



MACLEAY VALLEY LIFESTYLE

Invest in You

2018-19



Our Council working with business & industry

Kempsey Shire Council's Economic Sustainability Unit has been established to provide a first point of contact for businesses and investors seeking information, contacts or support.

Our staff can assist in a range of ways, including:

- Providing information and data on the local economy
- Putting you in touch with the right person in Council

- Linking you with other government agencies that provide funding to businesses
- Giving you contact details for local business networks and advisory services
- Letting you know about local investment and development opportunities
- Including you on our industry database to let you know about upcoming professional development opportunities.

For further information contact:

Kristy Forche-Baird
Economic Sustainability Officer
02 6566 3113
Kristy.Forche-Baird@kempsey.nsw.gov.au

Kempsey Shire Council
22 Tozer Street | PO Box 3078
ksc@kempsey.nsw.gov.au
kempsey.nsw.gov.au

Useful Contacts

FEDERAL GOVERNMENT

Member for Cowper
Luke Hartsuyker (Nationals)
39 Little Street
Coffs Harbour 2450 NSW
02 6652 6233
luke.hartsuyker.mp@aph.gov.au
www.lukehartsuyker.com.au

**Department of Industry,
Innovation & Science
AusIndustry (Business Services)**
Assistant Regional Manager
(North Coast):
Dr Natalie Gillam
02 4014 5922 | 0434 606 779
Natalie.Gillam@industry.gov.au

STATE GOVERNMENT

Member for Oxley
Melinda Pavey (Minister for Roads,
Maritime & Freight)
37 Elbow St
West Kempsey NSW 2440
02 6562 6190
oxley@parliament.nsw.gov.au
www.melindapavey.com.au

Member for Lyne
Dr David Gillespie
Cnr High & Hastings Sts
Wauchope NSW 2446
02 6586 4462
david.gillespie.mp@aph.gov.au
www.davidgillespie.com.au

NSW Government Premier & Cabinet

Jillian Fryer
Business Development Manager
Suite 1, 133-137 Gordan St
Port Macquarie 2444 NSW
02 6583 5647
jillian.fryer@dpc.nsw.gov.au
dpc.nsw.gov.au

Regional Development Australia (Mid North Coast NSW)

Kerry Grace CEO
PO Box 2537
Port Macquarie NSW 2444
02 5525 1500
ceo@rdamnc.org.au
www.rdamnc.org.au

Contents

- 2 | WELCOME
- 3 | VISION & REGIONAL OVERVIEW
- 4 | LOCATION & LINKS
- 6 | PROFILE - BEN MARKS
- 8 | COMMUNITY & LIFESTYLE
- 12 | PROFILE - ASH MOOREHEAD
- 14 | TOURISM & ATTRACTIONS
- 16 | TOURISM HOTSPOTS
- 18 | PROFILE - HAYDEN & BETH MCMILLAN
- 20 | COMMUNITY & ECONOMIC PROFILE
- 22 | DEVELOPING IN KEMPSEY
- 24 | PROFILE - SAM PRESTON
- 26 | ENTERPRISING LOCAL BUSINESSES
- 27 | BUSINESS DIRECTORY



Welcome

From a \$4 million streetscape program for the Kempsey Central Business District, to an \$80 million expansion of Kempsey Hospital and an international commercial pilot training facility at Kempsey Airport, the Macleay Valley has experienced an unprecedented level of public and private investment in recent years.

These investments are stimulating the local economy across all key indicators. Unemployment is down. The number of people employed is up. Full-time equivalent worker numbers are also up, as is worker productivity, exports, imports, value-add and gross output. This is an exciting time for our Valley and a time for change, growth and reinvention.

Growth has been significant across our major industry sectors, including for health care, professional services, tourism, agriculture and food manufacturing.

We want you to be part of our future growth, and the purpose of this publication is to welcome your interest in moving to, or investing in, or both, in our local community and economy. As our 2,200 local businesses will attest, the Macleay Valley provides a stable and diverse economy and a ready market of loyal locals and tourists to reward your efforts.

We also have a number of internationally renowned local businesses, including Akubra hats and Nestle-manufactured Milo. Collectively, these two companies have called the Macleay home for over 120 years, producing iconic quality products right here in our own backyard that are recognised all over the world.

Our country music heritage further cements the Macleay's standing as our nation's most 'true blue' Aussie destination. Legendary singer-songwriters Slim Dusty and Shorty Ranger found their inspiration

in the scenic Macleay Valley hinterland. Slim's legacy to fans is the new state-of-the-art, purpose-built Slim Dusty Centre at South Kempsey, which offers a living museum and great spot for passing motorists to take a break from the freeway.

I am extremely proud of our Council's leadership and the value we place on welcoming new businesses and families to our beautiful part of the world. Here, you will find advice and information as well as helpful business networks and advisory services.

We recognise that jobs growth is critical to our region's economic future, and we have many natural and developed advantages to draw upon to encourage businesses to establish and grow in the Macleay Valley.

With highway travel times now significantly shortened between Kempsey and Port Macquarie to the south, and Coffs Harbour to the north, I am confident Kempsey's reputation will continue to grow as an attractive and affordable lifestyle destination for professionals, investors and families.

I invite you to get in touch with our economic development team to find out more about opportunities for investment, information, contacts and support.

