't think of anything I think they're doing very well
- 58 I definitely think tourism because it's so beautiful and close to Sydney.
- 334 I do not know. /no further comments
- 361 I don't have enough knowledge to give a good answer on that one
- 274 I don't know about the economy and I have lived here most of my life and we could do with more curb and guttering and roads which are poorly maintained, now more people live here.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

535	I don't know.
184	I don't know. I really don't know.
148	I don't know/ haven't really thought about it/more activities for toddlers and young children/little weekend activity groups/more interaction for the kids at the weekend rather than sitting at home//
67	I don't know/feel like they are doing a reasonable job/the cbd needs some care and attention//
142	I don't know/I think everything has been covered/no//
55	I don't really know I don't really take a lot of interest/things have been promised up here but haven't really happened//
175	I feel that the favouritism is not a good trait for councils, when you're looking at investments and permits, its things like there are favourites and you wonder why. I don't think much has changed, the friends I talk to. I think they need to consider small businesses.
437	I just believe that we need more industry on the coast to keep more people working on the coast.
493	I just think it's' about visibility. I don't hear a lot, I'm hearing about covid but not a lot of local issues. More visibility locally.
157	I just think there should be more manufacturing on the coast so they don't have to commute to Newcastle, Sydney and western Sydney to support local trades.
240	I really didn't think the office which was built on the old school site should have been built, it should have been built to fill in some of the ugly places close to the station/more parking
69	I suppose try to create more employment.
315	I think a tafe after high school but not university, structured further education base needs to be targeted to help with traineeships and apprenticeships is important to build the ;economy
486	I think at the moment the council is doing a reasonable job. It's across several councils so it's quite challenging. I think also that it's very important that we pull in the tourists.
231	I think central coast council need to see the value in the Warnervale airport precinct. The potential that the precinct has for technology based industries and aviation based industries. That precinct needs to be seriously looked at and invested in because the potential is huge for the region.
525	I think council can improve recycling facilities and encourage use of renewable resources. Increase public transportation (more routes covered)/ I think there's more potential for a more sustainable lifestyle I think it might help us change our mind set, collecting of recyclable items veg and fruit waste.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

34	I think encouraging small business and social enterprises//
382	I think having a more sustainable and resourceful community/ so promoting more local produce and local businesses that communities can go to and get involved with so we can support our local community more.
97	I think it's really about diversifying the economy away from small business and retail. They should also be looking at it and educational services.
23	I think just job creation.
399	I think less development and more health. More mental health assistance for the community.
155	I think more could be done for understand of our local area. Opening up more bush walks, greater care of the environment so that the environment can be utilised without ecological damage.
286	I think more needs to be put into the state of our roads. I think there are a lot of areas that require general maintenance, like our parks and playing fields.
487	I think perhaps more road building, better roads and less money on things like that walkway at Terrigal.
89	I think possibly if the roads and everything were improved a bit more that would help more people visitor the area and also parking at beaches and stuff like that.
421	I think some of our roads are in desperate need of repair, and curbs and guttering. And more infrastructure /it provides jobs.
422	I think support local manufacturing.
269	I think that we could do with more natural gas area's. San Remo only have two areas with natural gas and were told they would not put in natural gas because the streets are around the wrong way. We need curb and guttering.
271	I think the central coast needs to put some kind of online brochure and potentially on television but they might not be able to afford that so I think an online brochure to attract tourism and residential.
395	I think they already do a fair bit in terms of grants for entrepreneurship and I'd like to see that continue but I think where I'd like to see a push is around the environmental and green technology aspects (future technologies). I know there's a place in Somersby (licella) that struggles to get enough grants - trying to commercialise a system but haven't got enough support from Australian government levels so they now have to commercialise it overseas. It would have been very beneficial for Australian recycling industries if they could have commercialised it here.
6	I think they just need to upgrade the roads and foot path systems, there's just things like that, that just need to be done.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 80 I think they need to address the problem at the entrance to the lake. I've been told by locals that they are going to do something for years. I did notice that they were very slow to react to the flooding last time at the entrance north.
- 222 I think they need to branch away from Terrigal and move further up the coast and down the coast. It would promote tourism in other areas.
- 419 I think they need to get more jobs on the coast/I think apprenticeships/internships skills for the digital economy for young people that is the key. They need to revamp the Gosford cbd.
- 178 I think they need to look at the bigger shopping centres and lower rents and put more shops in , generate more employment and bring some bigger manufacturing companies up and that will give us a lot of jobs too
- 108 I think they need to really re look at all their opportunities where they can expand things like cafes like at the Gosford water front. Where there is a nice place to sit, it would be nice to have cafes or something there. /re think their park areas and playgrounds and re zone a few areas for animals such as off leach parks/areas on the coast because I do not think there is enough. /walking tracks or footpaths for people to walk.
- 594 I think they really need to maintain the grounds better. They need to maintain the drainage areas, in particular near where I live, (peninsular leisure centre), the drain hasn't been done in years, weeds and everything growing, rats, it's not good.
- 20 I think they should assist the community with indoor centres, sports centres and get them back into business as they have suffered so much during covid 19
- 13 I think this is where it goes back to if we clean up the Gosford area and water front that would entice visitors, investment more construction and a better looking gateway to the central coast.
- 172 I think we need to find a way to reduce energy costs. I think we are losing a lot of opportunities by not having lower energy. / It is too expensive to run your business, if one third of what your costs are because of energy, how can you have a manufacturing plant or do basic things?
- 360 I think we should bring the jobs to the central coast.
- 555 I think what you've said covered it all, I can't think of anything.
- 355 I wish they'd open up their buildings so I could visit and communicate properly/I was trying to change cat's name and had to deal with lots of written correspondence which took weeks/if council had of been open I could have solved the situation on the spot
- 49 I would have thought that good management with councillors , and clear direction for the council
- 359 I would just say provide more jobs.
- 163 I would like council to develop the Gosford cbd area more quickly than they have.





## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

208	I would like the roads fixed especially on the peninsula/ and when it rains the potholes appear and it takes weeks for them to fix
101	I would like to see no homeless children on the street / also I would like to see more police presence in high crime areas / creation of more jobs for the young
229	I would like to see the banks doing sponsorships or donating money to charities or just help their local areas.
472	I would like to see, development of affordable accommodation, in line with councils affordable accommodation policy. Nothing seems to be happening. I am favour of a multi-cultural community
450	I would like to think that they'd leave Wyong airport alone because it encourages the youth of the area to expand their horizons. They will lose a lot of people if they close that down because they won't commute to Newcastle.
96	I would probably say be a little bit more visual. Project what they intend to do on a much clearer level, using radio or tv or other such means of communication. Reason being the radio is on 24/7/ and the council isn't making much use of it. The nun and use of the internet, the communication platforms... Facebook or what-have-you.
524	I would really appreciate council stop wasting money and put it into the community rather than council affairs...there's a lot of wasted funds and it's disappointing to hear about it when it could go to better things
235	I would suggest focusing a lot more on the hospitality, events, nightlife, cafes, restaurants and more promotion type events. The social industry has gone right down due to the virus. So not just focusing on the key areas that should be in any government but focusing more on the social aspects such as family outings and social events, and night life opportunities.
119	I would think to market the central coast as a holiday destination but also as an economical place to live.
593	If the council are looking at those areas that would go a long way to help//
505	If the Tuggerah lakes were opened and the waters were clean and they spent some money around the foreshore around the lake, it would bring a lot more tourists spending money in the area.
60	If they could just create more job opportunities for people who live on the coast
12	I'm not sure/not really interested.
303	Improve Avoca beach/bicycle track/improve parking/nothing else
548	Improve infrastructure/public transport in outer suburbs/ improve the infrastructure & services to equal our rates payments
205	Improve infrastructure, e.g. Schools & hospitals to accommodate population growth.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

