

THE TWEED

THE NATURAL CHOICE FOR BUSINESS

BUSINESS INVESTMENT GUIDE

SUCCEED IN THE TWEED

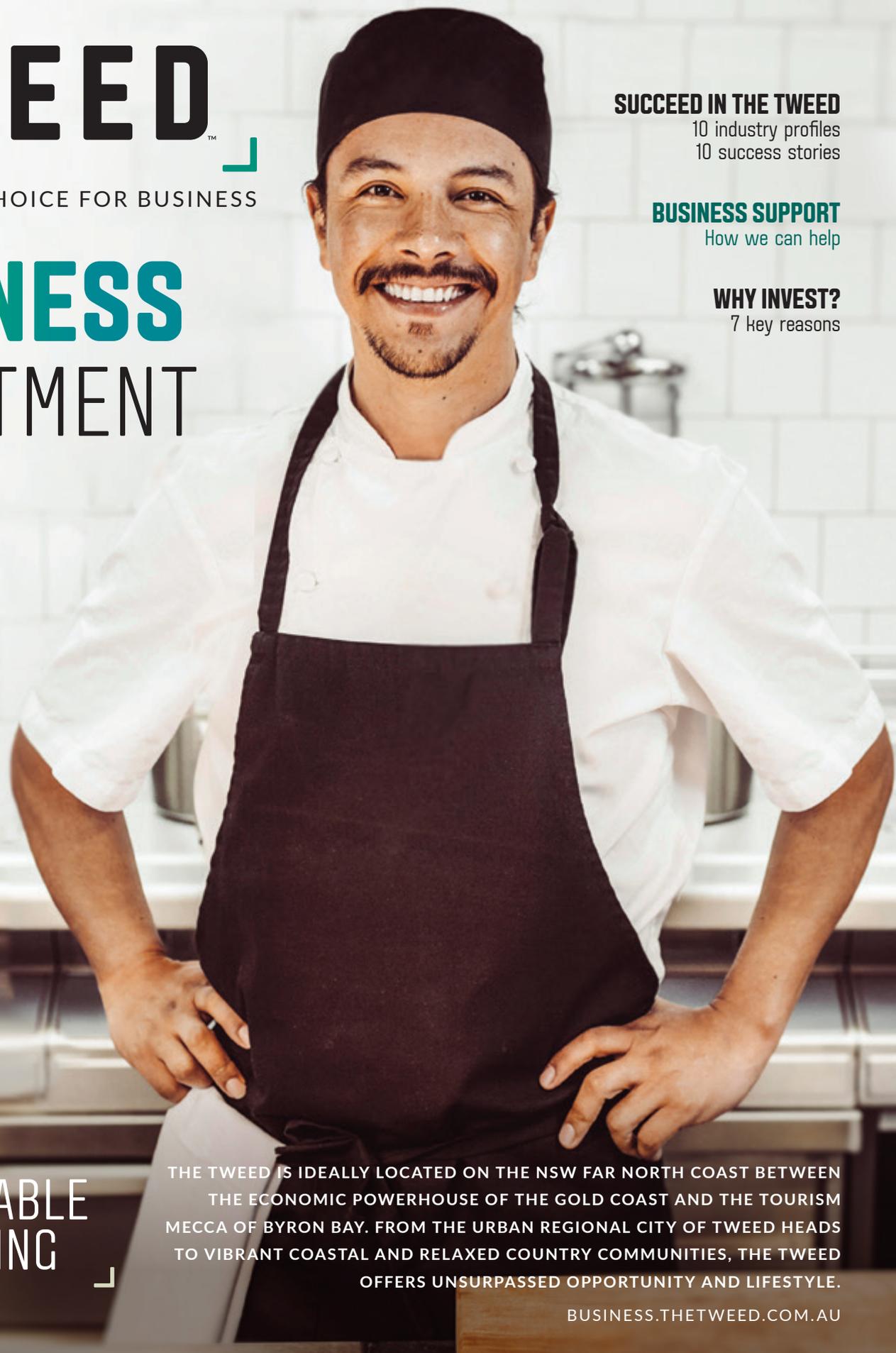
10 industry profiles
10 success stories

BUSINESS SUPPORT

How we can help

WHY INVEST?

7 key reasons



SUSTAINABLE INVESTING

THE TWEED IS IDEALLY LOCATED ON THE NSW FAR NORTH COAST BETWEEN THE ECONOMIC POWERHOUSE OF THE GOLD COAST AND THE TOURISM MECCA OF BYRON BAY. FROM THE URBAN REGIONAL CITY OF TWEED HEADS TO VIBRANT COASTAL AND RELAXED COUNTRY COMMUNITIES, THE TWEED OFFERS UNSURPASSED OPPORTUNITY AND LIFESTYLE.

BUSINESS.THETWEED.COM.AU



Statement of acknowledgement of the Bundjalung Aboriginal Nation

We wish to recognise the generations of the local Aboriginal people of the Bundjalung Nation who have lived in and derived their physical and spiritual needs from the forests, rivers, lakes and streams of this beautiful valley over many thousands of years as the traditional owners and custodians of these lands.

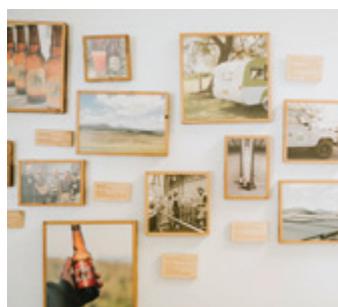
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From the Mayor



Katie Milne
Mayor of the Tweed

The majestic beauty and incredible biodiversity of this ancient volcanic caldera forming the Tweed resonates throughout the area, and inspires us all greatly in our everyday lives.

The Tweed is a region of such outstanding environmental, scenic and geological significance, and wonderfully powerful indigenous cultures.

Our community is passionate about caring for Country, taking our responsibilities for climate change seriously, and transitioning to a clean and green future as quickly as possible.

We have an amazing collaborative workforce of intelligent, mindful and creative people willing to share ideas and support new enterprises. We have farmlands so fertile they are classified as 'of state significance' and a burgeoning niche food industry ripe for innovative farmers to try new rural industries.

With the highest number of artists per capita in Australia there is no shortage of cultural activities in the Tweed.

Sandwiched between the Gold Coast, Byron and Nimbin, the Tweed has a bit of the character of all of those famous towns but is like none of them. We are unpretentious and humble, but firm in our values and our deep respect for this very special place.

We warmly welcome all those who share our core values, and especially those who can help us on our path to zero emissions, zero waste, environmental regeneration, and an exciting sustainable and ethical economy.

If that sounds like you, we really hope to see you soon.

The Tweed offers natural advantages for sustainable and ethical business.

Our commitment to our core values is what sets us apart from other regions.

What we value

We look after people and our places, explore all opportunities and are proud of our passionate approach.

We care about each other, choose to be here and are in this together.

We have conversations where everyone can contribute and we are willing to have a go.

We put back in to make a difference, so that our Tweed community is even better tomorrow than it is today.



From the General Manager



Troy Green
General Manager – Tweed Shire Council

The Tweed region is as beautiful as it is diverse and combines scenic rural landscapes with a number of attractive towns and villages. The landscape is the region's defining characteristic and one of its greatest assets. It has a diverse and productive economy – with health services, construction, retail, education and tourism among the most significant sectors – and contributes almost \$2.5 billion to Australia's economy annually.

The Tweed region is fortunate to have highly productive agricultural land and a strong tourism sector that is experiencing continued growth. There are significant opportunities for growth and diversification, especially in industries linked with the Brisbane/Gold Coast region such as agriculture, food services, construction, retail trade and manufacturing. Further expansion of health services – Tweed's largest employment industry – will continue to grow and be in high demand. These economic opportunities are underpinned not only by Tweed's location but also its three key assets: nature, culture and creative communities.

This Business Investment Guide provides a window of opportunity for those wishing to discover what makes the Tweed region so unique and advantageous as an investment destination.

