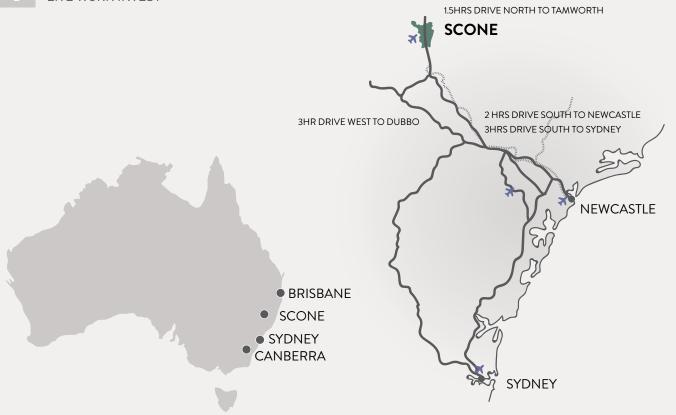
LIVE WORK INVEST SCONE







CONTENTS

Opportunity as far as the eye can see	03
Horse Capital of Australia	04
Beef & Livestock	06
At a Glance	07
Investment Opportunities	08
Projects in the Pipeline	10
Come by Road, Air or Rail	12
Work	13
Property	14
A Country Community	15
Sports & Entertainment	16
Retail & Dining	18
Health & Aged Care	20
Educating Our Future	22
Live Work Invest Scone	23

For more information visit www.liveworkinvestscone.com.au or for places to stay and things to do visit www.upperhuntercountry.com.au



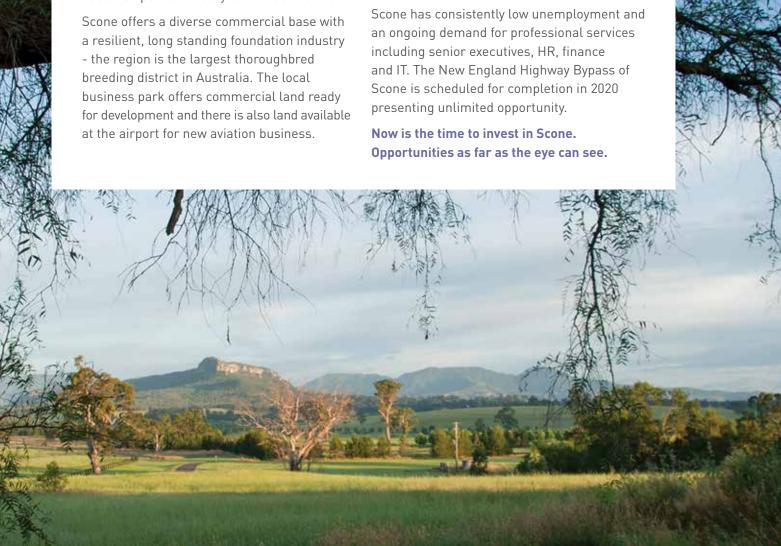
OPPORTUNITY AS FAR AS THE EYE CAN SEE

THE FUTURE IS EXCITING FOR SCONE, INVESTMENT OPPORTUNITIES ABOUND AND A RELAXED AND AFFORDABLE RURAL LIFESTYLE AWAITS.

Scone offers convenient access to regional and metropolitan centres, just a three hour drive to Sydney, two hours to Newcastle and one and a half hours to Tamworth.

In addition to the excellent roads, Scone also has an airport and heavy rail infrastructure.

This document outlines existing infrastructure and business as well as highlighting the new developments in the area providing opportunities for those considering to live, work or invest in affordable, accessible country living.





Scone Cup Carnival, Scone Race Club

HORSE CAPITAL OF AUSTRALIA

SCONE IS HOME TO A MULTI-BILLION DOLLAR THOROUGHBRED INDUSTRY ESTABLISHED NEARLY 200 YEARS AGO.

Australia's largest thoroughbred breeding industry anchors the town with economic stability. It has the largest concentration of thoroughbred studs in the world outside of Kentucky, USA. Hunter Valley thoroughbred breeders contribute \$2.6 billion to NSW economy, employ over 5,000 people in the Hunter region, and support more than 22,000 industry-related jobs in NSW.