123	Improve public transport...more trains ...they're always packed
385	Improve the entrance area. Shopping centre needs updating. The entrance channel could be opened to clean the lake & let fish and prawns in to improve the catch/ better quality fishing.
331	Improve the infrastructure of the area...it's very poor
263	Improve the infrastructure, easier access around
100	Improve the internal roads to fix traffic jams
567	Improve the roads
239	Improve the roads and have more police presence for the vandals
124	Improve the roads and sort mess out with the roads to Wyong
327	Improve the roads if they want to make tourism an area to create employment. Encourage 'clean' factories along the m1 i.e. Factories that don't put out pollution.
372	Improve the roads/some of the roads are appalling/especially in and out of towns//
340	Improve the train services from the city and Newcastle
476	Improve transport, they can't really do that but they could help and lighting/ the streets are really dark so sometimes you don't want go out in the night because of the lack of lighting/ there's a lot of potholes in the roads.
379	In regards to shopping centres, so everyone gets a fair amount of everything instead of people hoarding it. Only allow one item per product and if they have come in again to same shopping centre trying to get more of it, only allow them one item again instead of three or four.
293	In the long term, things like the railway and the road, because we only have the 2 connections
237	Incentives to attract larger manufacturing firms and bigger business to the central coast, incentivise current companies and manufacturers on the central coast
347	Increasing payments to people who can't contribute to the economy
519	Infrastructure - roads, there's unfinished projects. The road from Wyong to Wadalba is unfinished. The development stopped... Possibly an off ramp from the m1 to Wyong



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 499 Infrastructure spending, allowing business to grow without restrictions, they need to fix the lake. The lake currently is a stinking swamp they need to open it up and give the tourist something to do when they come here, at the moment they can catch an infection just looking at it.
- 219 Infrastructure eg roads.
- 71 Insure Tuggerah lakes and the entrance is properly managed to utilise the lake system instead of the stagnant water supply in the Tuggerah lakes position. For example, make it more like lake Macquarie.
- 479 Introduce more infrastructure projects/upgrade our roads & footpaths
- 518 Invest in infrastructure. /it will provide local jobs and as a result people will spend.
- 25 Invest more into the community on creating more jobs. There is always a hold up in council with things being released in regards to land sub divisions and it holds up the building industry.
- 183 Investigate and expand public transport opportunities
- 291 It could increase good sporting facilities they could make money from/an artificial football pitch is an example/the grass fields cost money//
- 95 It would be fantastic if they would fix all of the potholes on the peninsula and curb and gutter. Maintain clean beaches.
- 9 It would be nice to have something like the gold coast or Brisbane around the entrance area. Decent hotels and accommodation and things like that. Places for visitors to go. The central coast is very much behind the times as far as holiday makers are concerned.
- 5 It's a balance with tourism/ so the tourism dollar is important but it shouldn't be to the detriment of the area/Terrigal is an example of how not to do it/and would have to be done very differently//
- 443 It's all covered in that which suits us
- 215 Its more the federal government that has to step up here I think the council is doing as good a job as possible//
- 32 It's mostly job opportunities is the big thing, especially for school leavers.
- 554 It's very difficult for me because I don't know everything they're doing.
- 195 Just backing small businesses and creating opportunities for local business
- 36 Just getting a strict plan in place for moving forward out of covid.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

85	Just make sure that the beautiful places are kept green and clean and tidy
573	Just on a personal note they could fix up the entrance/if you can clean that waterway up it will help with tourism.
105	Keep the curb sides clean/make sure everything looks uniform so it attracts tourist/lake Munmorah is a very good example of the need to keep the curb sides clean//
72	Knock down the top management and have actual workers instead of too many supervisors
261	Listen to your people/be open to new ideas/be transparent in your dealings/
442	Local infrastructure projects, eg .roads to give people jobs
256	Local infrastructure. Proper footpaths or bike paths so that people can move around more freely without having to use motors and things like that to move which comes into sustainability. /doing a bit more for people with disabilities. I know quite a few people with disabilities who are struggling to get work or really get anywhere.
209	Local public transport needs to be improved. More buses - smaller buses- to cover a bigger area and run more frequently.
376	Look out for the weak and vulnerable in our society
381	Lots of things they can do/look after the Tuggerah lakes a bit better//
400	Lower rates, lower tip fees
440	Lower their rates , that would help people
543	Maintenance of current facilities
488	Make their own infrastructure more viable and better managed
11	Make their planning applications approval process more stream lined
65	Maybe better parking/ just, Terrigal for example it would be easier to get around instead of having to park so far away.
21	Maybe improve the bus services? That's all that affects me.
517	Maybe keep the streets cleaner in Terrigal and empty the bins more often to keep the visitors happy
241	Maybe roads...upkeep and maintenance



