

# Business Works

Volume 1, Issue 1

Autumn 2010

## Welcome to our new newsletter

Kempsey Shire Council's Sustainable & Economic Development Department would like to introduce you to the first edition of the new quarterly e-newsletter. Keep informed with the latest business information in our area with news, business profiles and informative articles.

Spread the word and encourage your peers to sign up by subscribing via the Web Site. If you have any suggestions for what you would like to see in the newsletter please email us.



Old Lodge Gallery Gladstone

### Special points of interest:

- Keep informed with our new e-newsletter
- The year ahead, town highlights
- Two great business highlighted
- Keep up to date with the latest data

### Inside this issue:

Welcome to our newsletter	1
Business Highlight	1
Kempsey Shire the year ahead	2
Economic news	3
Housing & Construction Data	3
Tourism Data	3
Economic Development Team	4

## Business Highlight Kempsey Carpet Court

Kempsey Carpet Court specializes in the supply and installation of Carpet, Outdoor Carpet & Synthetic Turf, Sheet Vinyl's, Vinyl Tiles & Planks, Timber & Laminate Floating Floors, Rugs, Mats & Runners. We also provide a full range of DIY Flooring Supplies and general advice for all floor covering needs.

Kempsey Carpet Court is a locally owned and operated business, established for over 35 years, catering to all budgets with professional, friendly service and advice to our local region.

*Continued on back page*



## Business Highlight Tracie's Gifts and Homewares

Tracie's gifts and Homewares started in 1991 as Tracie's Soap N Things located in the Clyde Street Mall. In 1995 the business moved to bigger premises then in 2000 saw the big move to where we are today. Our South West Rocks store opened in 2005 to cater for the growing market in that area this store is located in the Rocks Shopping Fair.



The business started small with bulk environmentally friendly bio-degradable cleaning and personal body products, budget cosmetics and general giftware.

Now we are big on the giftware side and keeping up with latest trends while aiming to provide something a little different.

*Continued on back page*

### Kempsey Shire 2010-The year ahead



Construction of new Police Station

There are three major projects that will have a lasting impact on the town and the wider shire, these are the Slim Dusty Centre, the Pacific Highway bypass and the construction of the new Police Station. All of these projects will have direct impacts on the town in terms of the employment they will provide during construction and in terms of the Slim Dusty Centre and Police Station, post construction. There are huge multiplier effects that will be associated with the construction of these projects, particularly the Pacific Highway bypass which is forecast to be in the construction phase for the next five years.

The Pacific Highway bypass project will bring a large number of highly skilled and well paid workers to the area who will be searching for a range of services while they are here and whose presence will provide a significant boost to the local economy over the ensuing years of the projects construction. Council will work closely with the local business community over the coming years to ensure that we as a community are ready for the

bypass, by maintaining the town as a vibrant business and retail hub for the Shire over the long term.

The new \$13.9 million Kempsey Police Station is under construction and due for completion in the middle of the year. The new Police Station will be substantially larger than the current station and will be a modern, state of the art facility for the region. The station will be responsible for a number of law enforcement functions including:

- General Duties
- Crime Management Units
- Detectives
- Local Area Command
- Anti-theft and Highway Patrol

On the Tourism front, this year has been an excellent one for the region, with accommodation providers across the shire reporting that they have been fully booked over the Christmas/ New Year period. The

Kempsey Visitor Information Centre had over 50,000 people through its doors last year, an increase of 12,000 people on 2008 and correlates with the latest figures from Tourism Australia that show that the Mid-North Coast is now New South Wales' most popular visitor destination. This is great news for the Kempsey, as we are well located on the Pacific Highway to take advantage of those travellers using the Pacific Highway to travel through the Mid-North Coast.

The Slim Dusty Centre's completion will not only assist in bringing additional visitors to Kempsey, it will also prove to be a conduit to tap into the international visitor market, which has enormous growth potential for this region. On a more immediate note, The New South Wales Surf Lifesaving Country Championships will be held in South West Rocks over the weekend of the 15-17 of January and will bring an additional 5000-6000 people to the region over the 3 days that this event is held, with an estimated economic impact of an extra \$5 million to the region.

The Pacific Highway bypass project will bring a large number of highly skilled and well paid workers to the area



Slim Dusty Centre

## Economic News

### Unemployment Rate

The unemployment rate for Kempsey during the last quarter of 2009 stood at 9.8%

[www.workplace.gov.au/NRrdonlyres/6ED7AB8B-65ED-408D-8299-595403068E19/0/SALM\\_June2009.pdf](http://www.workplace.gov.au/NRrdonlyres/6ED7AB8B-65ED-408D-8299-595403068E19/0/SALM_June2009.pdf).

This is high in comparison to the national unemployment rate of 5.7% (ABS).