5 FAST FACTS

- 1** The Tweed is ranked fifth in Australia for economic diversity, giving us the ability to better withstand broader economic shocks.
- 2** Tweed Heads is the fastest growing city in the state's fastest growing region, the far North Coast.¹
- 3** The Tweed's population is expected to grow by more than 42 per cent to 127,000 people by 2036.²
- 4** On the NSW-Queensland border and partially in the Tweed, the Gold Coast's international airport is Australia's fifth busiest airport, with significant cargo capacity to key domestic and export markets. Annual passengers are forecast to grow from 6 million to 16 million by 2037.³
- 5** From 2013 to 2017, visitors to the Tweed have increased by nearly three times that of the average visitor growth for all coastal Local Government Areas in NSW outside of the Sydney region.⁴

Sources:

- 1 Profile ID, profile.id.com.au/tweed
- 2 Forecast ID, forecast.id.com.au/tweed
- 3 Gold Coast Airport Ltd, goldcoastairport.com.au
- 4 Australian Tourism Research

Diverse opportunities

The opportunities for growth and diversification are significant across the Tweed.



\$354.9m
Health care and social assistance



\$270.2m
Construction



\$221.5m
Retail trade



\$188.1m
Education and training



\$168.7m
Accommodation and food services



\$126.1m
Public administration and safety



\$122.4m
Rental, hiring and real estate services



\$114.1m
Financial and insurance services



\$107.5m
Manufacturing



\$100.7m
Professional, scientific and technical services



\$81.7m
Agriculture, forestry and fishing



\$79.4m
Wholesale trade



\$73.5m
Transport, postal and warehousing



\$72.9m
Other services



\$71.3m
Electricity, gas, water and waste services



\$71.2m
Administrative and support services



\$35.3m
Information media and telecommunications



\$27.1m
Arts and recreation services



\$2.5b
Total industries

Source: Draft Tweed Shire – Regional Economic Development Strategy, NSW Department of Premier and Cabinet

Why invest in the Tweed?

NATURAL ADVANTAGE

Nominated as one of the National Landscapes – Australia’s Green Cauldron, the Tweed offers the best of all worlds: lush subtropical rainforests and dramatic mountain ranges, fertile green fields and kilometres of unspoilt coastline.

This abundance of natural beauty is the perfect backdrop for the country and coastal towns and villages dotted throughout this nationally significant region – each one imbued with a character all its own.

A biodiverse environment, pristine air and water and a mild climate (with around 300 sunny days a year) all add to the Tweed’s clean, green credentials – offering those who work, live and play here a natural advantage.

ESTABLISHED ECONOMIC BASE

The Tweed has a broad and productive economy worth around \$2.5 billion a year.

Education, health services, construction, retail and tourism are among the most dominant sectors. However, our clean, green reputation is promoting the emergence of innovative, sustainable and creative technologies.

We are ranked fifth in Australia for economic diversity, providing us with the ability to better withstand broader economic shocks.

The Commonwealth and State Governments have recognised the region’s strategic importance by investing heavily in a new regional hospital, university, M1 Pacific Motorway upgrade and a range of local community, sporting and civic infrastructure.



STRONG ECONOMIC STRATEGY

The *Tweed Economic Development Strategy* identifies a range of actions to enhance the region's economy, respond to economic and business growth opportunities and maintain the community's expectations and values.

During the past 10 years, the Tweed has experienced a 25 per cent net increase in employment.

Visit business.thetweed.com.au to see the range of business information, including:

[The Tweed Economic Development Strategy](#)

[The Tweed Economic Development Policy](#)

BUSINESS INVESTMENT POLICY

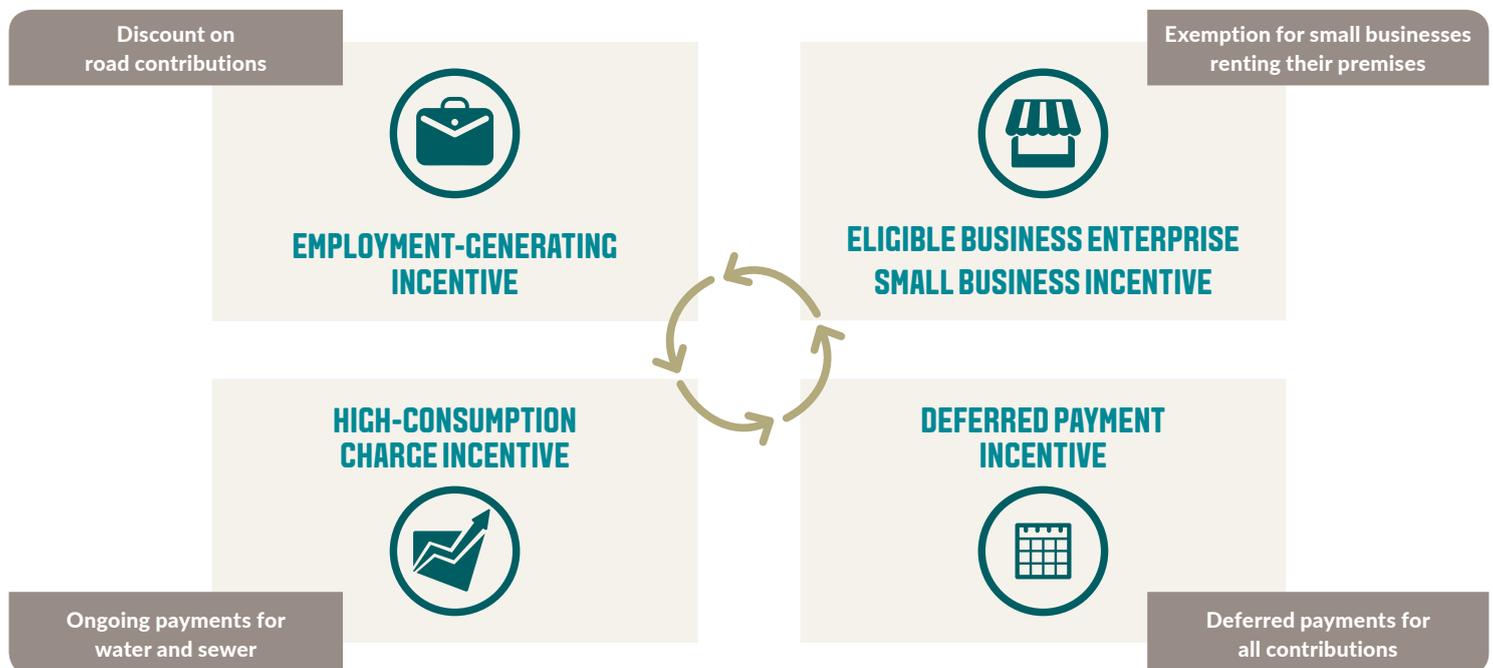
Tweed Shire Council's door is open for business development and growth.

As a member of the state's Small Business Friendly Councils program, Tweed Shire Council has access to government initiatives, information and resources to support local business.

The program's 2017 award-winning Easy to Do Business initiative reduces red tape and streamlines approvals.

Tweed Shire Council developed its Business Investment Policy (business.thetweed.com.au) to encourage new businesses to embrace the opportunities the area has to offer and help existing businesses achieve their expansion plans.

Acknowledging that the development phase is not always easy and start-up costs can be a significant hurdle, it provides a range of incentives and solutions for businesses of all sizes.



Source: Business Investment Policy, 2016

During the past
10 years the Tweed
has experienced a
25% net increase
in employment.

Source: Profile ID, profile.id.com.au/tweed
Forecast ID, forecast.id.com.au/tweed

STRONG URBAN GROWTH

Strong and steady growth is forecast for the Tweed over the next 20 years. Tweed Heads is the fastest growing city in the state's fastest growing region, the far North Coast.

Our population is expected to grow by more than 42 per cent to 127,000 people by 2036 and, in conjunction with the State Government, Tweed Shire Council has planned for this growth with several strategically placed greenfield urban-release areas and the protection of the coastal, hinterland and agricultural values the area is renowned for.

In 2016, the NSW Government signalled its strategic intentions for the Tweed by granting us Regional City status.

