



Maitland Business Chamber

Jeff Smith, General Manager

maitland
CITY COUNCIL

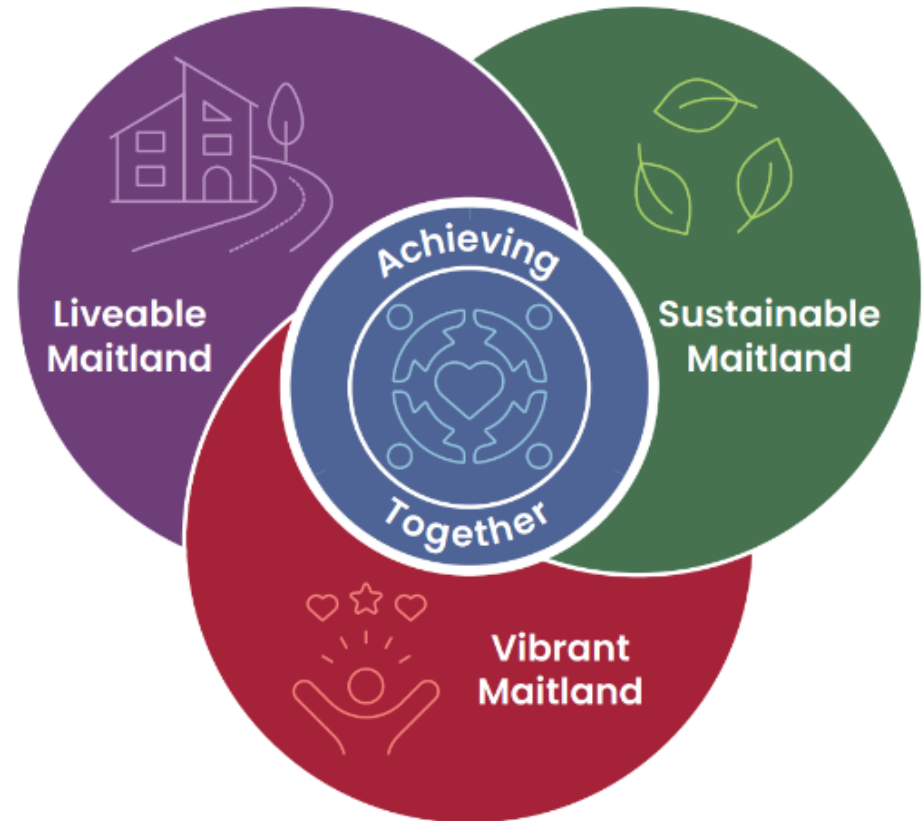
The Heart of the Hunter



Our shared vision

A connected
city with thriving
communities

Our shared vision



A connected city with thriving communities



Liveable Maitland

Working together to foster strong connections, quality infrastructure, and efficient mobility. Enhancing how we live, move, and connect with people and place.



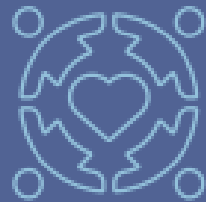
Sustainable Maitland

Working together to commit to environmental stewardship and community resilience, centred around strong connections to nature and ensuring our communities thrive.



Vibrant Maitland

Working together to create opportunities for growth, connection, and participation, shaping a city where people belong and thrive.



Achieving Together

Working together to foster a culture built on trust, empowering an engaged workforce that embraces change.

