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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 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 even make the top 10 contributors to the economy.



ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$60 billion

KEY ECONOMIC CONTRIBUTORS

Top 3 are manufacturing, construction, financial services.

SHIPPING - LITERALLY

The largest bulk shipping port on the East Coast - generating 5,700 jobs in the Lower Hunter region.

RESOURCES

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



The Port of
Newcastle has
fully embraced
fully electric
vehicles across its
operations and a
green hydrogen
hub underway.



Newie is home to one of Australia's largest customerowned banks - worth \$24 billion



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



CONSUMER OPPORTUNITY



CURRENT POPULATION

Hunter Region in total: 682,465.

NEWCASTLE-MAITLAND AREA

Besides its most famous resident, Daniel Johns of Silverchair, there are 682,000 "Novocastrians".

Between 2021 and 2022, Newcastle was one of the top five Local Government Areas of migration from capital cities to regional centres.

A LOWER COST OF LIVING

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

Gen.Y/Z

66% of people moving from capital cities to Newcastle were millennials with an average age of 30 years old.



More than a million people will live in the Newcastle-Maitland area by 2041, up 21%.



FUN FACT: More art galleries per capita

than any other city in Australia!

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, culture and creative experiences across the heart of the city. Newcastle's flagship arts event runs for 10 days and invites hosts local and international artists.

WHEN: June



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: September



NEWCASTLE 500

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

WHEN: Varies

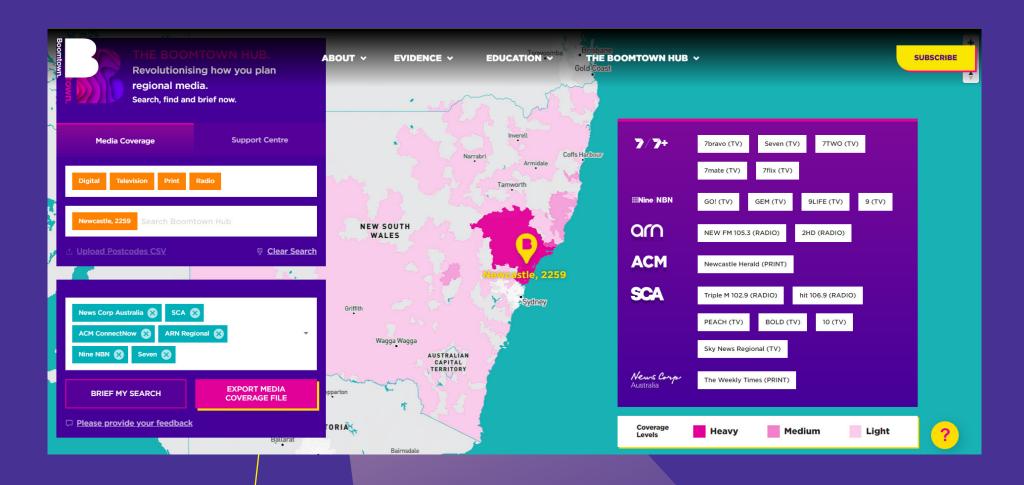


Novocastrians love their sport too - with both NRL and NRLW Knights teams.



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

UNLOCK 682,465 NEWCASTLE RESIDENTS IN MINUTES







RESOURCES TO HELP YOU REGIONAL MEDIA AUDIENCES.

Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.