Cobaki and Kings Forest are two major urban greenfield sites that together will accommodate 22,000 residents and create new opportunities for businesses within their town centres.

The State Government is focused on infrastructure investment to ensure essential services meet the needs of our future population. The policies and actions to address these needs, while preserving our valuable natural resources, are outlined in the *Far North Coast Regional Strategy*.



EXTERNAL MARKET CONNECTIVITY

The Gold Coast Airport (goldcoastairport.com.au) in Coolangatta straddles the Queensland-NSW border. It's Australia's fifth busiest airport and is forecast to grow from 6 million to 16 million annual passengers by 2037. It has a number of freight-forwarding companies with a full range of logistics services to meet inbound and outbound freight requirements.

Around 90 minutes away is Brisbane's international airport (bne.com.au) and Queensland's largest multi-container shipping port (portbris.com.au), while two smaller regional airports in Lismore and Ballina are also within 100 kilometres.

Major government investment to upgrade the M1 Pacific Motorway has resulted in a four-lane dual carriageway from Sydney to Brisbane, significantly cutting freight times and costs to and from the Tweed.

We're home to some well-established and experienced transport companies, ensuring the reliable movement of goods in and out of the region.

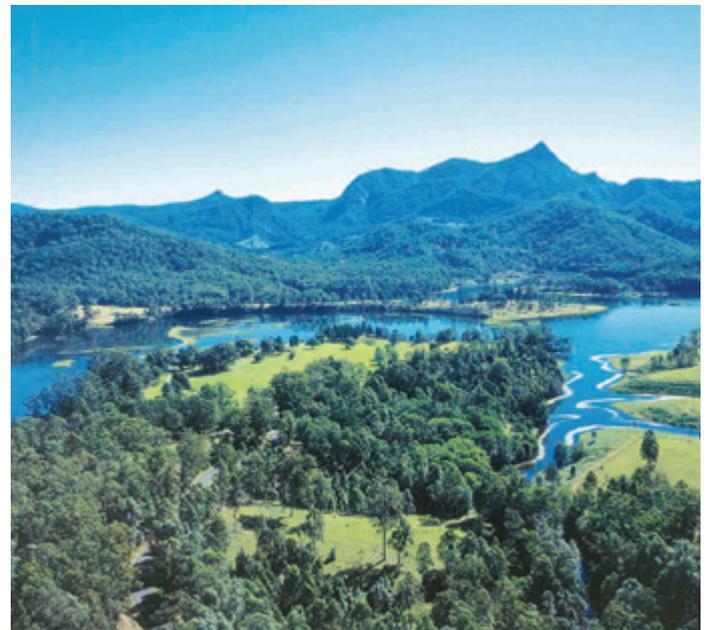


HIGH-QUALITY NATURAL RESOURCES

The far North Coast is one of the most biologically diverse regions in Australia, with 15 World Heritage areas covering 117,000 hectares. While this natural beauty brings tourists, as well as health and wellbeing benefits for our residents, it also provides our clean air and water.

Tweed's drinking water supply is equal to the best bottled water in the world. We have our own accredited water-testing laboratory and our internationally renowned state-of-the-art Bray Park Water Treatment Plant attracts delegates from foreign water authorities.

Since 2005, Tweed Shire Council staff have shared their knowledge to improve sanitation and water quality in Africa through the volunteer-run Tweed Kenya Mentoring Program (tkmp.tweed.nsw.gov.au).





Why live in the Tweed?

LIFESTYLE

The Tweed has all the benefits of a major city, yet has a population density of only 0.71 people per hectare.

Living in the Tweed – within easy reach of all the offerings of our Gold Coast, Brisbane and Byron Bay neighbours – offers a relaxed coastal or country lifestyle where you can choose the pace that suits you.

Among our assets are quality health care and education, diverse retail and dining choices, prime agricultural land, conference facilities and the perfect climate. We also have our own breweries and distilleries, farmers' markets, boutique shops, sports clubs and village cafés.

So, whether it's an outdoor lifestyle you seek – near the water, in the rainforest or on the farm – or the culture of our art galleries, museums and music scene, you will find it here in the Tweed.



SUSTAINABILITY

Surrounded by such an abundance of unspoilt natural beauty, it shouldn't be surprising that we actively protect it. Tweed Shire Council strives to be a leader in ecological sustainability, working to protect and enhance the Tweed's unique wildlife, waterways and coastline.

By improving our road network, advocating for enhanced passenger transport services and growing our network of cycleways, we are helping to deliver a future-friendly transport network.

Council also provides a free business-waste reduction program and is undertaking the collection of food and other organic matter, while also investigating the future of food and organic processing in the shire.

Tweed Shire Council is part of a strong local network of award-winning businesses and organisations demonstrating their commitment to sustainable business practices. Council and our business community have been recognised across a range of sectors for their industry-leading initiatives in renewable energy, biodiversity protection, efficient water and waste practices, pollution control, local sourcing, staff engagement and community building.

Expos, business awards and community events bring local businesses together with the community to inspire us all to leave a lighter footprint.

Showing leadership, demonstrating its commitment to sustainable business practices and encouraging other businesses to follow suit, Council continues to install solar panels on community buildings and Council facilities.

Tweed Shire Council values sustainable business and has 11 directions in its Economic Development Strategy around promoting sustainable business practices and attracting enterprises that will thrive in the local climate and embrace climate-friendly solutions.



Kingscliff, Tweed Coast - The Tweed.



「
The places
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A snapshot of the Tweed

With a growing economy, easy access to a metropolitan CBD and a beautiful living environment, the Tweed is the natural choice for business.

A place of breathtaking natural beauty, the Tweed's 1303 square kilometres feature World Heritage-listed rainforests and mountains, world-famous surf breaks and vibrant villages.

We have an abundance of clean air and water and a subtropical climate boasting around 300 sunny days a year, making us a highly sought-after destination to work, live and play.

Underpinning it all is a strong economic centre with a dynamic and well-connected business community, established infrastructure, transport, regional hospitals, universities, art galleries, creative centres and a supportive local government.