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 302 Medical specialist care. I still have to see a specialist that comes up from Sydney.
- 131 More around local businesses that have done really well. A bit more publicity for local cheese makers or pubs that have done really well
- 3 More businesses up here getting a go. It's all the Sydney companies getting a go.
- 242 More construction of footpaths. /it will give jobs and employment to people and boost business if you can sub contract out the work.
- 568 More environmental services like Fogo cos that will give a few jobs as well as help with the environment
- 468 More footpaths and accessibility - pram friendly - for people travelling by public transport footpath access is limited - helping people with families ditch cars for a day out
- 484 More free parking adjacent to the railway station.
- 114 More infrastructure in the Gosford cbd. With the hospitality and restaurants, if it was in one main street it would get more people in the area for leisure and to spend money in the general area and to get people visiting.
- 247 More infrastructure/ roads and planning/there is no vision or thought goes into it/at Tuggerah everyone gets channelled in there and it creates a bottleneck/needs a link road from east of the railway station through to east of Wyong railway station//
- 201 More jobs, a lot of jobs I have looked at you need a lot of qualifications for more training and on the job training that's not going to cost an arm and a leg and apprenticeships as an older person, younger people are getting the jobs. le: dominos won't employ me as it will cost them too much. As a mother that has to go back to the work force, I'm not entitled to Centrelink because my husband earns too much ... It's hard to back into the workforce
- 283 More low-cost housing for the growing number of people on the central coast who are sleeping rough. There would be less crime and domestic violence, helping people with psychiatric problems
- 31 More music venues/ greater entertainment always brings more opportunities.
- 248 More public transport in regional areas/more buses in later hours/no//
- 552 More services for aged care.
- 265 More support for people self-employed. More funds or advertising to keep money within the community
- 177 More the hands on things that need to be done/Terrigal bridge needs hand rails/further down near Terrigal drive and ocean view drive there have been 6 accidents/needs some sort of slowing down//



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 18 More toilet facilities and maintained not just left, more rubbish bins, when I'm traveling around
- 288 More tourism attractions. This would bring more people to the central coast which will then provide more jobs and more income for the coast.
- 282 More tourists to come to area/not being advertised/needs more promotion
- 159 More walkways around the lakes. I have to drive 30 minutes to find a walking track yet I am surrounded by water. I this would bring more people to the outdoors and they would spend money at the little cafes.
- 428 More work for the local workers, especially trades
- 404 More youth activities /give kids something to do and a better opportunity for work later
- 17 Mountain bike trails in cos space attract potential tourism in great numbers but unsupervised construction by private organisations despoil the natural environment which is the area's greatest asset
- 116 My ideas is that I understand there are community gardens and things like that. I feel like with schools and things like that, that composting should be introduced in school and things like that. Trying to look after everything than having a plain sight of the community. I teach my son about soft plastics. I'm from nz and the central coast feels a lot like nz. More rundown buildings should be treated better.
- 151 My main concern would be to support and promote small business and small business owners
- 262 Need more doctors...the majority of people that come up here are retired people from Sydney and with more doctors more people would come up here
- 529 Need more schools and hospitals/more homes and buildings
- 204 Need to look at more employment here/like years ago when we had regional development and some of that was focused on man's road west Gosford which used to be an abattoir various business were encouraged to set up in his area so that people weren't commuting to Sydney/I cant remember the names of them but its like sanitarium set up in this area/the would encourage business to decentralise and come to the coast/they were big business such as a sleuth sterilising company and the govt back things. We have the at the moment but they are not going with peoples wishes so there needs to be some collaboration. But it was work suitable for young people/probably more trades based rather than white collar work.
- 47 Needs to support universities and educational facilities such as tafe to draw people here.
- 430 Not being very educated. I could say open the borders quicker than they have done.
- 134 Not concentrate so much on the environment more on jobs , health and education I'm not against the environment but these other things need more focus