The expanding **Scone Equine Precinct** is ideally located in the centre of the Hunter Valley thoroughbred nursery. The precinct includes: Scone Race Club, TAFE NSW, Hunter Valley Equine Research Centre, Local Lands Services and thoroughbred training services.

Scone Race Club, established 1944 has been recognised as one of the best racing surfaces in New South Wales, so it's no surprise that the two day Scone Cup Carnival held in May, is the largest country racing carnival in Australia, offering nearly \$2 million in prize money and stand-alone metropolitan status.

Scone Equine Hospital, the largest equine hospital in the southern hemisphere provides specialist equine veterinary services from surgery to neonatal intensive care and reproduction. Facilities include a dedicated equine veterinary laboratory, pharmacy and diagnostic imaging service.



The **Australian Stock Horse Society** headquarters is also in Scone and is the largest of more than 70 individual equestrian horse breeding associations in Australia.

Construction of the **White Park Recreation and Equine Facility** has commenced and will offer facilities for all weather activities. The horse capital extends way beyond the thoroughbred industry to other horse sports including: cutting; camp drafting; polo; show jumping; dressage; cross country and pony club.

Over 40 years the annual Scone Horse Festival has grown to more than 60 event experiences over 10 days.



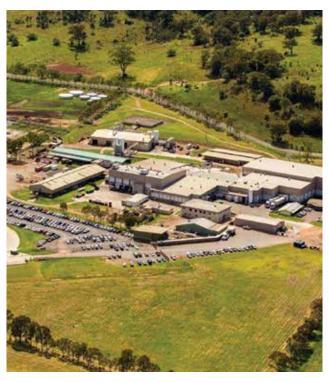
Mares and foals at Arrowfield Stud

"THE OPPORTUNITY TO WORK WITH PEOPLE AT THE CUTTING EDGE OF OUR PROFESSION WHILE BRINGING UP OUR FAMILY IN A RURAL ENVIRONMENT HAS BEEN A GIFT. WE HAVE LIVED AND TRAVELLED AROUND THE WORLD BUT THE DECISION TO SETTLE IN SCONE, INVEST IN SCONE AND BECOME PART OF THE COMMUNITY HAS BEEN REWARDING ON EVERY LEVEL."

CAMERON COLLINS, MANAGING DIRECTOR - SCONE EQUINE HOSPITAL AND PRESIDENT HUNTER THOROUGHBRED BREEDERS ASSOCIATION LIVE WORK INVEST SCONE SINCE 1995



Scone Regional Livestock Selling Centre



Aerial view of the JBS processing plant

BEEF & LIVESTOCK

SCONE IS HOME TO A REGIONAL LIVESTOCK SELLING CENTRE AND A WORLD CLASS BEEF PROCESSING FACILITY.

The European Union (EU) accredited Scone Regional Livestock Selling Centre has been operating in Scone since the 1940's with the current facilities established in 1972. Over 1,200 head of cattle, on average are sold through the fat cattle sales each Tuesday. Redevelopment of the saleyards, to be completed in 2019, will increase throughput by 50,000 head of cattle per annum by the year 2028.

On the edge of town is the JBS owned Hunter Valley Meats. The plant was acquired by JBS Australia, the country's largest beef processor. The Scone facility employs over 400 people including factory hands, HR, trades and senior management. Local businesses also benefit from the processing facility including contractors, hospitality, housing rental and trades.

The facility, strategically placed within prime cattle country has access to an extensive network of quality Australian cattle throughout the region. The JBS facility processes grass fed beef and is capable of processing up to 1,050 head of cattle per day.

"A SCONE PLANT MADE SENSE FOR JBS. PROXIMITY TO PRIME CATTLE COUNTRY, ALONG WITH ACCESS TO METRO AREAS IS IDEAL."

