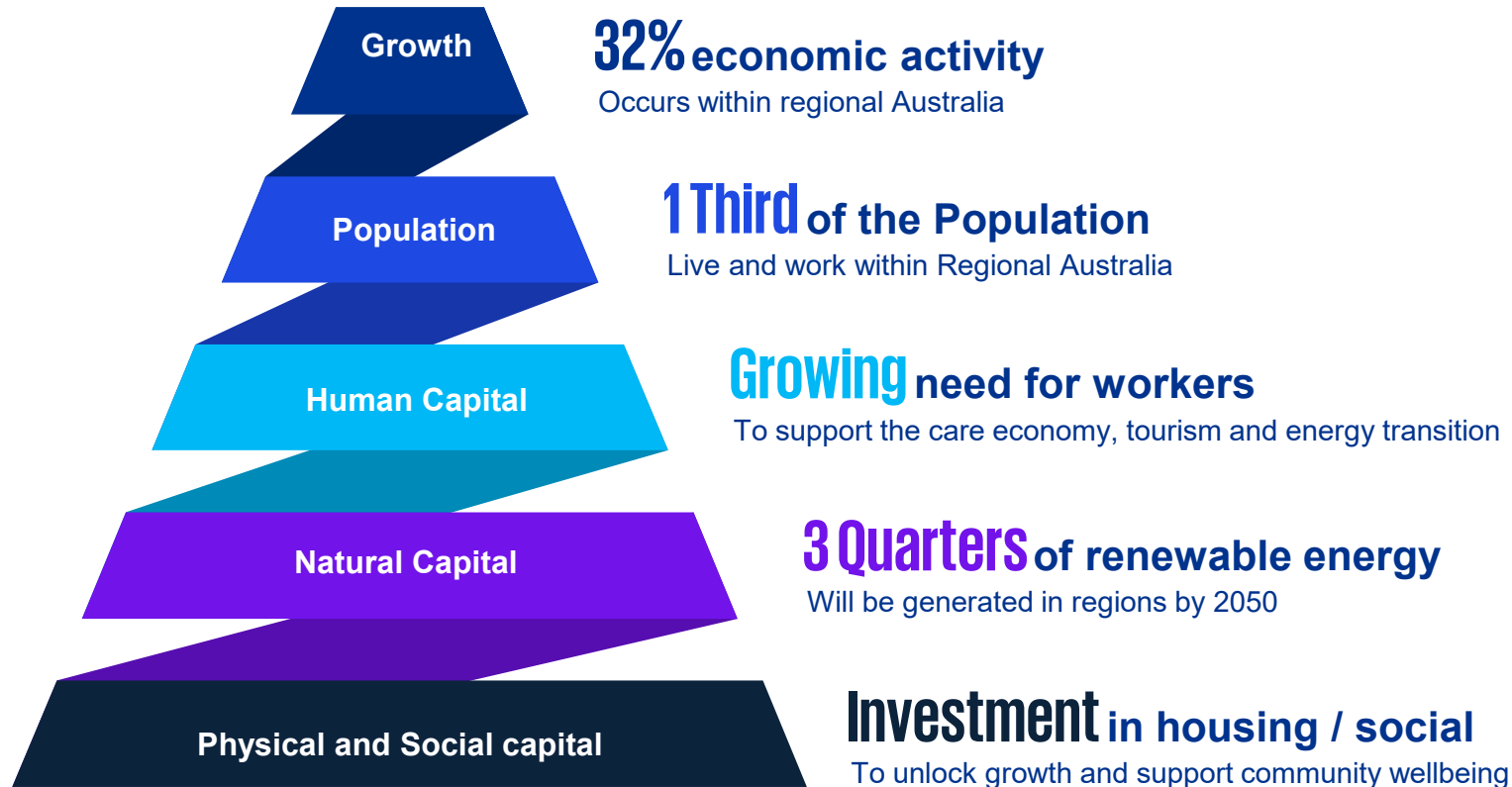




Economic Briefing | The important role of regions

May 2024

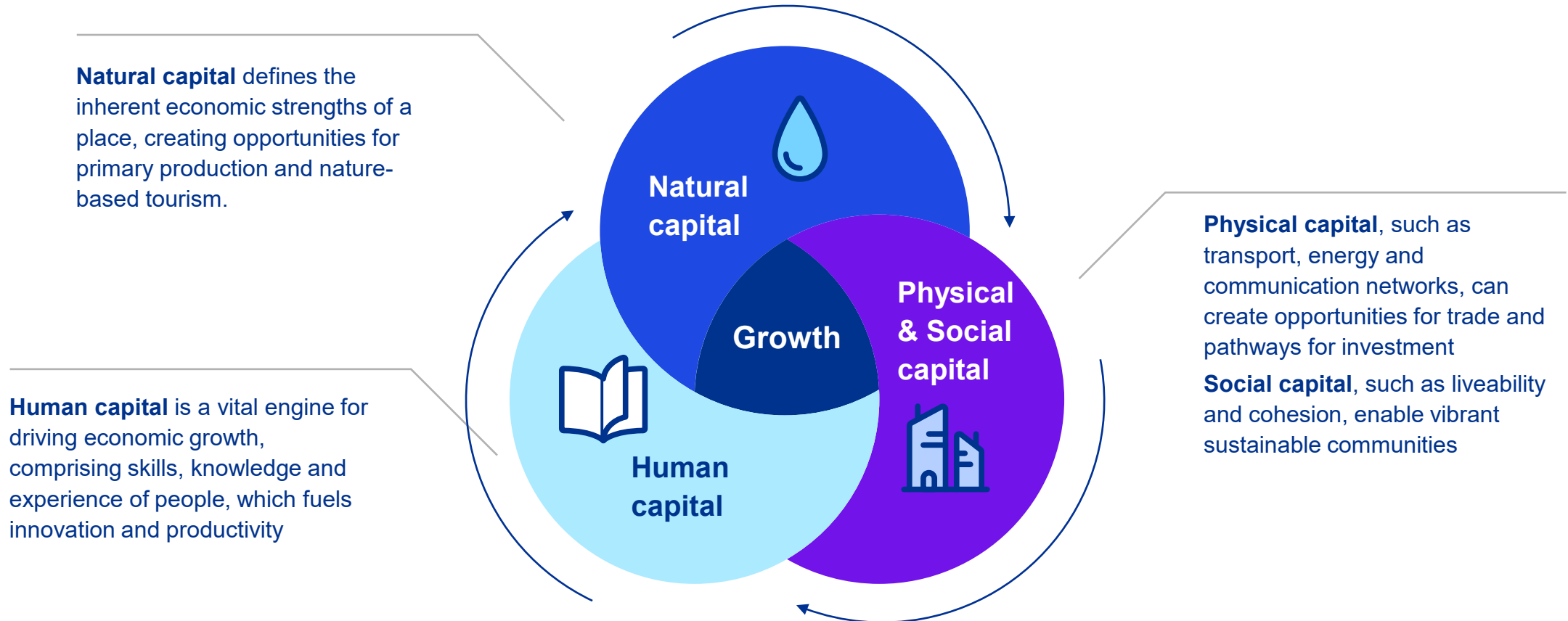
The importance of regions to national prosperity



