

# Raymond Terrace

INVESTOR EVENT

 COMMERCIAL  
COLLECTIVE

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PORT STEPHENS  
COUNCIL

# Agenda

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- 2:00pm - 2:10pm** | Event overview and speaker introduction: Dane Crawford
- 2:10pm - 2:15pm** | Welcome and opening remarks: Mayor Leah Anderson
- 2:15pm - 2:25pm** | Local Government and Strategic Planning: Steven Peart
- 2:25pm - 2:35pm** | Market Feasibility and Investor Outlook: Dane Crawford
- 2:35pm - 2:45pm** | Regional Strategy and Key Economic Drivers: Bob Hawes
- 2:45pm - 3:25pm** | Panel discussion and questions from the audience facilitated by Sarah Willcox
- 3:25pm - 3:30pm** | Closing remarks: Dane Crawford

# Speaker Introduction



**Leah Anderson**  
**GAICD**  
Mayor of Port Stephens



**Steven Peart**  
Director of  
Community Futures



**Dane Crawford**  
Co-Founder, CEO &  
Licensee in Charge



**Bob Hawes**  
CEO



**Sarah Willcox**  
Associate Director  
Panel Facilitator





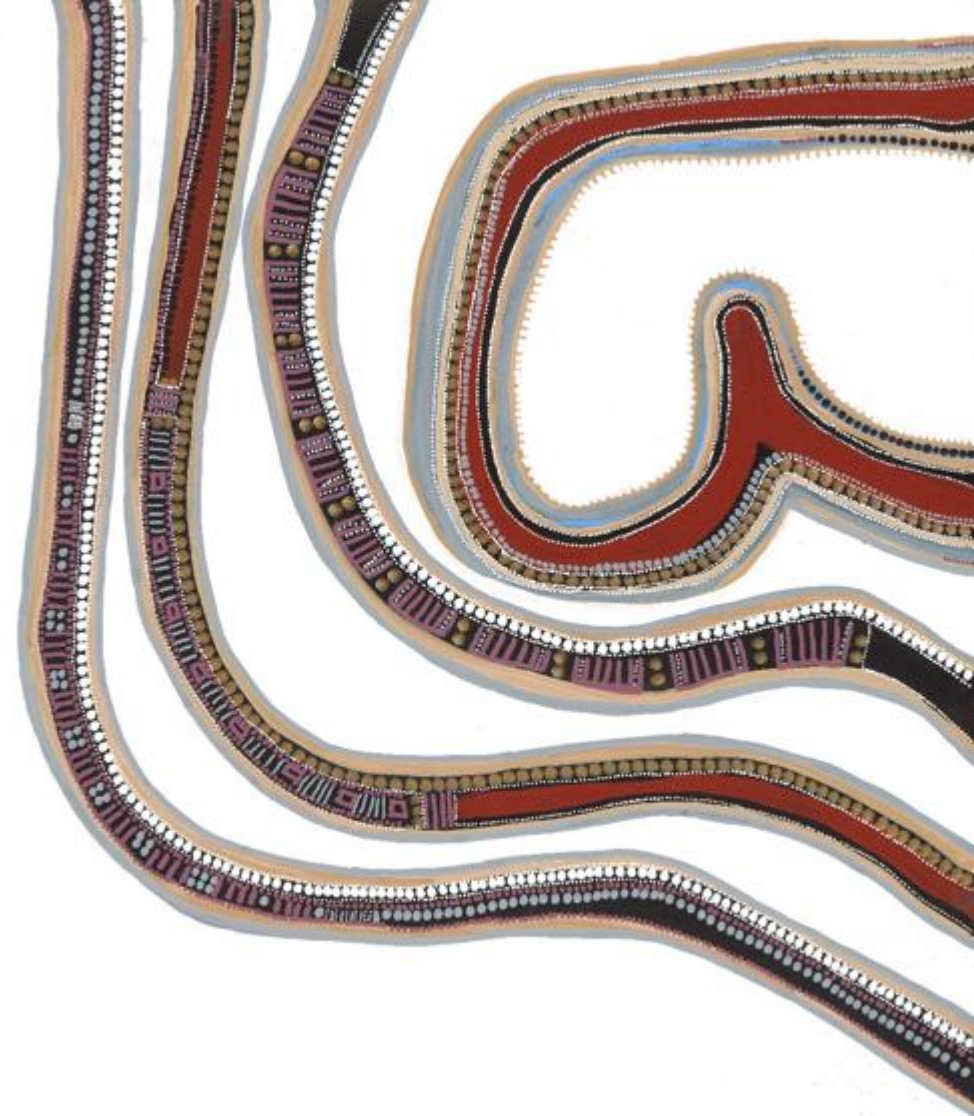
# Welcome and opening remarks

**Leah Anderson GAICD**  
**Mayor of Port Stephens**

# Acknowledgement of Country

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We acknowledge the Worimi people as the original Custodians and inhabitants of Port Stephens. May we walk the road to tomorrow with mutual respect and admiration as we care for the beautiful land and waterways together.



# The opportunity in Raymond Terrace





# Connectivity & Regional Positioning

An aerial photograph showing a wide river flowing through a town. A bridge crosses the river in the lower-left quadrant. To the right of the river, there is a large, well-maintained green field, possibly a sports field or park, with some buildings and parking lots nearby. The town extends into the background, with a large body of water visible in the distance under a clear sky.