Our term priorities



We will progress our term priorities

**Organisational development
and leadership**



Digital transformation



**Customer-focused
service delivery**



Financial sustainability



Building maturity in planning



Investing in infrastructure



Operational Plan and Budget 2026-27





We provide

38

services supporting
residents and businesses



We are a team of

567

employees* committed
to delivering for Maitland



We use

8

informing strategies to guide
decisions and long-term planning



We invest

47%

of our Capital Works Program
to renew our infrastructure



We receive

\$35.7m

from external funding sources



We have

86%

community satisfaction for
the impact of our services



We manage

\$2.15bn

worth of infrastructure assets



We forecast

\$1.98m

operating surplus



We plan to spend

\$169.5m

on services for the community



We will deliver

148

projects



\$56.4m

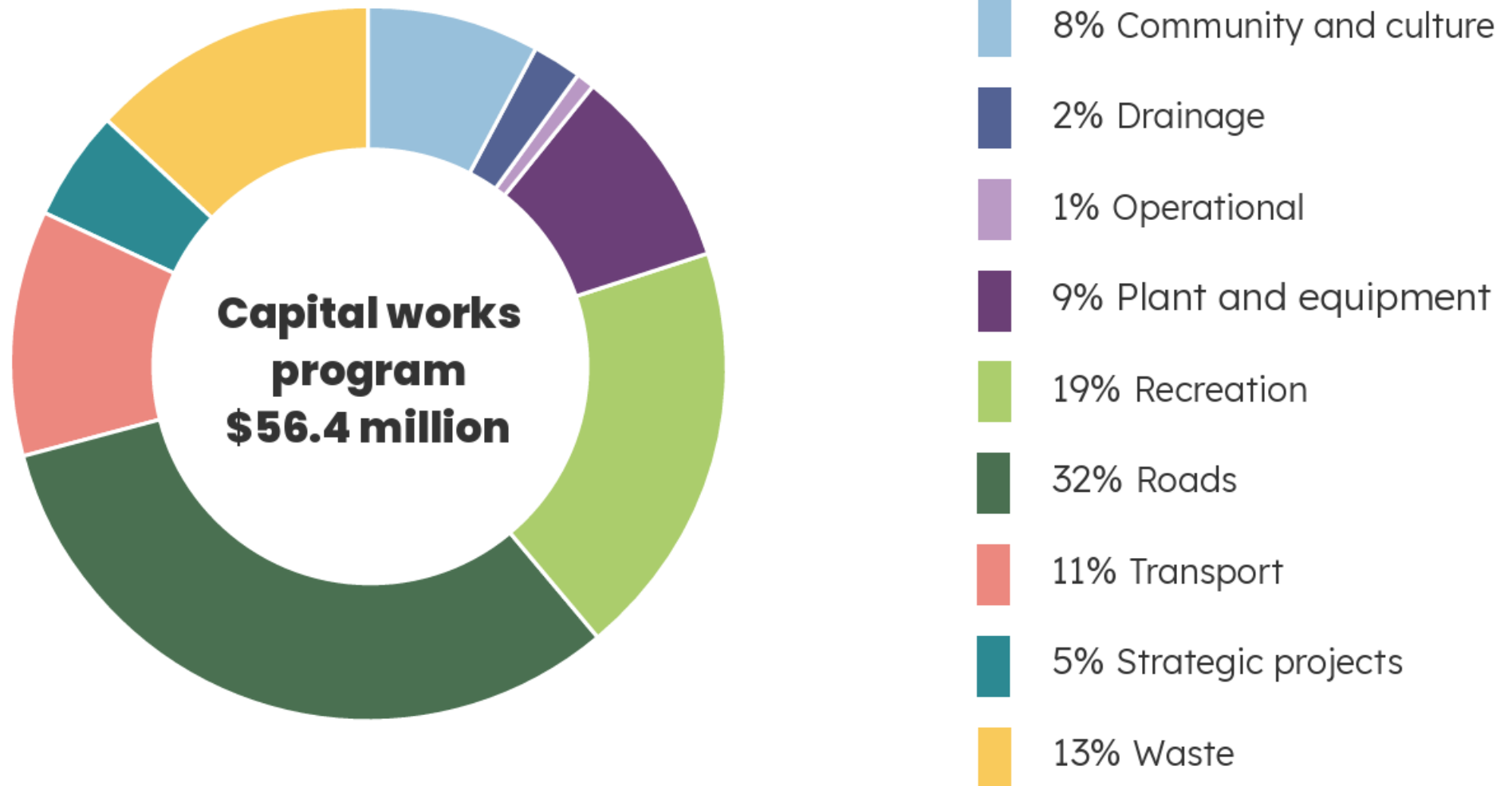
on capital projects



115

actions

Our Capital Works Program



Introducing

**Director Strategy,
Performance and Experience**
Emma Shanks



New structure – future focus

Economic Development

Partnerships and Advocacy





Creating opportunities for growth, work and involvement

Economic Development Strategy



People and future skills

Purpose: To provide access to a diverse range of education, lifelong learning and training options to equip Maitland's people with future-ready skills that connect them with local employment opportunities. Actions here support a balanced lifestyle and address local economic and community needs.



Thriving and connected places

Purpose: To enhance Maitland's liveability and appeal by improving connectivity, supporting sustainable industries, and creating vibrant, diverse spaces and destination experiences. Actions here aim to foster a thriving and connected community with an enviable lifestyle.