Cr Liz Campbell
Mayor, Kempsey Shire Council



Vision & Regional Overview

Our vision for the Macleay Valley is to create a vibrant lifestyle destination where business, industry and investment can prosper in harmony with our natural environment. We recognise economic growth depends upon good relationships between all levels of government and the private sector, and we place a high priority on delivering economic outcomes that enhance our community's lifestyle and deliver quality employment opportunities.

We take pride in providing vision and leadership to our community, backed by sound research, industry consultation, and the development of targeted strategies and projects that will achieve real and improved economic conditions and jobs growth.

We see a major role for Council in providing public infrastructure that is valued by, and supports, our business community's growth. Providing high quality roads, transport networks, water and sewerage is paramount to attracting development and investment. We also work closely with a number of industry sectors, including tourism and high value agribusiness, to capitalise on identified economic growth opportunities.

Regionally, the Macleay Valley is a featured destination of the Mid North Coast of NSW, spanning a geographic footprint of 3,338sq km from the hinterland to the coast. Of our total population of just under 30,000, the majority of our residents live in the major service town of Kempsey. The increasingly popular coastal town of South West Rocks is the second most populated area, with approximately 6000 residents, followed by the scenic coastal and up-river villages of Crescent Head, Bellbrook, Frederickton, Gladstone, Grassy Head, Hat Head, Smithtown, Stuarts Point, Willawarrin and Yarrahapinni.

Over half a million domestic and international visitors choose the Macleay Valley as their preferred holiday destination each year, boosting our local economy and

creating dynamic synergies and opportunities between locals, visitors and investors. Coastal populations swell during peak holiday periods, boosting commercial opportunities for local cafes, restaurants, retailers, accommodation providers and tourism operators.

The Macleay Valley is proud to be part of the popular Mid North Coast region, which is home to over 266,000 people, and attracts 6.1 million visitors each year. Extending from Taree in the south to Coffs Harbour in the north, the Mid North Coast spans both the Great Dividing Range and the East Coast. It also includes the World Heritage Area of Lord Howe Island, located about 600km east of Port Macquarie. It is home to a significant indigenous population, including the Aboriginal nations of Gumbaynggirr, Biripi, and the Macleay Valley's Dunghutti.

The region's landscape is highly scenic and features winding rivers, lush timbered hinterland, grazing pastures and hundreds of kilometres of pristine beaches. Rainfall is abundant, and the mild sub-tropical climate is considered the most ideal in Australia.

Coffs Harbour and Port Macquarie to the north and south of the Macleay Valley are the largest centres on the Mid North Coast. Both have significant airports and are approximately one hour's flight to Sydney or Brisbane. The dual lane upgrade of the Pacific Highway puts the Macleay Valley within a 3-hour drive of Newcastle, 4.5 hours to Sydney, 5 hours to the Gold Coast and 6 hours to Brisbane.

The economy of the Mid North Coast is diverse and its annual Gross Regional Product is upward of \$13.3 billion. There are 20,000 registered businesses and a workforce of 79,000 people, including 25,000 managers and professionals. Health care and social assistance is the leading employer, bolstered by recent Government investment in public hospitals and medical training facilities.

The manufacturing industry contributes the highest output for the region and is particularly strong in food and metal manufacturing. Education and training is a growth sector, with several reputable universities having established campuses within the region, including a new Charles Sturt University campus in Port Macquarie that caters for up to 5,000 students.

With the National Broadband Network now almost fully rolled out throughout the region, the Mid North Coast is increasingly becoming a lifestyle destination for aspiring professionals who are able to hot desk from anywhere in the world with the right level of technological support.



Location & Links

The Macleay Valley is strategically positioned approximately mid-way between Sydney and Brisbane and, closer to home, between the coastal regional centres of Port Macquarie and Coffs Harbour.

The Macleay is accessible via the North Coast railway line and the Pacific Highway. The \$3.3 billion Pacific Highway upgrade between Port Macquarie and Coffs Harbour is due to be completed in 2018, vastly reducing travel times between the two regional centres. The upgrade provides Kempsey with a unique strategic advantage, with the southern and northern interchanges having close proximity to the town centre and industrial areas.

Kempsey Airport, located a 10-minute drive west of town, offers a superior facility for charter flights, while regular commercial passenger services are available from Port Macquarie and Coffs Harbour.



Photo credit: Alicia Fox Photography



Profile | Ben Marks

SOUTH KEMPSEY CORNER STORE

When Ben Marks studied branding and marketing at university, he never imagined it would lead to opening his own café.

After growing up in Kempsey, Ben spent many years in the fashion industry, working for well-known brands like Top Shop both on the Gold Coast and in Sydney. During that time, he successfully created and on-sold two event merchandising businesses whilst working full-time in fashion. Long hours and the complications of city living led to Ben seeking a more relaxed life closer to family and friends.

"I'd had a gutful of the fashion industry and wanted to spend more time with my family," he says. "My parents owned a property in Kempsey with a supermarket that had been run into the ground. We thought, 'let's do something with this.'"

In 2016, Ben returned home to Kempsey to join his parents in creating The South Kempsey Corner Store, a café and general store that has earned a local following for its great coffee, delicious food and communal atmosphere.