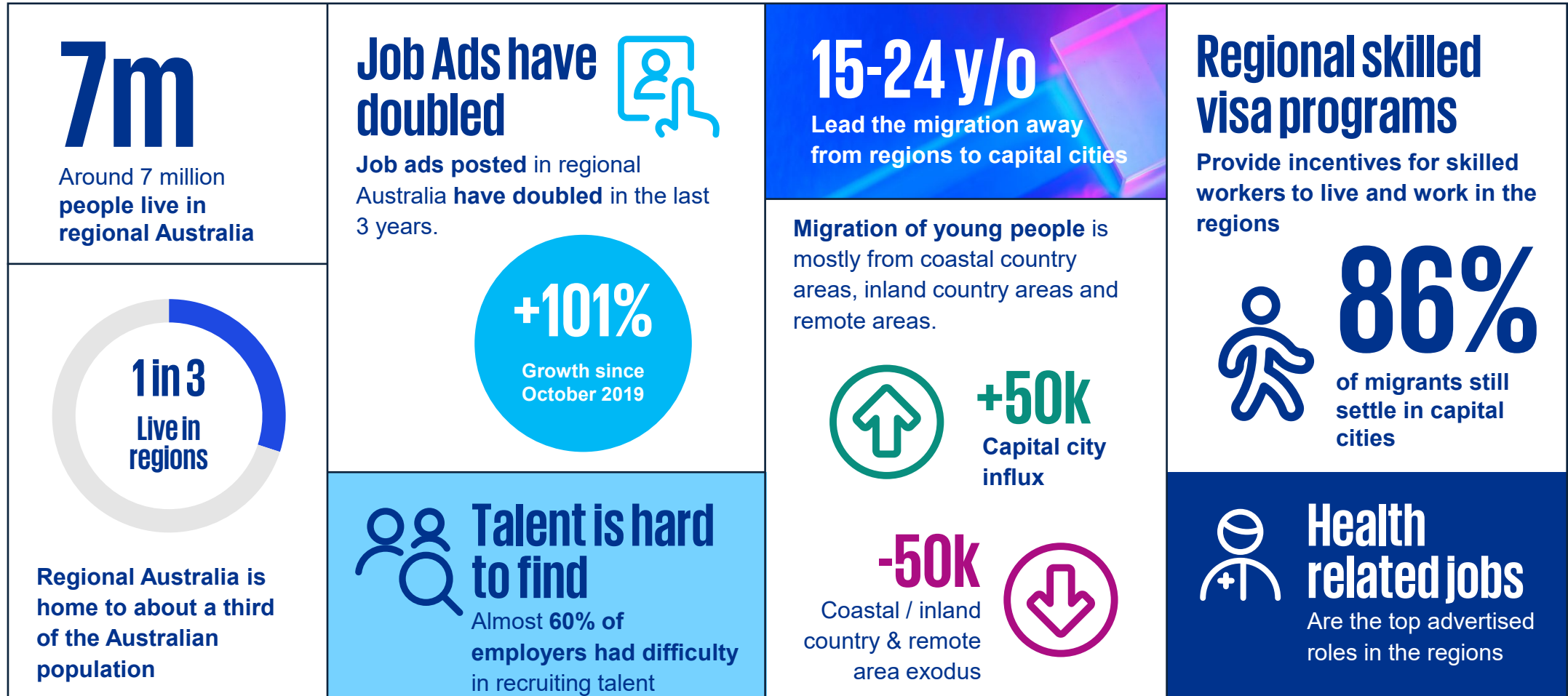
Strong Secure Sustainable

Regional Australia is central to productivity, vitality and prosperity of the nation

