

A GUIDE TO

ECONOMIC DEVELOPMENT

in the Richmond Valley, 2019

EMBRACING
GROWTH
AND
OPPORTUNITY

CREATING
the right
conditions
for local
jobs and
growth

20-20

VISION

Making the
most of our
natural and built
endowments

WHERE TO
FROM HERE?
SETTING THE
STAGE FOR
SUCCESS



Richmond
Valley
Council





Richmond Valley Council recognises the people of the Bundjalung Nations as Custodians and Traditional Owners of this land and we value and appreciate the continuing cultural connection to lands, their living culture and their unique role in the life of this region in the past, present and future.

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IT'S HAPPENING!



The Richmond Valley is on the cusp of something big.



Competition for business attraction in the towns of regional NSW is fierce. The NSW State Government has shown its determination to activate the regions through delivery of the \$1.3 billion Regional Growth Fund and the \$4 billion Snowy Hydro Legacy Fund.

This has amplified the call-out from regional towns to city businesses and made the possibility of relocating from urban locations a tangible reality.

In February 2018, the NSW Deputy Premier John Barilaro chose Casino to host the launch of the Regional NSW Investment Prospectus. The Investment Prospectus is an interactive online tool designed to attract national and international investment in regional NSW. It was a coup for Casino to be chosen as hosts, but it was no accident. Our can-do attitude is creating real momentum.

Council has developed a strong portfolio of projects which demonstrate our capacity to deliver and our strategic approach to addressing the challenges faced by our region.

Population growth and renewable energy targets are creating growing logistical and financial challenges for Councils in their treatment of municipal solid waste and also in relation to growing energy costs.

Richmond Valley Council has a multifaceted approach which looks at

these challenges with a proactive attitude. Council is drawing on broad industry knowledge and connections to develop projects in Solar, Bio-energy and Energy from Waste.

Council is working together with the NSW Government to create an environment which will attract significant businesses to our region.

Sana Nutraceuticals has lodged an application the Office of Drug Control (Federal Government) to construct a 10ha greenhouse for the cultivation, production and manufacture of medical cannabis and associated products in the Richmond Valley.

Touted as the "largest medical cannabis facility in the southern hemisphere", at full scale it will have the capacity to support annual production of 100,000 kilograms of high-quality cannabis, which equates to an associated annual revenue generation potential of between \$800 million and \$1.1 billion, based on current pricing metrics in the Australian cannabis marketplace. It is expected to create around 300 direct new jobs, and 100 indirect jobs.

Richmond Valley Council is proving every day that we have a strong commitment to creating jobs and economic prosperity for our community.



WELCOME TO THE RICHMOND VALLEY

Cr Robert Mustow, Mayor



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The Richmond Valley community has identified economic development as one of the top priorities for the future.

This Guide to Economic Development in the Richmond Valley showcases the strengths of our region and the important role Council has to play in achieving its potential.

Economic development is the cornerstone for a prosperous community and by providing an environment which encourages new business and supports existing operators, Council can cultivate the right conditions for local employment opportunities and growth.

I believe the key to success in this area is to balance economic development with community expectations. This document shows our community that Council is taking the opportunity to secure a strong future for the Richmond Valley.

Council has a proactive philosophy to develop, promote and support all business, industry and agriculture sectors with a view to providing local employment opportunities.

Cr Robert Mustow, Mayor

CREATING AN ENVIRONMENT TO FOSTER SUCCESS

Richmond Valley Mayor, Robert Mustow, is a strong advocate for the Richmond Valley.

Pictured left: Mayor Robert Mustow in discussions with NSW Deputy Premier John Barilaro.

Below right: During the construction of the Service NSW Centre in Casino with Richmond Valley Council General Manager Vaughan Macdonald, Chris Gulaptis MP and Service NSW representatives.

Richmond Valley Council welcomes and appreciates new, existing and prospective businesses that want to commence or expand here.

This guide aims to whet the appetite of your business and demonstrate the Richmond Valley's rich natural attributes, logistical advantage and robust economic development strategy.

The area welcomes new business whether bringing something old or value-adding an existing industry, or of course is a leader in a new technology.

Whatever the case, we are ready to listen and assist.

With a beach and bush lifestyle together with very affordable real estate, there is every chance of securing the winning formula you seek right here in the Richmond Valley.

However, this guide will never replace a phone call or the personal touch!

Richmond Valley Council is staffed by professionals who not only want to help; they have the business acumen and local knowledge combined with a philosophy of 'how can we make it happen'.



Preparing for the new Service NSW facility in Casino



Main Beach, Evans Head

ABOUT THE RICHMOND VALLEY

THE RICHMOND VALLEY HAS UNTAPPED POTENTIAL AND WE WANT TO SHARE IT WITH YOU! THE VALLEY IS AN ENVIABLE DESTINATION TO LIVE, WORK, LEARN, VISIT AND PLAY.

Richmond Valley Council was formed in February 2000 as a result of the amalgamation of the former Casino Council and Richmond River Shire Council.

The geographic area extends from the coastline at Evans Head to the foothills of the Great Dividing Range to the west interspersed with State forests, national parks and nature reserves.

The largest town is Casino and our smaller communities include Broadwater, Coraki, Evans Head, New Italy, Woodburn and Rappville with a combined population of 23,399 in 2018.

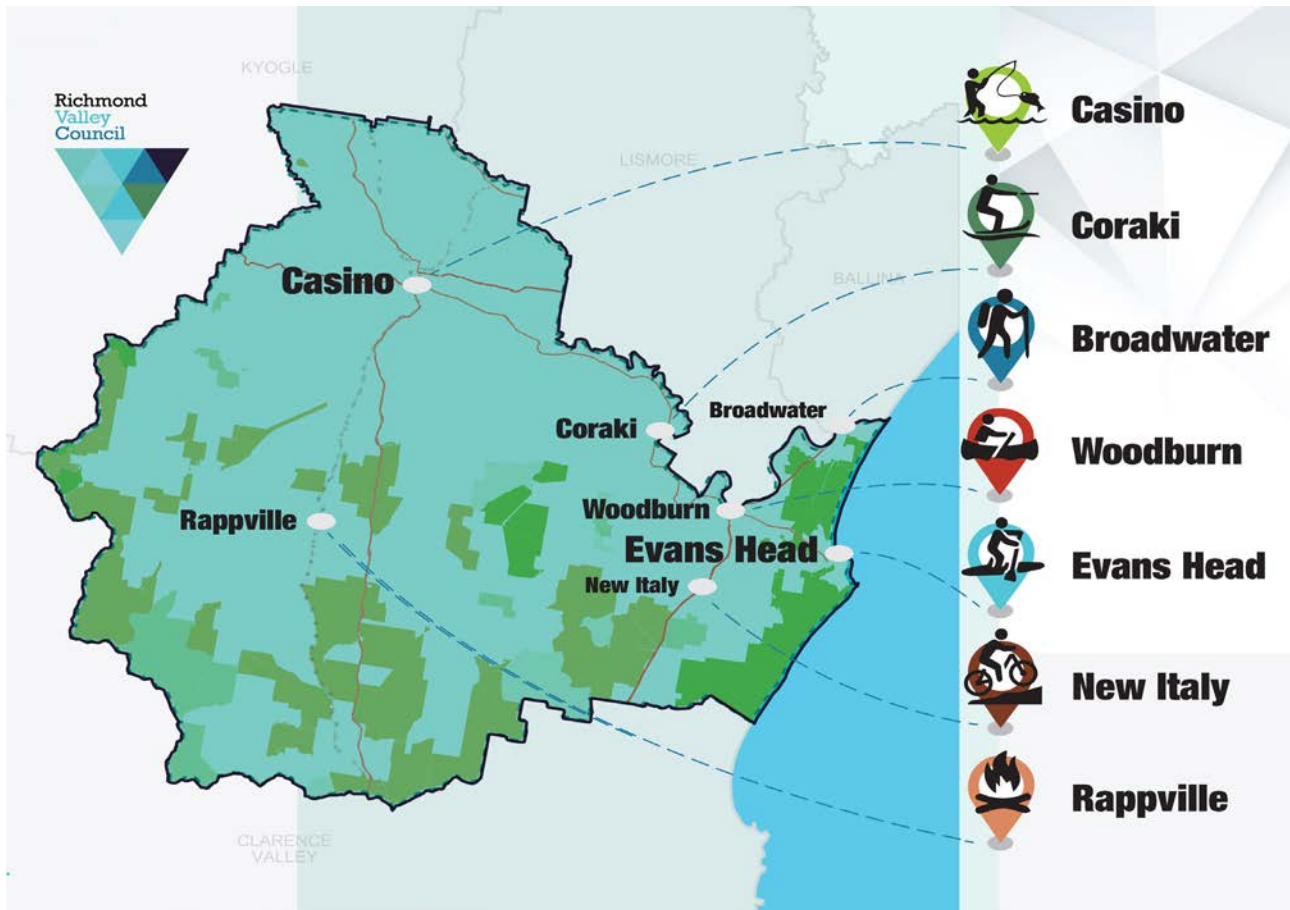
The Richmond Valley is accessible by rail, coach and road from a variety of major

