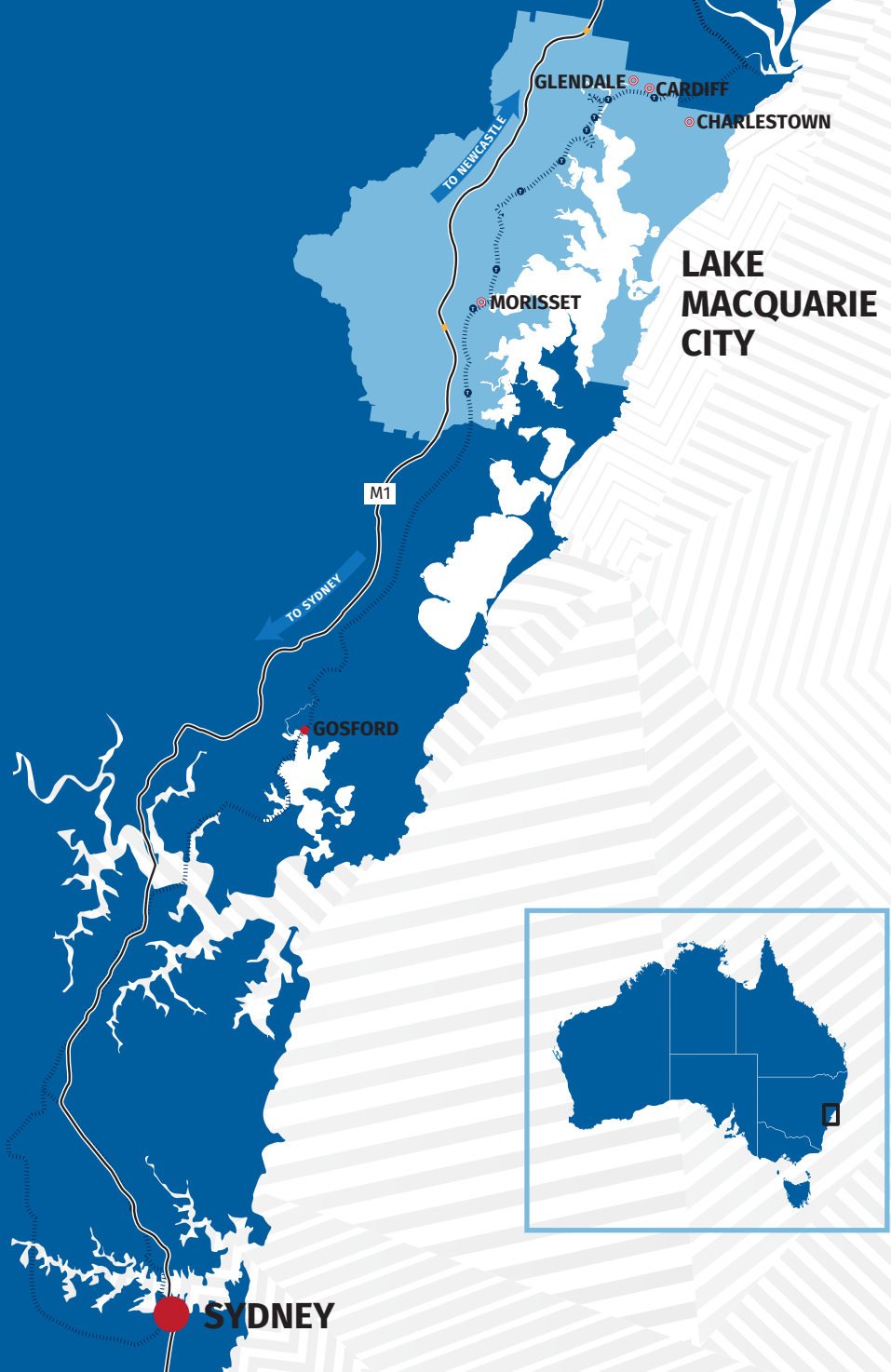
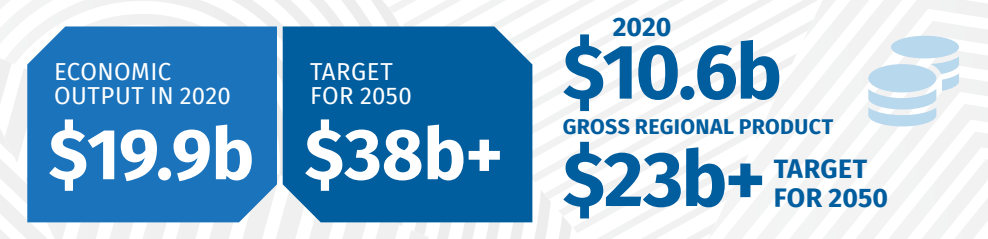
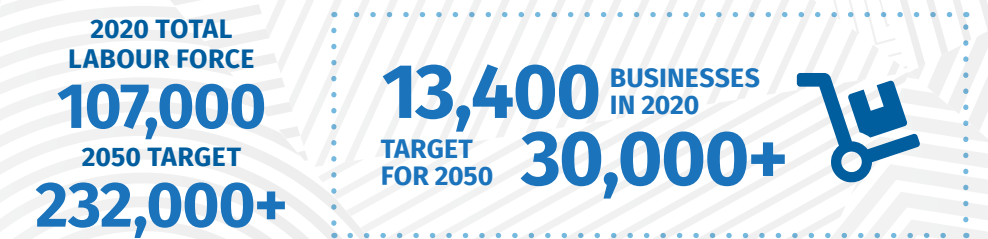
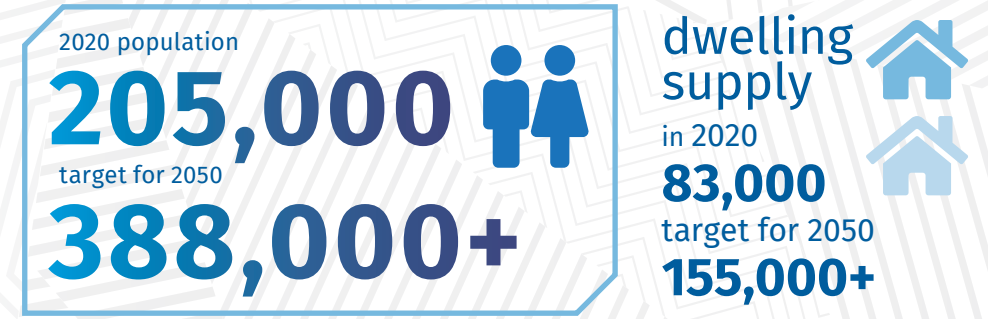