CRAIG MILLER, PLANT MANAGER JBS LIVE WORK INVEST SCONE SINCE 2015

SCONE AT A GLANCE

WORKING POPULATION AGED BETWEEN 20 & 64 87%

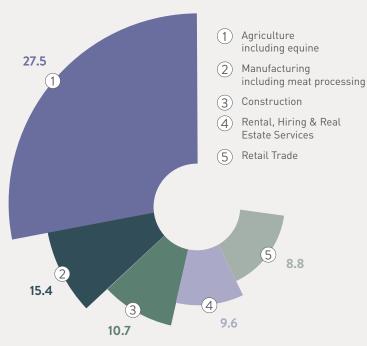
WORK FROM HOME National Average 4.6% 9.7%

WORKING POPULATION THAT HAS A TRADE CERTIFICATE OR HIGHER LEVEL OF EDUCATION

52%

WALK TO WORK National Average 3.5% 6.1%

MAJOR OUTPUT INDUSTRIES



THE REGION EXPORTS OVER

\$480M+

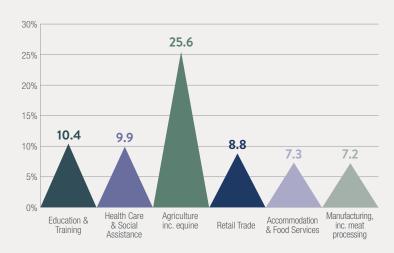
IN AGRICULTURAL & PROCESSED MEAT PRODUCTS

THE REGION IMPORTS OVER

\$260M+

IN AGRICULTURE, MANUFACTURING & CONSTRUCTION PRODUCTS

MAJOR EMPLOYMENT INDUSTRIES



INVESTMENT OPPORTUNITIES

THE UPPER HUNTER SHIRE COUNCIL WORKS CLOSELY WITH BUSINESSES AND INVESTORS ENCOURAGING DEVELOPMENT TO ATTRACT INNOVATION, DIVERSIFICATION AND NEW IDEAS TO THE REGION.



The **Upper Hunter Energy Park**, wind and solar farm development reinforces Scone's clean and green approach and is an example of a new business working with Council towards it's vision for the future.

Intensive agriculture and value add agribusiness is supported by access and proximity to the Sydney food bowl, with lower cost agricultural and commercial land.

Council has invested significant capital in a water supply pipeline, which has capacity for intensive irrigated agriculture. The climate is ideal for a large range of horticulture crops, including hydroponics and aquaculture.



Aviation related businesses have the opportunity to be located locally within the grounds of the Scone Regional Airport.

The Airport Masterplan and scheduled \$20 million upgrade, will include a one of a kind tourist attraction. The proposed Warbirds Visitor attraction will provide additional visitors to the region.

With the **New England Highway bypass** and two significant visitor attractions in the pipeline, tourism related opportunities abound.

The Warbirds Visitor Attraction at the airport and the Horse Centre of Australia, will grow the visitor economy by at least 50,000 people per year and establish a tourism precinct in Scone. This increase in visitors to the

town will require additional accommodation options and new retail and food experiences to complement the Town Revitalisation Masterplan already designed for post bypass.

As Scone heads into the future, there are endless investment opportunities. **Short-term accommodation**, in particular to support the equine industry and visitor economy, is in high demand, along with hospitality.

Increased demand for day care facilities, particularly long days for equine employees working around the clock will continue to grow as the area further develops. **Property,** both rental and for purchase, particularly family-size presents constant demand. Opportunity also exists for amenities such as a laundromat, dry cleaner and car wash.

PROJECTS IN THE PIPELINE

NEARLY \$400 MILLION WORTH OF INFRASTRUCTURE PROJECTS ARE EITHER UNDER CONSTRUCTION, DESIGNED OR IN THE PLANNING PHASE IN SCONE.



LIVESTOCK SELLING CENTRE

Value \$7M Estimated completion 2019

Designs are completed and funding secured, this project will provide the latest in animal and human welfare as well as environmental improvements to the important selling centre.



SCONE GOLF CLUB

Value \$3.5m Estimated completion 2018

A new course will be delivered, funded by RMS.



LIBRARY, CULTURE & COMMUNITY PRECINCT

Future project proposed for Scone

A precinct would include the town library, a gallery, exhibition space and other cultural activities.



TAFE NSW CONNECTED LEARNING CENTRE

Value \$2M Estimated completion 2019

The latest in remote education will complement existing educational institutions. The project will be located in the Scone CBD and will allow connected learning without the need to travel.