cities and centres. With airports located at Lismore, Ballina, Coolangatta and Brisbane, Casino is readily accessible.

The Pacific Highway, the major arterial coast road is complimented by the interior Summerland Way, linking Casino to South East Queensland in the North and Grafton in the South.

The area has a large number of natural assets including beaches, significant rivers, creeks and hinterland areas. This natural beauty and the relaxed and friendly atmosphere of the community has been a major draw card for sea changers and tree changers in recent years





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THE VILLAGES OF THE RICHMOND VALLEY OFFER A DIVERSE AND GENUINE EXPERIENCE

From the business hub of Casino to the pristine waters of Evans Head, and the river gateways of Woodburn and Coraki in between, the townships of the Richmond Valley are bursting with hidden secrets and country hospitality.

CASINO Set in the heart of the Richmond Valley region, on the banks of the Richmond River and at the junction of the Bruxner Highway and Summerland Way, is the largest populated town in the Richmond Valley. Casino is located 717km north of Sydney and 228km south of Brisbane. Casino is central to many amazing World Heritage listed national parks known collectively as the Gondwana Rainforests of Australia and is home to the people of the Bundjalung nation. A wide range of sporting venues and facilities are available in and around Casino. There is also a skate park, BMX track and a new Indoor Sports Stadium.

CORAKI Situated at the junction of the Richmond and Wilsons Rivers, hence the Aboriginal name for meeting of the waters, Coraki lies west of the Pacific Highway and South West of Ballina. Coraki is the tea tree capital of the region and is centrally located to inland centres, National Parks and beaches. Boating and water sports abound and there is even a nine-hole golf course which would stand the test of the most demanding of golfers. The Coraki Riverside Caravan Park, centrally located in the village right beside the river, makes for a perfect and peaceful home base when visiting the region.



Poised for a new beginning...

WOODBURN

A delightful and peaceful town situated next to the Richmond River, Woodburn is well known to regular travellers of the Pacific Highway as a junction town with roads leading from Woodburn to Evans Head, Broadwater and Ballina to the east, Coraki and Casino to the west, and Lismore and Alstonville to the north. The river has always been an important part of life in Woodburn and is an excellent focal point for recreational water sport activities including rowing, sailing, waterskiing, and fishing. The Bundjalung and Broadwater national parks are just a short drive away.

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Whether your passion is delving into rich heritage and arts, enjoying natural wonders, or attending vibrant events, we welcome you to discover it all and get a real taste of the Richmond Valley.

BROADWATER Positioned on the Pacific Highway just north of Evans Head, a 25 minute drive south of Ballina, and adjacent to a national park, Broadwater is central to several coastal beaches and the beautiful hinterland, making it a quiet oasis where visitors can stop and rest or continue onto the Broadwater National Park, which is home to a variety of birdlife and unique wilderness.

Broadwater's history has largely revolved around the Sunshine Sugar Mill, which dominates the skyline.

EVANS HEAD Undisputedly the jewel in the crown of the Richmond valley, Evans Head located at the mouth of the Evans River, boasts long unspoilt beaches, sandy river flats, fantastic fishing and a highly-recommended surf break.

It offers a variety of activities for children and adults and a range of accommodation catering for all tastes and budgets.

With its central location, Evans Head is the perfect base to explore the rest of the Northern Rivers region.



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ANNOUNCING FUNDING FOR THE MULTI-MILLION DOLLAR UPGRADE TO THE NORTHERN RIVERS LIVESTOCK EXCHANGE

Pictured above: L to R: Richmond Valley Council General Manager Vaughan Macdonald; Member for Clarence Chris Gulaptis; NSW Premier Gladys Berejiklian; and Richmond Valley Council Director Infrastructure and Environment Angela Jones.

The Richmond Valley has the platform to support significant growth in our local economy, which in turn will contribute to growth in the Northern Rivers regional economy.

As the Beef Capital, we have the Northern Cooperative Meat Company (NCMC) which contributes significantly to the \$374.6M of economic activity generated by the meat industry, Richmond Dairies which exports to numerous countries, followed by Council's own Northern Rivers Livestock Exchange which had a turnover in excess of \$113M in 2016/17. Along with this we have Australia's largest beef jerky producers in New World Foods - all located in

Casino.

But it's not just beef the Richmond Valley produces. We also have sugar cane growers supporting the Broadwater Sugar Mill and emerging industries such as Blue Dog tea tree, Mara Foods and OzRice, to name a few. The diversity in our economy is exemplified by the tourism influxes experienced in our coastal regions and there are many opportunities to be developed to draw more tourists inland.

Through focused economic development as set out in this Guide, and by telling our story, our economy and community are set to prosper.

THE GENERAL MANAGER'S DEDICATED ECONOMIC DEVELOPMENT TEAM

Pictured below: Mayor Robert Mustow, Deputy Mayor Stephen Morrissey and General Manager Vaughan Macdonald meet with Deputy Minister Akimoto, Japanese Ministry of Environment.

The Richmond Valley is embracing change and planning for a future which ensures quality of life for its residents. Council has an important role to play in creating the right conditions for investment, employment and growth. This involves the expansion of development opportunities by engaging positively and effectively with industry and business.

Whilst Council has a direct influence on the business and industry environment through planning and regulations, the overall principle for local government participation is to provide leadership for its community, including its business community and to assist in ensuring economic development activity will

enhance the quality of life for all.

To help bring more business into our region, Richmond Valley Council has an economic development team. This team is charged with a vital community service - stimulating economic activity and creating jobs in the Richmond Valley.