Ben lives with his wife, Kirra, a fashion designer, in the coastal paradise of Crescent Head, allowing him to enjoy long surfs on his days off. Dream lifestyle aside, it's the sense of community that reminds Ben why he left the big smoke.

"I feel like my life and work blend into each other here," he says. "I work a lot but it doesn't feel like it because I love what I do."

"I really enjoy meeting new people, forming relationships and having great conversations."

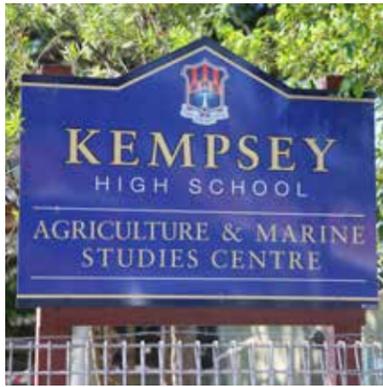
For Ben, the relaxed pace of life in the Macleay Valley and the friendliness of its people more than compensate the demands of running a busy café.

"I like that people have time to chat, and that I have the time to care about them," he says. "It's also important to me to support local families - we currently employ 18 people and are looking to employ more. Having this business allows me to feel like I'm contributing to the community culture that I love."



Community & Lifestyle

Residents of the Macleay Valley enjoy a high quality country and coastal lifestyle with many advantages and access to community hubs.



EDUCATION

The Macleay Valley provides a good choice of education facilities, including four high schools, 16 primary schools, numerous childcare centres and preschools, and the Kempsey Campus of the North Coast Institute of TAFE. Southern Cross University operates a campus at Coffs Harbour, while Charles Sturt and Newcastle universities offer courses an easy 30-minute drive away at Port Macquarie.

HEALTH

Kempsey Hospital has recently undergone an \$80 million upgrade. Patients can expect the highest level of care and benefit from brand new facilities, including an expanded emergency department and medical unit, and the establishment of an integrated community care unit. There are several modern medical centres in the Macleay Valley, in addition to numerous privately owned medical practices.

SPORTS & RECREATION

Sports, a healthy lifestyle, and recreation are all highly valued within the region. Facilities include:

- Sports grounds and recreational facilities
- 11 licensed clubs
- 4 public swimming pools
- 10 registered clubs
- 4 golf courses
- Horse racing tracks
- Indoor cricket and ten pin bowling
- 14 tennis court complexes and 3 squash complexes
- Service clubs including Rotary, Lions, Apex, Quota, Probus and View Clubs.

RETAIL

The Macleay Valley's major shopping centres are located at Kempsey and South West Rocks. Stores include Big W, Country Target, Woolworths, Coles, IGA, Aldi and many other specialty and gift retailers. Unique specialty retailers can also be found at the picturesque villages of Gladstone and Crescent Head.

COMMUNITY GROUPS

The Macleay Valley is home to several community groups that help new residents and business owners connect with people who share a common goal or interest.

Both the Macleay Valley Business Chamber and the South West Rocks Chamber of Commerce provide support and networking opportunities for business owners. The Macleay Valley Business Women's Network is another valuable support network for women.

The Kempsey HUB and Neighborhood Centre regularly provide skills-based workshops and numerous special-interest groups exist in the area to cater for a wide range of hobbies.

Profile | Ash Moorehead

BUDDY & ME

Ash Moorehead's love affair with candles began when she was on maternity leave with her first child, Buddy.

"I started to make candles as a hobby when it was just Buddy and I at home," Ash says. "Friends and family wanted to buy them and I began to see that there was a demand, so I started selling candles at the local markets. It all went from there."

Ash founded Buddy & Me in 2013, selling candles from a showroom at her home, where she regularly hosted 'local's nights' for the public to sample her products. The business grew to encompass homewares and an offshoot enterprise, Custom Corporate Candles, allowing Ash to expand her market by creating an online store.

It's been a steep learning curve for Ash, who credits hard work and "the backing of a great community" for her success.

"I had no business experience, I just fell into it by accident and kept going

because of the support I received," she says. "I had such great feedback that I just never went back to my real job! Then our daughter, Scout, came along in 2014 and it made sense to stay in the business because of the flexibility it affords me as a mother."

After growing up in Harrington, Ash and her partner, Tim, moved to Kempsey when Ash obtained work as an occupational therapist with Kempsey Community Health six years ago.

"We loved it from the start and knew it was a great place to have kids," she says. "The beaches and hinterland are amazing - this region truly has the best of everything."

Since starting her business, the savvy entrepreneur has been heavily involved in the local community, volunteering with the Macleay Valley

Business Chamber to promote the region and assist new businesses.

"I found the business chamber really helpful when I was just starting out," she says. "It's a great place to network and ask for advice. The success of one business can help raise the profile of other local businesses so it's in our interest to work together."

"There's so much potential in this valley - it's not only a beautiful place to live, but it's affordable and there are so many untapped opportunities. Business owners should be getting excited about what's to come!"



Tourism & Attractions

The Macleay Valley attracts over 530,000 visitors each year, bringing an economic benefit of \$130m annually – a figure that continues to climb annually.

RESTAURANTS & CAFES

Eating out is the number one preferred activity for visitors to the Mid North Coast. The Macleay Valley enjoys a strong café and restaurant culture that caters for the region's growing number of new residents and visitors. New and emerging restaurants can be found in picturesque riverside locations in Kempsey, Frederickton and Gladstone, while others are nestled in coastal headlands at Crescent Head, South West Rocks and Hat Head.

