



# Gosford waterfront revitalisation (concept plan)

## **CONSULTATION REPORT**

Central Coast Council

# 1 Executive Summary

This report provides an overview of the engagement activities undertaken for the Gosford waterfront revitalisation Concept Plan which was carried by Central Coast Council from 18 October to December 2022.

The plan included a concept layout to depict size and scale of potential development on the Gosford Waterfront and provided provisions for items such as:

- An iconic public building
- Recreational opportunities such as waterparks and improved connectivity
- Overwater shared path connecting Point Clare to Gosford City
- Redevelopment of Gosford Olympic Pool
- A ferry terminal
- Residential apartments and retail opportunities
- Car parking
- Hotels located on the waterfront and behind Industree Group Stadium
- Central Coast Highway pedestrian underpass and overpass to improve connectivity between the waterfront and city centre

This report documents the methods and approach of the engagement and provides an analysis of and response to community and stakeholder feedback during this phase.

## **What we heard**

Council received 25 written submissions, 380 responses via the feedback form and 676 comments placed in the interactive concept plans generating 2084 reactions (1797 thumbs up and 287 thumbs down).

Feedback across the consultation activity revealed the following:

- suggestions for additional parking and the availability of parking within Gosford
- comments about public land being used for residential development
- support for increased recreational opportunities along the Gosford waterfront.
- options for traffic management, particularly the Central Coast Highway should be explored
- the connectivity the revitalisation of the Gosford waterfront will offer is a significant advantage of the plan
- the waterfront will be the catalyst in creating and supporting an activated Gosford City
- there is support for the Gosford waterfront revitalisation concept plan and a desire to get it happening as soon as possible

Feedback received indicates overall support for the revitalisation of the Gosford waterfront, with 59.4% of participants across the interactive map and feedback form supportive of the concept plan (22.1% neutral and 18.5% not supportive).

***It's important to note that while we do our best to develop projects to meet the needs and requests of the community and stakeholders, technical constraints, costs, and the overarching project objectives must also be considered to deliver a project that is safe, functional and best balances the competing needs of all those affected including the environment.***

## **Next steps**

Council will continue to work within the projects guiding principles to progress the Gosford waterfront revitalisation project.

A series of technical studies are required to de-risk the project and inform the detailed master planning.

The master planning phase will explore the results of the community consultation and technical studies to inform how, what and where refinements and enhancements can be facilitated.

Council is already exploring how we can:

- Reduce visual impacts from Gosford City and Industree Group Stadium to Brisbane Water
- Provide an alternate location for the public ferry wharf
- Provide improved access to the marina for a larger variety of vessels
- Incorporate more green space within the waterfront development
- Improve pedestrian connectivity from Gosford City to the waterfront by exploring opportunities for improved pedestrian access across the Central Coast Highway

Further opportunities for community consultation will be made available as the Gosford waterfront revitalisation project progresses. Council will continue to keep the community updated.

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# 2 Introduction

## 2.1 Background

Gosford waterfront has long been identified as having significant potential as a regional attractor and key public open space. Like Gosford, the waterfront has been the subject of many plans and studies that have sought to realise the potential outcome.

At its 27 April 2021 meeting, Council adopted the Gosford Waterfront Renewal Framework. This framework was developed to achieve optimal development outcomes to deliver a range of economic, cultural, and social benefits for the region and community, provide a clear gateway process for Council to follow, and to effectively communicate the development process to the community. Council also resolved to develop three conceptual options for revitalisation of the waterfront, building on previous work including the Gosford Challenge.

These options were assessed against the following eight principles:

1. Stimulate economic and job growth, along with tourism for the Central Coast.
2. Deliver minimal adverse impact to existing views and ecology, whilst considering the impact of sea level rise and local weather patterns.
3. Aim for achievable, realistic, financially and economically viable goals.
4. Develop Gosford waterfront and Central Coast Stadium to become a key destination and drawcard for investment opportunities, new business, visitors, locals and tourists.
5. Provide continuous, all accessible pedestrian links and connectivity along the foreshore and to the stadium, town centre, station, hospital, public pool, outdoor recreation areas and the proposed Point Clare cycle link. This will improve sustainable transport infrastructure in the area.
6. Provide benefits for the local community and stakeholders.
7. Offer all accessible indoor and outdoor recreation areas, public amenities and performing arts areas.
8. Deliver varied accommodation that is supportive of the local community and surrounding areas.

At its 11 September 2022 meeting, Council resolved to adopt one of these three concepts as its preferred option, and to seek community feedback on it.

Council presented the draft Concept Plan for this option to the community for input from 18 October to 1 December 2022. This report provides a summary of the extensive community feedback received through that process.

## 2.2 The draft waterfront concept

From the Gosford Challenge to the Urban Design Framework, the community has provided feedback on its preference for Gosford Waterfront through different engagement programs over the years and this feedback was incorporated in the concept plan. The concept plan is an evolution of this work, not a revolution.

The key elements of the draft plan included:

- An iconic public building
- Recreational opportunities such as waterparks and improved connectivity
- Overwater shared path connecting Point Clare to Gosford City
- Redevelopment of Gosford Olympic Pool
- A ferry terminal
- Residential apartments and retail opportunities
- Car parking
- Hotels located on the waterfront and behind Industree Group Stadium
- Central Coast Highway pedestrian underpass and overpass to improve connectivity between the waterfront and city centre

The proposed designs/plan can be viewed in [online here](#).

# 3 Engagement Approach

## 3.1 Purpose of Engagement

The purpose engagement was to:

- Inform the community about development of the Gosford waterfront revitalisation Concept Plan
- Seek feedback on the draft Concept Plan
- Understand community preferences for the Gosford waterfront
- Work with stakeholders and the community to identify issues which may affect the proposal
- Establish an understanding on the level of support for the revitalisation of the Gosford waterfront

## 3.2 Our engagement framework

Consultation has been designed in accordance with Central Coast Council’s Engagement Framework. This framework is available to view at <https://www.yourvoiceourcoast.com/Central-Coast-CouncilEngagement-Framework>

## 3.3 How we consulted

### Consultation methods

Drop-in information sessions	Drop-in information sessions were hosted at: <ul style="list-style-type: none"> <li>• Erina Library on 28 October 2022, 10 people attended</li> <li>• Tuggerah Library on 2 November 2022, 1 person attended</li> <li>• Woy Woy Library on 3 November 2022, 8 people attended</li> </ul>
Virtual drop-in information session	<b>128</b> tickets for virtual information sessions were made available. <b>52</b> registered to attend the sessions and <b>26</b> participated.
Business leaders and operators forum	<b>18</b> business leaders and operators attended a forum hosted at Central Coast Stadium on the 24 November 2022.
Key government stakeholder meetings	<b>20</b> key government stakeholder meetings were hosted during the consultation period between 18 October and 1 December 2022.
Written feedback	All residents and stakeholders could provide written feedback via email, the online feedback form on <a href="https://www.yourvoiceourcoast.com">yourvoiceourcoast.com</a> , or via

	<p>post. <b>380</b> submissions via the online feedback form were received and <b>25</b> submissions were received via email.</p> <p>A copy of the feedback form can be found in <b>Appendix E</b>.</p>
Interactive concept plan	<p>An interactive concept plan was developed for the community to provide feedback on.</p> <ul style="list-style-type: none"> <li>• <b>6425</b> viewed the interactive concept plan</li> <li>• <b>676</b> comments were placed on the interactive concept plan, generating <b>2084</b> reactions (<b>1797</b> thumbs up and <b>287</b> thumbs down)</li> </ul>
Independent market research survey	<p>Council engaged Antenna Strategic Insights to conduct a market research survey on the Gosford waterfront revitalisation concept plan.</p> <p>Results of the survey are provided in section 4.3.</p> <p>Detailed information on the market research survey can be found in <b>Appendix O</b>.</p>

### Promotion of activities

We carried out promotion of the consultation to ensure the community and stakeholders were aware of the opportunity to participate.

Media Releases	<ul style="list-style-type: none"> <li>• 28 September 2022, Gosford Waterfront Development - the time is right!</li> <li>• 18 October 2022, Gosford waterfront revitalisation – have your say!</li> <li>• 17 November 2022, Gosford waterfront concept comments encouraged</li> <li>• 23 November 2022, Council identifies key future projects</li> </ul> <p>Copies of the media releases can be found in <b>Appendix A</b>.</p>
Coast Connect articles	<ul style="list-style-type: none"> <li>• Have your say on concept plans for the revitalisation of Gosford waterfront 18 October 2022</li> <li>• Have Your Say - Gosford Waterfront Revitalisation 26 October 2022</li> <li>• Have Your Say - Gosford Waterfront Revitalisation 3 November 2022</li> </ul>

	<ul style="list-style-type: none"> <li>• Have Your Say - Gosford Waterfront Revitalisation 10 November 2022</li> <li>• Help shape the future of the Gosford Waterfront 16 November 2022</li> <li>• Last days of consultation on Gosford Waterfront 23 November 2022</li> </ul> <p>Copies of the articles can be found in <b>Appendix B</b>.</p>
Drop-in information sessions	<p>Drop-in information sessions were hosted at:</p> <ul style="list-style-type: none"> <li>• Erina Library on 28 October 2022</li> <li>• Tuggerah Library on 2 November 2022</li> <li>• Woy Woy Library on 3 November 2022</li> </ul>
Your Voice – Our Coast website	<p>Online project page launched 18 October 2022 attracting <b>7517</b> visits during the consultation period.</p> <p><a href="http://www.yourvoiceourcoast.com/gosfordwaterfront">www.yourvoiceourcoast.com/gosfordwaterfront</a></p> <p>A copy of the Your Voice Our Coast project page can be found in <b>Appendix C</b>.</p>
Promotional flyers	<p><b>1000</b> promotional flyers were distributed across the Central Coast.</p> <p>A copy of the promotional flyer can be found in <b>Appendix F</b>.</p>
Posters	<p><b>300</b> posters were distributed and displayed at businesses across the Central Coast.</p> <p>A copy of the poster can be found in <b>Appendix G</b>.</p>
Digital poster display	<p>Digital poster signage on display at Central Coast Stadium on the Central Coast Highway.</p>
Project screensavers	<p>Project screensavers displays across <b>17</b> Council libraries, customer service centres and recreation facilities.</p>
Promotional video	<p>Promotional video played at Mariners game to <b>6376</b> attendees.</p>
Emails	<p><b>4803</b> direct emails sent out to a variety of stakeholders.</p>
Facebook	<ul style="list-style-type: none"> <li>• 🙋 Help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to</li> </ul>

	<p>boost liveability and economic growth across the entire region. Facebook, <b>5600</b> reached and <b>559</b> engagements. 18 October 2022</p> <ul style="list-style-type: none"> <li>👉 We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan. Facebook, <b>9600</b> reached and <b>58</b> engagements. 26 October 2022</li> <li>👤 Your feedback will help shape the future of Gosford an iconic waterfront city. Let Council know what is important to you so that we can ensure the final design reflects the values of our community. Facebook, <b>29600</b> reached and <b>497</b> engagements. 4 November 2022</li> <li>🚧 The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project, which reimagines the waterfront a chance for Gosford City to join the great waterfronts of the world. Facebook, <b>21884</b> reached and <b>331</b> engagements. 10 November 2022</li> <li>🕒 Time is running out to have your say on the future of Gosford Waterfront. Join the thousands of community members who have already shared their feedback, opinions and ideas on the interactive concept plan. Facebook, <b>5500</b> reached and <b>42</b> engagements. 18 November 2022</li> <li>🗣️ We want to from hear you! Did you know you can Have Your Say on a range of projects that can improve our Central Coast such as: <ul style="list-style-type: none"> <li>• Gosford waterfront revitalisation</li> </ul> Facebook, <b>3200</b> reached and <b>19</b> engagements. 24 November 2022</li> <li>👏 Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region. Facebook, <b>13800</b> reached and <b>123</b> engagements. 28 November 2022</li> </ul>
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	Copies of the posts can be found in <b>Appendix I</b> .
Instagram	<ul style="list-style-type: none"> <li> <p>• 🙌 Help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region. Instagram, <b>4100</b> reached and <b>161</b> engagements. 18 October 2022</p> </li> <li> <p>• 👉 We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan. Instagram, <b>2400</b> reached and <b>52</b> engagements. 26 October 2022</p> </li> <li> <p>• 👤 Your feedback will help shape the future of Gosford an iconic waterfront city. Let Council know what is important to you so that we can ensure the final design reflects the values of our community. Instagram, <b>5300</b> reached and <b>187</b> engagements. 4 November 2022</p> </li> <li> <p>• 🚤 The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project, which reimagines the waterfront a chance for Gosford City to join the great waterfronts of the world. Instagram, <b>2500</b> reached and <b>103</b> engagements. 10 November 2022</p> </li> <li> <p>• 🕒 Time is running out to have your say on the future of Gosford Waterfront. Join the thousands of community members who have already shared their feedback, opinions and ideas on the interactive concept plan. Instagram, <b>3200</b> reached and <b>104</b> engagements. 18 November 2022</p> </li> <li> <p>• 🗣️ We want to from hear you! Did you know you can Have Your Say on a range of projects that can improve our Central Coast such as:</p> <ul style="list-style-type: none"> <li>• Gosford waterfront revitalisation</li> </ul> <p>Instagram, <b>1200</b> reached and <b>20</b> engagements. 24 November 2022</p> </li> <li> <p>• 🙌 Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic</p> </li> </ul>



	<p>growth across the entire region.  Instagram, <b>996</b> reached and <b>16</b> engagements.  28 November 2022  Copies of the posts can be found in <b>Appendix J</b>.</p>
Twitter	<ul style="list-style-type: none"> <li>• 🙌 Help shape the future of the Gosford waterfront! 18 October 2022</li> <li>• 👉 We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan. 26 October 2022</li> <li>• 👤 Your feedback will help shape the future of Gosford an iconic waterfront city. 4 November 2022</li> <li>• 🚤 The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project which reimagines Gosford to join the great waterfronts of the world. 10 November 2022</li> <li>• 🕒 Time is running out to have your say on the future of Gosford Waterfront. 18 November 2022</li> <li>• 🗣️ We want to from hear you! Did you know you can Have Your Say on a range of projects such as: <ul style="list-style-type: none"> <li>• Gosford waterfront revitalisation</li> </ul> 24 November 2022</li> <li>• 🙌 Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region. 28 November 2022</li> </ul> <p>Copies of the posts can be found in <b>Appendix K</b>.</p>
Linked In	<ul style="list-style-type: none"> <li>• Help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region. 18 October 2022</li> <li>• We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan.</li> </ul>

	<p>26 October 2022</p> <p>Your feedback will help shape the future of Gosford an iconic waterfront city. Let Council know what is important to you so that we can ensure the final design reflects the values of our community.</p> <p>4 November 2022</p> <ul style="list-style-type: none"> <li>• The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project, which reimagines the waterfront a chance for Gosford City to join the great waterfronts of the world.</li> </ul> <p>11 November 2022</p> <ul style="list-style-type: none"> <li>• Time is running out to have your say on the future of Gosford Waterfront. Join the thousands of community members who have already shared their feedback, opinions and ideas on the interactive concept plan.</li> </ul> <p>18 November 2022</p> <ul style="list-style-type: none"> <li>• Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.</li> </ul> <p>28 November 2022</p> <p>Copies of the posts can be found in <b>Appendix L</b>.</p>
Paid social campaign	<p>A paid social media campaign was undertaken from 18 October to 1 December 2022.</p> <p>The paid campaign had a total reach of <b>416,771</b> and achieved <b>882,485</b> impressions.</p> <p>Detailed information on the reach of the paid campaign can be found in <b>Appendix M</b>.</p>

# 4 What we heard

Council sought feedback from the community between 18 October and 1 December 2022.

## 4.1 Theme coding rationale

When large amounts of feedback are provided, Council using theming to break down and further analyse data. A copy of the coding rationale for each of the comments is available below.

Sentiment	Summary of sentiment
Attractor	Supportive of the Gosford waterfront revitalisation Provides suggestions/ideas on the Gosford waterfront revitalisation
Detractor	Not supportive of the Gosford waterfront revitalisation
Neutral	Unclear on support

Theme	Summary of theme	Example comment
Parking	Comments about parking	Where is everyone going to park!  Love this plan...but it does not address the need for car parking, for visitors to attend and enjoy. Parking is a real problem for what we have there now, but many more attractions will raise that issue to the extreme.
Environment	Comments about the environment	In an age where there is increasing concern about providing resilience against climate change induced impacts, locating new buildings in such a low lying, southerly exposed location and environmentally sensitive location is absurd.
Public lands	Comments about the use of public land	I thought we were supposed to have an open Plan area and an entertainment centre on the foreshore. This new money money money plan is a gross misuse of public funds, land and it's ruining the entrance to our Central Coast.

Theme	Summary of theme	Example comment
		<p>Resumes public owned submerged lands, principally for private sector benefit, which is unacceptable</p> <p>I love the idea of reclaimed land for the amphitheatre, public hall and swimming pools.</p>
Viability	Comments about the viability of the Gosford waterfront revitalisation and questions on if it can be realised	I've been living on the Central Coast for approx. 30 years and every 10 years a new plan for the waterfront appears with no action taken. Is this another furphy or will something eventually be done. I hope to live long enough to see something happen.
Road (Central Coast	Comments about the Central Coast Hwy	<p>My only concern is the impact to traffic flowing into and out of Central Coast to Sydney as this is the main arterial and already has some issues in peak periods of snarling traffic.</p> <p>This development will congest the Gosford waterfront and have significant flow on effects back into West Gosford, and Point Clare and up the Kariong Hill.</p> <p>I believe that the main road through this waterfront area should be covered by a tunnel.</p>
Governance	Comments about Council being under administration	<p>With the Council under administration and crying poor, this proposal will require millions of dollars in funding.</p> <p>It leads many residents to suspect that as a community with no elected representatives we will not be allowed our democratic rights to exercise our decisions and have more development thrust upon our scenic central coast.</p> <p>wait for any major development plans to be approved by an elected council.</p> <p>Do not let the usual minority green army &amp; CEN stop this project. It's time for the CC to start moving forward and away from their do-nothing mentality. Great Job Rick &amp; Mr Farmer, please make it happen</p>

Theme	Summary of theme	Example comment
		<p>If Council truly want, not just visitors and tourists but also the growing number of locals to be inspired to spend their time and money in the Gosford waterfront area, then Council needs to push forward with a greater sense of determination than has been exhibited in the past.</p> <p>Why can't we wait until we have our Central Coast elections in 2024 before making such a crucial decision about Gosford waterfront.</p>
CBD/City	Comments about the impacts on Gosford City/CBD	<p>I think the concept plan is fantastic and just what the area needs to revitalise Gosford</p> <p>I think this is a great idea if we can get someone to build it. I like the idea of reclaiming some land and building the pedestrian overpass, it solves the problem of the road going through there to a degree without the billion dollars to tunnel that road.</p>
Economy	Comments about the impacts the revitalisation will have on the economy	Attracting people to this area will provide significant economic and social benefits.
Recreation	Comments about recreation	<p>The waterpark in front of the Olympic pool further is a drawcard for activation of the waterfront and that end of the city, similar to Brisbane.</p> <p>I am a regular user of the Gosford waterfront launching my Kayak from a small beach near the Gosford Sailing club. It is important that leisure activities such as this are able to be maintained with a beach area able to be use by the public.</p>
Entertainment	Comments about entertainment	<p>increase public space to accommodate crowds, markets, events, foot traffic planning, bus/ light rail interchange</p> <p>Please consider building a multipurpose acoustically suitable entertainment facility so that the coast can experience a broad range of</p>

Theme	Summary of theme	Example comment
		<p>performances including classical / operatic performances and orchestral performances.</p> <p>I have experienced wonderful night-time shows of fountains shooting forth sprays of water in time to music and with coloured lights - a spectacular show that would be so appropriate for our Gosford waterfront.</p>
Residential	Comments about the residential component of the concept plan	<p>It's a great opportunity to turn Gosford into a commercial and residential hub to rival Newcastle/Wollongong that will provide a huge boost to the Central Coast for locals and commercially.</p> <p>I'm at a loss to understand why you are planning to have residences above the shops there.</p>
Connectivity	Comments about connectivity	<p>Central Coast HWY will need a pedestrian crossing bridge or two; this is critical. Plenty of families with kids around and passing between the playground and waterfront walkway is currently dangerous over the narrow single set of lights. Additional pedestrian walkways need to be revitalised and improved between waterfront walkways and paths and high-density abodes in the west and east (both of which have rather high elevation) and currently have large numbers of new high density construction underway.</p> <p>A walkable city is ideal :)</p>
Funding	Comments about who should fund the revitalisation	<p>Hopefully State and Federal Government get on board. They are spending significant money on infrastructure on the fringes of Sydney, Gosford should also be included.</p>
Transport	Comments about transport within the City/CBD	<p>Combine this with high-speed rail and you've got a winning formula.</p> <p>There appears to be no traffic mitigation infrastructure included in the plan - boat owners needing ingress and egress by car appear not to be catered for. Traffic around the stadium is already congested. How will this be managed?</p>

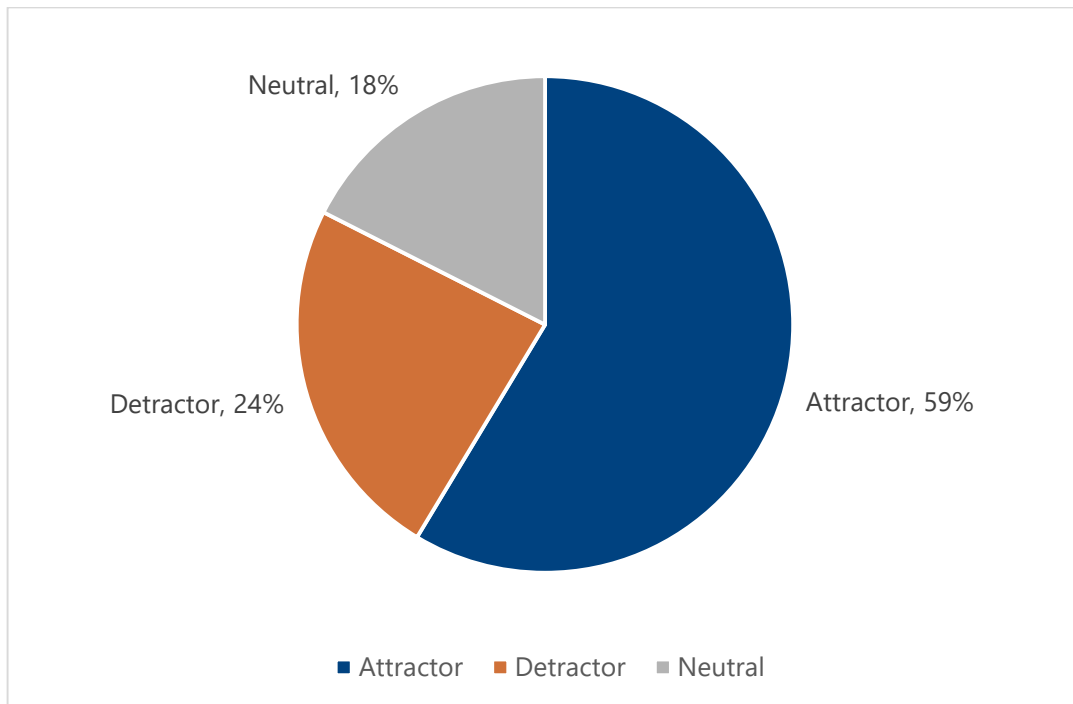
Theme	Summary of theme	Example comment
		<p>how is public transport going to be improved to compensate for the influx of people in the area and where are additional parking spot to cater for the waterfront, park and stadium.</p>
Views	Comments about the views of Brisbane Water	Reduced height of construction parallel to CC highway to not block connection sight lines from stadium
Support for the project	General support for the concept plan (no other feedback provided)	<p>We have lived in Gosford for over 40 years and since then successive council have brought up a waterfront proposal. Nothing ever gets done due to procrastination, NIMBYs, political parties with their own agendas, plans discussed and ignored. Gosford needs to wake up and reinvent itself, it is no longer in the 19th century. Usage a look at other waterfront developments.....Darling Harbour, Port Stephens, Newcastle, Eden, Hillary's WA, Cairns Qld, to name a few. Developments get done QUICKLY, locals and tourists flock to these areas and spend money, the local economy booms. The time for inaction is well and truly over. The waterfront development promised 40 years ago needs to be completed before next century.</p> <p>It's about time. I've lived in or around Gosford all my life, and it hasn't changed in 20 plus years. It needs to become a proper City.</p> <p>Please just get it done, too much time and money has been wasted over the last many years hiring consultants to come up with a concept then not proceeding.</p> <p>FINALLY! We have made our home on the Central Coast for 45 years and during those years we have been disappointed to see the lack of inspiration, effort, insight or will by any Council to address the lost potential of Gosford waterfront.</p>
Other	Other generic comments that do not suit other themes identified	

## 4.2 Method 1 - Online feedback form

Between 18 October and 1 December 2022 an online feedback form was launched to understand and seek feedback on the draft Concept Plan.

A total of **380** feedback forms were received during the consultation period.

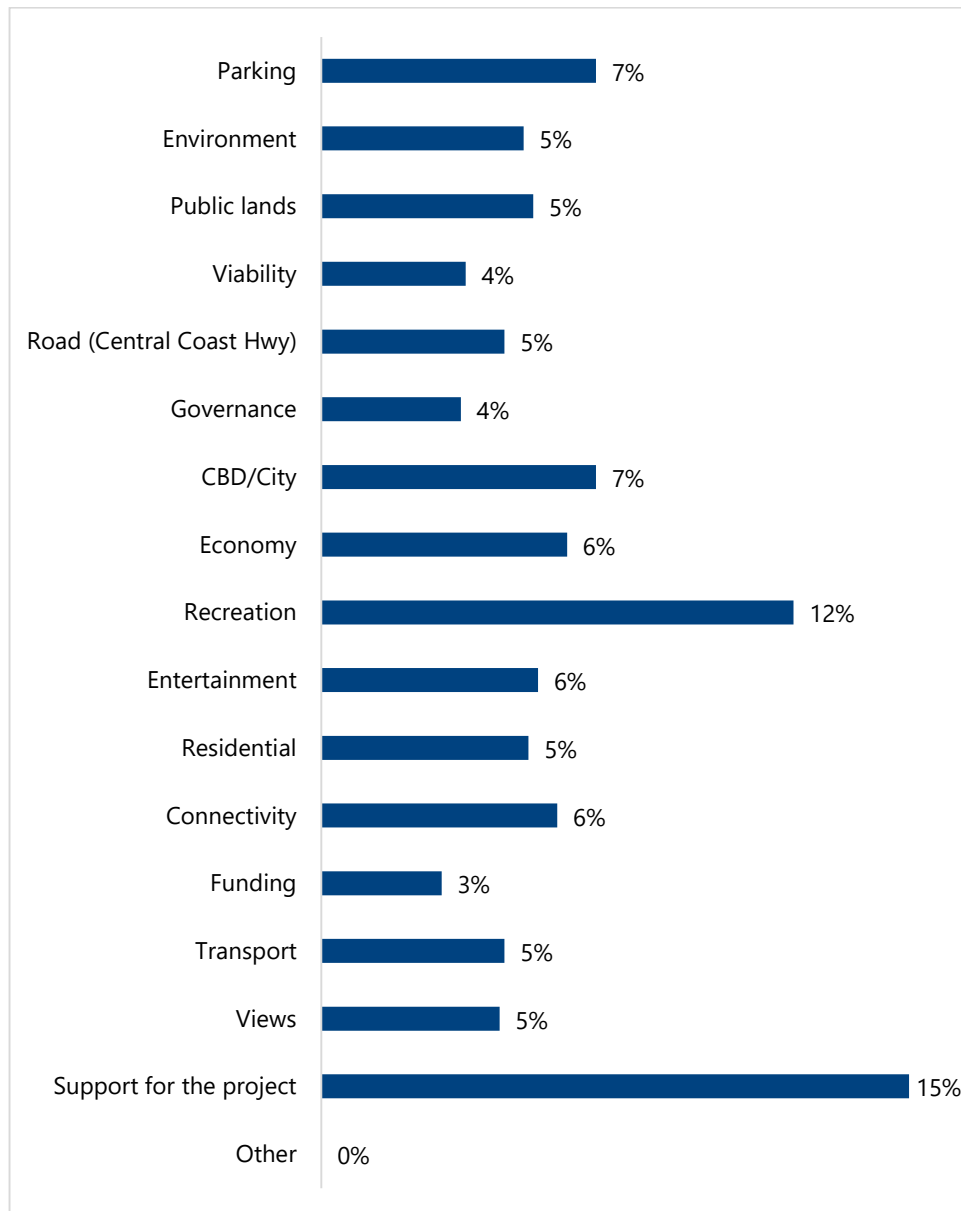
**Figure one:** Online feedback form results for sentiment:



Overall results across the online feedback form showed **59%** of participants were supportive of the concept plan (attractor), **18%** were neutral and **24%** were not supportive of the plan (detractor).



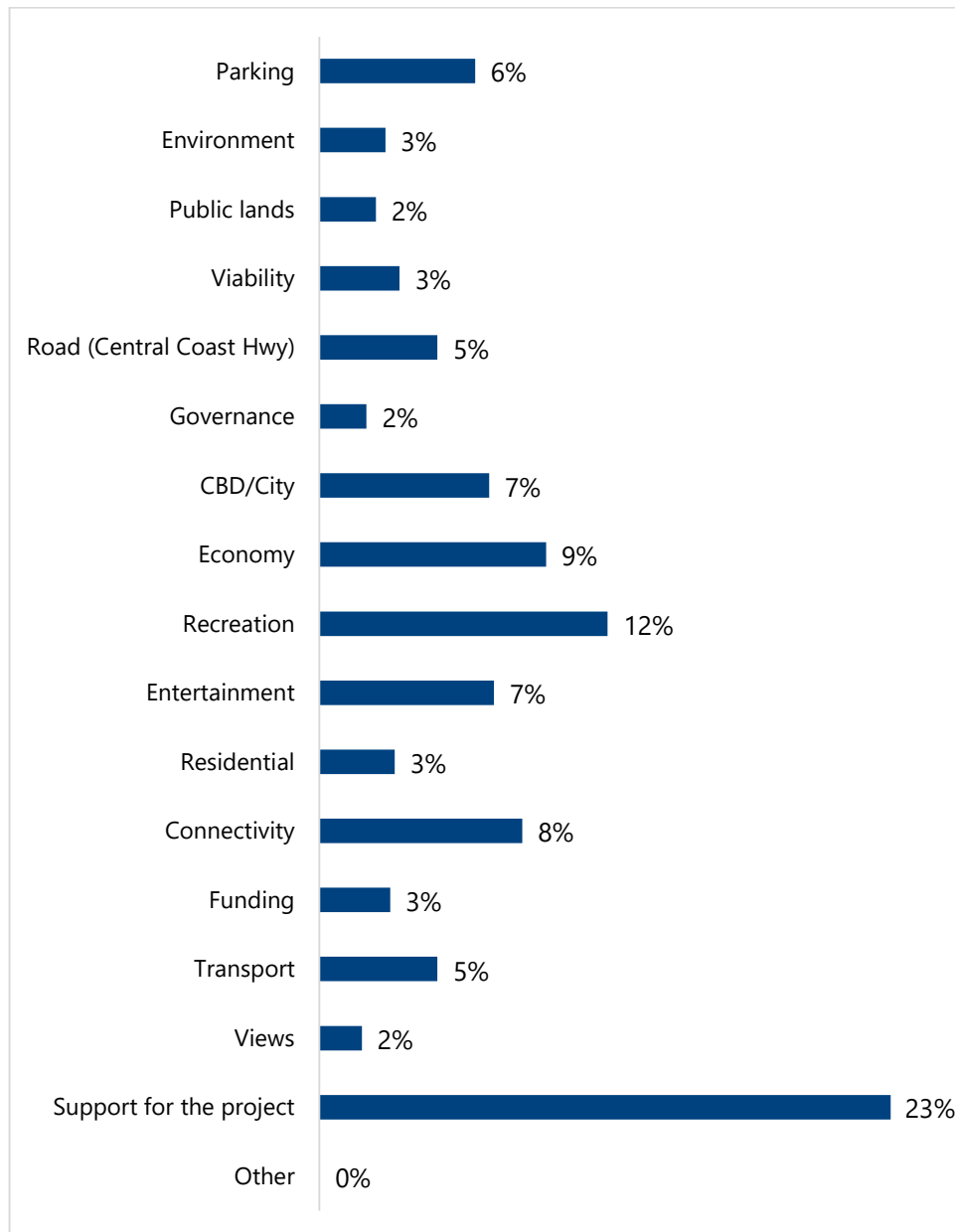
**Figure two:** Online feedback form results per theme:



Upon reviewing the overall results the top three themes identified were:

- Support for the project 15%
- Recreation 12%
- CBD/City 7%

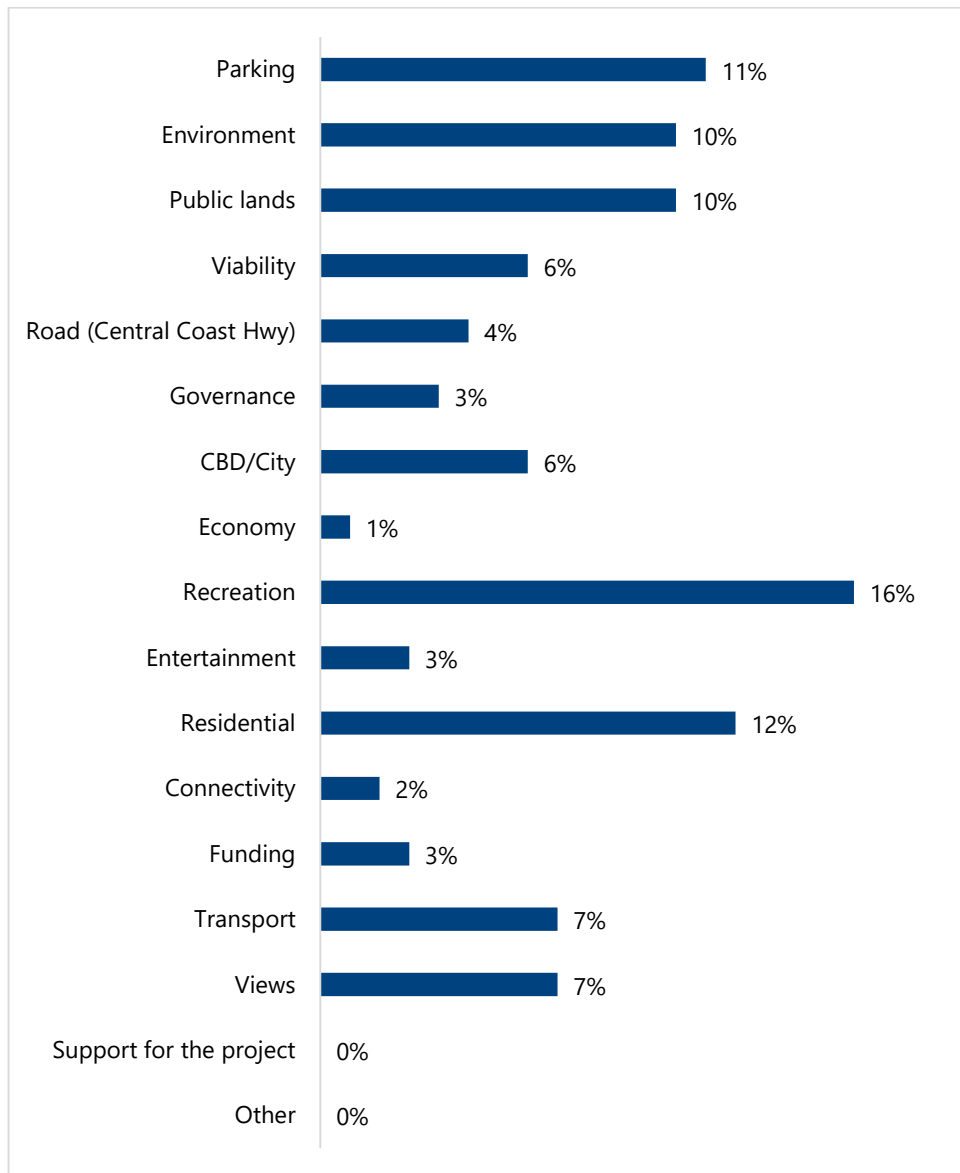
**Figure three:** Online feedback form themes identified when filtering results by *attractor*.



When reviewing the feedback received from supporters of the project, the top three themes identified were:

- Recreation 12%
- Economy 9%
- Connectivity 8%

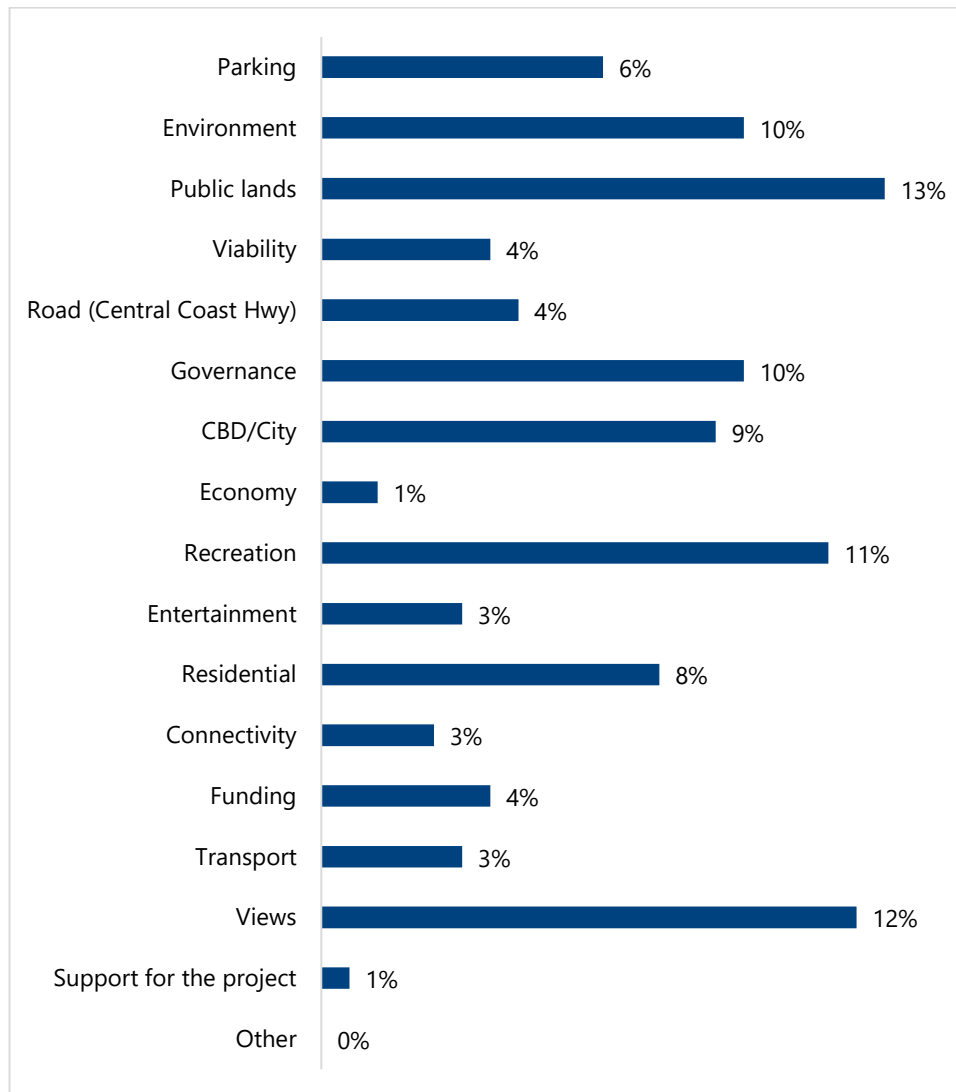
**Figure four:** Online feedback form themes identified when filtering results by *neutral*:



When reviewing the feedback received from neutral participants, the top three themes identified were:

- Recreation 16%
- Residential 12%
- Parking 11%

**Figure five:** Online feedback form themes identified when filtering results by *detractor*:



When reviewing the feedback received from those not supportive of the project, the top three themes identified were:

- Public lands 13%
- Views 12%
- Recreation 11%

Councils' response to each of the themes identified is available in **section 5**.

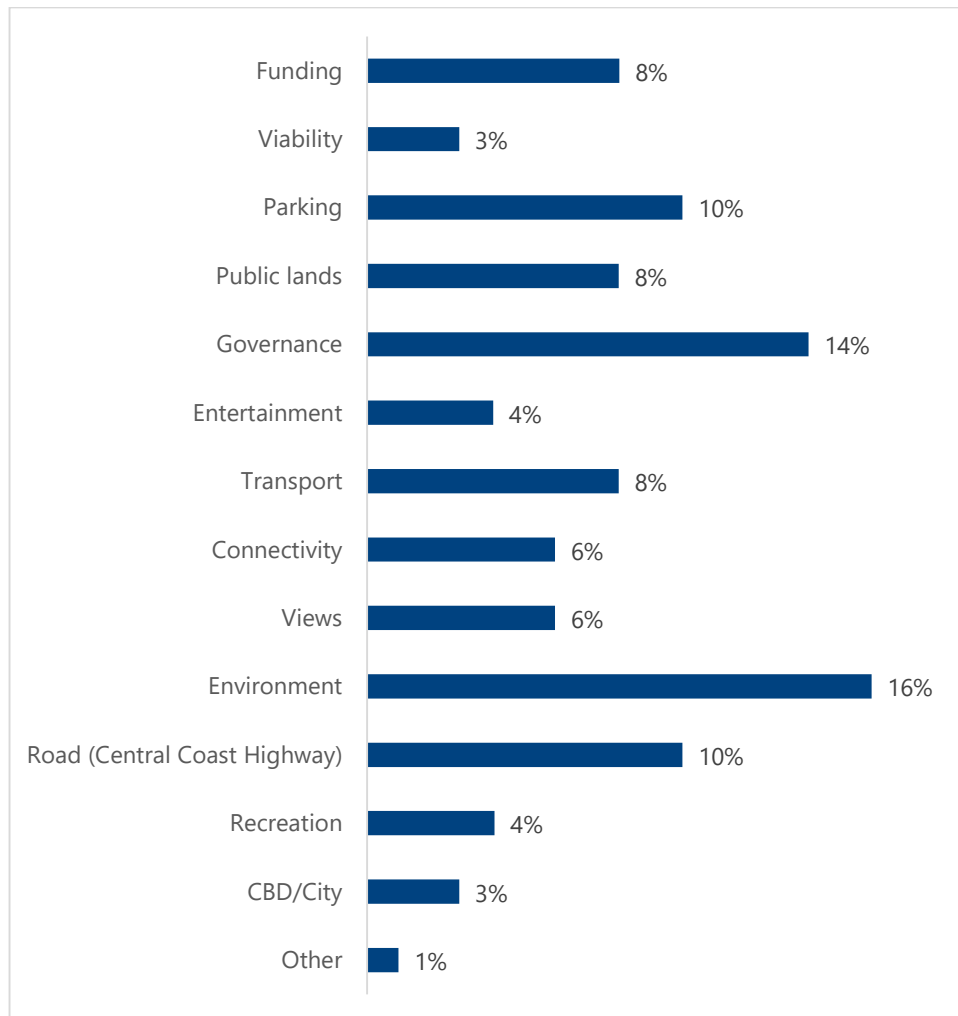
**A note about sampling bias:** The online feedback form was 'opt-in', which means participants proactively sought to provide feedback as opposed to a sample or respondents being selected to more accurately reflect and represent the population makeup of the Central Coast community.

## 4.3 Method 2 – Commentary provided via email

Between 18 October and 1 December 2022 the community were invited to provide feedback on the Gosford waterfront revitalisation concept plan.

A total of **32** comments were received via email.

**Figure six:** Emailed commentary results per theme:



Upon reviewing the overall results the top three themes identified were:

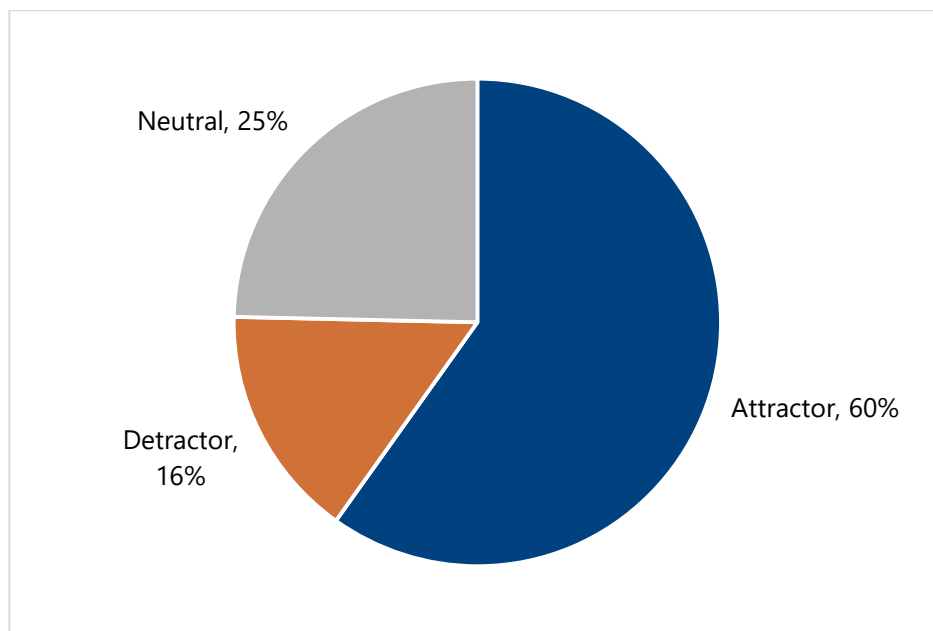
- Environment 16%
- Governance 14%
- Parking 10% and Road (Central Coast Highway) 10%

## 4.4 Method 2 - Interactive concept plan comments and reactions

Between 18 October and 1 December 2022 an online interactive concept plan was launched to understand and seek feedback on the draft Concept Plan.

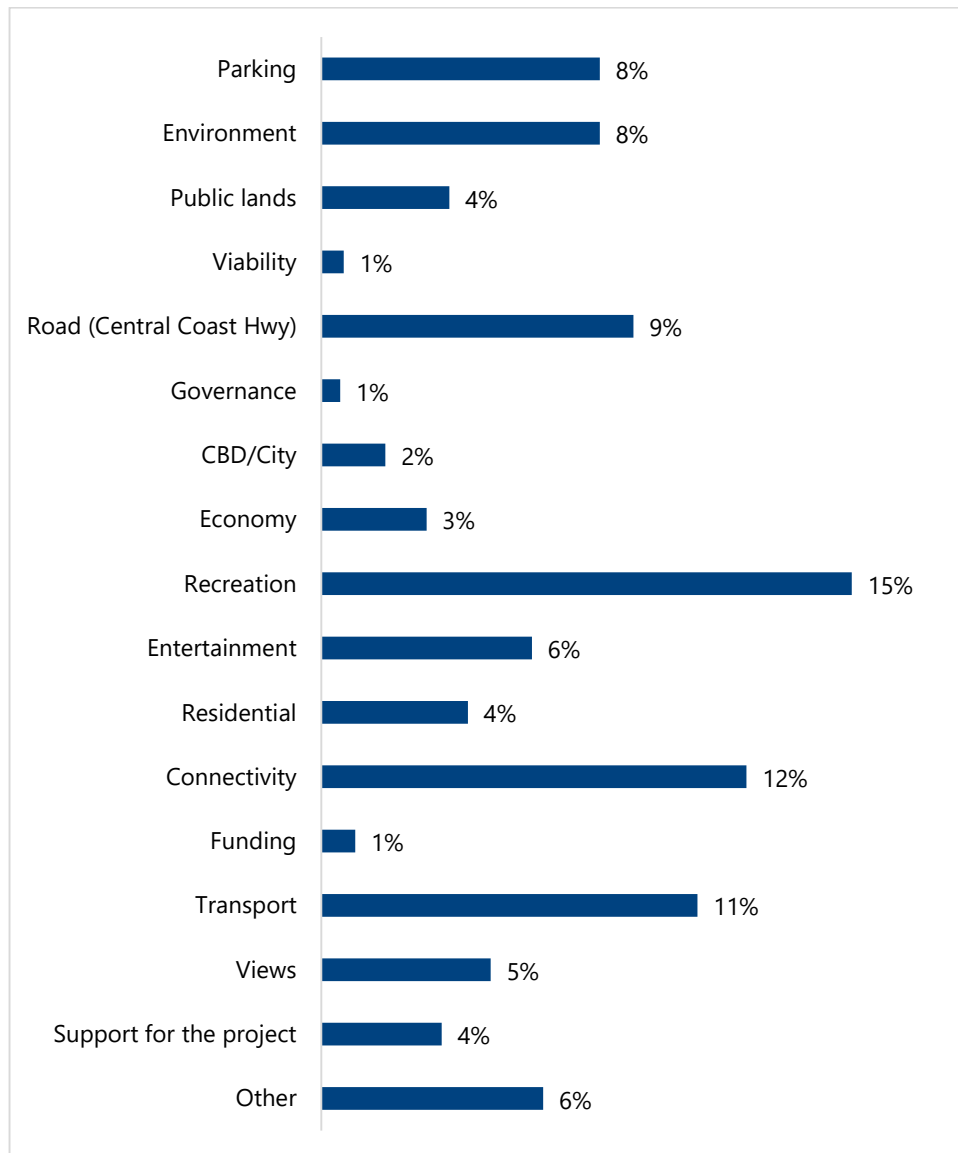
A total of **676** comments were placed on the interactive concept plan, generating **2084** reactions (**1797** thumbs up and **287** thumbs down) during the consultation period.

**Figure seven:** Interactive Concept Plan results for sentiment:



Overall results across the online interactive concept plan showed **60%** of participants were supportive of the concept plan (attractor), **25%** were neutral and **16%** were not supportive of the plan (detractor).