POPULATION: **93,480**



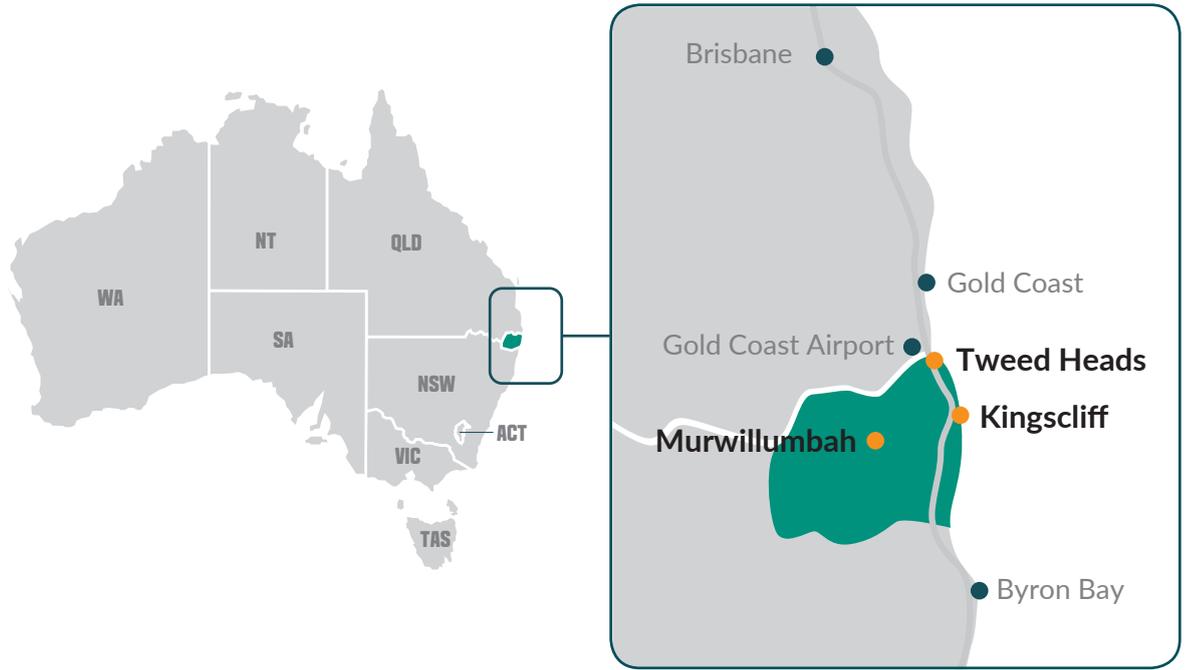
BUSINESSES: **7,280**



JOBS: **35,000**

Source: 2016 Census, ABS (Prepared by Profile ID)
Australian Business Register





Prime location

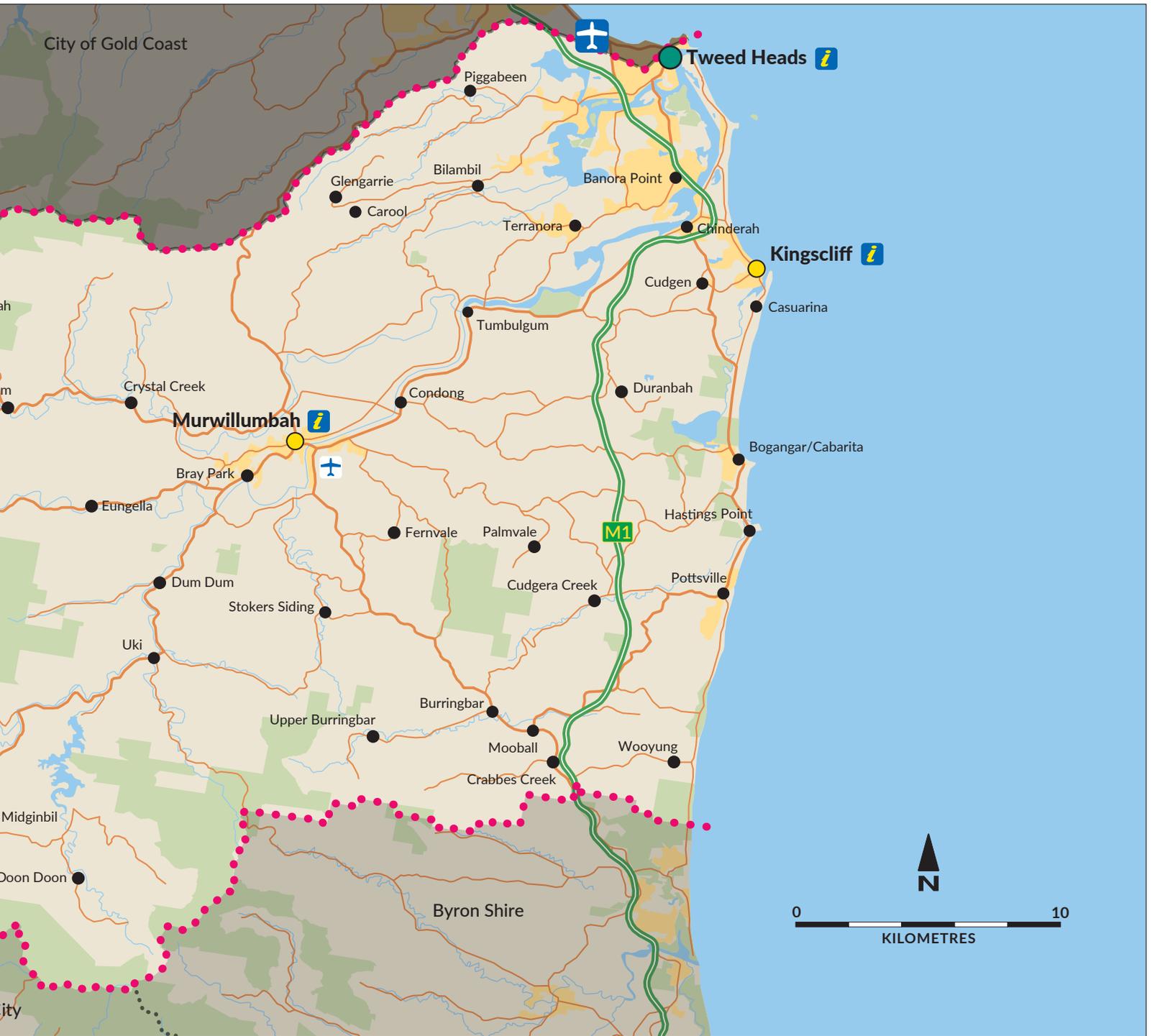
Our population is expected to grow by more than 42 per cent by 2036.

The Tweed is perfectly placed as the gateway between the economic powerhouse of South East Queensland and NSW's fastest growing region, the far North Coast.

We have ready access to international airports, cargo ports and the M1 Pacific Motorway, yet our industrial, commercial and residential land remains comparatively affordable.

The Tweed's proximity to the hotspot of Byron Bay and the Gold Coast – which has a population of more than 500,000 residents and 13 million visitors a year – ensures a wealth of business opportunity is on our doorstep.





- Villages
- Waterway
- ⋯ Tweed boundary
- ⋯ Other local government boundaries
- - State boundary
- Tourist information centre
- Gold Coast Airport (OOL)
- Murwillumbah Airfield

TWEED HEADS AND URBAN SURROUNDS – A REGIONAL CITY

As one of the 'Twin Towns' with neighbouring Coolangatta on the Queensland and New South Wales border, Tweed Heads is a regional city that offers a CBD business precinct, busy industrial area, marina, shopping, resort style accommodation and entertainment.

Jack Evans Boat Harbour and Twin Towns Services Club provide a welcoming presence as the gateway to NSW and the place to be to celebrate New Year's Eve twice thanks to daylight savings. The 'Tweed Mall' shopping centre is a retail hub with surrounding areas featuring government and commercial offices and small business. Wharf Street and Minjungbal Drive connect commuters to the busy industrial areas of Tweed Heads South.

Tweed Heads South is separated by the Tweed River and Boyds Bay and comprises a large services trade commercial area and a regional shopping centre 'Tweed City' which services a customer base beyond the Tweed.

There is a smaller residential area within Tweed Heads South which also comprises several aged care facilities. The locality includes a high school, a number of primary schools and the region's sport complex, Arkinstall Park.

TWEED COAST

Kingscliff (including Salt)

Unlike many traditional seaside communities, Kingscliff has evolved into a vibrant beach holiday destination without losing its wonderful beach village character.

The esplanade features award-winning cafés and restaurants and charming shopping boutiques. The Kingscliff Beach Hotel, Cudgen Headland SLSC and the Kingscliff Beach Bowls club offer plenty of entertainment options each week.

Directly opposite the CBD, the stunning new beachfront Rowan Robinson Park attracts locals and visitors on any day of the week.

Coastal villages

Fingal Head offers some of the best experiences below the waves. Cook Island is a small volcanic outcrop offshore from Fingal Head and is a beautiful marine playground, as well as having significance to local Aboriginal culture. It is home to green and loggerhead turtles and a stunning variety of tropical and subtropical marine wildlife. Local businesses in this area benefit from the natural attractions on offer that draw people from all over the world.

Chinderah is one of the Tweed's hidden treasures. It has expansive views at every turn and is a perfect hideaway for a little peace, relaxation, fishing and picnics in the riverside park or a quiet ale at the riverside pub. It is famous for some of the freshest local seafood you will find.

Casuarina is the perfect seaside escape. The streets are lined with contemporary homes that have famously redefined beach architecture. The community generally comprises young families wanting an active, healthy, outdoor lifestyle or empty nesters enjoying a year-round resort lifestyle.

Bogangar/Cabarita Beach is a pocket of paradise on the Tweed Coast. It is almost completely encircled by a nature reserve, lake and beautiful beaches. It has a laid-back beach village character and the locals commonly refer to it as 'Caba'. With legendary surf breaks, unspoilt beaches and sheltered coves, Cabarita has been a paradise for surfers, sun seekers and holidaymakers for generations.

