



A Blueprint for Evolving the Hunter's Economy

Providing clear and agreed directions for enabling the communities of the Hunter to evolve to a net zero economy.

The Hunter Joint Organisation (JO) has set clear and strategic priorities for what our region needs to evolve to a net zero economy while safeguarding economic output and liveability for our communities. Delivering these requires clear policy support and funding from both the Commonwealth and NSW Governments.

As the world embraces decarbonisation and transitions towards a clean energy future, we must evolve the Hunter's economy to ensure a steady increase in the region's economic outputs. This is essential to replacing the dominance of coal with other products and services, at a level that will:

- Generate and provide more job opportunities than those currently provided by traditional energy industries.
- Enhance and maintain the lifestyle and opportunities available to our local communities.
- Attract and retain a skilled workforce and knowledge-based workers.
- Maintain the region's contribution to the state and national economies.
- Ensure impacted communities at the heart of the transition are constructively engaged in shaping the future of the region.

The Hunter is the powerhouse of both the NSW and National Economies, boasting the largest regional economy in Australia.

It currently drives around 28% of regional NSW's total economic output, \$23 billion of which can be attributed to coal exports.

The ten Mayors of the Hunter region welcome the opportunity to collaborate with the Commonwealth Net Zero Economy Agency and NSW Future Jobs and Investment Authority, to further shape the region's future.

By working together, we can advance toward a decarbonised future and secure a prosperous and sustainable economy for the Hunter, providing the certainty on decarbonisation that our communities have been calling for.

Role of the Hunter JO



Our Priorities

Clear, place-based, whole of government policy, planning and delivery to drive the Hunter's economic evolution, that provides:



- A clear vision and plan for the region's economic evolution, on which all levels and agencies of government are aligned in delivering
- The authority to influence the focus and coordination of cross-agency delivery efforts
- **Sufficient resources to successfully and rapidly deliver shared objectives, including a commitment from the Commonwealth and NSW Governments to explore a city-region deal for the Hunter***
- Local government representation in place-based decision making that affects local communities
- A regional presence by the Commonwealth Net Zero Economy Agency and NSW Future Jobs and Investment Authority to capture place-based knowledge and solutions.

* A city-region deal would formalise government partnerships and outline shared and place-based priorities, actions and responsibilities to enhance collaboration across local state and federal levels.

It would coordinate strategic planning and policy reform by leveraging State and Commonwealth support, ultimately providing the resources necessary to successfully evolve the region's economy.

Accelerate and amplify market driven investment in the Hunter's economic evolution.



Establish and co-invest in a Hunter Clean Energy and Advanced Manufacturing Commercial Pilot Fund and Hunter Venture Fund and Innovation Entity to:

- Accelerate and amplify the flow of market driven investment into the region, supporting the innovation ecosystem and capitalising on the Hunter's existing natural strengths and competitive advantages
- Activate a pipeline of projects that attracts ongoing private sector investment
- Address industry concerns around lack of access to a depth of readily available capital for early-stage ventures in the Hunter.



Deliver urgently needed change to legislation and policy currently inhibiting the adaptation and reuse of mining and industrial lands, to:

- Provide clear and certain planning pathways for existing owners and incoming investors to reuse and adapt current mining and industrial lands to activate the Hunter's new and high value jobs
- Reduce the significant commercial risk currently deterring new and expanded investment in the reuse of mining and industrial lands.

Activate Australia's leading Circular Economy Region



Support leading edge efforts in the Hunter to embed Circular Economy as a key foundation of the region's economic evolution, by:

- Investing in an enhanced coordination effort across government, community, and industry that is needed to lead, nurture, and grow the region's circular economy ecosystem
- Supporting the planning, land capability and business viability assessment, and construction of circular economy precincts and innovation hubs
- Delivering core legislative and policy reform that accelerates the transition to the circular economy and builds Hunter-based manufacturing capability
- Enabling and investing in innovative financing models and systems that de-risk and accelerate the flow of market driven investment into the Circular Economy
- Supporting Hunter workers and businesses to access new opportunities in the Circular Economy by providing clear career pathways, training, and skills development.

Invest in the region's international gateways (Port of Newcastle and Newcastle Airport) to drive the growth in new exports to replace and provide more jobs, by:



- Supporting investment of \$27m in a cargo terminal at Newcastle Airport to address capability gaps within the region's air freight value chain
- Working with the NSW Government to accelerate development of the \$2.4 billion Container Terminal at the Port of Newcastle
- Establishing a business education program to improve the capability and understanding of the Hunter's export opportunities
- Developing and implementing a business investment fund, talent attraction and retention program
- Establishing and investing in an organisation to lead local collaboration initiatives across Local, State, Federal Governments, communities, and industries.