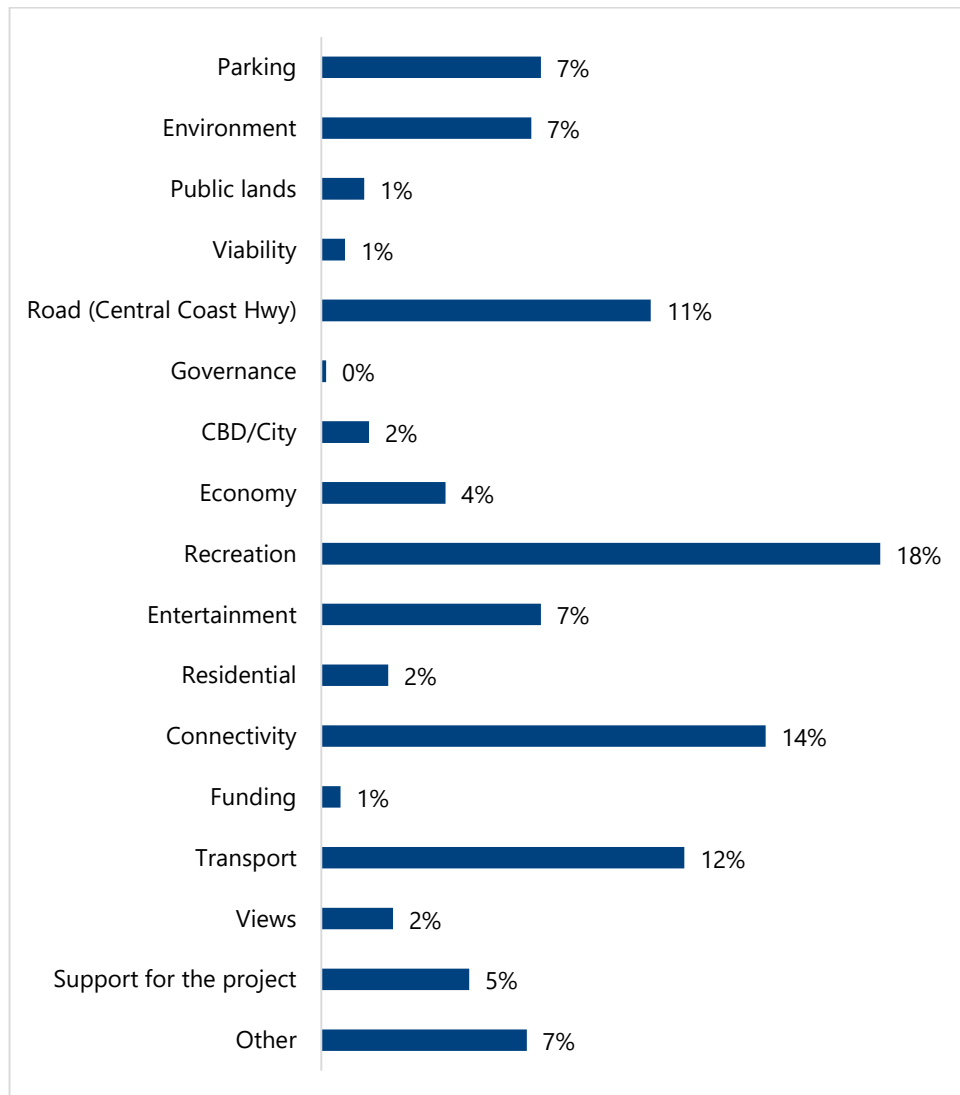
**Figure eight:** Interactive Concept Plan results per theme:



Upon reviewing the overall results the top three themes identified were:

- Recreation 15%
- Connectivity 12%
- Transport 11%

**Figure nine:** Interactive Concept Plan themes identified when filtering results by *attractor*:

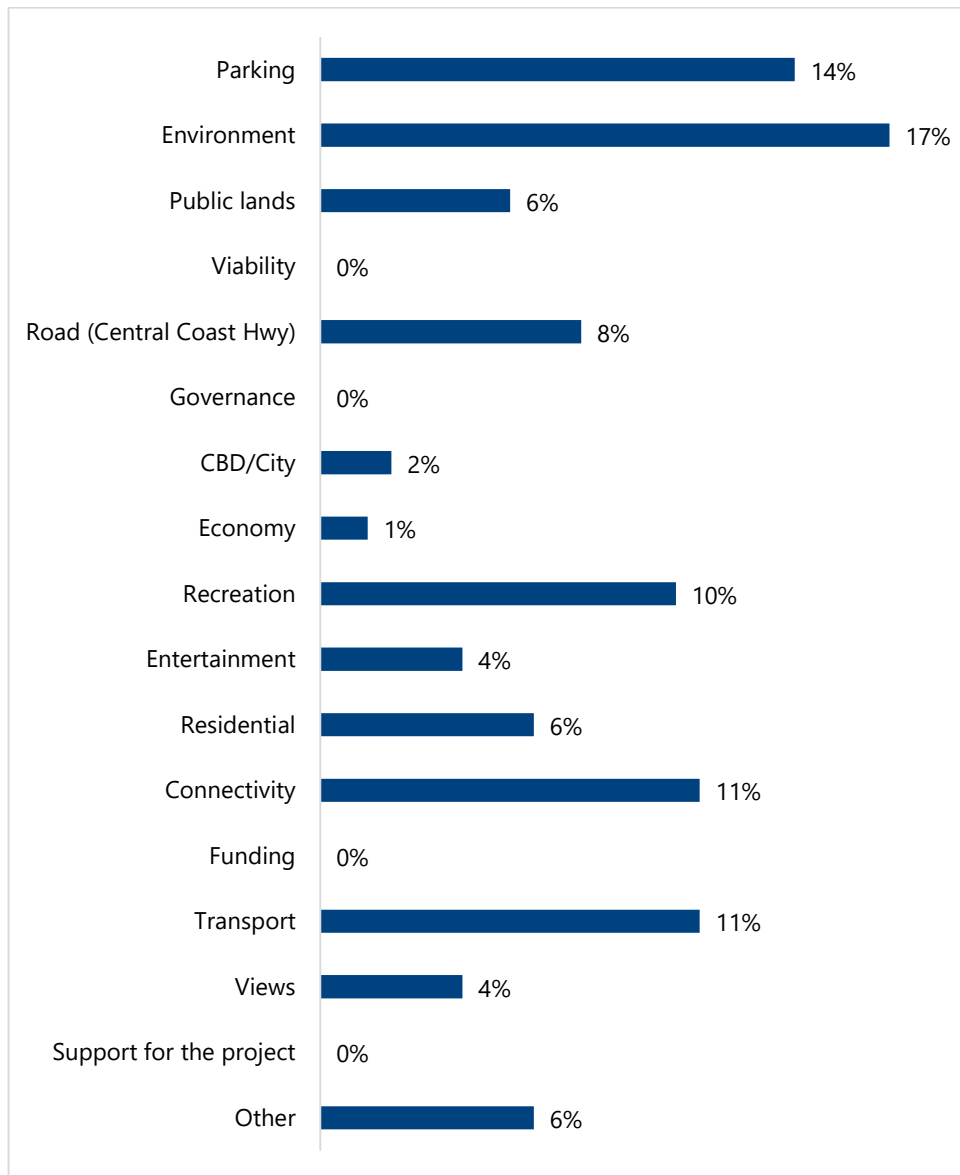


When reviewing the feedback received from supporters of the project, the top three themes identified were:

- Recreation 18%
- Connectivity 14%
- Transport 8%



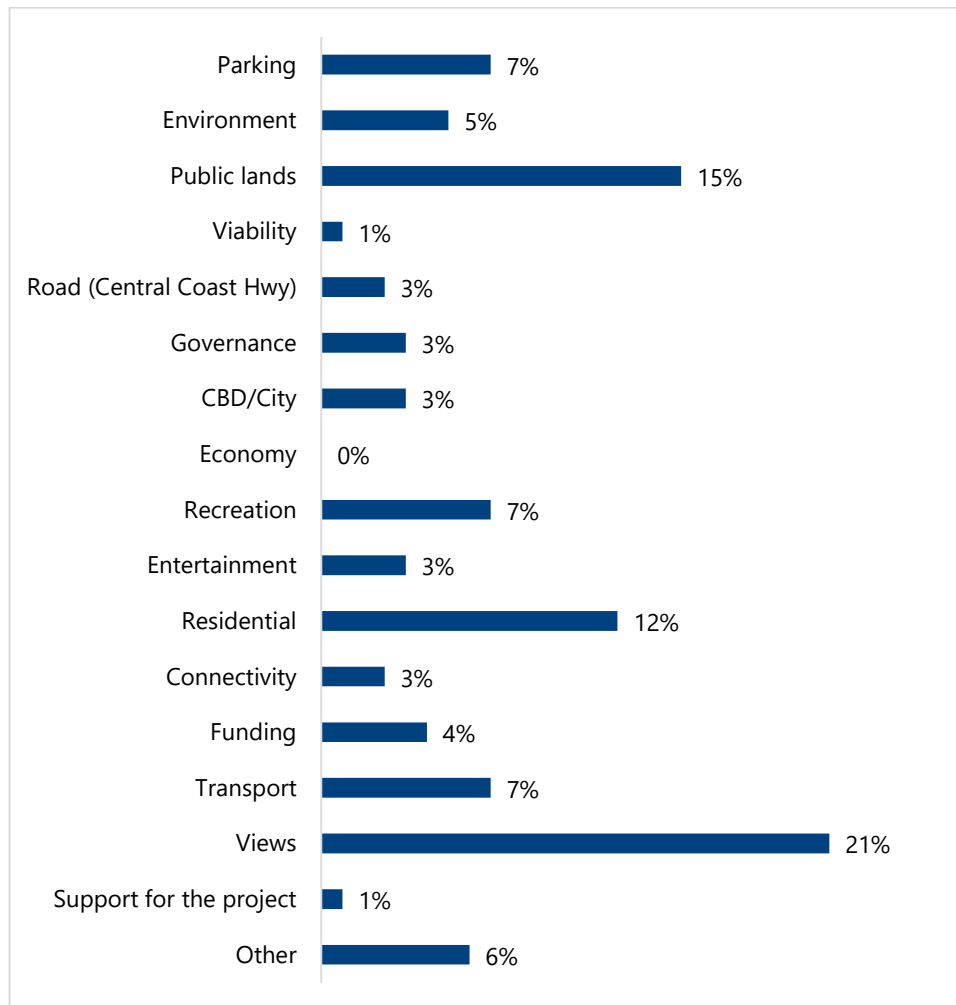
**Figure ten:** Interactive Concept Plan themes identified when filtering results by *neutral*:



When reviewing the feedback received from neutral participants, the top three themes identified were:

- Environment 17%
- Parking 14%
- Connectivity 11% and transport 11%

**Figure eleven:** Interactive Concept Plan themes identified when filtering results by *detractor*:



When reviewing the feedback received from those not supportive of the project, the top three themes identified were:

- Views 21%
- Public lands 14%
- Residential 12%

Councils' response to each of the themes identified is available in **section 5**.

**A note about sampling bias:** The online interactive concept plan was 'opt-in', which means participants proactively sought to provide feedback as opposed to a sample or respondents being selected to more accurately reflect and represent the population makeup of the Central Coast community.

## 4.5 Method 3 – Independent Market Research Survey

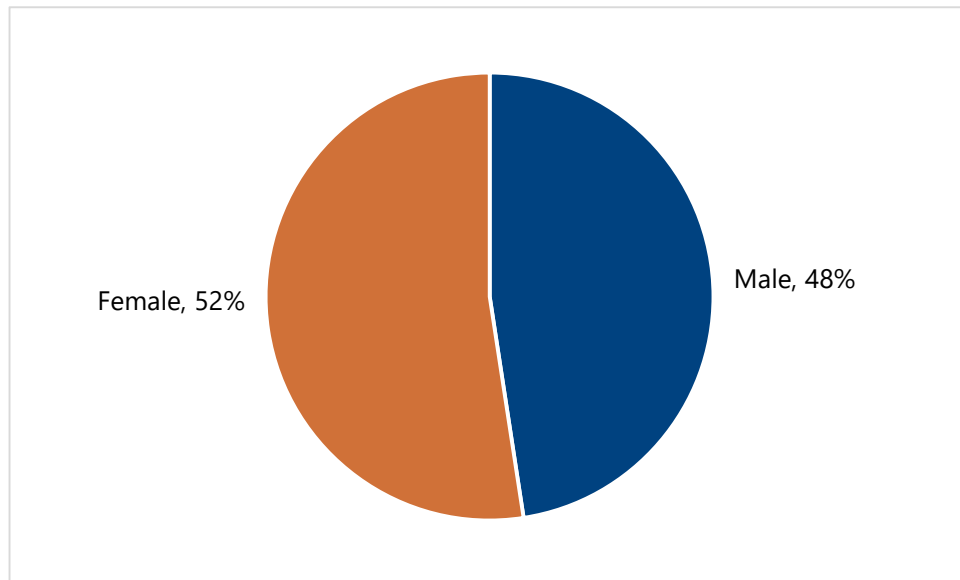
Council engaged Antenna Strategic Insights to conduct a market research survey on the Gosford waterfront revitalisation concept plan.

Antenna, conducted an online survey of 600 local residents on behalf of Central Coast Council.

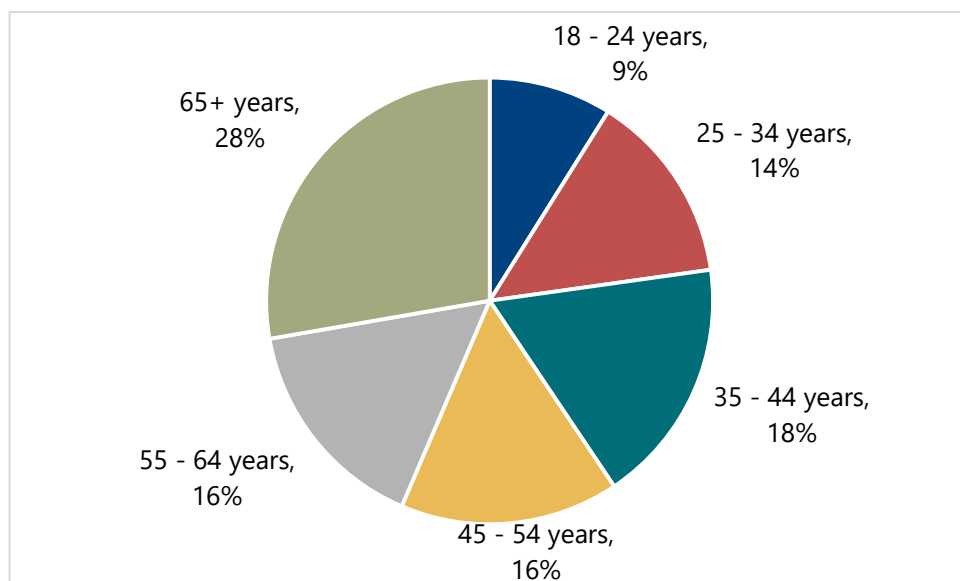
The survey was conducted between 16 November and 25 November 2022. Survey respondents were sourced from an accredited online research access panel.

The study surveyed the opinions of residents of the Central Coast LGA and those living within 50 kms of Tuggerah, with the data weighted to the 2021 ABS Census age and gender figures for the Central Council LGA.

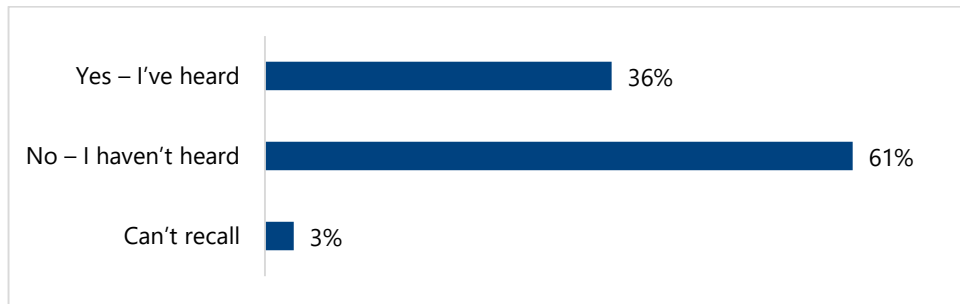
**Figure twelve:** Independent Market Research Survey – Gender:



**Figure thirteen:** Independent Market Research Survey – Age:

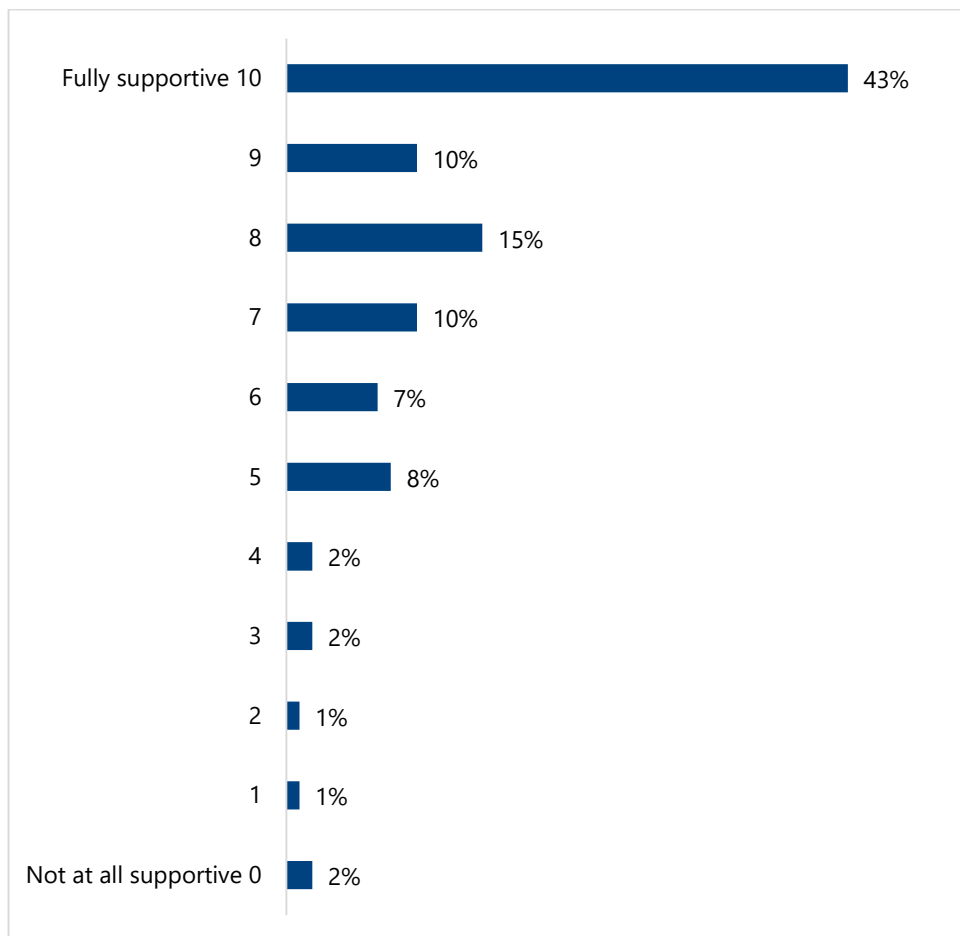


**Figure fourteen:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront?

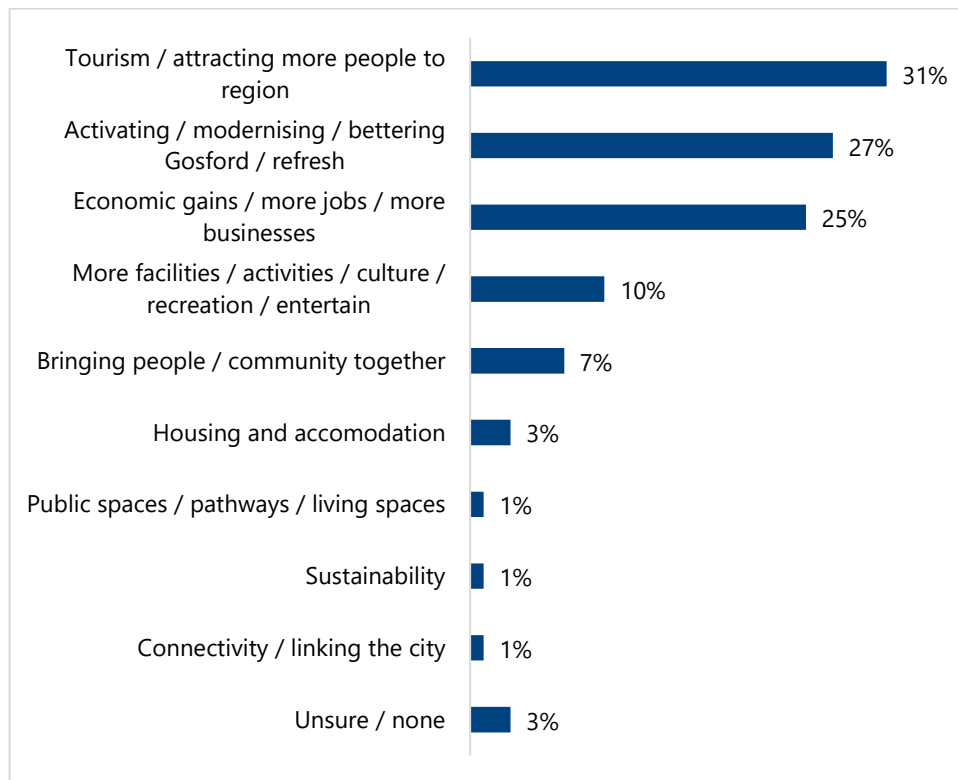


**Figure fifteen:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea?

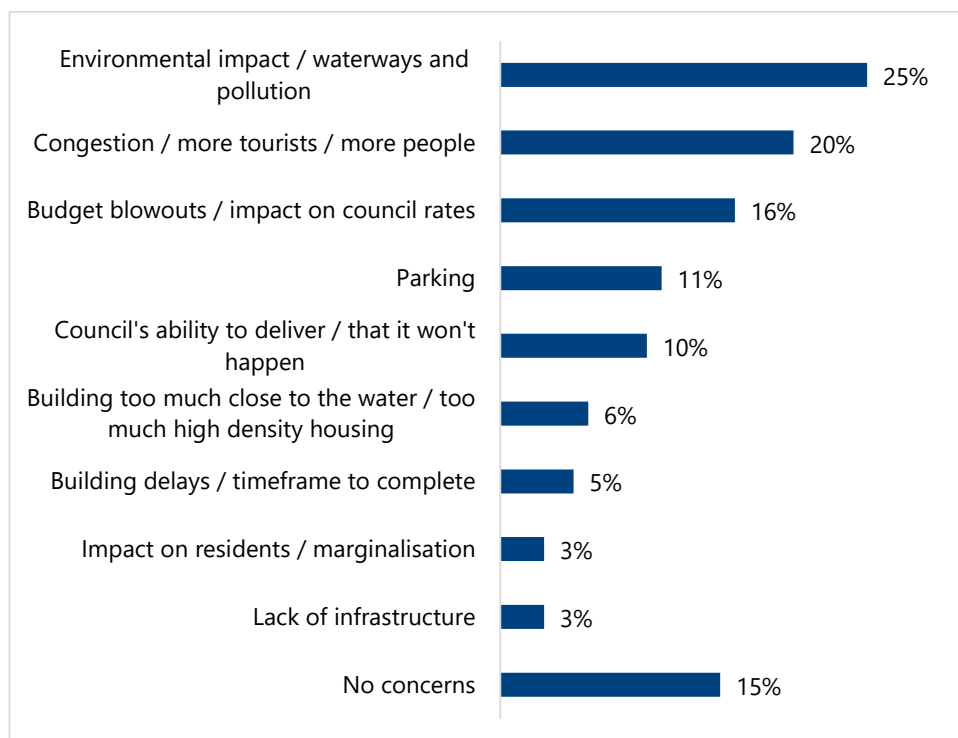
**Note -** The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.



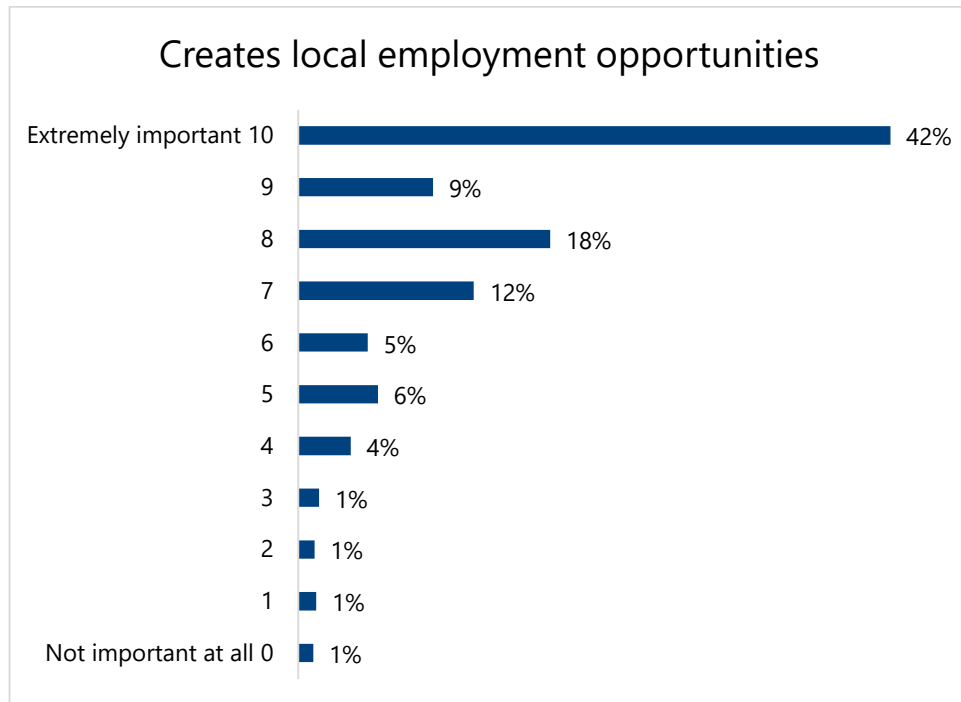
**Figure sixteen:** Independent Market Research Survey – What do you think the main benefits of this plan are? (themed data)



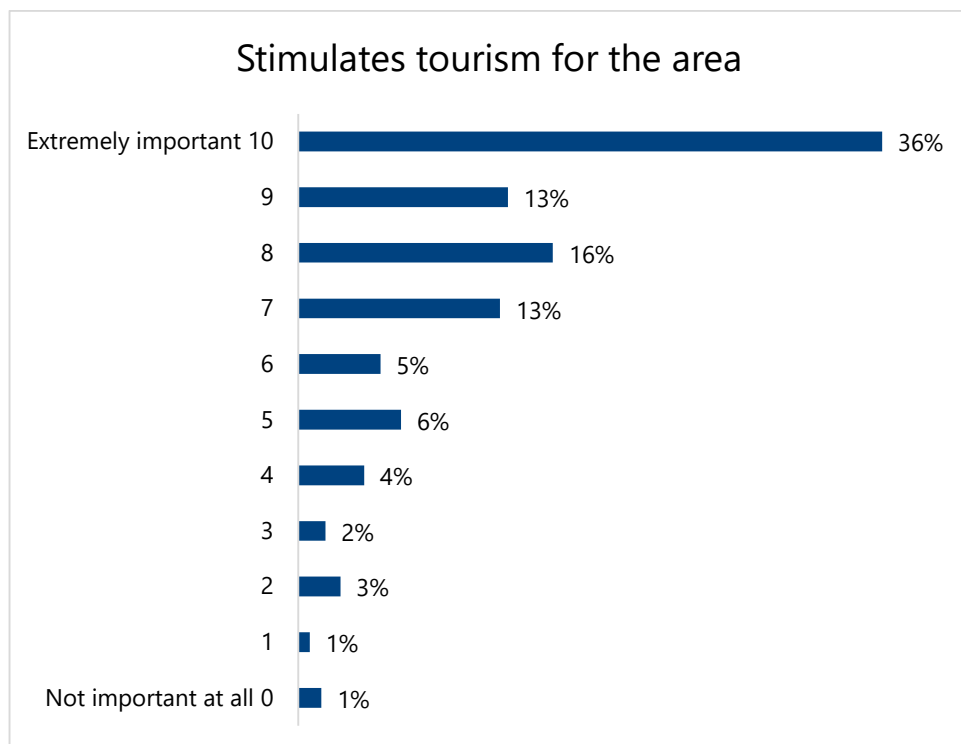
**Figure seventeen:** Independent Market Research Survey – What concerns do you have with this plan? (themed data)



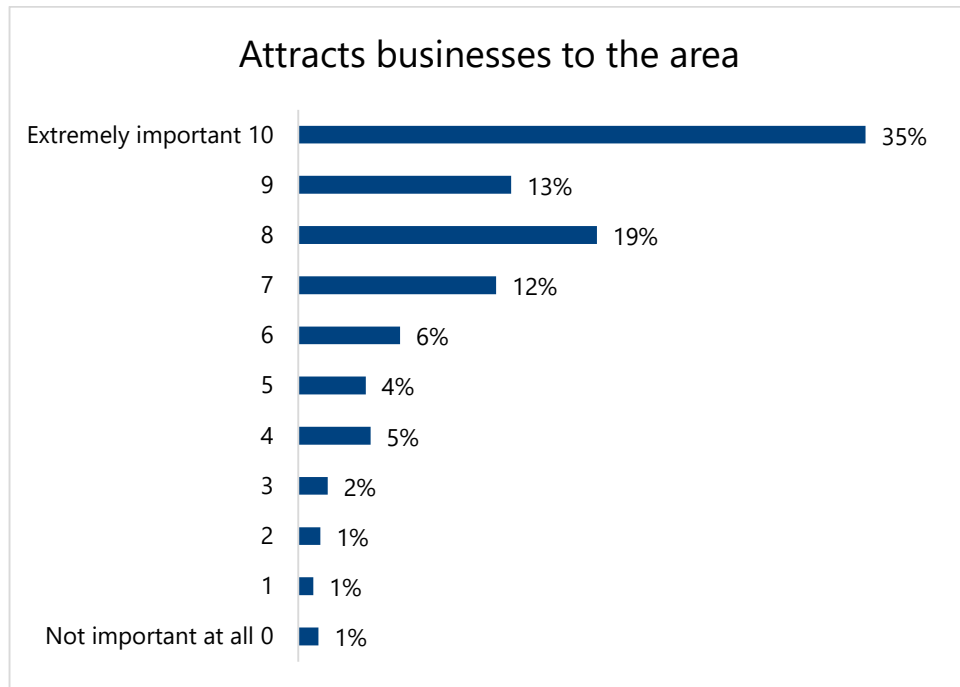
**Figure eighteen:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Creates local employment opportunities*.



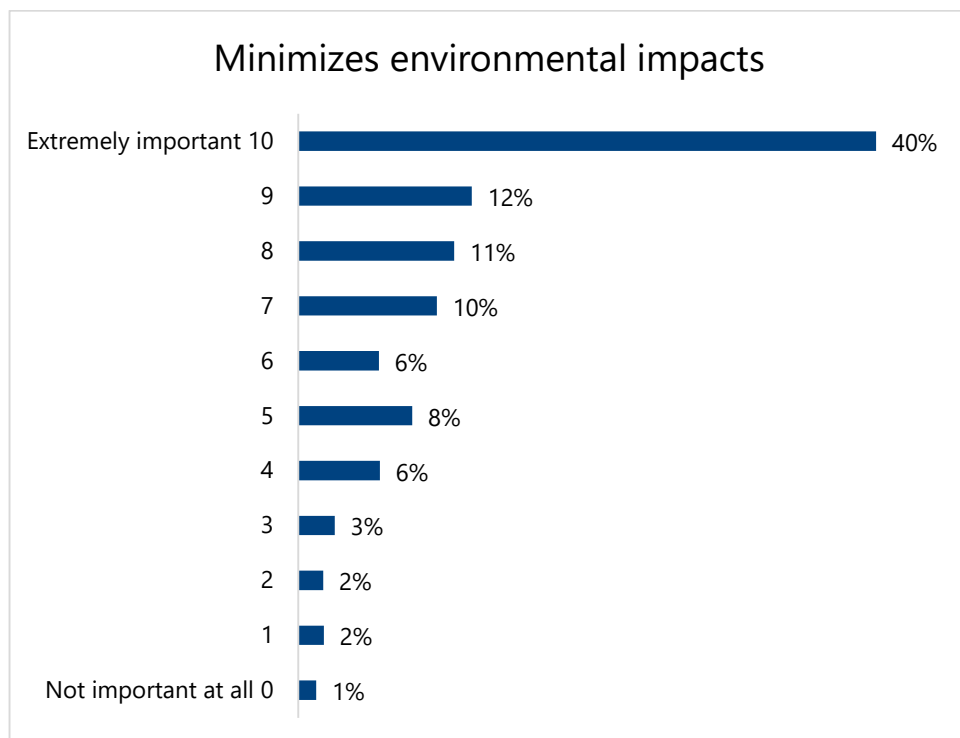
**Figure nineteen:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Stimulates tourism for the area*.



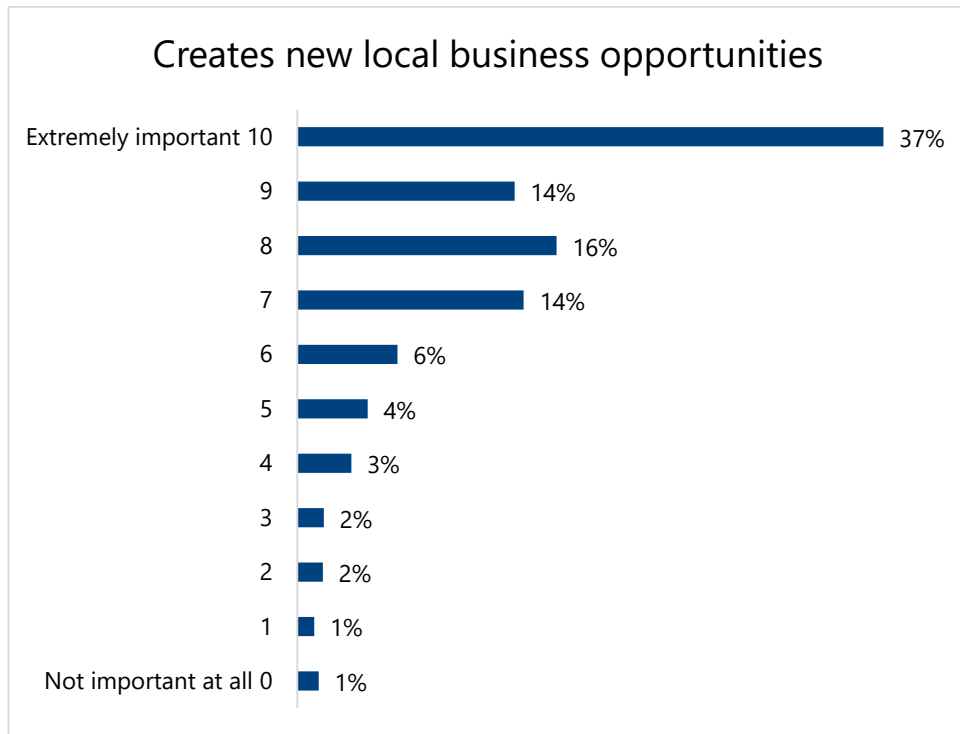
**Figure twenty:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Attracts businesses to the area.*



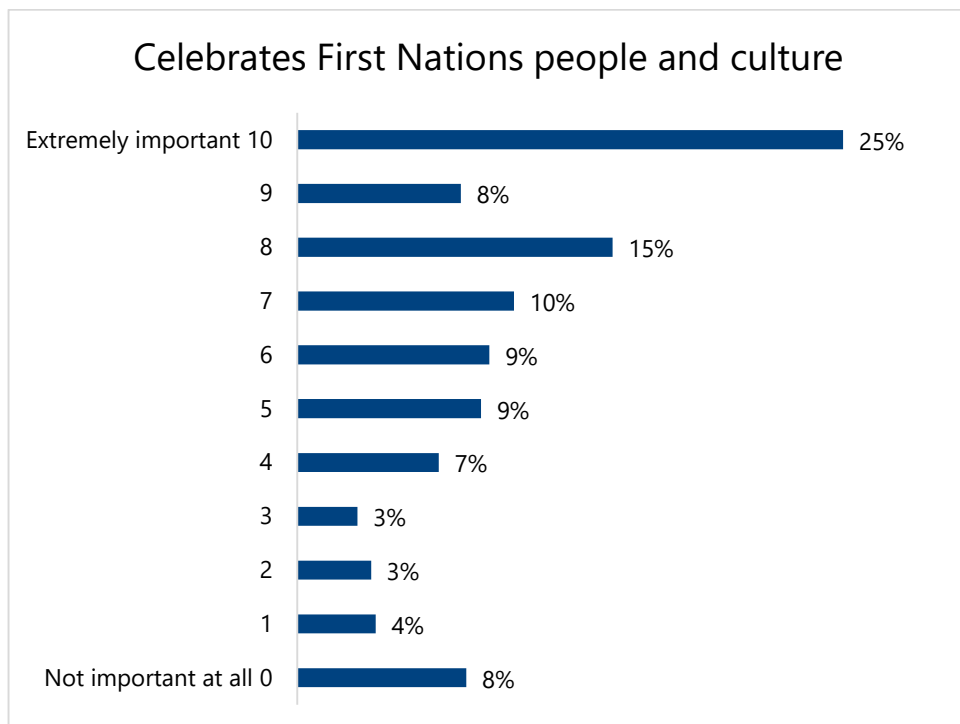
**Figure twenty one:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Minimizes environmental impacts.*



**Figure twenty two:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Creates new local business opportunities.*

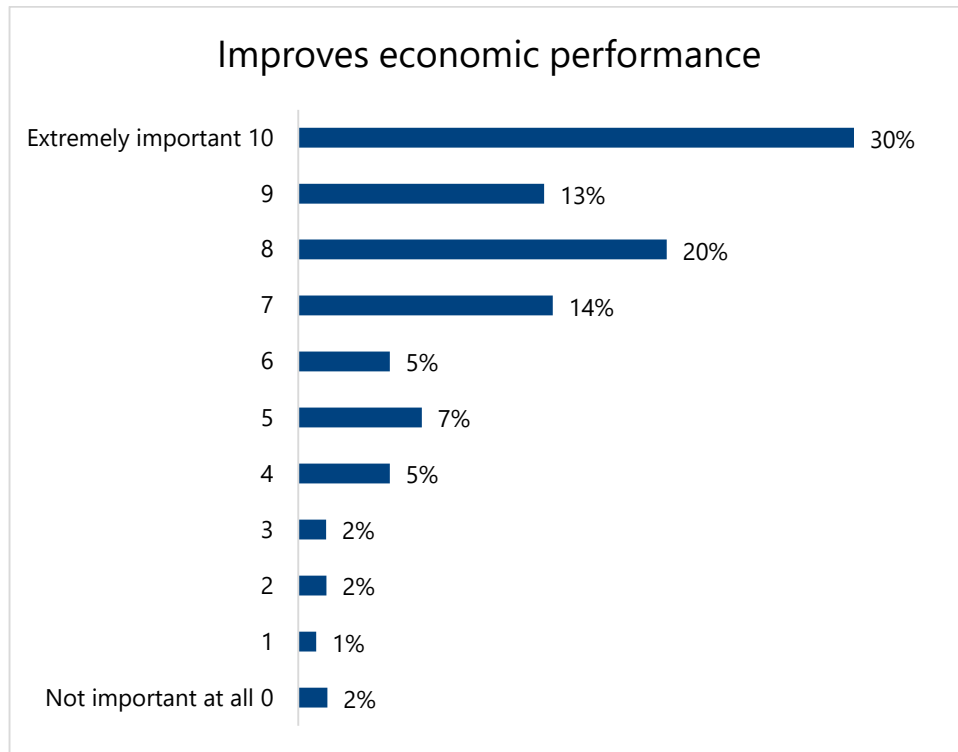


**Figure twenty three:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Celebrates First Nations people and culture.*

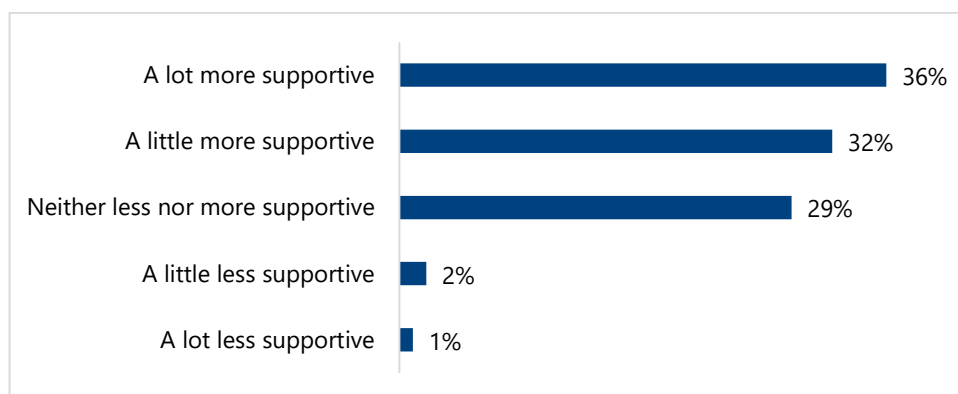




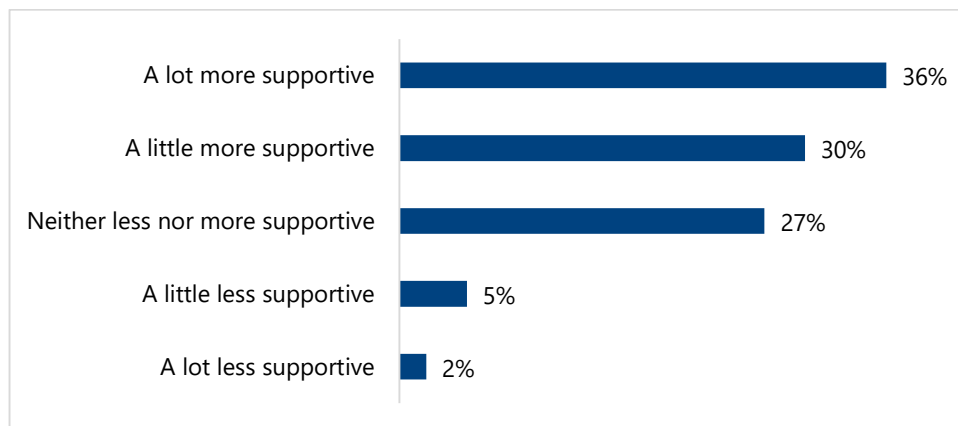
**Figure twenty four:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following – *Improves economic performance*.



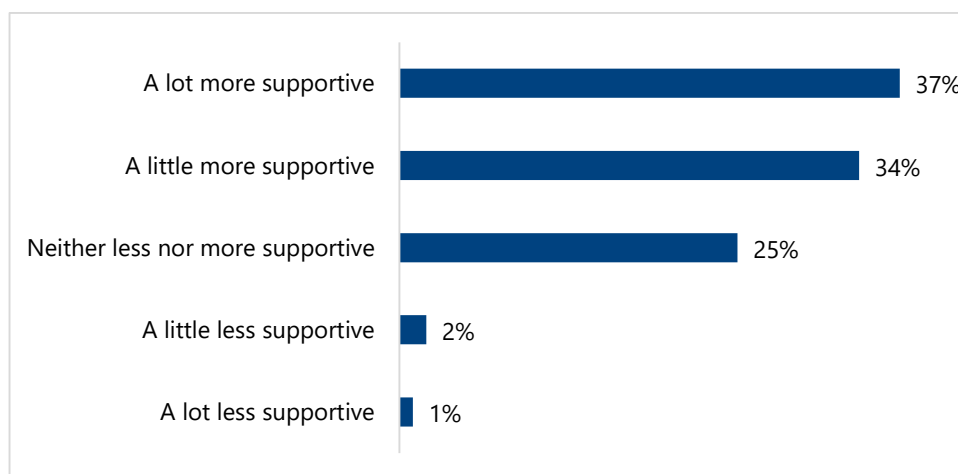
**Figure twenty five:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea?



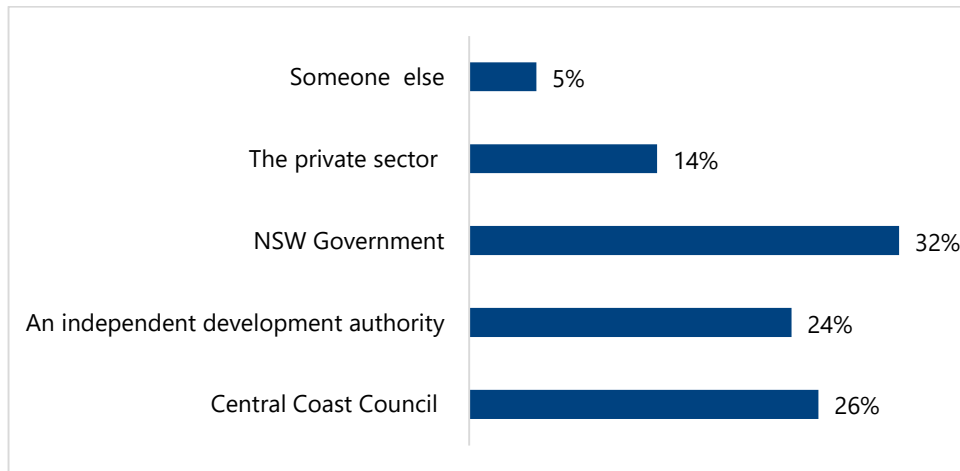
**Figure twenty six:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea?



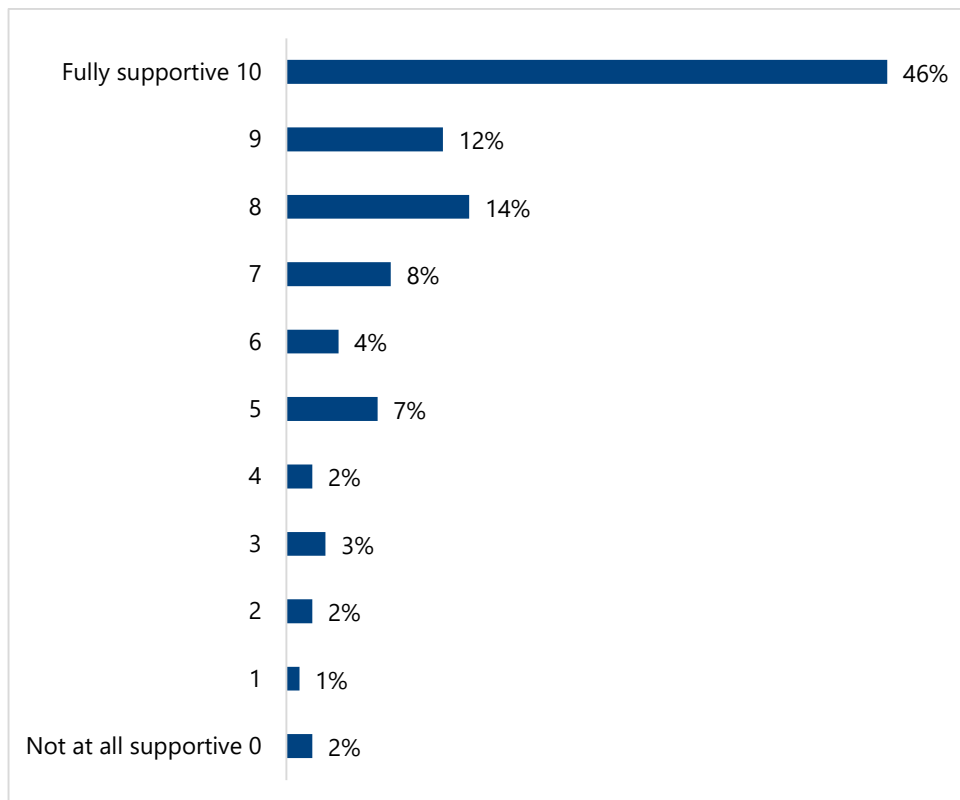
**Figure twenty seven:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea?



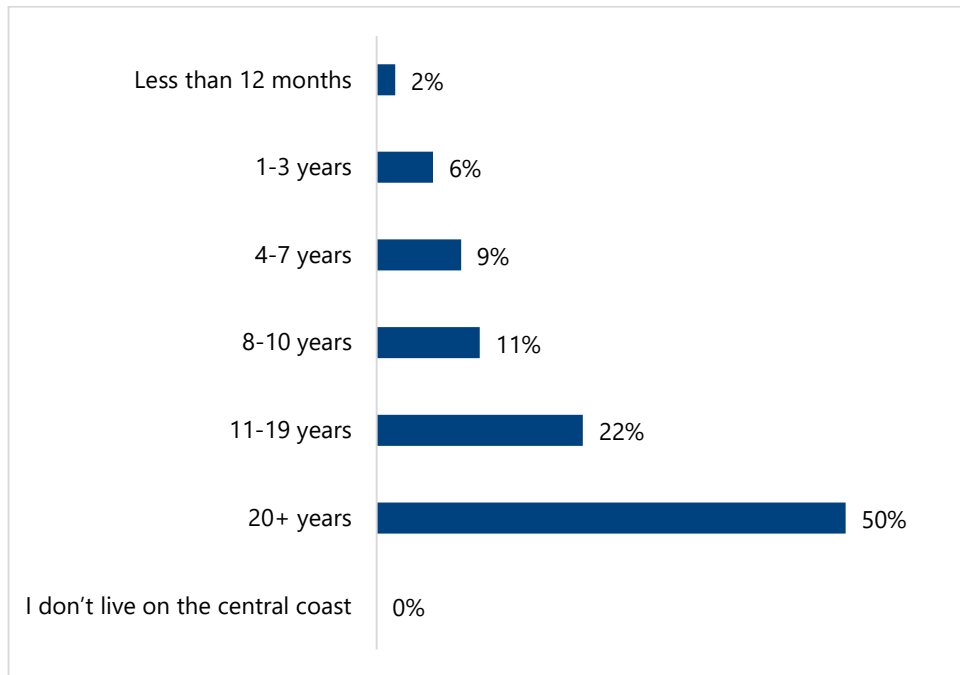
**Figure twenty eight:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront?



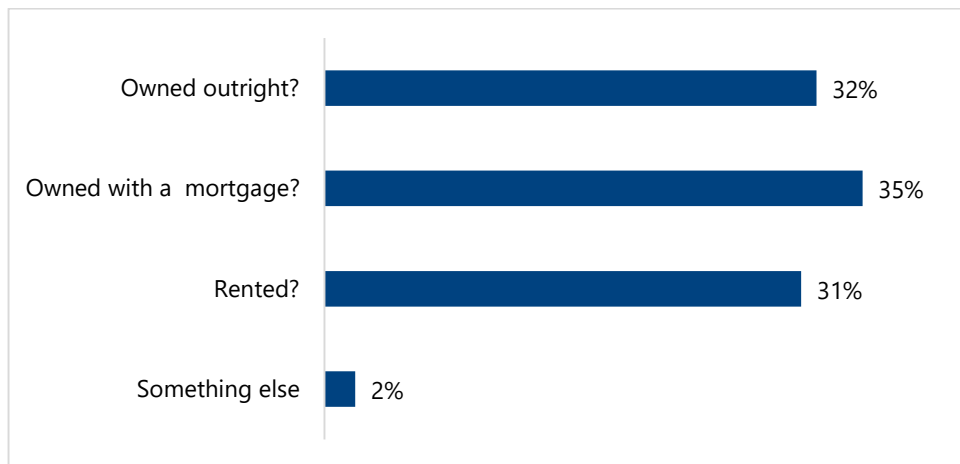
**Figure twenty nine:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan.



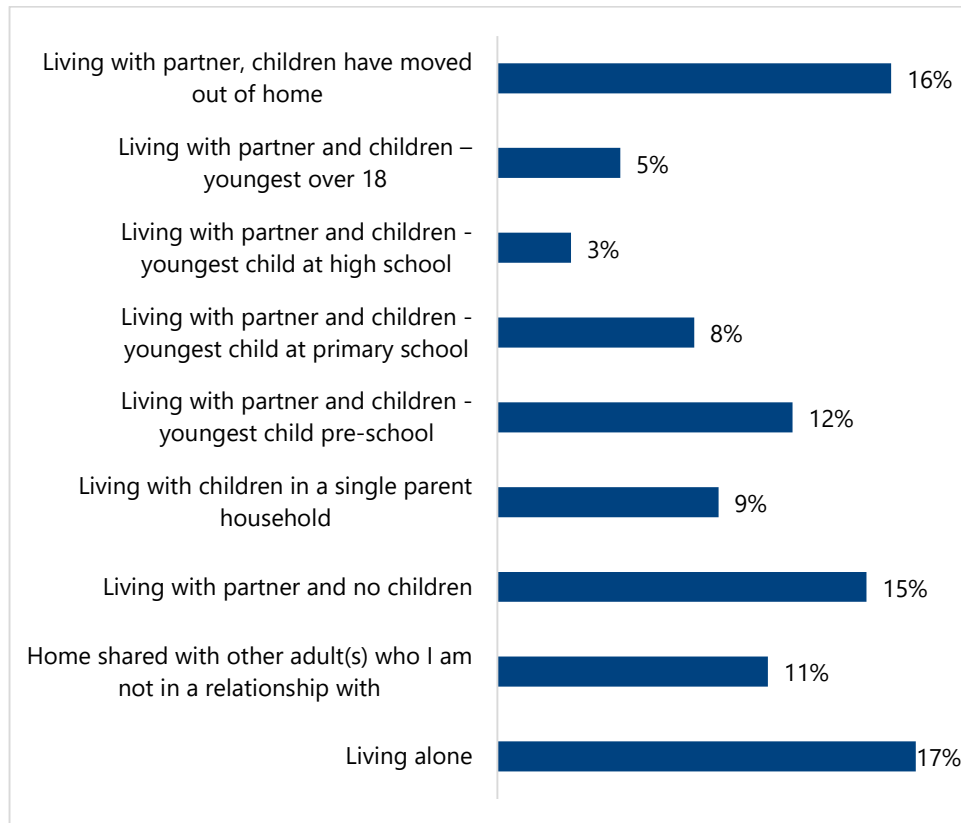
**Figure thirty:** Independent Market Research Survey – How long have you lived on the Central Coast?



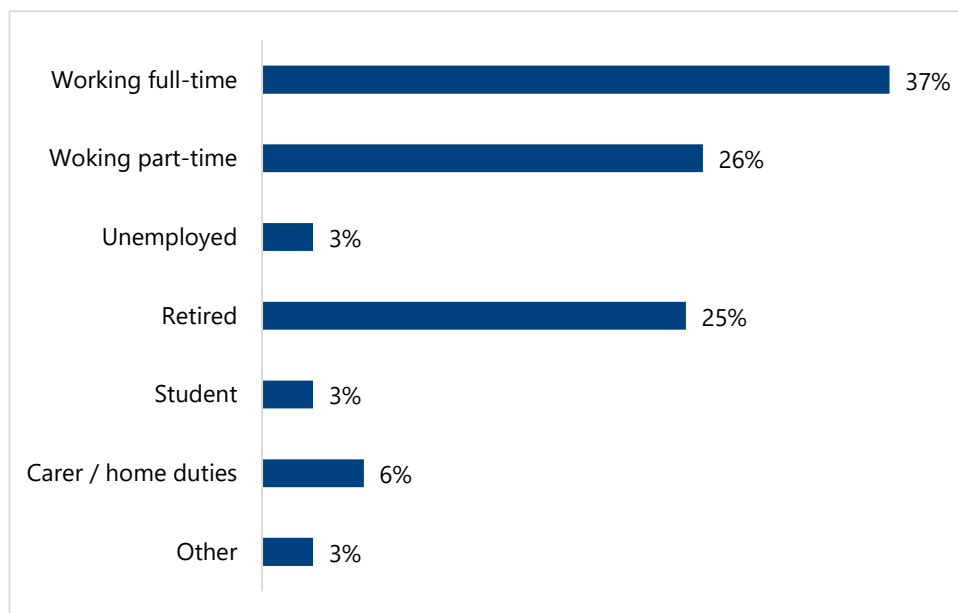
**Figure thirty one:** Independent Market Research Survey – Is the place you live in...



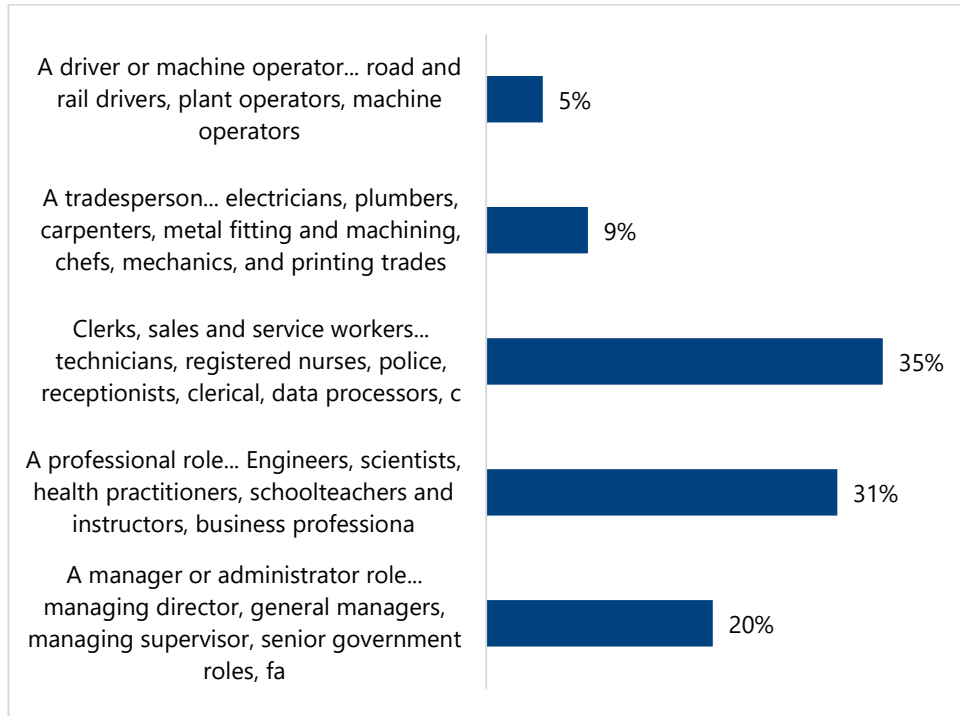
**Figure thirty two:** Independent Market Research Survey – Which of the following best describes the structure of your household?