SCONE BYPASS

Value \$120M Estimated completion 2020

With design completed, the bypass will reroute heavy vehicles around the town centre.



INDOOR SPORTS CENTRE

Value \$10M Estimated completion 2022

Construction of an indoor multi purpose sports centre including a 25m heated pool.



AIRPORT REDEVELOPMENT & AVIATION VISITOR ATTRACTION

Value \$20M Estimated completion 2020

Airport redevelopment will deliver a modern airport that includes the Warbird Aviation Attraction.



WHITE PARK RECREATION & EQUINE FACILITY

Value \$3M (Stage 1) Estimated completion 2018

Following considerable planning Stage 1 will provide all-weather facilities for the region. The master planned \$10 million equestrian centre once completed will provide the latest equestrian facilities, camping, show arenas and an all-weather entertainment venue.



UPPER HUNTER ENERGY PARK

Value \$190M Estimated completion 2022

This approved wind and solar farm to the west of Scone will generate 113MW of electricity and support the regions clean and green vision.



HORSE CENTRE OF AUSTRALIA

Value \$15M Estimated completion 2021

Planning is underway to construct this prominent facility in the Horse Capital of Australia. The project will deliver the latest in function centres, interactive horse displays and other equine experiences.



CIVIC THEATRE

Estimated completion 2019

Extensive upgrades to this privately owned art deco theatre creating performance and event space.



SCONE TOWN REVITALISATION

Value \$5M

With the impending bypass, the redevelopment of the Scone CBD will encourage new investment and improve retail experiences for locals and visitors alike.



SCONE TO MURRURUNDI PIPELINE

Value \$14M Estimated completion 2020

The pipleline will deliver potable water to Murrurundi, ending many years of high level water restrictions for the town.

WHY INVEST IN SCONE?

- 1 COMPARATIVELY LOWER LAND COST
- 2 TRANSPORT OPTIONS AND ACCESS
- 3 ACCESS TO RELIABLE ELECTRICITY
- 4 HIGH WATER QUALITY AND AVAILABILITY
- ABILITY TO ATTRACT A
 WORKFORCE, THE TOWN
 IS OFTEN CHOSEN FOR
 A TREE CHANGE
- 6 ACCESS TO PRODUCE MARKETS - 2HRS TO NEWCASTLE, 3HRS TO SYDNEY
- 7 MINING ACTIVITY, SCONE IS 30 MINUTES FROM SIGNIFICANT COAL MINING ACTIVITY



Charter flights operate in and out of Scone Regional Airport

COME BY ROAD, AIR OR RAIL

SCONE IS EASILY ACCESSIBLE



Planned redevelopment for Scone Regional Airport

Daily commuter trains provide access to Sydney, Newcastle and Tamworth; with heavy trains carrying coal, grain and other goods to and from the region.

For those travelling for business or pleasure Scone is an easy three hour drive to Sydney International Airport and two hours to the domestic airport of Newcastle and Tamworth's regional airport.

The Scone Regional Airport is the base for seven businesses, including flight schools, aircraft maintenance, charter services, aerial agricultural spraying and an aerial Rural Fire Services fleet. These businesses employ in excess of 60 people and up to 120 during fire season.

Air charters, private jets and the rural fire service use the runway on a daily basis with over 6,500 movements each year. The airport has commercial land available for development for potential aviation businesses or private hangars.

In 2017 at the Australian Airports Association National Annual Awards, Scone Airport received an award in 'Operational Excellence and Innovation' and runner-up for 'Best Small Regional Airport.'

WORK

PROFESSIONAL, CAREER ADVANCING OPPORTUNITIES ARE AVAILABLE IN SCONE, THROUGH AWARD WINNING BUSINESSES.

Scone has a very low unemployment rate of 3%, and a high demand for degree-qualified candidates to fill senior executive roles and professional services talent such as IT, HR, and Accounting in addition to technical roles.

Whilst the equine industry brings long term stability and plentiful job opportunities, there are other significant industries offering employment in the town. Meat processing, education, local government, health and aged care are all significant local employers.

