



# Suburb Information

## Cessnock

Lower Hunter, New South Wales

### Why Invest In Cessnock:

- 154 KM North of Sydney
- 52 KM West of New Castle
- Large growth within the community
- 2 Major Health Facilities
- Growth in future development
- Family orientated location
- Increasing employment opportunities



# Location Description

Cessnock is the eastern gateway to New South Wales' magnificent Hunter Valley Wine Country, renowned for its world famous wineries.

The Cessnock region is a 90 minute drive north of Sydney and includes the magnificent Watagan State Forest and the rugged beauty of the Brokenback Range. It is in the shadows of these spectacular hills that the famous Hunter Valley Wine Country has developed.

The Cessnock area takes in over 20 towns and villages, many of which were founded by pioneer settlers who came to the Hunter over 150 years ago.

The extension and eventual completion of the F3 Freeway, created a property and tourism boom during the 1990s.

For the past 17 years the area has enjoyed vast growth in rural & residential housing markets, as well as small cottages and farms used principally as weekend retreats.

Cessnock has developed many tourist ventures beyond the wine industry such as championship golf courses, hot air ballooning, sky-diving, and guest house accommodation.

Location: Area: 1,966 square km

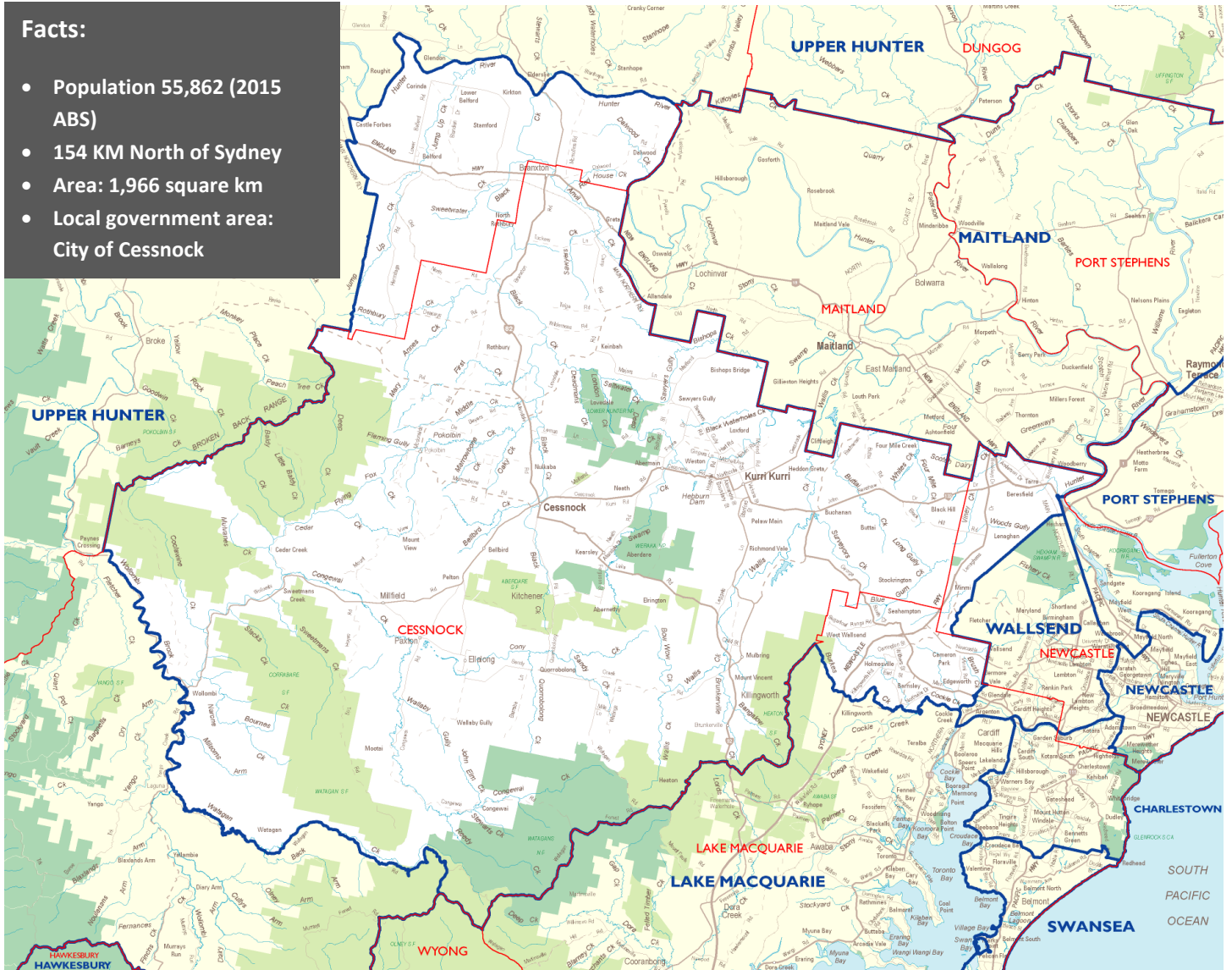
- 154 km (96 mi) North of Sydney
- 52 km (32 mi) West of Newcastle
- 27 km (17 mi) South West of Maitland