**ADVOCACY
PRIORITIES
2020-2022**



CITY SNAPSHOT



COMPETITIVE ADVANTAGES

LOCATION

- 90 minutes to Sydney CBD
- Mid-point on eastern seaboard with access via major road, rail and air connections to Melbourne and Brisbane markets
- A critical part of the Committee of Sydney's Sandstone Megaregion

INFRASTRUCTURE

- Road and rail access to international gateway ports in Botany and Newcastle
- Three (3x) strategic economic centres: Glendale-Cardiff, Morisset and Charlestown
- Australia's first integrated manufacturing product prototyping and commercialising facility for start-ups and commercial sector
- Regional sporting facilities including Hunter Region Sports Centre, Lake Macquarie Regional Football Facility, and Hillsborough Regional Basketball Stadium (State-funded project under development)
- Extensive 100GB fibre optic network and 100% coverage with commercial grade LoRaWAN (internet of things) network

NATURAL ENVIRONMENT

- 32km of pristine coastline
- 38,000ha+ of accessible National Parks and State Forests
- Largest salt-water lagoon in the Southern Hemisphere
- Competitive adventure tourism product with 1.3+m international and domestic visits annually

GOVERNANCE

- City council culture focused on collaboration and regional prosperity
- Research led decision making
- Unique economic development concierge entity – Dantia – with a comprehensive private investment and development pipeline

KEY ADVOCACY INITIATIVES FOR 2020-2022

We're advocating for:

- Red tape reduction at all levels of Government
- Pilot projects to explore sequential land use activities, such as the adaptive reuse of ex-mining land
- Increased investment in transport infrastructure (road, rail, and active transport) and interchange facilities to encourage public transport service utilisation
- Regional connectivity improvements to provide residents, visitors and businesses with unhindered access to the internet (5G, public Wi-Fi, fibre networks, etc).
- Expansion of tertiary education opportunities within Lake Macquarie
- City and the surrounding Hunter and Central Coast regions
- Faster road and rail connectivity between Sydney, Gosford, Lake Macquarie and Newcastle to support growth and decentralisation of government and non-government services
- Tangible support for industry initiatives to develop clean energy and power generation
- New mechanisms and funding to support the transition of workforces affected by decline in traditional sectors of mining, manufacturing and energy production

How we'll do it

- Identify feasible initiatives and create opportunities for pilots, prototyping and proof of concept
- Collaborate with both the public and private sector to deliver outcomes
- Be adaptive in our approach to advocacy, using real-world evidence and analysis to make our case for change
- Value add before we value ask, recognising that we can no longer rely on governments to invest in Lake Macquarie City without us doing so first
- Harness the expertise of Dantia (the Lake Macquarie Economic Development Company), to inform initiatives that will attract and accelerate investment and job creating opportunities by existing and new businesses
- Respond strategically to the impacts of the COVID-19 pandemic and transform practices and processes so that the City can:
 - + re-establish and accelerate social and economic activity
 - + create confidence and certainty to secure investment and jobs from public and private sectors
 - + diversify the business base and become more agile and resilient to negative events in the future



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