FESTIVALS & EVENTS

The Macleay Valley is home to the annual Slim Dusty Country Music Festival in October, which draws fans from across the country. Other signature events include the popular Kempsey Akubra Cup held in early November each year, the Santa Surf event held each Christmas Eve at Crescent Head's Killick Creek, Trial Bay's Sculptures in the Gaol exhibition that runs throughout August and the Crescent Head Malibu Classic held in May.

ATTRACTIONS

Kempsey is proudly home to the Akubra Hats manufacturing plant at South Kempsey. Visitors and locals are welcome to visit the factory's retail outlet to purchase quality Akubra merchandise direct from the factory floor. Kempsey is also home to a famous Akubra-donned enthusiast, legendary country music star Slim Dusty, with the Slim Dusty Centre at South Kempsey offering fans the opportunity to reminisce about the star's life and music (and enjoy a bite to eat at Dusty's Diner Camp Café). The Dunghutti-Ngaku Art Gallery located at the South Kempsey Visitor Information Centre at South Kempsey also attracts a large number of visitors keen to see the exceptional and unique works of local Aboriginal artists.

The riverside village of Smithtown is Australia's official home of Milo, where the local Nestle manufacturing plant has manufactured the iconic malty drink for more than 80 years. Head north of Kempsey and follow the signs to Smithtown for a great photo opportunity outside the plant.

The Macleay is also well-known for its array of coastal attractions, including Trial Bay Gaol and Smoky Cape Lighthouse at South West Rocks, and the national Surf Reserve at Crescent Head.

MARKETS

The Macleay Valley boasts a number of thriving local markets situated in scenic locations throughout the Shire.

Kempsey Riverside Markets and Gladstone Quality Markets are two of the largest markets. Smaller community markets are also held throughout the month at Horseshoe Bay, Crescent Head and Kundabung.

Kempsey Riverside Markets

First Saturday of every month
Kempsey Riverside Park

Gladstone Quality Market

Third Sunday of every month
Kinchela Street, Gladstone

Crescent Head Markets

Third Sunday of every month
Crescent Head foreshore

Horseshoe Bay Markets

Second Saturday of every month
Horseshoe Bay Reserve

Kundabung Country & Farmer's Market

Second Sunday of every month
Kundabung Hall



Tourism Hotspots

CRESCENT HEAD

Crescent Head is home to the famous Crescent Head Malibu Classic event, which attracts surfers from around Australia and overseas to compete and celebrate surfing's history. Year-round, Crescent is a popular holiday destination for families, surfers, singles and couples who enjoy both its scenic amenity and its vibrant village vibe.

GLADSTONE

Gladstone is listed on the Mid North Coast Arts Trail for its cultural and heritage value. Nestled beside the river and home to several artisan studios, art galleries and cafes, this popular riverside village is popular with locals and tourists, particularly on market day.

HAT HEAD

Hat Head is a beautiful fishing village whose population swells during holiday periods. Nestled beside Hat Head National Park and crystal-clear Korogoro Creek, Hat Head is a perfect destination for families, surfers and fishing enthusiasts.

SOUTH WEST ROCKS

South West Rocks offers first-class fishing, sailing, surfing, scuba diving and snorkeling, with divers coming from all over the world to explore the 125-metre ocean cave at Fish Rock. Trial Bay, Smoky Cape and Arakoon National Parks offer visitors a stunning natural environment to explore.

YARRAHAPPINI

Yarrahappini is home to the lush rainforests of Yarriabini National Park, a significant place for both the Dunghutti and Gumbaynggir nations. Visitors can drive to the top of Mount Yarrahappini and enjoy panoramic views over the Macleay Valley Coast before taking a walk through unspoiled old growth forests. An Aboriginal Dreamtime mosaic mural at The Pines picnic area educates visitors on the rich indigenous history of this pristine area.



Photo credit: Alicia Fox Photography



Profile | Hayden & Beth McMillan

BURRAWONG GAIAN POULTRY

When Macleay Valley poultry producers Hayden and Beth McMillan started receiving orders from chefs like Kylie Kwong and Neil Perry, they knew they were onto something.

Hayden and Beth were both school teachers in Kempsey when they began producing poultry at their Kundabung farm in 2009.

"We didn't agree with the factory farm model of poultry farming so we started growing our own ducks and chickens," Beth says. "We were selling them at the school and getting a lot of interest, so we knew there would be a demand."

The couple were processing their poultry at Burrawong farm in Barraganyatti, 30km north of Kempsey, when the property came up for sale. After making the decision to purchase Burrawong, Beth and Hayden were able to grow and process their poultry using sustainable farming methods. Burrawong Gaian is now one of a select few producers in Australia with Humane Choice accreditation and Hayden, who now works on the farm full-time, regularly hosts top chefs who visit to observe healthy

ducks and chooks foraging in lush paddocks.

The business took off in 2010 when Sydney meat providore Colin Holt introduced high profile chef Neil Perry to Burrawong poultry.

"We'd been going to the Carriageworks Farmers Markets in Sydney and were stocked by several boutique butchers, but Neil Perry taking up our poultry really was the most exciting thing that's ever happened to us," Beth says. "Our duck and chicken is still used in his restaurants. Whenever anyone asks what's so good about our produce, all we have to say it, 'Neil Perry uses it!'"

