

GEBC STRATEGY PLAN



— Growing local business

GEBC VISION

The vision of the GEBC is to create a vibrant regional capital that will support business and the community through facilitating appropriate engagement with and between all stakeholders.

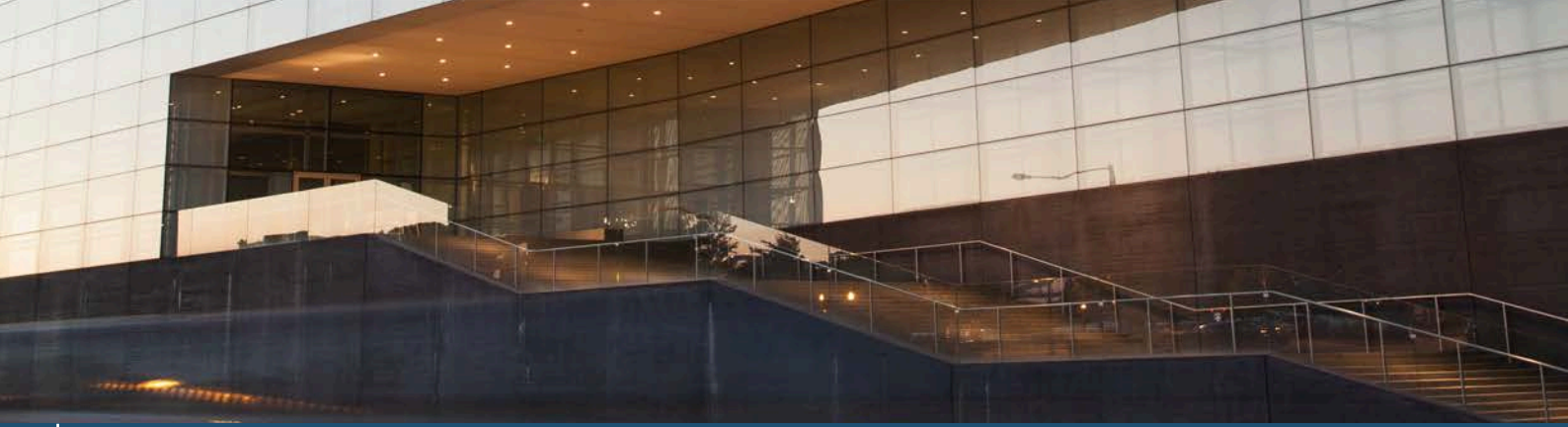
The GEBC advocates for investing in infrastructure, better business practices, education, tourism, and industry in the community. Upgrading infrastructure will attract investments, create jobs and help businesses operate efficiently. Promoting better business practices encourages entrepreneurship and innovation, leading to increased prosperity. Education and workforce development are critical to attract new businesses and industries. Tourism can create new jobs and generate revenue. Developing industries can provide new job opportunities and boost the local economy. Members of the GEBC and the community are encouraged to support these efforts so their families and businesses can thrive in a vibrant and prosperous region.



Better Business

Make Gosford and Erina a better place to do business.

- ▶ Advocate improvements to the CBD of the city of Gosford.
- ▶ Advocate for the improvement to the process of lodging and having approved Development Applications.
- ▶ Understand what GEBC members want, and publicise the benefits of doing business in Gosford and surrounding suburbs.



Infrastructure

**Better infrastructure
for Gosford and
Erina.**

- ▶ Work with Central Coast Council on progressing the Waterfront Development.
- ▶ Improve promotion of options and access to parking in the CBD and surrounding areas.
- ▶ Promote the benefits of high-speed internet availability in Gosford and surrounds.
- ▶ Advocate for an improvement plan for the Gosford Cenotaph, and other key attractions in conjunction with Gosford RSL, Central Coast Council and other groups.



Industry

**Attract industry to
improve employment
and opportunities
for the business
community.**

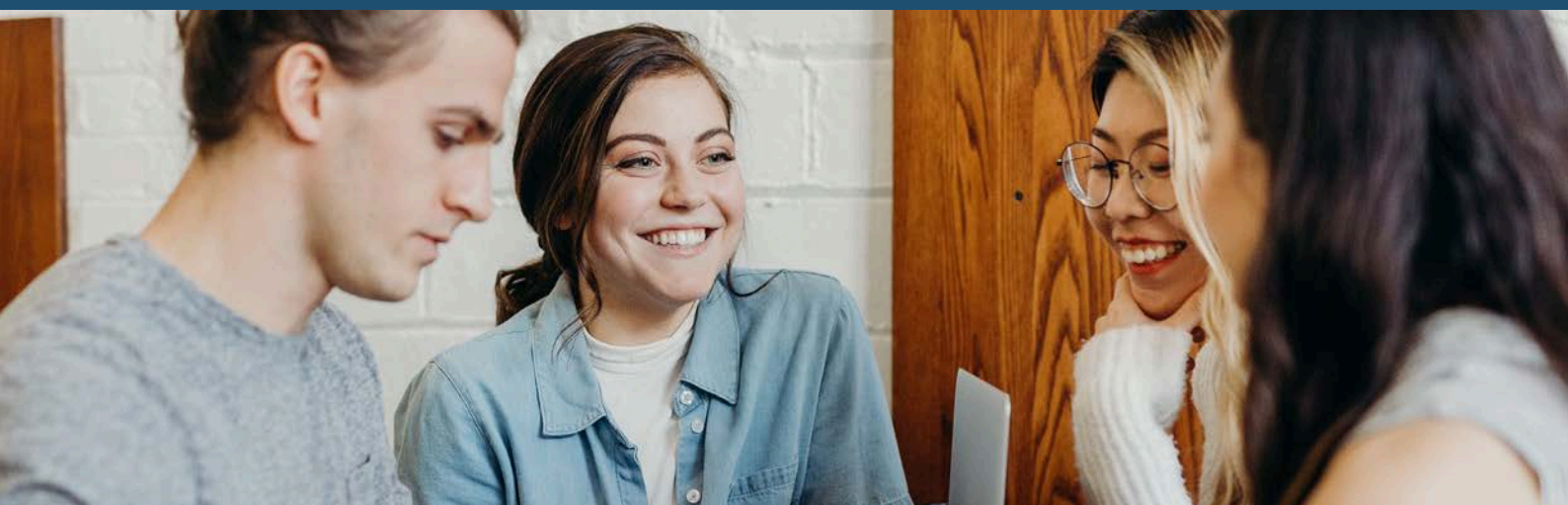
- ▶ Be actively involved in supporting and establishing affordable housing.
- ▶ Provide information on training and employment opportunities for business to attract and retain skilled staff.
- ▶ Work with Central Coast Council on the regional transport plan to improve transport hubs in the local area.



Tourism

To develop and promote tourism on the Central Coast through advocacy and events.

- ▶ Activate the GEBC Regional Tourism sub-committee.
- ▶ Work with Central Coast Council on regional tourism infrastructure.
- ▶ Become part of the Central Coast Visitor Economy working group.



Education

Make Gosford a university town.

- ▶ Actively pursue link with University of Newcastle in the development of the Gosford Campus, linking in with determining and supporting the future use of the Ourimbah Campus.
- ▶ Advocate for the redevelopment of the current TAFE site, the relocation and development of the former Council building and TAFE site with Landcom.