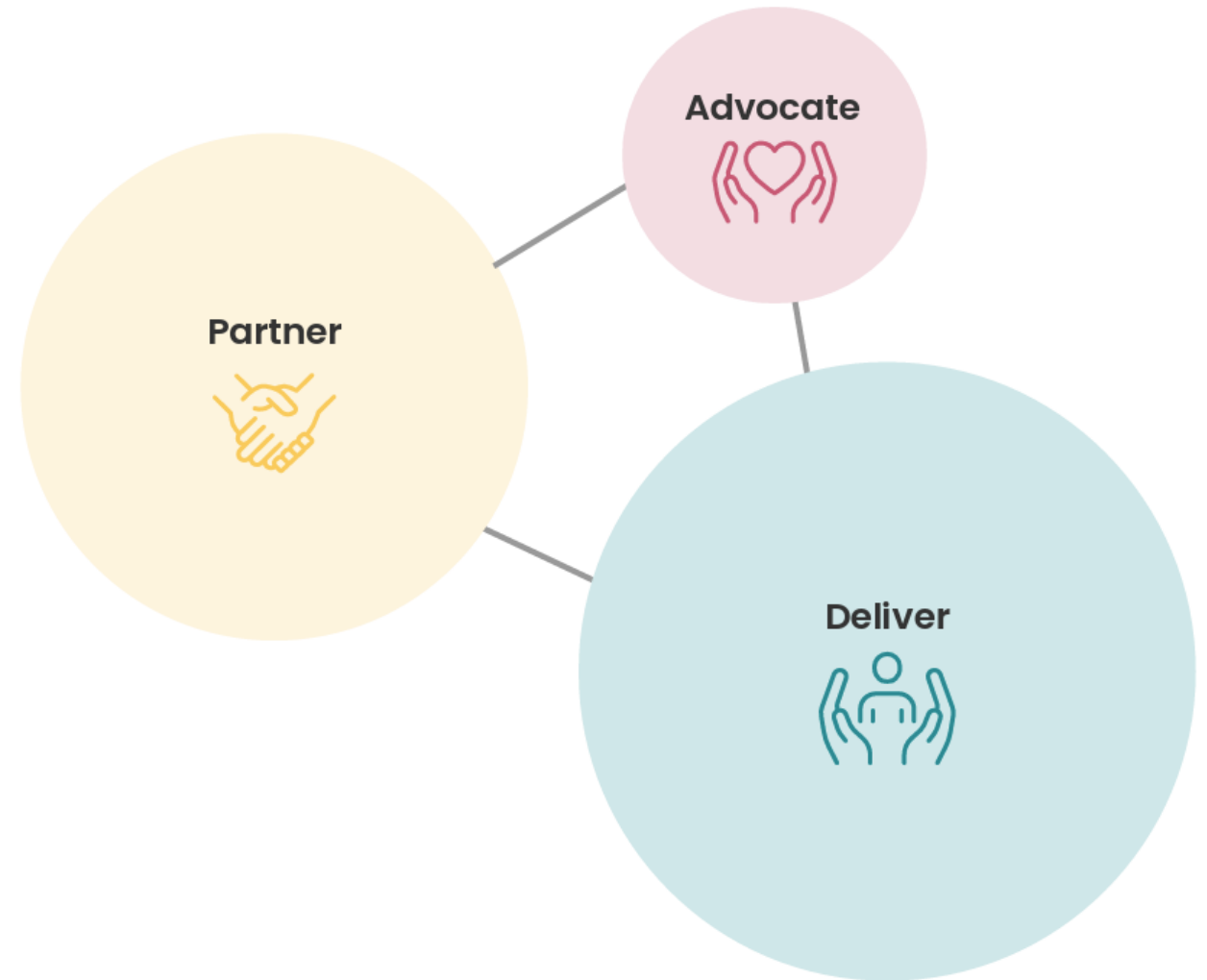
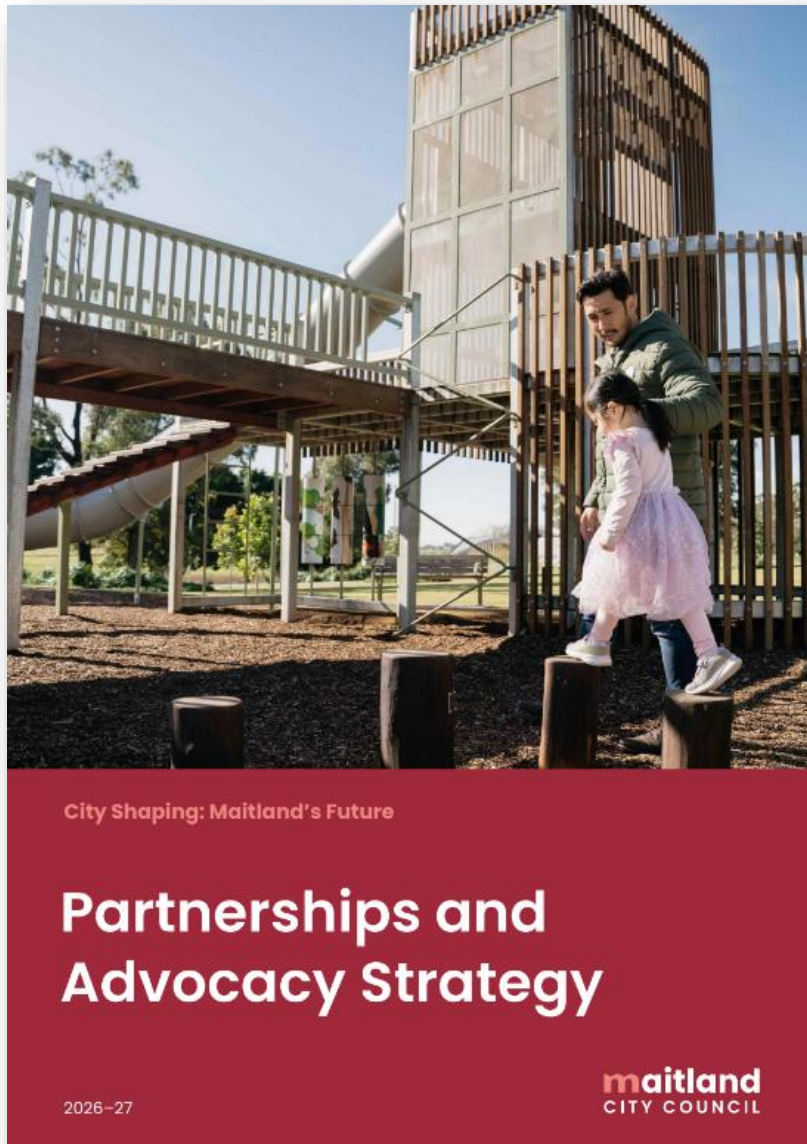
Innovative and diverse economy