Hastings Point is almost entirely surrounded by water and holiday activities revolve around the famous estuary and ocean. From the top of the headland you can watch the whales during June-November and take in amazing views along the Tweed Coast.

Pottsville is a picture-postcard vision of the quintessential seaside holiday destination. Caravans and tents line the banks of the creek where children splash around in the clear, calm waters while anglers cast a line from the nearby banks. It's an easy stroll to the beach, shops and some great cafés and restaurants.

MURWILLUMBAH AND RURAL VILLAGES

Murwillumbah

On the banks of the Tweed River, Murwillumbah is the creative and cultural hub of the Tweed Valley. A vintage country town dotted with art deco shopfronts, where local business owners have restored historic federation style buildings into cafés, restaurants and boutiques.

Paved walkways stretch along the scenic Tweed River and offer views of the world heritage listed Wollumbin/Mount Warning.

Murwillumbah is the gateway to Wollumbin/Mount Warning and it's a great base to explore the astounding natural wonders of the Tweed hinterland. Murwillumbah South is a regional industrial area and is home to some of the most successful and innovative business in the Tweed.

Rural/hinterland villages

Tumbulgum is well known for its classic country pub, friendly locals and absolutely exquisite riverfront location. It's a gorgeous place to stop and experience the beauty of Tweed's hinterland villages, with a great view to Wollumbin/Mount Warning.

Crystal Creek is a small community at the foot of the Caldera Range and Springbrook Mountain. Unique rainforest accommodation attracts a range of tourists to the area all who enjoy exploring the Tweed.

Chillingham is a charming rural farm village with roadside stalls offering homegrown veggies and exotic fruits, and good ol' Aussie tucker and an historic general store.

Uki village is housed with historical buildings that date back to the town's early days as a thriving dairy and timber centre. Today the village is home to a range of small businesses including art studios, shops, cafés and a bakery, with a laid-back, alternative vibe.

Stokers Siding offers its own unique charm with many local events being held at the 100 year old historic community hall.

Burringbar's local businesses benefit from road trippers keen to visit its unique offerings including the award-winning Tweed Valley Whey Farmhouse Cheeses, the Burringbar Rainforest Nursery and Heath's Old Wares and Collectables.

Mooball locals have taken their town's name literally and painted black and white cow patches on just about everything! It's a one of a kind village with its own unique charm.

Crabbes Creek is a very quiet rural village where you can enjoy rambling gardens, birdlife, a picnic and barbecue area and visit the general store.

Tyalgum is a historic village oozing country charm and features quaint old buildings that have been lovingly transformed by business owners into cottage cafés, art galleries, gift stores and accommodation.



Population¹



Workforce¹



Weekly household income¹



Median house price²



Median weekly rent³

Tweed Heads and urban surrounds

45,000+ 18,000+ \$982 \$609,000 \$525

Kingscliff (including Salt)

13,000+ 5,000+ \$1,224 \$925,000 \$700

Coastal villages

10,000+ 4,000+ \$1,225 \$700,000 \$575

Murwillumbah and rural villages

18,000+ 7,000+ \$1,037 \$535,000 \$450

Sources:

1 2016 Census (enumerated)

2 Rent and Sales Report (March 2018 Quarter) – Housing NSW (Non Strata)

3 Rent Bond Data (June–August 2018) – Fair Trading NSW (Dwelling Type: House)



MARCH 2010
Drought Ale released in bottles
NOVEMBER 2010
Drought Ale repackaged Pacific Ale



APRIL 2012
Jasper Ale first brewed
JULY 2012
The Mash Collective is born. A collab release brewed by creators who share a love for beer, waffles, music, craft, designers etc.



SUMMER 2012/13
Garden Ale released as a summer seasonal
MAY 2013
New site in Murwillumbah settled for a bigger brewery
SEPTEMBER 2013
First employees become shareholders under our employee ownership plan



MARCH 2015
 Chris and John track down the Stone & Wood family 1968 green air conditioner.

2015
 Stone & Wood built a custom air conditioner for the 1968 green air conditioner.

2015
 Stone & Wood built a custom air conditioner for the 1968 green air conditioner.



MARCH 2015
 Stone & Wood built a custom air conditioner for the 1968 green air conditioner.

NOVEMBER 2015
 Our logo is reintroduced as Green & Clean, reflecting the green hills that roll down to meet the Pacific Ocean.



「 The people 」

MAY 2014
 Chris and John track down the Stone & Wood family 1968 green air conditioner.

JULY 2014
 Stone & Wood built a custom air conditioner for the 1968 green air conditioner.





The Beach People

We run a globally admired brand of seaside luxe essentials. We manufacture all over the world, have offices in three locations and work across multiple currencies and teams, and we are able to do all that from the Tweed. I can't think of many businesses that you couldn't operate from this region. With the demands of running a global enterprise, I value coming home so much – somewhere to immediately switch off.

Moving here was natural for us because we love the area. We moved here for our families and the lifestyle and we built the business around that. I love this Northern Rivers community and raising the kids in the Tweed, so the business will remain right here as we continue to grow.

Emma and Victoria Henderson, Founders, The Beach People
thebeachpeople.com.au



Watersports Guru

I started my first tourism business on the Tweed about 10 years ago. I had just returned from a trip where I was lucky enough to explore some of the most beautiful places in the world. The funny thing is, when I came back to the Tweed I realised how good we have it here. There's no other place in the world like the Tweed. I knew I wasn't going to find anywhere better to start my business.

The Tweed has everything you could possibly want to run a successful business in one destination and I now have three businesses on the Tweed. Each one utilises Tweed's iconic natural assets and aims to reconnect people through nature and the environment.

I spent quite a few years pounding the pavement trying to get tourists to understand how amazing this destination really is. We now have some amazing loyal customers who have been coming back to do business with us for ten years and I owe that to the natural assets of the Tweed.

Tim Jack Adams, Watersports Guru
watersportsguru.com



Husk Distillers

The whole idea of establishing our business was to capture the provenance of a region in a spirit, so rum became our thing. It's a French-style agricole rum made using fresh cane juice – only 3 per cent of the world's rum is produced this way.

We use local cane varieties from our farm here in the Tweed, which has what the French call 'terroir'. The spirit is imbued with the natural character of the area in which it is produced; the soil, the water, the geology and the seasons are all part of the end product. Biodiversity is also important, as we are custodians of a 12-hectare remnant Gondwanan rainforest on the property.

The changing landscapes between the ocean, the mountains and the valley make the Tweed a very special place. This Northern Rivers region is becoming known for the quality of its producers, so being here just works for us and our business.

Paul and Harriet Messenger, Co-founders, Husk Distillers
huskdistillers.com



Madura Tea

The founders of Madura Tea were wise in terms of choosing the Tweed. It's a natural environment for tea and the region's climate is ideal for the development of the tea flavours. Purity of the product is key; we want to see everything the environment offers coming through the flavours in the cup.

Local government, which has seen us evolve over the years, has been terrific in its support of Madura Tea – it has been constructive and provided solutions. We have worked in partnership and continue to look to its support and guidance as we grow.

Stephen Bright, Director, Madura Tea Estates
maduratea.com.au



Murwillumbah Farmers Market

When I started my business, I wanted to focus on supporting the farming community and supporting small local farmers. We have so many people who are passionate about growing. You don't continue farming unless you have a passion for it - because it's really hard work. People in the Tweed are interested in the food they eat and there is a strong demand for beautifully grown organic food.

There was a time where we saw a drop in farming from younger generations. Now we are seeing some of the younger people return to the farms. They've been out and experienced the world and they are coming back as really passionate farmers. We've got new farmers bringing different business skills and knowledge back with them and as a result, we're seeing some really innovative results. It's a really exciting time to be in the farming industry.