# Area Highlights

## Facts:

- Population 55,862 (2015 ABS)
- 154 KM North of Sydney
- Area: 1,966 square km
- Local government area: City of Cessnock



Whilst mining was the principal industrial base and source of employment in the Cessnock area for the first half of last century, changes to the mining industry led to the closure of the vast majority of mines in the area.

The decline of mining has been paralleled by growth in the wine industry. The Hunter Valley winegrowing area in the Cessnock LGA is Australia's oldest wine region and one of the most famous, with around 4,500 acres under vine.

Wine-related tourism has also created opportunities for other attractions, such as the historic Marthville Arts and Crafts Centre, Wollombi Village, the Richmond Main Mining Museum and the Richmond Vale Railway.

Other primary industries in Cessnock City include beef and poultry. Growth in light and secondary industry have also been a feature of the City's recent economic development, with the processing of explosive equipment and mining support services now a significant source of employment in the area.

Support infrastructure across the city now includes two hospitals, two TAFE campuses, community health services, a range of childcare and aged care options, numerous other community support services and high quality sporting facilities and parks.

Just a 90 minute drive north of Sydney and less than an hour from Newcastle Airport, Cessnock is a hub of shopping and amenities set against a backdrop of the verdant countryside and spectacular wilderness. Werakata National Park is a popular spot for picnics and bushwalking.

## Industry

- Famous for its coal mining history, Cessnock is Australia's oldest wine region.
- With approximately 4,500 acres under vine, the area's wine industry has also created a thriving and growing tourism industry. The vineyards of Pokolbin, Mount and Allandale are complemented by fine restaurants and an extensive range of accommodation and galleries.
- Wine-related tourism has also created opportunities for other attractions – most notably Hunter Valley Gardens.
- Cessnock is a major grape growing region with wineries that include McWilliams, Drayton, McGuigan, Rosemount, Tyrrells, Rothbury, Tempus Two and Tulloch. All have made multi-million dollar investments in crushing, bottling, fermenting and production capacity.
- A well-developed tourism industry based on the surrounding vineyards supports a strong dining and accommodation sector.
- Located at Kurri Kurri and covering 3,200 hectares, HEZ is Australia's largest contiguous business estate. The project will see the development of industrial and commercial property in excess of \$3.5 billion.
- Hydro Aluminium's aluminium smelter at Kurri Kurri is among the world's three major producers with an annual output of approximately 153,000 tonnes.

## Cessnock 2023 Community Strategic Plan

Cessnock City Council undertook a comprehensive program of community consultation activities during 2010 to develop Cessnock's original Community Strategic Plan. During 2013 the vision, outcomes and objectives from the original document were confirmed with the community and Cessnock 2023 was adopted.