The Scone Chamber of Commerce & Industry Inc. represents the business community in Scone offering regular networking events, access to training, and more. It's a great way to meet people in other local businesses. The Chamber won best Local Chamber at the Hunter Business Awards in 2015.

Many people take advantage of the convenient proximity and walk to work. Working from home is also a convenient and cost effective option.



Ideation Group working meeting over coffee



SCONE 6.1%

NATIONAL AVERAGE 3.5%

WORK FROM HOME

SCONE 9.7%

NATIONAL AVERAGE 4.6%

"I WALK TO WORK IN 5 MINUTES, VERSES TAKING UP TO AN HOUR TO DRIVE 5 KM IN SYDNEY."

ANNETTE ENGLISH, DIRECTOR MORGAN + ENGLISH & OWNER OF INN SCONE LIVE WORK INVEST SCONE SINCE 1997



Scenic rural properties surround Scone township

PROPERTY

THE AREA IS AN INVESTMENT HOT SPOT FOR PURCHASERS SEEKING A TREE CHANGE, OR THOSE LOOKING TO OWN RURAL LAND.

Property in the Upper Hunter is both available and affordable. Over time and beyond the bypass, the value is predicted to increase steadily.

Given the proximity to Sydney and Newcastle via the Hunter Expressway and continued urban sprawl, the affordability of property in Scone and the longevity of the growing equine hub makes it a solid investment and excellent lifestyle choice.

LIFESTYLE RURAL PROPERTY

Due to the diverse nature of the local geography, the market can offer a broad range of lands from first class productive river flats to picturesque mountain retreats. The outlook for capital growth in our rural property market is positive, as access to metropolitan areas improves, the thoroughbred industry continues to expand and as the town gears up towards the bypass.

"PROPERTY INVESTMENT IN SCONE PROVIDES INVESTORS WITH PEACE OF MIND WITH THE SECURITY OF LOW VACANCY RATES AND LONG TERM YIELD."

SARAH LORDEN,
DIRECTOR/LICENSEE IN CHARGE - SCONE, JOHN FLOOD ESTATE AGENTS
LIVE WORK INVEST SCONE SINCE 2012

A COUNTRY COMMUNITY

SCONE GIVES YOU THE OPPORTUNITY TO SPEND YOUR WEEKENDS WITH FAMILY AND FRIENDS, DOING THE THINGS YOU LOVE.

There is a strong local community in Scone. With just over 5,500 residents in and around the town.

There are plenty of sporting, charity and special interest groups, clubs and committees. Participating in the local festivals or volunteering at local clubs or organisations is a great way to meet people.

Country experiences are plentiful, and also affordable. There are no tolls, parking or entry fees required for most activities, it's a different kind of entertainment, mostly revolving around the countryside.

Scone has convenient essential services all within walking distance of the main street.

These include both Coles and Woolworths supermarkets, banks, post office, travel and real estate agents, hair and beauty services, a medical centre and chemists, many award winning in their sector.

A comprehensive community directory is available at www.upperhunter.nsw.gov.au

"MOVING TO SCONE WAS THE BIGGEST DECISION OF OUR LIFE. IT OFFERS THAT GOOD BLEND OF LIFESTYLE, SURROUNDINGS AND OPPORTUNITIES."

> DANIEL ZAMMIT, OWNER SCONE MCDONALDS LIVE WORK INVEST SCONE SINCE 2016



SPORTS & ENTERTAINMENT

RECREATIONAL ACTIVITIES IN SCONE HAVE AN OUTDOOR FOCUS.

Take a walk up Scone Mountain with a friend and combine exercise and an uplifting view with a social chat.

The Bill Rose Sports Complex offers a picturesque setting and great sporting facilities. It is also a great area to ride bikes or take your dog for a walk in the fenced dog park.

Next door to the sports ground and still within walking distance of the town centre is the Scone Golf Club which is currently being upgraded to make way for the bypass. For the keen golfers, there are five more golf courses within a 40 minute drive.

Whether it be for pleasure or for competition Scone has many established and successful sporting clubs including rugby league and union, cricket, lawn bowls, tennis, squash, croquet, soccer, touch football, hockey, basketball, yoga, gymnastics, netball, athletics, dance, triathlon and a swimming club.