If you are thinking of exploring business opportunities in the Richmond Valley and would like more information, visit our website www.richmondvalley.nsw.gov.au or call Customer Service on 02 6660 0300 and ask to be put through to our Economic Development Team. They want to talk to you!

Vaughan Macdonald
General Manager



RICHMOND VALLEY MADE

THE RICHMOND VALLEY IS FULL OF AUTHENTIC PLACES, PEOPLE AND PRODUCTS. THE RICHMOND VALLEY MADE BRANDING CREATES PRODUCT AND PLACE LINKAGES AND SHOWS WE ARE PROUD TO BE LOCAL.

Richmond Valley Council wants to grow the local economy and achieve greater prosperity for all residents.

Not only is Council working hard to attract new business, it is also supporting local entrepreneurs to become more successful and bring more wealth into the local economy.

Traditionally business and industry communicate their identity through "brand".

Similarly, a place brand can enhance the image, recognition and positioning of existing and future enterprises in the marketplace. The Richmond Valley has an opportunity to build such a brand and more effectively promote its identity through the unique Richmond Valley Made brand.

Council is encouraging all local business to use the new Richmond Valley Made brand for promoting services and products as a valued part of the community, as well as giving a unique selling point further afield.

The Valley is full of unique places, people and produce, all shaped by the local environment. This is what makes the Richmond Valley area special.

The Richmond Valley Made brand allows us to promote ourselves to the world and demonstrate all the valley has to offer. It serves as a call to arms for the whole community, linking us together.







NORTHERN COOPERATIVE MEAT COMPANY

At NCMC, our people and our community are our underlying strength and are at the core of our business. NCMC has over 800 staff, including over 100 highly trained and skilled positions, working across our five core business divisions.



Simon Stahl

Chief Executive Officer

Since 1933, NCMC have established ourselves as an industry leader in meat processing, providing a unique opportunity to process livestock in world class processing facilities.

The Northern Co-operative Meat Company Ltd (NCMC) is Australia's largest meat processing Co-operative, proudly 100% member owned. Our members are Australian farmers and businesses who excel in the paddock to plate philosophy, distributing the finest quality beef, veal and pork around the world.

Our facilities are perfectly positioned on the east coast of Australia, drawing livestock from the best farming regions the country has on offer and are within close proximity to the Port of Brisbane, a major export hub.

NCMC employs more than 800 locals, which contributes \$65 million towards the local economy each year. In addition to its substantial contribution to the workforce in the region, NCMC has a capital investment program to ensure it meets regulations and operates safe and efficient facilities. The largest of the recent projects is the cold store & blast chill tunnel, valued around \$30 million.



NEW WORLD FOODS

The New World Foods corporate mantra is "the next step" which captures the evolution of the business from a small Australian beef jerky manufacturer to a diverse food company with international manufacturing capabilities.



Don Nisbett

Managing Director

In today's competitive environment it's not enough to be just a product supplier. At New World Foods, we continually work on providing complete solutions and delivering a total service to customers.

Based in Casino and formerly known as Mariani Foods, New World Foods was born in 2014 with an increased focus on growing the business, brands and products globally.

New World Foods brands can be found in thousands of outlets in Australia, Japan, Korea and the UK including supermarkets, food retailers, duty free outlets and convenience stores.

You will also find their brands on Jetstar's Japanese in-flight menus and in food carts and vending machines on Japan's high-speed bullet trains, which together service more than 150 million passengers annually.

With offices in Australia and the UK, we are focused on offering high quality, ready to eat foods that meet the evolving tastes, needs and lifestyles of today's global consumer.



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EVANS HEAD DEEP SEA FISHING CHARTERS

The beautiful town of Evans Head is a hidden gem, providing an authentic coastal experience to visitors. Evans Head Deep Sea Fishing Charters provides an exceptional value added tourism experience, bringing guests back again and again.



Mick McGillivray

Owner Operator

Evans Head Deep Sea Fishing Charters offer their customers a unique fishing experience based in the beautiful town of Evans Head NSW.

Mick McGillivray has been fishing the rich waters off Evans Head commercially for more than 15 years and in 2005 decided he'd like to share this rewarding fishery with visitors and those who don't have access to a boat capable of travelling well offshore in comfort and safety.

Evans Head Deep Sea Fishing Charters has since expanded, employing a skipper to run its charter operation, and providing a complete holiday experience organising visitor accommodation and supplies for the week. This expansion has seen a growth of up to 26 weekly bookings per year.

In addition, Mick operates a second vessel for commercial fishing targeting Blue Eye trevalla. A mildly-flavored flesh fish, renowned for its excellent eating. The trevalla is supplied to wholesalers along the North Coast.



ACHIEVE AUSTRALIA

From Casino, Achieve provides operational and administrative support to its My Home community houses and apartments, My Life centres, My Wellbeing services, in the Northern Rivers region.



Fiona Miller

Customer Engagement Executive

At Achieve we strive to ensure all our clients and families receive the best possible services and support to meet their individual needs. Disability shouldn't be the reason that people aren't living life to the fullest.

Health care and social services are significant sectors of the Richmond Valley economy with a total annual contribution of around \$98 million.

As a for-purpose community organisation, Achieve Australia has provided services and accommodation for people with disability since 1952.

Achieve's vision is social inclusion, and its mission is to deliver on the right of people with disability to achieve meaningful and valued lives. It fulfills this mission by facilitating the learning and maintenance of life and work skills, the development of relationships, the ability to make life choices, and participation in community activities including the provision of community-based, specialised disability accommodation.

Achieve Australia is a registered NDIS service provider and welcomes all enquiries and requests for support in transferring to NDIS plans.



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SUNSHINE SUGAR

Sunshine Sugar takes pride in producing a high quality and safe product. Our production processes are certified sustainable by the Bonsucro Standard which promotes standards in the environmental and social impacts of sugarcane production.



Chris Connors

Chief Executive Officer

Sunshine Sugar corporate values are teamwork, integrity, excellence, accountability and safety. Developed by our people, these values form the basis of all we do.

The sugar industry has been a part of life in northern NSW for more than 100 years and is a significant contributor to the economy of the area.

Sunshine Sugar operates as a partnership between the grower-owned NSW Sugar Milling Co-operative Limited and the Australian family-owned agribusiness Manildra Group, each holding a 50% share. Sunshine Sugar is the only 100% Australian-owned sugar growing, milling and refining producer, and manufactures raw and refined sugar from sugar cane supplied at its three mills located at Condong on the Tweed River, at Broadwater on the Richmond River, and at Harwood on the Clarence River.

The sugar industry in NSW accounts for some \$200 million of regional economic output and employs more than 1000 staff and has 500 grower members. In addition, Sunshine Sugar has a strong commitment to both sustainability and the communities in which it operates.



RICHMOND DAIRIES

Based in Casino, Richmond Dairies produces quality products for the domestic and international markets. Its products are made using natural, high-quality, fresh Australian milk supplied by Australian dairy farmers.



Chris Sharp
Managing Director

Our size is our strength, allowing us to be flexible and responsive to our customers' needs. We are always looking for new ways to provide product solutions to both established and emerging markets.

Innovative and flexible, Richmond Dairies is a leading exporter of dairy products despite its relatively small business size.

