



MEDIA RELEASE – UPPER HUNTER REGION WEBSITE LAUNCH

NEW WEBSITE TO CREATE GREATER CONNECTION IN UPPER HUNTER

On Thursday 11 June 2020 the four councils of the Upper Hunter, along with the State Member for the Upper Hunter Michael Johnsen MP, Parliamentary Secretary for Agriculture & Resources, came together to launch the Upper Hunter Region Website, an online communication channel to promote catalyst projects, facilitate partnerships, and build the economic diversification network in the Upper Hunter. The Launch was held at the Hunter Belle Cheese Café at Muswellbrook, with representatives from Upper Hunter Shire Council, Dungog Shire Council, Singleton Council, and Muswellbrook Shire Council present.

The Upper Hunter Region website was developed by the Department of Regional NSW as an outcome from the Upper Hunter Economic Diversification Working Group, established in 2018. This Working Group is a collaboration between Local and State Government, industry and community, led by the Department of Regional NSW with representatives from the University of Newcastle, RDA Hunter, the Hunter Joint Organisation, and Training Services NSW, to support delivery of the Upper Hunter Economic Diversification Action Plan.

The Working Group made a commitment to develop a website for the Upper Hunter that would provide;

- resources for investors, local business, and community,
- a place to share local stories, and
- a window into services and information to support the future of the Upper Hunter Region.

“Our Upper Hunter is a strong and thriving community, and this initiative is at the core of the NSW Government’s commitment to support the continued growth of our community and build upon its existing economic strengths,” Mr Johnsen said.

“The Upper Hunter Region website shines a light on achievements and opportunities and demonstrates that the Upper Hunter is a ‘can-do’ economy that is moving forward.”

This website will provide new businesses and investors with insight into a region with untapped potential for development and growth.



“The Upper Hunter Region has always been a resilient community, through severe drought, bushfires, flooding, and now COVID-19, and the partnership between our Local and State Governments through this website will help us to build on that resilience through economic recovery and diversification,” Mayor of Singleton Sue Moore said.

The Upper Hunter continues to reveal its unique and significant advantages - through solid infrastructure, a skilled workforce, available land, innovative research and an established education system. The Upper Hunter Region website will create a central online channel to communicate these advantages and strengths of the region to community and industry stakeholders.

Mayor of Dungog John Connors, who was also present at the launch noted that, “The ‘Up’ website will help to demonstrate what is already on offer in our region, enhancing the opportunities that are available, and sharing these resources more effectively through coordination and collaboration.”

The website was developed in partnership with the Department of Regional NSW, built by the Newcastle-based communications agency Headjam, and will be hosted by the Hunter Joint Organisation, a collaboration of the ten councils in the wider Hunter region.

Contact details

Please direct media inquiries to Louisa Bulley, Executive Officer, Hunter Joint Organisation.