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

446	Not put so many units up and get Gosford back the way it used to be. Too many shops are closed and too many units. No more high rises.
173	Not to delay projects that have met all of the criteria/ approvals
138	Not waste money.
51	Okay, I fell that the recent planning comity that council has established should have a rep that actually lives on the peninsular, as part of this team, particularly when major decisions are being made by people that don't live in this area.
130	One thing that I'd like to see more of is useable space for locals/they have a lot of closed off spaces in the southern area we I live/sporting areas/open more grounds.
290	Only what we have talked about//
462	Open it up to tourism...tourism had died very badly
521	Open waterways to bring more boats in. Bringing more boats in owned by rich people brings in money for mooring costs and spending money in restaurants. The st Hubert bridge is too low and doesn't allow a lot of boats in.
341	Our roads need fixing/local suburbs/not just with loose gravel/resurfaced properly/we need gutters also so that when it rains erosion doesn't occur
595	Our suburb roads are like goat tracks/too many bumps in them/they only do about 10metre sections but they should do the whole road
41	Parking & public transport/ the population has outgrown the current services/they need to upgrade these essentials asap
230	Parking at train stations needs upgrading for commuters
350	Pay more attention to the people who live here
485	Personally living in the area in order to help growth in each suburbs it is really important to develop the roads not just filling in the potholes 5 or 6 times a year/will improve the look of the streets and hopefully value of the housing will go up//
139	Probably better consultation with the community, better access where they are trying to get to the community in a better manner
120	Probably but I would need a while to think about it.
320	Probably invest in infrastructure/parks/waterways/cleaning up the waterways for tourism and health/roads are shocking//
410	Probably need more parking. (to support regional growth)



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

4	Probably reduce the levels of bureaucracy within council to streamline decisions relating to pretty much anything. Adopt lean management practices.
483	Probably stop increasing rates/keeping local roads up to scratch/no//
170	Promoting the area to large city areas.
250	Promotion of the central coast is very important. To keep moving, to keep having special announcements on 96.3fm. To promote and talk about how beautiful it is, the opportunities and where to find them. This place is surrounded by water.
358	Provide more jobs/homelessness/ more accommodation for the homeless/no//
56	Provide more tertiary education, it will bring people to the area
106	Provide parking, people would be more likely to come to the area
522	Put money towards the roads/
408	Put more apprentices on//
245	Put these ideas into practise/not more procrastinating
81	Put walking track/bike track/exercise equipment especially for older people in green ways/a few places we have noticed old rail tracks or minor roads have be upgraded to bike & walk tracks
104	Rejuvenate Gosford city centre to make it attractive for small business
45	Renewal energy and development
14	Review the development control plan
585	Ride a ferry service between Ettalong and circular quay
317	Roads and curb and guttering to create more jobs. Every time it rains it gets flooded around here. There's no gutters, nowhere for the water to go.
587	Roads need fixing. This will create jobs & stimulate the economy.
393	Roads need to be widened; they aren't wide enough. The way the roads are now hampers productivity because of the congestion





## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

30	Roads to take traffic if we want to grow the economy. It is no good growing the economy, increase the population & build new houses if the roads can't cope
403	Seeking out and making it easier for companies to house staff or help staff relocate to take advantage of lifestyle and cheaper cost of living. Actively seek business that can work in a distributed remote virtual manner
599	Should be more sustainable with their recycling/follow Queensland's example of a drop place for people to drop their rubbish/could get a second economy working//
508	Some more areas for the kids to be safe, not on the street
48	Spend less money - if there is surplus it should be being spent, it shouldn't go to consolidated revenue. Earnings from the rate payers should be spent
304	Spend more money on infrastructure, like road repairs and use more local businesses
374	Sporting and the arts/may be sponsorship for clubs and for up and coming sport stars
27	Start employing locals instead of overseas, more locals, support us first not backpackers.
349	Start spending their money in the north in the Wyong area and not concentrate on Gosford, ie: roads and business and housing
502	Stop all the over development at Gosford, there is just too much of it. It is just going on everywhere and I don't know what it is going to solve/it's putting an extra load on roads/making everything more crowded and that's not what we moved here for/too much high rise happening. Everything is becoming crowded.
569	Stop going on overseas trip use internet. Put the money into local area, use money for local area/ our rates
310	Stop over development. /having a more controlled plan for development that does not impact existing residence.
328	Stop people rorting the system and defrauding
478	Stop procrastinating in local services for starters
129	Stop wasting money on doing research into improving Tuggerah lakes, complete the targets/ complete the work recommendations that have already been offered.
152	Stop wasting money/need to start employing trades people through the council/fix the roads and drainage show more initiative//
563	Support group to make sure they have as rapid approval process for new investment/ changes to water front and cbd
216	Supporting small businesses that are struggling.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