Purpose: To foster creativity, entrepreneurship, and collaboration through strategic marketing, investment attraction, and innovation precincts. Actions here will position Maitland as a thriving hub for economic growth, business opportunities, and technological advancement.



Productive and equitable partnerships

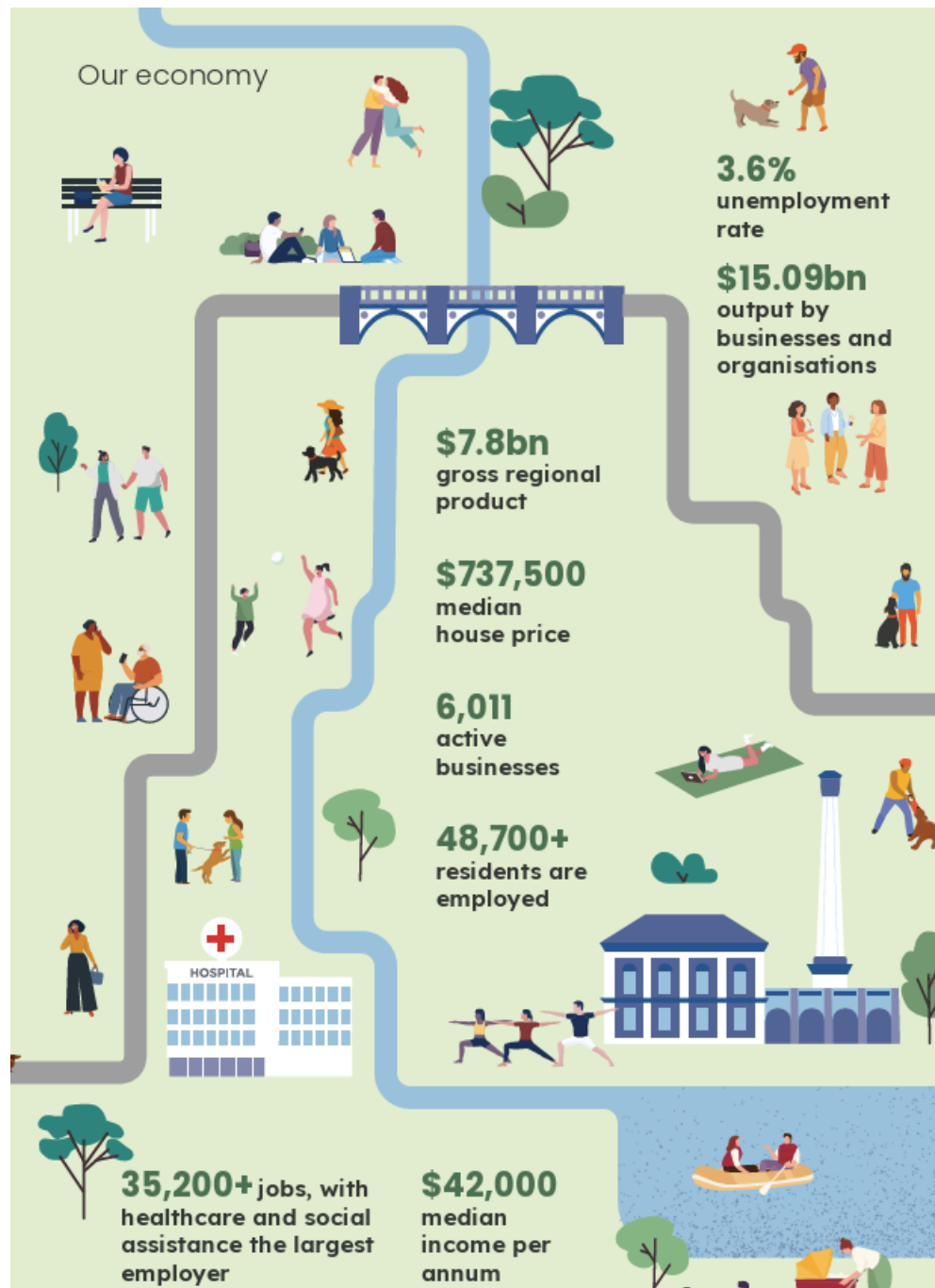
Purpose: To create a resilient and inclusive economy in Maitland by partnering with local businesses and other key stakeholders to support city-shaping priorities. Actions here will adopt a local-first approach that aims to build community wealth, strengthen identity, and drive sustainable growth.