The significance of 'place' to economic growth

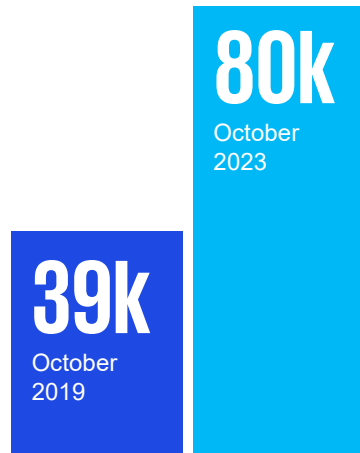


Human capital, a vital engine for driving growth

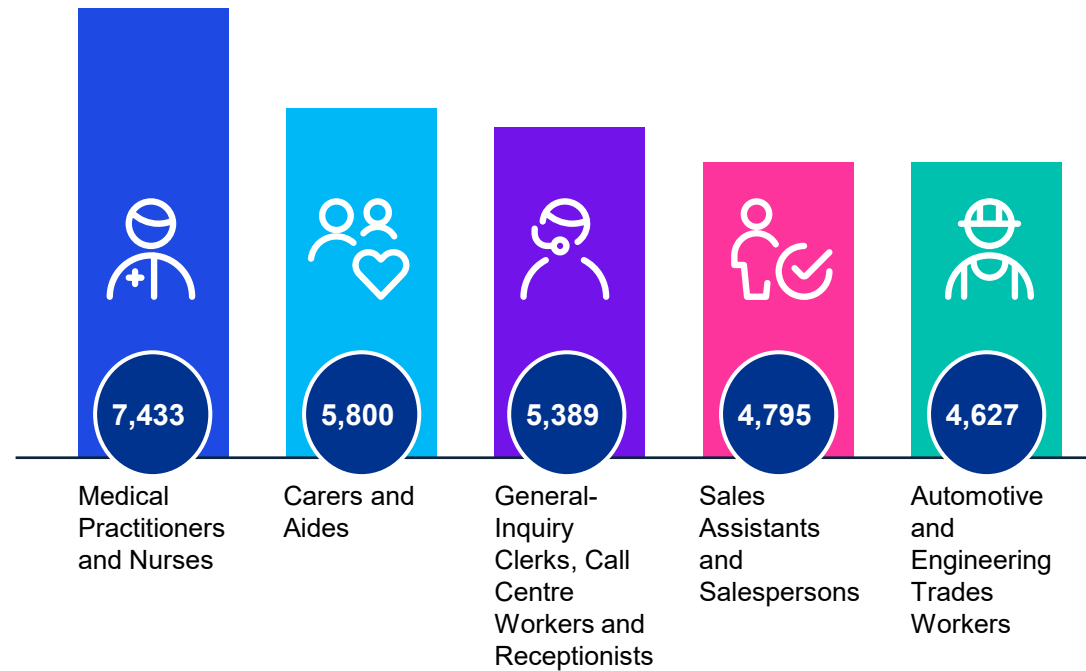


The war for talent

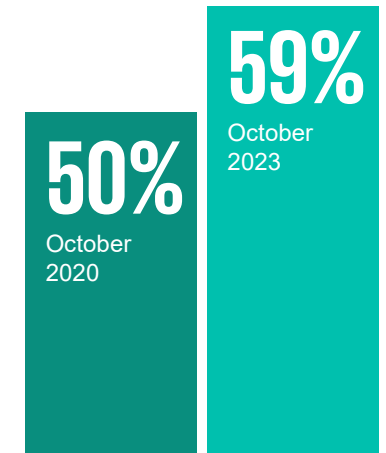
Job ads posted in regional Australia, 2019 to 2023



Top regional recruiting occupations, October 2023