The Richmond Dairies operations in Casino are on a site that has been a functioning dairy factory for more than 100 years. We have a strong connection with our regional dairy industry which has a history stretching back to the 1890s.

Recent data shows dairy product manufacturing contributes more than \$21 million of the Richmond Valley's regional exports, which is bolstered by Richmond Dairies' focus on exporting high-quality dairy products to food manufacturing businesses around the world.

Richmond Dairies aspires to minimise its impact on the environment and maximise the effective use of resources.

We are proud of our history. Our success comes from our long-standing relationships with our employees, our dairy farmers and our customers.

AN ECONOMIC VISION

RICHMOND VALLEY COUNCIL IS COMMITTED TO PROVIDING AN ENVIRONMENT WHICH FOSTERS ECONOMIC GROWTH WHILST ENCOURAGING SUSTAINABLE LIVING AND BUSINESS PRACTICES.

Richmond Valley Council identified significant change for its community when the NSW Government, through the Minister for Planning, released the North Coast Regional Plan. The Plan determined that by 2036, the North Coast will need to accommodate an additional 76,200 people.

The potential impacts of population growth in combination with global economic and environment pressures, gave reason for Richmond Valley Council to reiterate its commitment to providing an economic environment which fosters sustainable living and business practices.

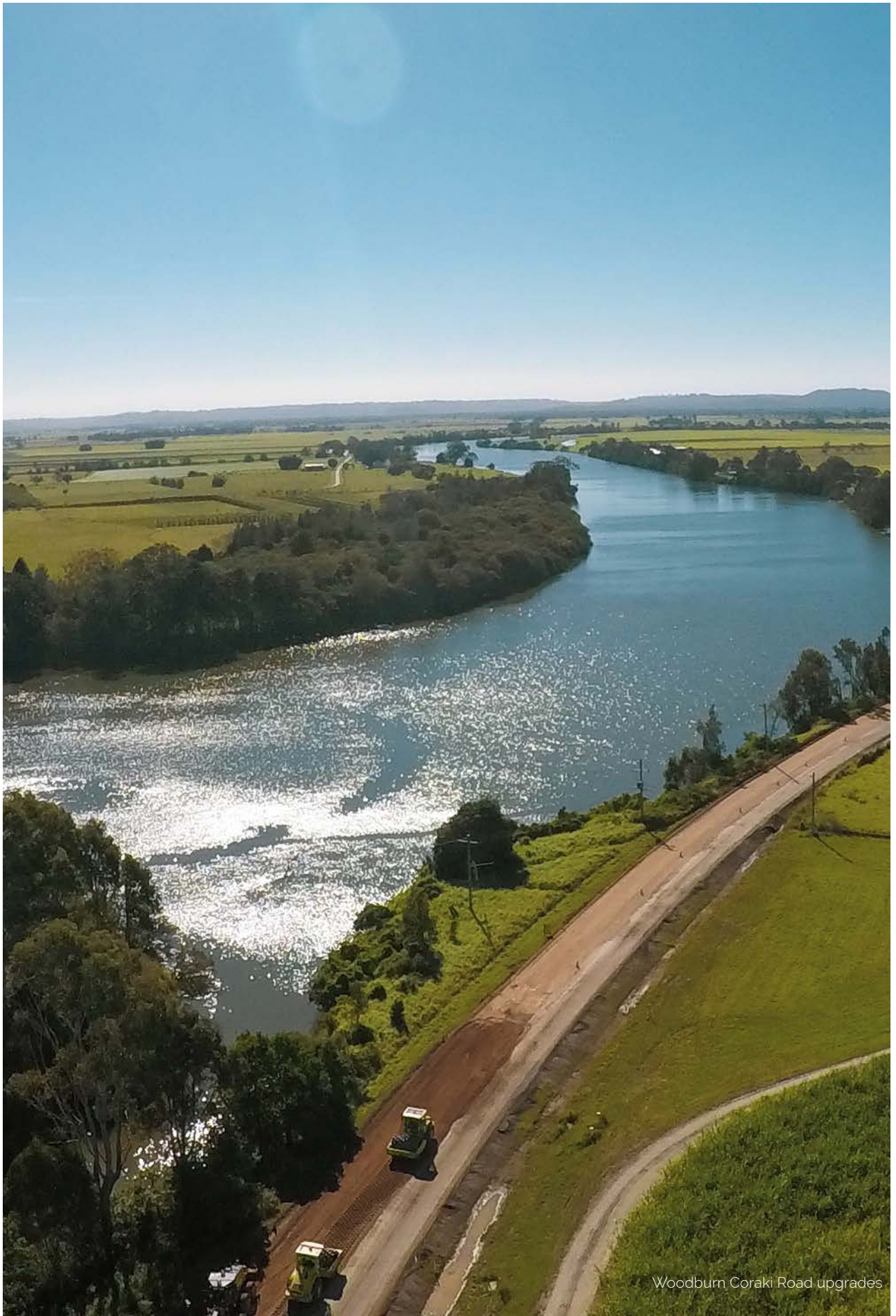
The Richmond Valley has major business and industry strengths

along with opportunities for developing a robust and resilient economy which can cater for future population growth while nurturing livability and our strong sense of community and sense of place.

Underpinning Council's economic development philosophy is the commitment to providing an economic development environment which fosters sustainable living and business practices.

Wherever possible projects, programs and initiatives seek to encourage reduction of carbon and identify innovative projects which will assist business and communities with climate change transition.







Solar installation underway at the Casino Water Treatment plant

A BLUEPRINT OF WHERE WE WANT TO BE, AND WHAT WE WANT TO ACHIEVE.

Richmond Valley Council:

- Attracts businesses of excellence through its developed comparative advantage
- Is a destination for industry investment and actively facilitates new investment
- Supports existing business and industry stakeholders with facilitation assistance
- Has key industry cluster groups working collaboratively with resource sharing, training and joint ventures
- Is the industry hub for the Northern Rivers and provides an advantage for all Northern Rivers businesses
- Strengthens industry sectors through value-adding opportunities and identification and progress into export markets
- Indigenous enterprise opportunities are supported and strengthened
- Is well regarded by all for its food manufacturing and value adding to primary industry capabilities
- CBD redevelopment improves opportunities for retail industry and tourism product development
- Industrial land availability and size flexibility attracts investment
- Tourism industry strengths are fostered



The upgraded Northern Rivers Livestock Exchange, Casino



Maintaining infrastructure and assets



Casino CBD upgrades now well established

RICHMOND VALLEY TOURISM PLAN

TOURISM IS ONE OF THE MOST IMPORTANT CONTRIBUTORS TO THE GROWTH AND CHARACTER OF THE RICHMOND VALLEY.

The annual economic contribution of tourism to the region is valued at around \$76 million. Over a period of four years, the Richmond Valley region attracted an average of 119,000 overnight domestic visitors, 180,000 domestic day visitors, and 3000 overnight international visitors per year. Around 292 people are directly employed in the tourism sector.