Sue Beckinsale, Market Manager, Murwillumbah Farmers Market
murwillumbahfarmersmarket.com.au

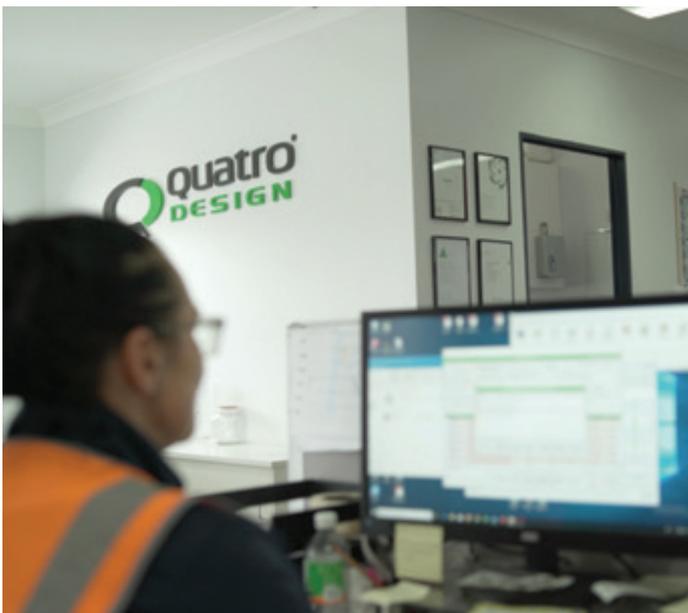


Perfect Last Bite

Our philosophy is very much about trying to provide wonderful food experiences. Our visions are big, we want to make one of the best food and beverage groups in Australia and we think the Tweed is the perfect place to do it.

The Tweed is amazingly well-balanced. We raise our kids here, we run our business here, we are only 14 minutes away from the Gold Coast and an international airport and we're just 35 minutes from Byron Bay. We have access to all of those wonderful facilities that metropolitan areas offer yet our beaches are secluded and have no-one on them and there's no traffic. It's a pretty impressive place.

Mark Williams, Founder, Perfect Last Bite (Osteria, Taverna, Ancora, The Bombay Cricketers Club and Baked at Ancora)
plbgroup.com.au



Quatro Design

In 2004, four of us got together with an idea to use different equipment to make glass fibre reinforced concrete products. Out of that process, we made a tabletop that we were pretty impressed with. Our product is so strong that we can jump on it and it won't break and it is made in a very sustainable way.

The Tweed is a very dynamic area. When we first started our business here we were a little apprehensive because we were concerned we were not going to find the suppliers and trades that we needed. Once we got started, we actually found the complete opposite. The local community has a really impressive skill set and the quality of service we get from surrounding businesses far exceeded my expectations.

Chris North, Founder, Quatro Design
quatrodesign.com.au



SAE Group

SAE Group started in 2010 with the aim of turning Australia renewable. We're not going to stop until we hit that target. We chose to set up our business in the Tweed because we enjoy living on the Tweed Coast and we knew we could attract good quality staff who also live in the area. We wanted to set ourselves apart and get away from the main centres of Brisbane and the Gold Coast.

The growth has been exponential because there is a real need and a genuine interest in the community for sustainable products, including solar and renewable energy.

We are on a mission to switch Australia to solar energy and that's definitely our way of making sure we leave the Tweed in a better place than we found it. The Tweed is a great place to start up a local business as it has a great local feel, a good community and Council behind you.

Nathan Cudsell, Founder, SAE Group
saegroup.com.au



Stone & Wood

For the past seven years, we've been working towards a strong purpose for Stone & Wood. It's about establishing a sustainable brewing business that actively develops, embraces and adds value to our local communities. As a business that is growing very rapidly in a regional area, we use a lot of water and need trade waste, systems and processes that some councils can be very restrictive about, but Tweed Shire Council works very well with us.

Looking after the environment is a big part of what we are trying to do. The caldera's pristine rainforest and mountains certainly contribute to the quality of the water here – and beer is 95 per cent water, so it's important to the quality of our beer. In the Tweed, we have the support of the local Council, a growing population and a prime location – it's just a great part of the country to do business in.

Jamie Cook, Co-founder, Stone & Wood Brewing Co
stoneandwood.com.au



Tweed Regional Gallery

& Margaret Olley Art Centre

The Tweed Regional Gallery and the one of a kind Margaret Olley Art Centre brings people from all over Australia and the world to the Tweed and has generated 7.38 million dollars to our economy.

Susi Muddiman, Gallery Director, Tweed Regional Gallery & MOAC
artgallery.tweed.nsw.gov.au

I am a local artist and I have lived in the Tweed for most of my life. My paintings are usually about place, environment and a sense of belonging. The Tweed Valley is a major theme that runs through my work.

The Tweed Regional Gallery is fantastic for being a platform for artists within the region. The gallery has really supported my profile immensely and showcased my work to a larger broader public. Most early career artists find it very difficult to support themselves due to the lack of feedback that they get - but this regional community has been excellent for me early on.

Hobie Porter, local artist
hobieporter.com



The Tweed, a strong agricultural heritage.



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The profiles
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Construction

CONSTRUCTION IN THE TWEED CREATES MORE BUSINESSES THAN ANY OTHER INDUSTRY.

One in five Tweed businesses are involved in construction - well above the state average.

Data from the 2016 Census shows technicians and trades workers continue to be among our growth occupations, and our proximity to the Gold Coast brings added opportunities for those engaged in this sector.

Tweed Shire Council has earmarked two major urban expansion sites, which together will provide around 10,000 new homes, two new public primary schools and two town centres. It is also investigating a number of other, smaller sites for residential expansion, indicating a secure future for industry in the decades ahead.

Construction in the Tweed is worth over \$270 million per year.*



Business in the Tweed is doing better than ever, according to Census data released by the Australian Bureau of Statistics.

The data, released in October 2016, reveals business in the region has increased by 2 per cent, with 7000 local businesses now registered in the Tweed.

The construction industry is a high performer and comprises 20.3 per cent of registered businesses in the Tweed compared with 15.5 per cent across the entire state of NSW.

Opportunities within the construction sector are only going to grow given the two new major urban greenfield sites planned in Cobaki and Kings Forest (they will accommodate 22,000 residents and create new opportunities for businesses within their town centres).

The NSW Government's commitment to build a new state-of-the-art hospital by 2023 will inject more than \$534 million into the construction sector.

Source: Draft Tweed Shire - Regional Economic Development Strategy, NSW Department of Premier and Cabinet



Tourism

FROM 2013 TO 2017, VISITORS TO THE TWEED INCREASED BY NEARLY THREE TIMES (2.7) THAT OF THE AVERAGE VISITOR GROWTH FOR ALL COASTAL LOCAL GOVERNMENT AREAS IN NSW OUTSIDE OF THE SYDNEY REGION.

Sustainable tourism is a firmly established industry in the Tweed and a pivotal economic driver for the region.

Visitors are attracted to our World Heritage-listed rainforests, more than 35 kilometres of pristine coastline, the marine playground of the Cook Island Aquatic Reserve and our rich Aboriginal culture. They also enjoy the Tweed's growing food and agritourism movement and exploring our eclectic creative communities.

Domestic and international visitors are welcomed with the full spectrum of accommodation offerings – from camping to luxury, boutique to eco-friendly and adventurous to family-focused.

Our connection to the Gold Coast ensures we have well-developed and high-quality tourism infrastructure, earning us a solid reputation as conference and events hosts with a difference.

The natural wonders of the Tweed have been recognised by Tourism Australia as one of the National Landscapes – Australia's Green Cauldron.



With lush World Heritage rainforests and breathtaking mountain ranges just a short drive from uncrowded beaches and world-famous surf breaks, the Tweed is truly a natural paradise.

- In 2015/16, the visitor economy in the Tweed was worth \$469.6 million
- The total number of visitors to the Tweed in the year to 30 September 2017 was 1,880,000
- With 10 years of consistent growth averaging 6.1% per annum, Domestic overnight visitor numbers are at record highs, with 107,000 more overnight visitors than the same period last year
- The Tweed's overnight visitors have grown by 70% over the past decade compared with 22% on average for other coastal NSW Local Government Areas

Source: Tourism Research Australia via the National Visitor Survey (NVS) and the International Visitor Survey (IVS)



Accommodation & food services

THE TWEED'S PROXIMITY AND EASE OF ACCESS TO THE GROWING POPULATION OF SOUTH EAST QUEENSLAND HAS ENSURED A DECADE OF SUSTAINED AND CONSISTENT GROWTH – HIGH ABOVE THAT OF OTHER COASTAL LOCAL GOVERNMENT AREAS IN NSW.