Proportion of regional recruiting employers who had recruitment difficulty, 2020 to 2023



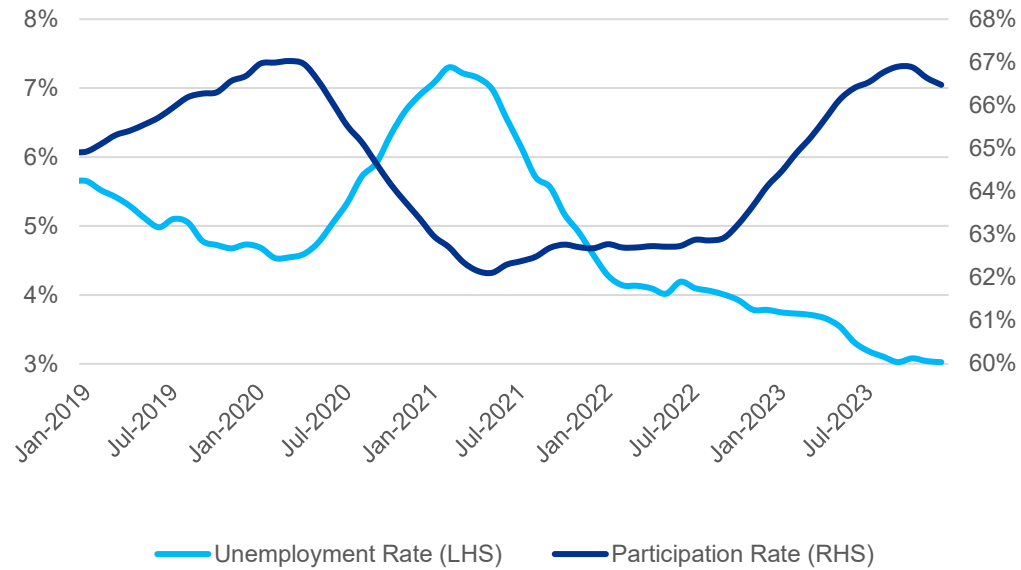
Source: Australian Government, State of Australia's Regions Report, Released 2024.



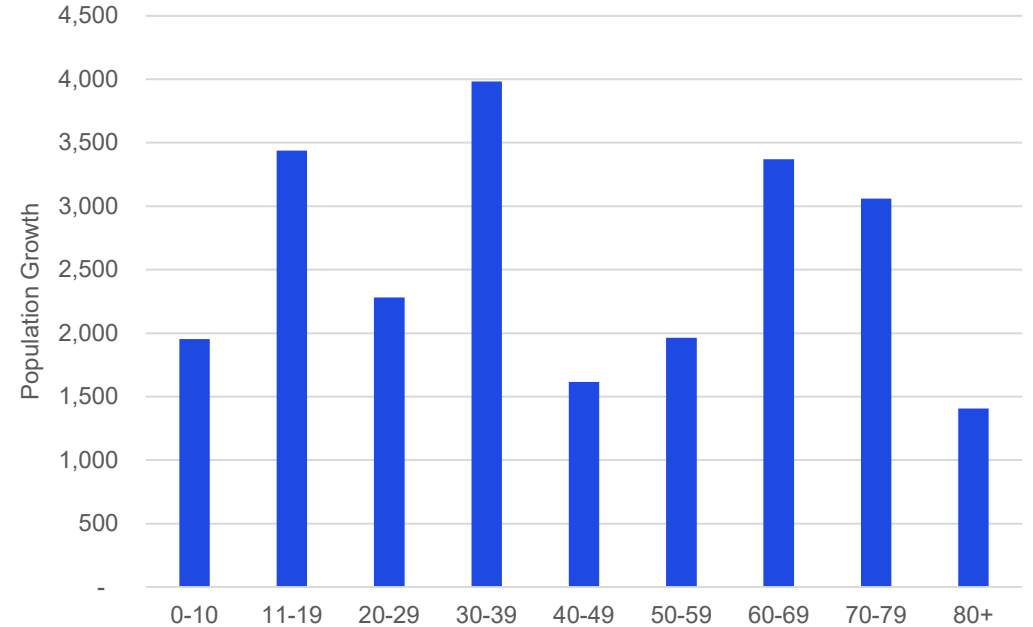
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Our regional progress – Newcastle and The Hunter