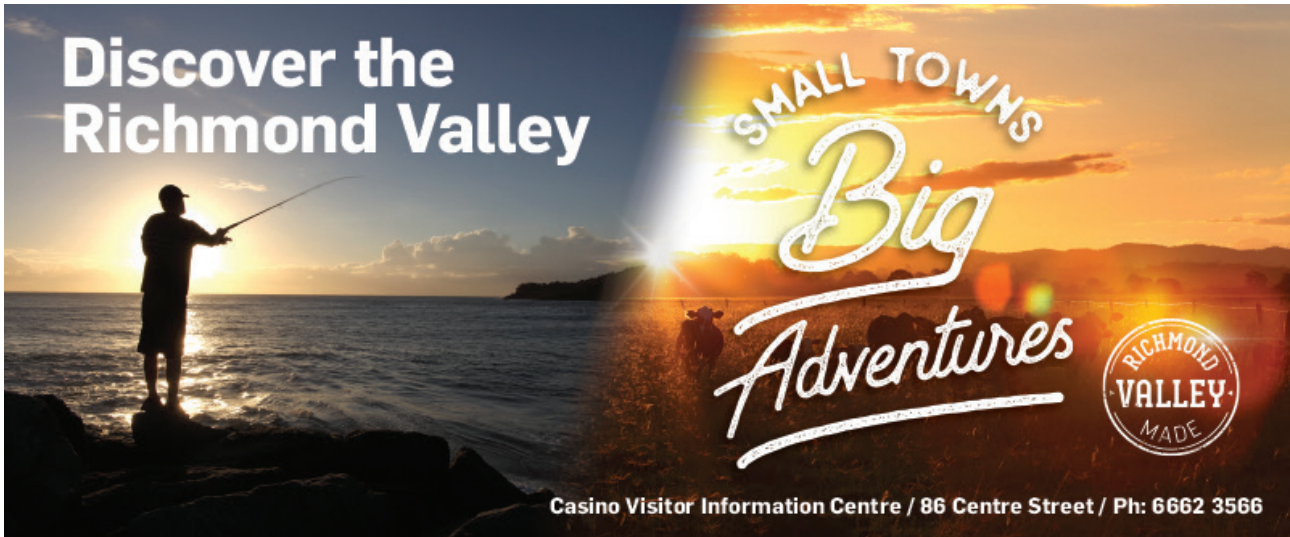
Given the significance of tourism to the Richmond Valley economy, and the competitiveness of tourism in regional Australia, it is important tourism is not only maintained and strengthened as an economic driver, but also planned and managed in a sustainable way to enhance and conserve the natural environment, protect the wellbeing of residents and attract visitors with shared values.

From a destination management perspective, Richmond Valley Council provides an important leadership and coordination role for tourism through its communications, economic development and events teams, which are responsible for destination marketing activities and visitor information services.

The Tourism Plan identifies important approaches to move forward, such as:

- The establishment of working groups to assist with industry development
- Development of strategies for product development,
- Establishing a Richmond Valley Destination Research Program

With fierce competition in the regional tourism market, it is particularly important that Richmond Valley Council adopts a strategic approach to marketing and promotion, which focuses on its key domestic visitor markets - regional NSW, Brisbane and the Gold Coast, and South-East Queensland, as well as potential visitor markets from Sydney and surrounding areas. It is also vital that key industry stakeholders encourage and support the development of some exciting, market-led signature experiences which reflect the region's distinctive cultural identity and 'sense of place', and which will differentiate the Richmond Valley from other competing destinations.



BILLBOARDS ARE A FEATURE IN THE UPDATED TOURISM PLAN.

The billboard above highlights the diversity of experiences on offer in the Richmond Valley, from beach to bush and is located at the entry to Casino from Grafton. There is fierce competition for tourism market share across regional Australia. Thus the immediate need is to engage industry operators, and to review the Richmond Valley brand to articulate and promote the region's real points of difference.



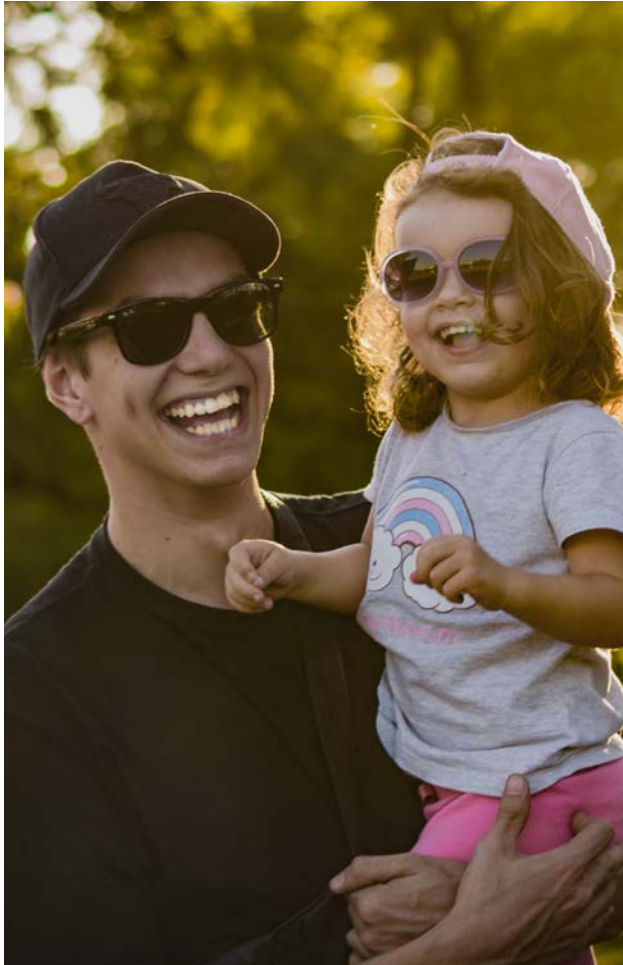
AGRI-TOURISM OBJECTIVES

The Tourism plan includes actions to make the Richmond Valley a 'regional flavour destination'.

Strategies include:

- Creating a catalogue of assets to help see what we need to do to fit agri-tourism.
- Target suitable and relevant properties/farms in the Richmond Valley to arrange B&B premises and farmstays.
- Investigate opportunities for transport services to bring overseas visitors from the Gold Coast and Ballina airports directly to the Richmond Valley

Left: Richmond valley is rich in Agri-tourism opportunities. Aranyani Bison farm at Myrtle Creek.



ITS OUR WAY OF LIFE THAT SETS US APART

The Richmond Valley is home to a diverse community which spreads from the coastline at Evans Head to the rural heartland of Casino over a total expanse of around 3050km².

The sense of community is enhanced by the friendliness of the people and the acceptance of all who call the Richmond Valley home.

In recent years, sea and tree-changers attracted to low cost housing, ample amenities and a spectacular setting have been credited for a 1.5 % increase in population.

The Valley's towns feature wide open streets and a laid back ambience which adds to the convenience of the well serviced retail centres. The emerging café culture and first-rate local farmers' markets, set the place apart.

The retail and residential hub, Casino, has a population of more than 10,914 with the balance of the population of 23,181 residing in the communities of Evans Head, Woodburn, Coraki, Broadwater, Rileys Hill and Rappville other satellite towns. The area has a higher than average Aboriginal population of 7.1%. Which is considerably higher than the NSW average of 2.7% (Remplan 2016)

The beautiful surroundings of the Richmond Valley has always attracted artisans, evident in galleries and nationally-acclaimed Bentley and Coraki art prizes.

The Casino and Evans Head airports are used regularly by private charters and the local aero clubs whilst daily services to Sydney are available in nearby Lismore and Ballina with Gold Coast Airport only a 90-minute drive from Casino.