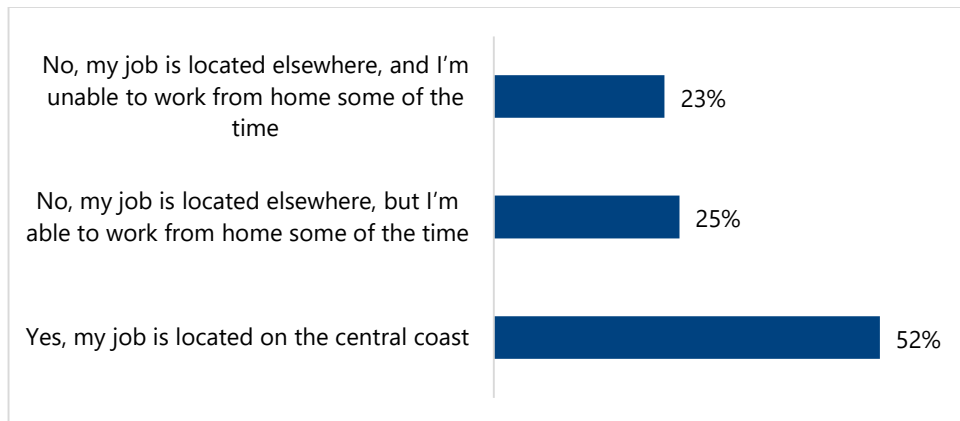
**Figure thirty three:** Independent Market Research Survey – And are you...



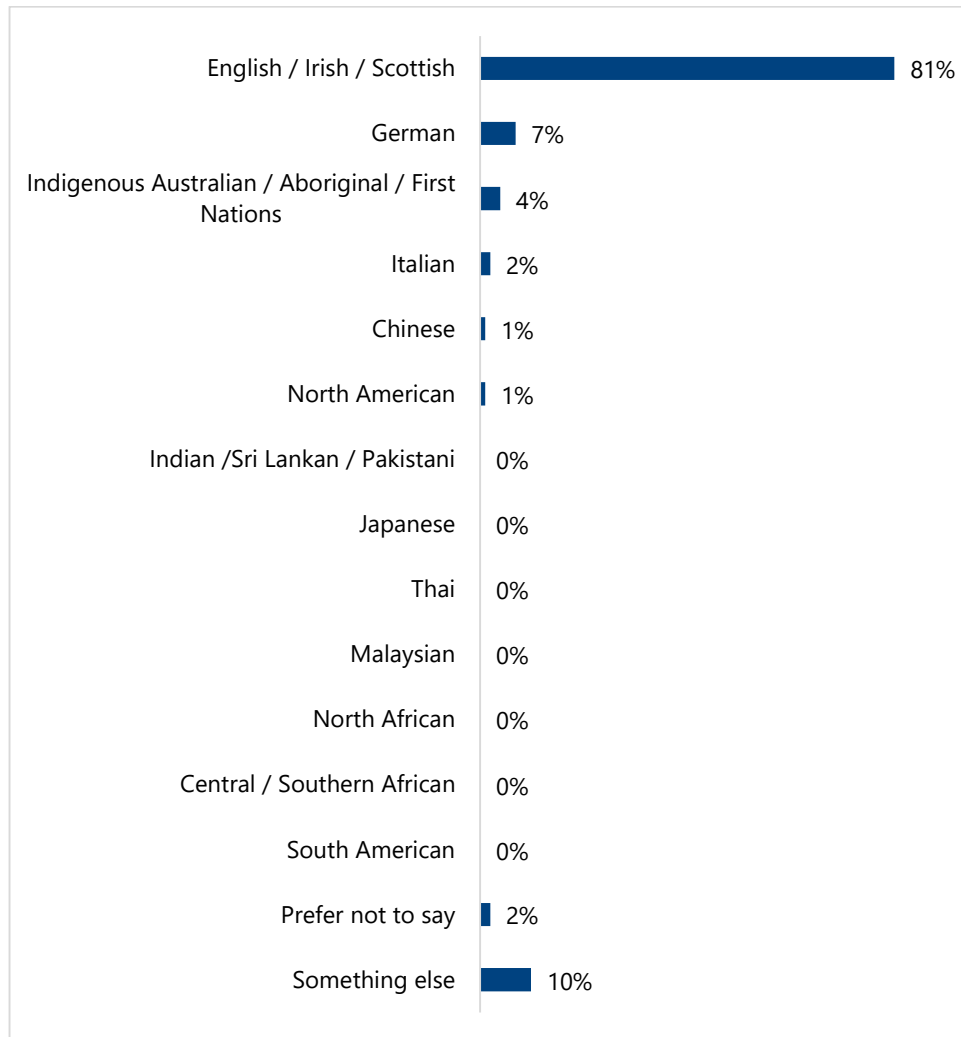
**Figure thirty four:** Independent Market Research Survey – Which of the following describes your job role?



**Figure thirty five:** Independent Market Research Survey – And is your job located on the central coast?



**Figure thirty six:** Independent Market Research Survey – And lastly, which of the following best describes your cultural heritage?



Council requested this data to be presented using Councils planning areas, this further exploration of the data is available in **appendix P**.

## 4.6 Sample of comments from consultation

*Below is a sample of comments respondents provided across the various consultation opportunities.*

### **Parking**

*"There are options that don't involve cars - improved options for walking, self-powered transport or PT should all be encouraged as a way to minimise the need for cars and parking."*

*"What Gosford would need to cater for boats would be a parking area (perhaps with meters) so that people could come and enjoy the facilities by boat. Areas could be timed like car parking."*

*"No more car parks on prime land! Geesh Coasties love to whinge about lack of parking. Get off your #\$\$% and walk for 10 mins"*

*"I think it would be better to direct parking away from the waterfront since this is prime real estate and could be used for other waterfront recreational uses. For example, placing multilevel parking within a few minutes' walk on the other side of the main road or on Mann St. There should be an exception for a small parking section for disabled visitors and service vehicles. The waterfront area however should be largely pedestrian."*

*"Parking can't be free anymore, it costs too much to build. I'd be happy to pay a reasonable fee for parking but would prefer better community transport..."*

*"Traffic and parking solutions are key for this to succeed. Is it possible to design carparking away from the area with a designed pedestrian approach to the waterfront."*

### **Public land**

*"Say no to redevelopment of community land."*

*"How can it be claimed there is more public land if the Gosford Bowling Club is being sold off and made into a hotel? This is a grab for public land and a loss of public assets."*

*"This appears to be a sell off of public land for private benefit. This clearly is loss of public land despite the claim ' public land will be created'."*

*"I don't support public land ie our land being used to erect private housing which only rich people can afford. Only developers will make money out of that scenario."*

*"I am not averse to the concept of residential and commercial development on the waterfront - like Honeysuckle in Newcastle and Woolloomooloo finger wharves in Sydney, on one proviso. It is imperative that such partial-privatisation of what is public space, should offer significant public benefit derived from such enterprises. Community should not be expected to sell the crown jewels to pay for someone else's gain. Other proposals have come and gone, let's work together see this become reality."*



*"All decks, wharfs and accessways over the water should be public access only and government owned, no private ownership. Through the state our NSW governments have spent exception resources and monies to acquire back private lands owned to the foreshore. Lets not on this occasion go back to old habits. Access for all requires good strong planning."*

*"Hooray hooray. We really hope this happens this time having watched plans come and go in the past. having seen waterfront developments at Mackay, Townsville, Cairns, Darwin, Oslo in Norway to name a few.. we are delighted that this might happen. I love the idea of reclaimed land for the amphitheatre, public hall and swimming pools."*

*"I think this is a great idea if we can get someone to build it. I like the idea of reclaiming some land and building the pedestrian overpass, it solves the problem of the road going through there to a degree without the billion dollars to tunnel that road. The waterpark in front of the Olympic pool further is a drawback for activation of the waterfront and that end of the city, similar to Brisbane. I don't think we need so much space devoted to hotels. not sure about that multistorey carpark location. it would be good to keep going west to Adcock Park. Let's hope State or Fed can help push this like the hunter waterfront. Honeysuckle is awesome and would temp me to apartment living."*

## **Recreation**

*"It would be great to have something like Cairns Esplanade. With the Playgrounds for different ages with water play, Muddy's Cafe, Lagoon, Brewery, beach volleyball, skate park, place for concerts and events. Also having somethings undercover is key for either rain or hot days."*

*"Yeah, a massive walking overpass. It could be a lot of fun: it could be a climbing wall on one side and a giant slide into the water on the other."*

*"The pedestrian overpass could also be the start and finish line of the new Brisbane Water Marathon. With the new waterfront connection between the stadium and Point Clare, I think you could make a perfect 42.2km marathon race around the body of water. Great race, great water views virtually all the way."*

*"Love this path! It's what I'm looking forward to most. My only concern is fishermen using the path with no room pedestrians to past. Maybe there can be a few extended spots out to the water for fishing and installing chairs."*

*"Great to see a shared path directly joining Point Clare to Gosford. This will make it easier for walkers, runners and cyclists to get into and out of Gosford, including commuters, social and recreational riders. Oh also this could be quite a draw card for tourists from Sydney/Newcastle and beyond."*

*"Please keep the pool or if upgraded ensure the pool is retained and make it so that water polo is supported. This would allow the region to attract regional sporting events and attract much needed visitors to the Central Coast."*

*"Can we introduce more green pockets within the hardscape here. It needs more greenery to soften the large extent of hardscape. The greenery will also provide better heat mitigation to the paved areas. Also would be good to have a mixture of timber amongst the paving."*

*"We need more green shade areas, with seating and tables. More family picnics! Free fun."*

*"Outdoor swimming space would be great"*

*"Yes I'd like to see a bit of a beach here also. Imagine that!"*

*"This is an incredible opportunity to have a world class outdoor open-air pool in a fantastic location for world class water polo and swimming events. The pool needs to be redeveloped to be deep enough to cater for water polo for the full 30m. Currently it is too shallow for Senior water polo and barely deep enough for the juniors. A panoramic grandstand and views to the water would be fantastic."*

*"100% on board with the long overdue upgrade to Gosford waterfront. It is such a wasted opportunity currently. I am mostly interested in lots of places to eat with a view of the water and lots of things to take the kids to."*

*"I think this is just what Gosford needs and is long overdue. This would make me proud of this city I live in and as my wife has had a stroke this would make it so much more assessable to us to be able to just go 10 minutes from home to enjoy the benefits on what's proposed in the draft. It would be so much better for our health and well-being as we would have more to look forward to. I really hope this all goes ahead and will find this proposal so beneficial to locals and also tourism and change the face of Gosford which has so much potential."*

### **Traffic management (road)**

*"A more significant approach to linking the waterfront and city needs to be taken. can we move the road? or convert to a tunnel? or build a massive walking overpass?"*

*"If it is the intention to create a visionary concept, then something needs to be done about this main road. Let's accept a truly future vision and build a tunnel from West Gosford to East Gosford to take the ever-increasing traffic that will eventually come."*

*"Yes think big, having the ability to walk uninterrupted between the wharf and Gosford would encourage more foot traffic and it may also help take some noise of traffic away."*

*"Covering the road is a great idea, not only opens up pedestrian movement but offers much improved safety. I would leave the view side open with some sight lines for motorists."*

*"Keep more cars out and maybe even try to divert the highway away from the waterfront and create more bike lanes / plaza spaces that can be used for cafes, entertainment, public."*

*"A solution could be to relocate Dane Dr to the rear of the park. It's a strange concept to have such a great public space on the waterfront that has a four lane highway running through the middle."*

### **Connectivity**

*"The road is a major obstacle to the flow of human energy between the waterfront and the town centre. A lot more pedestrian access is essential or the precinct will always be cut off and struggling."*

*"Perhaps build a series of arching overpasses incorporating gardens. Tourists and locals all love beautiful and iconic features!!"*

*"How fantastic would it be to have a ferry link to Umina and Ettalong (therefore also Palm Beach and North Shore). Cut out all the highway / peninsula driving to get to and from the beach. That would attract so much business and leisure activity in both directions. To have a major waterfront city without a ferry is a misnomer. To not be able to easily link through to the beautiful landmarks we can see but not touch across the water i.e. Lion Island, Ettalong Point etc is just annoying."*

*"This would provide a vital shortcut for local suburbs to the Gosford CBD and would integrate well with the existing bike path network which is fantastic along the bay all the way through to Ettalong. This would give residents from Ettalong to Point Clare the ability to cycle (or even walk) to jobs / events and shops in the ever-expanding Gosford CBD, rather than driving or using public transport. This surely has to be one of the main priorities in the Gosford CBD revitalisation."*

*"Yes this is an essential piece to connect Gosford to the waterfront. I think there should be multiple overpasses or underpasses for pedestrians."*

*"An overpass is essential to allow pedestrians to get where they are going quickly and safely whilst allowing the traffic to flow below and not cause congestion."*

*"Definitely needs to have pedestrian priority!"*

*Love the concept.*

*"Years ago a concept for main road A49 was investigated to put the road alignment underground (tunnel) between Masons Pde and Dane Dr. This would significantly open up pedestrian movements between city and foreshore. A great potential idea that should not hold up the good elements in this concept."*

*"I like how much extra walking space this has added to the area. Wonderful."*

*"Making sure it links up to Gosford station/future fast rail with bike lockers will be essential."*

*"I think this is just what Gosford needs and is long overdue. This would make me proud of this city I live in and as my wife has had a stroke this would make it so much more assessable to us to be able to just go 10 minutes from home to enjoy the benefits."*

*"I think it's a fantastic plan to utilities the area that is mostly unused at the moment. The walkway from Point Clare will also open up Gosford to the people of Tascott and Point Clare for dining and socialising in the city as it will be a short walk for most. Gosford needs progress and this development is an excellent start to this."*

### **Supporting CBD**

*"The town centre equally needs revitalisation. I went out for dinner here on a Saturday night and it was like a ghost town. How can we change this to a vibrant and thriving city centre? This is an important way to draw visitors and economy in."*

*"It looks fantastic and I am 100% in support of it. It's a great opportunity to turn Gosford into a commercial and residential hub to rival Newcastle/Wollongong that will provide a huge boost to*

*the Central Coast for locals and commercially. Gosford has all the infrastructure and natural beauty to be a world class spot but it's progress has been impeded by many for too long. Combine this with high speed rail and you've got a winning formula."*

*"Outstanding, do not let nay sayers get in the way. Critical to the revitalisation of Gosford and surrounding areas."*

*"All looks well and pretty on the Plan. This waterfront has been so under rated and ignored for a very long time. It is time for a better change and for everyone living in and visiting the Central Coast to see the real potential of the waterfront. This plan will certainly bring in a lot more tourists and people wanting to live on the Coast. Hope it all goes well, good luck."*

*"Thank you for moving forward on revitalisation of this underutilised asset. Gosford is the first waterfront city north of Sydney Harbour and has amazing potential to capitalise on the boom in marine recreational activities and provide much needed new waterfront amenity for a growing population. When you look at what other progressive Councils have achieved, such as Nelson Bay and Shellcove Marinas as a focal point for waterfront recreation the site at Gosford demands similar focus. Gosford has decades of negative politics to the point of stagnation and urban decay, and now with renewed investment of the Medical Precinct and University commitments, it is time to make Gosford a vibrant waterfront city as our capital of the Region."*

*"The plans look great. Look forward to seeing work start on it as long overdue. To have a major regional city a stone's throw from Sydney on a large body of water languishing and looking so underutilised is woeful and does not give this Council any credibility. My view has always been that Council's focus should be on developing Gosford first as it is our gateway city. After all these years, residents and visitors to this area should be enjoying infrastructure and liveability not dissimilar to Southbank in Brisbane."*

*"The plan looks fabulous. Thanks for forging ahead with the concept to revitalise Gosford city. I'm looking forward to seeing it move ahead very soon to bring Gosford alive."*

*"This is fantastic! I have lived on the coast for over 20 years and seen a lot of proposals for the Gosford waterfront and this one looks like it hits the mark. PLEASE PLEASE do everything you can to make it a reality! We need more investment in Gosford and this waterfront is particularly under-utilised. Let's attract more residents, businesses and visitors to our wonderful city and make it the hub of the Central Coast. I don't want to feel embarrassed anymore about the state of this neglected area. Well done on this proposal. I support all that is needed to make it a reality. Please don't let future council changes (or future councillors!) stop the progress we so desperately need here in Gosford."*

*"Currently the City of Gosford is a mess, empty buildings, graffiti everywhere, weeds growing out of streets and pavements, poor parking facilities etc. etc. This waterfront plan is a great idea which will open up the Gosford waterfront as an important tourist destination. I would want the plan to go ahead, then I would like to see the City plan worked on. There is so much potential for Gosford with proper integrated planning."*

## **Support for project**

*"You have to start somewhere... Unfortunately, people are quick to pull down any effort to make the city better. Rather than say "hey what about this" why not get behind any effort to make the city better??"*

*"I think the whole thing looks fantastic. Especially the wharf. Great work!"*

*"Great concept. It is exactly what the Gosford and local area needs."*

*"Gosford has the potential to be a great waterfront city, so providing more waterfront housing opportunities for people needs to be forefront. This will greatly benefit the local night life and general foot traffic in the area for local businesses, and pier developments have been completed tastefully in other cities such as Newcastle. We just need to make sure they have architectural merit - so Gosford is properly facelifted!"*

*"Looks amazing"*

*"Gosford needs to be represented as the Regional Capital to allow us to grow and prosper as a region. The only way that my kids can get decent jobs on the Coast and stay close to me is if there is a capital city driving that. I am pro development in Gosford for that reason, we have plenty of open space on the coast at only 207 people per sq km. We have a huge housing shortage"*

*"Central Coast is lacking new amenity for waterfront conference facilities. As a local business we have been forced to look at the Hunter or Sydney venues for an inspiring new destination for our annual team day out, New waterfront facilities would encourage Sydney based companies to consider the Coast as an alternate getaway conference destination other than rival Hunter or Blue Mountains. The ability to arrive by water would be a major drawcard for both conference and wedding events."*

*"The waterfront proposal represents a great opportunity for the City of Gosford to capitalise on its natural beauty, provide a greater amenity for our community, and to stimulate economic benefits through tourism and reactivating our City Centre. It is time for Gosford to prosper, and this project is a central piece!"*

*"This is a great initiative by all involved, this upgrade is desperately needed for Gosford and the region!"*

*"I absolutely love this vision. I understand the hesitation around high rise on the waterfront, but the reality is- if Gosford is to be a city it needs to be built like one. I want to be able to enjoy a city in the region I live - this is the type of development that could truly achieve a revitalisation of Gosford - just look at other examples not to far from here."*

*"It looks fantastic and I am 100% in support of it. It's a great opportunity to turn Gosford into a commercial and residential hub to rival Newcastle/Wollongong that will provide a huge boost to the Central Coast for locals and commercially."*

*"It's a wonderful plan. Perfect. Let's build it. It's been too long"*

*"Looks great - just get it done !!!!"*

*"100% on board with the long overdue upgrade to Gosford waterfront. It is such a wasted opportunity currently. I am mostly interested in lots of places to eat with a view of the water and lots of things to take the kids to."*

*"It's about time. I've lived in or around Gosford all my life, and it hasn't changed in 20 plus years. It needs to become a proper City."*

## 4.7 Key findings from consultation

- Support for and suggestions to improve the **recreational opportunities** the revitalisation has on offer.
- The **connectivity** the revitalisation of the Gosford waterfront will offer is a significant advantage of the plan.
- There is **support for** the Gosford waterfront revitalisation and a desire to get it happening as soon as possible.

A full list of themes raised throughout consultation can be found in **Section X**. Council's response to these themes can also be found in this section.



# 5 Council's response

Due to the large volume and variety of content contained within community feedback, not every issue or theme was able to be included and responded to in the following table, however all feedback has been read and is being considered by the project team.

Theme	Summary of theme / Example of comment	Council's response
Parking	Provision of parking Need for further parking Removal of parking	<p>The amount of parking allocated towards the project is compliant with the Development Control Plan.</p> <p>Each proposed building in the concept plan provides the DCP (Development Control Plan) required number of parking spaces for the specific building use and are located in the basement level. An additional 200 public car spaces are provided in the multi-story car park adjacent to Industree Group Stadium (Central Coast Stadium).</p>
Public land	Concerns about public land being used for private development/residence	<p>Public and private investment is crucial for a project of this size and nature to be a success. When private investment is considered, both residential and commercial development is essential to attract financial investment from the private sector. Residential development also has the benefit of additional passive surveillance and additional foot traffic.</p>
Recreation	Enhanced opportunities for recreation Encouragement to support waterpolo at the Gosford Olympic Pool Suggestions for further recreational opportunities	<p>The site provides an additional 1.6 hectares of reclaimed land specifically for children's play areas, public amenities, shared pathways, picnic areas, fitness zones, water play areas and an amphitheatre.</p> <p>The master planning phase will explore the best use for how, what and where the recreational opportunities are to be located.</p> <p>Council has resolved to reclassify the Gosford Bowling Club to operational land which will allow it to be repurposed in support of the revitalisation of Gosford city and the waterfront.</p> <p>Council has been in communication with Central Coast Leagues Club (operators of the Gosford</p>

	Concerns about the loss of the bowling club	Bowling Club) about the future of the Bowling Club site.
Connectivity	<p>Suggestions for additional pedestrian overpass/es</p> <p>Comments around the need for further connectivity and suggestions for where this could be facilitated</p> <p>Support for the additional connectivity that the shared path to Point Claire will offer</p>	<p>Council will engage a Pedestrian consultant to undertake a pedestrian survey and plan. This will determine the number of pedestrian overpasses required.</p> <p>A series of technical studies are required to de-risk the project and inform the detailed master planning. One of the required technical studies will involve a pedestrian survey and plan.</p> <p>The master planning phase will explore the results of the community consultation and technical studies to inform how, what and where improved connectivity can be facilitated.</p>
Road	<p>Comments about the Central Coast Highway impeding the revitalisation of the waterfront</p> <p>Suggestions to encase the Central Coast Highway with a tunnel</p> <p>Suggestions to bypass the Central Coast Highway</p>	<p>The Central Coast Highway is a State Government asset, changes to the Central Coast highway will be at the discretion of Transport for NSW and the State Government.</p> <p>Council plans to use the reclaimed land to facilitate improved recreational, entertainment and commercial opportunities whilst also providing additional distance from the road.</p>
Transport	<p>Encouragement for the ferry service proposal</p> <p>Suggestions to improve connectivity to the train station</p> <p>Comments about linking the fast rail proposal to the Gosford waterfront</p> <p>Comments about the need for improved public transport within and into Gosford CBD</p>	<p>Council will be advocating for a Fast Ferry service with both public and private sectors to determine the viability of this service</p> <p>The proposal includes pedestrian and bike connections from Point Claire to Point Frederick.</p> <p>Council will engage a Pedestrian consultant to undertake a pedestrian survey and plan which will include connectivity at a broader scale.</p> <p>Any fast rail proposal linked to the Gosford Waterfront will depend on the State Governments interest in such a proposal. The Gosford Waterfront has been developed independent of this scenario.</p>



		<p>Council will continue to advocate for improved public transport both in and around the CBD. This advocacy work will be supported by a technical traffic study which will be undertaken as part of the de-risking technical studies associated with the project.</p>
Supporting CBD	<p>Encouragement for additional activation of the CBD</p> <p>Comments around the need to ensure that new business do not cannibalise the existing business within the CBD</p> <p>Concerns that the waterfront is too far from the CBD to offer any opportunities for activation and support</p>	<p>The Gosford Waterfront would be a key enabler for additional activation in the CBD.</p> <p>Council undertook a demand analysis via its consultant to understand the potential floor space that could be developed. This analysis took into consideration the CBD's current and future floor space provision.</p> <p>The Waterfront presents itself as a Point of Difference to the region. As such, it would help to encourage further activation into the CBD.</p> <p>Council believes the Gosford Waterfront to be the catalyst for the revitalisation of the Gosford City Centre. The Gosford Waterfront is Council's largest land holding and where Council can initiate the greatest impact for the Gosford City Centre.</p> <p>The revitalisation of Gosford waterfront builds on the vision, principles and recommendations of the NSW Government's Urban Design Framework for Gosford and is a critical component in the revitalisation and renewal of the Gosford CBD. The revitalisation of Gosford waterfront will support and compliment the new university and TAFE campuses in Mann Street, the health precinct and a number of non-government redevelopment projects currently under assessment,</p>
Reclaimed land	<p>Support for using reclaimed land for the revitalisation of the Gosford waterfront</p>	<p>4.8 hectares of reclaimed land south of the Central Coast Highway provides an ideal location for multiple uses including residential, retail, hospitality, commercial, hotel and conference, public use, parking (belowground), ferry service and marina. An additional 1.6 hectares of reclaimed land west of Dane Drive/Central Coast Highway provides and opportunity to unlock prime public domain space for children's outdoor play areas, picnic areas, public amenities, recreation areas, an amphitheatre and connected by an all inclusive shared pathway.</p>

		<p>Council plans to use the reclaimed land to facilitate improved recreational, entertainment and commercial opportunities whilst also providing additional distance from the road.</p> <p>The master planning phase will explore the results of the community consultation and technical studies to inform how, what and where improved connectivity and recreational opportunities can be facilitated.</p>
<p>Governance</p>	<p>Concerns about decisions for the region being made without an elected body</p> <p>Support for projects like this being progressed without an elected body</p>	<p>Council undertakes community consultation in accordance with the adopted <a href="#">Engagement Framework</a> and <a href="#">Community Participation Plan</a> to ensure informed decision-making can be made at all times, this includes any period where Council is under Administration.</p> <p>During the period of Administration, the Administrator makes decisions on behalf of the community at Council Meetings.</p>
<p>Equity</p>	<p>Comments about the need to ensure that there is equitable spend across the entire LGA</p>	<p>Council is either planning or delivering projects throughout the LGA. However, as Gosford is noted as the regions capital, the Gosford Waterfront is vital to ensure this status is achieved.</p> <p>The revitalisation of the Gosford waterfront will support Gosford and the overall LGA.</p> <p>The waterfront is a central element of a revitalised Gosford City, and intrinsically related to the proposed new university and TAFE campuses in Mann Street, development of the Gosford Regional Library, and the NSW Government’s faster train proposal.</p> <p>Revitalising Gosford and making it a successful principal city, with a university campus, renewed TAFE and hospital precinct, will create improved:</p> <ul style="list-style-type: none"> <li>• higher education opportunities</li> <li>• diversity of housing offerings</li> <li>• job opportunities for the region</li> <li>• opportunities for local businesses</li> <li>• investment in the broader economy</li> <li>• opportunities for significant cultural events</li> </ul>

		<p>The development of the Gosford Waterfront Masterplan will offer the Central Coast a revitalised CBD that stimulates employment and economic activity for the entire region.</p>
Financially responsible	<p>Comments about projects like this being undertaken when basic services are not being met by Council</p> <p>Concerns about this project being progressed whilst Council is recovering from a financial crisis</p>	<p>Council has met all milestones and targets in its Financial Recovery Plan that was put in place in late 2020.</p> <p>Whilst Council is now financially recovered, it is not seeking to deliver the Gosford waterfront revitalisation project and is seeking a commitment from the NSW Government to fund delivery of the Concept Plan.</p>
Tourism	<p>Encouragement for the tourism opportunities the project presents</p> <p>Concern about additional tourists placing pressure on existing infrastructure across the region</p>	<p>Via its research Council believes this project will benefit the local and regional tourism industry.</p> <p>Council doesn't perceive any additional pressures on existing infrastructure across the region, a series of technical studies will be undertaken to determine ensure that the infrastructure in place is capable of coping with any additional demand</p> <p>Council has, as part of the diligence for the project discussed the tourism opportunities with operators across the region. Feedback through this program has been largely positive.</p>
Economy	<p>Encouragement for the economic opportunities the Gosford waterfront revitalisation project will deliver</p> <p>Concerns that the project will not support the region economically</p>	<p>Our economic analysis indicates the project will greatly benefit the region economically.</p> <p>The revitalisation of the Gosford waterfront will support Gosford and the overall LGA.</p> <p>The waterfront is a central element of a revitalised Gosford City, and intrinsically related to the proposed new university and TAFE campuses in Mann Street, upgrades planned for Central Coast Stadium, development of the Gosford Regional Library, and the NSW Government's faster train proposal.</p> <p>Revitalising Gosford and making it a successful principal city, with a university campus, renewed TAFE and hospital precinct, will create improved:</p>

		<ul style="list-style-type: none"> <li>• higher education opportunities</li> <li>• diversity of housing offerings</li> <li>• job opportunities for the region</li> <li>• opportunities for local businesses</li> <li>• investment in the broader economy</li> <li>• opportunities for significant cultural events</li> </ul> <p>The development of the Gosford Waterfront Masterplan will offer the Central Coast a revitalised CBD that stimulates employment and economic activity for the entire region.</p>
Residential development	<p>Concern about over supply of residential apartments within Gosford</p> <p>Support for additional residential development in Gosford to activate the CBD</p>	<p>The Gosford Waterfront requires a mixed-use development to ensure its financially viable. This includes the addition of residential apartments.</p> <p>The development when complete will provide uplift to the Gosford CBD.</p> <p>Public and private investment is crucial for a project of this size and nature to be a success. When private investment is considered, both residential and commercial development is essential to attract financial investment from the private sector. Residential development also has the benefit of additional passive surveillance and additional foot traffic.</p>
Viability	<p>Comments about the viability of the concept plan, what makes this one different to the previous plan for the waterfront</p>	<p>Council has undertaken extensive analysis in numerous areas to ensure the success of this project. Council has undertaken a review of previous Masterplans and understands the lessons learnt to ensure the success of this development.</p> <p>Gosford waterfront has been the subject of many studies and plans and there are many technical, financial, social and environmental complexities that need to be worked through – the delivery of thorough, well thought out and most importantly an achievable concept for the community to provide feedback on was a key principle in the development of the concept plan.</p> <p>It is also important to note that the concept plan presented is a refinement of the previous 2010 plans and has only been modified to reflect current thought and incorporate the vision, principals, and</p>

		recommendations of the NSW Government's Urban Design Framework for Gosford.
Hotel development	<p>Concerns about an oversupply of hotels within Gosford</p> <p>Support for the hotel developments to support tourism and economic prosperity on the Coast (current gap in the market)</p>	<p>The demand analysis has determined the proposal can cater for the hotel accommodation shown on the plan.</p> <p>As part of the Gosford Waterfront Concept Plan, Council developed 8 key principals for the project, these principals included:</p> <ul style="list-style-type: none"> <li>• Deliver varied accommodation that is supportive of the local community and surrounding areas.</li> </ul> <p>Council has, as part of the diligence for the project discussed the tourism opportunities with operators across the region</p>
Views	<p>Concerns that the waterfront development will impede the views of Brisbane Water from the stadium</p> <p>Concerns that the waterfront development will impede the views of Brisbane Water from the city</p>	<p>Council will be working with numerous stakeholders to reduce impediments and to ensure the sight lines are maximised.</p> <p>The master planning phase will explore the results of the community consultation in relation to the impact to views and technical studies to inform how it can ensure there are minimal adverse impacts to views.</p>

# 6 Next steps

Council will continue to work within the projects guiding principles to progress the Gosford waterfront revitalisation project.

A series of technical studies are required to de-risk the project and inform the detailed master planning.

The master planning phase will explore the results of the community consultation and technical studies to inform how, what and where refinements and enhancements can be facilitated.

Council is already exploring how we can:

- Reduce visual impacts from Gosford City and Industree Group Stadium to Brisbane Water
- Provide an alternate location for the public ferry wharf
- Provide improved access to the marina for a larger variety of vessels
- Incorporate more green space within the waterfront development
- Improve pedestrian connectivity from Gosford City to the waterfront by exploring opportunities for improved pedestrian access across the Central Coast Highway

Further opportunities for community consultation will be made available as the Gosford waterfront revitalisation project progresses. Council will continue to keep the community updated.

# 7 Appendices

## Appendix A – Media Releases

28 September 2022

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### **Gosford Waterfront Development - the time is right!**



At the Ordinary Council Meeting on 27 September 2022, Council resolved to adopt a preferred concept for revitalisation of the Gosford Waterfront, commence community engagement to inform development of a draft Gosford Waterfront Masterplan and seek NSW Government funding to progress this important renewal project to an investment decision.

Central Coast Council Administrator, Rik Hart, said the time is right to make Gosford an iconic waterfront city, better connecting Sydney to the Central Coast and enhancing opportunities for people to live and work on the Central Coast.



“Revitalisation of the Gosford Waterfront is the Central Coast’s key enabling project. It reimagines the waterfront as not only a major opportunity for the city’s renewal, but a chance for Gosford City to join the great waterfronts of the world.

“The waterfront is a place for people. With this development it will become a vibrant urban foreshore with entertainment, maritime services, tourism and residential living, and a net increase in the public domain.

“From every angle, whether it be looking at the water, or looking back toward the CBD, the waterfront precinct will bring Gosford together through growing residency, and visitor attractions stimulating economic and job growth.”

Central Coast Council’s Chief Executive Officer, David Farmer, said as Council moves forward with its financial recovery, there is a sense of confidence and positivity from government and business in partnering with Council in the vision for Gosford as a whole.

“Several major government and non-government projects proposed to revitalise Gosford City are approved or are working their way through the planning process.

“Gosford is recognised as the Central Coast’s principal city in the NSW Government’s Greater Cities Plan. For Gosford to realise its potential, it must be connected to its waterfront, and the waterfront must be a place for people.

“As identified by the NSW Government, Gosford is the chosen city for the proposed new university and TAFE campuses, upgrades to the stadium, development of the regional library, and the NSW Government’s faster train proposal.

“Gosford’s waterfront integrates and enhances these investments positioning Gosford as the principal city delivering higher order jobs, first class healthcare and education for the region,” Mr Farmer said

Mr Hart said Council has been working with key stakeholders to gauge their interest and understand their requirements including Darkinjung Local Aboriginal Land Council, Greater Cities Commission, TAFE and the University of Newcastle.

“Council will not be funding or delivering the key elements of the waterfront renewal. Instead, Council seeks support for delivery of the project by a dedicated NSW Government development corporation, as occurred at Honeysuckle in Newcastle and Barangaroo in Sydney.

“This announcement is the next step in this exciting vision. Council will be consulting with the community and other stakeholders to identify how the concept plan should be refined to create a detailed masterplan,” Mr Hart said.

For more information visit:

[Gosford Waterfront Development](#)

**END**

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18 October 2022

## Gosford waterfront revitalisation – have your say!



The Central Coast community is being invited to help shape the future of the Gosford waterfront and have its say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

The Central Coast Council has adopted a concept plan for the Gosford waterfront, a starting point for the community's input, with the plan now on public exhibition for community members to submit their ideas, feedback and opinions.

Council worked with key stakeholders to develop the concept plan including the Darkinjung Aboriginal Land Council, Greater Cities Commission, Crown Lands, TAFE and The University of Newcastle. Council also integrated existing research and information collected through various projects including the Gosford Challenge, Gosford Our City, Our Destiny Masterplan and Gosford Urban Design Framework.

Now Central Coast Council is encouraging the community to provide their input to the concept plan and its various components.

Central Coast CEO, David Farmer said the re-imagining of the Gosford waterfront is a long-term project that will stimulate significant employment and economic activity through the planning, development and operational phases.

“Gosford is recognised as the Central Coast’s principal city in the NSW Government’s Greater Cities Plan. For Gosford to realise its potential, it must be connected to its waterfront, and the waterfront must be a place for people.

“As identified by the NSW Government, Gosford is the chosen city for new university and TAFE campuses, and the NSW Government’s faster train proposal.

“Gosford’s waterfront integrates and enhances these investments positioning Gosford as the principal city delivering higher order jobs, first class healthcare and education for the region.

“We want to be very clear with the community however, this is not a project Council would deliver. We are doing the early work, but the intention is to hand this project over to an experienced Government agency to take the lead,” Mr Farmer said.

Central Coast Council Administrator Rik Hart said the time is right to make Gosford an iconic waterfront city.

“Revitalisation of the Gosford waterfront is the Central Coast’s key enabling project. It re-imagines the waterfront as not only a major opportunity for the city’s renewal, but a chance for Gosford City to join the great waterfronts of the world.

“The waterfront is a place for people. It will support local jobs, housing and education, and mean our young people won’t need to leave the Central Coast for employment and training. With this development Gosford will become vibrant with foreshore entertainment, maritime services, tourism and residential living, and improved public domain.

“From every angle, whether it be looking at the water, or looking back toward the CBD, the waterfront precinct will bring Gosford together through growing residency, and visitor attractions stimulating economic and job growth.”

Council is now inviting the community to help shape the future of the Gosford waterfront by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Contributing to and joining the conversation on the interactive concept plan and sharing ideas, suggestions and opinions
- Providing feedback via the online feedback form

Mr Farmer said the feedback received through this initial consultation phase and subsequent phases will inform the next level of detail for the initiative, which is a detailed masterplan down the track.

“Let Council know what is important to you so that we can ensure the final design reflects the values of our community.”

Community consultation is open from 18 October to 1 December 2022.

To have your say visit [yourvoiceourcoast.com/gosfordwaterfront](https://yourvoiceourcoast.com/gosfordwaterfront)

ENDS

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17 November 2022



## **Gosford waterfront concept comments encouraged**

The Gosford waterfront revitalisation concept plan has entered its second month of consultation with several thousand people so far contributing their thoughts and opinions on the design through Central Coast Council's engagement program.

Community consultation opened on 18 October and already the message from the community is clear: the time is right to connect the Gosford CBD to an activated waterfront.

Central Coast Council Administrator Rik Hart is encouraged by the support to date from Government, the community and other stakeholders to progress this

significant regional project, noting NSW Labor has committed \$8.5 million to support feasibility studies of the waterfront concept plan.

“There is a growing appetite to see Gosford reach its potential by connecting the waterfront to the city, activating the city’s education and health opportunities and amenities, and creating a place for people on the Central Coast.”

Mr Hart urged people to take part in the engagement process saying he was delighted to see the wide range of people who had already contributed including a school group.

“Whether you already live, or would like to live, on the Central Coast, or are a regular visitor, we’re keen to hear from you. Already there have been a range of questions asked, and we welcome an opportunity to answer these questions.

“This major revitalisation project will boost jobs and economic growth across the Central Coast and the community’s feedback is vital to ensure the best possible outcome for everyone is achieved from this long-term project,” Mr Hart said.

Central Coast Council CEO David Farmer said the business case in the adopted waterfront concept plan, demonstrates a strong return on investment for a government partner to work with the private sector to bring this vision to reality.

“The NSW Government has nominated Gosford as the region’s principal city, to integrate precinct planning for the waterfront, arts and entertainment, city core, railway, education and hospital precincts, upgrades to the stadium and the NSW Government’s fast rail proposal,” Mr Farmer said.



“Gosford waterfront is the integrating factor connecting these opportunities to become one coherent, vibrant, beautiful place.

“It connects the CBD to the water to unlock new economic and cultural potential by optimising investments in health and education, supporting improved education opportunities, providing local jobs, opportunities for local businesses, significant cultural events, and more.

“Council has worked hard in recent years to develop this framework and we look forward to building on this groundswell of support,” Mr Farmer said.

The community can help shape the future of the Gosford waterfront by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Contributing to and joining the conversation on the interactive concept plan and sharing ideas, suggestions and opinions
- Providing feedback via the online feedback form

“In adopting the concept plan, Council has laid the foundations for the revitalisation, having drawn on previous work including the Gosford Challenge and collaborated with the Darkinjung Aboriginal Land Council, Greater Cities Commission, Crown Lands, TAFE, The University of Newcastle and other important stakeholders.”

In September NSW Labor committed to providing the funding to complete the necessary preliminary feasibility studies for the revitalisation. Mr Hart said given the significance of this project to the region, he believes it warrants bipartisan support.

“Now it’s time for a government partner to commit to deliver the project and create the outcome for our region envisioned by the Greater Cities Commission in its Six Cities Vision.

“We will continue our extensive stakeholder engagement program until December 1. Our next task is to take all the feedback into consideration and see how we might refine the concept in response to this feedback.”

Community consultation on the project is open until 1 December 2022. To have your say visit: [www.yourvoiceourcoast.com/gosfordwaterfront](http://www.yourvoiceourcoast.com/gosfordwaterfront).

The feedback received by Council from the community and stakeholders on the concept plan will inform the development of a detailed masterplan in the future.

**ENDS**

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23 November 2022

## Council identifies key future projects

Central Coast Council have identified twelve regional projects of significance that could benefit from funding over the next three to five years.

The 2022 Key Enabling Projects Prospectus tabled at Tuesday's Ordinary Council Meeting outlines the overall vision and details of projects ranging from infrastructure upgrades through to community sport facilities that will benefit the Coast's residents for generations to come.

With a State Election due in March 2023, this document will be a driving force to help Council advocate for projects that need to secure additional funds.

It will also allow the community to learn more about these projects and how much funding is required to make them a reality.

Council Administrator Rik Hart said the Key Enabling Projects Prospectus is an important milestone for Council that will allow improved visibility of the organisation's short to mid-term capital works priorities.

"I am particularly delighted that staff have been able to identify priority areas for investment in the northern areas of the Central Coast," said Mr Hart.

"While the prospectus does contain an infrastructure wish-list that will benefit the

entire community, it is important that we put in place plans to ensure that areas of population growth will get the benefits they need.

“Council will use this prospectus to advocate for projects that we feel will help our community,” he concluded.

Chief Executive Officer of Regional Development Australia Central Coast John Mouland is a key supporter of Council’s strategy.

“The Central Coast is one of Australia’s fastest growing regions. The decisions that are made now will ensure that the region and community has everything needed for a liveable and sustainable future.

“It’s important that Council and Regional Development Australia continue to build on our strong relationship,” Mr Mouland said.

To find out more or to view the Prospectus visit

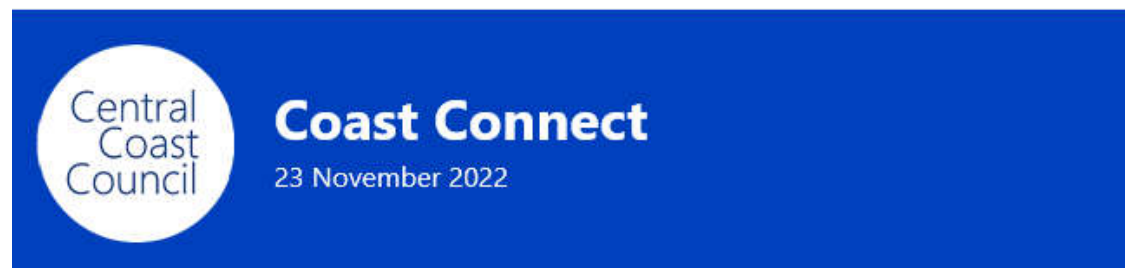
<https://www.centralcoast.nsw.gov.au/business/opportunities-and-investment>

### **Key Projects - 2022 Key Enabling Projects Prospectus**

- Gosford Waterfront revitalisation
- Road renewal
- Tuggerawong shared pathway
- Esplanade boardwalk – The Entrance
- Lake Munmorah recreation facility
- Colongra sporting complex
- Wisemans Ferry Road upgrade
- Warnervale business precinct
- Central Coast Airport

- Tuggerah Lakes Estuary management
  - Sewage treatment plant augmentation – Gwandalan
  - Sewage treatment plant augmentation – Bateau Bay
-

## Appendix B – Coast Connect Articles



### **Last days of consultation on Gosford Waterfront**

Now is the time to help shape the future of the Gosford waterfront, and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say before Thursday 1 December by:

- Viewing the concept plan
- Reading the frequently asked questions
- Contributing to and joining the conversation on the interactive concept plan and sharing ideas, suggestions and opinions
- Providing feedback via the online feedback form

[Comment now](#)



### Affordable housing on the way for the Coast

I am delighted to announce Pacific Link Housing as Council's partner in the first stage of its Affordable Housing Land Proposal program. This Council program is a key initiative from the Central Coast Affordable and Alternative Housing Strategy, and is a truly ground-breaking initiative which directly addresses the critical need for housing here on the Central Coast.

**Rik Hart, Administrator >**



### Asbestos Awareness Month reminds us to be safe

If you're drilling into a wall, fixing the ceiling, or updating the floor, you may be playing renovation roulette with asbestos. While considered safe when left undisturbed, when products containing asbestos are handled incorrectly and inhaled you could find yourself being diagnosed with severe health issues decades later. Learn to identify and manage asbestos at home.

**Learn more about asbestos safety >**



### Become a Visitor Services Volunteer

Develop news skills and help visitors and locals looking for things to do and see!

[Apply now](#)





### Little terns are nesting

The Little Terns have arrived at The Entrance North to begin nesting and Central Coast Council wants to remind everyone on how they can help protect the endangered species during this critical time. Currently there's more than 85 breeding pairs of the Little Terns and Council is hoping to see more arrive and nest as the season continues throughout summer.

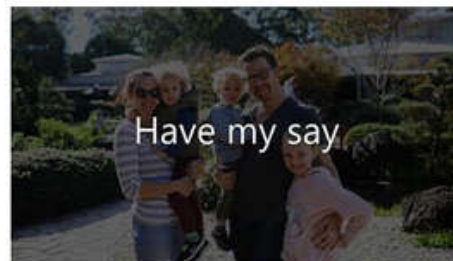
[Read more >](#)

### Your input is valuable

We want to from hear you! Did you know you can Have Your Say on a range of projects that can improve our Central Coast? We're now seeking feedback on Tuggerah Lakes Flood Study Review, Tuggerah Lakes Entrance Options Paper: Community Focus Group, Tuggerah Lakes foreshore restoration works, Gosford waterfront, and Lease of community land at various locations.

[Now open for consultation >](#)

## More across the Coast



### Contact us

#### Wyong Office

2 Hely Street  
 Wyong NSW 2259  
 Ph: 02 4306 7900

#### Email us

[ask@centralcoast.nsw.gov.au](mailto:ask@centralcoast.nsw.gov.au)

### Important links

- [Play and picnic at Saratoga playspace](#)
- [Works notice: Umina Oval sports amenities](#)
- [Plan and prepare for emergency events](#)
- [Finance monthly report](#)
- [Council meeting agenda and minutes](#)







## Coast Connect

16 November 2022



### **Paving the way with more permanent repairs**

Our crews have been busy taking advantage of the recent periods of improved weather to roll out more permanent road repairs.

Only temporary pothole repairs can be done when it's raining, but longer term solutions such as heavy patching (section repairs) and road renewals (where the whole road is rehabilitated) can be undertaken when there's better weather conditions.

So far, 30,000 square metres of heavy patching has been completed on our roads - which is equivalent to the size of 19 football fields!

Some road repair highlights include:

- Kincumber Crescent, Davistown - road renewal completed
- Leonard Street, Toukley - road renewal completed
- Tuggerawong Road, Tuggerawong - road renewal completed
- Hillview Street, Woy Woy – heavy patching recently completed
- Dog Trap Road, Somersby – heavy patching in progress
- Bias Avenue, Bateau Bay – heavy patching in progress
- Treelands Drive, Jilliby – heavy patching in progress

- Showground Road, Gosford – heavy patching starting soon
- Sherlock Lane, Tumbi Umbi - heavy patching starting soon

It remains a priority of Council to maintain and improve the local road network and we continue repair work each day. Please continue to report any [potholes](#) to [Council online](#) or by calling customer service.

[Read full article](#)



### Host a free stall at the Central Coast Pets Day Out

We're hosting the Central Coast Pets Day Out in 2023, to celebrate our four-legged friends and encourage responsible pet ownership. We're calling for local dog and cat community groups and businesses to participate - vets, pet trainers and pet related goods and services and local food and drink stall holders. Submit your interest for this paw-some event by 5 December.

[Submit your interest >](#)



### New sports infrastructure for the netball community

The new sports amenities building at Ettalong's Lemon Grove Netball courts is complete - providing a significantly improved and accessible facility for the Woy Woy Peninsula Netball Association, players and supporters. Features female, male and accessible toilets, change room, canteen, medical room, clubroom, office accessible ramp and more! Australian Government funded.

[Read more >](#)



### Need a façade facelift?

Façade improvement support program for businesses at Wyong, Gosford, The Entrance and Toukley town centres.

[Apply now](#)



### Swing into the new playspace at East Gosford

As part of our renewal program we've upgraded the playspace at Hylton Moore Oval with an improved split level play unit, swings, spinner, new park furniture, landscaping and more. Rubber softfall into and around the facility helps to promote accessibility and inclusion. Funded by the Australian Government with contributions from the East Gosford Football Club.

**See before and after photos >**



### New landfill cell opens at Buttonderry

This week I was on site at Buttonderry Waste Management Facility to officially open the new \$9M landfill cell, which will meet the community's waste disposal needs in the coming years. While the landfill cell has a total airspace of 820,000m<sup>3</sup> (equivalent to 430 Olympic swimming pools) the best outcome is that it's barely filled through waste reduction practices.

**Rik Hart, Administrator >**

## More across the Coast





## Contact us

### Wyong Office

2 Hely Street  
Wyong NSW 2259  
Ph: 02 4306 7900

### Email us

[ask@centralcoast.nsw.gov.au](mailto:ask@centralcoast.nsw.gov.au)

## Important links

[EOI for event sponsorship](#)

[Help shape the future of the Gosford Waterfront](#)

[National volunteers support on ground disaster resilience](#)

[Finance monthly report](#)

[Next Council meeting 22 Nov](#)





## **A sea of sustainability this November!**

It's National Recycling Week from 7-19 November which provides a great reminder to look at ways to reduce waste and live more sustainably.

We know our local community is passionate about reducing the amount of household waste going to landfill.

There's some fun waste and sustainability events and initiatives taking place this month and all are welcome to join in!

- [Sustainable Future Festival](#) (11-13 Nov, Mingara Recreation Club). Come along to this three-day program of environmentally friendly educational activities, displays. Join in and learn from Central Coast locals and 'The Block' superstars Kyal and Kara on Saturday, as they show you how to re-purpose old furniture at home, and hear from scientist extraordinaire Dr Karl Kruszelnicki on Sunday chatting about climate change and sharing his tips on living more sustainably.
- [Garage Sale Trail](#) on the Central Coast (12-13 and 19-20 Nov). Participate and recycle your pre-loved items or join the trail and grab a bargain.

Council collects and recycles over 117 tonnes of e-waste per year and residents can drop off unlimited quantities of eligible e-waste items for free at any of our [waste facilities](#). To see what other items you can recycle at our facilities and through our kerbside collection, go to our dedicated [recycling web page](#).

[Full festival program](#)



**Community invited to join advisory groups**

Community members who would like to take an active role in local affairs are invited to apply for a position on a Central Coast Council advisory committee for 2023. Council's advisory groups help to inform the direction of policies, and therefore it's important we hear from as many different voices as possible. Closes 13 Nov.

**Rik Hart, Administrator >**



**Mangrove Creek Dam visitor space works to begin**

Construction starts on the new Mangrove Creek Dam Visitor Space from Monday 14 November. You told us during consultation what you would like to see in this space, and we have re-designed the initial plans to now deliver features that are valued. Public access to the dam and picnic area will be closed during the construction period.

**Read more >**



**Your World Your Way youth photography competition**

Opportunity for exhibition and prizes

[Apply now](#)





### Sewer refurbishment help systems run in all weather

Vacuum sewer refurbishment works are complete at St Hubert's Island and continue at Davistown. These works allow for critical components to be located above flood water levels so the system remains effective during major weather events. Some other works on the coast include sewer pump station upgrades, and the continuation of the Gosford CBD water & sewer project.

[Read more >](#)

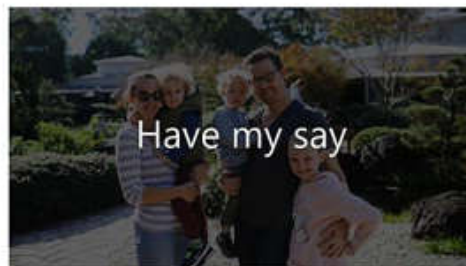


### Committed to improved customer service

We listened to the community and have changed our number from 1300 to a local one - 4306 7900. But it's more than a new number. We partnered with the NSW Department of Customer Service to improve our call centre technology, including a range of new features such as a call back function to reduce long waits. It's all part of our Customer Experience Improvement program.

[See all customer service points >](#)

## More across the Coast



## Contact us

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### Email us

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## Important links

[Gosford CBD sewer works notice](#)  
[Have Your Say - Gosford Waterfront Revitalisation](#)  
[Free pet microchipping this weekend](#)  
[Finance Monthly Report](#)  
[Council meetings](#)







## Delivering on capital works for the community

Council currently has 96 active projects being delivered through the Capital Works Program.

Through an adjustment in the Capital Works program budget, Council is bringing forward a number of shovel ready projects across the coast.

These are some of the projects that have been bought forward to 2022-23:

- Woy Woy tennis court fence replacement
- The Entrance Surf Life Saving Club concept design
- Gosford pool filtration renewal
- Asphalt resurfacing program
- Road heavy patching
- New stormwater gross pollutant trap, Russell Drysdale St East Gosford
- Playspace upgrades at Woongarra sportsfield, Hamlyn Terrace sportsfield, Skyhawk Reserve, and Mataram Ridge Park
- Carpark upgrade design at James Browne Oval, Woy Woy

The community can keep up-to-date on all capital works project, by viewing the [Capital Works Infrastructure Map](#) on Council's website. While the map shows the

main capital works projects, hundreds more smaller jobs and routine maintenance tasks continue to be delivered every day by Council staff.

[Read more](#)



### Council's debt now lower than pre-merger levels

The financial crisis is behind us with the monthly financial results for September showing a YTD surplus of \$10.3M (approx. \$6M better than budget), and a total gross debt that is lower than what was outstanding at the merger in 2016. Council remains committed and focused on financial sustainability with guidelines in place to keep on track.

**Rik Hart, Administrator >**



### Fresh new space to play under the palm trees

The local playspace at Palm Gully Park, North Avoca has been renewed with engaging play equipment including everyone's favourite swings, slides, spinner and climbing net unit. There's also new park furniture and connective pathways and rubber softfall to improve accessibility and inclusion. Funded by the Australian Government and Council.