According to Beth, who balances marketing Burrawong Gaian poultry with teaching music and Bahasa Indonesian at St Paul's College in Kempsey, the Macleay Valley offers both the ideal conditions for poultry growers and a wealth of agribusiness opportunities.

"We are part of the Mid North Coast region, which is the most temperate part of NSW – perfect for growing a variety of produce," she says.

"It's also just a beautiful place to reside. Our farm is only eight minutes from the beach at Grassy Head and we love to take the 4WD onto the beach and go fishing."

"We really do feel blessed we moved to the Macleay Valley and raised our children here."

Community & Economic Profile

ECONOMIC INDICATORS

Population	29,842
Geographic area	3,338sq km
Local jobs	11,713
Unemployment rate	6.5% (June, 2017)
Number of local businesses	2,188
Number of employed residents	11,541
Largest industry	Health Care & Social Assistance
Gross Regional Product	\$1.3 billion
Value of building approvals	\$41 million (16-17 financial year)
Median house value	\$340,198 (June, 2017)
Median unit value	\$274,616 (June, 2017)
Median house rental	\$350/week (June, 2017)
Median unit rental	\$300/week (June, 2017)

EMPLOYMENT COMPOSITION

Goods related	41%
Household services	36%
Business services	9%
Public administration & safety	7%
Agriculture, forestry & fishing	6%
Mining	3%

Source: www.economy.id.com.au/kempsey

TOP 10 EMPLOYMENT SECTORS

Sector	Number of workers
Health Care & Social Assistance	1,849
Construction	1,427
Retail Trade	1,365
Education & Training	1,145
Manufacturing	1,025
Accommodation & Food Services	914
Public Administration & Safety	805
Agriculture, Forestry & Fishing	752
Transport, Postal & Warehousing	521
Other Services	390

TOP 10 EMPLOYMENT SECTORS

Sector	Percentage growth in 12 months to 2015/16
Agriculture, Forestry & Fishing	+ 9%
Mining	+ 4%
Manufacturing	+ 10%
Construction	+ 1%
Wholesale Trade	+ 2%
Retail Trade	+ 3%
Financial & Insurance Services	+ 2%
Rental, Hiring & Real Estate Services	+ 2%
Professional, Scientific & Technical	+ 1%
Administration & Support Services	+ 2%
Education & Training	+ 5%
Health Care & Social Assistance	+ 18%



Interested in starting an agribusiness?

The Macleay Valley's agribusiness sector is growing. Our land and climate offers ideal conditions for enterprising property owners keen to make a living from the land. To find out what high value crops are suitable to grow locally, visit the Macleay Valley Food Bowl website at macleayvalleyfoodbowl.com.au and check out our Investment Guide (click on the 'For Investors' tab at the top of the home page).

NAME ORIGIN

Kempsey Shire is named after the valley of Kempsey in Worcestershire, England. The area is also known as the Macleay Valley Coast.

LOCATION & BOUNDARIES

Kempsey Shire is located on the Mid North Coast of New South Wales, about 350km north of Sydney and 400km south of Brisbane. The Kempsey Shire is bounded by Nambucca Shire in the north, the Pacific Ocean to the east, the Port Macquarie-Hastings Council area in the south and, to the west both Walcha and Armidale shires.

VILLAGES & LOCALITIES

The Kempsey Shire includes the villages and localities of Aldavilla, Arakoon, Austral Eden, Barraganyatti, Bellbrook, Bellimbopinni, Belmore River, Burnt Bridge, Clybucca, Collombatti, Comara, Cooperabung (part), Corangula, Crescent Head, Deep Creek, Dondingalong (part), East Kempsey, Euroka, Fishermans Reach, Frederickton, Gladstone, Grassy Head, Greenhill, Hampden Hall, Hat Head,

Hickeys Creek, Jerseyville, Kempsey, Kinchela, Kundabung (part), Millbank, Mooneba, Moparrabah, Mungay Creek, Old Station, Pola Creek, Rainbow Reach, Seven Oaks, Sherwood, Skillion Flat, Smithtown, South Kempsey, South West Rocks, Stuarts Point, Summer Island, Temagog, Toorooka, Turners Flat, Verges Creek, West Kempsey, Willawarrin, Willi Willi, Wittittrin, Yarrahapinni, Yarravel and Yessabah.

LAND USE

The Kempsey Shire is a predominantly rural area, with numerous inland and coastal townships. The Shire encompasses a total land area of nearly 3,400 square kilometres. The largest town is Kempsey, with smaller townships at Crescent Head, Frederickton, Gladstone, Hat Head, Smithtown, South West Rocks and Stuarts Point, and small villages at Bellbrook, Grassy Head, Jerseyville, Kinchela, Kundabung and Willawarrin. Rural land is used largely for dairy farming and timber production, with tourism, horticulture and fishing also being important industries.

TRANSPORT

The Kempsey Shire is served by the Pacific Highway, Kempsey Airport and the north coast railway line.

