



Picturesque Oberon currently has one of the lowest unemployment rates in the Central West region and relative to its size contributes considerably to the regional economy. A comparatively high number of residents in Oberon are qualified to Post Graduate level which is also reflected in the above average SEIFA ranking of the LGA within the region.

Oberon is home to a range of visitor attractions, including the greater Blue Mountains and the Jenolan Caves, set against a spectacular rural location. Oberon Council offers quality, fully-serviced industrial zoned land for sale at \$29-\$32 per metre square (2010 figures). This is in a prime central location and provides an ideal investment opportunity in this vibrant region.

OBERON REGIONAL OVERVIEW

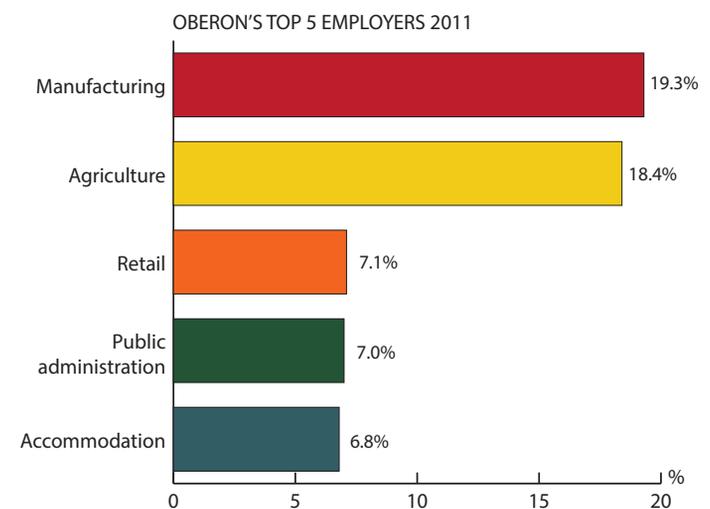
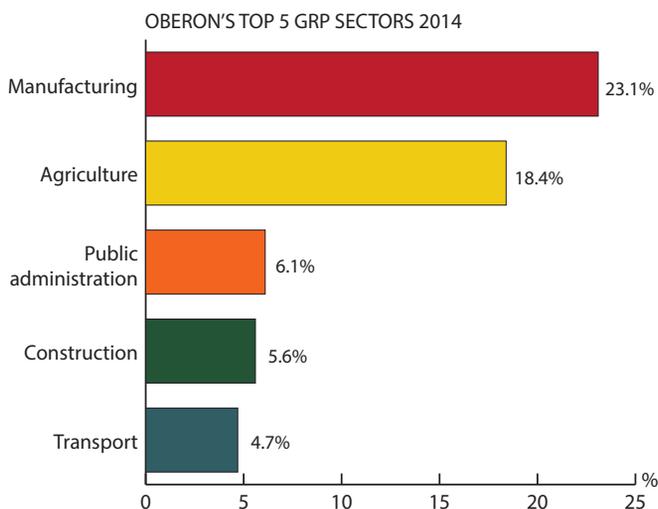
STATISTIC	INDICATOR
Population/Demographics	
Estimated Resident Population (2013)	5,270
Employment (2011)	2,320
Unemployment (Sept 2014)	5.1%
Average Wage (weekly) (2011)	\$858
Economy (2014)	
Gross Regional Product	\$222.3 million
Key Sectors (2014)	
Manufacturing	\$51.3 million
Agriculture and forestry	\$40.9 million
Public administration	\$13.6 million
Construction	\$12.4 million
Transport and warehousing	\$10.5 million
Investment (2014)	
Non-residential Investment	\$0.4 million
Residential Investment	\$2.8 million
Median House Price	\$231,000



Oberon's economy is dominated by the State significant timber industry, including the growing and processing of timber, which underpins the large manufacturing sector in Oberon. The manufacturing sector accounts for almost a quarter of the economy. Other key sectors include:

- ▶ Agriculture and forestry
- ▶ Public administration
- ▶ Construction
- ▶ Transport and warehousing

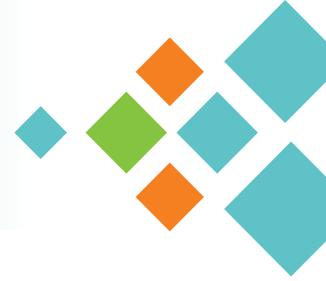
Sources: ABS Census (2011) ERP (2013), Cat 8731, DEEWR (2014), NIEIR (2014), Housing NSW (2014)



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



OBERON



Agriculture has historically been the focus of the economy with strengths in not only timber but prime lamb and beef cattle, horticulture and nut trees. The economy today still maintains a strength in agriculture, which is complemented by a strong manufacturing sector.

The largest employers in the area include the Timber Complex, comprising of Highland Pine, Woodchem and Borg Manufacturing, Oberon Correctional Centre and Oberon Council.

Economic development opportunities for Oberon in the future include:

- ▶ **Timber Industry** – opportunity for firms in the timber supply chain, given the current significance of the timber industry locally.
- ▶ **Niche Furniture/Timber Manufacturing** – given current levels of timber industry development, opportunities to focus on niche sectors (including furniture and customised residential housing timber) could be developed further.
- ▶ **Tourism** – there is potential to develop a large-scale tourist/accommodation/conference centre in Oberon and further develop the region's tourism sector including product experiences relating to cycling, mushrooming and heritage.



Oberon's timber industry

The plentiful supply of softwood in Oberon has underpinned the region's economic growth for some time. Resources exist to process timber through to the finished product. Support businesses have been established over time to form a rich timber industry supply chain within the Oberon region.

The timber industry in Oberon consists of a variety of activities including the growing, processing and manufacturing of timber, for example, into Medium Density Fibreboard and Particleboard Flooring. Sawmilling and resin manufacture are also carried out in the region. A local supply chain has been established to provide tools, transport and other services associated with the timber industry. However, there are likely to be still more value-add opportunities for businesses to capture. These generate flow-on benefits for the region, supporting economic and population growth.

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