The beautiful natural environment and ability to disperse tourism across a wide area makes the Tweed feel less crowded than its well-known neighbours and will continue to be an attractive escape. This consistent growth in visitor numbers has helped make hospitality our fourth largest sector.

Our low-key, highly attractive region is an emerging 'must do' destination for domestic markets, as well as selected international markets, due to a distinctive offering that is easily accessible.

Australia's fifth busiest airport sits on our border and is expected to almost triple its arrival numbers over the next 20 years, so the prospect for growth in high-yield international and domestic visitation is very strong.

The domestic hubs of Melbourne, Sydney and Adelaide, and international hubs such as Auckland, Singapore, Kuala Lumpur, Hong Kong and Tokyo, are all accessible from Gold Coast Airport.

To capitalise on this potential, the Tweed has a strategic focus on growing both the business and private events sectors. Existing and planned product, a range of quality services and culinary experiences all contribute to the appeal of the Tweed.

Consistent growth in visitor numbers has helped make hospitality our fourth largest sector.



There is significant scope for growth and investment in a variety of accommodation and food service businesses. The Tweed is attracting and developing some of Australia's finest chefs and awarded restaurants.

Our fertile volcanic soil is renowned for fresh, flavoursome and interesting produce all year round. The local trawlers bring in fresh seafood daily, while farmers' markets scattered throughout the region bring their produce directly from paddock to plate.



Arts & recreation services

THIS IS A REGION WITH A MYRIAD OF LIFESTYLES. WHETHER YOU SEEK THE RURAL OR COASTAL, COSMOPOLITAN OR BOHEMIAN, THERE IS A COMMUNITY OF LIKE-MINDED PEOPLE, BUSINESSES AND SERVICES HERE FOR YOU.

This diversity, combined with a rich tapestry of natural landscapes, has established a strong and vibrant arts community with more artists per capita than any other region in Australia.

The highly respected Tweed Regional Gallery & Margaret Olley Art Centre nurtures this important industry. The gallery has six exhibition spaces for hosting nationally significant touring exhibitions as well as showcasing the works of local and emerging artists. There is also a workshop and research library on site.

Our idyllic temperate climate provides for an abundance of recreational activities. We are blessed with surf breaks that attract the world's best surfers as well as gentle swimming spots for families to cool off. It is easy to go exploring along our network of cycleways, pristine waterways and World Heritage-listed rainforest trails.

Our strong sporting culture ensures people of all ages and abilities are well catered for, while Tweed Shire Council provides 411 parks, 38 sporting fields, 82 playgrounds, 78 picnic areas and 3 aquatic centres for everyday enjoyment.

The Northern Rivers proudly boasts more artists per capita than any other region in Australia.



Tweed Regional Gallery & Margaret Olley Art Centre

With magnificent panoramic views of the valley and Tweed River, a visit to the gallery is a rich and rewarding experience and the perfect place to view first-rate exhibitions.

The Margaret Olley Art Centre features a re-creation of Olley's studio, elements of her home and works of art from her acclaimed collection.

artgallery.tweed.nsw.gov.au

Tweed Regional Museum

This museum, which operates across three locations - Murwillumbah, Tweed Heads and Uki - connects the Tweed from the coast to the mountains, providing a unique journey into the history, people and places of the majestic Tweed Valley.

museum.tweed.nsw.gov.au

Art events & trails

The Murwillumbah Art Trail is a week-long event in May that brings together more than 60 established and emerging artists of the Tweed Valley and surrounds.

Art galleries are dotted throughout the Tweed and showcase the work of local artists inspired by the landscape, wildlife, history, community and spirituality of our diverse region.



Agriculture

THE TWEED HAS A DIVERSE AGRICULTURAL BASE WITH TRADITIONAL AND EMERGING NICHE SECTORS AND AREAS DESIGNATED AS STATE SIGNIFICANT FARMLAND. THE REGION IS BEING HAILED AS AUSTRALIA'S NEXT GOURMET FOOD DESTINATION.

We are one of the closest rural areas to Brisbane and the Gold Coast. Our transport links, temperate climate, average rainfall of 1600mm per year and variety of soil types enable us to support a diverse range of produce, with direct access to 4.3 million local consumers by 2030.

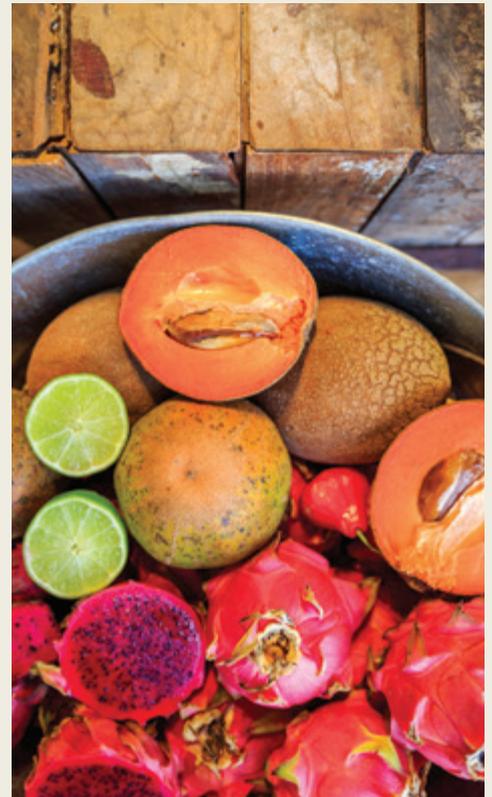
The Tweed's unique natural and environmental values and focus on food create a credible platform for producers, with sustainable high-value agricultural and value-added products, to position and leverage their own brand credentials.

With solid local and national transport links and its proximity to Brisbane and Gold Coast airports, the Tweed's high-value produce has excellent access to both domestic and export markets.

The Tweed has some of the state's most productive farmland, a subtropical environment, a clean coastal microclimate and excellent rainfall and water, which enable the region to grow a diverse range of produce and livestock.

The Tweed has the right climate, the right location and the right soil. It's as if nature has conspired for millions of years to provide us with the perfect location for agriculture.

**Bob Brinsmead, Founder,
Tropical Fruit World**



Our region is traditionally known for its sugar cane, beef, dairy, bananas and sweet potatoes, with some farms dating back to the late 1800s.

In more recent years, new agricultural industries have seen the potential in the Tweed, with value-added dairy, organic vegetables, finger limes, avocados, alpaca wool, Moreton Bay bug aquaculture and agritourism among our more specialised offerings.

Sugar cane is one of the Tweed's largest agricultural crops, underpinned by a regional sugar mill in Condong, operated by the Sunshine Sugar farming cooperative. On site there is also a cogeneration power station fuelled by biomass by-products from the sugar mill and other sources, operated by Cape Byron Power.

We are one of the closest rural areas to Brisbane and the Gold Coast, with strong consumer demand for farm-direct produce seeing a resurgence of small fruit and vegetable growing and a widening of the scope of businesses, including poultry, tea, coffee, tea-tree and native bush foods.



Transport, postal & warehousing

BUSINESSES SEE THE TWEED AS A PLACE WHERE THEY CAN HARNESS THE OPPORTUNITIES OF BEING BASED CLOSE TO NATIONALLY IMPORTANT TRANSPORT ROUTES OF ROAD, SEA AND AIR.

The Tweed is strategically located right on the Queensland border, with over 7000 heavy vehicle movements every day. There are two major highway service centres at Chinderah; both of these interchanges have B-double parking, diesel refuelling points and driver rest areas.

A north and southbound service centre provide access to Tweed Valley Way, which services Murwillumbah and the rural areas of the Tweed Valley and has connections further west to Kyogle and Lismore.

Both the Chinderah interchanges are significant as emerging transport hubs. The table below shows distances and travel times between key transport facility locations and Chinderah.