**More photos and information >**



**Emergency preparedness planning for Seniors**

Join us and the Red Cross to help prepare your plan and emergency kit

[San Remo, 10 Nov](#)



### Workshops to help teach your learner driver



### Committed to improved water and sewer services

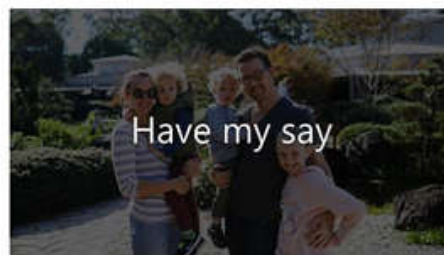
Free workshops are available for parents and supervisors of learner drivers, that cover how to explain complex road rules and create a safe and positive learning experience. Held 6-8pm at Tuggerah Library (3 Nov), Erina Library (10 Nov), Woy Woy library (17 Nov). Bookings essential.

**Register now to attend >**

We have published the first Water and Sewer Delivery Plan that outlines how we will deliver on our promises made to the community in the 2021 Central Coast Council Water and Sewer IPART Pricing Proposal. Recently, Council has also released the 2017-2022 Water and Sewer Performance Report.

**View the plan >**

## More across the Coast



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### Important links

Have Your Say - Gosford Waterfront Revitalisation

Light up the Lake this Saturday

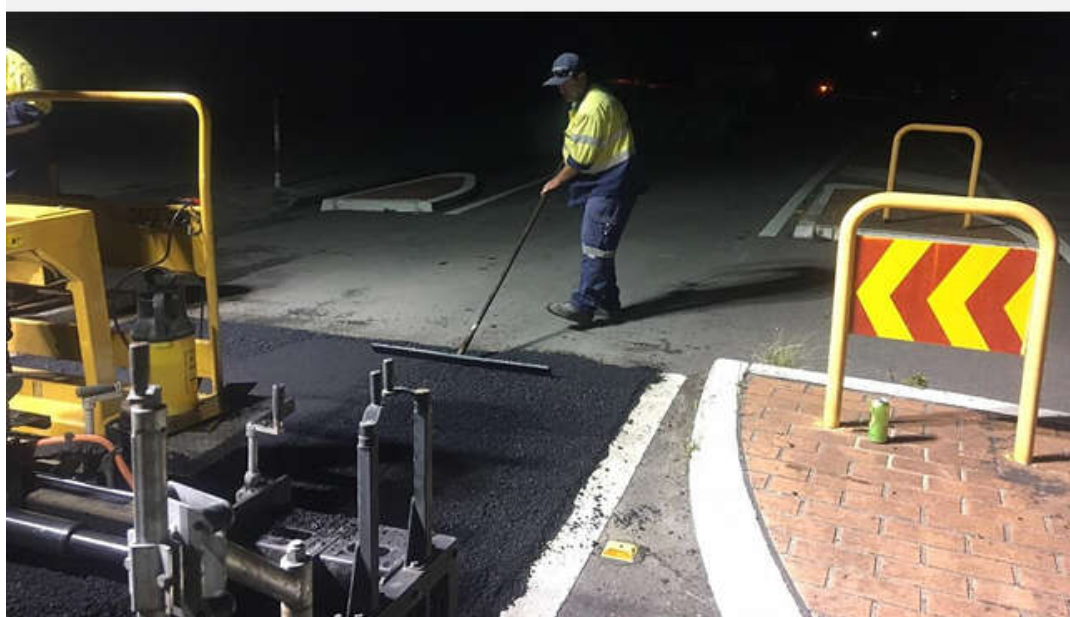
Apply for Advisory Committee positions

Sustainable Futures Festival program

Council meetings







## Capital works projects: northern spotlight

Council has an online Capital Works Program Map to help residents stay up to date with the rollout of infrastructure works across the Central Coast.

This interactive map lists over 350 infrastructure projects from \$176 million worth of capital projects currently underway or planned, such as roads and other urban infrastructure, water and sewer, waste, environmental, sport and recreation projects and more. Each project has key information listed including dates, budget and progress of works, with details updated monthly to be current.

### Highlight of what's happening in the Coast's northern suburbs:

There are lots of capital works projects currently underway or earmarked for the northern suburbs of the Central Coast, some include:

- Transformation of the Visitor Information Centre at The Entrance
- Renovations at Toowoan Bay Holiday Park
- Central Coast Airport upgrades in Warnervale
- Major upgrades to the Charmhaven and Gwandalan Sewage Treatment Plants
- Shared pathway constructions at Tuggerawong Foreshore and Magenta

- Cemetery, holiday park and community facility upgrades at Norah Head
- Multiple road works, plus much more!

The [Capital Works Program Map](#) makes it easy for anyone to find works planned or underway in their area and is an important way Council is being transparent about linking the delivery program with clear information for the community.

**Rik Hart, Administrator**

[Read full message](#)



### Cheque presented to Surf Life Saving Central Coast

Council commits \$116,000 to Surf Life Saving Central Coast for 2022, and an additional \$6,500 to each of the 15 Surf Clubs that continue to serve our community. This is the first instalment of the new two-year sponsorship funding agreement and will assist in maintaining programs, activities, and the supply of rescue equipment during the 2022-23 summer season.

[Read more on our support of SLSCC >](#)



### Gosford CBD water and sewer project continues

The next stage in the Gosford CBD sewer main upgrade project begins 31 October. There will be partial road closures in Mann Street, traffic diversions and limited street parking in the area to enable works to be carried out safely. This project supports economic and population growth by providing critical infrastructure in the CBD. Funded by the NSW Government.

[Water and sewer upgrade details >](#)



### Attend Council's free pet microchipping events

Socares Central Coast Animal Shelter, Erina and Charmhaven

Saturday 12  
November



## Funding available to help revitalise town centres

Council is piloting a Façade Improvement Support Program to provide \$120,000 to eligible Central Coast businesses and owners of commercial property (located in the town centres of Wyong, Gosford, The Entrance and Toukley) to enhance their building facades and improve accessibility to their premises with dollar-for-dollar matched funding. Applications open from 1 November.

[Read more >](#)

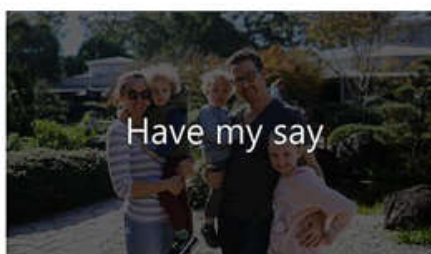


## Recognise your local hero and say thanks

The nomination period for the 2023 Australia Day Awards has been extended. Nominations will now close 5pm, Sunday 30 October 2022. Council is encouraging locals to celebrate individuals and groups who help make the Coast a better place to live, work and play, with an Australia Day Award nomination. Individuals can be a community leader, a young role model or a quiet volunteer.

[Submit a nomination now >](#)

## More across the Coast



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### Email us

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## Important links

[Have Your Say - Gosford Waterfront Revitalisation](#)

[Lakes Festival starts 4 Nov](#)

[Flood mapping tool - how is your property impacted?](#)

[Seeking interest to join Access and Inclusion Reference Group](#)

[Finance Monthly Report](#)







## Have your say on concept plans for the revitalisation of Gosford waterfront

The Central Coast community is invited to help shape the future of the Gosford waterfront, with the first phase of community consultation now open.

Council has adopted a concept plan for the Gosford waterfront – a starting point for the community's input, and it's now time for people to submit their ideas, feedback and opinions.

Council is inviting the community to help shape the future of the Gosford waterfront by:

- Viewing the interactive concept plans
- Reading the frequently asked questions
- Registering for a virtual or face-to-face drop-in information session
- Contributing to and joining the conversation on the interactive concept plan and sharing ideas, suggestions and opinions
- Providing feedback via the online feedback form

The feedback Council receives through this initial consultation phase and subsequent phases will inform the next level of detail for the project, which is a detailed masterplan down the track.



This exciting project presents a major opportunity to unlock Gosford, and the Central Coast's full potential and I encourage everyone to get involved to help shape the future of this region.

Community consultation is open until 1 December 2022 at [yourvoiceourcoast.com](https://yourvoiceourcoast.com)

**Rik Hart, Administrator**

[Have your say online!](#)



### Crews cleaning along the sand for beach season

Council crews have been busy cleaning and maintaining beaches for the patrol season. Activities include removal of litter and debris, maintenance of dunes and beach structures (such as fencing, bins, beach matting), and responding to environmental incidents. This service continues throughout the warmer months at highly used local beaches, specifically around patrolled swimming areas and beach access points.

[Find a patrolled beach >](#)



### EOI open for Access and Inclusion Reference Group

Are you someone who lives with a disability, are a family member or carer of someone living with a disability or are working in the disability sector? We encourage you to submit an Expression of Interest to join Council's Access and Inclusion Reference Group. The group informs Council on how to improve access to services, facilities, and information on the Coast for people with a disability.

[Submit EOI by 28 Oct >](#)



**MENTAL HEALTH MONTH**



### October is Mental Health Awareness Month

Discover how you can help someone

[Join a free session](#)



### Good results overall in beach water quality report

The 2021-22 State of the Beaches Report – the annual rating of ocean and estuarine swimming sites across NSW using Beachwatch results – has rated 89 percent of the Central Coast's ocean beaches and ocean baths as 'Good or Very Good'. Despite the unprecedented rain and flooding impacting water quality in many locations, 13 out of 15 beaches still rated as Good to Very Good for water quality.

[Read the full report >](#)



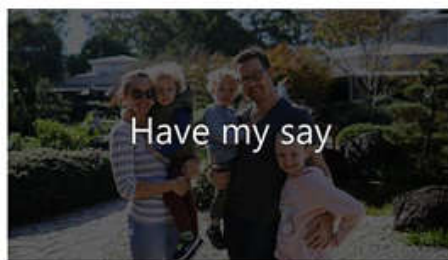
### Roll into ChromeFest this weekend

ChromeFest returns to The Entrance (21-23 October), offering a three-day tribute to American classic cars, vintage glamour and the sound of live rock 'n roll. This year's event also features retro market stalls, dancefloors, entertainment, vintage fashion parade, plus great food and beverages! Grab your friends and family and enjoy this free event with plenty of entertainment on offer.

[Event program >](#)

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## More across the Coast



## Contact us

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### Email us

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## Important links

[Finance Monthly Report](#)

[Water and Sewer Performance Report](#)

[Expressions of Interest: lease of community facility, Woy Woy](#)

[Council meetings](#)

[Wamberal Beach erosion news](#)



# Appendix C – Your Voice Our Coast project page

Home > Gosford waterfront revitalisation

## Gosford waterfront revitalisation

### This project is now open for consultation.

Central Coast Council has developed a concept plan for the Gosford waterfront following the adoption of the Gosford Waterfront Renewal Framework in 2021.

The Gosford waterfront has been the subject of many studies and plans and there are many technical, financial, social and environmental complexities that need to be worked through – we have worked through a number of these with key stakeholders including the Darkinjung Aboriginal Land Council, Greater Cities Commission TAFE and University of Newcastle and we are excited to present them to the community for their feedback.

The revitalisation of the Gosford waterfront will boost liveability and economic growth for the Central Coast region.

The concept plan, which is now available for the community to have their say on, is thorough, well thought out and most importantly achievable.

Council is exploring opportunities to partner with the NSW Government in the delivery of this catalyst project for the Gosford waterfront.



#### Links

[Interactive Concept Plan](#)

[Feedback form](#)

[Register for a community drop-in information session](#)

[Register for a business information session](#)

[Council Report \(27 September 2022\)](#)

[Central Coast Council: Long term Economic Development Strategy](#)

[Gosford Waterfront Renewal Framework](#)

[Gosford Challenge & Our Cities Our Destiny 2008](#)

#### Document Library

[Gosford Waterfront Concept Plan \(27.95 MB\)](#)

[Gosford waterfront community brochure \(14.26 MB\)](#)

#### Doc View

[Previous community consultation](#)

#### Who's listening

**Name:** Gosford Waterfront Revitalisation Team  
**Email:** [gosford.waterfront@centralcoast.nsw.gov.au](mailto:gosford.waterfront@centralcoast.nsw.gov.au)



### Have your say

Help shape the future of the Gosford Waterfront – get involved in the revitalisation of the Gosford waterfront by:

- [Viewing the concept plan](#)
- Reading the frequently asked question (available below)
- Registering for a virtual drop-in information session ([community and business sessions available](#))
- Attending a drop-in session at:
  - Erina Library on 28 October between 11am and 1pm
  - Woy Woy Library on 2 November between 12pm and 2pm
  - Tuggerah Library on 3 November between 2.30pm and 4.30pm
- [Contributing to and joining the conversation on the interactive concept plans and sharing your ideas, suggestions and opinions](#)
- [Providing feedback via the online feedback form](#)

Let Council know what is important to you so that we can ensure the final design reflects



the values of our community.

Join us in this opportunity to develop a collective Gosford that will join the great waterfronts of the world.

Comments close 1 December 2022.

**Have Your Say!**

▸ How will a revitalised Gosford Waterfront support the region?

▸ What is the Gosford Waterfront Renewal Framework?

▸ What area does the Gosford Waterfront Concept Plan cover?

▸ Why does the Gosford Waterfront need a Concept Plan?

▸ Why has Council developed another plan for the Gosford Waterfront Revitalisation?

▸ Has Council used the community feedback provided during the previous Gosford City revitalisation activities?

▸ The Council resolution called for three concept options to be developed, why is there only one option presented?

▸ Does the concept plan for the Gosford waterfront complement the Central Coast Stadium and the Gosford City Centre revitalisation? How?

▸ What current and future investments are planned for the Gosford CBD?

▸ What are the key principals for the Gosford waterfront revitalisation?

▸ Has Council engaged key stakeholders in the development of the Gosford Waterfront Concept Plan?

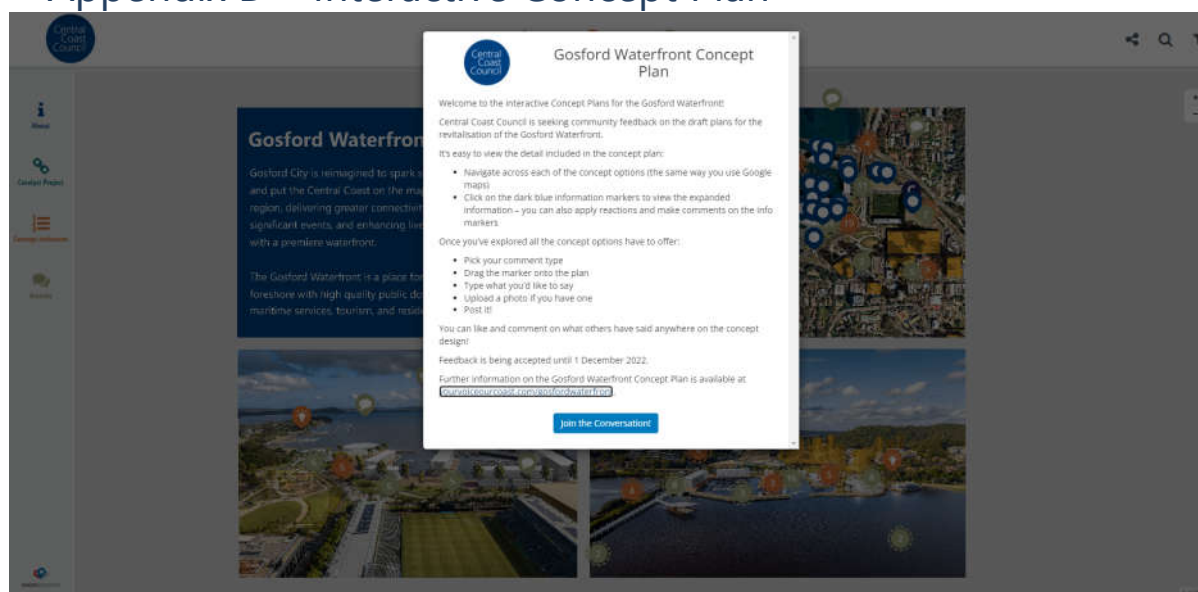
▸ What does the Gosford Waterfront Concept Plan include?

▸ How will the implementation of the Gosford waterfront revitalisation be funded?

▸ Where can I find out more information about the Gosford Waterfront Concept Plan?

▸ How can I get involved in the Gosford Waterfront Revitalisation project?

## Appendix D – Interactive Concept Plan



### Gosford Waterfront Concept Plan

Welcome to the interactive Concept Plans for the Gosford Waterfront!

Central Coast Council is seeking community feedback on the draft plans for the revitalisation of the Gosford Waterfront.

It's easy to view the detail included in the concept plan:

- Navigate across each of the concept options (the same way you use Google maps)
- Click on the dark blue information markers to view the expanded information - you can also apply reactions and make comments on the info markers

Once you've explored all the concept options have to offer:





- Pick your comment type
- Drag the marker onto the plan
- Type what you'd like to say
- Upload a photo if you have one
- Post it!

You can like and comment on what others have said anywhere on the concept design!

Feedback is being accepted until 1 December 2022.

Further information on the Gosford Waterfront Concept Plan is available at [yourvoiceourcoast.com/gosfordwaterfront](https://yourvoiceourcoast.com/gosfordwaterfront).

[Join the Conversation!](#)

-  About
-  Catalyst Project
-  Concept Illustration
-  Activity

### Gosford Waterfront Concept Plan

Gosford City is reimagined to spark social activity and interaction and put the Central Coast on the map, welcoming visitors to the region, delivering greater connectivity, attracting culturally significant events, and enhancing liveability. It's a Global City with a premiere waterfront.

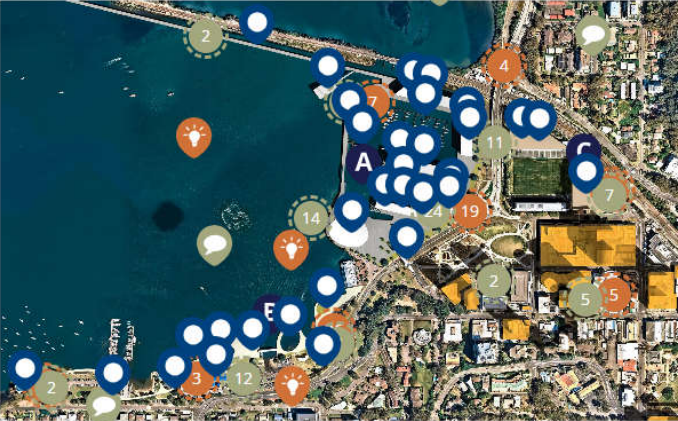
The Gosford Waterfront is a place for people: a vibrant urban foreshore with high quality public domain spaces, entertainment, maritime services, tourism, and residential living.



### Gosford Waterfront Concept Plan

Gosford City is reimagined to spark social activity and interaction and put the Central Coast on the map, welcoming visitors to the region, delivering greater connectivity, attracting culturally significant events, and enhancing liveability. It's a Global City with a premiere waterfront.

The Gosford Waterfront is a place for people: a vibrant urban foreshore with high quality public domain spaces, entertainment, maritime services, tourism, and residential living.





# Appendix E – Feedback form



## Feedback form: Gosford Waterfront Concept Plan

Name:

Email:

Suburb:

Please provide your feedback on the draft Gosford Waterfront Concept Plan here:

**Note:** *There is **no** character limit on the comment box, it will expand with the information that you enter.*



Attachment one:

Drop files or click here to upload

Attachment two:

Drop files or click here to upload

**SUBMIT**

## Appendix F – Promotional Flyers



### Help shape the future of Gosford waterfront

Get involved in community consultation around a new concept plan involving the opportunity for Gosford to join the great waterfronts of the world.

The revitalisation of the Gosford waterfront will boost liveability and economic growth for the Central Coast region.

Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say on the revitalisation of the Gosford waterfront by providing your feedback on the interactive concept plan or by attending a drop-in information session.

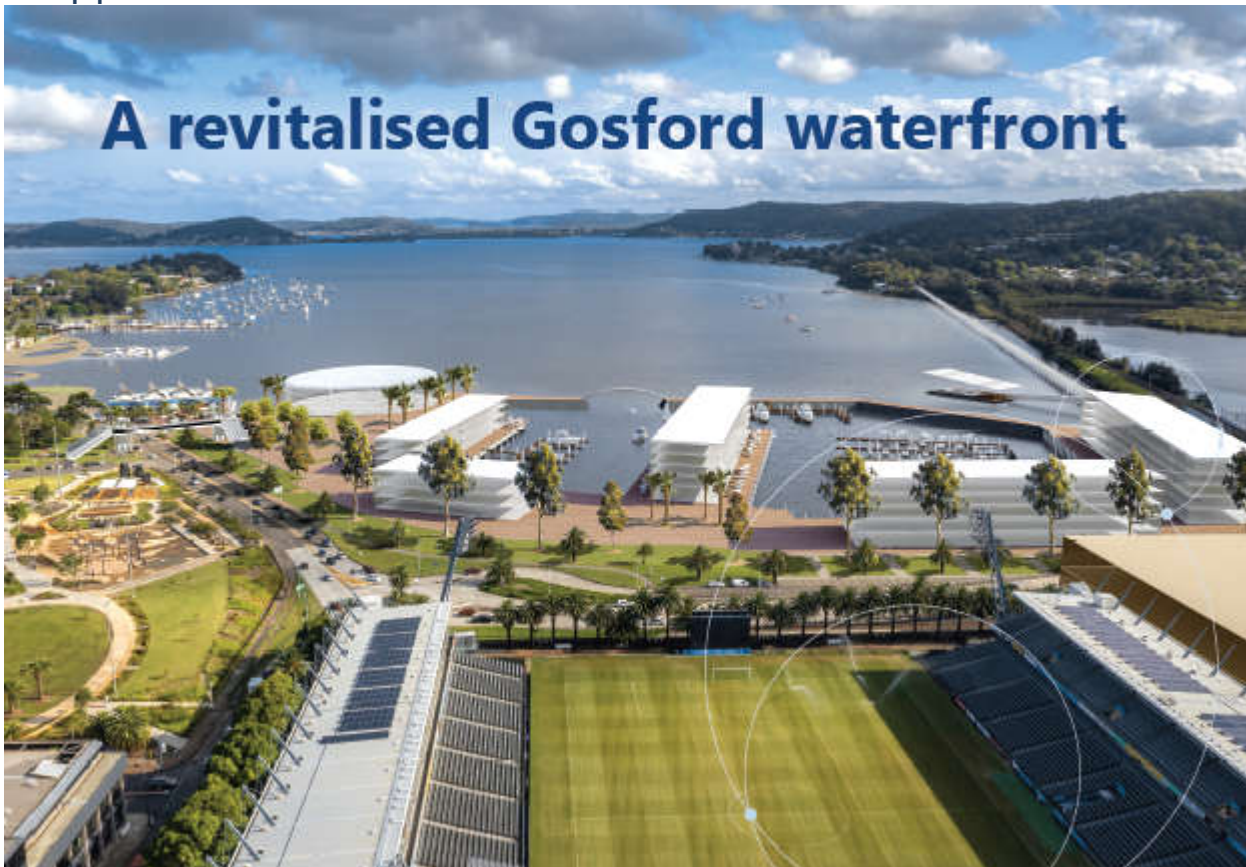
scan me



Have your say at  
[yourvoiceourcoast.com/gosfordwaterfront](https://yourvoiceourcoast.com/gosfordwaterfront)  
Comments close 1 December 2022



## Appendix G – Poster



# A revitalised Gosford waterfront

## Help shape the future of Gosford waterfront

Get involved in community consultation around a new concept plan involving the opportunity for Gosford to join the great waterfronts of the world.

The revitalisation of the Gosford waterfront will boost liveability and economic growth for the Central Coast region.

Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say on the revitalisation of the Gosford waterfront by providing your feedback on the interactive concept plan or by attending a drop-in information session.

scan me



**Find out more and have your say at**  
[yourvoiceourcoast.com/gosfordwaterfront](https://yourvoiceourcoast.com/gosfordwaterfront)

Comments close 1 December 2022

Central  
Coast  
Council



## Appendix H – Project Screensaver

# A revitalised Gosford waterfront



**Have your say at** [yourvoiceourcoast.com/gosfordwaterfront](https://yourvoiceourcoast.com/gosfordwaterfront)  
Comments close 1 December 2022

## Appendix I – Facebook posts

18 October 2022



Central Coast Council

October 18 · 🌐



👉 Help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

📄 Council has adopted a concept plan for the Gosford waterfront, a starting point for the community's input, with the plan now on public exhibition for community members to submit their ideas, feedback and opinions.

We are inviting you to help shape the future of the Gosford waterfront by:

- 👁️ Viewing the concept plan
  - 📖 Reading the frequently asked questions
  - 📍 Registering for a virtual drop-in information session
  - 💬 Sharing ideas, suggestions and opinion on the interactive concept plan
  - 🗨️ Providing feedback via the online feedback form
- 👉 Have your say at <https://hubs.la/Q01p-DSr0>





26 October 2022



**Central Coast Council** ✓

Published by HubSpot · October 26 · 🌐



👉 We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan.

You can help shape the future of the Gosford waterfront by:

- 👁️ Viewing the concept plan
- 📖 Reading the frequently asked questions
- 📍 Registering for a virtual drop-in information session
- 💬 Sharing ideas, suggestions and opinion on the interactive concept plan
- 🗨️ Providing feedback via the online feedback form

👉 Have your say at [https://hubs.la/Q01p\\_1gY0](https://hubs.la/Q01p_1gY0)



4 November 2022



**Central Coast Council** ✓

Published by HubSpot · November 4 · 🌐



🗣️ Your feedback will help shape the future of Gosford an iconic waterfront city. Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say on the revitalisation of the Gosford waterfront by:

- 👁️ Viewing the concept plan
- 📖 Reading the frequently asked questions
- 🔴 ... See more



10 November 2022



**Central Coast Council** ✓

November 10 · 🌐



📍 The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project, which reimagines the waterfront a chance for Gosford City to join the great waterfronts of the world.

Find out more about this exciting project and have your say now by:

- 👁️ Viewing the concept plan
- 📖 Reading the frequently asked questions
- 📍 ... See more







18 November 2022



**Central Coast Council** ✓

Published by HubSpot  · November 18 at 12:47 PM · 



🕒 Time is running out to have your say on the future of Gosford Waterfront. Join the thousands of community members who have already shared their feedback, opinions and ideas on the interactive concept plan.

📢 We want to hear what is important to you so that we can ensure the final design reflects the values of our community.

Have your say before 1 December by:

- 👁️ Viewing the concept plan
- 📖 Reading the frequently asked questions
- 📍 Registering for a virtual drop-in information session
- 💬 Sharing ideas, suggestions and opinion on the interactive concept plan
- 🗨️ Providing feedback via the online feedback form

👉 Have your say by 1 December at <https://hubs.la/Q01sw0dr0>



24 November 2022



**Central Coast Council** ✓

Published by HubSpot · November 24 at 7:00 PM · 🌐



🌐 We want to from hear you! Did you know you can Have Your Say on a range of projects that can improve our Central Coast such as:

- Gosford waterfront revitalisation
- Tuggerah Lakes Flood Study Review
- Tuggerah Lakes Entrance Options Paper – Community Focus Group
- Tuggerah Lakes foreshore restoration works

👉 Find out more and Have Your Say now at <https://hubs.la/Q01t5HCc0>





28 November 2022



**Central Coast Council** ✓

Published by HubSpot · November 28 at 11:10 AM · 🌐



👉 Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

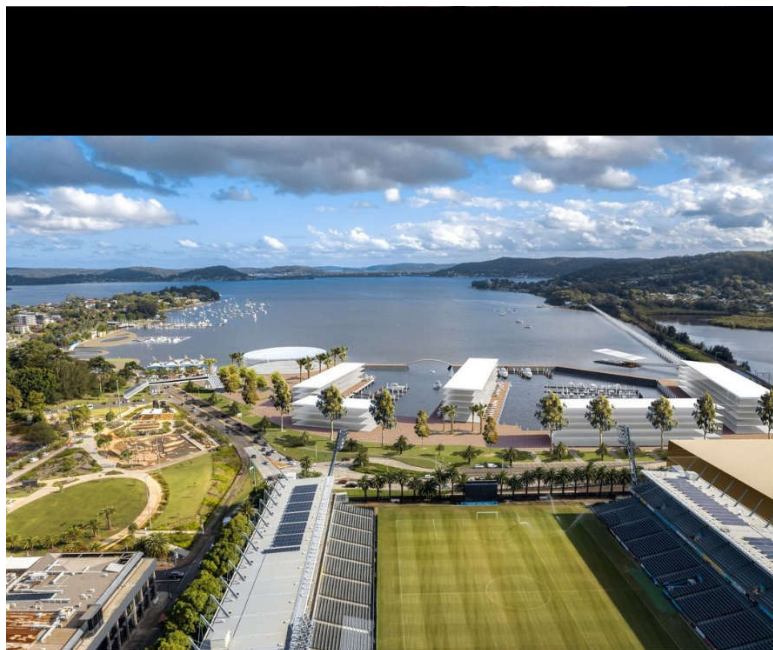
🚩 Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say before Thursday 1 December by... [See more](#)



# Appendix J – Instagram posts

18 October 2022



centralcoastcouncil

centralcoastcouncil Help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

Council has adopted a concept plan for the Gosford waterfront, a starting point for the community's input, with the plan now on public exhibition for community members to submit their ideas, feedback and opinions.

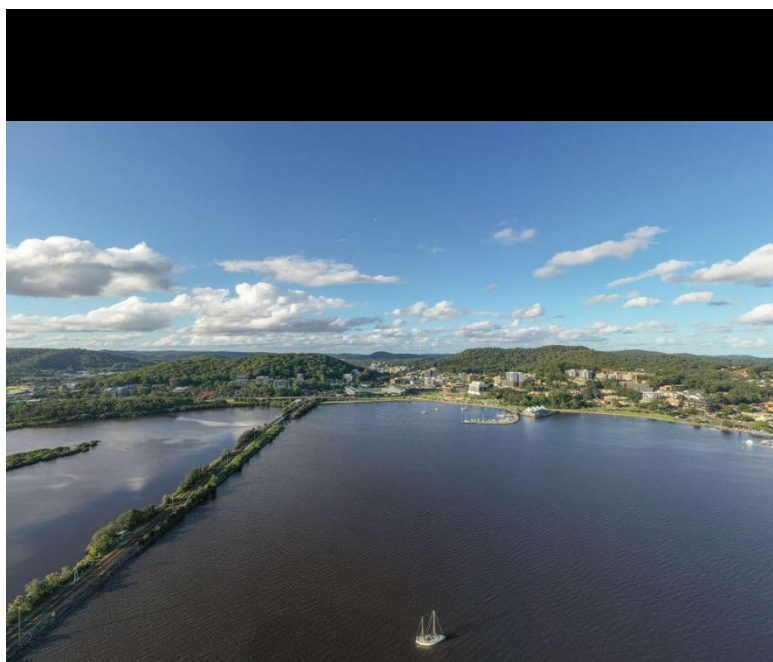
We are inviting you to help shape the future of the Gosford waterfront by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say via Gosford Waterfront Revitalisation link in bio.

8 w

26 October 2022



centralcoastcouncil

centralcoastcouncil We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan.

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Have your say via the Gosford Waterfront Revitalisation link in bio.

6 w



4 November 2022



centralcoastcouncil

centralcoastcouncil Your feedback will help shape the future of Gosford an iconic waterfront city. Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

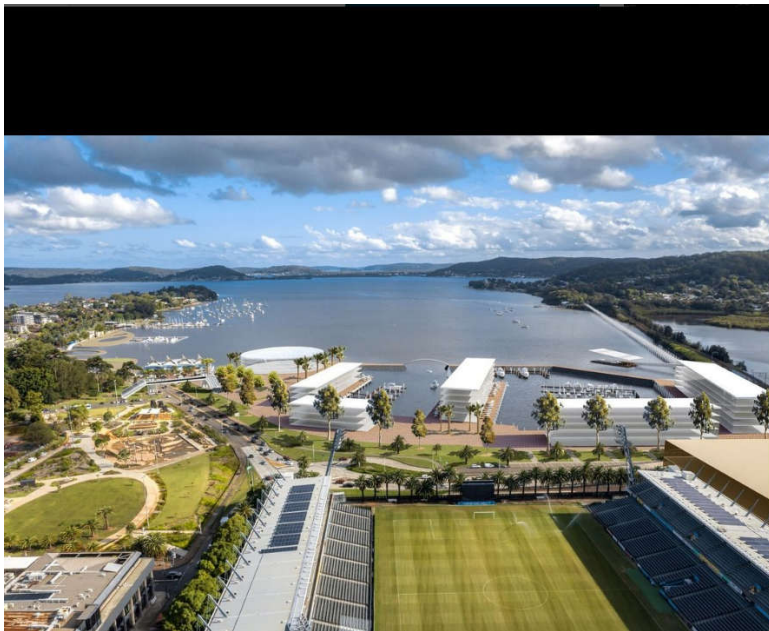
Have your say on the revitalisation of the Gosford waterfront by:

- 👁️ Viewing the concept plan
- 📄 Reading the frequently asked questions
- 📍 Registering for a virtual drop-in information session
- 🗨️ Sharing ideas, suggestions and opinion on the interactive concept plan
- 🗨️ Providing feedback via the online feedback form

👉 Have your say via the Gosford Waterfront Revitalisation link in bio

5 w

10 November 2022



centralcoastcouncil

centralcoastcouncil 🚩 The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project, which reimagines the waterfront a chance for Gosford City to join the great waterfronts of the world.

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👉 Have your say via Gosford Waterfront Revitalisation link in bio

4 w

18 November 2022



**centralcoastcouncil** Time is running out to have your say on the future of Gosford Waterfront. Join the thousands of community members who have already shared their feedback, opinions and ideas on the interactive concept plan.

🚨 We want to hear what is important to you so that we can ensure the final design reflects the values of our community.

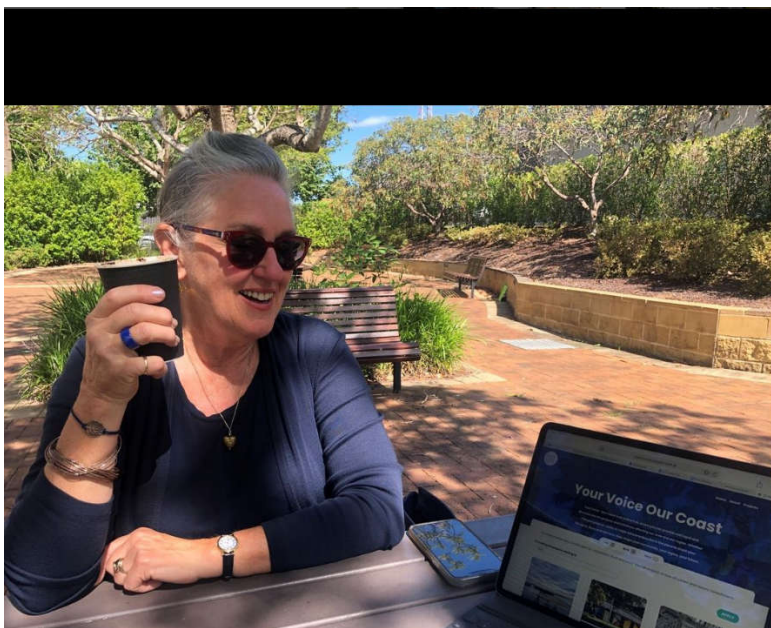
Have your say before 1 December by:

- 👁️ Viewing the concept plan
- 📄 Reading the frequently asked questions
- 📍 Registering for a virtual drop-in information session
- 🗨️ Sharing ideas, suggestions and opinion on the interactive concept plan
- 👉 Providing feedback via the online feedback form

🏠 Have your say via the Gosford Waterfront Revitalisation link in bio

3 w

24 November 2022



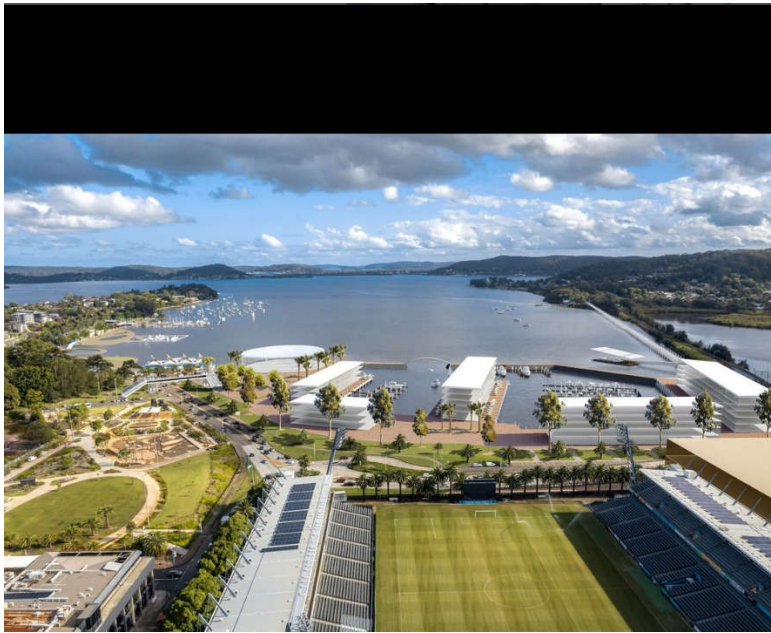
**centralcoastcouncil** We want to from hear you! Did you know you can Have Your Say on a range of projects that can improve our Central Coast such as:

- Gosford waterfront revitalisation
- Tuggerah Lakes Flood Study Review
- Tuggerah Lakes Entrance Options Paper – Community Focus Group
- Tuggerah Lakes foreshore restoration works

🏠 Find out more and Have Your Say now Link in bio


2 w

28 November 2022









 centralcoastcouncil  

 centralcoastcouncil  Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

 Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say before Thursday 1 December by:

-  Viewing the concept plan
-  Reading the frequently asked questions
-  Registering for a virtual drop-in information session
-  Sharing ideas, suggestions and opinion on the interactive concept plan
-  Providing feedback via the online feedback form

 Have your say by 1 December via the Gosford Waterfront link in bio

2 w



## Appendix K – Twitter posts

18 October 2022

 **CentralCoastCouncil** @CCoastCouncil · Oct 18

🗨️ Help shape the future of the Gosford waterfront!

🔊 Have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

👉 Find out more at: [hubs.la/Q01p-tPJ0](https://hubs.la/Q01p-tPJ0)



26 October 2022



**CentralCoastCouncil** @CCoastCouncil · Oct 26



👉 We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan.

🔊 You can help shape the future of the Gosford waterfront by having your say at [hubs.la/Q01p-N2Z0](https://hubs.la/Q01p-N2Z0)





4 November 2022




**CentralCoastCouncil** @CCoastCouncil · Nov 4



 Your feedback will help shape the future of Gosford an iconic waterfront city.

 Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

 Find out more at [hubs.la/Q01rrVCC0](https://hubs.la/Q01rrVCC0)



10 November 2022



**CentralCoastCouncil** @CCoastCouncil · Nov 10



🚤 The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project which reimagines Gosford to join the great waterfronts of the world. Have your say by 1 December at [hubs.la/Q01rYVKY0](https://hubs.la/Q01rYVKY0)





18 November 2022



**CentralCoastCouncil** @CCoastCouncil · Nov 18



🕒 Time is running out to have your say on the future of Gosford Waterfront.

Join the thousands of community members who have already shared feedback, opinions and ideas on the interactive concept plan.

👉 Find out more and have your say by 1 December at [hubs.la/Q01sw0rn0](https://hubs.la/Q01sw0rn0)



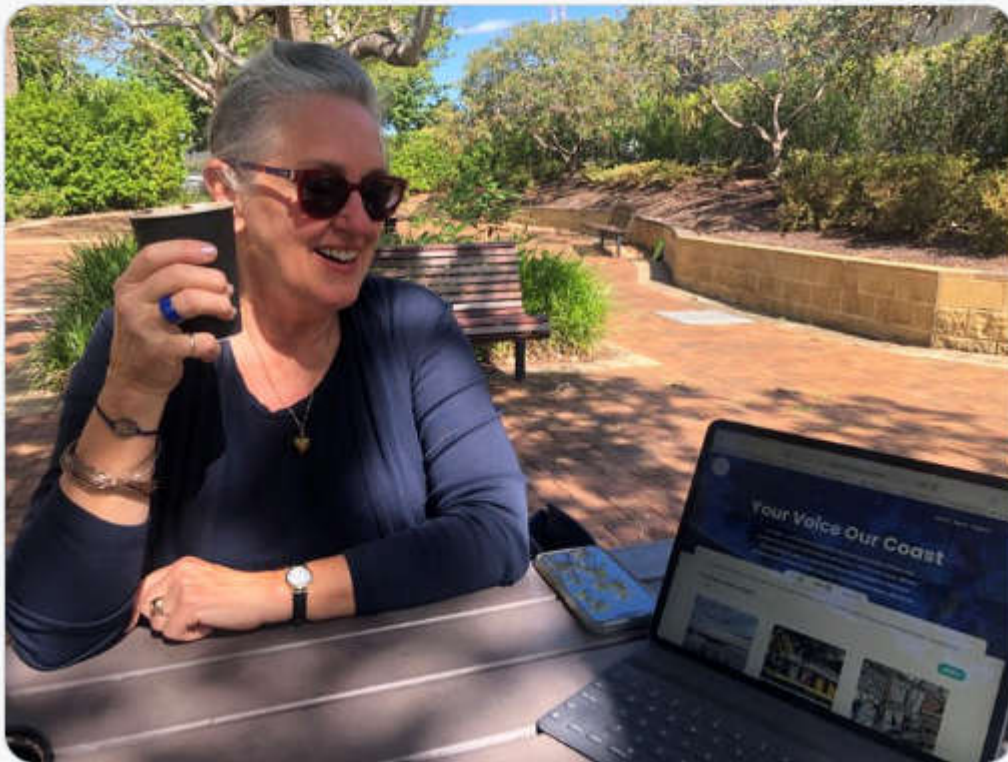
24 November 2022



CentralCoastCouncil @CCoastCouncil · Nov 24

🔊 We want to from hear you! Did you know you can Have Your Say on a range of projects such as:

- Gosford waterfront revitalisation
  - Tuggerah Lakes Flood Study Review
  - Tuggerah Lakes Entrance Options Paper
- 👉 Have Your Say at [hubs.la/Q01t5JKI0](https://hubs.la/Q01t5JKI0)





28 November 2022



**CentralCoastCouncil** @CCoastCouncil · Nov 28



👉 Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

🔊 Have your say before Thursday 1 December at [hubs.la/Q01p-K6\\_0](https://hubs.la/Q01p-K6_0)




## Appendix L – LinkedIn posts

18 October 2022



**Central Coast Council**

10,165 followers

2mo • 



Help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

Council has adopted a concept plan for the Gosford waterfront, a starting point for the community's input, with the plan now on public exhibition for community members to submit their ideas, feedback and opinions.

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- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say at <https://hubs.la/Q01p-x040>




26 October 2022



**Central Coast Council**

10,165 followers

1mo • 



We're inviting you to reimagine Gosford waterfront with us by sharing your feedback, opinions and ideas on a new concept plan.

You can help shape the future of the Gosford waterfront by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say at <https://hubs.la/Q01p-MF00>






4 November 2022



Central Coast Council

10,165 followers

1mo • 



The time is right to make Gosford an iconic waterfront city. Now is your chance to join the conversation around this exciting revitalisation project, which reimagines the waterfront a chance for Gosford City to join the great waterfronts of the world.

Find out more about this exciting project and have your say now by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say by 1 December at <https://hubs.la/Q01rYZBT0>




11 November 2022



**Central Coast Council**

10,165 followers

1mo • 



Your feedback will help shape the future of Gosford an iconic waterfront city. Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say on the revitalisation of the Gosford waterfront by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say at <https://hubs.la/Q01p-DSCO>





18 November 2022



**Central Coast Council**

10,165 followers

3w • 



Time is running out to have your say on the future of Gosford Waterfront. Join the thousands of community members who have already shared their feedback, opinions and ideas on the interactive concept plan.

We want to hear what is important to you so that we can ensure the final design reflects the values of our community.

Have your say before 1 December by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say by 1 December at <https://hubs.la/Q01svZ-I0>



28 November 2022



**Central Coast Council**

10,165 followers

2w • 



Now is your last chance help shape the future of the Gosford waterfront and have your say on the exciting revitalisation project set to boost liveability and economic growth across the entire region.

Let Council know what is important to you so that we can ensure the final design reflects the values of our community.

Have your say before Thursday 1 December by:

- Viewing the concept plan
- Reading the frequently asked questions
- Registering for a virtual drop-in information session
- Sharing ideas, suggestions and opinion on the interactive concept plan
- Providing feedback via the online feedback form

Have your say by 1 December at <https://hubs.la/Q01p-Gb-0>





## Appendix M – Paid social media campaign

Campaign name	Age	Gender	Reach	Impressions	Clicks (all)
Gosford Waterfront	All	All	416,771	882,485	2778.00
	35-44	All	87,873	178,875	428.00
		male	47,552	95,947	272.00
		female	38,848	79,995	149.00
		unknown	1,472	2,932	7.00
	25-34	All	84,993	161,081	324.00
		male	44,928	89,028	207.00
		female	39,488	70,848	115.00
		unknown	576	1,206	2.00
	45-54	All	67,393	149,383	479.00
		male	37,504	84,904	260.00
		female	28,864	61,941	212.00
		unknown	1,024	2,538	7.00
	55-64	All	59,328	148,320	728.00
		male	28,480	76,633	412.00
		female	30,272	69,815	302.00
		unknown	576	1,873	14.00
	18-24	All	70,849	126,429	163.00
		male	37,952	71,510	97.00
		female	32,320	53,403	62.00
		unknown	576	1,516	4.00
	65+	All	46,336	118,397	656.00
		female	24,128	59,159	358.00
		male	20,928	56,771	281.00
		unknown	1,280	2,466	17.00
			416,771	882,485	2778

## Appendix N – Independent Market Research rationale



### ASI729 - Project Waterfront Draft Questionnaire

Online survey to geographical catchment. N=600 in total across two catchment segments. Survey length of 8 minutes

1. N=400 within the Central Coast LGA – Postcodes
2. N=200 within 50 km radius of central coast postcode TBA.

Broadly representative on age, gender - Gen Pop sampling for weighting purposes.

#### Deliverables:

- Testing – please activate a back button
- Pilot Data – please provide summary report or data in excel
- Final Data
  - Survey data in Q ready SPSS.
  - **MUST INCLUDE** All screen out data for weighting purposes – delivered in Q ready SPSS file
  - **MUST INCLUDE** Question numbers and labels within the data file

#### Contact

- Sam Blaxland – 04184497600
- Brett Gumbley – 0419244380



---

S1. How old are you? \_\_\_\_\_ years – NUMERICAL RESPONSE

---

S2. And are you? SINGLE RESPONSE

Male 1  
Female 2

---

S3A. What is your residential postcode? \_\_\_\_\_ CODE TO SEGMENT.

SEGMENT 1 MUST INCLUDE

Postcode	Ward – HIDDEN VARRIBE
2250	Gosford West + Gosford East + Wyong
2251	Gosford East
2256	Gosford West
2257	Gosford West + Gosford East
2258	Wyong
2259	Wyong + Budgewoi
2260	Gosford East + The Entrance
2261	The Entrance
2262	Budgewoi
2263	Budgewoi

SEGMENT 2 MUST INCLUDE; - NOTE 50KM RADIUS FROM TUGGERAH

2259	Kiar	2323	Richmond Vale
2265	Cooranbong	2289	Adamstown
2258	Fountaindale	2330	Big Yengo
2262	Blue Haven	2082	Berowra Creek
2261	Bateau Bay	2287	Birmingham Gardens
2263	Canton Beach	2305	Kotara East
2264	Balcolyn	2108	Coasters Retreat
2325	Olney	2291	Merewether
2250	Bucketty	2327	Kurri Kurri
2260	Erina Heights	2159	Arcadia
2267	Wangi Wangi	2292	Broadmeadow
2281	Murrays Beach	2299	Jesmond
2283	Arcadia Vale	2298	Georgetown
2775	Mogo Creek	2302	Newcastle West
2251	Avoca Beach	2303	Hamilton
2256	Blackwall	2307	Shortland
2280	Belmont	2308	Callaghan
2257	Booker Bay	2105	Morning Bay





2286	Holmesville	2107	Avalon
2282	Eleebana	2293	Maryville
2278	Barnsley	2296	Islington
2284	Argenton	2326	Abermain
2083	Cheero Point	2294	Carrington
2306	Windale	2297	Tighes Hill
2285	Cameron Park	2300	Bar Beach
2290	Bennetts Green	2304	Kooragang

TERMINATE ALL OTHER POSTCODES.

S3B. And what suburb do you live in? OPEN TEXT

We'd like to ask you some questions about the planned redevelopment of the Gosford waterfront.

#### CONCEPT EXPLANATION

Show video -



Q4. Have you heard anything previously about this proposed plan for the Gosford waterfront? SR

- Yes – I've heard 1
- No – I haven't heard 2
- Can't recall 3

Q5. Now that we have explained the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea.

How strongly do you support this idea? Rate your support on a scale from 0-10, where 0 means 'not at all supportive' and 10 means 'fully supportive'. SR

Not at all supportive											Fully supportive
0	1	2	3	4	5	6	7	8	9	10	

Q6. What do you think the main benefits of this plan are? OPEN TEXT

None

Q7. What concerns do you have with this plan? OPEN TEXT

None

Q8. It's important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following? Score each issue on a scale of 0-10, where 0 means 'not at all important' and 10 means 'extremely important' SR PER ROW

	Not important at all										Extremely important		
	0	1	2	3	4	5	6	7	8	9	10		
Creates local employment opportunities	0	1	2	3	4	5	6	7	8	9	10		
Stimulates tourism for the area	0	1	2	3	4	5	6	7	8	9	10		
Attracts businesses to the area	0	1	2	3	4	5	6	7	8	9	10		
Minimizes environmental impacts	0	1	2	3	4	5	6	7	8	9	10		
Creates new local business opportunities	0	1	2	3	4	5	6	7	8	9	10		
Celebrates First Nations people and culture	0	1	2	3	4	5	6	7	8	9	10		



Improves economic performance	0	1	2	3	4	5	6	7	8	9	10
-------------------------------	---	---	---	---	---	---	---	---	---	---	----

Q9. The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea?

- A lot less supportive 1
- A little less supportive 2
- Neither less nor more supportive 3
- A little more supportive 4
- A lot more supportive 5

Q10. One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? SR

- A lot less supportive 1
- A little less supportive 2
- Neither less nor more supportive 3
- A little more supportive 4
- A lot more supportive 5

Q11. The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? SR

- A lot less supportive 1
- A little less supportive 2
- Neither less nor more supportive 3
- A little more supportive 4
- A lot more supportive 5

Q12. And who do you believe would be best placed to deliver this plan for Gosford waterfront? SR

- Central Coast Council 1
- An independent development authority 2
- NSW Government
- The private sector
- Someone else (Who?) 3



Q13. Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan.

So, on the same scale from 0-10, where 0 means 'not at all supportive' and 10 means 'fully supportive', how supportive are you of the Gosford waterfront redevelopment idea? SR

Not at all supportive											Fully supportive
0	1	2	3	4	5	6	7	8	9	10	

Q14. Are there any other comments you would like to make about this plan? OPEN TEXT

None

## DEMOGRAPHICS

We'd now like to ask a few final questions about you

D1. CODE FOR SEGMENT 1. How long have you lived on the Central Coast? SR

- Less than 12 months 1
- 1-3 years 2
- 4-7 years 3
- 8-10 years 4
- 11-19 years 5
- 20+ years 6
- I don't live on the central coast 7

D2. Is the place you live in... SR

- Owned outright? 1
- Owned with a mortgage? 2
- Rented? 3
- Something else (what?) 99





---

**D3. Which of the following best describes the structure of your household? SR**

- Living alone 1
- Home shared with other adult(s) who I am not in a relationship with 2
- Living with partner and no children 3
- Living with children in a single parent household 4
- Living with partner and children - youngest child pre-school 5
- Living with partner and children - youngest child at primary school 6
- Living with partner and children - youngest child at high school 7
- Living with partner and children – youngest over 18 8
- Living with partner, children have moved out of home 9
- Other (Please specify) \_\_\_\_\_

---

**D3. And are you... MULTIPLE RESPONSE**

- Working full-time 1
- Working part-time 2
- Unemployed 3 EXCLUSIVE
- Retired 4
- Student 5
- Carer / home duties 6
- Other (how would you describe it? \_\_\_\_\_)

---

**D4. IF WORKING FULL-TIME OR PART-TIME (CODES 1 OR 2 IN D3), ASK: Which of the following describes your job role? SR**

- A manager or administrator role... managing director, general managers, managing supervisor, senior government roles, farm managers, farmers 1
  - A professional role... Engineers, scientists, health practitioners, schoolteachers and instructors, business professionals, artists etc 2
  - Clerks, sales and service workers... technicians, registered nurses, police, receptionists, clerical, data processors, couriers, cashiers, sales rep 3
  - A tradesperson... electricians, plumbers, carpenters, metal fitting and machining, chefs, mechanics, and printing tradespersons 4
  - A driver or machine operator ... road and rail drivers, plant operators, machine operators 5
- 





**D5. IF WORKING FULL-TIME OR PART-TIME (CODES 1 OR 2 IN D3), ASK:** And is your job located on the central coast? SR

- Yes, my job is located on the central coast 1
- No, my job is located elsewhere, but I'm able to work from home some of the time 2
- No, my job is located elsewhere, and I'm unable to work from home some of the time 3

**D6.** And lastly, which of the following best describes your cultural heritage?

While most people would simply describe themselves as Australian, our ancestors mostly likely came from overseas... where did yours come from? You can choose up to two of these. **MULTIPLE RESPONSE** – please select a maximum of 2 options

- English / Irish / Scottish 2
- Italian 3
- German 4
- Chinese 5
- Indian /Sri Lankan / Pakistani 6
- Indigenous Australian / Aboriginal / First Nations 7
- Japanese 8
- Thai 9
- Malaysian 10
- North African 11
- Central / Southern African 12
- North American 13
- South American 14
- Something else (what? \_\_\_\_\_)
- Prefer not to say SR/EXCLUSIVE 98

CLOSE



## Appendix O – Independent Market Research Survey Results Presentation





# Project Waterfront

Understanding sentiment for the planned redevelopment of  
Gosford waterfront.

