

A yellow outline of a spotlight hangs from the top center, casting a wide, purple-tinted beam of light downwards. The beam illuminates the text below.

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 even make the top 10 contributors to the economy.



AERIAL VIEW OF NEWCASTLE

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 customer-owned banks - worth \$24 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.



SCROLL TO EXPLORE ▾

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: 682,465.

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%.

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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, 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 race but the bars and paths are full of revelers.

WHEN: Varies



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

UNLOCK 682,465 NEWCASTLE RESIDENTS IN MINUTES

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9 | Nine NBN | GO! (TV) | GEM (TV) | 9LIFE (TV) | 9 (TV)

arn | NEW FM 105.3 (RADIO) | 2HD (RADIO)

ACM | Newcastle Herald (PRINT)

SCA | Triple M 102.9 (RADIO) | hit 106.9 (RADIO)

PEACH (TV) | BOLD (TV) | 10 (TV)

Sky News Regional (TV)

News Corp Australia | The Weekly Times (PRINT)

Coverage Levels: Heavy (Dark Pink), Medium (Light Pink), Light (Very Light Pink)



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



SOURCES:

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