There are well established sporting clubs in the area, ranging from archery to croquet, swimming, cricket, football and everything in between. A new indoor sports stadium has been constructed which services the regions ever growing sporting population.

MAKING IT EASIER TO DO BUSINESS

Richmond Valley Council has officially joined the NSW Small Business Friendly Councils Program, which sets out a number of programs and benchmarks to further encourage and support small business in the area.

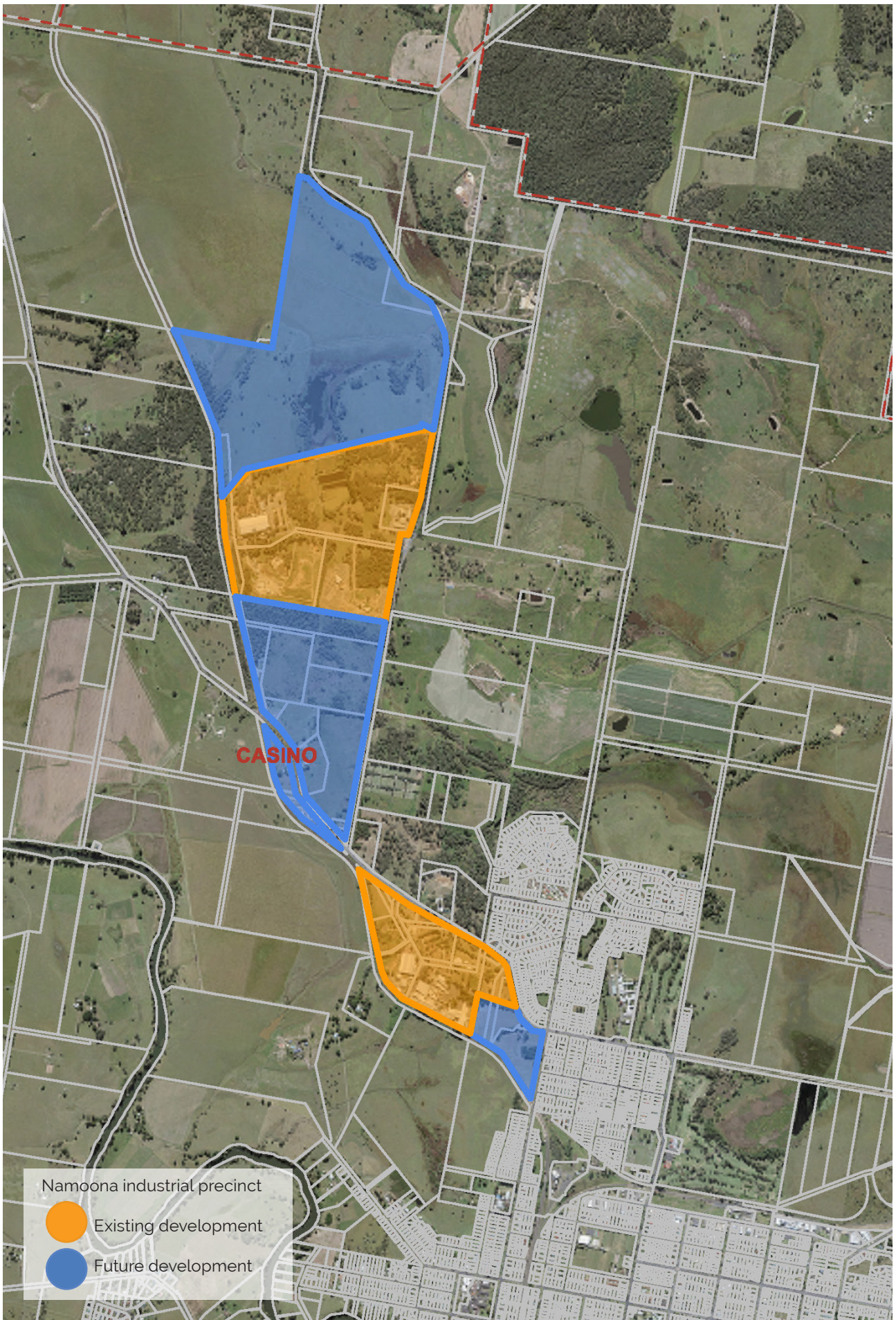
The Small Business Friendly Councils program is a first for Australia, aimed at improving the overall business climate for small businesses in NSW and raising awareness of the big difference local councils can make by better engaging with small business.



COMMUNITY PROJECTS MAKING A DIFFERENCE

The Richmond Valley Council Community Strategic Plan highlights a number of projects deemed as high priority by the Richmond Valley community.

Council has lobbied hard to secure funding, and continues to work towards the delivery of these identified projects which include the Broadwater Shared Cycleway and Youth Space, Casino Drill Hall, Coraki Riverfront Precinct and the Woodburn Riverside Precinct (pictured left) which includes construction of a pontoon and jetty, community building, picnic terrace and new playground.



GROWTH OPPORTUNITIES

MAKING THE MOST OF OUR ASSETS

The Richmond Valley Council area is well positioned for the future. The global shift towards greater environmental awareness, acknowledgment of issues such as housing affordability, food security and social inclusion make the Richmond Valley an ideal choice for doing business.

The Richmond Valley, from the west through Casino, is the gateway to the Northern Rivers. Similarly from the south via the Pacific Highway, New Italy and Woodburn welcome travelers into the upper Northern Rivers area. Positioned within an hours drive to the Gold Coast and two hours to Brisbane, the Richmond Valley is close enough for all the right reasons and far enough to ensure this coveted lifestyle is maintained.

The Richmond Valley is a leader in primary industries and food manufacturing enterprises with the Sunshine Sugar Mill located at Broadwater and Richmond Dairies and the Northern Co-operative Meat Company at Casino. These are further supported by a growing number

of diverse agricultural pursuits located across the Richmond Valley specialising in grain, dairy, beef, poultry, fruits, vegetables, timber, coffee, tea tree and sugar cane.

There are also healthy retail, building and construction industry sectors and a growing creative industries sector.

It is the work ethic of Richmond Valley people, consistently mentioned by employers, that provides a distinct advantage for business and industry investment.

Emerging opportunities are clearly evident through aged care services, residential developments and other population-driven industries such as health and community services, retail, tourism and support services.

The coastal area at Evans Head has a strong tourism focus with Council seeking to diversify the economic base of that area through the development of the Evans Head Memorial Aerodrome into an airpark.





COUNCIL CONTINUES MOMENTUM AFTER A LANDMARK YEAR OF PROJECTS

With several signature projects across the Richmond Valley coming to fruition over the past 12 months, Council has proven its ability to deliver visionary outcomes for its community and is looking ahead to 2020 and beyond.

The first stage of the new Woodburn Riverside Park was completed in July 2019, with a new visitor information centre and community function room, playground, boardwalk and boat ramp. Jointly funded by Council and both Federal and NSW Governments, the \$3.8 million master planned precinct is a proactive response by Council to the bypass of the town by the Pacific Highway in 2020, and positions Woodburn for a positive future.

Meanwhile in Casino, the long awaited Northern Rivers Livestock Exchange is scheduled for completion in September 2019. This \$14 million project has transformed the old Casino saleyards into a truly modern facility which achieves world-class outcomes in animal welfare, comfort, efficiency, and environmental sustainability. Key features include a 26,000sqm roof, soft flooring throughout, and 1.14 megalitres of rainwater capture capacity.