SETTLEMENT HISTORY

European settlement dates from 1827 with the first land grants made in 1835. Land was used mainly for grazing, dairy farming and timber getting. Growth took place during the late 1800s, particularly in and around the township of Kempsey. Expansion continued during the early 1900s, aided by the opening of the railway line. Significant growth occurred from the 1970s, with the population of the Shire increasing from about 11,000 in 1971 to 17,000 in 1976, and then to about 23,000 in 1986. The population continued to increase from the 1990s, rising to about 25,000 in 1991, to 27,000 in 2001, and then to about 28,500 in 2011. Recent growth has been prominent in South West Rocks and population growth is expected to continue.

INDIGENOUS BACKGROUND

The original inhabitants of the Kempsey area are the Dughutti Aboriginal people.

Developing in Kempsey

WE LOOK FORWARD TO
WORKING WITH YOU

Kempsey Shire Council is a proud and progressive organisation that is committed to offering professional care and service through the development process.

Whether you are renovating, building your new home, making changes to your business, or planning a larger development, our friendly planning and building staff are available to provide advice throughout all stages of the development process. We appreciate that planning and building requirements can sometimes be complex and technical and are here to help you navigate your way.

If you are in the early stages of planning a development, now is the perfect time to talk to us. There are several different approval pathways in NSW and we can help you determine which one will apply to your development. Involving Council early can avoid unnecessary delays further down the track by resolving potential issues as part of the initial planning phase and making sure that you have the right information and documentation together.

Feel free to pop in to our Customer First Centre at 22 Tozer Street, West Kempsey or give us a call on (02) 6566 3200 between 8:30am and 4:30pm any business day. If you prefer, drop us an email at ksc@kempsey.nsw.gov.au with any questions you may have.

Last financial year, the value of development for which approvals were issued within the Kempsey Shire totalled \$80 million.



Looking for a new home to build or buy?

The area boasts a variety of options. New residential housing in West Kempsey is underway and rural residential land is on offer at Verges Creek less than five minutes from the heart of Kempsey. With approvals issued in recent years, Council is expecting a number of new housing subdivisions to come on line at surfing hot-spot Crescent Head and the popular coastal township of South West Rocks. New rural residential rezonings have also opened up housing development opportunities at scenic Euroka, Dondingalong and South Kempsey.



Profile | Sam Preston

BUCKET BREWERY

It was during a tour of village breweries in Germany that Sam Preston's dream to create a brewery of his own was born.

"As I travelled through Germany I noticed every town had its own brewery, and that locals were proud of their beer," Sam says. "It gave me the idea of starting something like that in Kempsey."

Twenty years and three kids later, Sam's passion for the black stuff hadn't waned, so in 2015 he and wife Amanda created Kempsey's Bucket Brewery.

"I'd always had the dream but the timing wasn't right when the kids were little," he says. "We started out brewing in our garage for family and friends and were getting great feedback so we just kept expanding. Amanda's sister Peta Maree and her husband Tim also helped us in the initial stages, which was great."

Building on its early success, Bucket Brewery recently relocated from Sam's backyard to a larger site in South Kempsey, giving Sam and

Amanda the opportunity to expand their business operations. Today, they produce three beers that are stocked in numerous bottle shops and hotels both locally and state-wide, and interest continues to grow.

"I've been able to give up my day job, which is great!" Sam says. "The new site has allowed us to increase our canning production so we can supply all the venues that have been sending us enquiries over the past year."

For Sam, living in the Macleay Valley has allowed him to enjoy a dream job and a lifestyle to match. He has also enjoyed watching his home town grow and attract more entrepreneurs and families.

"I think Kempsey is undergoing a rejuvenation," he says. "House prices here are still within reach, which allows people to create lifestyles they love. The low cost of starting a business here and the fact that

rent is affordable and the market is uncrowded are all factors that have made Bucket Brewery possible. I definitely enjoy the fact that I don't need to slave my life away to pay a mortgage."

After spending nine years living in the city as a young man, Sam also appreciates the perks of operating in a small but vibrant business community.

"There's a really supportive ethos in this town. Businesses are keen to support each other and stock local products," he says. **"The support we've received has allowed us to grow."**

Photo credit: Alicia Fox Photography



Enterprising Local Businesses



Akubra



Nestlé



Hurford Hardwood Kempsey



Eversons Food Processors



Greenleaf Farm



DCI

AKUBRA

Akubra is one of Australia's iconic high-quality brands – synonymous with rugged outback landscapes and hard-working farmers. The family-owned business began manufacturing its famous felt hats 130 years ago, and endured significant hardships to become the successful brand it is today. In 1974, Akubra made the decision to relocate its headquarters to Kempsey, strategically positioning the factory between Sydney and Brisbane. Akubra currently employs over 85 workers at its Kempsey factory, where each hat travels through up to 60 sets of hands in a process that has remained unchanged for over 100 years.

NESTLÉ

There are few Aussie kids who haven't tasted MILO, a family favourite that was first produced at the Nestlé factory in the Macleay Valley's Smithtown following its invention by Sydney industrial chemist Thomas Mayne in 1934. The Nestlé factory has been operating at Smithtown since 1921 and has strong links to the Macleay Valley community. Nestlé continues to support the local economy, employing 185 people, processing local milk and producing valuable exports for the region.

OTHER LOCAL INDUSTRY & BUSINESSES

Kempsey is home to some other significant large businesses including Hurford Hardwood Kempsey, Eversons Food Processors, Australian Architectural Hardwoods, Macleay Valley House, Greenleaf Farm, Macleay Valley Transport and Mavin Truck Centre.