Establish the Hunter as a world class tourism and events destination, by:



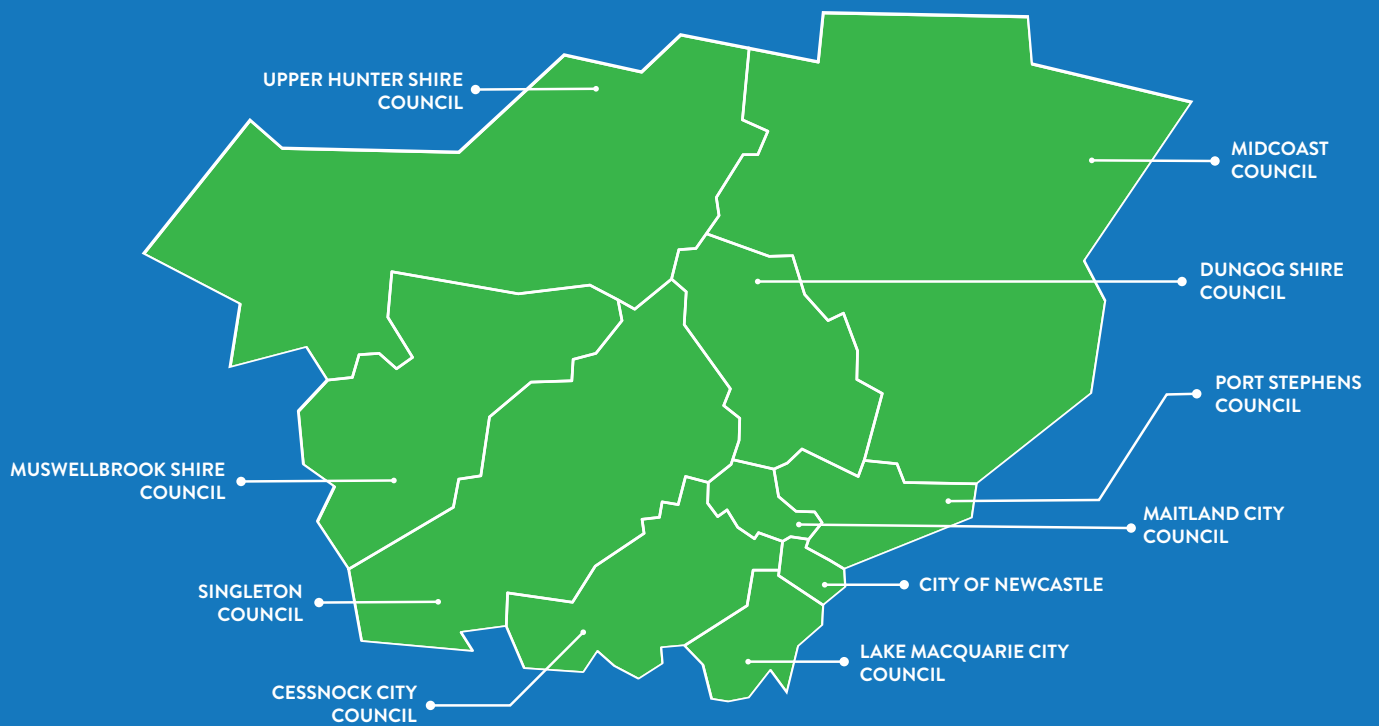
- Investing in the \$100M Hunter Cycle Tourism Strategy (Shiraz to Shore) to provide an iconic signature tourism attraction and support the growth of the cycling tourism industry across the region
- Establishing and investing in key international tourism and marketing initiatives, including establishing or identifying an organisation to lead collaboration and facilitate combined regional marketing initiatives
- Developing a business investment and funding program to support business growth in bookable tourism attractions and experiences
- Establishing and investing \$3.85m over three years to implement an Export Ready Tourism Marketing Strategy to increase key international tourism and marketing initiatives, including establishing or identifying an organisation to lead collaboration and facilitate combined regional marketing initiatives.

Prioritise investment in intra-regional transport planning, infrastructure and services



Commit to work with the region's Councils and the NSW Government to fund, resource and complete a study that establishes a clear vision, credible concept plans, and staged delivery plans for:

- An integrated and effective regional public transport solution that enhances liveability and workforce mobility in the new economy
- The efficient movement of freight to support the export of goods and services from the region to new international markets through the Port of Newcastle and Newcastle Airport.



FOR MORE INFORMATION

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