Labour market indicators



Population Growth by Age 2023



	2019	2020	2021	2022	2023
Employment Growth	5.8%	-6.8%	4.6%	4.5%	7.4%
Population Growth	1.4%	1.1%	1.2%	2.4%	2.3%
Working age population 20-64	1.2%	0.8%	0.7%	2.0%	2.0%
Dwelling Approvals	5,140	4,737	5,770	4,983	4,780

Physical / social capital, creating pathways investment & vitality

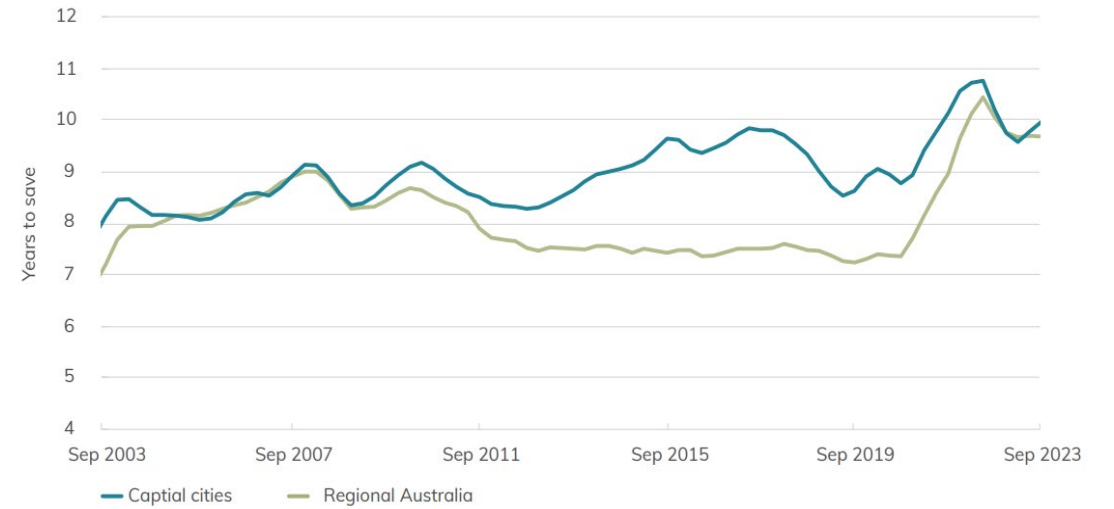


Housing and shelter

Growth in advertised rents, 2007 to 2023



Years taken to save for a house/unit deposit, 2003 to 2023



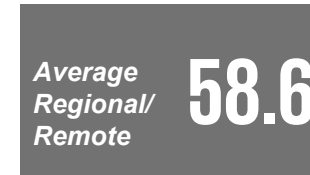
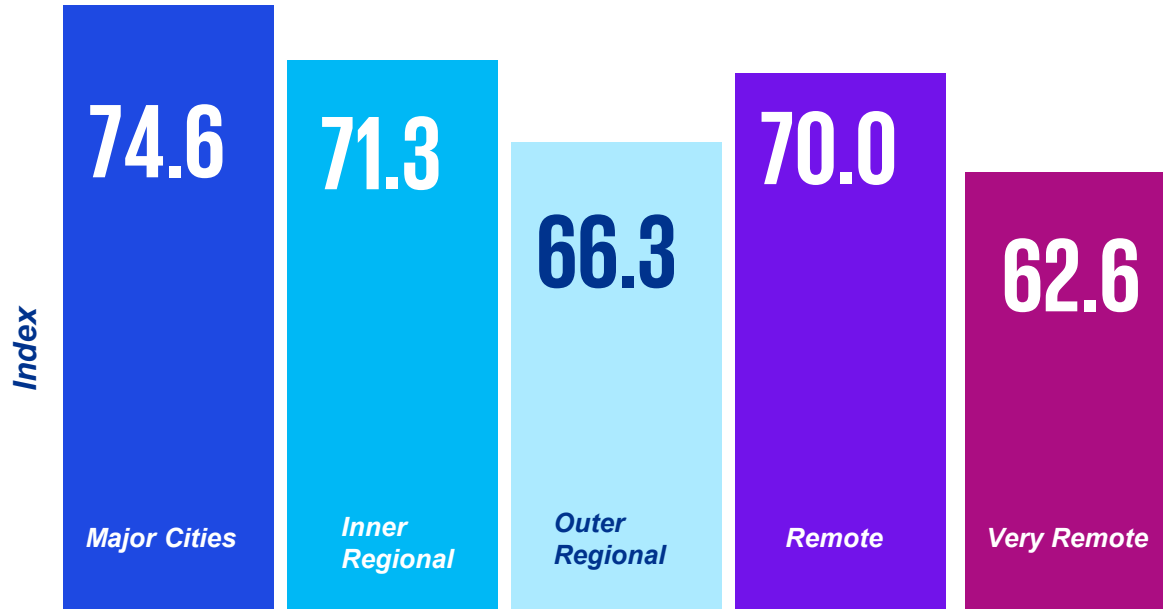
Average time to save a deposit in regional/capital areas