Prepared for  
Rose Brown-Mason, Central Coast Council

November 2022

## Key themes we're seeing in this research

- From what we're seeing in this survey, there's a high level of support for the development overall... More than three quarters are supportive of the idea as it has been explained. Our residents see this development activating the area, creating tourism and strengthening the local economy.
- At the same time, environmental impacts, the congestion that comes with construction and more tourism, and the impact on council budgeting represent significant concerns for them. Assurance is needed in allaying these concerns.
- Importantly, one-third of local residents (32%) see the NSW State Government as the best placed organisation to deliver this – the Central Coast Council is their second-most popular option at 26%. It's worth considering the opportunities for joint funding arrangements as a mechanism for overcoming resident concerns when it comes to budget overruns.



## Our approach

### 14 questions

A detailed exploration of their attitudes toward the redevelopment of the Gosford waterway



### N=600 sample

A smaller but robust exploration of resident opinions



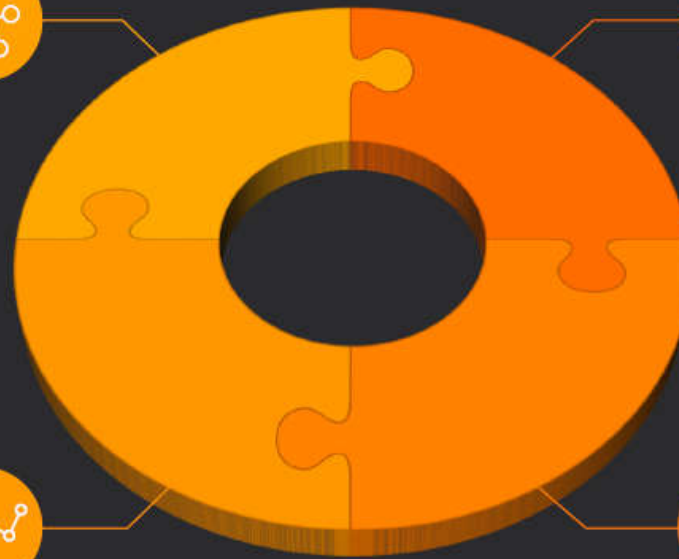
### Weighted data

Sample weighted by age and gender to the 2021 ABS Census for the Central Coast LGA to ensure representivity.



### Regionalised sample

Talking to residents within the Central Coast LGA and a 50km radius around this





## How we've structured this presentation

1

### Understanding our sample

Demographics, employment and cultural heritage

2

### Reactions to the development

Are they supportive, and what do they see as the benefits & downsides



# 1

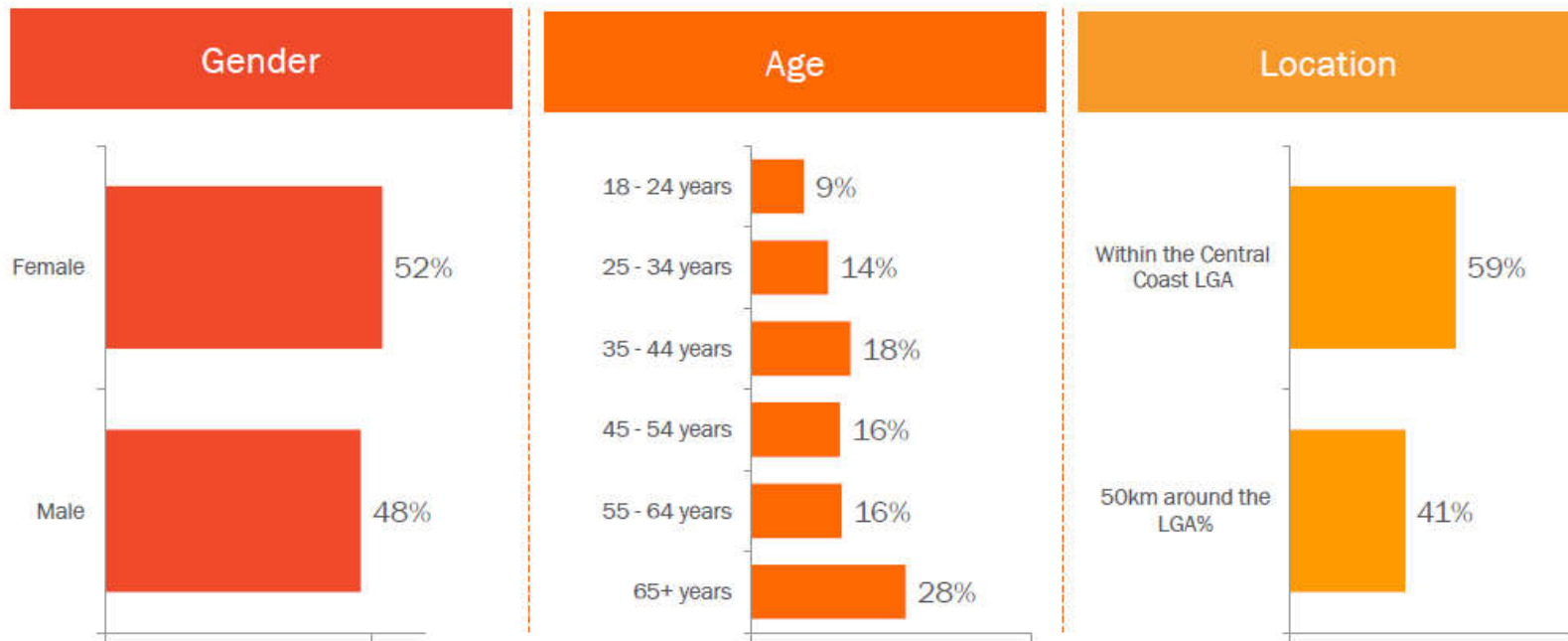
## Understanding our sample

Demographics, employment and cultural heritage



# Who were our respondents?

SAMPLE DEMOGRAPHICS... GENDER, AGE AND LOCATION



Base: total sample n=600, weighted

A representative sample of the local area



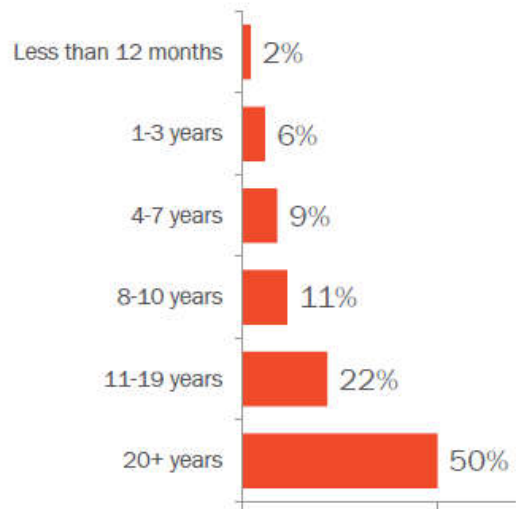
# More than half of our sample have lived on the Central Coast for more than 20 years

D1. How long have you lived on the Central Coast?

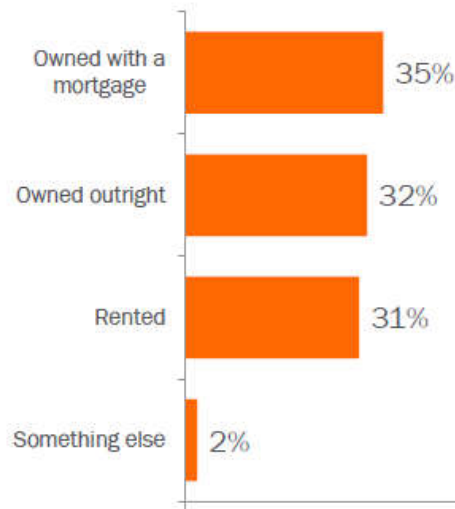
D2. Is the place you live in...

D3. Which of the following best describes the structure of your household?

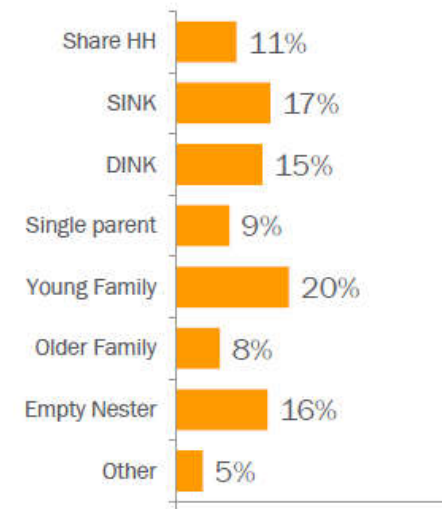
## How long have they lived on the Central Coast?



## Own or rent?



## Location



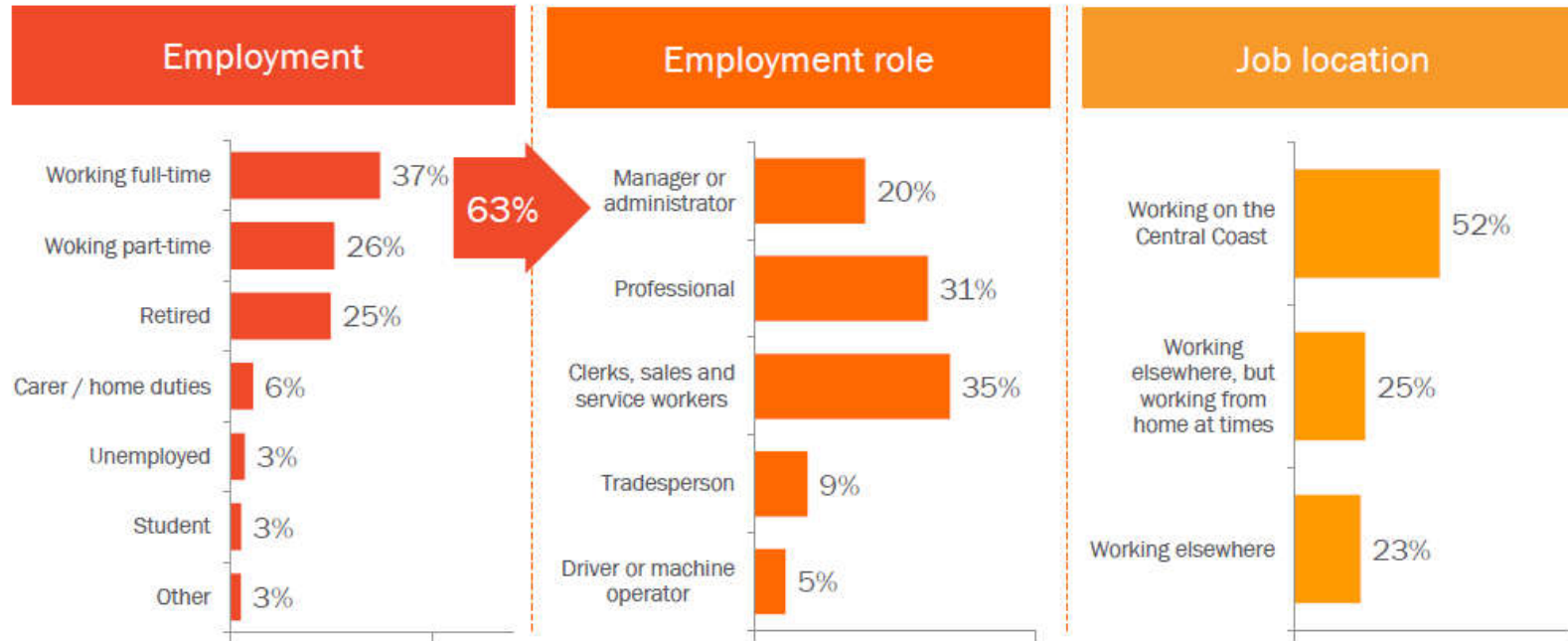
Base: total sample n=600, weighted

A representative mix of renters, mortgagees and owning outright.



# Almost two thirds work full- or part-time

D4. And are you...  
 D5. Which of the following describes your job role?  
 D6. And is your job located on the central coast?



Base: total sample n=600, weighted

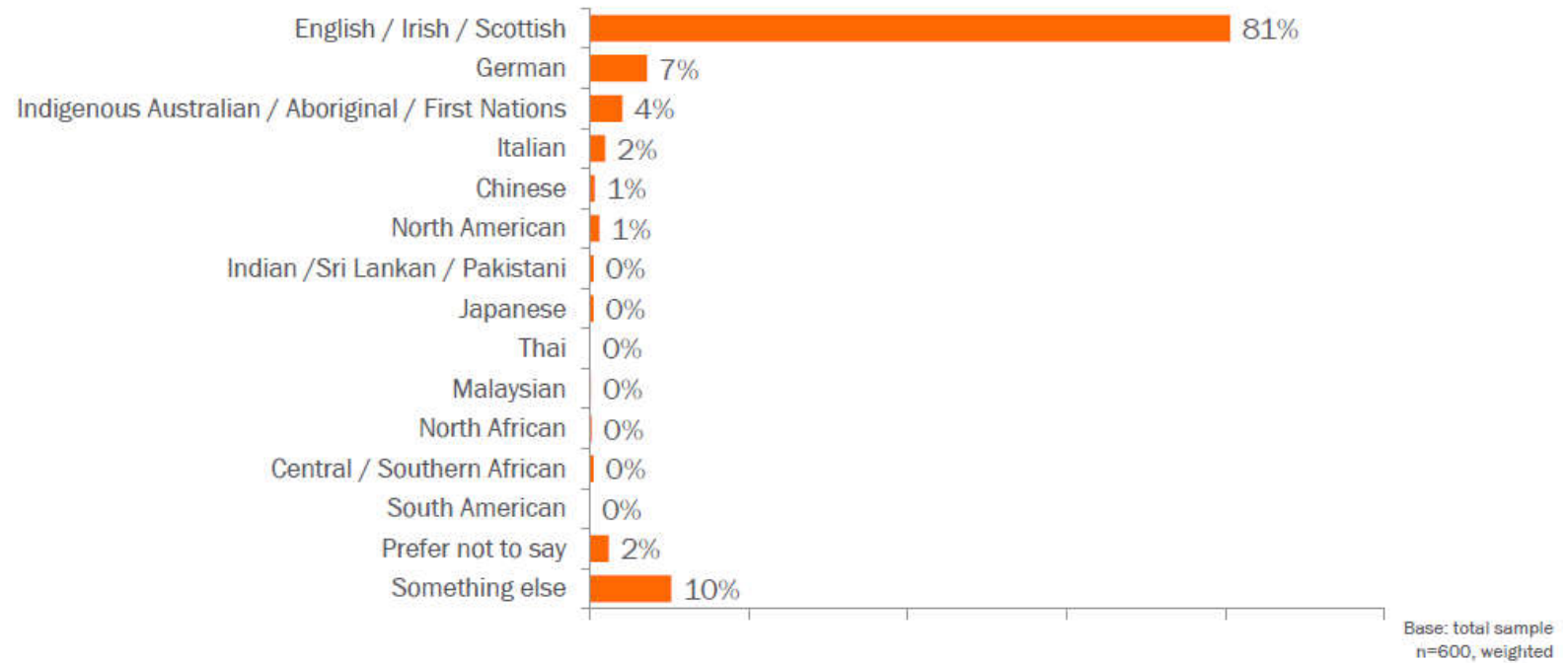
A skew to lower white collar roles on the Central Coast.





## And a lower than average migrant population...

D7. And lastly, which of the following best describes your cultural heritage?



Four in five are multi-generational Australians.



# 2

## Reactions to the development

Are they supportive, and what do they see as the benefits & downsides

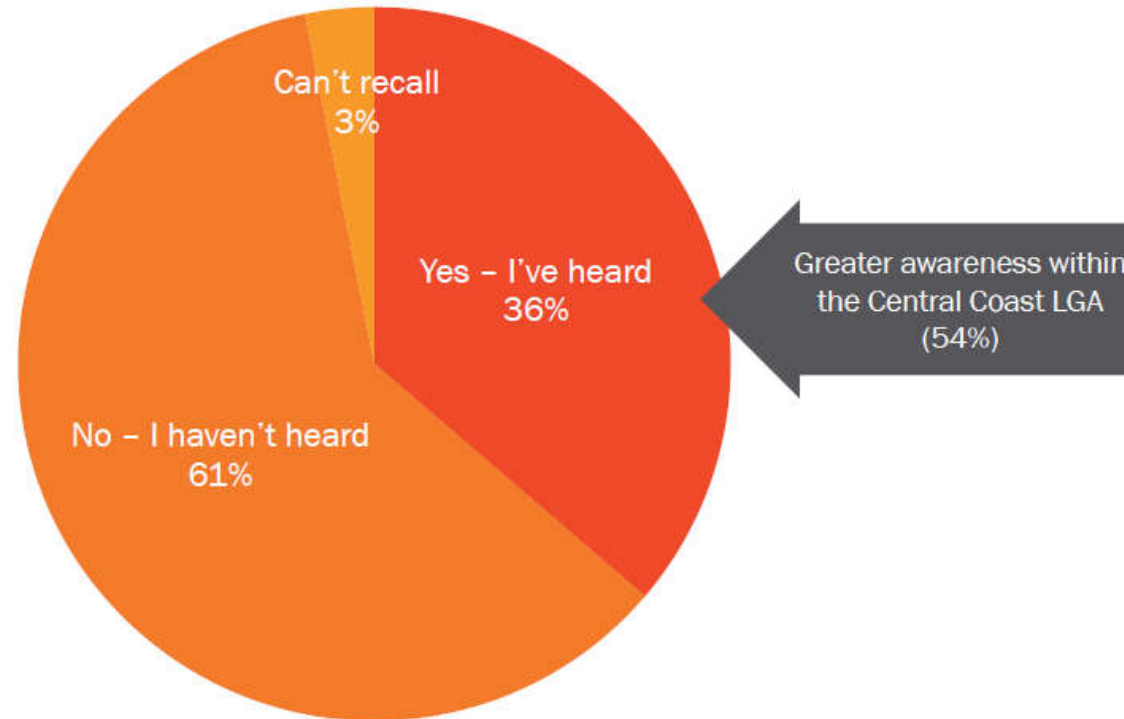
## How the development was explained...





## More than a third of area residents know about the development

Q4. Have you heard anything previously about this proposed plan for the Gosford waterfront?

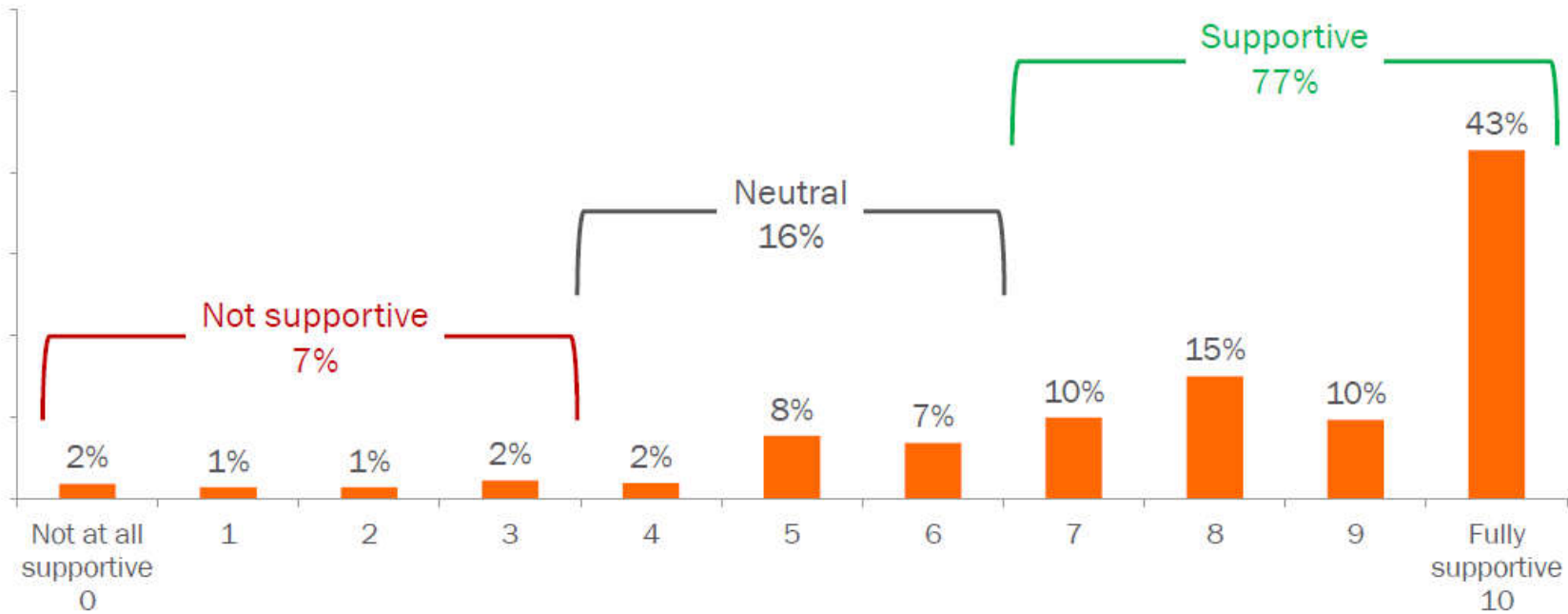


Base: total sample  
n=600, weighted



## There's a high level of support for the development overall

Q5. Now that we have explained the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea?



Base: total sample n=600, weighted

More than three quarters are supportive of the idea as it has been explained.





## What do they see as the benefits of this development?

Q6. What do you think the main benefits of this plan are?

- **Tourism / attracting more people to the region** 31%
- **Activating / modernising / bettering Gosford / refresh** 27%
- **Economic gains / more jobs / more businesses** 25%
- More facilities / activities / culture / recreation / entertainment 10%
- Bringing people / community together 7%
- Housing and accommodation 3%
- Public spaces / pathways / living spaces 1%
- Sustainability 1%
- Connectivity / linking the city 1%
- Unsure / None 3%

Base: total sample  
n=600, weighted

Our residents see this development activating the area, creating tourism and strengthening the local economy.



## What concerns do they have?

Q7. What concerns do you have with this plan?

- |  |     |
|--|-----|
| • Environmental impact / waterways and pollution                       | 25% |
| • Congestion / more tourists / more people                             | 20% |
| • Budget blowouts / impact on council rates                            | 16% |
| • Parking  | 11% |
| • Council's ability to deliver / that it won't happen                  | 10% |
| • Building too much close to the water / too much high density housing | 6%  |
| • Building delays / timeframe to complete                              | 5%  |
| • Impact on residents / marginalisation                                | 3%  |
| • Lack of infrastructure   | 3%  |
| • No concerns  | 15% |

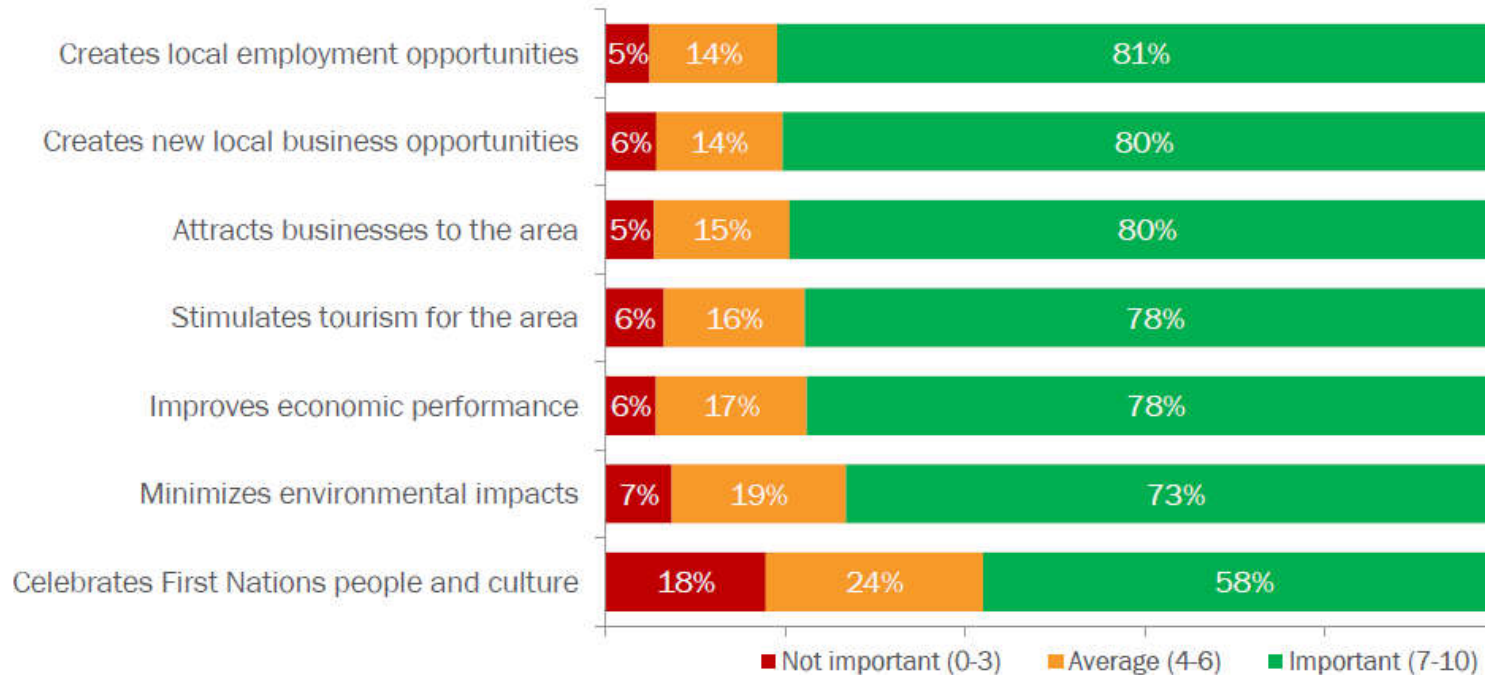
Base: total sample  
n=600, weighted

At the same time, environmental impacts, the congestion that comes with more tourism, and the impact on council budgeting represent significant concerns for them.



## While job creation and local business growth are seen as most important, there's a host of other issues of concern

Q8. X: It's important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following



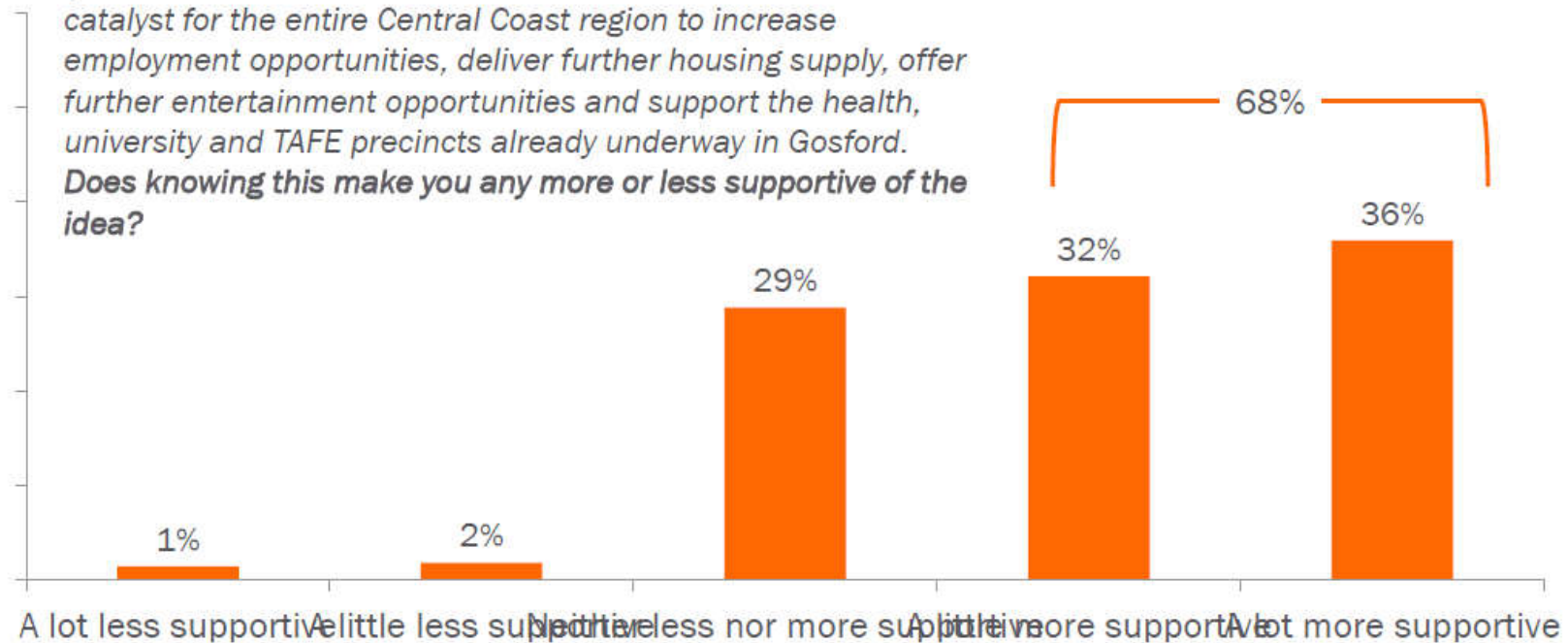
Base: total sample n=600, weighted

Tourism, environmental impact and cultural heritage are critical here too.

# The impact that this will have on employment, housing, entertainment, healthcare and education collectively add to its appeal



Q9. The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. **Does knowing this make you any more or less supportive of the idea?**



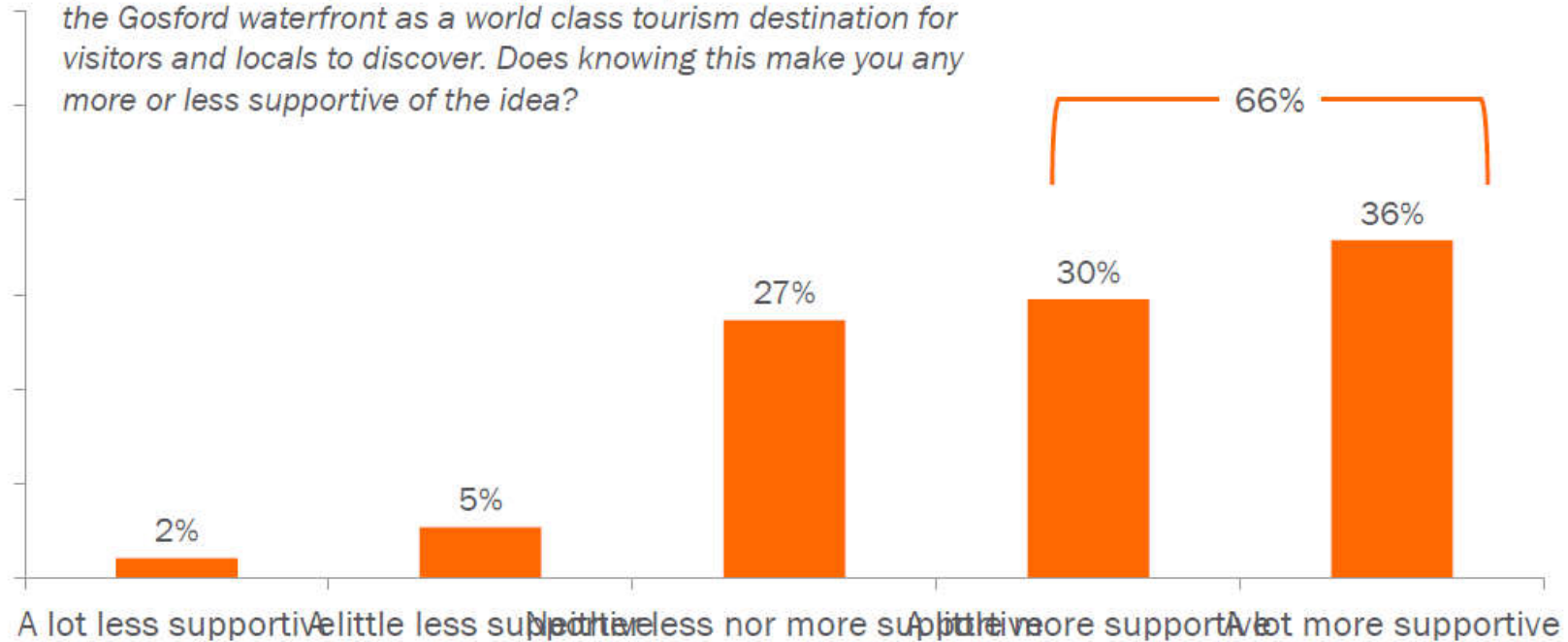
Base: total sample n=600, weighted

Two-thirds are more supportive of the idea when they hear this.



## The impact on tourism to the region is equally appealing

Q10. One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea?



Base: total sample n=600, weighted

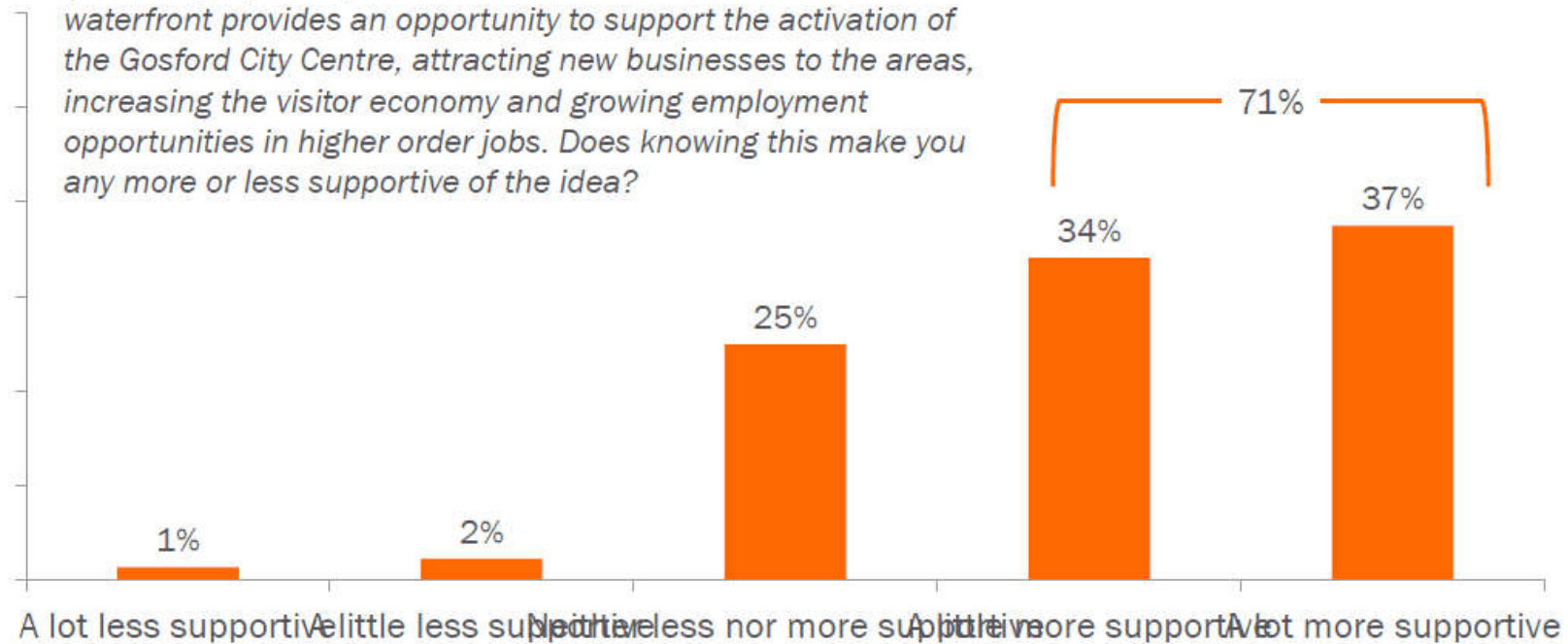
Similarly, two-thirds are more supportive of the idea when they hear this.





## Business impacts seem to be still more appealing

Q11. The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre, attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea?

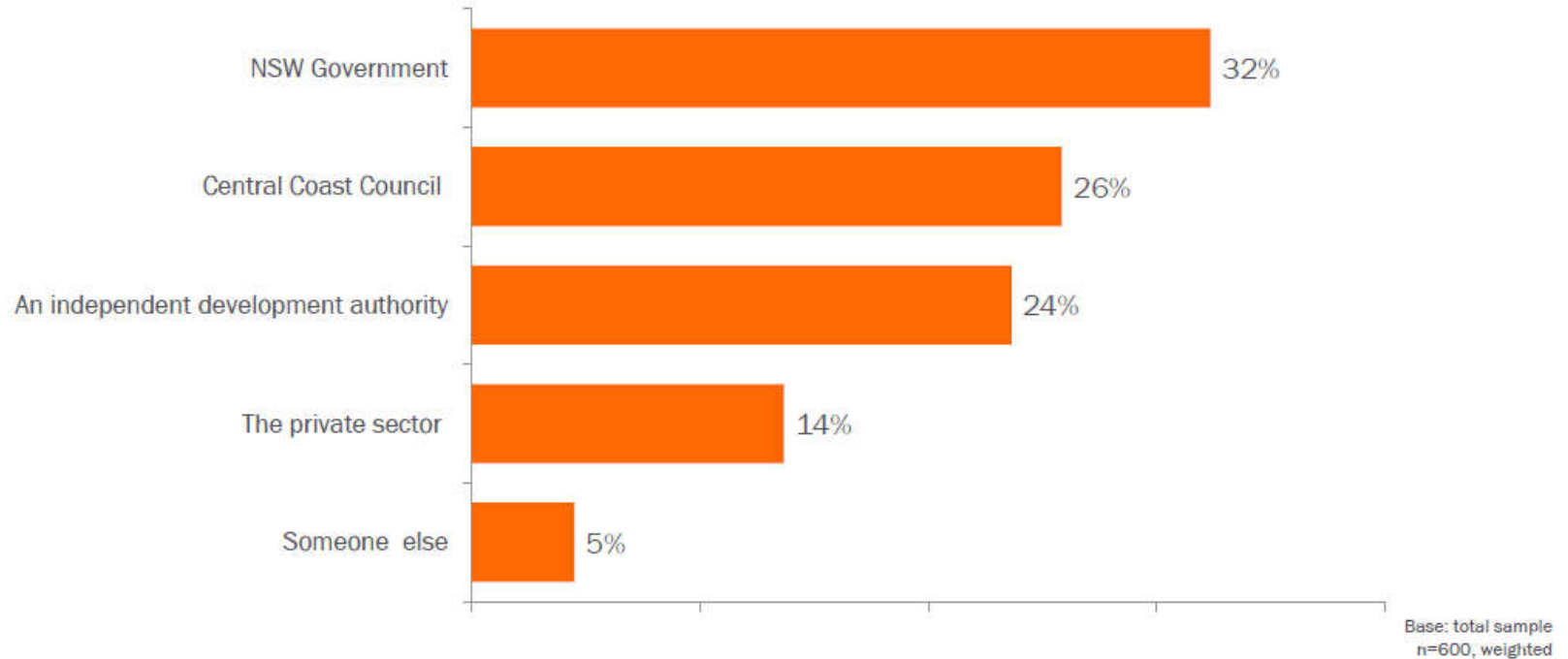


Base: total sample  
n=600, weighted

71% are more supportive of the idea when they hear this.

## One in three see the NSW state government best placed to deliver this

Q12. And who do you believe would be best placed to deliver this plan for Gosford waterfront?



## Methodology Reference

*Antenna, an independent consumer research agency, conducted an online survey of n=600 local residents on behalf of **Central Coast Council**.*

*The survey was conducted between 16th of November and 25<sup>th</sup> of November 2022. Survey respondents were sourced from an accredited online research access panel.*

*The study surveyed the opinions of residents of the Central Coast LGA and those living within 50 kms of Tuggerah, with the data weighted to the 2021 ABS Census age and gender figures for the Central Council LGA.*



Tune in...

### Contact Us

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[www.antennainsights.com.au](http://www.antennainsights.com.au)

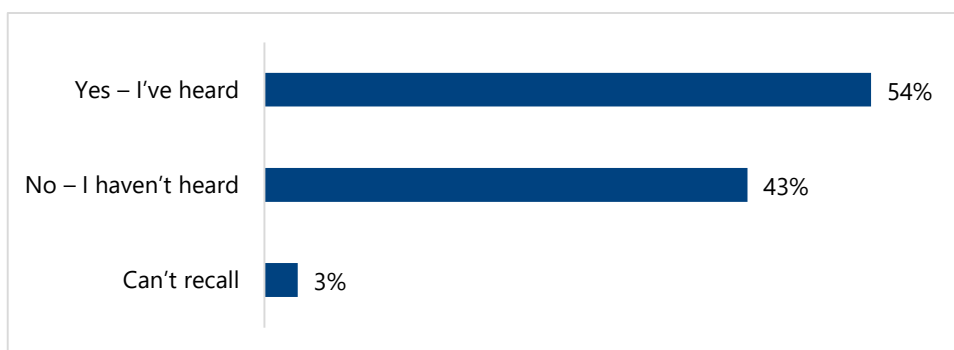


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## Appendix P – Independent Market Research Survey Results by Council Planning Areas

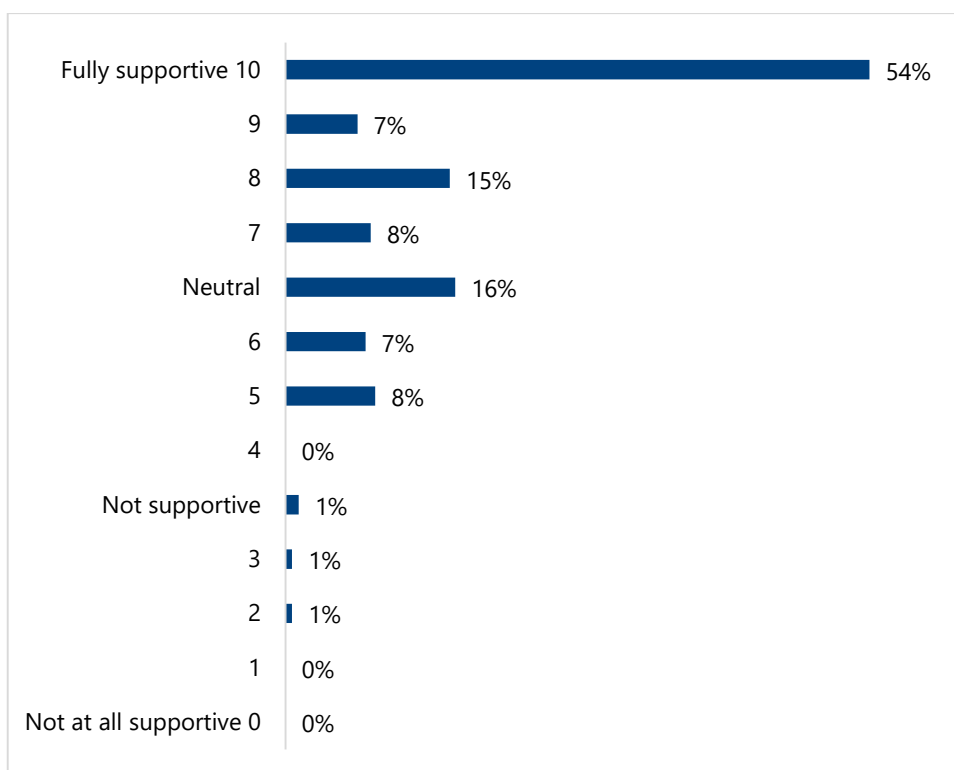
Planning area: East Brisbane Water and Coastal

**Figure thirty seven:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area - East Brisbane Water and Coastal



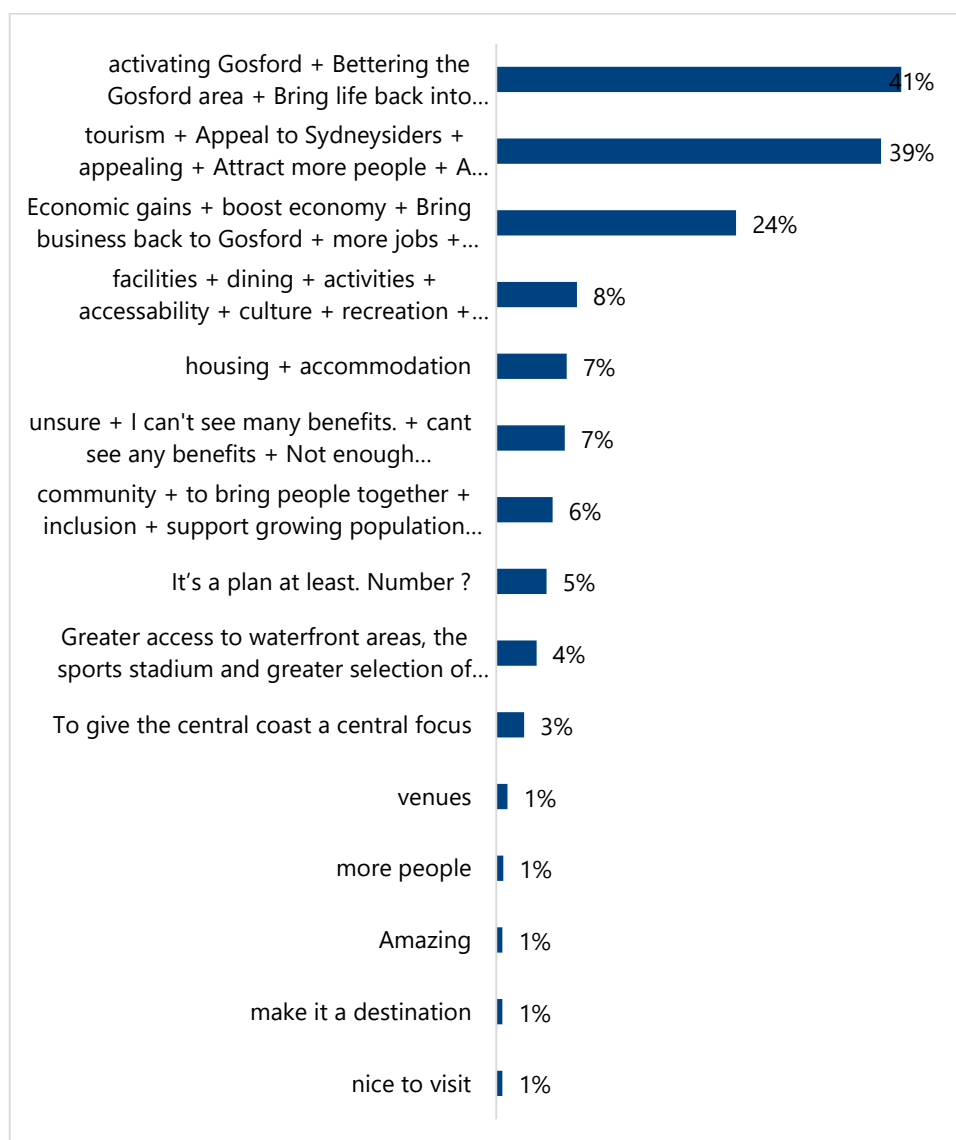
**Figure thirty eight:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea? by Planning area - East Brisbane Water and Coastal

\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.