Our Operational Plan highlights

- Prepare an Investment Attraction and Retention Plan.
- Advocate for investment to strengthen local economy.
- Prepare a Night-time Economy Action Plan.
- Develop an Employment Lands Strategy for exhibition.
- Implement sustainable procurement policies and frameworks that support local businesses.
- Continue to deliver business development programs.
- Support the delivery of a range of events and public programs across Maitland.



Maitland: the economic heart of the Hunter

- Our economic identity
- Driving local growth
- The future economy
- Education and skills
- Strategic connectivity
- A place for business and community
- Liveable city

Core economic drivers

Industry sector contribution

	OUTPUT	VALUE ADDED	EMPLOYMENT	WAGES & SALARIES
RANKING ↑ ↓	Construction \$2,634.73 million (17.5% of total output)	Mining \$1,366.24 million (18.9%) of total value-added.	Healthcare and social assistance 6,973 jobs (19.8%) to total employment	Healthcare and social assistance \$780.98 million (22.3%) of total wages and salaries
	Manufacturing \$2,400.92 million (15.9% of total output)	Rental, hiring and real estate services \$1,035.58 million (14.4%) of total value-added	Retail trade 4,387 jobs (12.5%) to total employment.	Construction \$400.01 million (11.4%) of total wages and salaries
	Mining \$2,002.93 million (13.3% of total output)	Healthcare and social assistance \$914.34 million (12.7%) of total value-added	Construction 4,083 jobs (11.6%) to total employment	Education and training \$386.62 million (11.0%) of total wages and salaries
	Rental, hiring and real estate services \$1,399.29 million (9.3% of total output)	Construction \$743.82 million (10.3%) of total value-added	Education and training 3,657 jobs (10.4%) to total employment	Public administration and safety \$309.39 million (8.8%) of total wages and salaries
	Healthcare and social assistance \$1,303.70 million (8.6% of total output)	Education and training \$439.42 million (6.1%) of total value-added	Accommodation and food services 2,609 jobs (7.4%) to total employment	Retail trade \$250.34 million (7.1%) of total wages and salaries

Source: Remplan Economy



Economic precincts

Four economic precincts identified

- Central
- Eastern
- Western
- Hinterland



- | | | |
|-------------------------|-----------------------|-------------------------------|
| ● Local Centre | ■ Central Precinct | --- Anambah to Branxton RSGA |
| ● Neighbourhood Centre | ■ Eastern Precinct | --- National Pinch Point RSGA |
| ● Strategic Centre | ■ Western Precinct | ■ Hunter River |
| ● Town Centre | ■ Hinterland Precinct | ■ New England Highway |
| ● Town Centre (planned) | | |

Continue advocating for

Strengthened and diversified
business precincts

Two Regionally Significant
Growth Areas
Four Mile Creek, National Pinch
Point
Anambah to Branxton

Dalmore Park Business and
Innovation Precinct

Reuse of the former Maitland
Hospital site



Thank you

maitland
CITY COUNCIL