545	Supporting the automotive industry.
475	Sustainable mountain biking trails at Kincumber mountain
427	Take the pressure off ratepayers/reduce their bills during this crisis/all household necessities/like power gas & water to assist & to give us all a break for the next12 months at least
180	Target the cleaning up of Tuggerah lake and working on the entrance break wall
35	That basically doing this type of a survey during a financial crisis when the council has agreed and voted to increase council rates is a bit of a joke, it's a joke.
371	The actual city of Gosford needs revitalisation with more commercial investment and revitalise that part of the central coast to make it a more vibrant city.
537	The arts/very talented people live here & the people in the area need entertaining by the local professional performers & artists/a film studio to be built to assist this/we need a positive industry going forward
198	The community services sector/
509	The Gosford cbd needs a lot of work to attract businesses and people. Better parking, to attract more business you need better parking, better roads, and better public transport. More frequent trains, trains need a lot more work. Buses to key spots eg Terrigal , Avoca, main beaches etc.
368	The one thing they are doing right is all the recyclables and plastics that have been melted it down and put back into the roads materials and t continue with this plan and the earn and return.
444	The only person that would know an answer for this is a councillor.
387	The place is a bottleneck...there's only one road in and out...you just can't go anywhere...I think they should get up there in a helicopter and see what's wrong with the place
364	The roads and transport system has a lack of resources. In particular my youngest daughter doesn't have public transport to and from school and so is reliant on other forms of transport to get to and from school.
266	The transport network is one of the biggest issues/there is a lot more they could do with Gosford/I would like to see it become a weekend attraction with markets and get rid of the road between the park and thaw waterfront/peruse higher education opportunities
268	There are things they can actually repair. If they rebuild the actual wharf area that goes directly to the beach area. It's on Katherine bell on a beach area. Apparently it was burnt down years ago. It is an icon for the area. They should repair that and get that back going. People from all over Australia will come and look at that again.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 167 Their customer service within the council needs to be improved vastly and promptness and proficiency to allow them to improve and provide better support and a better service to those living and working in the coast and to encourages others to want to do the same.
- 147 There is a lot of incentivisation towards green energy and sustainable living/Sydney is funded by a solar farm which is on the central coast but is not coming here//
- 584 There is nothing here for young/
- 166 There's a massive aged population on the coast. So, more aged care and I suppose facilities and services for the aged.
- 165 They are killing job growth/they stop anything related to job growth if some opportunity arises/need to get rid of some of the councillors//
- 221 They can stop procrastinating about the current development applications that they've got...it takes far too long to get approvals
- 74 They can't do anything about power/we have no power stations/we are paying too much for power
- 200 They could be more economically efficient.
- 68 They could focus development on primary industry and commit to local tertiary education
- 223 They could have a program for public upgrades, curb and guttering footpaths and roads
- 389 They could open up Kincumber tip well I live around that area and that's my biggest grief at the moment. It would bring money into and around that area like shops around Kincumber, we wouldn't have to go to woozy. The overtime spent on Gosford council with their workers working overtime on a Saturday, you never ever see these guys working thru the week then all of a sudden on a Saturday you see them in bundles everywhere it's just crazy.
- 52 They could pull their finger out with the Gosford water front, fix the roads, there are some shocking roads about and they just patched them up and that was it, there are sections of road around the Toowoan bay area that constantly just get patched up.
- 426 They could support small business and local produce growing, vegetable growing, market gardens so we have produce markets. There are some already but we should have more market growing's for local consumption.
- 211 They need to address youth unemployment/social housing/ domestic violence and those people with addictions//
- 294 They need to build a break wall at the entrance/stop the flooding//
- 449 They need to do what they can to regenerate our lake system and further infrastructure.
- 76 They need to plan the areas before they build on them so they have sewer, electricity and roads