Cessnock 2023 identified five desired outcomes as the priorities for the local community:

1. a connected, safe and creative community
2. a sustainable and prosperous economy
3. a sustainable and healthy environment
4. accessible infrastructure, services and facilities
5. civic leadership and effective governance



## Tourism Activities

**Hunter Valley Day Tours** - Full Day or less, Night, Tailored Come and enjoy a great day out with the award winning Hunter Valley Day Tours. (5 mins from Cessnock)

**Balloon Safaris** with Hunter Valley Ballooning Balloon Safaris fly daily all year over the beautiful vines of the Hunter Valley. (5 mins from Cessnock)

**Hunter Valley Zoo** is located within the Hunter's scenic and popular Wine Country, Hunter Valley Zoo has acres of both Australian and exotic animals. Nulkaba (5 mins from Cessnock)

**The Richmond Vale Railway Museum** is operating to preserve the Railway and Mining Heritage he Hunter Valley. Located at Kurri Kurri in the Hunter Valley (10 mins from Cessnock)

**Tempus Two** ultra-premium wine brand The company's passion for wine was inevitable; it is the fourth generation run company the directors are one of the Hunter Valley's most famous winemaking families. Wines: Award Winning wines, Cabernet Sauvignon, Chardonnay, Merlot, Riesling, Sauvignon Blanc, Semillon, Shiraz, Verdelho.

**Stonebridge Golf Club** Stonebridge Golf Course is the Hunter Valley's newest 18 hole championship course. Designed by local golfing master, Jack Newton, this 18-hole Par-72 offers unique challenges to all golfing enthusiasts. In particular, the course's signature 18th hole will feature a memorable par three playing over a tranquil lake, as well as the stone bridge directing golfers over the water and onto a picturesque green.

**Cessnock Regional Art Gallery (CRAG)** offers a vibrant program of changing exhibitions showcasing local arts and craft practitioners, as well as National touring exhibitions that highlight a broad range of contemporary visual arts practice. In association with exhibitions, CRAG runs public and educational programs for school students, local community groups and tourist visiting the region. Entry to all exhibitions at CRAG are free.

## Cessnock Council to invite Google and Amazon to consider setting up in Cessnock LGA

2<sup>nd</sup> May 2017



**OPEN FOR BUSINESS:** Cessnock councillor Jay Suvaal and Cessnock Chamber of Commerce president Geoff Walker would welcome Google and Amazon to Cessnock.

Cessnock City Council write to Google and Amazon requesting they consider setting up operations in the Cessnock local government area.

Councillors unanimously supported Cr Jay Suvaal's notice of motion at Wednesday night's meeting – which requested council reach out to both companies with the aim to bring jobs to town.

Cr Suvaal's motion was inspired by recent reports of Google looking for a new location for its Australian headquarters and Amazon looking to construct warehouses in Australia.

"It might be a long reach, but it's something that we've got to do to get big business to town," Cr Suvaal said. Cr Suvaal said availability of commercial land, the affordable lifestyle and great community would be drawcards for these businesses to relocate to the Cessnock local government area.

Council will provide an information package about the benefits of moving to the local government area and information on possible development sites to Google and Amazon, and will make that package available to any other relevant businesses.

Councillor Rod Doherty said while he supported the motion, he was "somewhat disappointed" that councillors had to raise such questions, when council staff should be searching for such opportunities, and that the council did not have an economic prospectus available.

Cr Suvaal acknowledged that while council staff do have a role to play in seizing such opportunities, councillors should also be "actively promoting the city" to try to bring jobs to the area.

Cessnock Chamber of Commerce president Geoff Walker supported the idea. "Letting people know Cessnock is open for business is critical," he said. "Big business, any size business is great... it's got to help the town, and the LGA."

The motion comes just weeks after Cessnock Council made a submission to the Senate inquiry into the relocation of corporate Commonwealth entities to regional areas, calling for the federal government to consider relocating Commonwealth offices to the LGA.

## QT Hotels revealed as buyer of \$6m Hunter Valley vineyard Loggerheads

24<sup>th</sup> February 2017

Boutique hotel group QT Hotels & Resorts is the buyer of Loggerheads, one of the Hunter Valley's most impressive estates, Commercial Real Estate can reveal.

The company paid \$6 million for the 39-hectare property in December last year, sources have told Commercial Real Estate, adding to a portfolio of eight properties, including hotels in Sydney, Melbourne, Canberra, Port Douglas, the Gold Coast and Wellington.