Source: Australian Government, State of Australia's Regions Report, Released 2024.



Digital connectivity



Digital Ability



Access

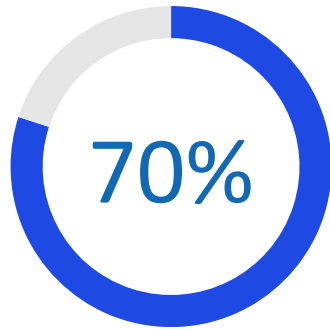


Affordability

Source: Measuring Australia's Digital Divide, Australian Digital Inclusion Index 2023

Telecommunications Infrastructure Review: Newcastle

Newcastle has the highest Digital Connectivity Index both 'On the Move' and 'Stationary' of all the DSSN LGAs. These high scores are driven by widespread 5G coverage by all major providers and extensive fibre accessibility throughout the region.



Digital Connectivity Index (On the Move)

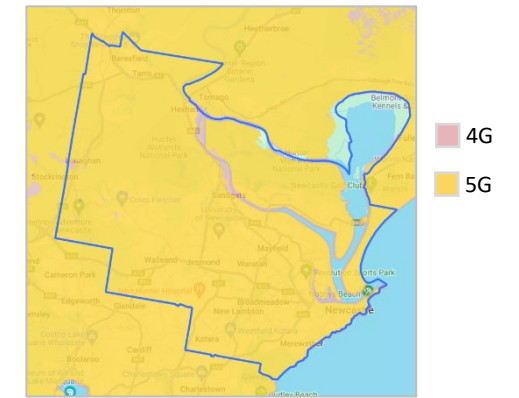
Access	89	●●●●●●●●
Affordability	90	●●●●●●●●
Demographics	76	●●●●●●○

	Telstra	Optus	TPG
3G	✓	✓	✓
4G	✓	✓	✓
5G	✓	✓	✓

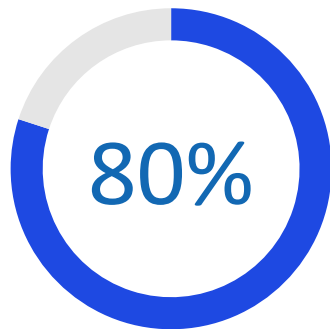
Key Insights:

- 3G and 4G available throughout the region.
- Average download speed of 110.39 Mbps and upload speed of 8.55 Mbps.*
- The area has the highest digital connectivity index.
- Widespread implementation of 5G in the area by all three operators, with few coverage gaps.

Current Mobile Coverage



Map showing current mobile coverage in terms of 4G and 5G (Telstra, Optus, and TPG combined)



Digital Connectivity Index (Stationary)

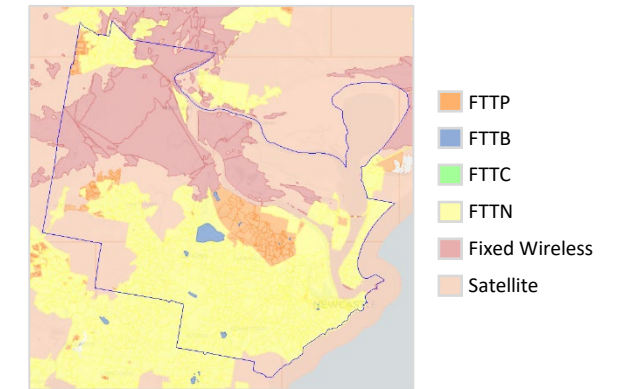
Access	99	●●●●●●●●●
Affordability	92	●●●●●●●●
Demographics	76	●●●●●●○