Also going ahead in Casino is the redevelopment of the Casino Drill Hall site with the completion of stage one in July 2019.

Features include a new visitor information centre next door to the historic Drill Hall, a unique amphitheatre for community events, a caravan and RV friendly carpark and a tourist bus driveway adjacent to the new centre. Council is now looking for further funding to complete stage two of the total \$3.3 million master planned project.

Council's project management office is also managing the delivery of the Casino to Eltham stage of the Northern Rivers Rail Trail, in particular the Casino

to Bentley section which has received \$7.5 million in funding from the Federal Government. This regionally significant project aims to broaden recreational offerings for the community as well as deliver an attractive outdoor tourism experience. Other upcoming projects include additions to shared pathway networks, an upgrade of Evans Head library and improvements to Council's infrastructure in the waste and landfill area.

Richmond Valley Council has also assisted a number of new potential developments, both residential and industrial, to set the scene for the future growth of the area.





Meat manufacturing at NCMC Casino

INDUSTRY AND DEVELOPMENT

MANUFACTURING PLAYS A KEY ROLE IN THE ECONOMY OF THE RICHMOND VALLEY

Followed closely by the Construction, Agricultural, Forestry and Fishing sectors,

Pictured left: processing of meat products at the Northern Cooperative Meat Company facility in Casino.

The Gross Regional Product (GRP) of the Richmond Valley LGA is estimated at \$1.151 billion (Remplan 2019).

Richmond Valley contributed 6.8% and 0.2%, respectively to the gross regional/State products of the Northern Rivers (\$17.0 billion) and NSW (\$604.4 billion) in 2018 (Remplan).

The largest contribution to the Richmond Valley GRP was made by the manufacturing sector with approximately 35.9% of the total GRP for the Richmond Valley, followed by agriculture, forestry and fishing (10.7%), Rental, Hiring Real Estate Services (9.09%)..

The most recent Remplan data shows there are 4,423 businesses trading in the

Richmond Valley.

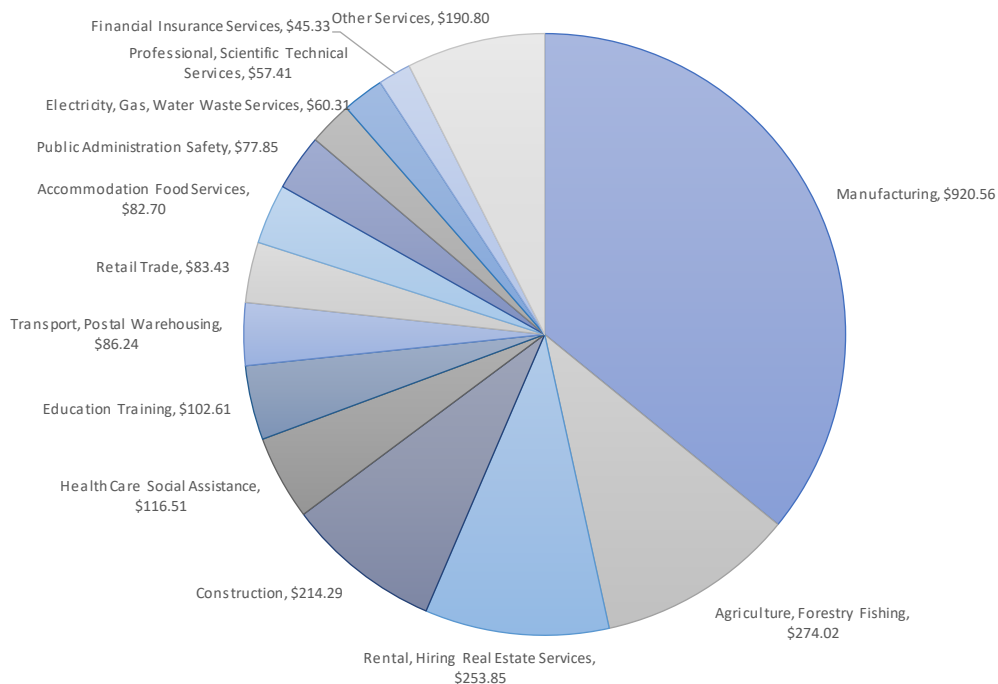
Agriculture, forestry and fishing is the largest industry in terms of business numbers in Richmond Valley, accounting for 19.10% of the total number of businesses, followed by the Construction (12.75%) and Financial and Insurance Service (8.12%) sectors.

It is estimated that 7,283 people work in Richmond Valley. Richmond Valley represents 6.78 % of the 107,411 people working in Northern Rivers Region.

The unemployment rate in the Richmond Valley is currently 5.5% (March 2019) is on a consistent downward trend.

*All statistical information from Remplan July 2019.

Richmond Valley: Output by Industry

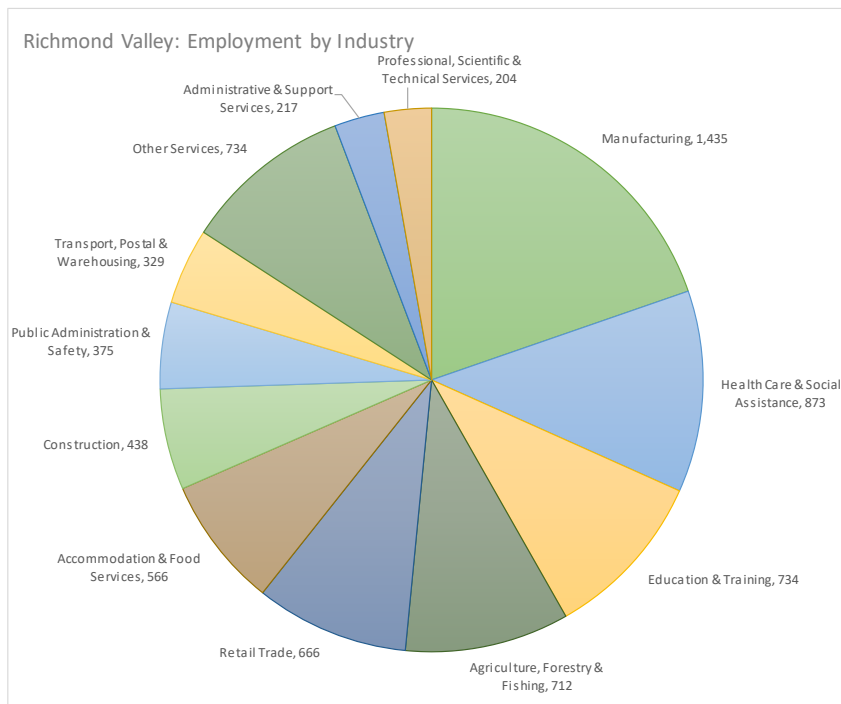


The Remplan report above shows the gross revenue generated by businesses and organisations in Richmond Valley. Output data represents the gross revenue generated by businesses in each of the industry sectors. The total output estimate for Richmond Valley (A) is \$2,565.915 million.



Above: The cattle industry plays a vital role in the Richmond Valley economy.

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This report shows the number of employed people whose place of work is located within Richmond Valley. The total employment estimate for these employed people is 7,283 jobs.

