

A yellow spotlight hangs from the top center of the frame, casting a cone of light downwards. The light cone is a gradient of yellow and white, illuminating the text below. The spotlight's outline is a simple yellow line.

CITY SPOTLIGHTS NEWCASTLE

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO NEWCASTLE

City of ^{cool} coal

“Newcastle has reinvented itself post-steel and can do the same post-coal.” – Professor Will Rifkin, Hunter Business Research Foundation Director



As the second largest city in NSW (and sixth in Australia), Newcastle was already experiencing regional migration before Covid thanks to Sydney's exorbitant real estate prices. At the same time, nearby Maitland slowly converges as more homes are built between the two areas.

With coal's future in question, Newie's healthcare and education systems have taken over - with healthcare the largest employer in the area.

Though famous for coal, mining doesn't even make the top 10 contributors to the economy - with manufacturing contributing the most economic value at \$6 billion.



AERIAL VIEW OF NEWCASTLE

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$37 billion

KEY ECONOMIC CONTRIBUTORS

Top three are manufacturing, construction, financial services.

SHIPPING - LITERALLY

The largest bulk shipping port on the east coast - generating 5,700 jobs in the lower Hunter area.

RESOURCES

Although it might not be fashionable to say it anymore, Port of Newcastle is still the world's largest coal port - but it will be powered by 100% renewable energy by 2040.



97% of Port of Newcastle vehicles are already electric, and a green hydrogen hub is in development.



Newie is home to Australia's second largest mutual union bank - worth over \$11 billion.

Boortown.



CITY SPOTLIGHTS
NEWCASTLE

With its world-class shipping port and only a two hour drive from Sydney, Newcastle is an economic powerhouse in Australia.



ROMBERGS BAR



NEWCASTLE ART GALLERY

FUN FACT: More art galleries per capita than any other city in Australia!

CONSUMER OPPORTUNITY



CURRENT POPULATION

Hunter region in total: 682,000

NEWCASTLE-MAITLAND AREA

Besides its most famous resident, Daniel Johns of Silverchair, there are 457,000 “Novocastrians”.

Of the 200 LGAs (local government areas) measured in the most recent “Regional Movers Index”, Newcastle was #6 for inwards migration.

A LOWER COST OF LIVING

10% less expensive than Sydney (without rent).
Rent alone is 30% cheaper than Sydney.

Gen.Y/Z

8 in 10 people migrating to Newcastle are either Gen Y or Z... more than any other top 5 regional migration city.



Half a million people will live in the Newcastle-Maitland area by 2030, up 9% from 2022 population.

Boortown.



CITY SPOTLIGHTS
NEWCASTLE

**A lower cost-of-living can create a higher quality-of-life.
Don't miss over half a million people living in the area!**

CULTURAL OPPORTUNITIES TO PLUG INTO



THE NEW ANNUAL FESTIVAL

A bold, future-forward arts experience across the city. Newcastle's flagship arts event runs for 10 days and invites hosts local and international artists.

WHEN: September/October



THE BIG PICTURE FEST

Family-friendly street art festival featuring world class street artists and muralists. Visitors can see the works of art being painted live as the city is abuzz with colorful, creative change.

WHEN: October



NEWCASTLE 500

Beginning in 2017, the supercar event attracts thousands of spectators as the city streets are closed off for the race but the bars and paths are full of revelers.

WHEN: Varies - Covid rescheduling



Novocastrians love their sport too - with both NRL and NRLW Knights teams.

Boombtown.



CITY SPOTLIGHTS
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Marketer opportunity: Colourful, outdoor, Covid-safe events that brands can activate and attract families as well as Newcastle's vibrant creative community.

UNLOCK 682,000 NEWCASTLE RESIDENTS IN MINUTES

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Coverage Levels: Heavy (dark pink), Medium (light pink), Light (very light pink)



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