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

343	They should open the lake up to the ocean and build a break wall to get more people up here.
561	They should waiving levies to assist small business/give more leeway to pay off various fees
464	They're going pretty well/keep things local
455	To be a little more people centric. There was a little sticker inside the recycle bin to say that your recycling is great and to enter a code to get a 50 dollar voucher. It let you know the council was watching and made you feel like you are part of a collective. Instead of them being a bunch of people in an office it felt like we were working together on one thing.
187	To boost the economy it needs to start happening now!
412	Town centre manager could include the bottom end of Toukley as well as the top. They could return the federal money that they have been given to create enclaves of low socioeconomic roots and prohibit construction of multilevel dwellings that are not run past the residents of the local area. More personal development of small business owners.
260	Town planning like roads which are over populated/becoming like Sydney overpopulated/infrastructure//
539	Transport is a key issue, all the things we mentioned need good transport
91	Try to do the right thing/improving facilities for disabled
365	Try to entice large business to set up infrastructure on central coast/such as warehousing, manufacturing, large business headquarters/state and federal govt offices
394	Umm yen I think we need more business up here more apprenticeships and jobs for the young people, I don't feel we utilise the skills we have, there are a lot of kids out there that are very bright and are not given the opportunity.
473	Umm, I think from my own experience and what I've seen over the years I've been a central coast resident, more training and careers opportunity's for young people.
59	Umm, other than providing or trying to provide more jobs that's about it, maybe build more car parks and provide more people with jobs, we can't get any car parks in Gosford
93	Umm, probably umm increases the hospital or build another hospital that will accommodate all types of problems (more health resources in this area), increase transport from the city out here. They can put some curb and gutters, that would help a lot
454	Very fast broadband for people working at home. More focus on green and renewable businesses and more emphasis on local businesses that aren't being green. So a push by local council to stomp on any new business that isn't green.



## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY

- 227 Warnervale town centre needs a proper shopping centre/when I purchased here 15yrs ago I was told the shopping centre was on the plan/nothing has ever happened/no shops & too many people
- 432 Wary of potential growth of area/ be prepared for potential growth/ roads & water to accommodate growth
- 252 We don't have a spinal care or treatment centre and considering that we are quite a big region I think we should.
- 592 We need more entertainment more activities to attract more Sydney siders to the central coast.it will help the economy and everyone. They eat out and stay. We need more shows.
- 272 We need more shopping facilities e.g., Coles in my area. I am 92 and travelling to Gosford is difficult
- 281 We now to have to share a recycle bin with our neighbour now that we live in a villa whereas before when we lived in a house we used to have our own bin/I think it sucks//
- 285 Well it all depends on the planning and strategic planning on the issues you have planned, I could speak for an hour/ there's a lot of maintenance required in the council. We've lived here on the coast for 30 years. we've noticed there's a huge amount of development in the infrastructure of council/ we've noticed in the entrance area - even with footpaths and in some places gutters and for an anticipated higher volume tourist area the entrance needs a lot of money spent on infasturce/ I know the street is dying for other reasons but without that infrastructure its going to push people away/ it seems the entrance is not getting the same development attention as in Gosford.
- 547 Well the council has a big area to follow, and up to now I'd say there doing quite a good job, they're doing what they can. I think there progressing very well, we've had some good mayors and bad mayors.
- 324 Well, I've got an example of something that happened to me a few years ago. I was driving my car along Bensville and a tree actually came down and smashed through my window and I ended up having to pay \$600. I rang up the council and I told them that they should trim the trees and if they could please reimburse me, and I got a negative reply and that it wasn't reply. I went down and I was afraid to drive up and down there for a very long time, and by the time I actually got back down there I couldn't see that they'd actually done anything. I'm concerned about people's safety there.
- 125 What I think the council should do is concentrate on the wants of the council voters. It took them so long to open the channel at the entrance that I was standing in knee deep water at my brother's house in san Remo because they needed to do studying to see what would happen if they opened the channel. They were worried about what the result of sand flows, rather than opening the channel while houses were flooding. (The entrance channel).
- 141 What I think they should do is more funding to go to children and universities to further their studies to enhance and give them an opportunity.
- 456 Working on the waterways if they want to boost tourism//
- 150 Yes they could communicate better than they are/we get no information from the council what so ever/the only information we get is from the advocate//no//

## 12. APPENDIX 4: OTHER WAYS COULD ASSIST THE ECONOMY



- 112 Yes, dredge the water ways dredge our canals. We pay our rates to have our canals cleaned from all the floods and they haven't done our canals in 30 or 40 years. Speed up the development process, speed day's and bay's, just speed the whole process up. It takes years for anything to happen around here, there's a block of units in Gosford 17 years.
- 424 Yes, well not so much the economy, but for us people that have to travel outside the central coast because there not much work here, they need to focus on the trains, because when there elected we always get promises on trains and transport (even the buses up the central coast) and when they get elected nothing gets done about it, and with so many people moving here transport needs to be looked at.