# Council planning for growth

# Local Government & Strategic Planning

**Steven Peart**  
Director of Community Futures,  
Port Stephens Council

# Raymond Terrace: Centre of growth

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- Regional strategic centre
- Strong regional connectivity - key economic growth area, links to major employment areas, broader Hunter economy, supported by major freight routes
- Affordable market
- Council actively supporting housing growth in Raymond Terrace and Tomago to Airport economic growth corridor



# Housing Supply & Development Momentum

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- Council prioritising housing supply, diversity and affordability
- Raymond Terrace housing priorities:
  - Increased infill
  - Diversifying density
  - Mixed-use outcomes
  - Improved social and affordable housing provision
  - Town centre renewal and increased CBD housing opportunities
- Momentum in housing and employment - generating development



# Streamlining Process & Future Planning

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- Streamlined DA process:
  - Fastest DA approvals in the Hunter
  - Improved pre-lodgement support
  - Specialist development support officers
  - Digitised Development Control Plan
- Raymond Terrace Place Plan to support residential, commercial and employment opportunities in town centre
- Council investment in public infrastructure



# Raymond Terrace is Investment Ready

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Port Stephens Council is committed to making housing delivery, employment and long-term sustainable growth in Raymond Terrace easier.



An aerial photograph of a golf course, showing a large green field with a clubhouse in the center. The course is surrounded by trees and a road. The image is dimmed to serve as a background for the text.

# Market Feasibility & Investor Outlook

**Dane Crawford**

Co-Founder, CEO & Licensee in Charge,  
Commercial Collective

# Market Overview

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- Current market position
- Raymond Terrace demographic
- Strategic location
- Key infrastructure and connectivity
- Population growth and demand drivers
- Employment and economic drivers
- Housing
- Supply constraints vs demand constraints



# Market Overview: Location

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## Strategic Location

- Located within the Lower Hunter growth corridor
- Key location:
  - 25 minutes to Newcastle CBD
  - 15 minutes to Newcastle Airport
  - Direct access to the Pacific Highway and future M1 extension
- Serves as a key administrative, retail and community hub within the Port Stephens Council LGA



All distances are approximate only

# Market Overview: Infrastructure

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**Key infrastructure projects supporting growth include:**

- M1 Pacific Motorway extension
- Hexham Straight upgrades
- Newcastle Airport expansion
- Williamstown defence and aviation sector growth



# Market Overview: Key Insights

## Population Growth



**14,588**  
Current Population

**+5,400**  
Expected by 2041

## Demographic Snapshot

 **38** Median Age

 **\$1,282**  
Median Weekly Household Income

 **3,800**  
Families

## Economic Role

 Retail & Services

 Health & Education

 Construction & Trades

 Industrial & Logistics

**Key Theme:** Balancing commercial feasibility with long-term strategic and community.

# Investor Outlook

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- Raymond Terrace Strategy 2015-2031
- Investor focus shifting from metropolitan areas to regional growth markets
- Environmental and planning framework
- Development opportunities
- Affordability
- Public and private partnerships
- Immediate activation vs long-term strategic investment
- Capital follows certainty



# Case Study

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## 112 Adelaide St, 18A Sturgeon St and 7A Bourke St, Raymond Terrace

- Strategic importance of town centre sites supporting future growth and activation
- Guided by Port Stephens Council's vision and long-term strategic objectives
- Consideration given to zoning, infrastructure and environmental constraint
- Insights and Observations



# Case Study: Market Insights

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**What the Campaign Revealed:** Strategic town-centre land assessed beyond simple land value metrics

Proponents focused heavily on:

- Long-term place outcomes
- Precinct activation
- Infrastructure delivery
- Staging flexibility
- Housing diversity
- Alignment with Council strategy

**Key Observation:** The market increasingly values strategic collaboration and long-term precinct planning.



# Case Study: Key Observations

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## Lessons from the Campaign:

- Strategic land should be assessed beyond price alone
- Long-term place outcomes matter
- Flexibility encourages innovation
- Public-private collaboration is increasingly important
- Governance and transparency are essential
- Regional growth markets are attracting broader capital interest

**Insight:** Raymond Terrace is transitioning from a service-based centre into a broader long-term investment and development opportunity.



# Regional Strategy & Economic Drivers

**Bob Hawes**  
CEO  
Business Hunter

# Looking ahead for the Hunter Region

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- **Defence Industry**
  - Williamtown (RAAF); Industry support, sustainment, artillery and armaments and maintenance.
- **Education and Training:**
  - TAFE, University, Centres of Excellence – manufacturing, energy, robotics.
- **Housing**
  - State and Federal priority – ‘follow the funds’;  
Construction industry impacts, demand and growth
- **Infrastructure and Logistics**
  - High Speed Rail;
  - Port of Newcastle and regional road and rail links.  
Precinct development - containers, energy et al)
  - Newcastle Airport freight development and international links



# Looking ahead for the Hunter Region

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- **Mining and Resources**
  - Critical minerals research and processing; Rehabilitation and re-use of mining and power station sites
- **Renewables and Energy sector**
  - Research (NIER, CSIRO) and product development
  - Manufacturing - PV/batteries, wind turbines, solar panels
  - Generation and storage: windfarms, solar farms, pumped hydro and battery storage
  - Education, professional services, construction (generation, transmission, installations)
- **Visitor Economy**
  - Tourism and eco-tourism; cruise industry growth.
  - Newcastle Airport international links
  - Superyacht facility



# Panel Discussion & questions from the audience

**Sarah Willcox**

Associate Director  
Commercial Collective

# Thank you for attending

Please scan the QR code to provide your feedback