Fibre to the Premises	✓
Fibre to the Building	✓
Fibre to the Curb	✗
Fibre to the Node	✓
Fixed Wireless	✓
Satellite	✓

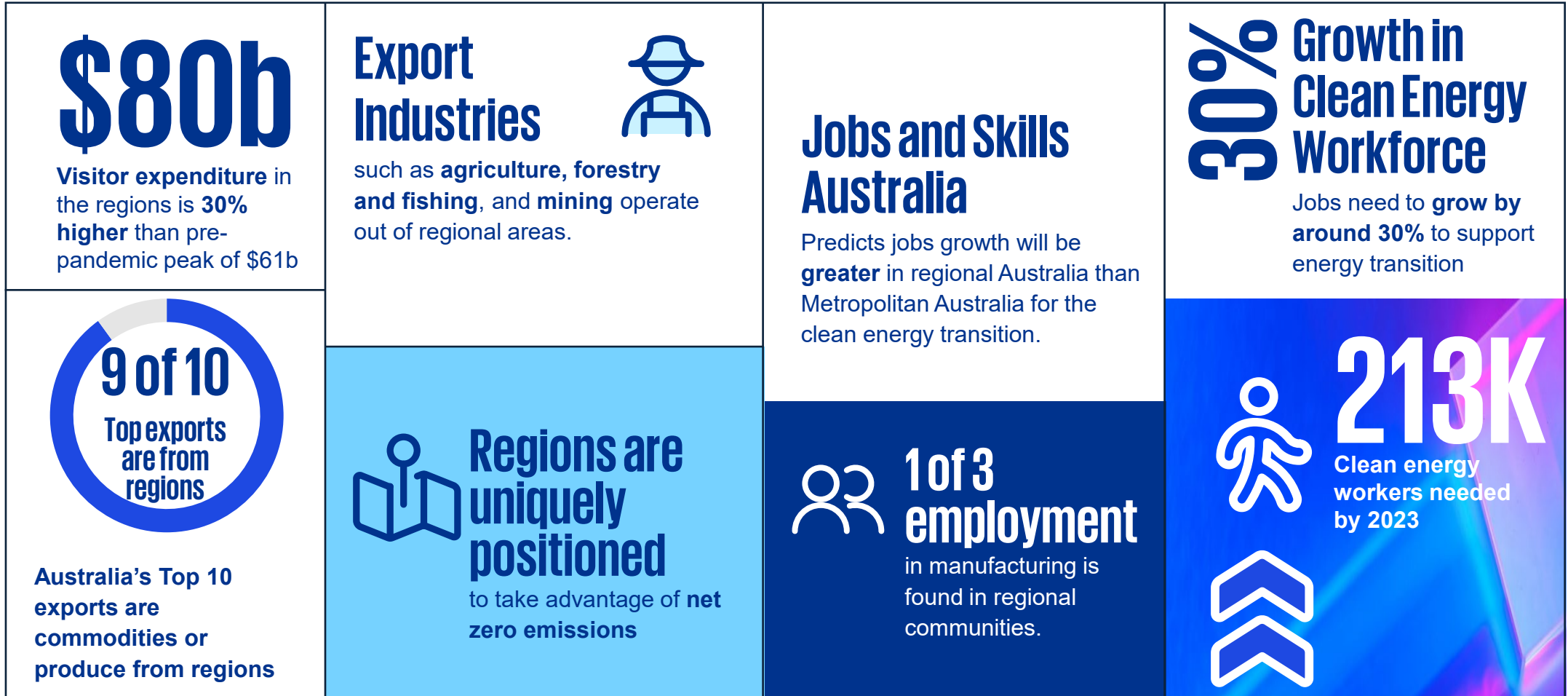
Key Insights:

- Average download speeds of 51.45 Mbps and upload speeds of 18.09 Mbps for fixed access.
- The Newcastle area is highly urbanised, with the entire residential zone having access via fibre.
- Only the area around the Hunter Wetlands National Park relies on fixed wireless.
- The region has the highest digital connectivity index

