



Dantia
Prosperity in Abundance

CHIEF EXECUTIVE OFFICER Information Package



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In response to the desire to have the best model for delivering economic growth and development for Lake Macquarie City, an independent Economic Development Company (Dantia) has been formed.

Dantia was established by Lake Macquarie City Council in 2014 and operates independently from Council with two key objectives;

- a) To attract more business to the City and
- b) To support retention and growth of existing business in the City.

An independent Board of Directors oversees the Company responsible for economic development activities in the region. The Board is seeking an experienced Chief Executive Officer to lead the activities of the Company.

Information regarding the role of CEO, the type of person the Board is looking for, and how to apply is contained within this document.

For more information regarding Dantia and the role of the CEO please contact Halena Townsend on (02) 4921 0145.

In April 2016 Dantia opened DaSH (Dantia Smart Hub) in Ridley Street, Charlestown. DaSH is the first co-working space in the Hunter offering a modern workspace and professional network for businesses and entrepreneurs to connect and grow their initiatives. As the CEO of Dantia you will operate out of the facility and will oversee the business initiatives of DaSH to ensure that it is optimising the opportunity it presents to the city and is meeting the goals of the company and the City of Lake Macquarie.



MEET THE DANTIA BOARD



Trent Bagnell
Chair



Sandra Hutton
Deputy Chair



Darren Glover



Dianne Allen



Scott Williams



Wayne Lowe



Brian Bell



Mayor Kay Fraser

We are passionate about the success of Lake Macquarie City. Our vision for the City is to create vibrancy and prosperity through sustainable economic growth and increased employment opportunities. We want to build on existing strengths and target emerging industries to expand development in the City, whilst balancing the lifestyle and environmental aims of the community.

Our innovative approach to economic development will transform Lake Macquarie with major economic benefits, including creating significant job growth and new business opportunities.

Lake Macquarie is an amazing place to work and live and is one of Australia's most dynamic and diverse cities. We are looking for a passionate CEO who will be pivotal in delivering the objectives of the Company.

As the CEO, you will be responsible for developing and implementing a citywide strategy to enhance economic development, investment and employment in the City. You will demonstrate strong leadership in every aspect and drive success for Dantia, and the City of Lake Macquarie.

The history and establishment of the Company

Lake Macquarie City Council has a long and successful history of using an external or delegated authority mode for facilitating community based services in the City.

Using the success of the external model as a base, in 2014 Council established an independent company responsible for economic development activities in the City.

The Company (Dantia) operates independently of Council. Our funding is provided via a 'funding agreement' that requires regular reporting to Council on activities and achievements. To ensure continued funding from Council, the company is required to maintain a current four-year strategic plan.

A CEO TO LEAD THE ACTIVITIES OF DANTIA

The Board is seeking a dynamic and engaging individual to deliver the key priorities of the Company.

This is an exciting opportunity to develop the company into a leader in economic development in the region.

You will demonstrate a high degree of leadership and integrity in your dealings with all stakeholders, excellent communication skills, the ability to form strong relationships and leverage these to deliver real outcomes as well as take accountability for the performance of the company and delivering results.

As CEO you will assist the Board to deliver our four-year strategic plan and one year operational plans. You will plan and execute the one and four year plans as well as oversee all aspects of the daily management of the company.

To achieve the vision of the Company for enhanced economic output in Lake Macquarie, the CEO will:

- Implement the economic strategies and programs for business attraction, enhancement, retention and expansion as detailed in the 2016/17 Operational Plan and the 2014 - 2018 Economic Development Strategy (attached)
- Provide strategic input on major development projects with an eye towards their benefits for local businesses
- Consult with and seek input from companies, government departments and local and regional economic development agencies
- Oversee the operation and growth of DaSH (Dantia Smart Hub) in Charlestown
- Work in conjunction with NSW Department of Trade and Investment, as well as other government departments and industry organisations to ensure Lake Macquarie is a focus of activity and interest
- Collaborate and develop strong relationships with key stakeholders and particularly Lake Macquarie City Council to ensure alignment across identity, innovation infrastructure and investment strategies

In addition, the CEO will be able to demonstrate:

- A sound understanding of the needs of small, medium and large businesses
- Passion for economic growth, innovation and employment generation
- Experience in Corporate Governance and the ability to deliver results
- Thorough knowledge of the principles that underpin a sustainable business, business growth and economic development
- A passion for economic growth that incorporates a sustainable business model and a lifestyle congruent with Lake Macquarie City