Planning is also well underway for a \$10 million indoor sports centre.



Scone Amateur Athletics Club

"I LOVE FEELING LIKE PART OF A COMMUNITY. I LIKE SCONE'S PROXIMITY TO NEWCASTLE AND SYDNEY AND I LOVE THE OPPORTUNITIES THAT THE TOWN HAS PROVIDED FOR MY CHILDREN WITH FANTASTIC SPORTING AND EDUCATIONAL FACILITIES."

CATHY GATWOOD, PRESCHOOL EDUCATOR LIVE WORK INVEST SCONE SINCE 2015





Proposed redevelopment of the Civic Theatre on Kelly Street

AS WELL AS ANNUAL EVENTS AND FESTIVALS SCONE HAS A RICH PERFORMING AND VISUAL ARTS COMMUNITY.

Historic buildings such as Scone Old Court Theatre and Scone Arts & Crafts, provide venues for a wide range of cultural and artistic activities.

Scone Arts & Crafts encourages and showcases arts for the local Scone community in a beautiful, historic building and grounds, including: painters, photographers, sculptors, potters, decorative arts, bridge players, yoga, junior dance, annual Scone Literary Festival – to embrace and supply a venue for all art forms.

A focal point and much loved building along Kelly Street is the Civic Theatre. This classic example of art deco architecture is currently being restored by owners, the Coroneo family. Plans for the building include a convention centre that can also accommodate stage and screen productions.

The restoration in conjunction with the master plan for the town revitalisation following the New England Highway Bypass will bring a new lease of life to the street scape.

For more information and a full list of events and festivals in the region visit www.upperhuntercountry.com.au

"IN OUR FIRST YEAR OF TRADE WE HAVE WELCOMED A MIX OF LOCALS AND PEOPLE PASSING THROUGH."

ACEY FIRTH, OWNER THE HERD STORE LIVE WORK INVEST SCONE SINCE 2014



Celebrating 50 years Potter Macqueen gifts and home wares



The Herd Store opened in 2017 on Liverpool Street



Relax in the courtyard of the Belmore Hotel on Kelly Street

"MY MOTHER OPENED THE STORE FIFTY YEARS AGO. WE ARE DELIGHTED THAT TRADE IS STRONGER THAN EVER."

PRUE ROBERTSON, POTTER MACQUEEN SCONE BORN AND BRED

"IT'S GREAT THAT I CAN SHOWCASE PRODUCE FROM THE REGION AND THE LOCAL COMMUNITY HAS REALLY EMBRACED MY BUSINESS."

COLIN SELWOOD, OWNER THE COTTAGE RESTAURANT LIVE WORK SCONE SINCE 2015







The beautifully restored, award winning restaurant in Kelly Street, The Cottage

RETAIL & DINING

Enjoy a traditional shopping experience down the main street to find gifts, home wares, fashion and jewellery, and sporting goods.

Leisure time is often spent having a drink with mates, or enjoying a meal with the family. Scone has all bases covered with five pubs, three clubs, several cafés and an award winning restaurant. Many of the pubs have family bistros, entertainment on the weekends and are popular with the locals.

The newly refurbished Thoroughbred has been converted from a pub, into a bakery, café, restaurant, bar and accommodation.

You'll find restaurants within the RSL, Scone Bowling Club Sporties at the golf course and some of the motels in town and The Cottage on Kelly street serves an award winning menu.

There are a number of cafés dotted around Scone, providing the perfect opportunity to grab a coffee or lunch or meet friends for a catch up. You're more than likely going to bump into someone you know.



Local GP Dr. Larissa Burke attends to a young patient at the Scone Medical Centre

HEALTH & AGED CARE

The Scone Medical Practice was awarded General Medical Practice of the Year by RACGP in 2016 and employs ten permanent General Practitioners; two Registrars and eight Registered Nurses. The practice also provides physiotherapy, clinical psychology, speech pathology, nutrition and diabetic education.