AN INDUSTRY DESTINATION

The Richmond Valley is an attractive industry destination with coastal and inland options available dependent upon business requirements.

Both key locations, Evans Head and Casino, provide a myriad of opportunities and access to vital utilities including transport routes, power, water and waste services as well as business support and facilitation services.

Leveraging this existing infrastructure, Council is working with industry participants to identify opportunity for its growth and future infrastructure investment.

KEY INFRASTRUCTURE UPDATE

The Richmond Valley is striving to provide an operating environment which offers advanced infrastructure services to attract new business and help existing enterprises grow.

The Namoonah industrial precinct is anticipated to generate employment, business activity and revenue for the local community with the Richmond Valley well placed to strengthen its position as the industry and transport hub of the Northern Rivers.

Casino is ideally located on the Sydney-to-Brisbane rail line and major road intersection of the Bruxner Highway and Summerland Way, which means the town is perfectly placed for a future intermodal and rail freight handling facility to meet the needs of both the Port of Brisbane and Sydney.

The precinct has been identified as a key industrial expansion zone in the Richmond Valley Council area. Not only do we see the \$14m upgrade and expansion to the Northern Rivers Livestock Exchange, the Nammoonah Waste and Resource Recovery Centre and the Northern Co-operative Meat Company, the precinct is also home to DTM Timber and Riverina Stock Feeds. Council is actively pursuing new technology investments in the waste-to-energy sector for this precinct.

This precinct is a source of significant optimism for Council in regards to the opportunities it could bring. As a community leader, Council must look to secure its area's future and provide opportunities for industry growth

and employment for generations to come. Council is determined to make the Richmond Valley the industry hub of the Northern Rivers through the activation of this precinct.

The Pacific Intermodal project is an opportunity for a successful rail and road integrated Intermodal, and primary base for agricultural and industrial businesses seeking rail supply chain efficiencies.

In addition, the Casino Rail Freight Terminal project has developed economic projections showing 43 direct jobs and 78 flow-on jobs to the region, delivering an overall increase of \$28.2 million to the local economy.

The development of an intermodal in this precinct will not only benefit the Richmond Valley, but the region as a whole. Approximately 60 hectares of vacant industrial land has been zoned in anticipation of the opportunities a freight facility could deliver to this precinct.

Council will be particularly pleased to see the development of an intermodal project go ahead as it will drive growth and employment in the area and encourage industries to consider setting up in the precinct, or provide the environment for ancillary businesses which can feed off the benefits of enhanced economic activity.

LAND DEVELOPMENT AND OPPORTUNITY

Council's vision for urban land release is to provide for the sustainable, planned growth of Casino's built environment whilst maintaining and capitalising on the natural attributes of the area, and to provide affordable country living and a robust local economy for present and future generations.

The Richmond Valley has been identified, through the NSW State Government's North Coast Regional Plan, for major population growth with the requirement of up to 1,550 new homes to be built by 2036.

Improved transport, connectivity and freight networks was identified in the Plan as one of the five key goals to deliver a sustainable future. In this regard, Richmond Valley Council is in a strong position with a myriad of opportunities connected through the Nammoona Industrial Precinct.

Council is being proactive in ensuring the availability of commercial and residential land within Casino, the region's commercial hub. Council's Economic Development Team

is structured to both assist proponents with the identification of potential development lands and progress land development on behalf of Council, with a view to ensure a ready supply of both residential and commercial land is available .

Council's long-term commitment to stimulating economic growth is producing stellar results, with the dollar value of development approvals hitting almost \$50 million in the last financial year. The total number of development applications is showing a strong long-term pattern of growth, with 286 lodged in 2018-2019, down slightly from 295 the previous year, but well above the 262 approvals in 2016-2017, and 256 in 2015-2016.



EXISTING RESIDENTIAL ZONED AREAS

To assist prospective developers, Richmond Valley Council has identified existing zoned land with further development potential. Below is a summary of sites and an estimate of potential yield.

It should be noted that yields are estimates based on site area and have not taken site constraints into consideration.



Casino

Canning Drive – 16 lots
 Hotham St – 58 lots
 Bruton St – 53 lots
 Hare St – 78 lots



Evans Head

Iron Gates – 176 lots
 Currajong St – 25 lots
 Tuckeroo Cr – 76 lots (includes Crown Land)
 Proposed Airpark – 85 residential lots

- Indicates existing urban development
- Indicates urban land with development potential

EXISTING RESIDENTIAL ZONED AREAS



Woodburn

Richmond St – 12 lots



Coraki

Thomas Cr – 26 lots

Box Ridge – 43 lots

Glebe – 74 lots



Broadwater

Rileys Hill Rd – 67 lots

Fletcher St – 5 lots

River St – 41 lots

Broadwater-Evans Head Rd – 65 lots



Riley's Hill

Bells Rd – 15 lots

LAND IDENTIFIED FOR FUTURE GROWTH

The Richmond Valley has limited existing opportunities for immediate land release and so Richmond Valley Council is being proactive in identifying suitable sites and beginning the lengthy legislative process to expand our potential for residential, commercial and industrial land. Future growth boundaries are identified in the following maps:



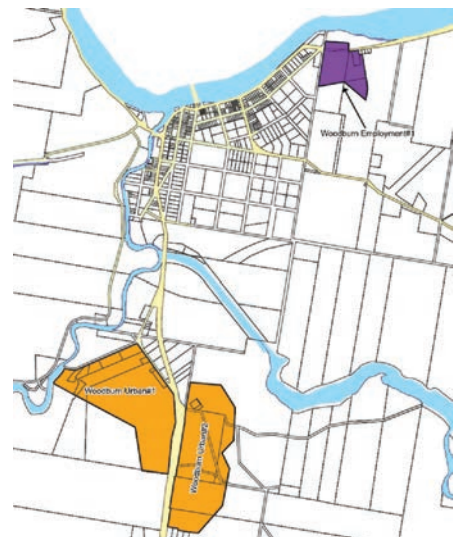
Casino



Evans Head



Broadwater and Riley's Hill



Woodburn

- Indicates land marked for future urban use
- Indicates land marked for employment generating use



Community celebrations in Broadwater, photo credit Arts Northern Rivers

SETTING THE STAGE FOR SUCCESS

Infrastructure costs, convenience, reliability, safety and security have increased in importance for business and industry with a persistent call for better infrastructure services which will allow business to compete in the challenging market economy.

The Richmond Valley is striving to provide an operating environment which offers advanced infrastructure services so businesses can concentrate on market and internal factors to grow their enterprise.

The infrastructure assets which will attract business investment and provide an opportunity for businesses to secure a comparative advantage are innovation and expansion in waste treatment facilities, water security and freight rail access.

Richmond Valley Council provides a point of contact for investment and business enquiries and works closely with other government departments to provide business

assistance for business expanding, establishing or relocating to the Richmond Valley.

The purpose of this guide is to showcase the strengths of our area and to highlight the work being done across our teams to create opportunities and ready ourselves to act when they arrive.

I encourage all business and industry to consider the Richmond Valley as a location. Why not get in touch with us and have a conversation, lets see where we can go.



Vaughan Macdonald
General Manager
Richmond Valley Council



RICHMOND VALLEY COUNCIL

A collaborative community working together to advance a resilient and robust economy which reflects a strong sense of community, successful businesses and a healthy environment

www.richmondvalley.nsw.gov.au