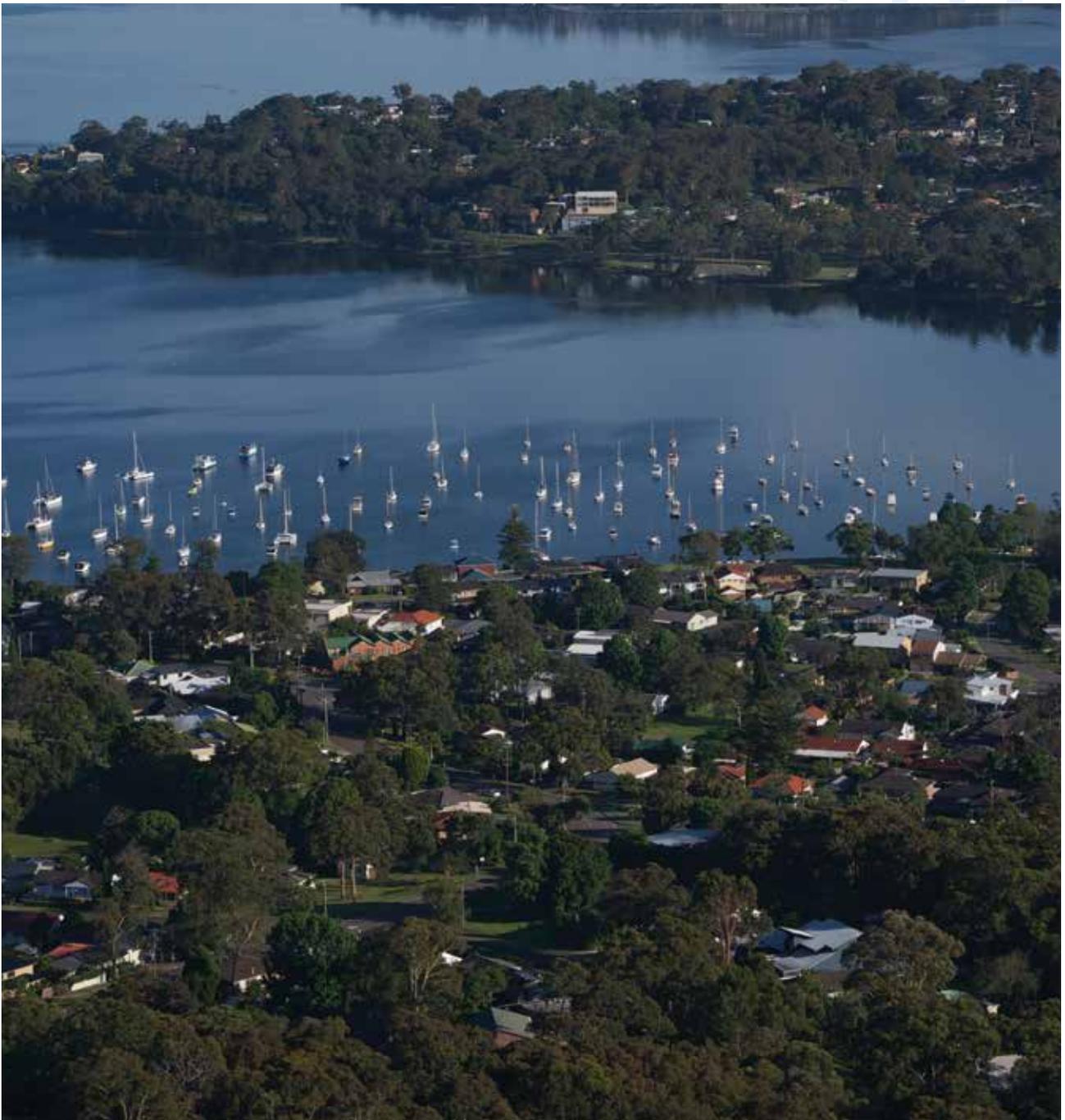
HOW TO APPLY

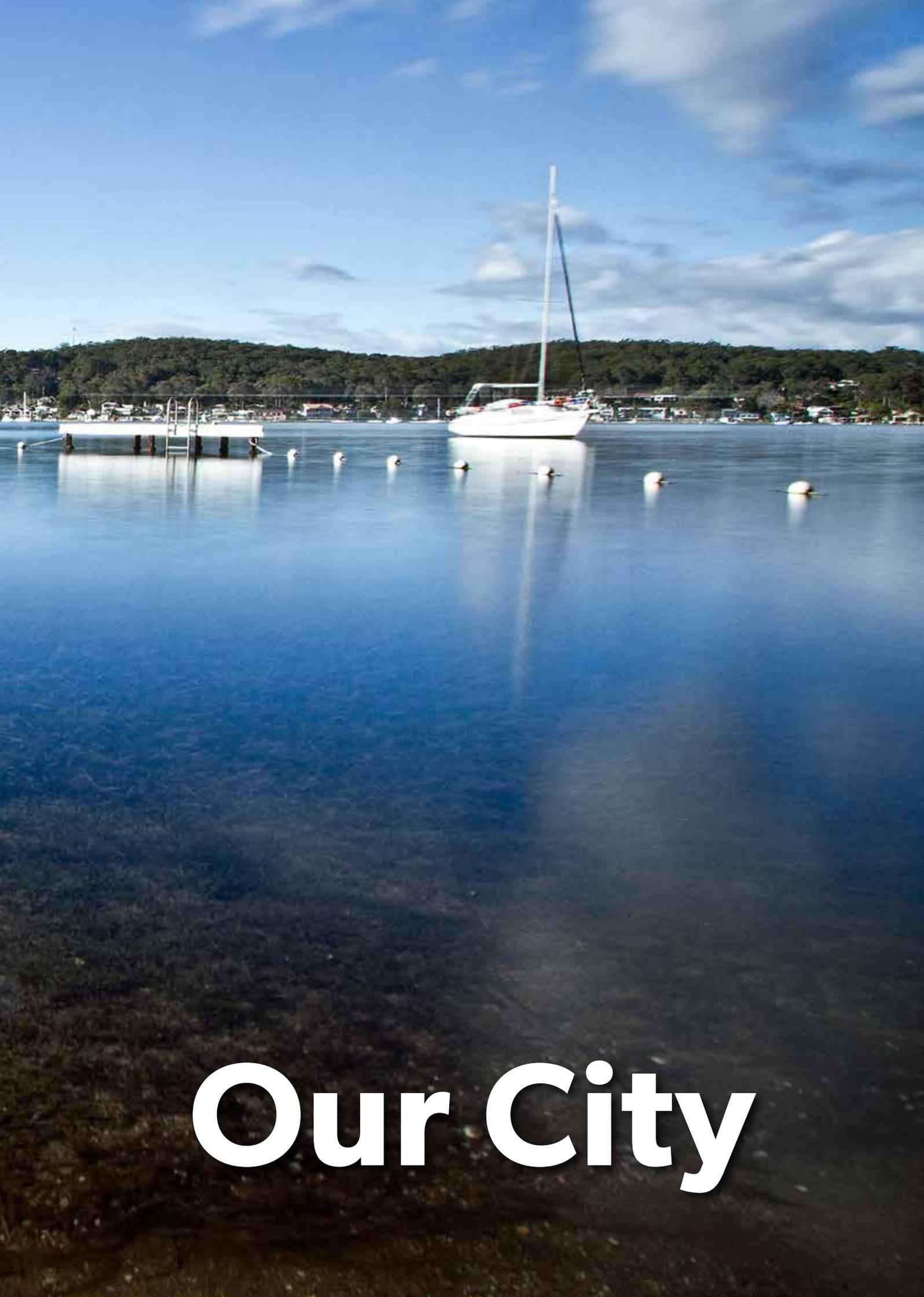
Your application should demonstrate your ideas, energy and capability to enhance economic development in Lake Macquarie.

Please send your application to The Board, Lake Macquarie Economic Development Company via email to recruitment@dantia.com.au. Applications close **5pm, Monday 16 January 2017**. All applications will be acknowledged via email.

You will be contacted by email or phone if you are invited for interview within 14 days of the closing date of the advertisement.