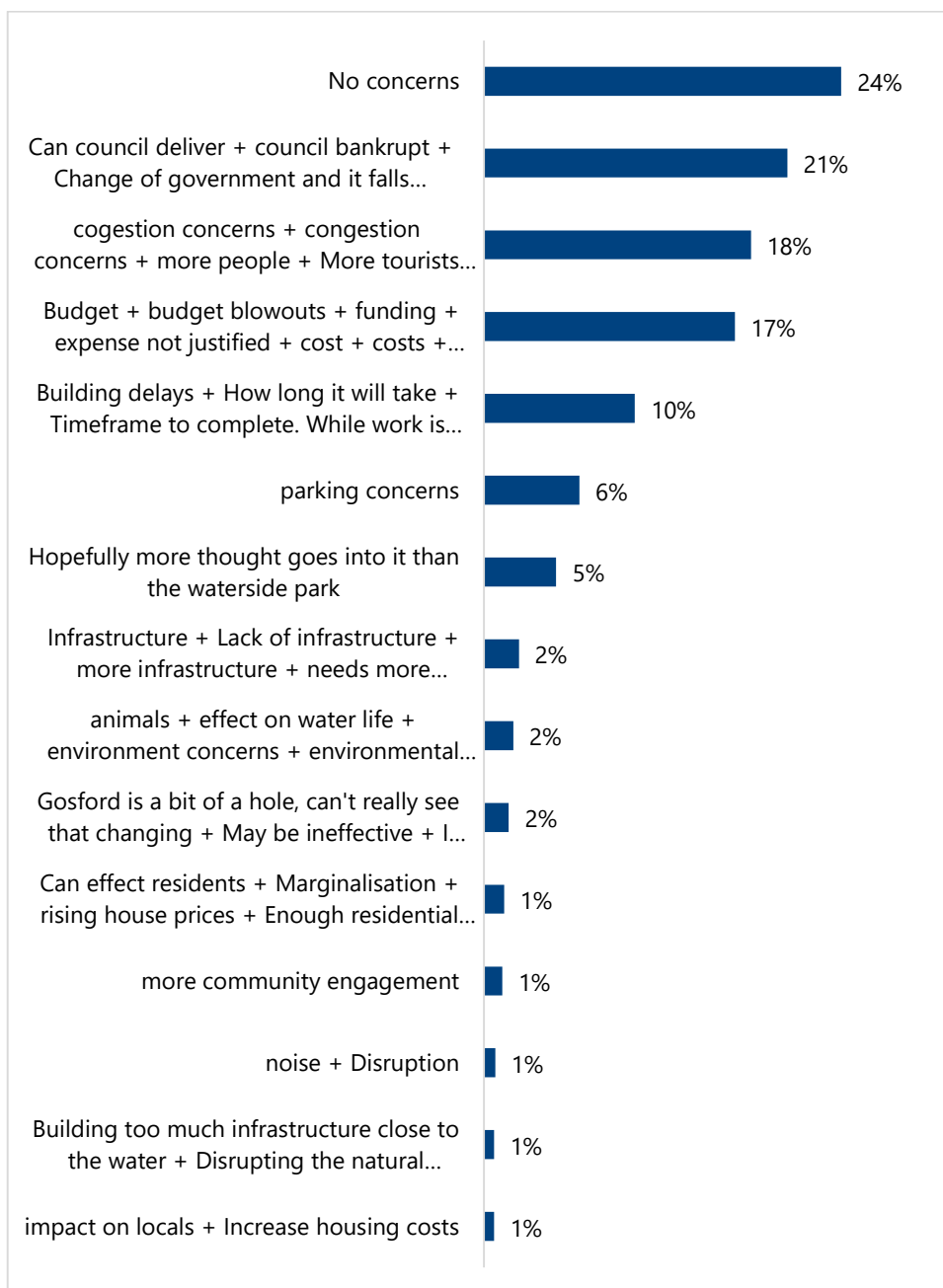




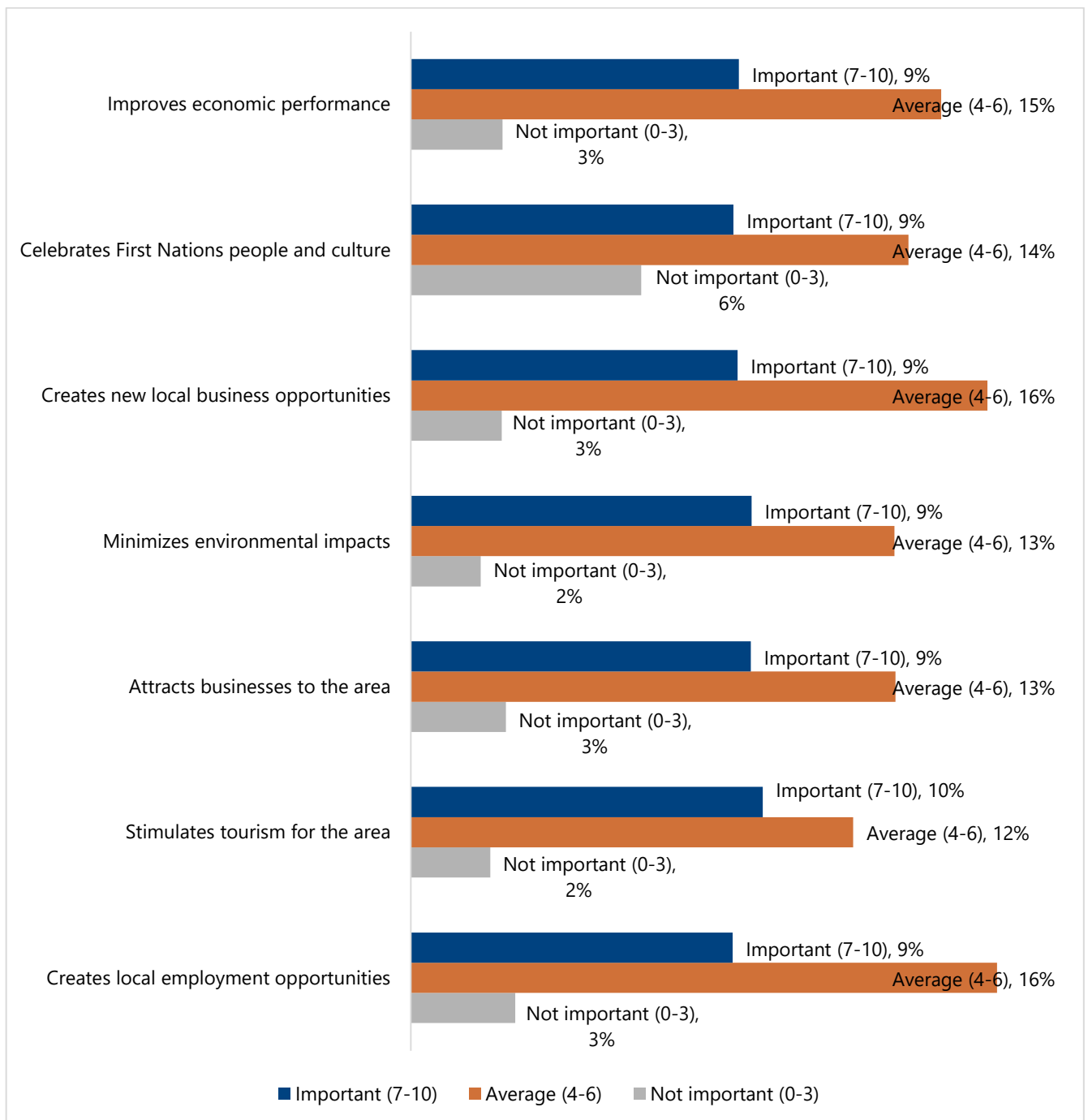
**Figure thirty nine:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - East Brisbane Water and Coastal



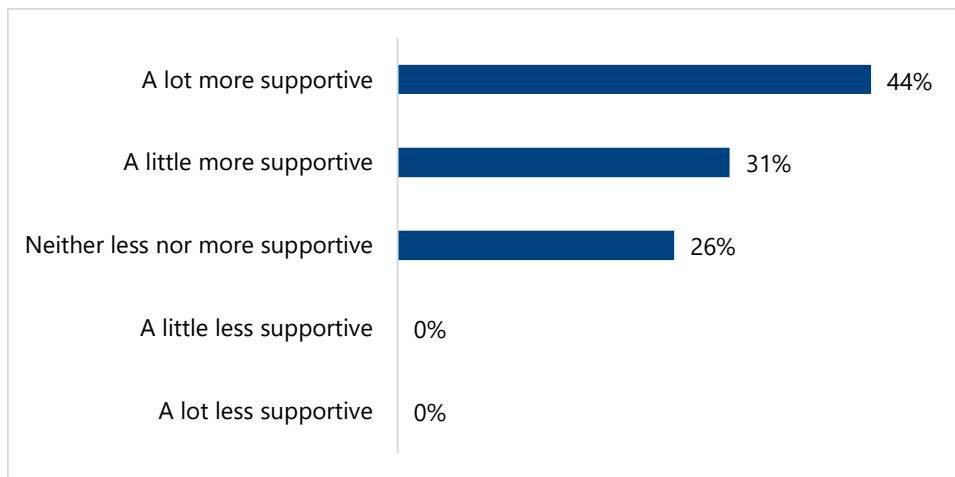
**Figure forty:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - East Brisbane Water and Coastal



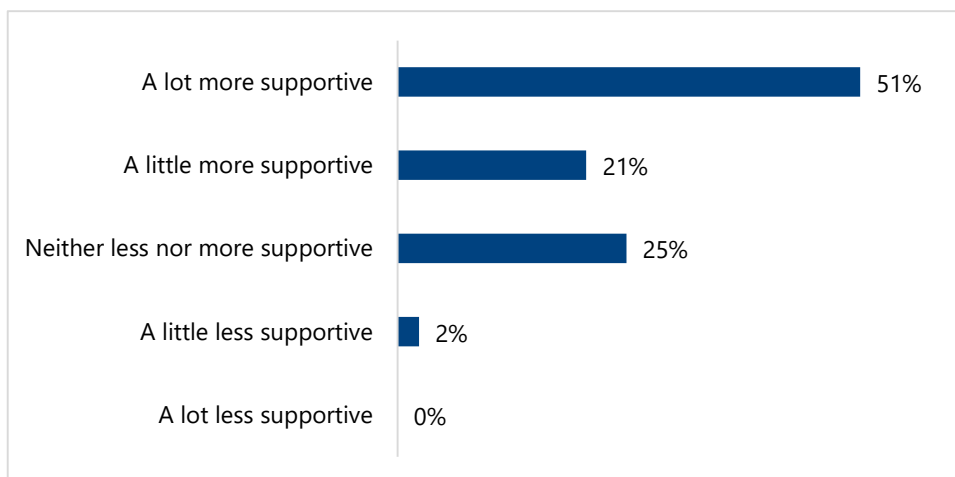
**Figure forty one:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - East Brisbane Water and Coastal



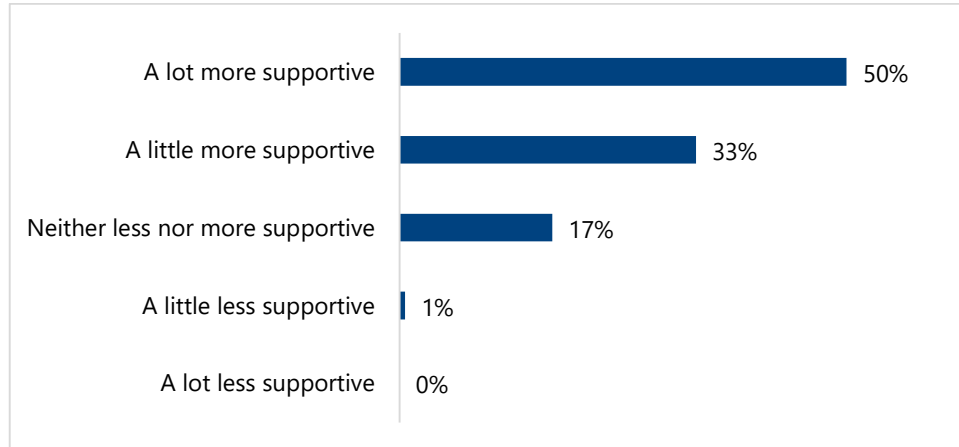
**Figure forty two:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - East Brisbane Water and Coastal



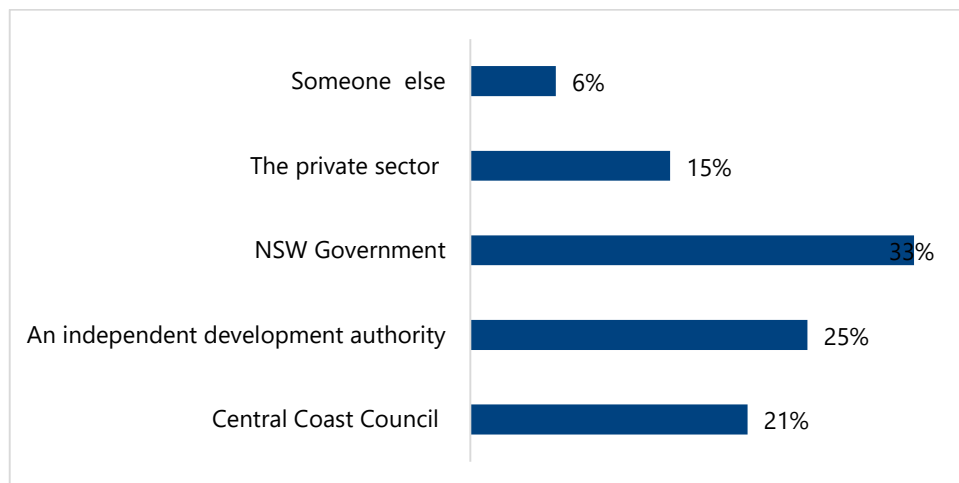
**Figure forty three:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - East Brisbane Water and Coastal



**Figure forty four:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - East Brisbane Water and Coastal

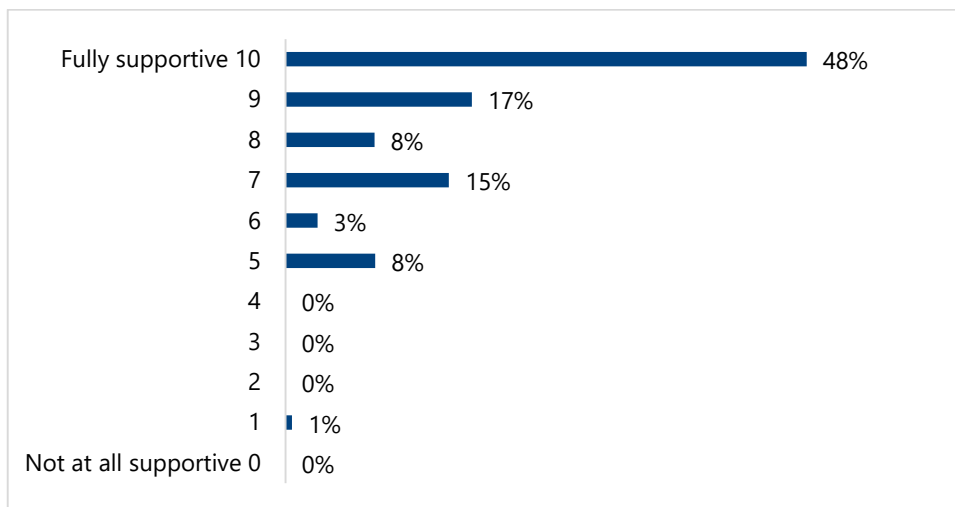


**Figure forty five:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - East Brisbane Water and Coastal



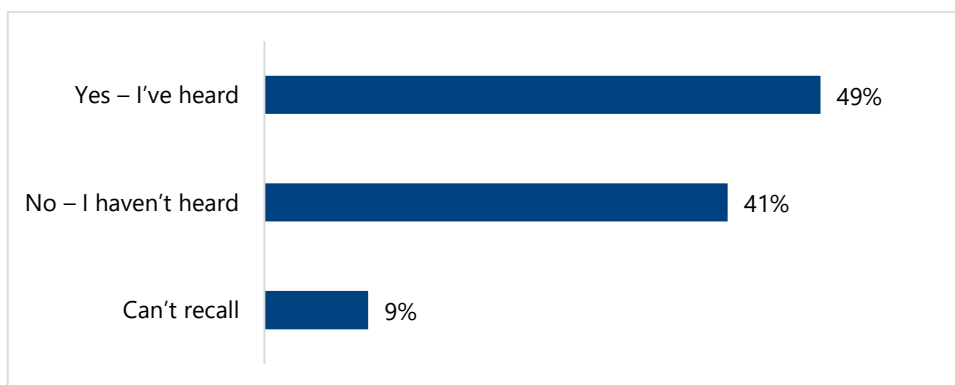


**Figure forty six:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - East Brisbane Water and Coastal



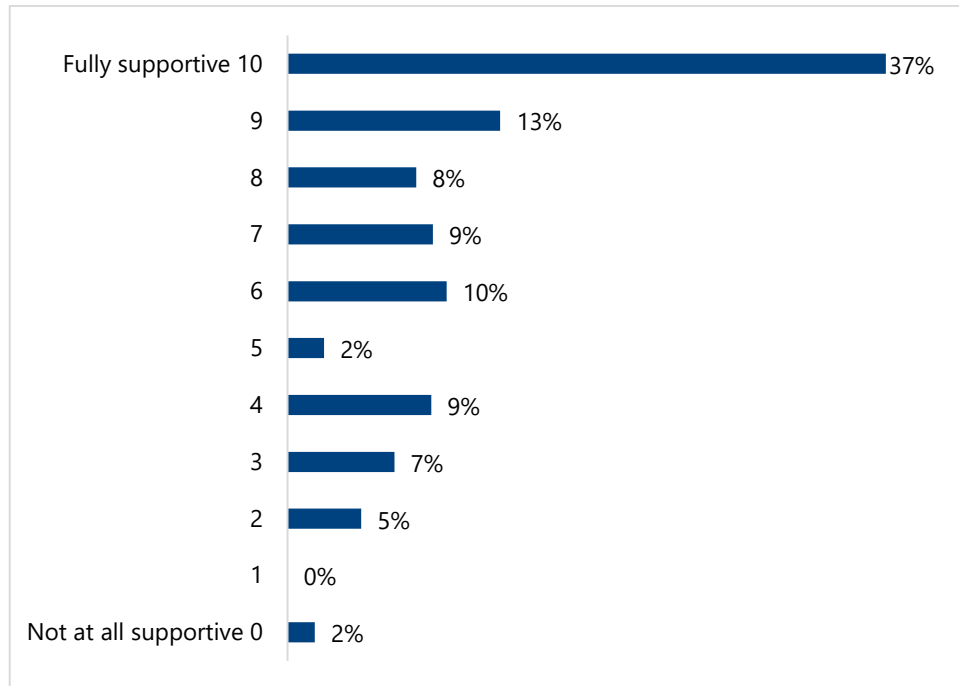
Planning area: Gosford Central

**Figure forty seven:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – Gosford Central

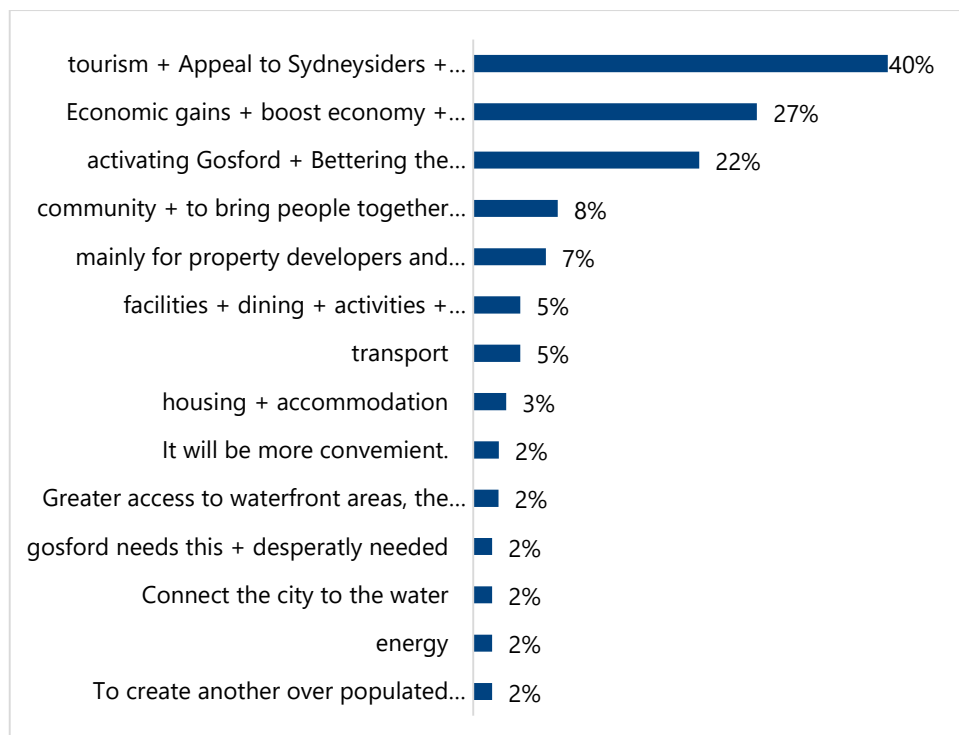


**Figure forty eight:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we’d like to know your initial feelings about the general idea. How strongly do you support this idea? by Planning area - Gosford Central

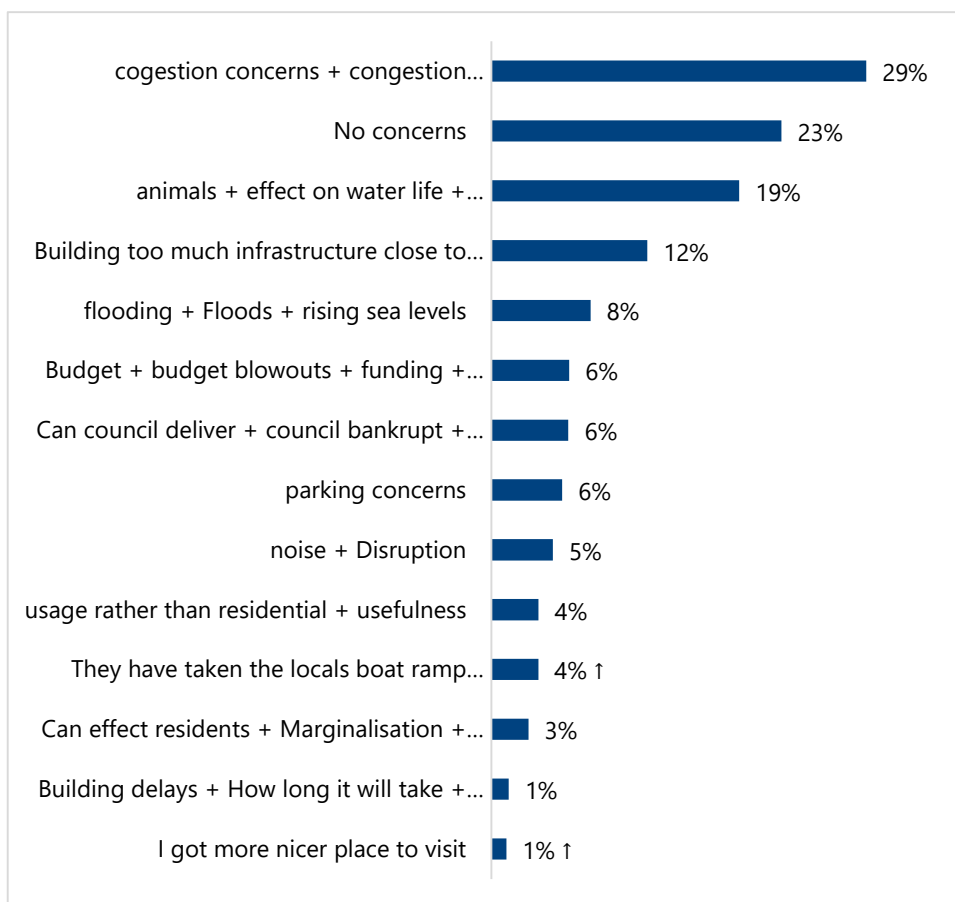
\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.



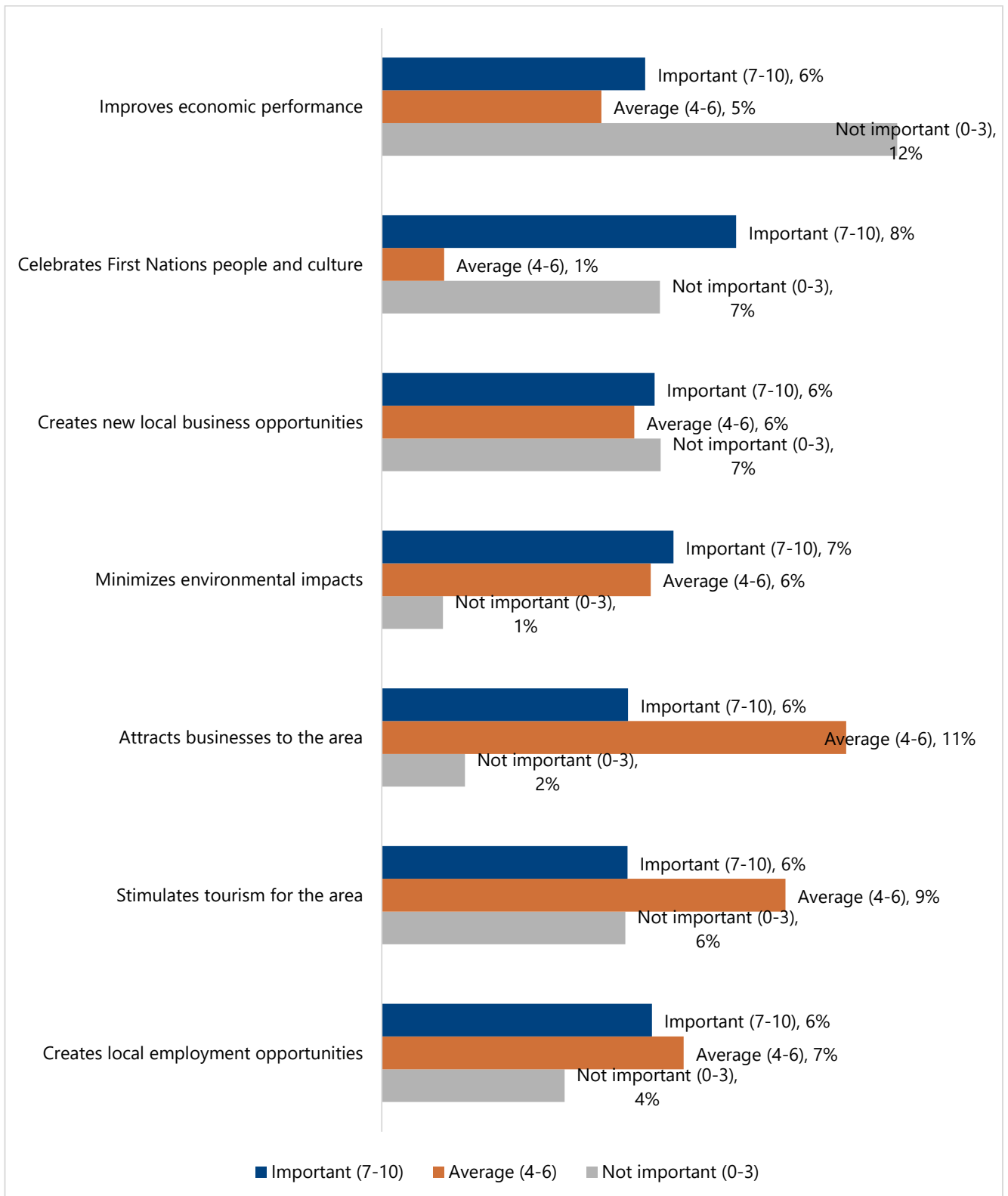
**Figure forty nine:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - Gosford Central



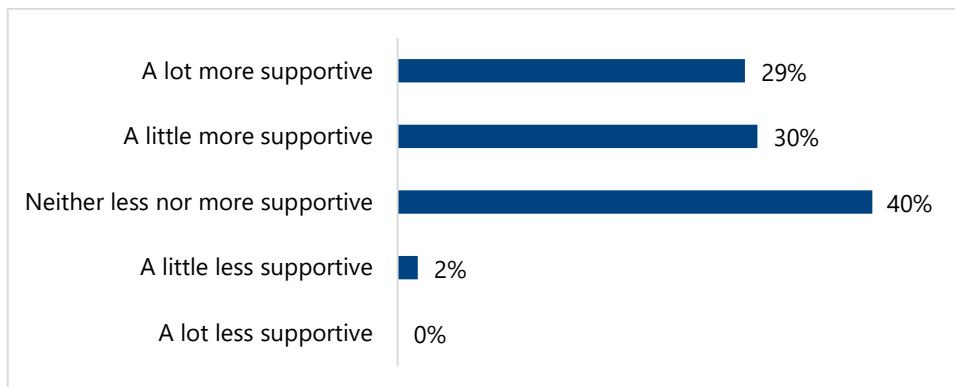
**Figure fifty:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - Gosford Central



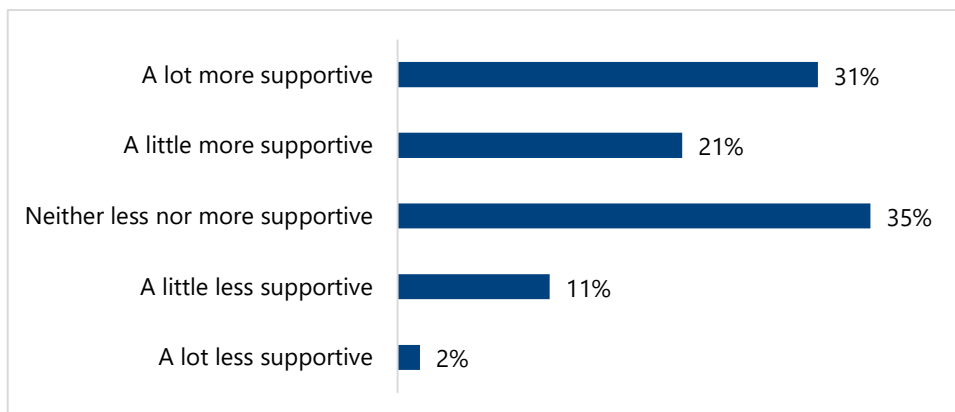
**Figure fifty one:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - Gosford Central



**Figure fifty two:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - Gosford Central

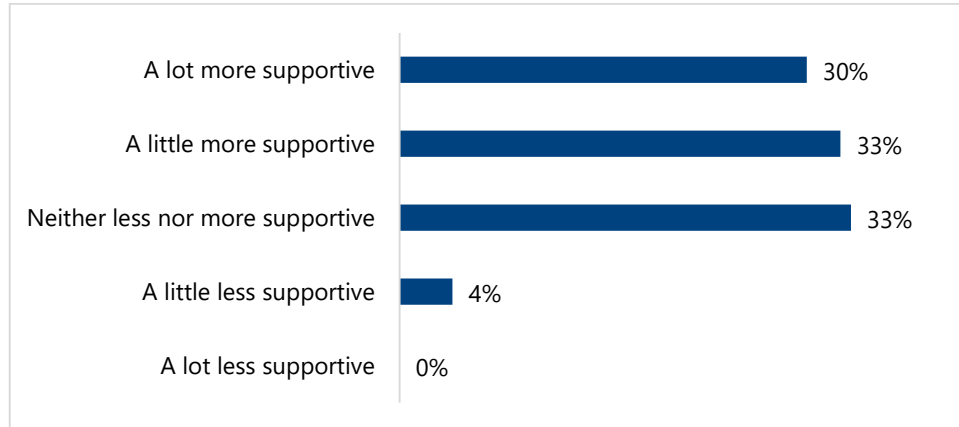


**Figure fifty three:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - Gosford Central

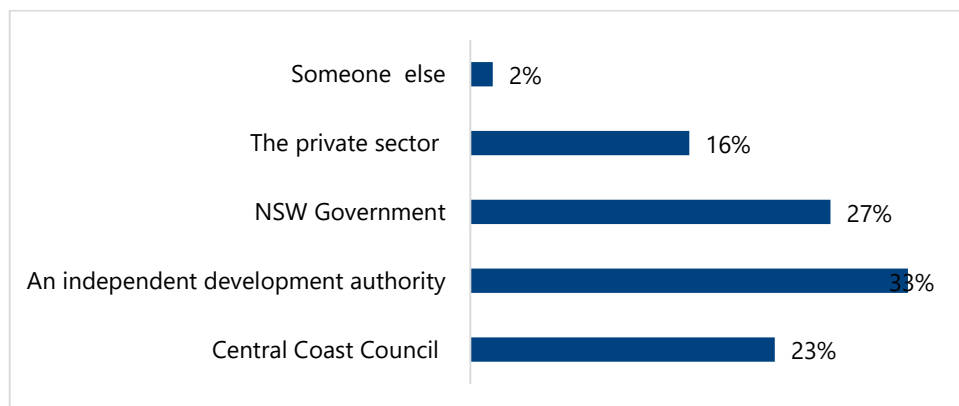




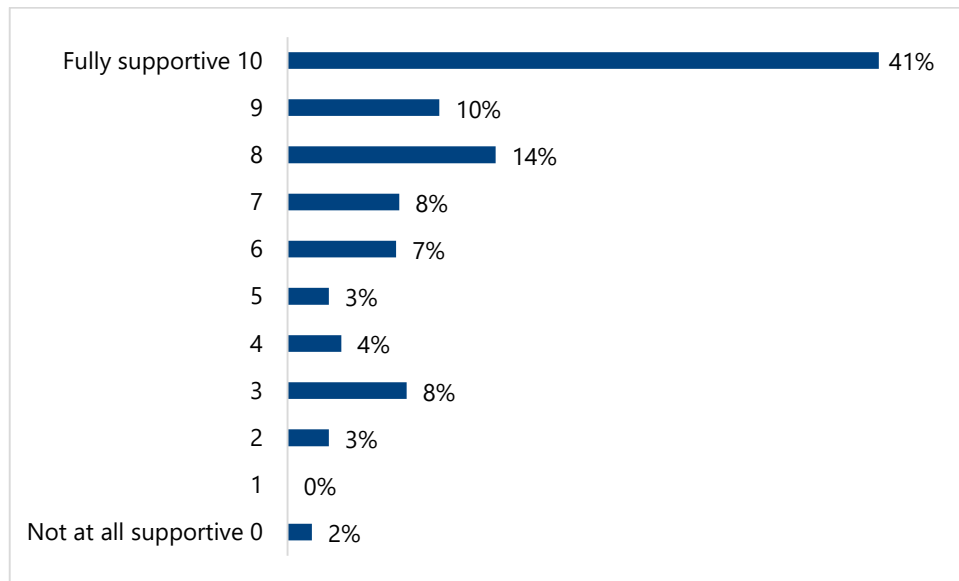
**Figure fifty four:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - Gosford Central



**Figure fifty five:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - Gosford Central

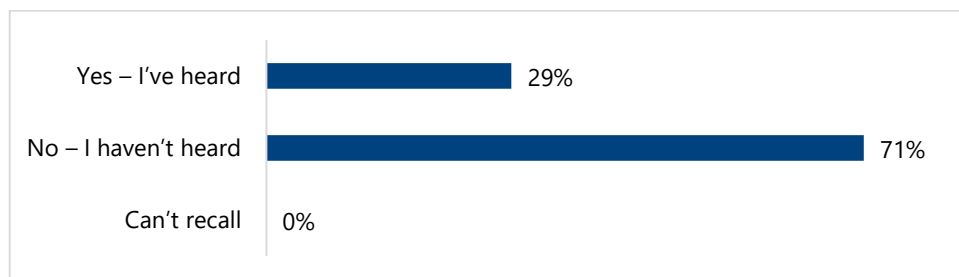


**Figure fifty six:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - Gosford Central



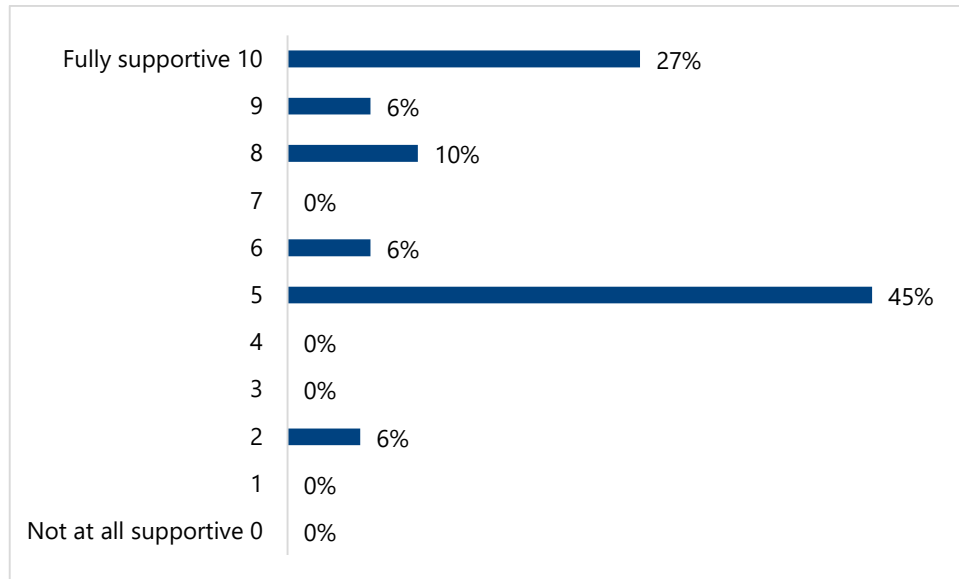
Planning area: Mountains and Valleys

**Figure fifty seven:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – Mountains and Valleys

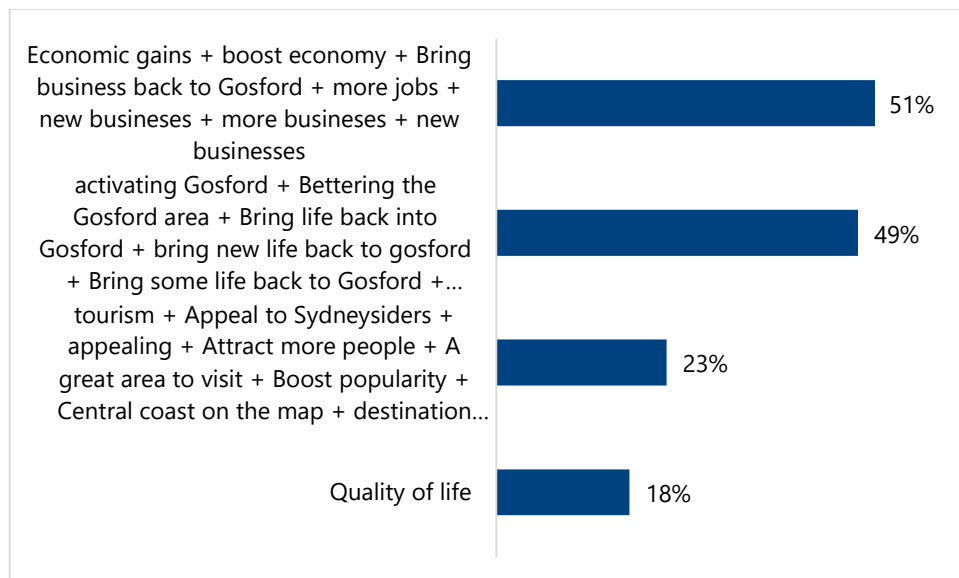


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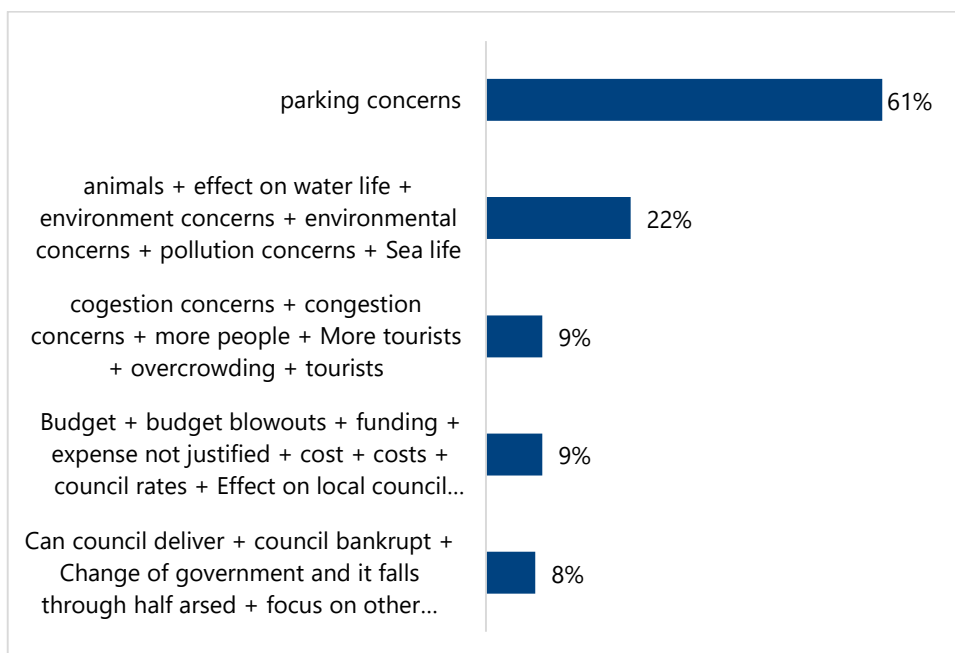
\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.



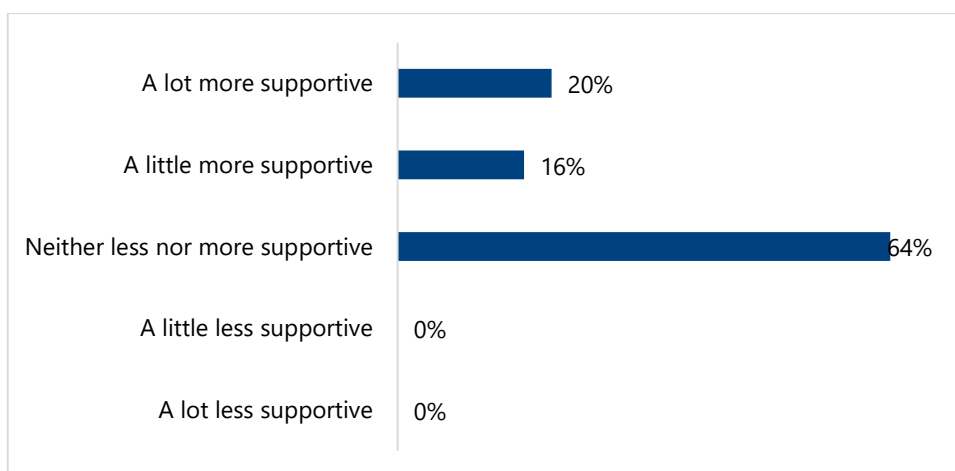
**Figure fifty nine:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - Mountains and Valleys



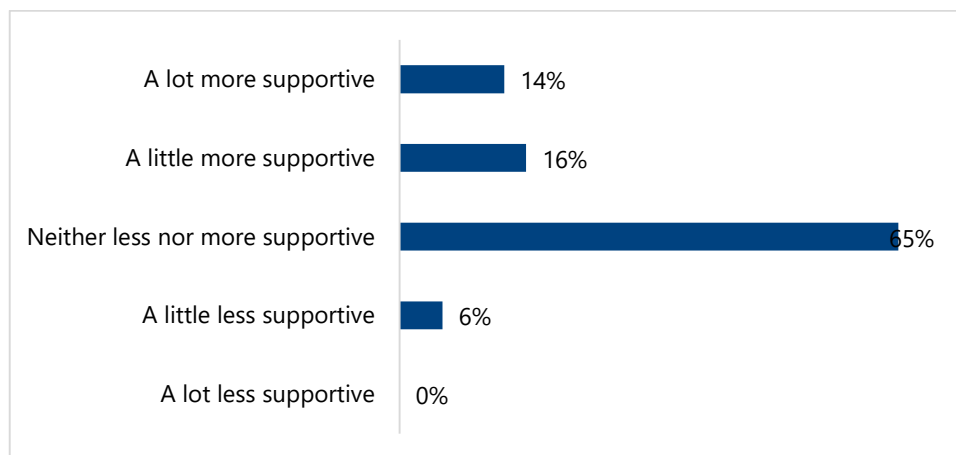
**Figure sixty:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - Mountains and Valleys



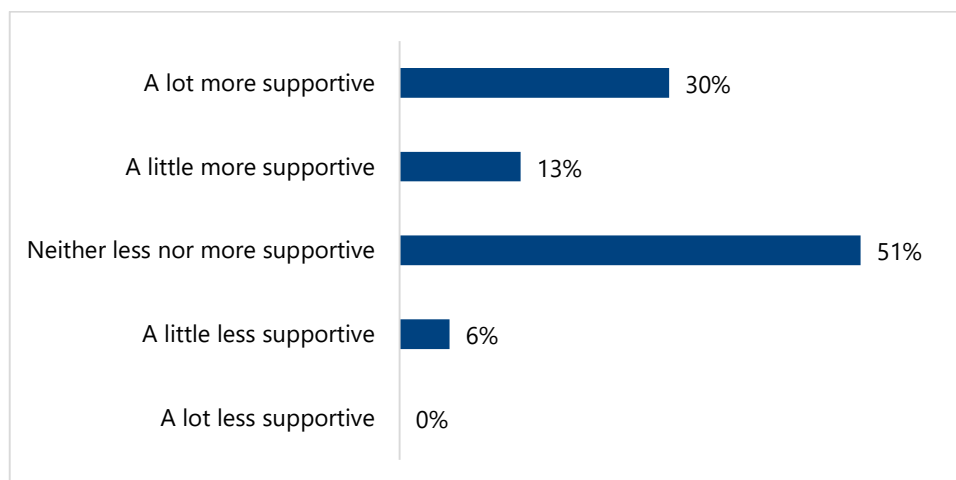
**Figure sixty one:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - Mountains and Valleys



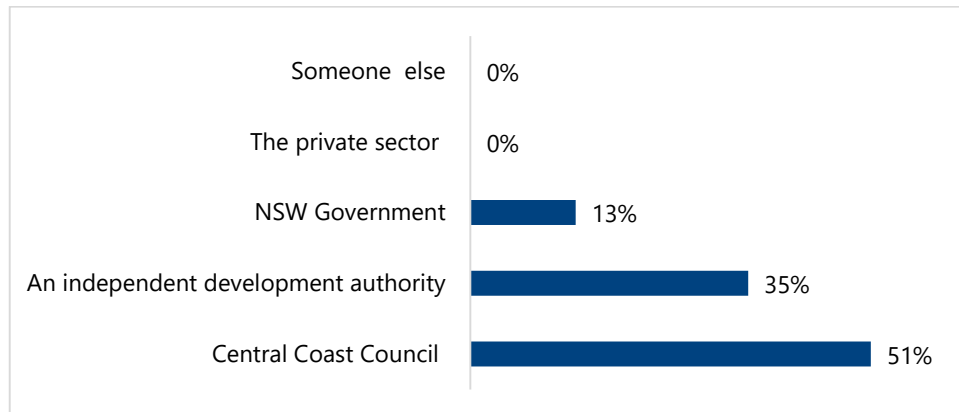
**Figure sixty two:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - Mountains and Valleys



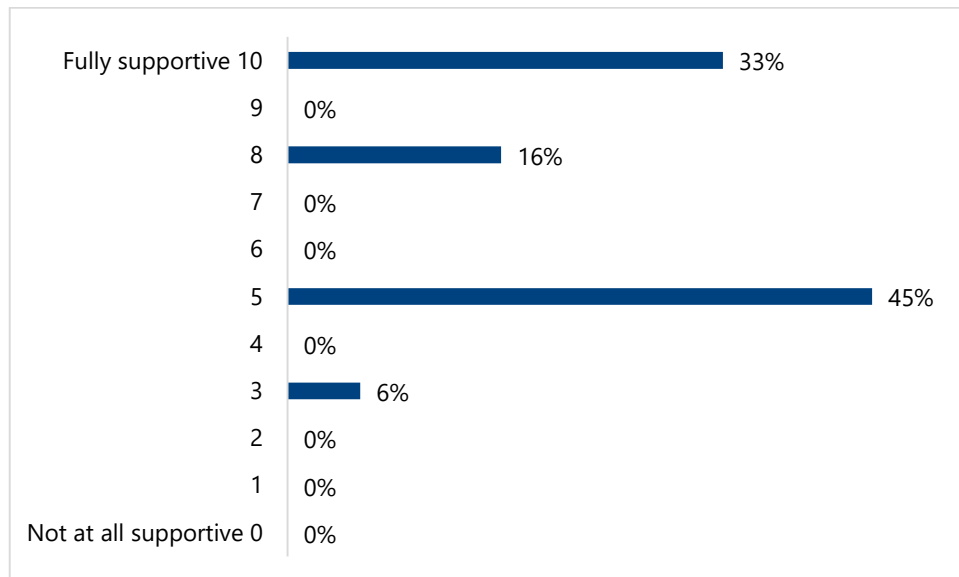
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**Figure sixty four:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - Mountains and Valleys

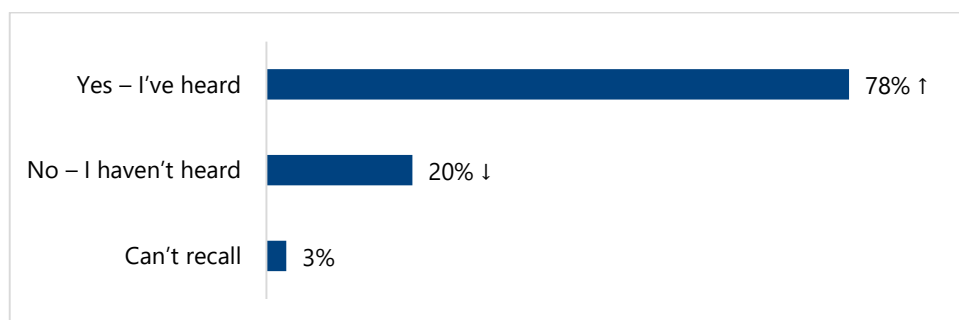


**Figure sixty five:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - Mountains and Valleys



Planning area: Narara Valley and Ourimbah

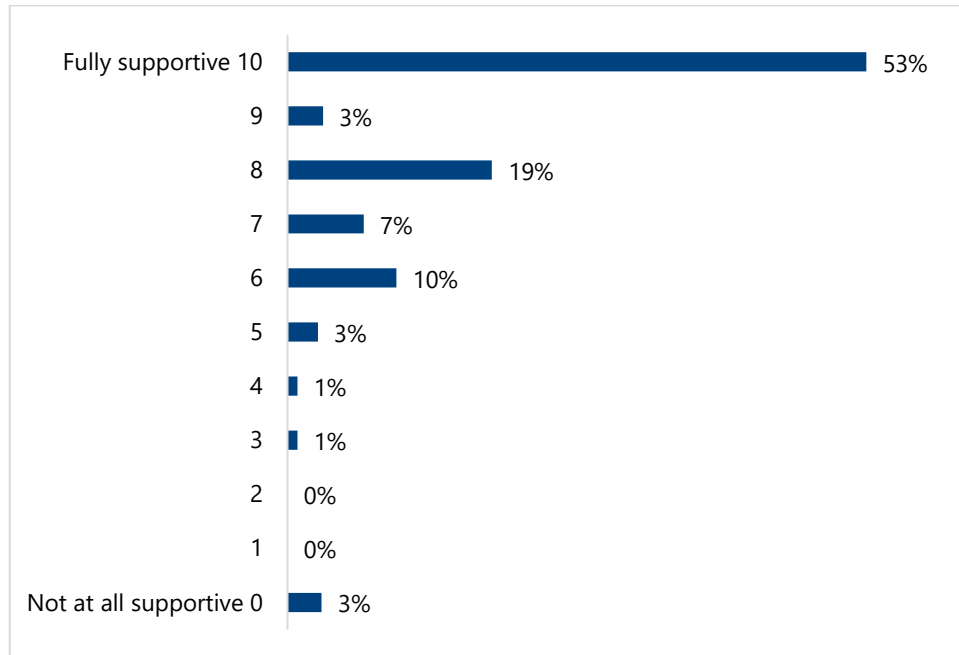
**Figure sixty six:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – Narara Valley and Ourimbah



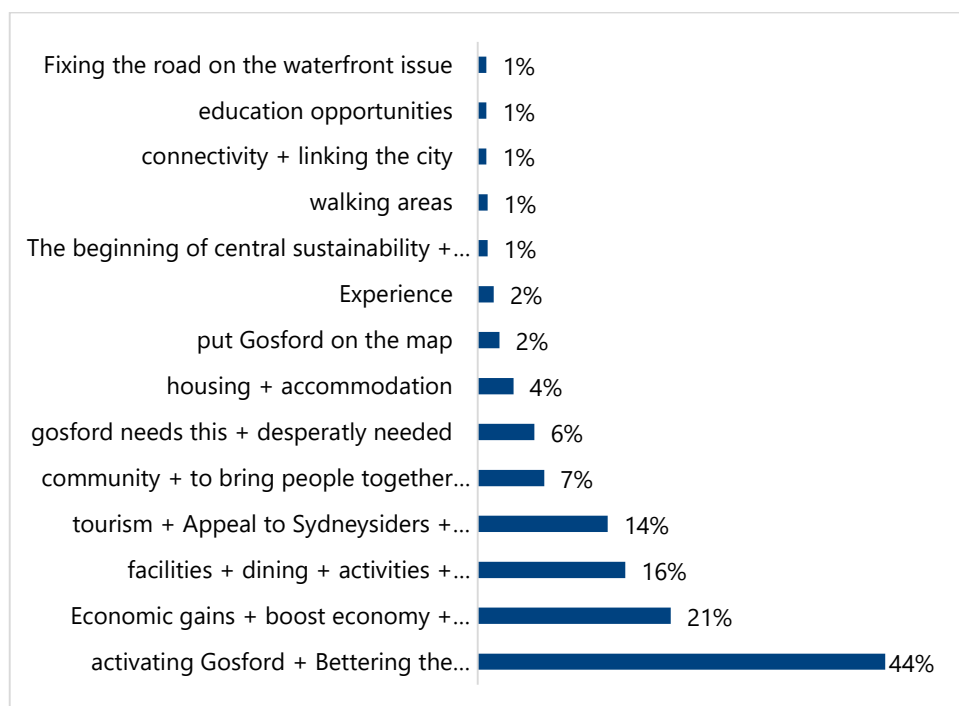


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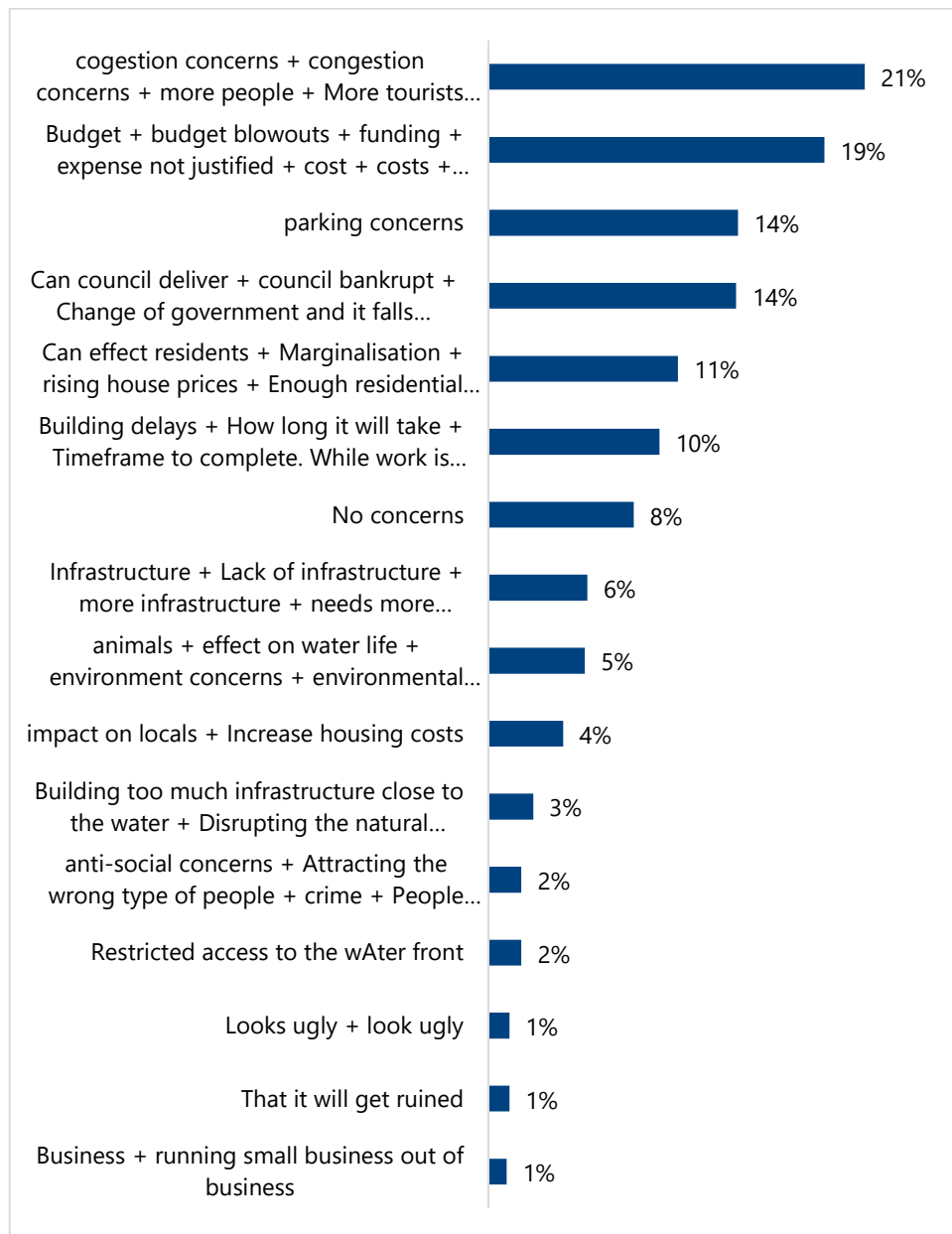
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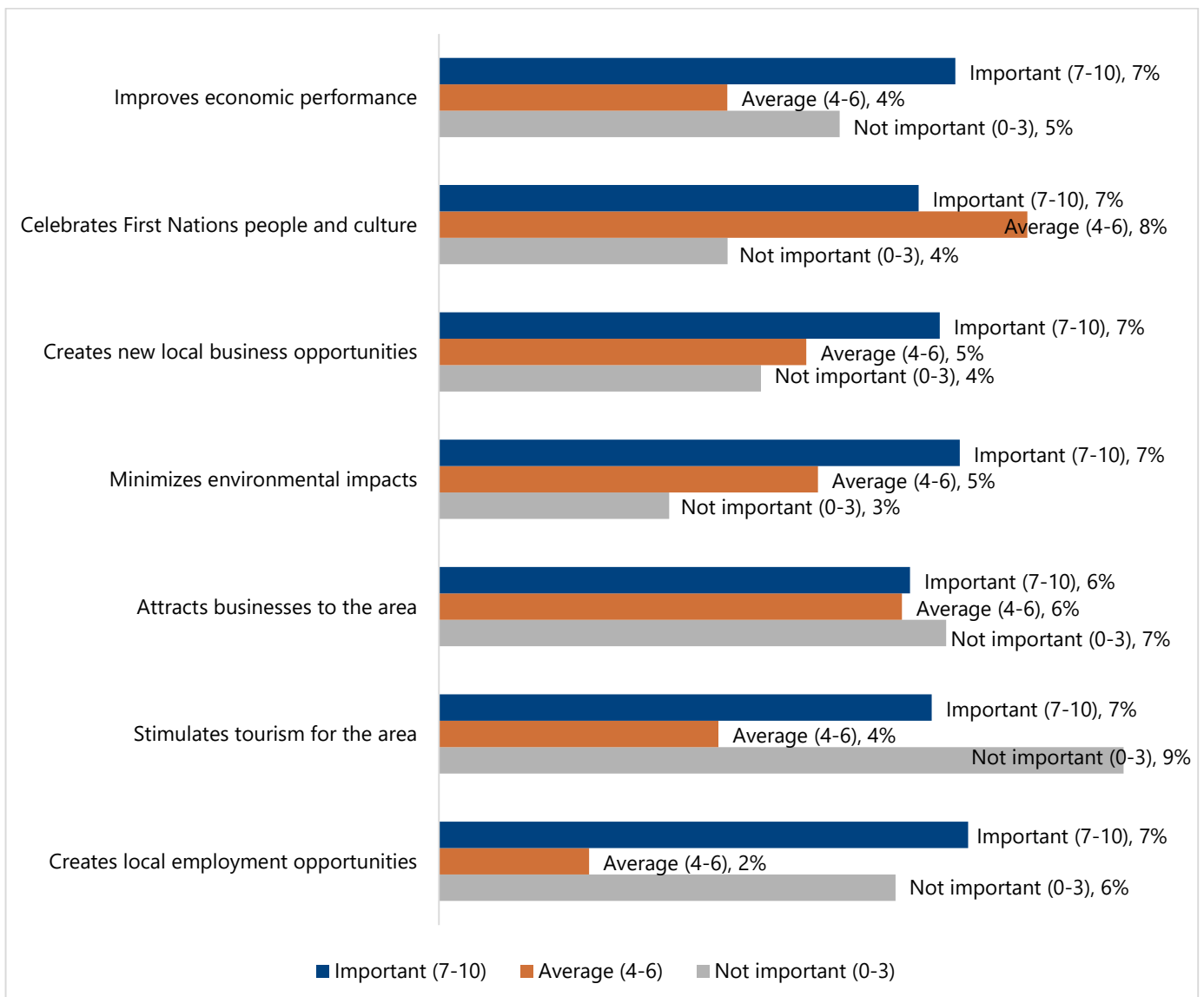
**Figure sixty eight:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - Narara Valley and Ourimbah