Even before the sale, Loggerheads had demonstrated serious star pulling power: supermodel Miranda Kerr rented the estate for a family holiday in Christmas 2015.

QT is owned by Event Hospitality & Entertainment, one of Australia's largest leisure and hospitality conglomerates, with brands including Greater Union and Event cinemas, Rydges Hotels & Resorts and Atura Hotels.

Since the first QT hotel opened in 2011, the brand has made a name for itself as a purveyor of glamorous hospitality with lashings of quirkiness. The Gold Coast and Port Douglas properties, for example, channel a tropical vibe, while the Sydney CBD hotel in the Gowings and State Theatre buildings offers a more theatrical ambience – complete with flame-red wigs for the staff.

Loggerheads was established by the late winemaking legend Len Evans on land he bought in the 1970s from the Tyrrell family of winemakers. After Evans's death, his widow Trish sold it to former Macquarie director Robin Crawford and his wife Judy in 2008.

The estate includes a 35-year-old vineyard, as well as a seven-bedroom homestead designed by architect Michael Suttor and a Paul Bangay-designed garden with a summer house, swimming pool and orchard.

Agent Alan Jurd of Jurds Real Estate, who managed both sales, says Loggerheads is widely regarded as having the best position in Pokolbin. "It's right in the centre of Pokolbin yet it's very private, on an elevated ridge with 360-degree views," Mr Jurd said.

The Hunter Valley market took a battering post-GFC but Mr Jurd said it started to fire again about 12 months ago, driven by low interest rates and Sydney's robust property market. "All this money being made on the sale of Sydney property is finding its way out," Mr Jurd said.

In a 2014 interview, Event Hospitality and Entertainment managing director David Seargeant, told Australian Gourmet Traveller that luxury – from affordable to high-end – was back in demand: "Travel used to have a magic about it, and I think we're recapturing the magic."

### It's official, Cessnock's an investment hot spot!

6<sup>th</sup> February 2013



The report says Cessnock is an "ideal location" for mining families and investors.

Cessnock and the Hunter Valley have been included on a list of the top property investment hot spots across Australia. The areas were also listed in the top 11 "suburbs" in NSW and were included in a list of 50 suburbs and regional centres in Smart Property Investment Magazine's latest report.

The 2013 Fast 50 investor hot spots were selected based on key attributes including population growth, demand for housing, income levels, employment vacancy rates, capital growth and current gross rental yields. The report says Cessnock is an "ideal location" for mining families and investors.

"In 2006, population growth was predicted at 0.5 per cent per annum, but this has already grown to 1.95 per cent in 2011, an indication this area is already expanding above expectation," Fast 50 contributor, Property Investment Professionals of Australia director Margaret Lomas said.

"Mining is the key, and while Cessnock itself is not a mining town, its proximity to the \$21 billion Hunter Valley mining activity makes it an ideal choice." The Hunter Valley's mining boom and tourism industries are expected to see property prices surge in the years ahead, according to contributor Louis Christopher. "The Hunter Valley has seen a pickup in domestic tourism and increased employment due to the supporting coal industry, which doesn't appear to be slowing down," he said.

Cessnock real estate agent and Councillor Bryce Gibson said he was not surprised that Cessnock was named on the short list. "It has justified something I've known for a fair while...that Cessnock is a stable, great place to invest," Cr. Gibson said. "Cessnock offers a variety of industries for employment including mining and hospitality which makes the area an ongoing popular spot for renters which makes property investment all the more attractive.

"The new Hunter Expressway also means that residents will have fantastic access to the wider Hunter region including centres such as Newcastle and Maitland. "Cessnock residents, whether home owners or renters, can take advantage of easy access to the region's major centres while not paying the premium that both Newcastle and Maitland demand for property prices and rents." Cr. Gibson said he is confident Cessnock can overtake Maitland as the fastest-growing regional centre in NSW. Other NSW towns and regions in the Fast 50 included Bathurst, Blacktown, Box Hill, Dubbo, Gunnedah, Ingleburn, Macquarie Fields, Newcastle and Penrith.



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