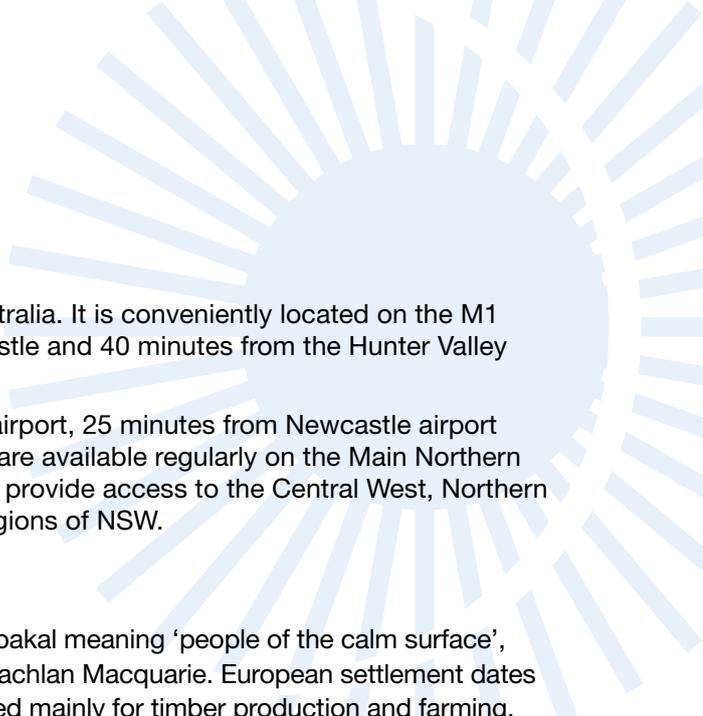
Please direct any further enquiries to Halena Townsend on (02) 4921 0145.





Our City

PROFILE OF OUR CITY



Lake Macquarie is ideally positioned on the east coast of Australia. It is conveniently located on the M1 freeway, 90 minutes north of Sydney, 10 minutes from Newcastle and 40 minutes from the Hunter Valley and Central Coast.

The City is just two hours by car from Sydney's international airport, 25 minutes from Newcastle airport and 10 minutes from the Port of Newcastle. CityRail services are available regularly on the Main Northern Railway Line to Lake Macquarie, and excellent road networks provide access to the Central West, Northern Tablelands, the Mid-North Coast and the Northern Coastal regions of NSW.

History

Lake Macquarie was first inhabited by the Awabakal tribe, Awabakal meaning 'people of the calm surface', more than 8,000 years ago. The City is named after Governor Lachlan Macquarie. European settlement dates from 1826 when the first land grants were issued. Land was used mainly for timber production and farming.

The northern part of the City was developed from the 1870s primarily for the establishment of coal mining, and development in the southern part of the City in the early 1900s was aided by the construction of the railway line to Sydney.

The most significant development occurred in the years after the two World Wars especially from the 1960s.

Environment

Lake Macquarie has a picturesque landscape of more than 780 square kilometres of spectacular beaches, mountains and lake foreshore. The Watagan Mountains to the west have forests, numerous lookouts, picnic and camping spots and magnificent waterfalls.

The centrepiece of Lake Macquarie City, is one of the largest coastal saltwater lakes in Australia; about twice the area and volume of Sydney Harbour. With more than 38,000 hectares of natural ecosystem diversity, the City is home to a variety of wildlife including more than 100 threatened species such as squirrel gliders, green and golden bell frogs, powerful owls and the black-eyed Susan plant (*tetratheca juncea*).

Population

Lake Macquarie's population is over 200,000, making it the largest city in the Lower Hunter, the fourth-most populous in NSW, and in the top 7 per cent in Australia for greatest growing cities. The population is expected to increase by 60,000 between 2006 and 2031, creating demand for 36,000 new dwellings and 12,200 new jobs.

The population is distributed around the lake in more than 90 communities. The median household income is \$922 per week. Approximately 40 per cent of the population have tertiary or equivalent qualifications.

Economy

Lake Macquarie's population increased at a modest 3.2 per cent between 2006 and 2011, however the workforce increased by 7.3 per cent in that time and 9.9 per cent more jobs were created in the City over that five-year period.

The largest growth in employment opportunities occurred in the health, community and social services area, with 29.6 per cent, followed by hospitality and tourism (16.6 per cent) and education and training (9.8 per cent). The key providers of new jobs in the City are agencies operating in community and aged care services, from both the public and private sectors. Across the City, retail, health, social and community services and manufacturing remain strong job providers.

The period 2006-2011 has seen considerable growth and development in commercial, retail and industrial buildings in the City with considerable activity in the regional centre of Charlestown. Job generation in our commercial centres is heavily focused on knowledge and technology-based vocations.

LAKE MACQUARIE CITY

City composition:

Area 787.4km²

9 Town Centres

81 Villages

Lake circumference:

174km

Population:

202,676

(ABS Estimated Resident
Population 2014)

Projections between 2011-2031:

60,000 additional people

36,000 new dwellings

12,200 new jobs

Labour force:

88,252

Unemployment rate:

4.6%

Businesses:

Over 7,000