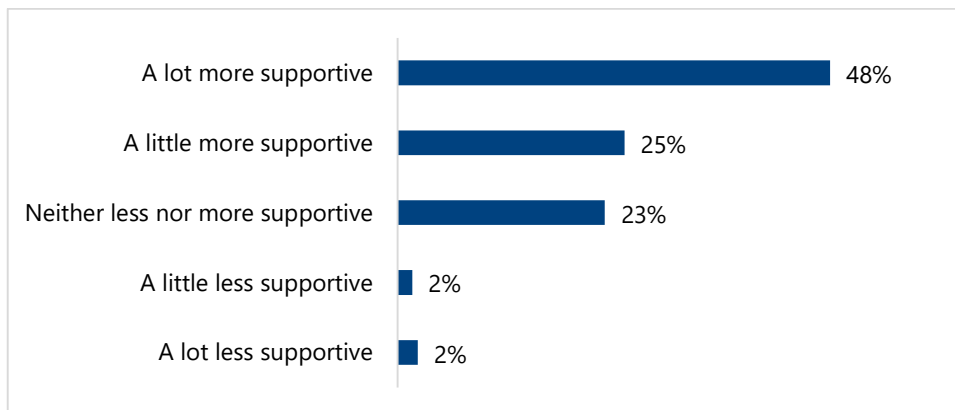
**Figure sixty nine:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - Narara Valley and Ourimbah



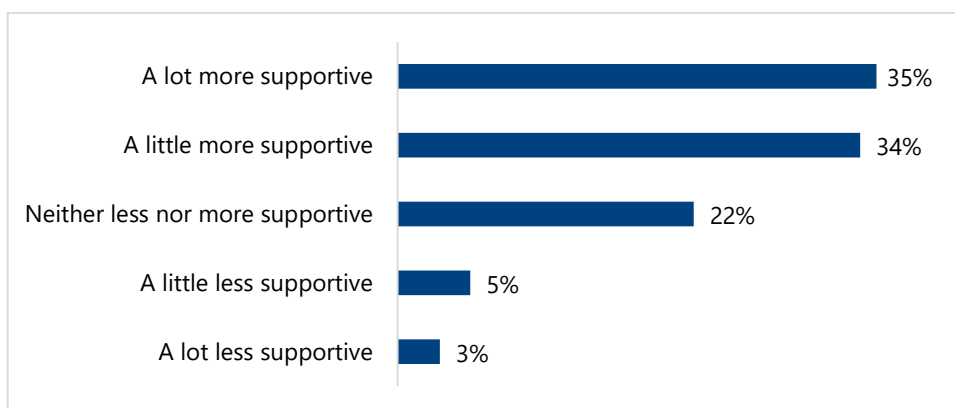
**Figure seventy:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - Narara Valley and Ourimbah



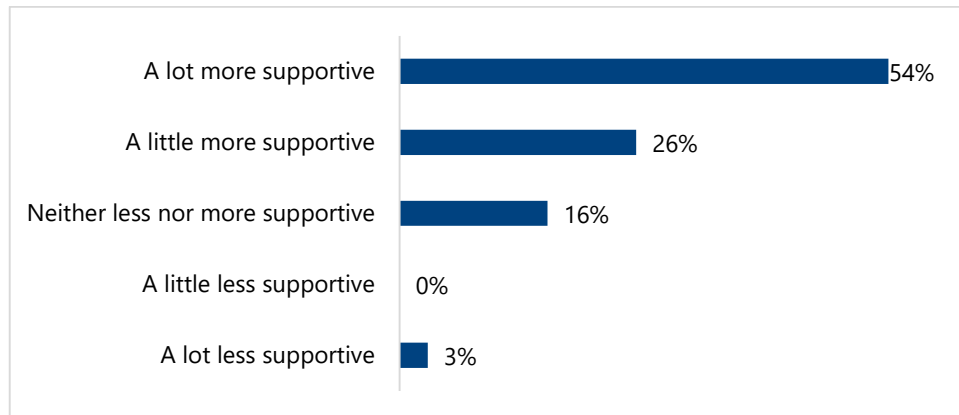
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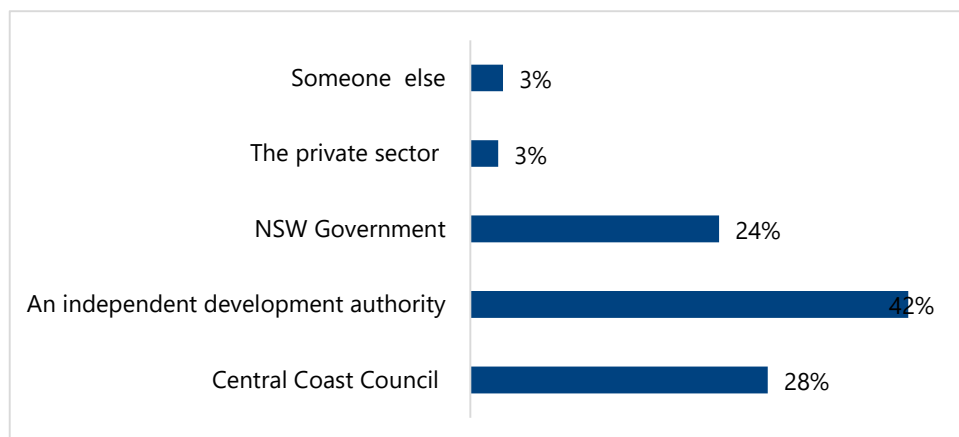
**Figure seventy two:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - Narara Valley and Ourimbah



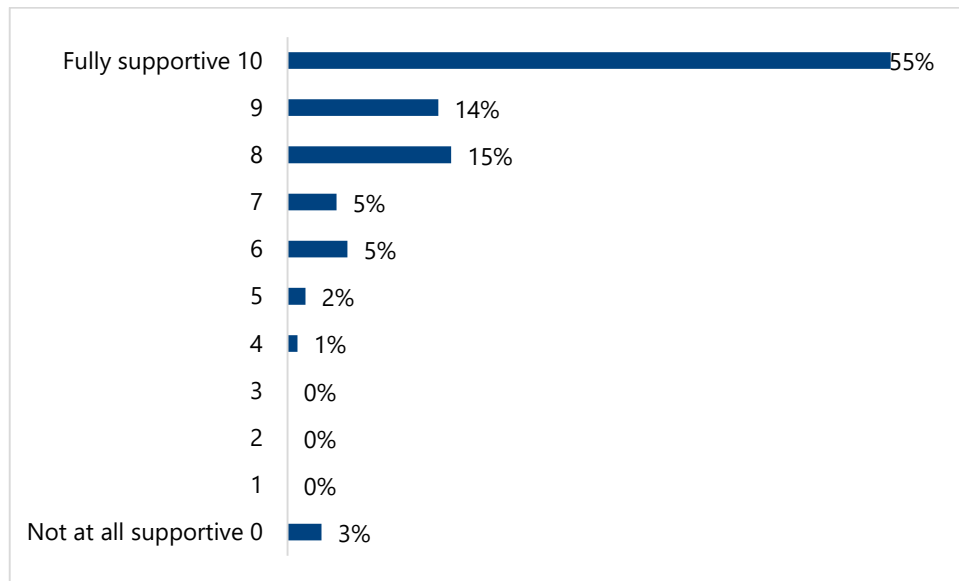
**Figure seventy three:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - Narara Valley and Ourimbah



**Figure seventy four:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - Narara Valley and Ourimbah

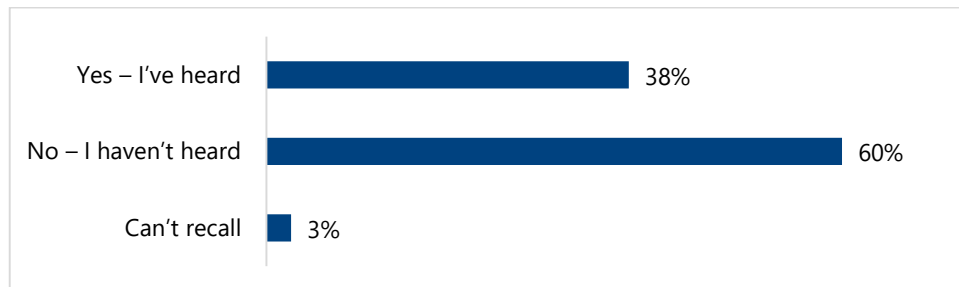


**Figure seventy five:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - Narara Valley and Ourimbah



Planning area: Northern Lakes, San Remo-Budgewoi & Toukley

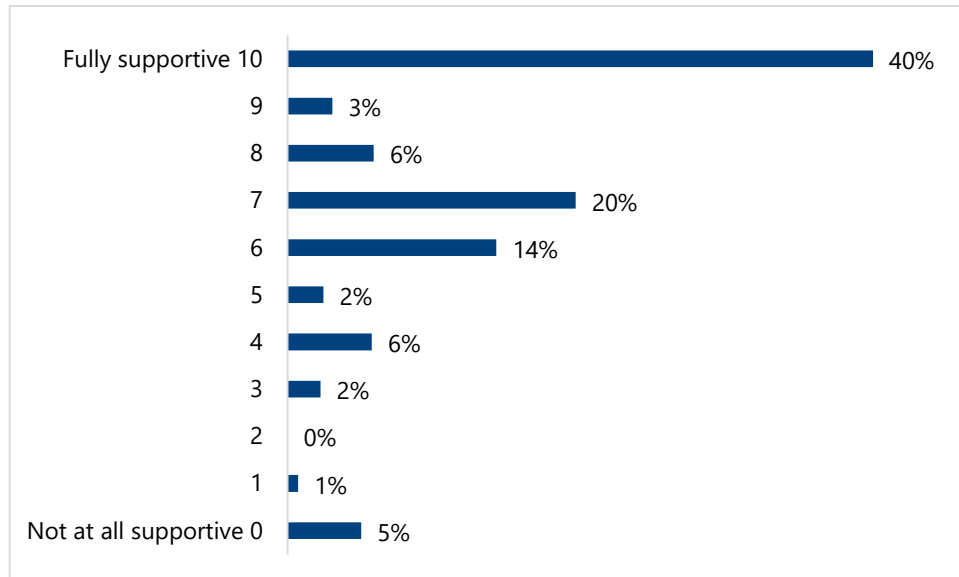
**Figure seventy six:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – Northern Lakes, San Remo-Budgewoi and Toukley



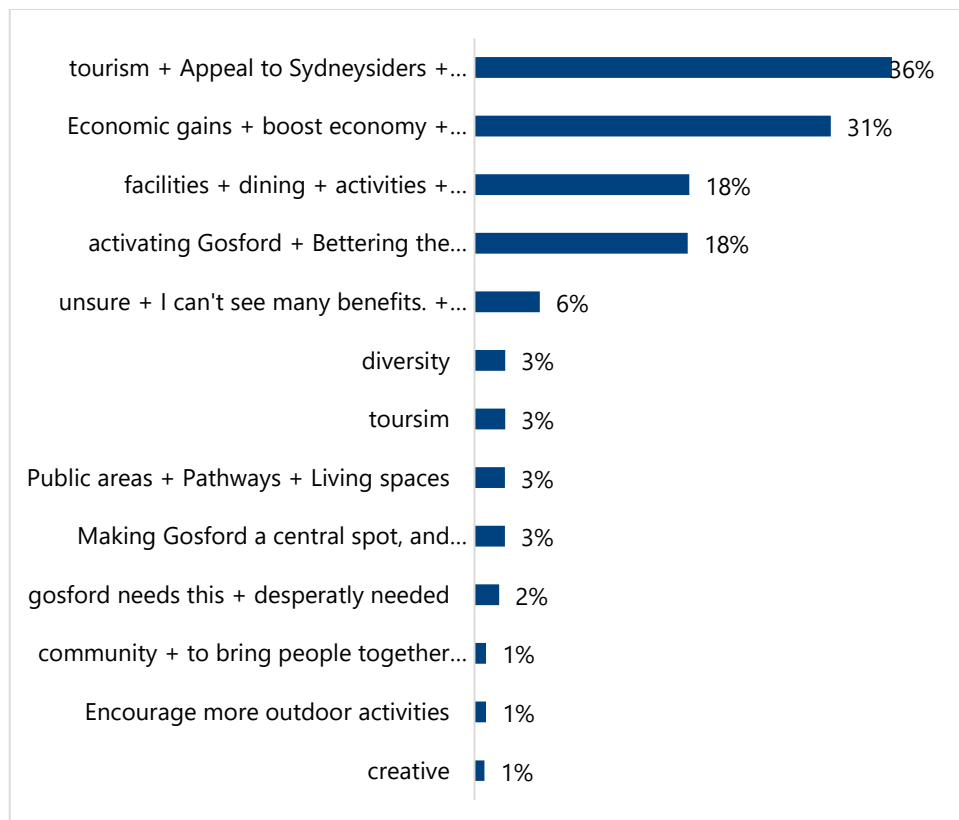


**Figure seventy seven:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we’d like to know your initial feelings about the general idea. How strongly do you support this idea? by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley

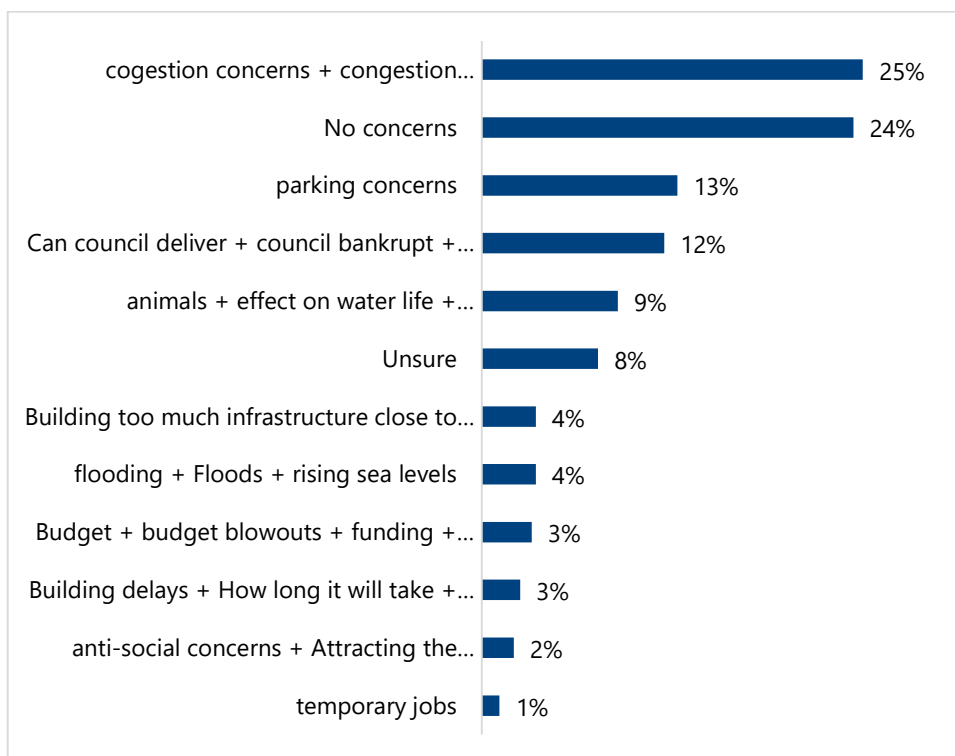
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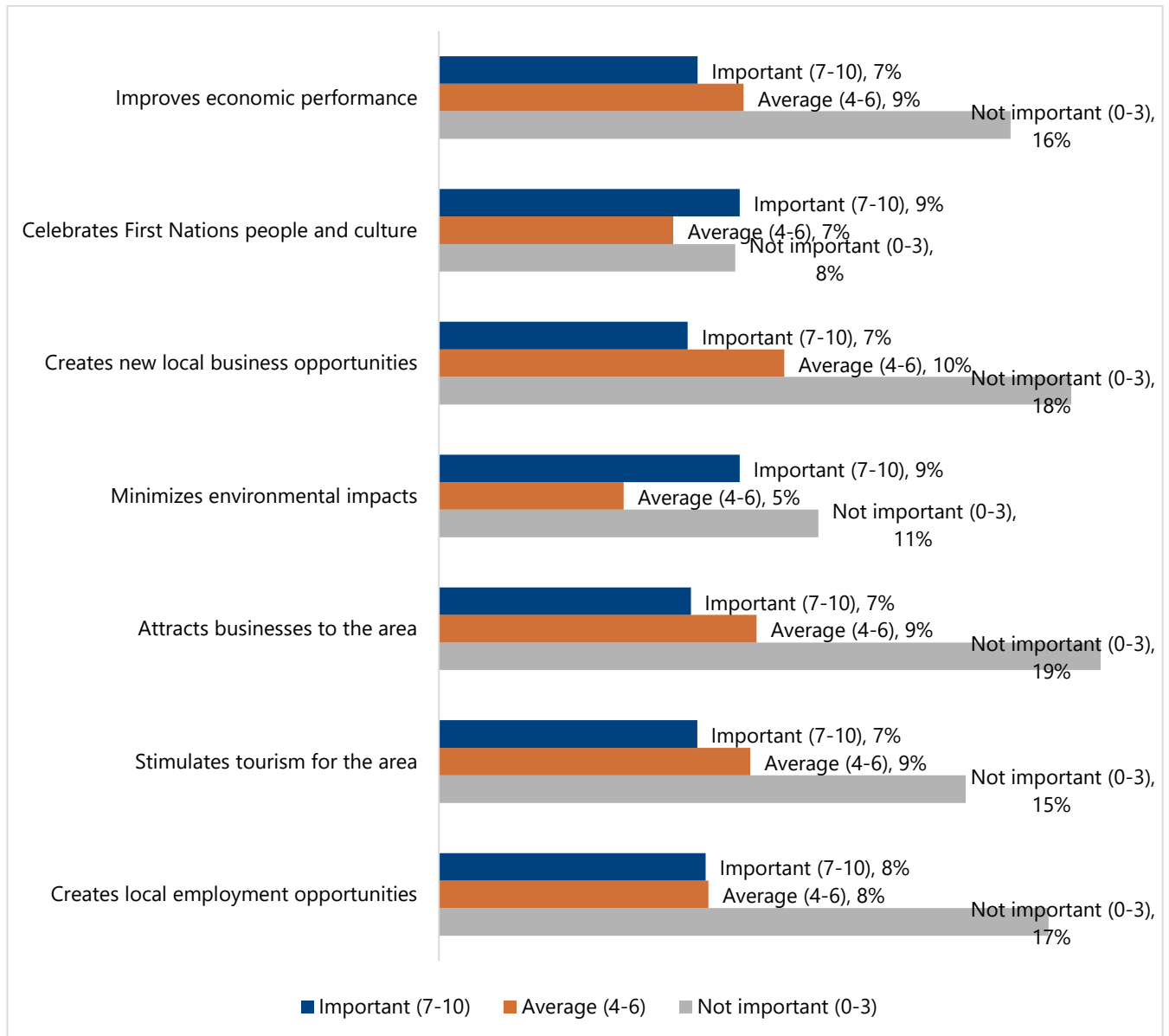
**Figure seventy eight:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



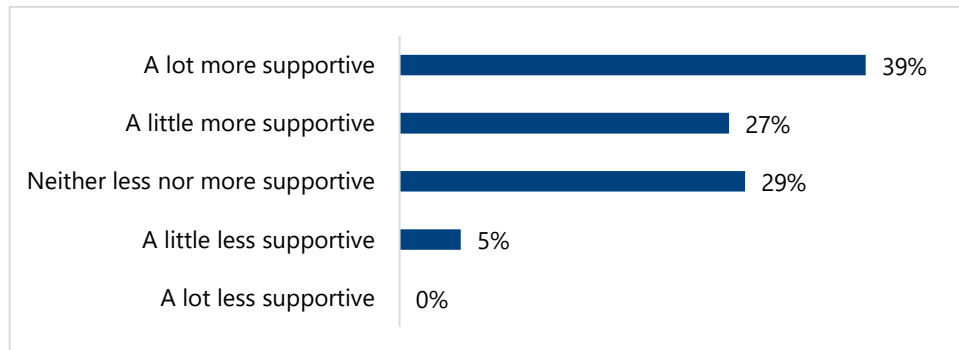
**Figure seventy nine:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



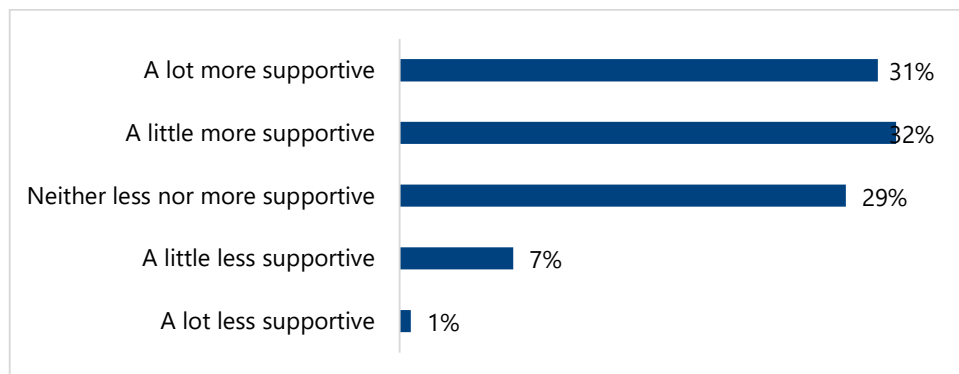
**Figure eighty:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



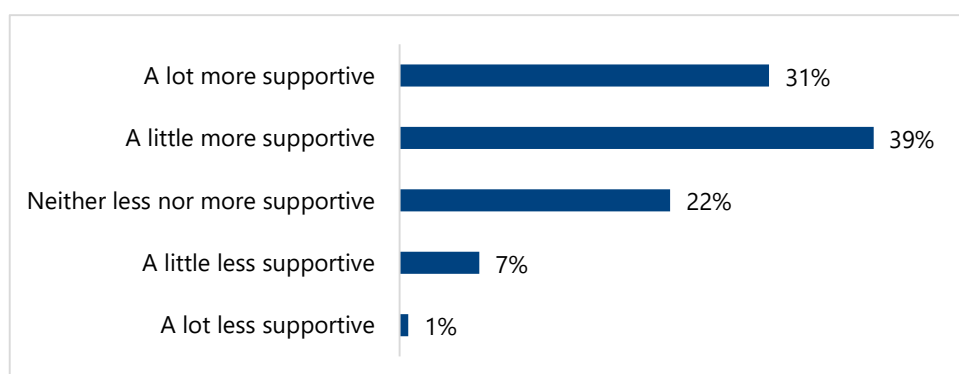
**Figure eighty one:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



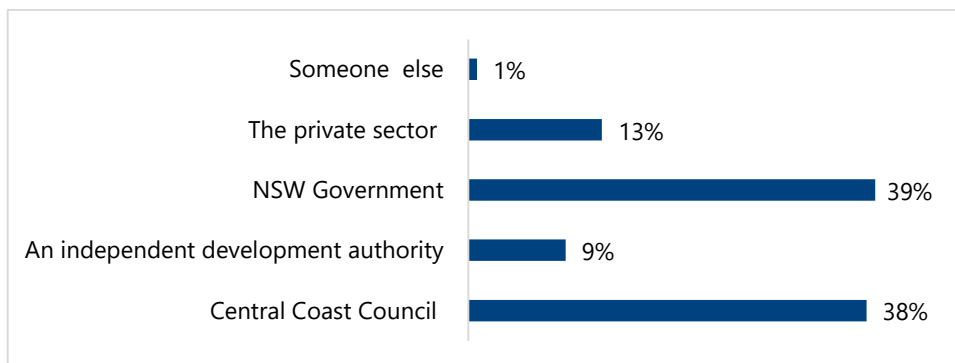
**Figure eighty two:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



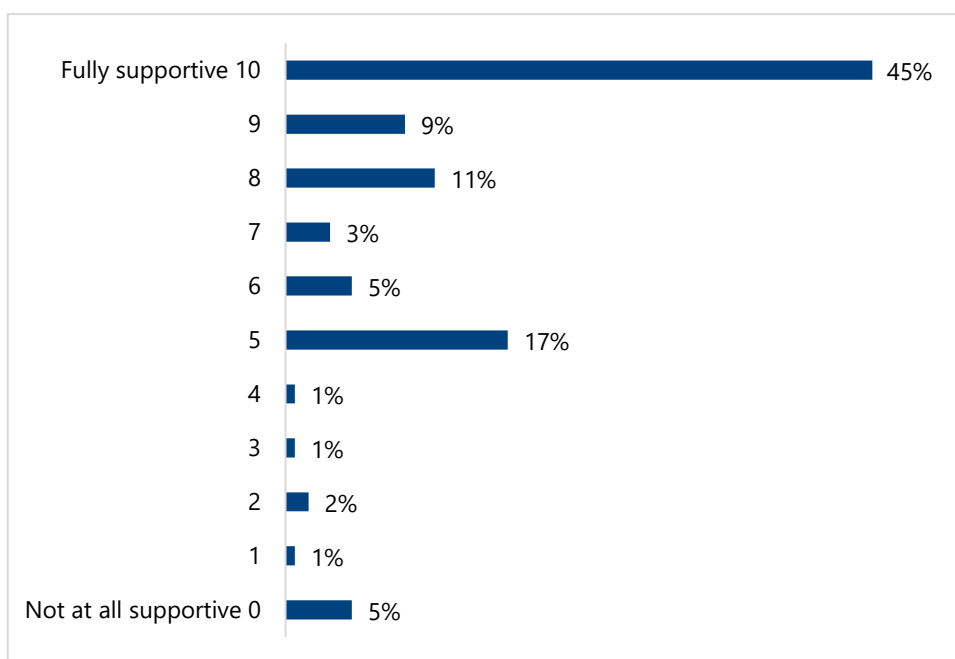
**Figure eighty three:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



**Figure eighty four:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



**Figure eighty five:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - Northern Lakes, San Remo-Budgewoi and Toukley



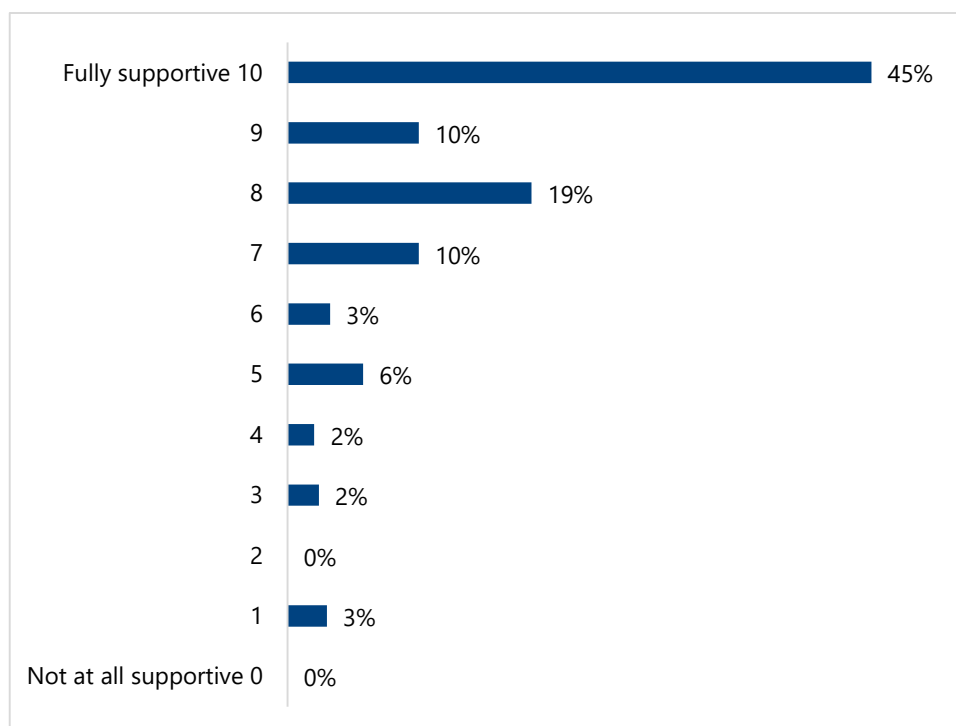
Planning area: Southern Lakes and The Entrance

**Figure eighty six:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – Southern Lakes and The Entrance



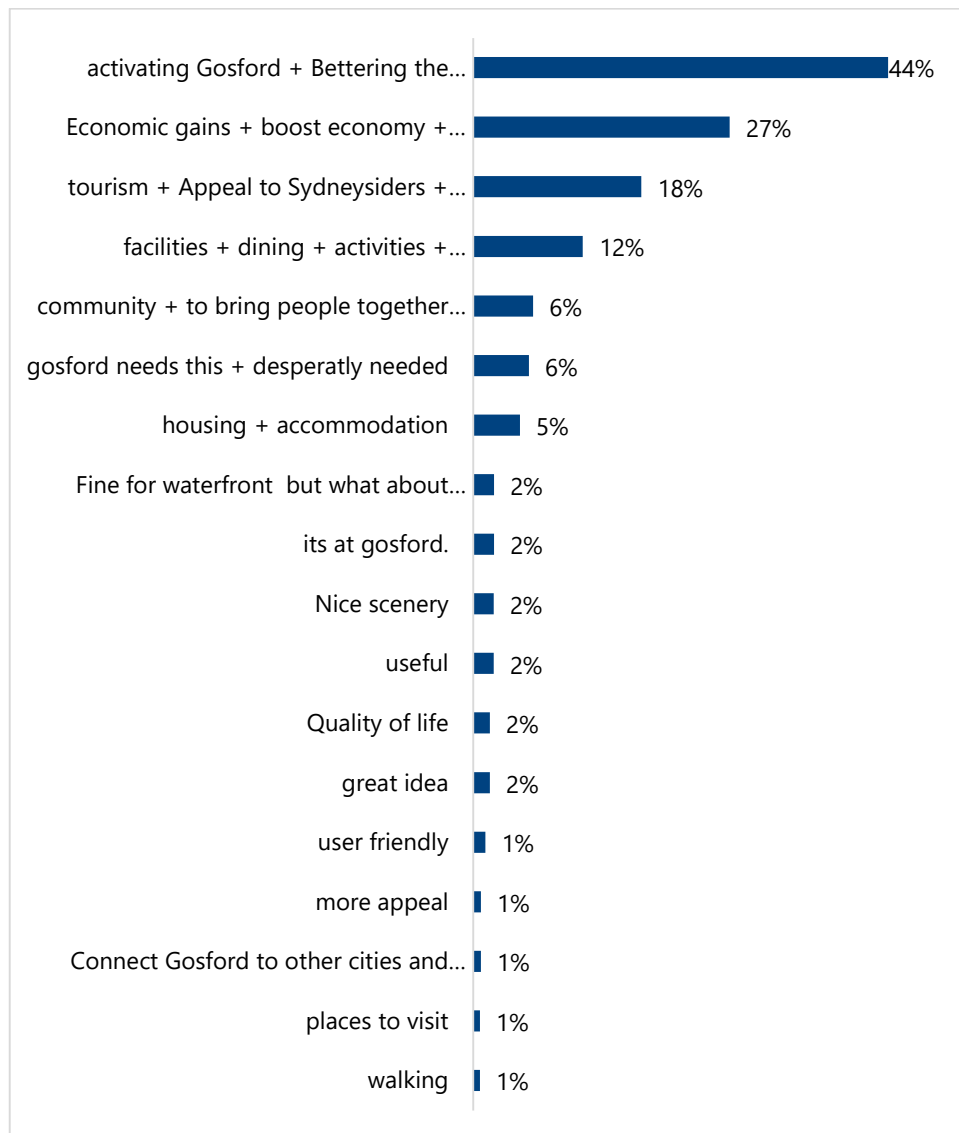
**Figure eighty seven:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea? by Planning area - Southern Lakes and The Entrance

\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.

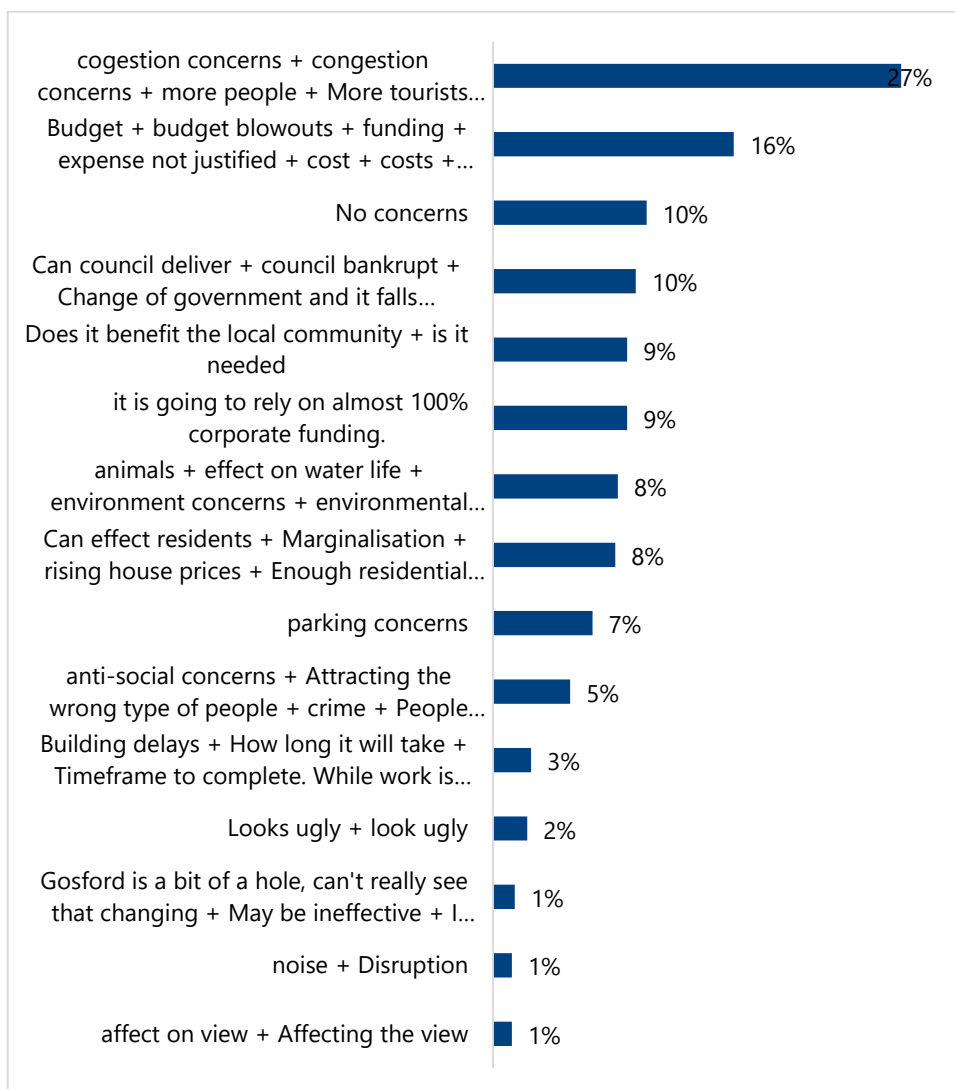




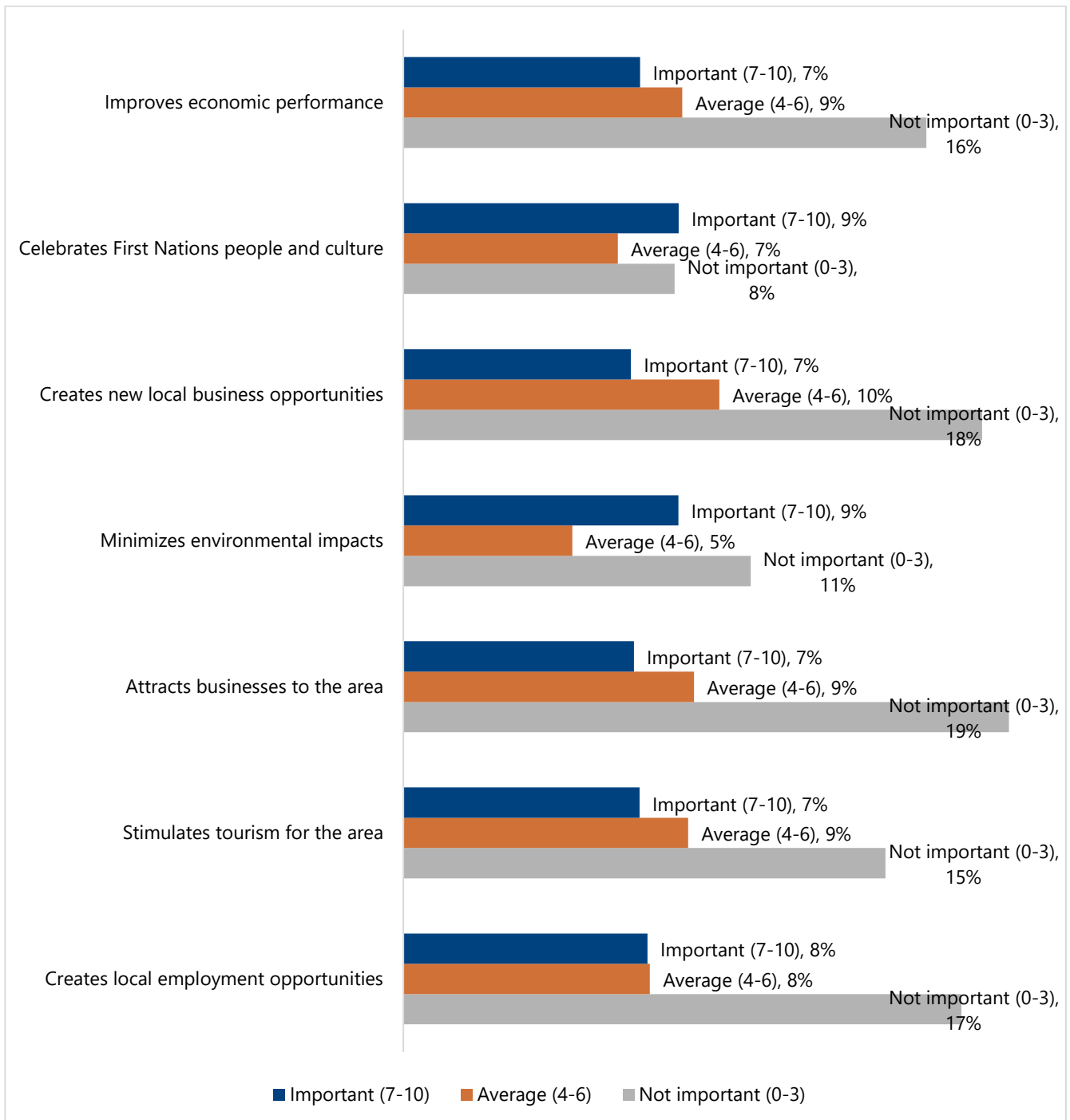
**Figure eighty eight:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - Southern Lakes and The Entrance



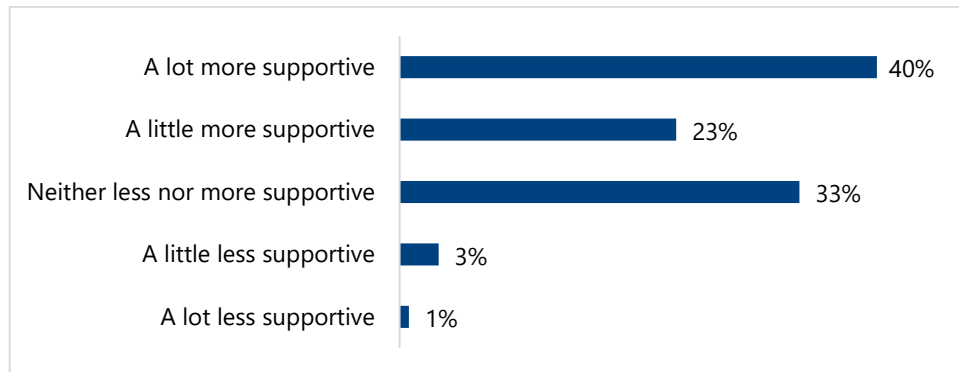
**Figure eighty nine:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - Southern Lakes and The Entrance



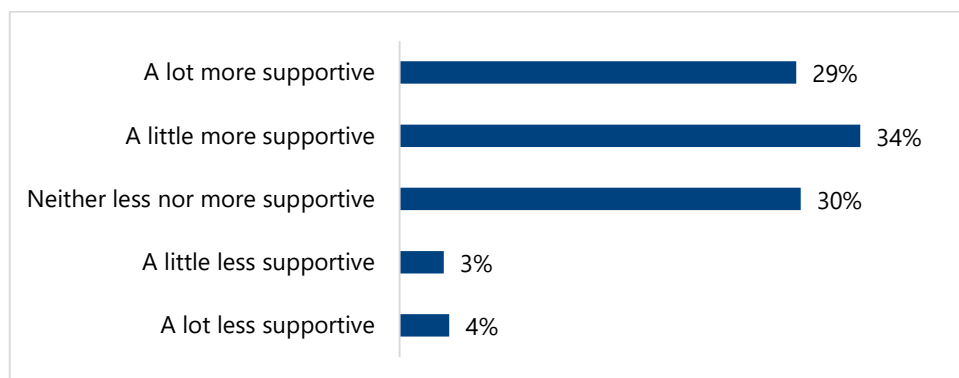
**Figure ninety:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - Southern Lakes and The Entrance



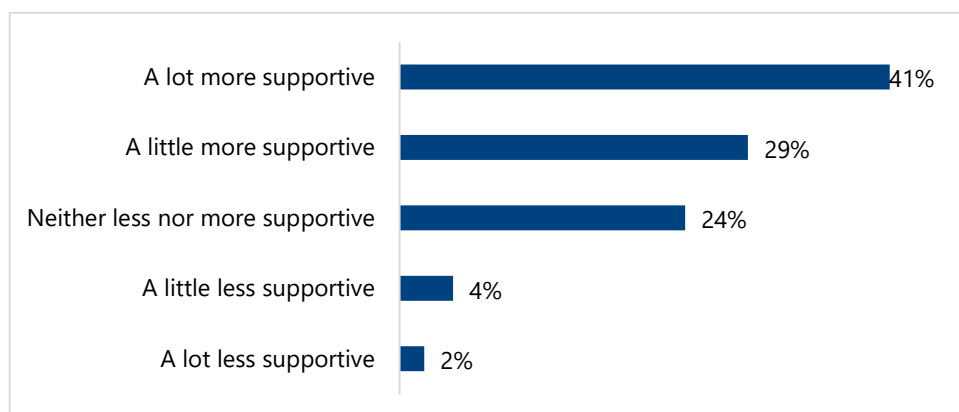
**Figure ninety one:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - Southern Lakes and The Entrance



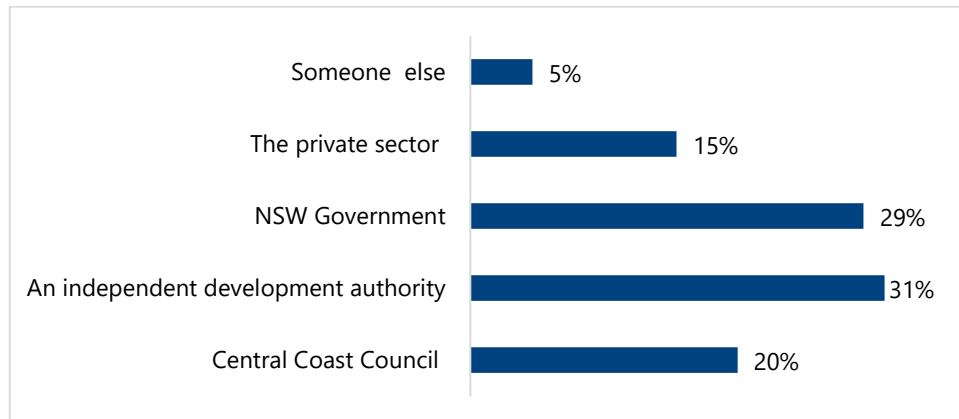
**Figure ninety two:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - Southern Lakes and The Entrance



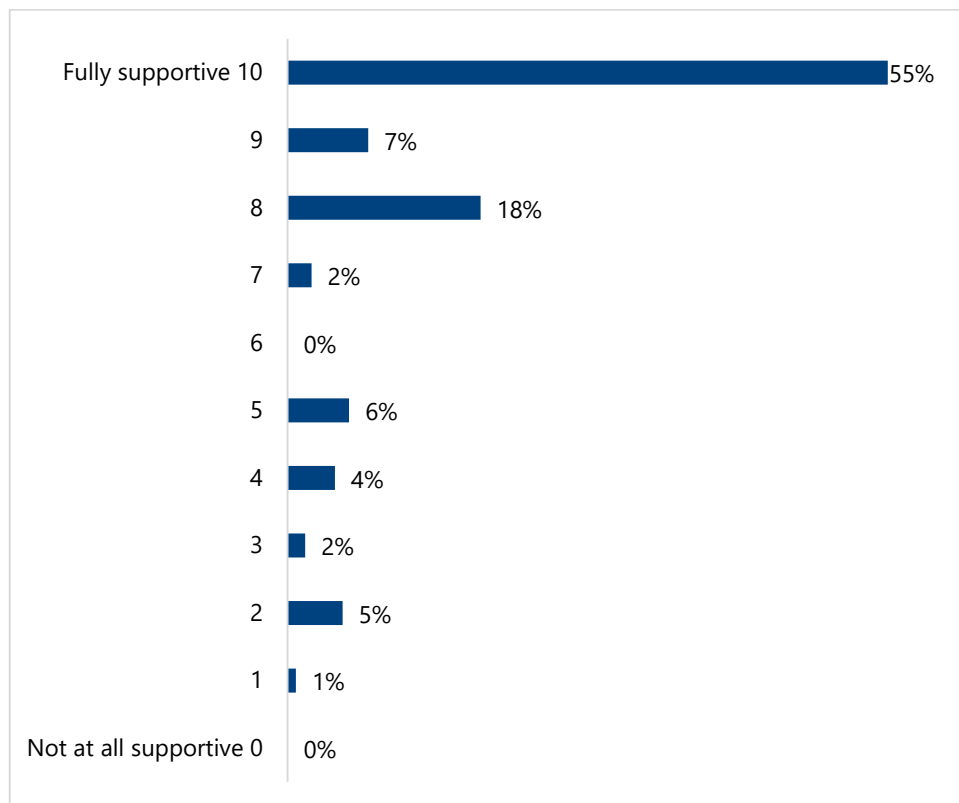
**Figure ninety three:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - Southern Lakes and The Entrance



**Figure ninety four:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - Southern Lakes and The Entrance

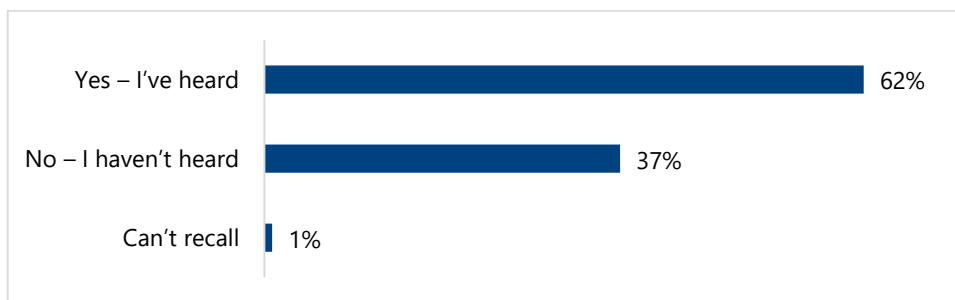


**Figure ninety five:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - Southern Lakes and The Entrance



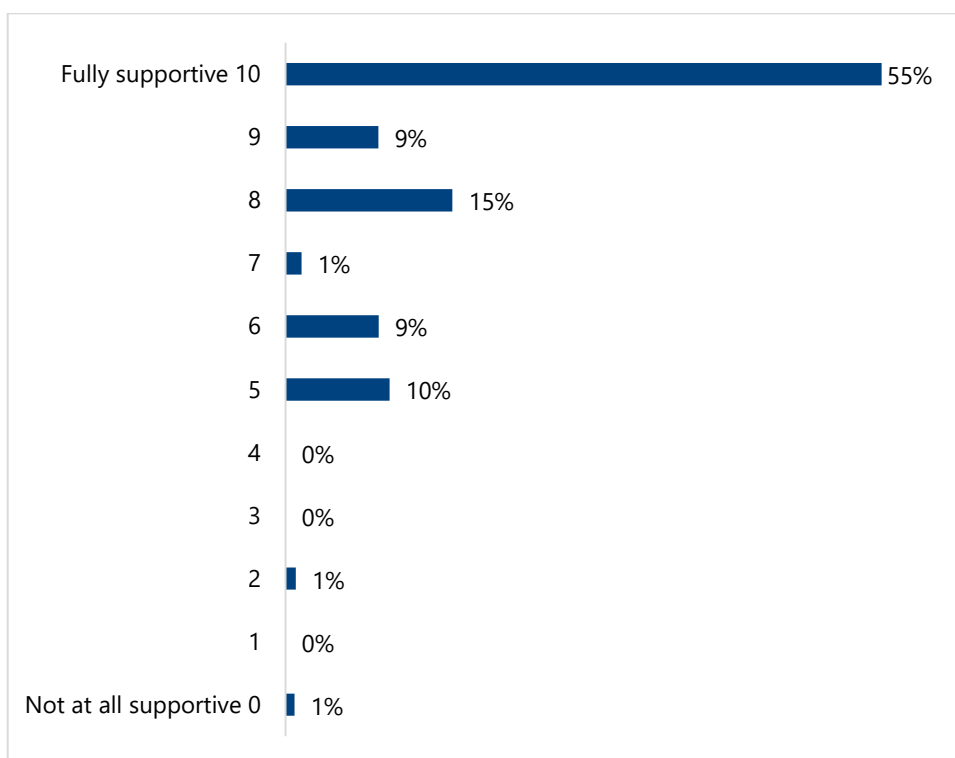
Planning area: West Brisbane Water and Peninsula

**Figure ninety six:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – West Brisbane Water and Peninsula



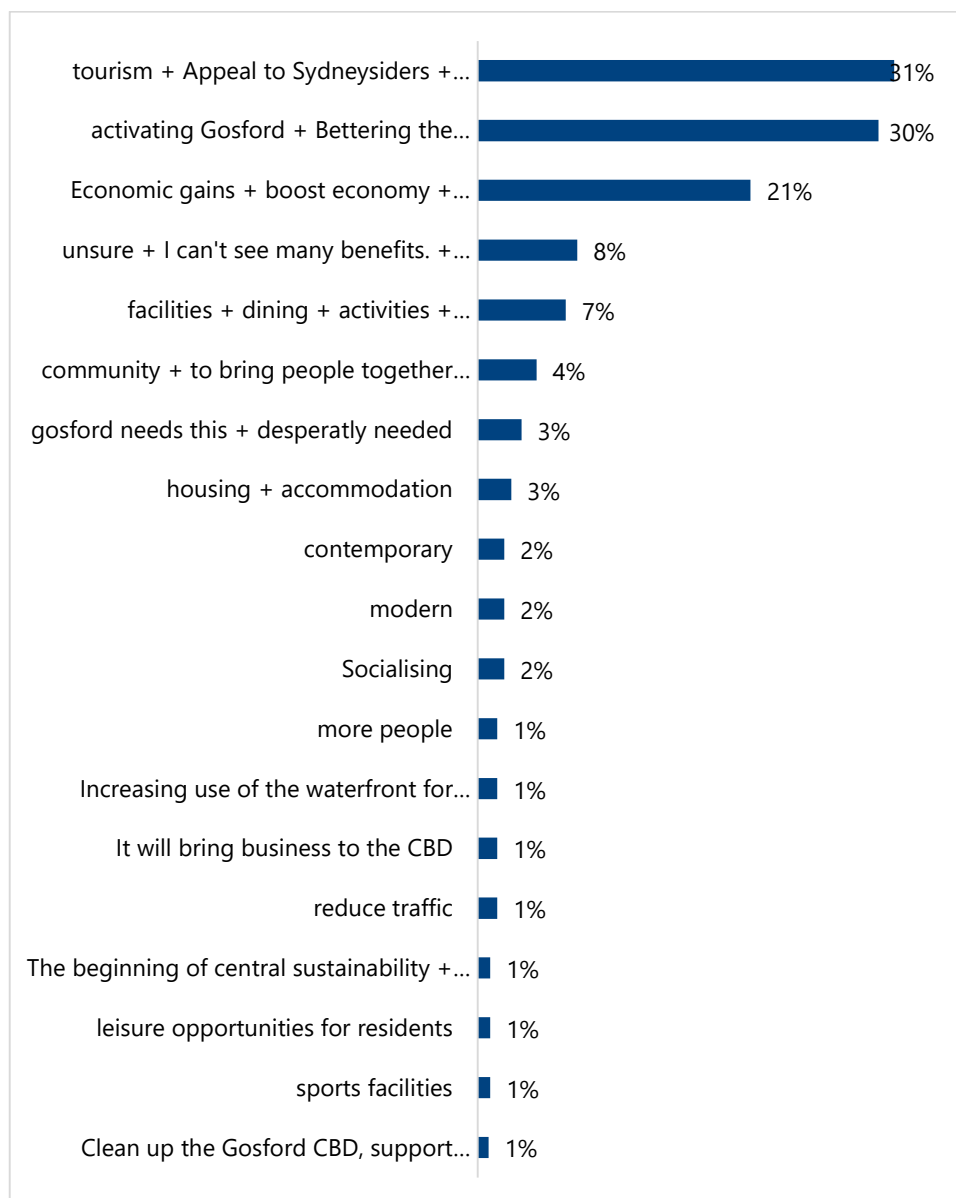
**Figure ninety seven:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea? by Planning area - West Brisbane Water and Peninsula

\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.

