



As a demographically young City with the median age being 37, Bathurst is supported by a strong educational sector with over 60 institutions, employing over 2000 residents. These institutions not only provide excellent education, but also many of their students reinvest their skills into the local economy, providing the City with some of the best skills on offer. Industrial land and commercial office space is readily available, including the strategically located Bathurst Services and Trade Centre and the Kelso Industrial Estate.

A strong and diverse economy underpins the Bathurst community with Education, Health care, Retail and Manufacturing being the main industries by employment. Bathurst has over 3,300 GST registered businesses (source: ABS 2014) and as the hub of central New South Wales, provides access to a market of more than 8 million people. The largest sectors in the Bathurst economy by total output include:

- ▶ Manufacturing ▶ Education and training
- ▶ Public administration ▶ Health care ▶ Construction

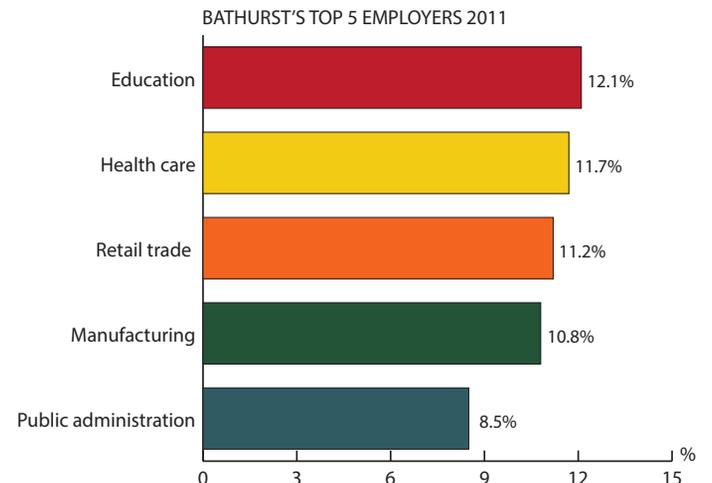
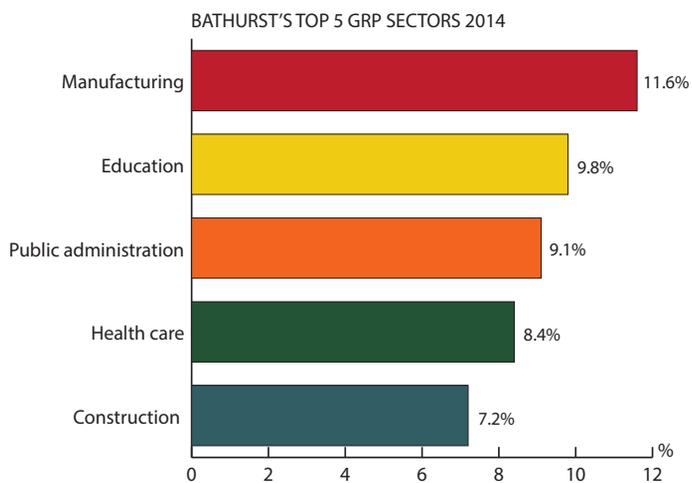
Bathurst represents the best of both worlds – easy access to Sydney, with an idyllic regional lifestyle, supported by City infrastructure. For this reason, Bathurst is a recognised Evocity experiencing strong population growth, presenting exciting new business and investment opportunities.

Bathurst’s location provides unrivalled logistical opportunities. Bathurst is situated on the Great Western Highway which leads directly to Sydney, and is the starting point of both the Mitchell and Mid-Western Highways. Additionally, the Main Western rail line runs through Bathurst. Bathurst aerodrome also provides daily services to Sydney.