Centre	Distance	Est. travel time
Gold Coast Airport	12km	≈10 mins
Yatala Industrial Park	45km	≈40 mins
Murwillumbah Industrial Estate	15km	≈14 mins
Brisbane Airport	115km	1½ hrs
Port of Brisbane	112km	1½ hrs
Brisbane CBD	106km	1½ hrs
Sydney CBD	850km	10 hrs

The Tweed is home to well-established and experienced transport companies, ensuring reliable movement of goods in and out of the region.



Tweed's 'connectivity'

Tweed Shire is exceptionally well located. It is a 1.5 hour drive from Brisbane, minutes from the Gold Coast Airport and only a one hour flight from Sydney. It also has excellent highway access linking to these destinations.

Gold Coast Airport is one of Australia's fastest growing airports and the fifth busiest international airport in the country, with over 6.5 million passengers travelling to and from destinations across Australia, New Zealand and Asia.

This connectivity makes the Tweed an extremely attractive location for business.

goldcoastairport.com.au



Manufacturing

THE TWEED HAS A BROAD AND PRODUCTIVE ECONOMY VALUED AT NEARLY \$3 BILLION A YEAR.*

Innovation is a precious asset and one that is highly valued by Tweed Shire Council.

It recognises the manufacturing sector's contribution to the economy and the challenges it faces in continually adapting to changing technologies and global competition.

Council has a number of incentives within its Business Investment Policy that can help new businesses become established and existing businesses to expand.

The NSW Government forecasts significant opportunities in the coming years for highly specialised and technologically advanced manufacturers.

The Tweed is in a prime position to capitalise on this, due to its affordable land availability and proximity to key markets and export routes.

*Source: Draft Tweed Shire – Regional Economic Development Strategy, NSW Department of Premier and Cabinet



Sustainability

The global business environment is changing rapidly, with a much greater focus on environmentally sustainable business practices.

It is becoming increasingly important for businesses to grow their green credentials to ensure they remain up to date with customer expectations and do their part for improving the environmental health of their community.

We are looking to attract businesses that not only share the Tweed's values when it comes to sustainable business practices but are also actively interested in working to maintain the environmental integrity of our World Heritage landscape.



Retail

RETAIL IS THE TWEED'S SECOND LARGEST EMPLOYER, AFTER THE HEALTH AND SOCIAL SERVICES SECTOR.

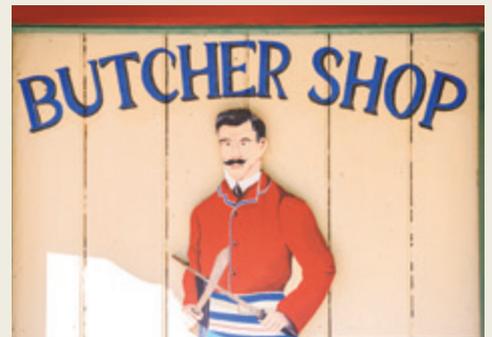
The recently expanded Tweed City Shopping Centre – with more than 140 specialty stores – in Tweed Heads South, made almost \$305 million in sales in 2017.*

Located just seven kilometres from Gold Coast Airport, the centre has almost 52,000 square metres of retail space, as well as an entertainment and dining precinct, it attracts around 6.5 million people movements a year.

Tweed Mall in the Tweed Heads CBD is core to the Council's City Centre Revitalisation Program. Retailers within this future cultural hub stand to benefit from the significant increase of residents and visitors expected in this area.

In addition, numerous other shopping precincts with unique boutique stores serve our coastal villages, suburbs and rural centres and two new town centres are planned in the future urban-release areas of Cobaki and Kings Forest.

*Source: Shopping Centre News 2018





Education & training

OUR POPULATION IS EXPECTED TO GROW BY MORE THAN 42% BY 2036.*

The Tweed has 39 primary schools, 11 secondary schools, two TAFE campuses and Southern Cross University on our border with Queensland, making education an important contributor to our economy.

The Tweed has a thriving education sector with a wealth of quality primary and secondary schools, both private and public, that are equipping youth with the skills needed for the challenges of tomorrow.

Secondary schools nurture students who achieve at the highest level in national and international academic arenas. The region also has the highest concentration of artists anywhere in Australia, which is reflected in the quality of creative and performing arts programs that foster the early development of many creative professionals. This creativity is showcased at the month-long Murwillumbah Festival of Performing Arts (now in its 87th year), which draws competitors from far and wide.

The rapid population increase forecast for the Tweed has us poised for significant government and private investment to further grow this vital service sector.

*Source: Forecast ID, forecast.id.com.au/tweed

Our TAFE college has had a 40% increase in apprentices.



Training & conference facilities

Our highly regarded conference facilities, positioned in a naturally beautiful location, make us a great choice for event organisers and delegates alike.

With an international airport on our doorstep, accessibility of these facilities makes the Tweed an ideal meeting point.



Health care & social assistance

THIS IS THE REGION'S MOST PRODUCTIVE INDUSTRY, GENERATING AROUND \$355 MILLION FOR THE LOCAL ECONOMY.

The Tweed is currently serviced by two public hospitals, located in Tweed Heads and Murwillumbah, and they are among the largest employers in the Tweed – generating substantial flow-on economic benefits to the region in terms of demand for retail, offices and residential housing.

The NSW Government has committed to building a new state-of-the-art hospital by 2023. With a construction cost of \$534 million, it is expected to be the biggest infrastructure project in the Tweed to date.*

The new hospital will not only greatly improve health services for the region – forecast to grow by more than 40 per cent to 128,000 people by 2031 – but also help ensure this valuable sector will continue to thrive well into the future.

*Source: Draft Tweed Shire – Regional Economic Development Strategy, NSW Department of Premier and Cabinet



The health and welfare sector employs more of the local labour force than any other sector. Census data shows that three in every 20 people work in this industry.

The Tweed's proximity to South East Queensland gives it access to highly skilled professionals, many specialist services and excellent training facilities.

With the advent of the new hospital, there is further opportunity for integrated planning of the sector to accommodate service industries and allied health and other service sectors that could leverage from the new hospital.



Business support and development.



The programs

Business support & development

If you are considering a move to the Tweed, opening a new enterprise or expanding an existing business in our shire, please talk to us.

Tweed Shire Council's Economic Development team can discuss the benefits of its Business Investment Policy and introduce you to local stakeholders and other contacts to assist you as you get established.

Tweed Shire Council also offers a popular Development Assessment Panel service (known as DAP), where prior to lodging an application, you can receive technical advice in relation to your proposal.

Our teams will walk you through Council's development application and assessment processes to set up your enterprise and get you on the right track to a successful move to the Tweed.

NETWORKING & COLLABORATION

Business collaboration and networking is strong in the Tweed. Chambers of commerce, and tourism, agricultural and food industry groups provide regular platforms for connecting with other businesses and industry sectors. Council works closely with these groups and supports key activities through investment in marketing and by developing regional business development projects.

REGIONAL SUPPORT

We can put you in touch with a number of regional business support organisations including the NSW Business Chamber, Regional Development Australia and the NSW Department of Premier and Cabinet.

POTENTIAL & OPPORTUNITIES

The strong potential of the Tweed is already being realised by investors who see the benefit of aligning their brand to our region's natural attributes and advantages.

Innovative, sustainable business and industry sectors are finding that the Tweed provides a perfect natural advantage for their ongoing growth and development. Extraordinary opportunities exist for businesses and investors who seek to align with our core values and attributes.

The Tweed offers business growth potential with access to land, water, infrastructure and transport, as well as proximity to key markets. There are many options to establish and grow your enterprise in the Tweed, so please contact Council's Economic Development team to talk through your plans and explore the range of support available.

Contact us

Phone: (02) 6670 2165

Email: business@tweed.nsw.gov.au

Visit: business.thetweed.com.au

THE **TWEED**TM

THE NATURAL CHOICE FOR BUSINESS

To find out more, contact Tweed Shire Council:
Phone: (02) 6670 2165 **Email:** business@tweed.nsw.gov.au
Visit: business.thetweed.com.au