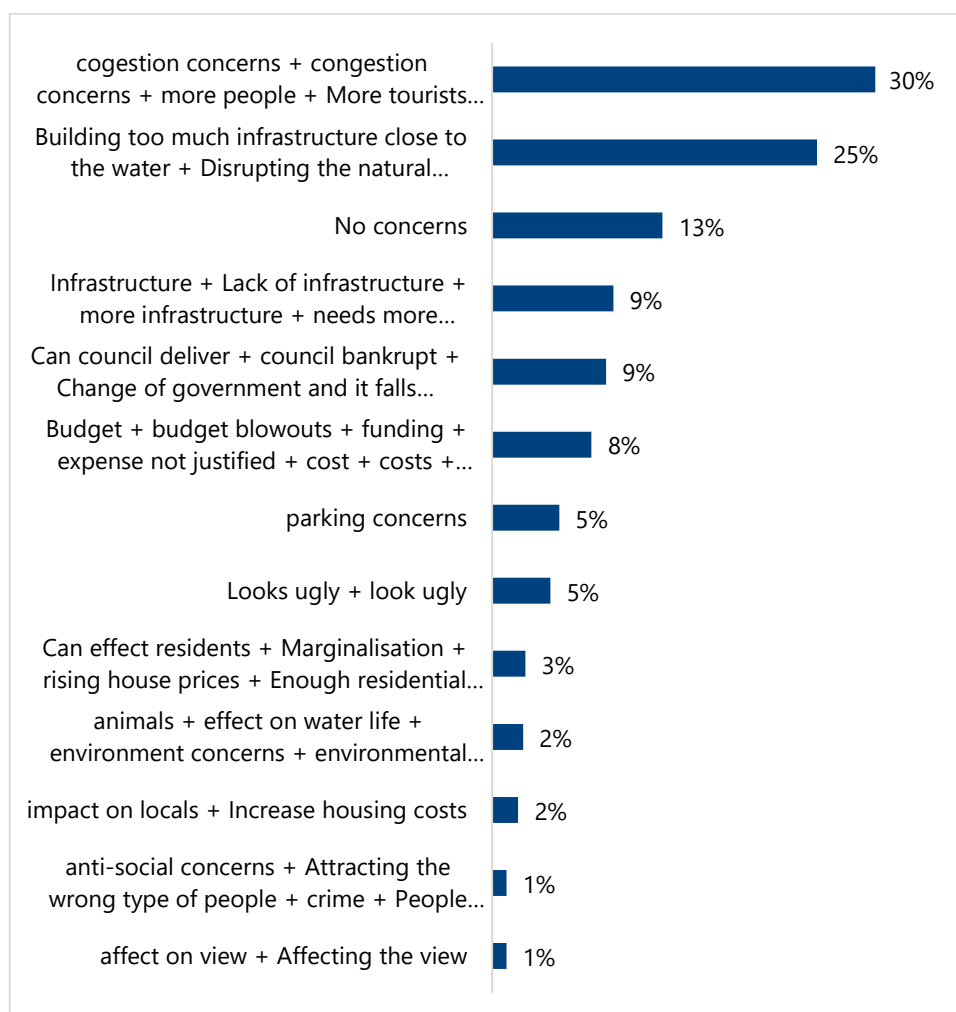




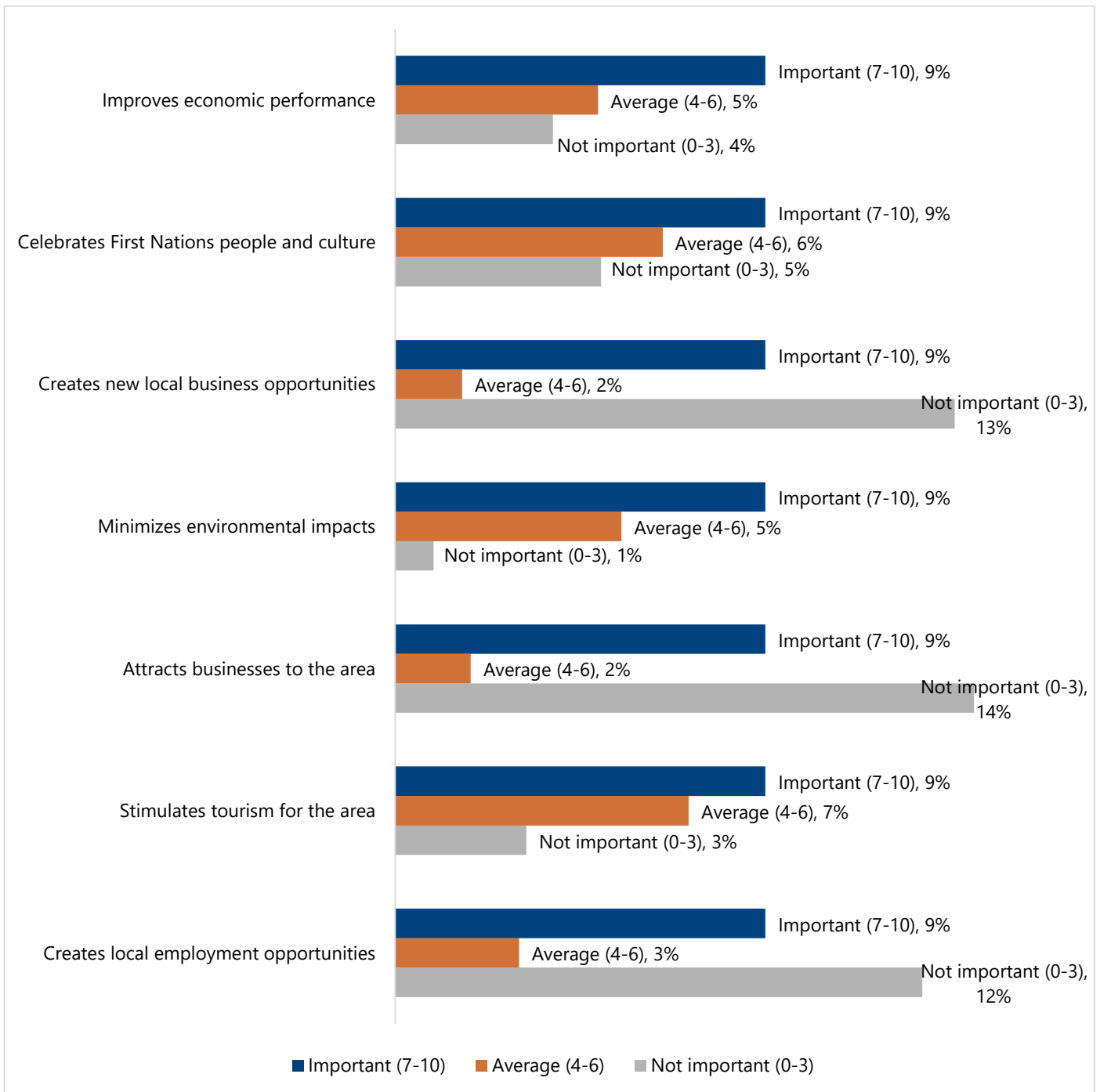
**Figure ninety eight:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - West Brisbane Water and Peninsula



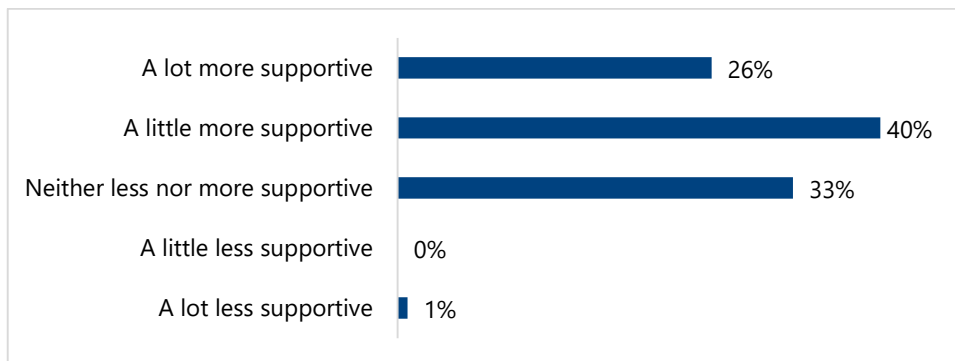
**Figure ninety nine:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - West Brisbane Water and Peninsula



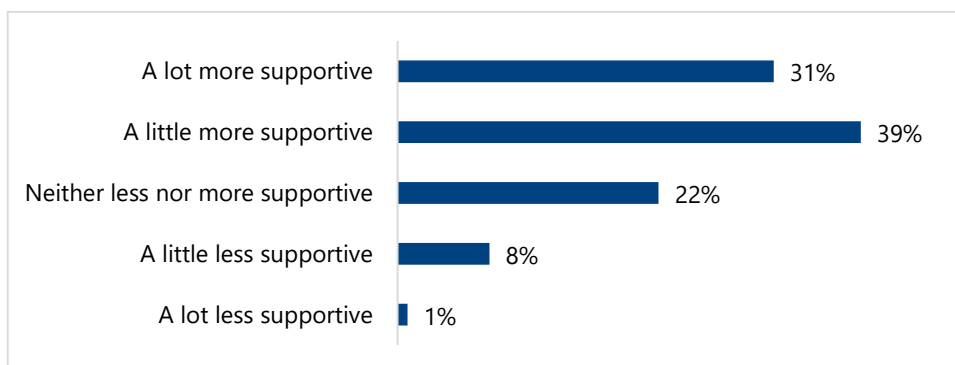
**Figure one hundred:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - West Brisbane Water and Peninsula



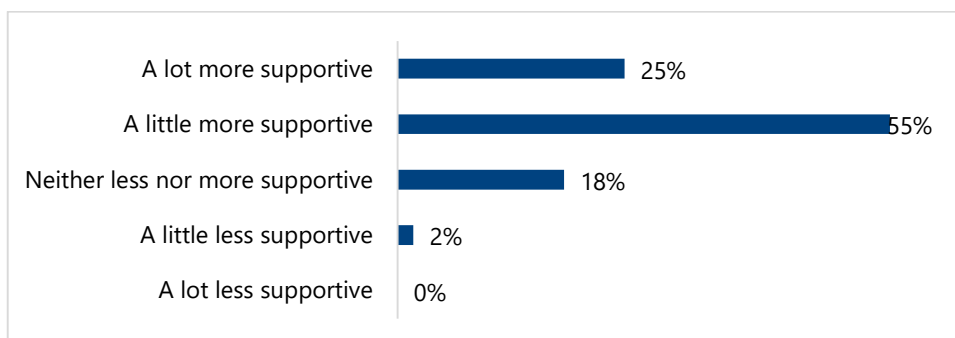
**Figure one hundred and one:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - West Brisbane Water and Peninsula



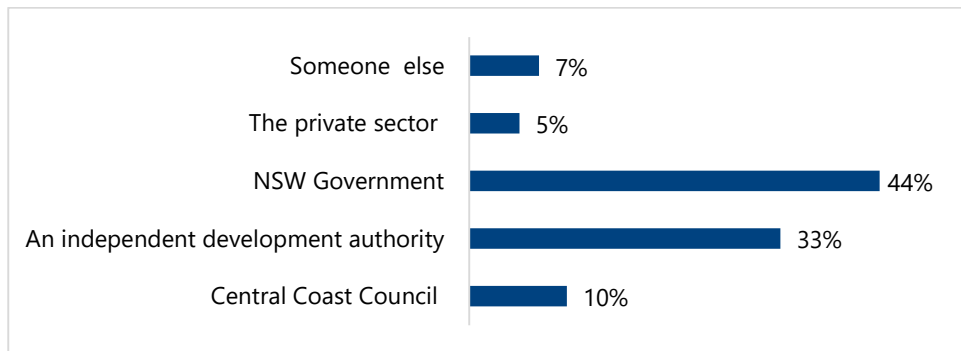
**Figure one hundred and two:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - West Brisbane Water and Peninsula



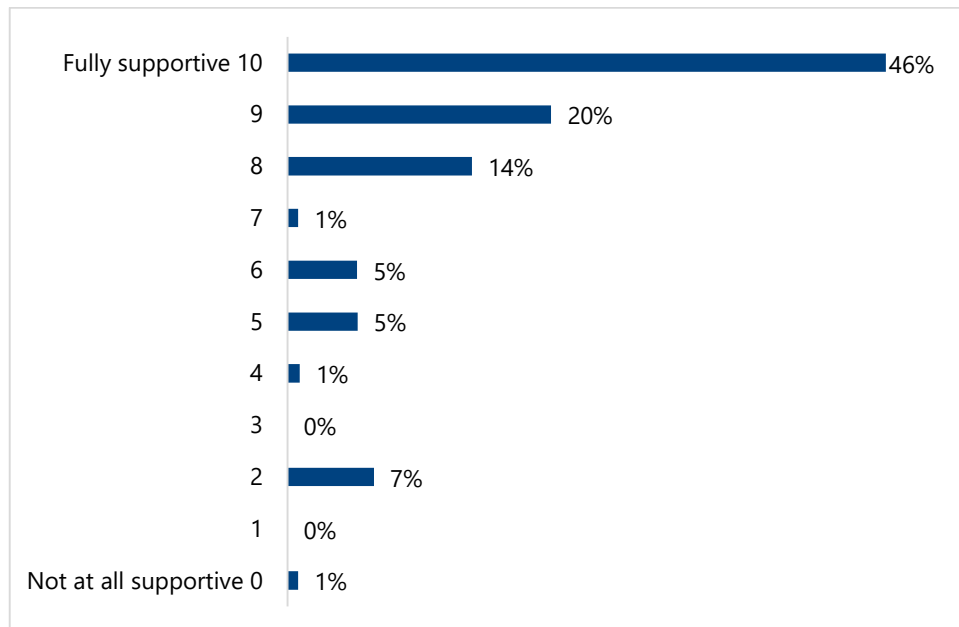
**Figure one hundred and three:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - West Brisbane Water and Peninsula



**Figure one hundred and four:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - West Brisbane Water and Peninsula



**Figure one hundred and five:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - West Brisbane Water and Peninsula



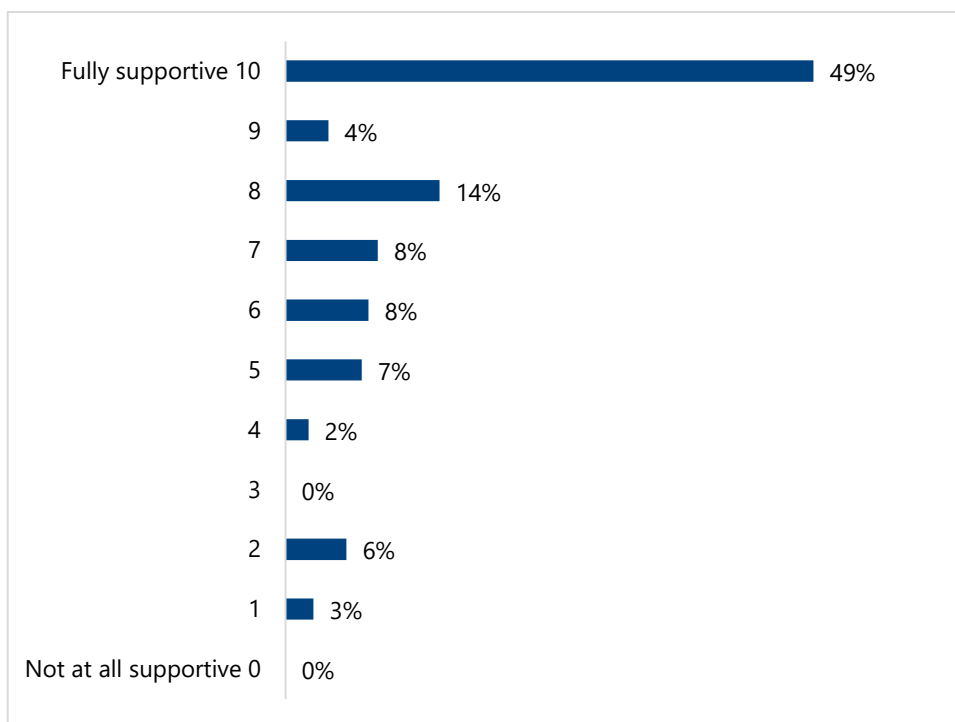
Planning area: Wyong, Warnervale and Gorokan

**Figure one hundred and six:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by Planning area – Wyong, Warnervale and Gorokan



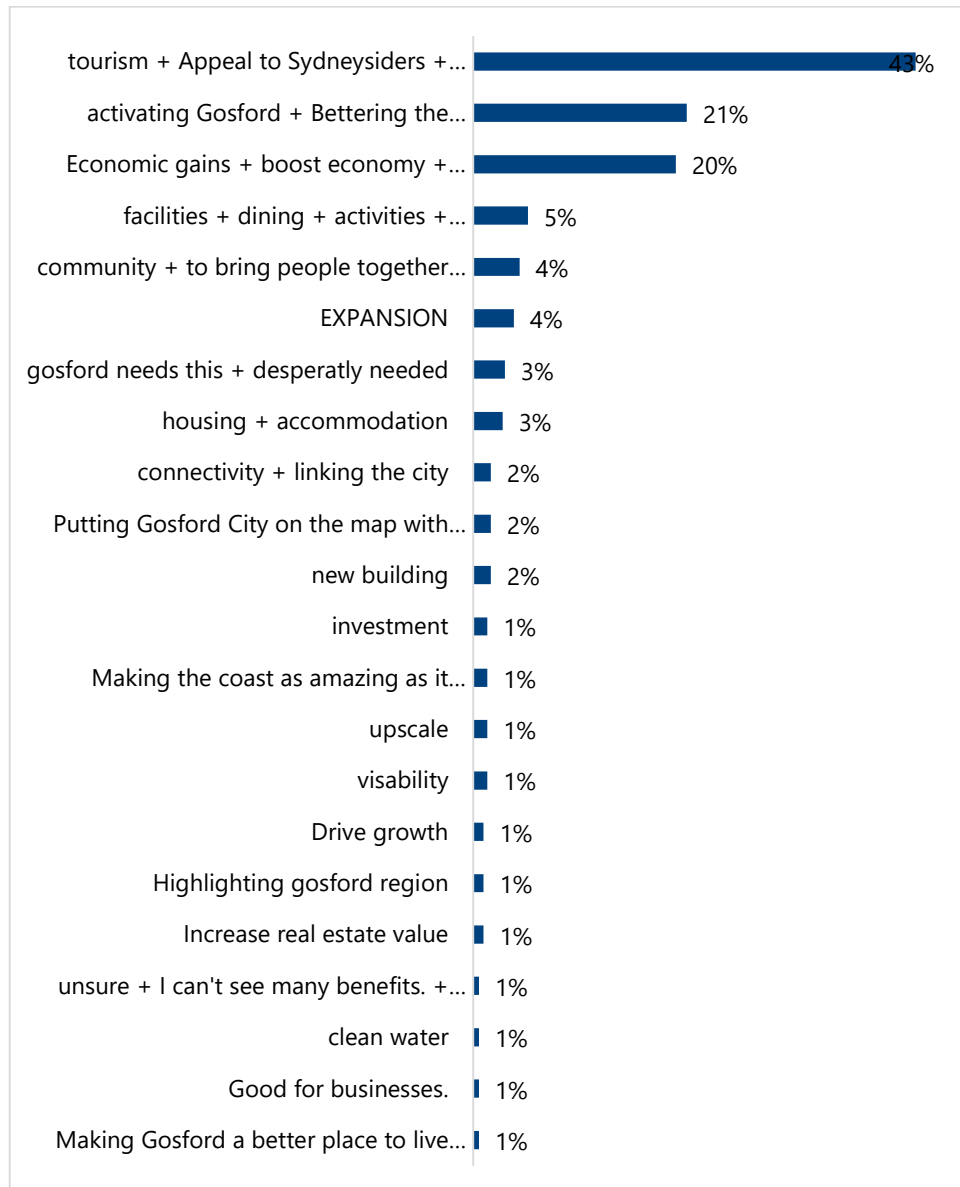
**Figure one hundred and seven:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea? by Planning area - Wyong, Warnervale and Gorokan

\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.

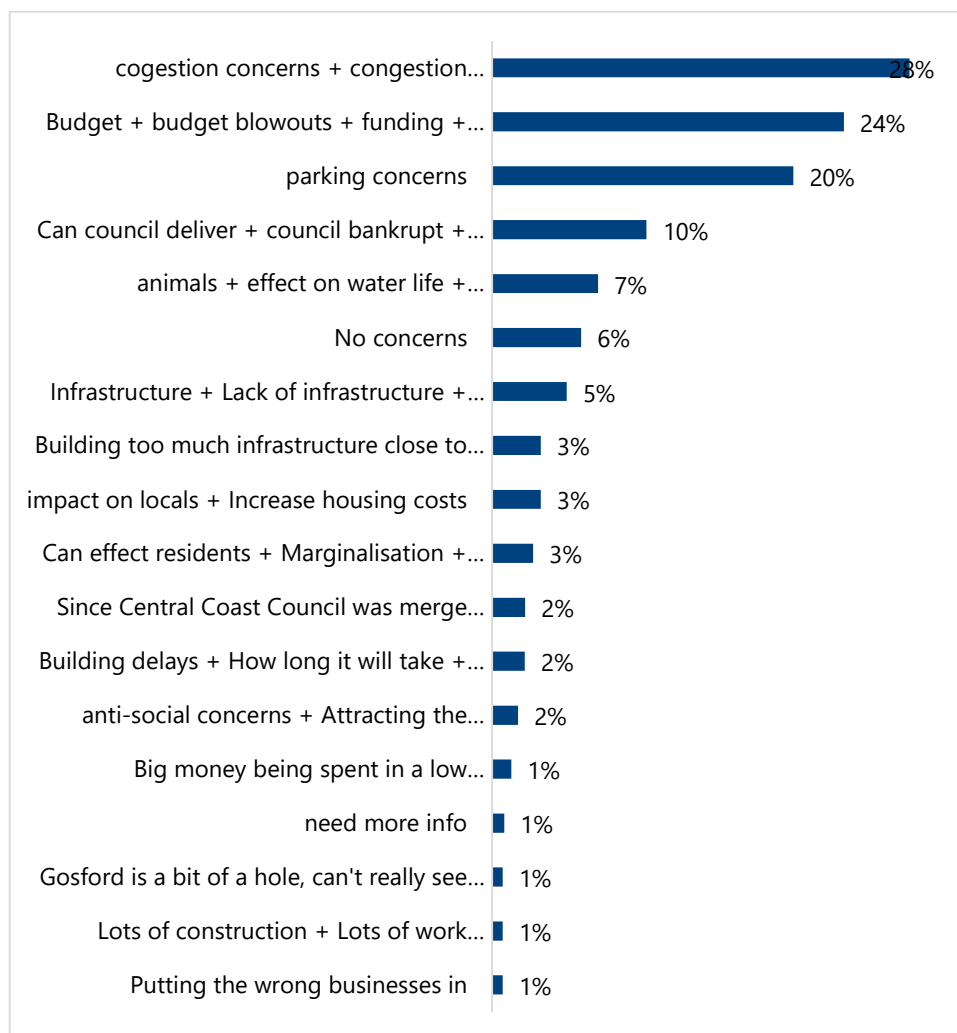




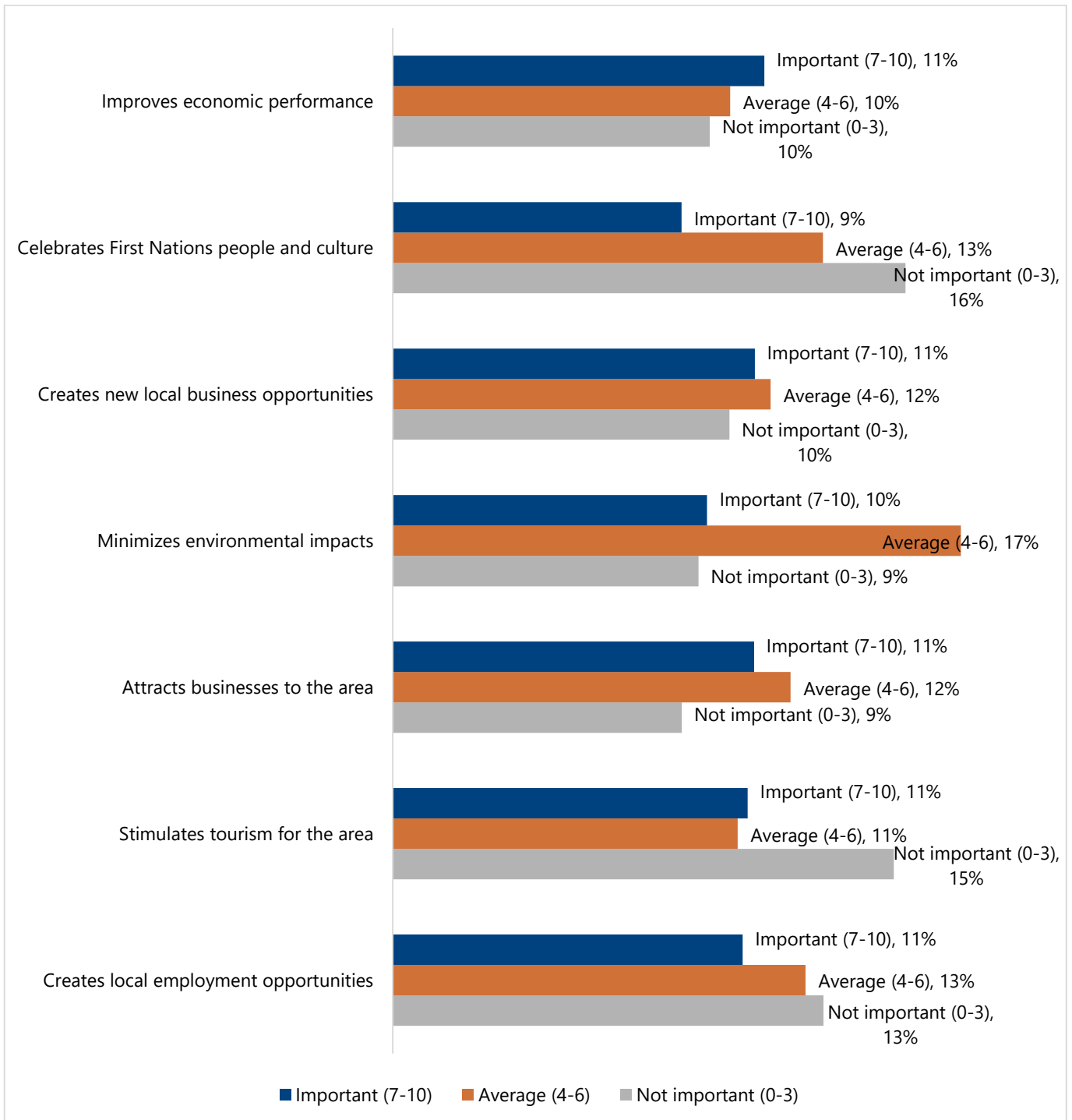
**Figure one hundred and eight:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by Planning area - Wyong, Warnervale and Gorokan



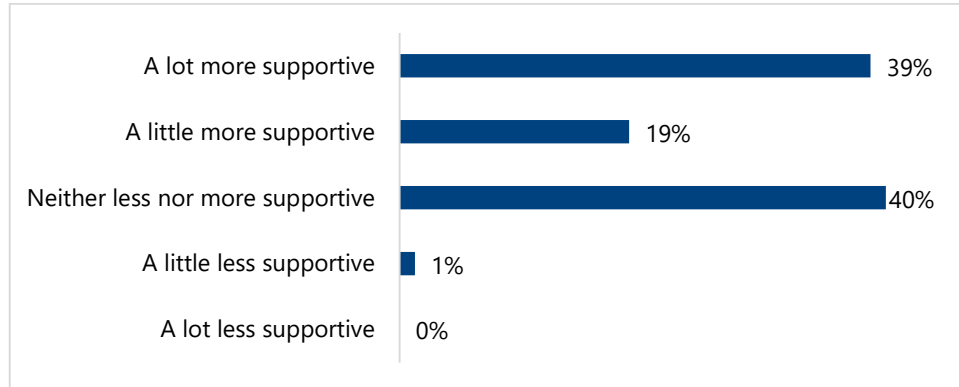
**Figure one hundred and nine:** Independent Market Research Survey – What concerns do you have with this plan? themes by Planning area - Wyong, Warnervale and Gorokan



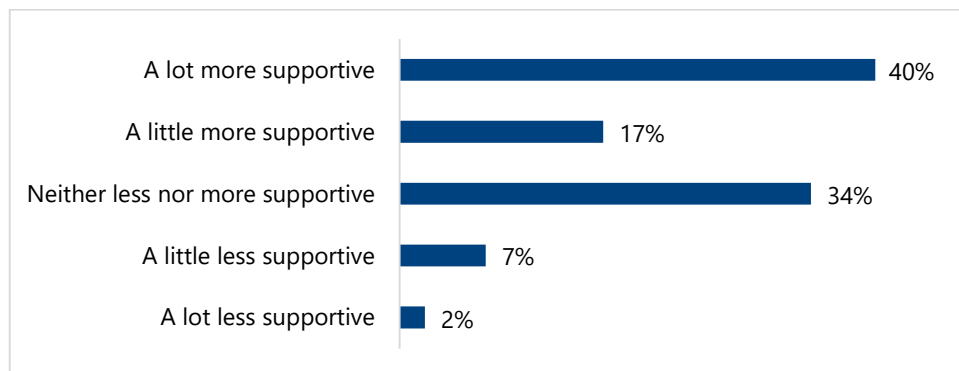
**Figure one hundred and ten:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by Planning area - Wyong, Warnervale and Gorokan



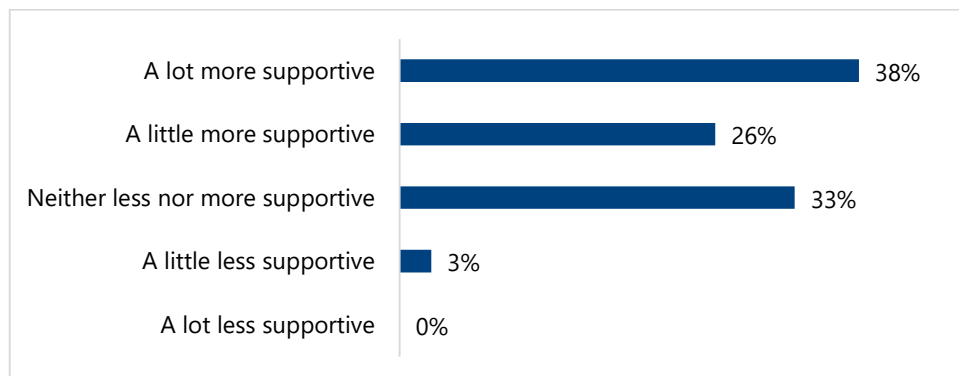
**Figure one hundred and eleven:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by Planning area - Wyong, Warnervale and Gorokan



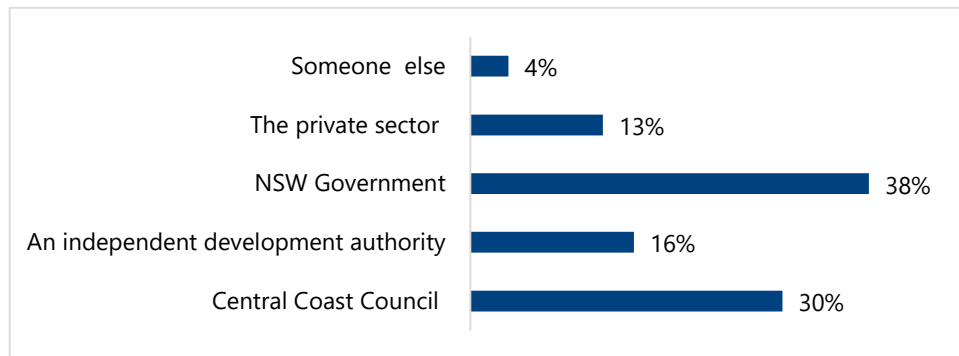
**Figure one hundred and twelve:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by Planning area - Wyong, Warnervale and Gorokan



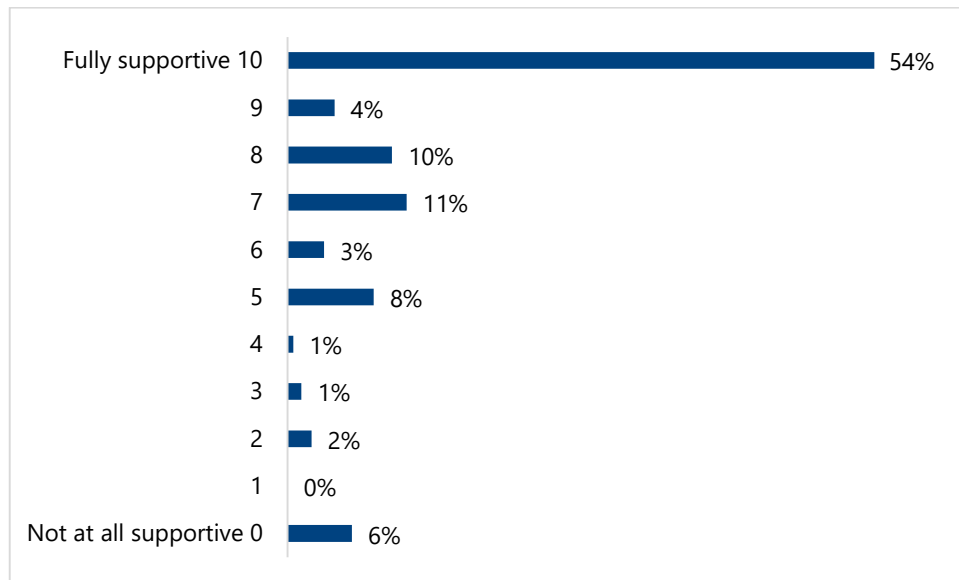
**Figure one hundred and thirteen:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by Planning area - Wyong, Warnervale and Gorokan



**Figure one hundred and fourteen:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by Planning area - Wyong, Warnervale and Gorokan

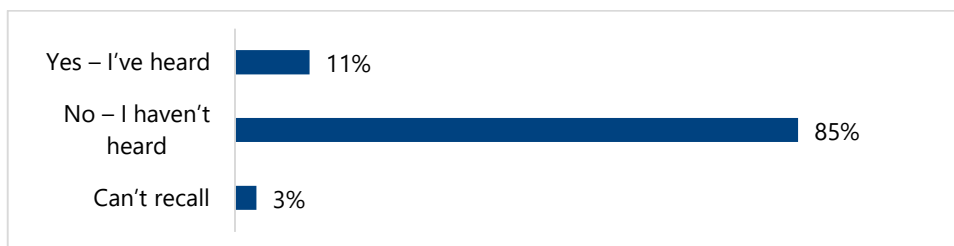


**Figure one hundred and fifteen:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By Planning area - Wyong, Warnervale and Gorokan



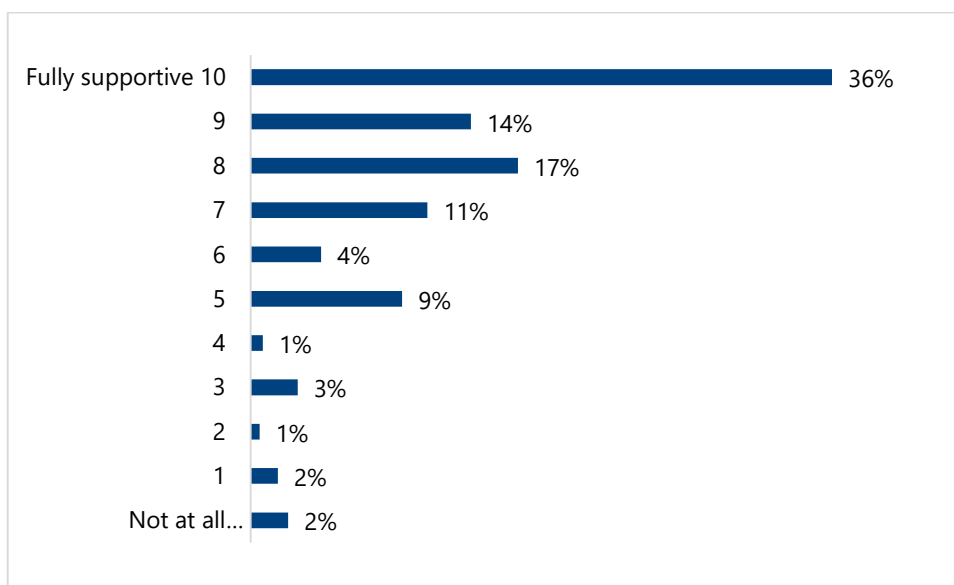
## Outside Local Government Area

**Figure one hundred and sixteen:** Independent Market Research Survey – Have you heard anything previously about this proposed plan for the Gosford waterfront? by outside of LGA



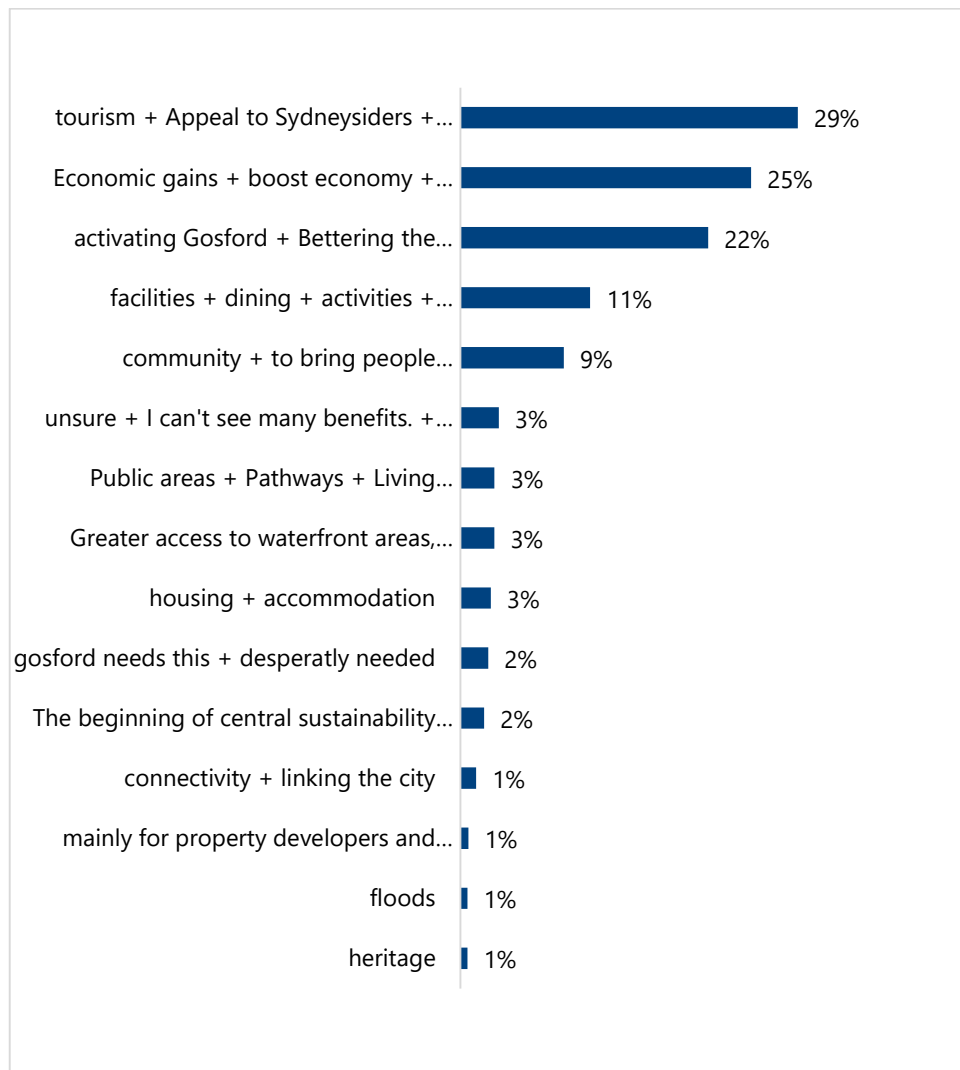
**Figure one hundred and seventeen:** Independent Market Research Survey – Now that we have explained\* the proposed plan for the Gosford waterfront, we'd like to know your initial feelings about the general idea. How strongly do you support this idea? by outside of LGA

\* - The project was explained by playing [this video](#). The video was also available to the broader community via the opt-in channels.

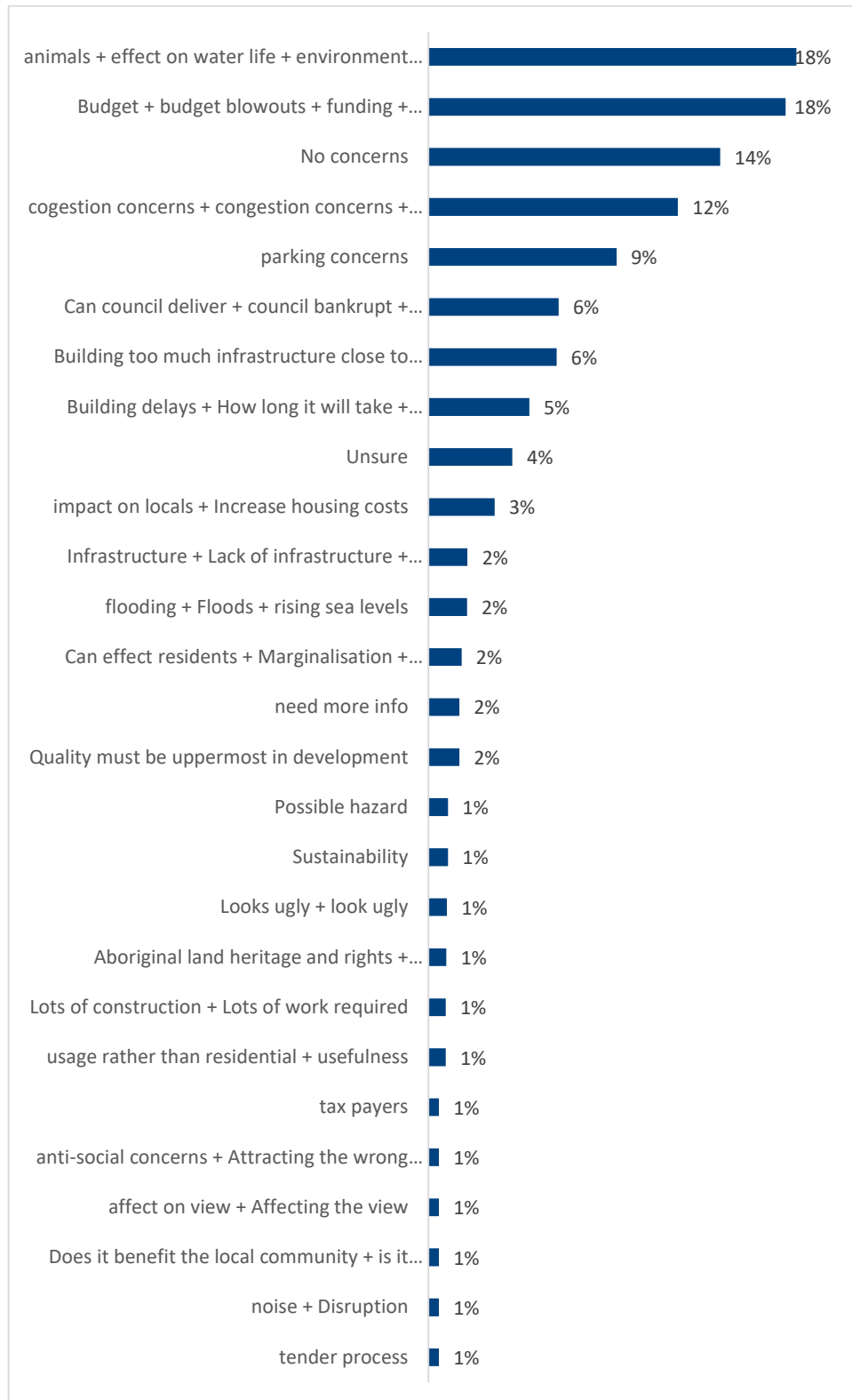




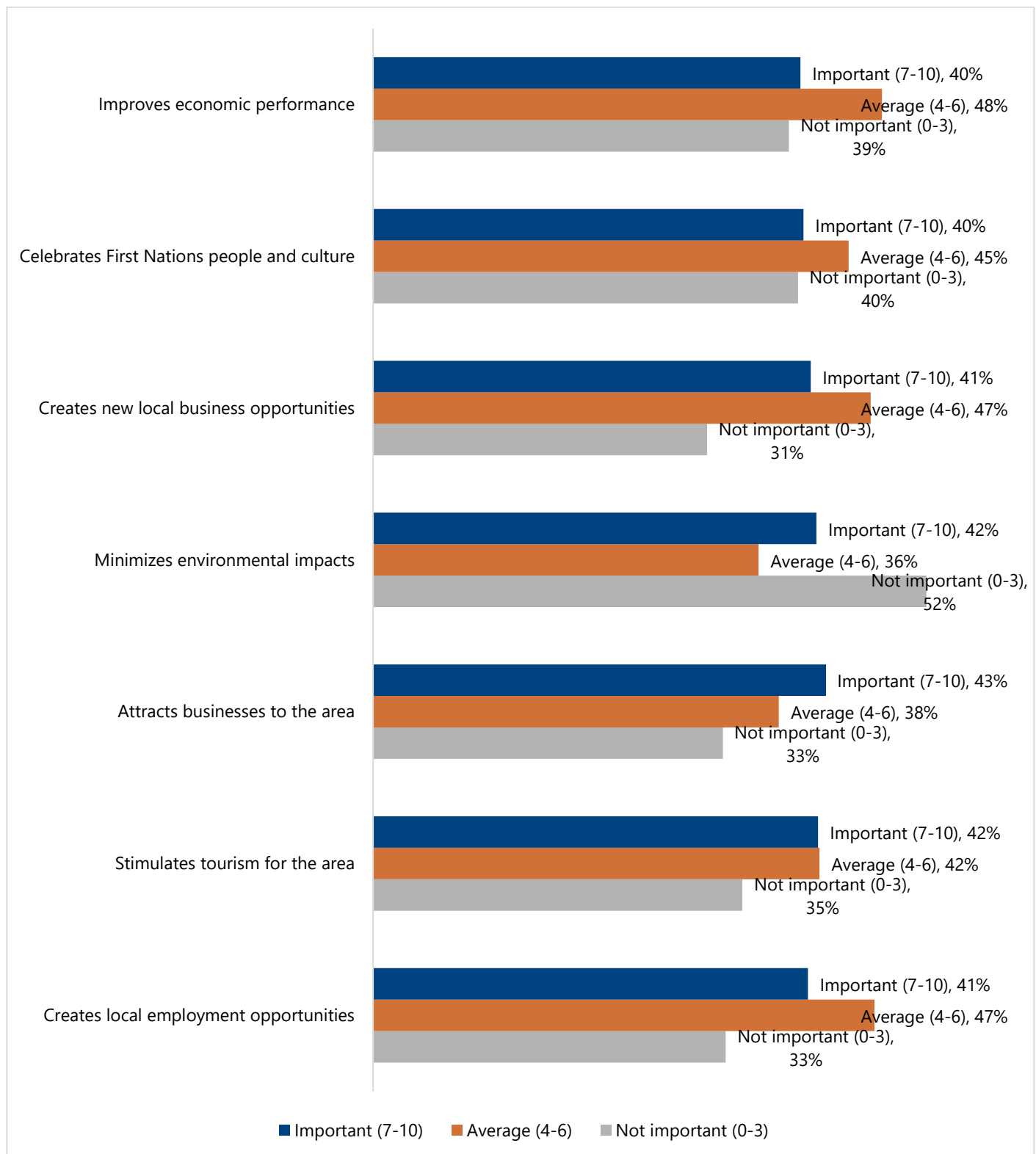
**Figure one hundred and eighteen:** Independent Market Research Survey – What do you think the main benefits of this plan are? themes by outside of LGA



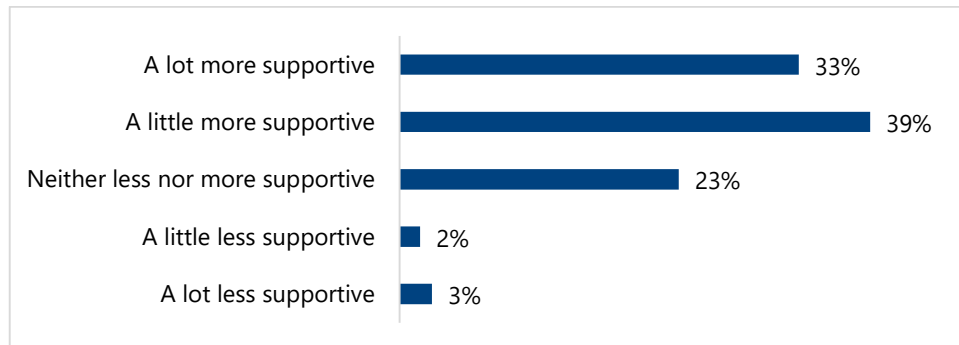
**Figure one hundred and nineteen:** Independent Market Research Survey – What concerns do you have with this plan? themes by outside of LGA



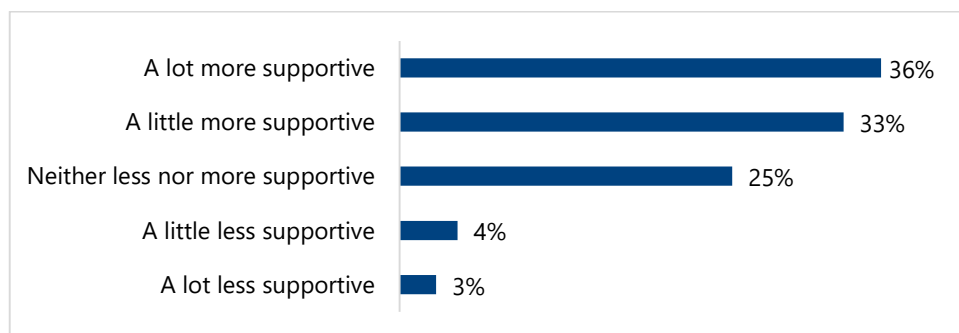
**Figure one hundred and twenty:** Independent Market Research Survey – It’s important that any redevelopment of the Gosford waterfront provides strong benefits for the Central Coast region. How important do you feel it is that any future redevelopment achieve the following: by outside of LGA



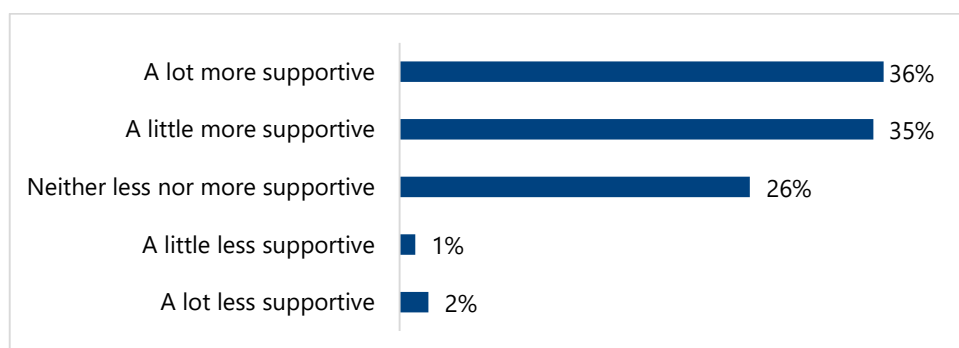
**Figure one hundred and twenty one:** Independent Market Research Survey – The revitalisation of the Gosford waterfront will be a catalyst for the entire Central Coast region to increase employment opportunities, deliver further housing supply, offer further entertainment opportunities and support the health, university and TAFE precincts already underway in Gosford. Does knowing this make you any more or less supportive of the idea? by outside of LGA



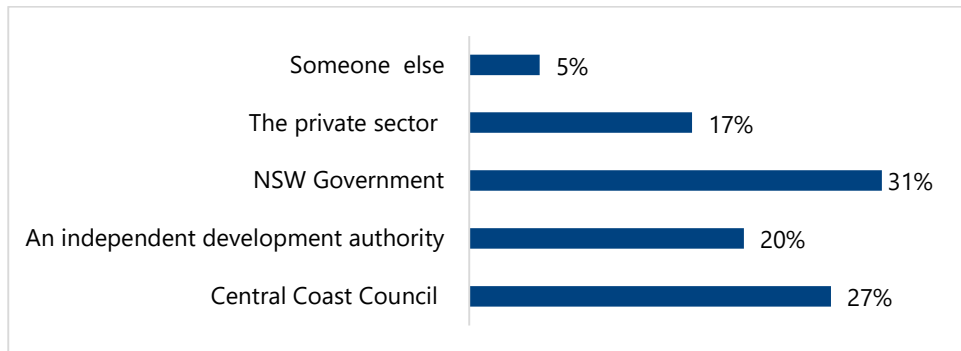
**Figure one hundred and twenty two:** Independent Market Research Survey – One of the key aims of the proposed plan is to redevelop the Gosford waterfront as a world class tourism destination for visitors and locals to discover. Does knowing this make you any more or less supportive of the idea? by outside of LGA



**Figure one hundred and twenty three:** Independent Market Research Survey – The proposed plan for the revitalisation of Gosford waterfront provides an opportunity to support the activation of the Gosford City Centre. Attracting new businesses to the areas, increasing the visitor economy and growing employment opportunities in higher order jobs. Does knowing this make you any more or less supportive of the idea? by outside of LGA



**Figure one hundred and twenty four:** Independent Market Research Survey – And who do you believe would be best placed to deliver this plan for Gosford waterfront? by outside of LGA



**Figure one hundred and twenty five:** Independent Market Research Survey – Now that you have had an opportunity to learn more about the proposed plan for Gosford waterfront, we would again like to know how supportive you are of this plan. By outside of LGA