Current nbn Services

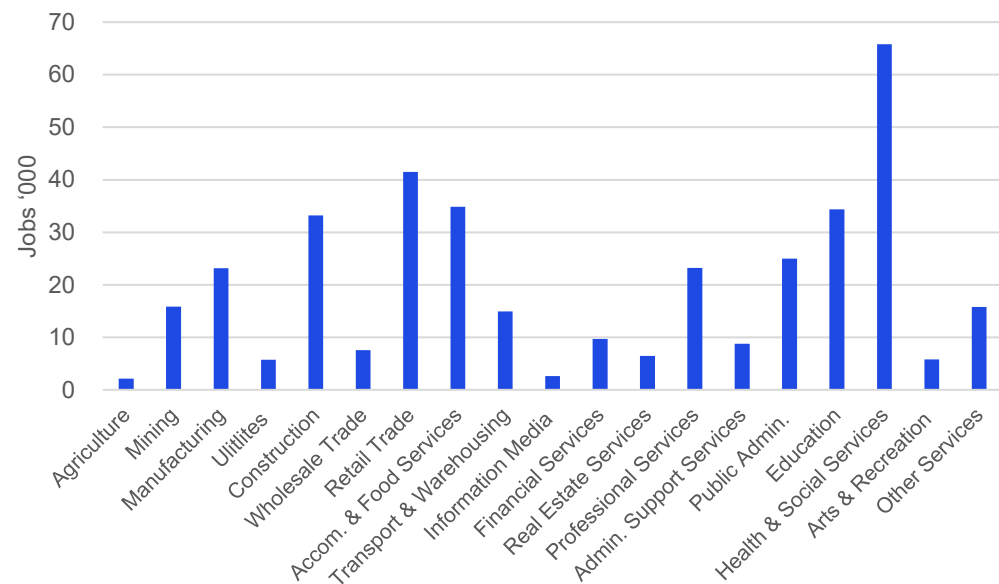


Natural capital, inherent economic strengths of a place



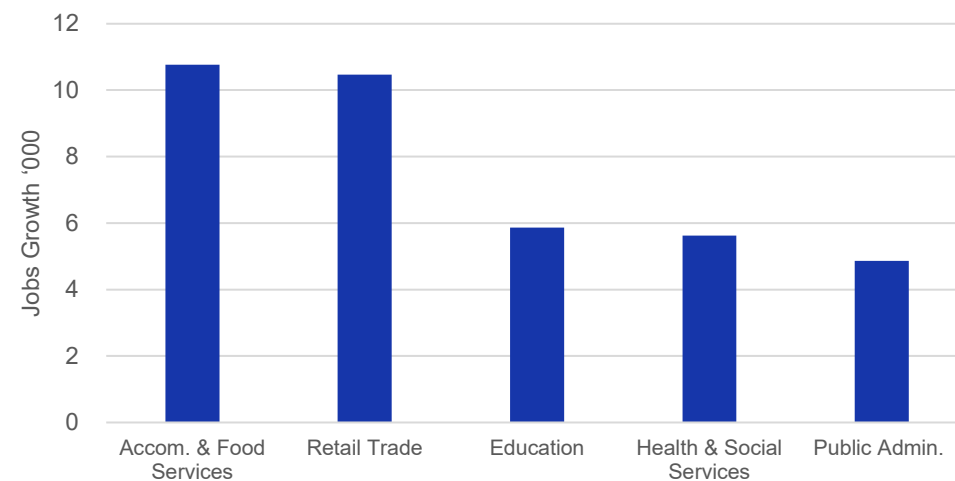
Newcastle and the Hunter Industry Structure and Growth

Industry Structure 2023



Source: Australian Bureau of Statistics

Top 5 Growing Industries (2023)



Source: Australian Bureau of Statistics

Global Progress on EVs

In Australia, EV sales are sitting between 9-10% of total car sales as of Feb / March 2024. This is a significant increase on March 2023 when EV's were 6.8% of new car sales. However, globally Australia is trailing in EVs

Global Sales Tripled in 2022

The global sales share of electric cars tripled from 4.2 percent in 2020 to 14 percent in 2022.

29%

Cars sold in China in 2022 were EVs



Brazil's Approach

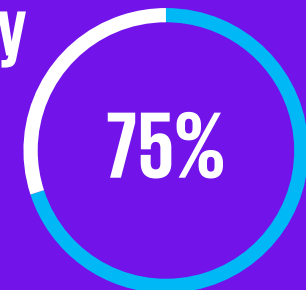
Decarbonising but using ethanol biofuels produced from sugarcane or corn



Norway leading the way

Nearly 9 in 10 cars sold in Norway in 2022 were electric.

75%



[Net Zero Readiness Report 2023 \(kpmg.com\)](https://www.kpmg.com)

[Electric car sales: Share of new buyers going EV stays static in March 2024 \(afr.com\)](https://www.afr.com)



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