



Oberon's economy is dominated by the state significant timber industry, including the growing and processing of timber, which underpins the large manufacturing sector in Oberon. The manufacturing sector accounts for almost a third of the economy. Other key sectors include:

- ▶ Agriculture ▶ Public Administration ▶ Transport and warehousing
- ▶ Construction

Thriving Oberon is currently experiencing a phase of economic and population growth. It has the lowest unemployment rates in the region and punches above its weight in terms of contribution to the regional economy. Investment has almost doubled in the last year, reflecting the attractiveness of the area.

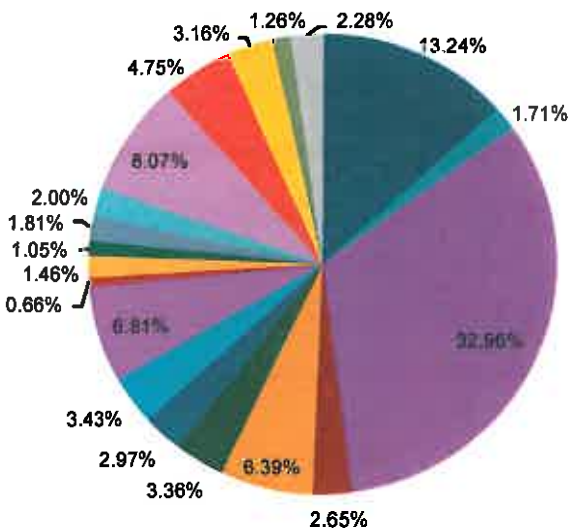
Oberon is home to a range of visitor attractions, including the greater Blue Mountains and the Jenolan Caves, set against a spectacular rural location.

Oberon Council offers quality, fully-serviced industrial zoned land for sale at \$29-\$32 per metre square. This is in a prime central location and provides an ideal investment opportunity in this vibrant region.

OBERON REGIONAL OVERVIEW 2009-10

STATISTIC	INDICATOR
<b>Population/Demographics</b>	
Population	5,438
Workforce	3,067
Unemployment	3.0%
Average Wage (weekly)	\$836
<b>Economy</b>	
Gross Regional Product	\$229.2 million
<b>Key Sectors</b>	
Manufacturing	\$62.0 million
Agriculture	\$24.9 million
Public Administration	\$15.2 million
Transport and warehousing	\$12.8 million
Construction	\$12.0 million
<b>Investment</b>	
Non-residential Investment	\$2.3 million
Residential Investment	\$8.0 million
Median House Price	\$230,000

Sources: ABS (2011a,b), DEEWR (2011), AECgroup (2010), Housing NSW (2010)



OBERON GRP 2009-10, BY SECTOR

- Agriculture, forestry and fishing
- Mining
- Manufacturing
- Electricity, gas, water and waste services
- Construction
- Wholesale trade
- Retail trade
- Accommodation and food services
- Transport, postal and warehousing
- Information media and telecommunications
- Financial and insurance service
- Rental, hiring and real estate services
- Professional, scientific and technical services
- Administrative and support services
- Public administration and safety
- Education and training
- Health care and social assistance
- Arts and recreation services
- Other services

Source: ABS (2011), AECgroup (2010)



Agriculture has historically been the focus of the economy with strengths in not only timber but prime lamb and beef cattle, horticulture and nut trees. The economy today still maintains a strength in agriculture, which is complemented by a strong manufacturing sector.

The largest employers in the area include the Timber Complex, comprising of Highland Pine, Woodchem and Borg Manufacturing, Oberon Correctional Centre and Oberon Council.

Economic development opportunities for Oberon in the future include:

- ▶ **Timber Industry** – opportunity for firms in the timber supply chain, given the current significance of the timber industry locally.
- ▶ **Niche Furniture/Timber Manufacturing** – given current level of timber industry development, opportunities to focus on niche sectors (including furniture and customised residential housing timber) could be developed further.
- ▶ **Tourism** – there is potential to develop large-scale tourist/ accommodation/ conference centre in Oberon and further develop the tourism offering in the area including product experiences relating to cycling, mushrooming and heritage.



## Oberon's Timber Industry

The plentiful supply of softwood in Oberon has underpinned the region's economic growth for some time. Resources exist to process timber through to the finished product. Support businesses have been established over time to form a rich timber industry supply chain within the Oberon region.

The timber industry in Oberon consists of a variety of activities including the growing, processing and manufacturing of timber, for example, into Medium Density Fibreboard and Particleboard Flooring. Sawmilling and resin manufacture are also carried out in the region. A local supply chain has been established to provide tools, transport and other services associated with the timber industry. However, there are likely to be still more value-add opportunities for businesses to capture. These generate flow-on benefits for the region, supporting economic and population growth.

### CONTACT INFORMATION

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