The Industrial Estate at South Kempsey is home to close to 50 enterprising local businesses specialising in manufacturing, processing, cabinet-making, motoring, recycling and specialty product supply. Additional industrial land is also available at Farrawells Industrial Park located adjacent to the Highway Service Centre at the southern highway interchange into Kempsey.

Business Directory



ANIMAL CARE

Macleay Valley Veterinary Services

Kempsey: 142 Belgrave Street, Kempsey 2440
South West Rocks: Landsborough Street, South West Rocks 2431
(02) 6562 7391
mwvs.net.au | info@mwvs.net.au

Pads n Paws Pet Motel

2169 Macleay Valley Way, Clybucca 2440 | (02) 6565 0018
padsandpaws.com.au
ragdoll@comcen.com.au

BUILDING & DEVELOPMENT SERVICES

Coast 2 Country Shade Sheds

39 Carlyle Road, Kundabung 2441
0414 727 847
coast2countryshadesheds.saver6.com
coast2countrysss@gmail.com

GME Civil Construction

Servicing Kempsey & Macleay Valley
0407 417 563 | louise@gmecivil.com

Insight Inspections

Pest & Building Inspections

123B Wortley Drive, Crescent Head 2440 | 0418 665 754
insightinspections.com.au
judd@insightinspections.com.au

Momentum Project Solutions

Project Management & DA Approval Assistance

PO Box 141, Kempsey, 2440
0401 089 825
momentumsolutions.com.au
aisha@momentumsolutions.com.au

Patterson Glass Works

Glass & Aluminium Building Contractors

10 Hopetoun Street, Kempsey 2440
(02) 6562 2322
pattersonglassworks.com.au
pattglass@bigpond.com

COMPUTERS &

TELECOMMUNICATIONS

Echo Voice & Data

Telecommunications Retailer

3/53 Smith Street, Kempsey 2440
(02) 6562 3398 | facebook.com/echovd
tara@echovd.com.au

Kempsey Computers

Shop 3, 14 Clyde Street, Kempsey 2440
(02) 6562 1455
kempseycomputers.com.au
support@kempseycomputers.com.au

CHILDCARE & SCHOOLS

The Kindergarten

51-53 North Street, Kempsey 2440
(02) 6562 8144
thekindergarten.com.au
admin@thekindergarten.com.au

Little Adventures Early Learning

28 Tozer Street, Kempsey 2440
(02) 6562 2477 | littleadv.com.au
info@littleadv.com.au

Lower Macleay Pre-School

51 Belmore Street, Smithtown, 2440 | (02) 6567 4743
lowermacleaypreschool.com.au
lmps5@bigpond.com

South West Rocks Pre-School Inc

13 Trial Street, South West Rocks 2431
(02) 6566 6177
southwestrockspreschool.com
swrpreschool@bigpond.com

Frederickton Public School

Great North Road, Frederickton 2440
(02) 6566 8217
frederick-p.schools.nsw.edu.au
frederick-p.school@det.nsw.edu.au

Kempsey South Public School

21 Queen Street, South Kempsey 2440
(02) 6562 7033
kempseysth-p.schools.nsw.edu.au
kempseysth-p.school@det.nsw.edu.au

St Joseph's Catholic Primary School

36 Kemp Street, West Kempsey 2440
(02) 6562 5501
moodle.kmpplism.catholic.edu.au
kmppl@lism.catholic.edu.au

Melville High School

44-50 Nicholson Street, South Kempsey 2440 | (02) 6562 7511
melville-h.schools.nsw.edu.au
melville-h.school@det.nsw.edu.au

St Paul's College

Catholic Secondary College

115-145 Sea Street, Kempsey 2440
(02) 6562 7200
kmpslism.catholic.edu.au
spckemp@lism.catholic.edu.au

EVENT VENUES & MUSEUM

Slim Dusty Centre

490 Macleay Valley Way, South Kempsey 2440 | (02) 6562 6533
slimdustycentre.com.au
admin@slimdustycentre.com.au

BANKING & FINANCE

Coastline Credit Union Ltd

64 Elbow Street, West Kempsey 2440
1300 361 066 | coastline.com.au
mail@coastline.com.au

Coastal Wealth Directions

Financial Planning

Suite 3, Ranatan Business Centre, Cnr Smith & Belgrave Streets, Kempsey 2440 | (02) 6563 1635
coastalwealthdirections.com.au
admin@coastalwealthdirections.com.au

Regional Finance Solutions

Finance & Mortgage Brokers

11/92 Belgrave Street, Kempsey 2440 and 130 Macleay Valley Way, Kempsey NSW 2440
Mark 0447 554 587
markp@regfin.com.au
Gary 0447 079 739
gary@regfin.com.au | regfin.com.au

FITNESS CENTRES & CLUBS

Crescent Aquatic Centre

Baker Drive, Crescent Head 2440
(02) 6566 0466 | 0447 999 914
crescentaquaticcentre.com
crescentaquaticcentre@gmail.com

Crescent Head Pointers Swimming Club Inc.