Doctor's from the practice treat patients of the Scott Memorial Hospital in Scone, a busy rural hospital with around 35 beds, including a maternity ward and an emergency department. The hospital also provides X-ray facilities and weekly surgical procedures.

The hospital connects with Maitland Hospital, the John Hunter Hospital in Newcastle and the Tamworth Hospital as required for specialised tertiary care.

Ancillary services such as Laverty Pathology and Hunter Imaging are also available in Scone. There are two local pharmacies both providing medication directly to the hospital, a dentist and Strathearn Aged Care.

Integrated Living, a NSW Government initiative providing home care services and Transcare Hunter Ltd is a not-for-profit community organisation providing services such as cooking, cleaning and shopping as well as assistance in attending medical or social appointments.

"COUNTRY GP'S CAN HAVE 20-30% HIGHER EARNING POTENTIAL THAN IN THE CITY."

LARISSA BURKE, PARTNER & GP SCONE MEDICAL PRACTICE, LIVE WORK INVEST SCONE SINCE 2007

Strathearn, a part of HammondCare, has three aged care facilities in Scone – Home Care, Residential Aged Care and Independent Living, along with meals and transport services. They have been caring for aged people in Scone for more than 40 years with around two hundred and fifty elders and their families relying on them for care.

Strathearn Villas is a development of two and three bedroom houses, which began construction in 2016 and are being built off

the plan as new residents invest. Just a few minutes drive from the town centre, the villas are next door to the newly built residential aged care facility.

The HammondCare Group is one of Scone's largest employers, employing 330 staff across Strathearn and Strathearn Villas. This is a mix of registered nurses, carers, catering, cleaning, administration, management, grounds people and more.

'TO BE ABLE TO DRIVE A FEW MINUTES TO VISIT MY HUSBAND IN PERMANENT AGED CARE, YET WITH A VIEW OF THE SWEEPING HILLS AND KANGAROOS FEEDING AT THE DOOR, IS A BLESSING INDEED."

ELIZABETH MACKENZIE, WIFE OF A RESIDENT AT STRATHEARN HOUSE LIVE WORK INVEST SCONE SINCE 2016





Happy kids at the Yellow Cottage

PRESCHOOLS

Scone & District Preschool
The Yellow Cottage
Upper Hunter Learning Centre

PRIMARY

Scone Public School St Mary's Primary School Scone Scone Grammar School

SECONDARY

Scone High School Scone Grammar School St Joseph's High School (Aberdeen) "HAVING SUCH A CHOICE OF GOOD SCHOOLS SEALED THE DEAL FOR OUR MOVE TO SCONE AND WE HAVE NEVER LOOKED BACK."

BELINDA ZAMMIT
LIVE WORK INVEST SCONE SINCE 2015

EDUCATING OUR FUTURE

SCONE IS SPOILT FOR CHOICE WITH ACCESS TO THREE PRIMARY, THREE SECONDARY AND THREE PRESCHOOLS.

Scone has the Upper Hunter Early Learning Centre, a long daycare centre and many family daycare services, with demand for more.

In Scone there are 250 teachers who educate 1,800 students from preschool through to Year 12.

Putting the Upper Hunter on the map is the positive education charity formed in 2016, Upper Hunter Where there's a Will. It's quest is to provide positive education in all schools within the region. The focus is improving well-being and reducing mental illness, and 'bringing colour to lives' of our youth.

A TAFE NSW Connected Learning Centre will open in 2019, providing post school qualifications locally, offering an alternative to leaving the area or travelling to undertake training.

LIVE WORK INVEST

NOW IS THE TIME TO INVEST IN SCONE.
OPPORTUNITIES AS FAR AS THE EYE CAN SEE.





We acknowledge the traditional owners of this land.

A big thank you to the families who contributed their stories, smiled for the cameras and call Scone home. We would also like to thank these following local businesses for their contribution; HammondCare; Hunter Thoroughbred Breeders Association; Scone Chamber of Commerce & Industry; Upper Hunter Energy Park and JBS. Without your assistance this document could not have been possible.

Every effort has been made to ensure the information provided in this publication is accurate and as such Upper Hunter Shire Council is not responsible for inadvertent errors nor does it take responsibility for any decisions made based on the information contained within this publication.