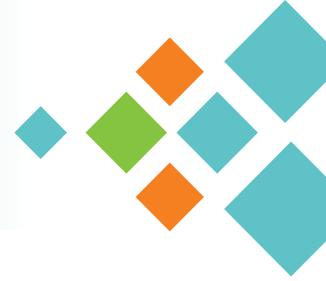
#### BATHURST REGIONAL OVERVIEW

STATISTIC	INDICATOR
<b>Population/Demographics</b>	
Estimated Resident Population (2013)	41,051
Employment (2013 NIEIR estimate)	19,473
Unemployment (Sept 2014)	5.4%
Average Wage (weekly) (2011)	\$917
<b>Economy (2014)</b>	
Gross Regional Product	\$1.86 billion
<b>Key Sectors (2014)</b>	
Manufacturing	\$216.0 million
Education and training	\$182.6 million
Public administration	\$170.1 million
Health care	\$156.6 million
Construction	\$133.7 million
<b>Investment (2014)</b>	
Non-residential Investment	\$64.5 million
Residential Investment	\$64.9 million
Median House Price	\$349,000

Sources: ABS Census (2011) ERP (2013), Cat 8731, DEEWR (2014), NIEIR (2014), Housing NSW (2014)



Sources: ABS Census 2011, NIEIR (2014), A.PSHEERE CONSULTING (2015)



Key food manufacturing companies located in the Bathurst region include Devro, Mars and Simplot. Bathurst also has a strong public administration presence being home to many state and regional Government offices.

Bathurst has a thriving retail sector servicing a catchment area of approximately 146,000 people (2014). With approximately 163,000 square metres gross leasable area (GLA) of retail, bulky goods and office floorspace, an additional 50,000 square metres GLA will be required to service a future population of 52,850 by the year 2036 (Profile ID, 2014).

Key growth opportunities in the region include:

- ▶ Food manufacturing – due to the reliable water supply, skilled workforce, affordable land, proximity to Sydney and appropriate infrastructure (road and rail), opportunities exist to build on the existing critical mass in food manufacturing.
- ▶ Eco-innovation – as a region with a high level of industrial activity, there is scope to work with medium to large businesses to lower their environmental impact, potentially leveraging the ACSTEI Technology Park.
- ▶ Aviation – Bathurst Aerodrome provides the land with associated infrastructure to develop aeronautic manufacturing and ancillary industries, which would be supported locally by existing manufacturing supply chains.

## Competitive advantages

A summary of Bathurst's competitive strengths is detailed below:

- ▶ Strategic location being only 2 1/2 hours drive from Sydney.
- ▶ Closest regional inland 'Evocity' to Sydney.
- ▶ Abundant greenfield sites which are competitively priced.
- ▶ Supportive and proactive Council.
- ▶ Access to a skilled and diverse workforce.



## Lifestyle attributes

Bathurst has a range of quality facilities, services and residential accommodation available to investors and residents which is detailed below:

- ▶ Bustling city atmosphere plus the local charm associated with regional living.
- ▶ Excellent dining, leisure and cultural services for residents and visitors.
- ▶ First class education and health services including Charles Sturt University and both public and private hospitals.
- ▶ Extensive retail shopping experiences including fashion boutiques, major brands and unique local and regional stores.



## Business locations

- ▶ **Kelso Industrial Estate** – located just outside of the Bathurst CBD and adjacent to the Great Western Highway, Kelso Industrial Estate caters to the transport and manufacturing sectors due to the strategic location and access to Ports Botany and Kembla. Land is currently available for \$59 per square metre (including GST) (2014 figures).
- ▶ **Bathurst Services and Trade Centre** – situated just outside Bathurst CBD, the Bathurst Services Trade Centre contains mostly building supply companies and showrooms. It services both the local and regional community and has seen steady growth, corresponding to the growth of Bathurst. Land is currently available for \$59 per square metre (including GST) (2014 figures).
- ▶ **ACSTEI Technology Park** - the Australian Centre for Science Technology and Emerging Industries Technology Park (ACSTEI) represents a significant opportunity to develop a technology hub in partnership with Bathurst's strong educational sector. Located adjacent to Charles Sturt University and the TAFE, synergies between education, research and business can be captured. The land allocated for the park is approximately four hectares.

### CONTACT INFORMATION

**Manager Economic Development**  
**Bathurst Regional Council, 158 Russell Street,**  
**Bathurst NSW 2795 Phone 02 6333 6553**  
**Email [steven.bowman@bathurst.nsw.gov.au](mailto:steven.bowman@bathurst.nsw.gov.au)**  
**[www.bathurstregion.com.au](http://www.bathurstregion.com.au)**



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