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/mf/6202.0/>,

however, the unemployment rate for Kempsey Shire is

trending downwards and with the number of projects commencing in the Shire expect a substantial fall in the unemployment rate over the coming years.

### Population Growth

The population for the Shire at the end of 2009 was 28,856 an increase of 1.0% over the previous year, which is in line with the NSW population growth rate.

### Mean Taxable Income

The mean taxable income for the shire was \$36,054 against the state mean taxable income of \$49,831.



The Macleay..a great place to live

## Housing and Construction data

Kempsey Shire's median house price at the end of 2009 was \$221,000. In Crescent Head, the median house price at the end of 2009 was \$385,000 an increase of 0.8% over the previous six months. In South West Rocks, the median house price was \$345,000 an increase of 15% over the six months to the end of 2009. This data is compiled from Australian Property Monitors, follow the link for more detailed data on the following link <http://www.homepriceguide.com.au/snapshot/ndex.cfm?source=apm>.

The first home owners grant since its introduction in 2000 has proven to be a strong contributor to housing development in Kempsey Shire, providing an estimated \$9 million to the local economy. Since the introduction of the grant, over 1050 people from Kempsey Shire have received the grant from the Australian Government. Information on the grant is available by following the link [http://www.osr.nsw.gov.au/benefits/first\\_home/](http://www.osr.nsw.gov.au/benefits/first_home/).

The total value of Non-residential building in the Shire was \$25,585,000, whilst the value from Residential construction was \$21,560,000 bringing a total of \$47,145,000 for the sector during the 2008/09 period. This data is available by following the link

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/1338.1Dec%202009?OpenDocument>

The first home owners grant has provided the Shire with an estimated \$9 million since 2000

## Tourism Data

The tourism income from the region was up on previous years (note that the ABS only includes data from accommodation providers in its information, even though there may be other industry sectors that would benefit from tourism such as Cafes

and Restaurants, Retail Trade, and cultural services) Takings from Hotels, Motels and Serviced Apartments for the year in Kempsey Shire were \$1,183,000. Takings from Caravan Parks were \$1,501,000.

Income from Holiday Flats, Units and Houses were \$1,093,000.

This data is available from The ABS at

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/1338.1Dec%202009?OpenDocument>.



Crescent Head Holiday Park

**Kempsey Carpet Court** services an area which extends throughout the Kempsey Township and the Macleay Valley from Kundabung to Stuarts Point and from South West Rocks, Hat Head and Crescent Head to Bellbrook and beyond.

We have a great reputation for quality work and fantastic customer service - being nominated in the customer service category in the 2009 Macleay Valley Business Awards.

Our tradesmen are fully qualified, with many years of experience, and a reputation for providing the highest level of quality and craftsmanship when installing floor coverings - We deliver a job that is second to none for all Domestic, Residential and Commercial floor coverings.

We happily provide advice and assistance for all of your floor covering needs, offer free measures & quotes, with DIY most welcome - and great value for money!

You can contact us now on (02) 6562 5173 or call into our Showroom at 38 Forth street Kempsey for some general advice or a free measure and quote - or visit our website at [www.carpetcourt.com.au](http://www.carpetcourt.com.au) (email [kempsey@carpetcourt.com.au](mailto:kempsey@carpetcourt.com.au)).

**Tracie's Gifts and Homewares** are proud of a unique product in the Australian furniture that we sell, all pieces are hand made and have been sold to customers all around Australia. We offer the flexibility for customers to create their own pieces built to their needs by our cabinet maker.

Customer service is very important to us, our philosophy is to treat people as we would like to be treated ourselves, we go out of our way to help people select the perfect gift that will create that memory to last a lifetime.

We are a family run business managed by a husband and wife duo, the South West Rocks store is managed by our daughter. The business has been built up throughout the years to a well known retail store in Kempsey. Not only do we pride ourselves on a great customer service but also the fact that we try and provide the town with something new and different with each passing trend. Tracie's Gifts and Homewares gives back to the community through the support of local small organisations as well as the Kempsey showgirl and Kempsey Hospital.



#### Economic Development Team

Sustainable & Economic Development  
3/37 Forth Street  
P O Box 78 West Kempsey  
KEMPSEY NSW 2440

Phone: 02 6566 3200  
Fax: 02 6566 3105  
E-mail: [douglas.hunt@kempsey.nsw.gov.au](mailto:douglas.hunt@kempsey.nsw.gov.au)

#### Supporting your Business

We would like to introduce you to the Sustainable & Economic Development and Tourism Team:

Douglas Hunt - *Manager*

Edwina Brown - *Projects Officer*

Michelle Ashton - *Administration*

Angela Davis-Smith - *Tourist Information Officer*

Kerry McKeon - *Tourist Information Officer*