Baker Drive, Crescent Head 2440
(02) 6566 0466 | 0411 248 581
crescentheadpointers@gmail.com

HEALTH & WELLBEING

Keystone Health

Allied Health | Physiotherapy

Exercise Physiology

Shop 7, 14 Clyde Street, Kempsey 2440
(02) 6562 8999
keystonehealth.com.au
admin@keystonehealth.com.au

The Purple House

Beauty Therapy

36 Forth Street, Kempsey 2440
(02) 6562 7877
thepurplehousebeauty@gmail.com

South West Rocks Family Dental Surgery

2/2-6 Landsborough Street, South West Rocks 2431 | (02) 6566 6070
swrdentalsurgery.com.au
info@swrdental.com.au

South West Rocks Eyecare Plus Optometrist

2/5 Paragon Ave, South West Rocks 2431 | (02) 6566 7822
eyecareplus.com.au
reception@swrep.com.au

HOTELS & CLUBS

Hat Head Bowling & Recreation Club Limited

Straight Street, Hat Head 2440
(02) 6567 7507
hatheadbowlingclub.com.au
hatheadbowlingclub@bigpond.com

Macleay River Hotel

10 Macleay Street, Frederickton 2440
(02) 6566 8266
macleayriverhotel.com
fredohotel@bigpond.com

PROFESSIONAL SERVICES

Greg Wood & Co

Chartered Accountant | Tax Agent

Suite 7, 11 Prince of Wales Avenue, South West Rocks 2431
(02) 6566 6044
gregwood@midcoast.com.au

Jabiru Printing

39A Lachlan Street (cnr Yarravel St), South Kempsey 2440
(02) 6562 4779 | jabiruprinting.com.au
hello@jabiruprinting.com.au

Laverack Bookkeeping & BAS Services

3 Wongarl Ave, South West Rocks 2431
0411 842 407
laverackbooksandbas.com.au
nicolelaverack@gmail.com

Loud Duck Marketing

Danielle Cooney - Marketing Consultant
PO Box 3082, West Kempsey 2440
0410 538 953 | loudduck.com.au
info@loudduck.com.au

Pro-Collect Pty Ltd

Debt Collection | Litigation Services

5 Verge Street, Kempsey 2440
Head Office:
PO Box 1074, Hamilton NSW 2303
Kempsey (02) 6562 7006
Head Office: (02) 4926 2444
procollect.com.au
litigate@procollect.com.au

Sheridan Legal Pty Ltd

Solicitors | Conveyancers

Kempsey: Level 1, 22 Belgrave Street, Kempsey 2440 | (02) 6562 3300
South West Rocks:
6/11 Prince of Wales Ave, South West Rocks 2431 | (02) 6566 6250
sheridanlegal.com.au
mail@sheridanlegal.com.au

REAL ESTATE AGENTS

Kempsey Stock & Land

1/44 Forth Street, Kempsey 2440
(02) 6562 6600
kempseystockandland.com.au
admin@kempseystockandland.com.au

LJ Hooker Kempsey

1/76A Smith Street, Kempsey 2440
(02) 6562 6999
ljhooker.com.au/kempsey
kempsey@ljh.com.au

RETAIL - FASHION

Harley & Rose Lifestyle & Fashion

50 Elbow Street, West Kempsey 2440
(02) 6562 3188 | facebook.com/harleyandroselifestyleandfashion
harleyandroselaf@gmail.com

Irvines Jewellers

Dean Irvine - Artisan Jeweller
18 Smith Street, Kempsey 2440
(02) 6562 1307
irvinesjewellers.com.au
info@irvinesjewellers.com.au

RETAIL - OTHER

Kempsey Locksmiths

Locksmith | Shoe Repair | Engraving

3/5 Clyde Street Mall, Kempsey 2440
(02) 6562 7677 | 0429 947 677
kempseylocksmiths.com.au
terrys.kempseylocksmith@gmail.com

Macleay Options Inc.

Disability Support Services

(NDIS Provider # 405 000 2720)
15 Smith Street, Kempsey 2440 & 19 Elbow Street, Kempsey 2440
(02) 6563 1271 (Smith St)
(02) 6562 2355 (Elbow St)
macleayoptions.org.au
enquiries@macleayoptions.org.au

Randalls Business Equipment Stationery & Office Furniture

41 Forth Street, Kempsey 2440
(02) 6562 8866 | randallsbe.com.au
sales@randallsbe.com.au

West Kempsey Post Office & Gift Shop

21-23 Elbow St, West Kempsey 2440
(02) 6562 4221 | facebook.com/westkempseypostofficeandgifts
kempost@hotmail.com.au

TRADES & SERVICES

Kempsey Hire Service

Equipment & Party Hire

4/58 Belgrave Street, Kempsey 2440
(02) 6562 1377
colin@kempseyhireservice.com.au

Ultracare Automotive

Tilt & Tray Towing

7 John Street, Kempsey 2440
(02) 6562 7192 | 0409 825 898
ultracareauto@hotmail.com

TRAVEL AGENTS

Kempsey Travel & Cruise

48 Belgrave Street, Kempsey 2440
(02) 6562 6111 | kempseytravel.com.au
sue@kempseytravel.com.au

Macleay Valley Travel Pty Ltd

33 Smith Street, Kempsey 2440
(02) 6562 6699
macleayvalleytravel.com
info@macleayvalleytravel.com

Council thanks the businesses listed in this directory for their advertising support.

