



City Shaping: Maitland's Future

Draft Partnerships and Advocacy Strategy

2025–2026

maitland
CITY COUNCIL



Acknowledgement of Country

We acknowledge the Wonnarua People as the Traditional Owners and Custodians of the land within the Maitland Local Government Area. Council pays respect to all Aboriginal Elders, past, present and future with a spiritual connection to these lands.



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Mayor Philip Penfold



General Manager Jeff Smith

A message from our Mayor and General Manager

Maitland is a city evolving — family-friendly, welcoming, and proud of its heritage. Centrally located in the heart of the Hunter region, we offer the perfect blend of city convenience with a warm country charm.

Our Community Strategic Plan, Maitland's Future outlines our shared vision for achieving a connected city with thriving communities. Our commitment to this process ensures Maitland not only remains a great place to live but evolves into a thriving, connected city where everyone can contribute to and benefit from our collective success.

As we move towards achieving our shared vision, we aim to work closely with our community, industry and other levels of Government to partner on the actions, projects and services we need. We embrace new opportunities and growth, making Maitland a dynamic place to live, work, enjoy and succeed.

We are a busy and productive community, and we have a thriving local economy diversified across health, construction, service and knowledge industries. Maitland supports more than 35,000 jobs and has an annual economic output of over \$15 billion.

Maitland is one of the fastest growing cities in Australia with an annual growth rate consistently above 2.5 per cent. The city's continued population growth is a significant strength for the local economy, providing industries and businesses with access to a broad workforce from both within Maitland and neighbouring areas, thanks to our central location in the Hunter region.

This growth, along with the lifestyle benefits our city offers, helps attract people to support the key industries that drive our economy.

At the same time, our growing population brings both opportunities and challenges. It places pressure on the environment, transport corridors and on a range of services and amenities.

The importance of this Partnerships and Advocacy Strategy document is to identify how we intend to prioritise and deliver infrastructure and services to achieve Maitland's Future. Working together, partnering with different levels of government and private industry we can create a connected city with thriving communities.

While there is plenty to love about Maitland today, we always need to keep our focus on tomorrow, and on how our growing, evolving community can continue to enjoy this place we love, well into the future.



“Working together, partnering with different levels of government and private industry we can create a connected city with thriving communities.”

Introduction to our strategy

Purpose

This strategy aims to identify and prioritise the future planning and delivery of infrastructure and services for the city, which is fundamental to fully capture our population growth potential and is critical for liveability and economic resilience.

- **Maitland's Future:** Outlines our shared vision for achieving a connected city with thriving communities.
- **Delivering Maitland's Future:** Our delivery Program and Operational Plan outlines how we will work to achieve our shared vision within the funding and resources we have available.
- **Partnerships and Advocacy Strategy:** Illustrates how we can work together to create opportunities for growth, work and participation. Identifying the City Shaping partnerships and advocacy priorities needed to achieve Maitland's Future.

As we move towards achieving our shared vision, we will work closely with our community, private industry and other levels of government to partner on the actions, projects and services we need to deliver to bring our plan to life.

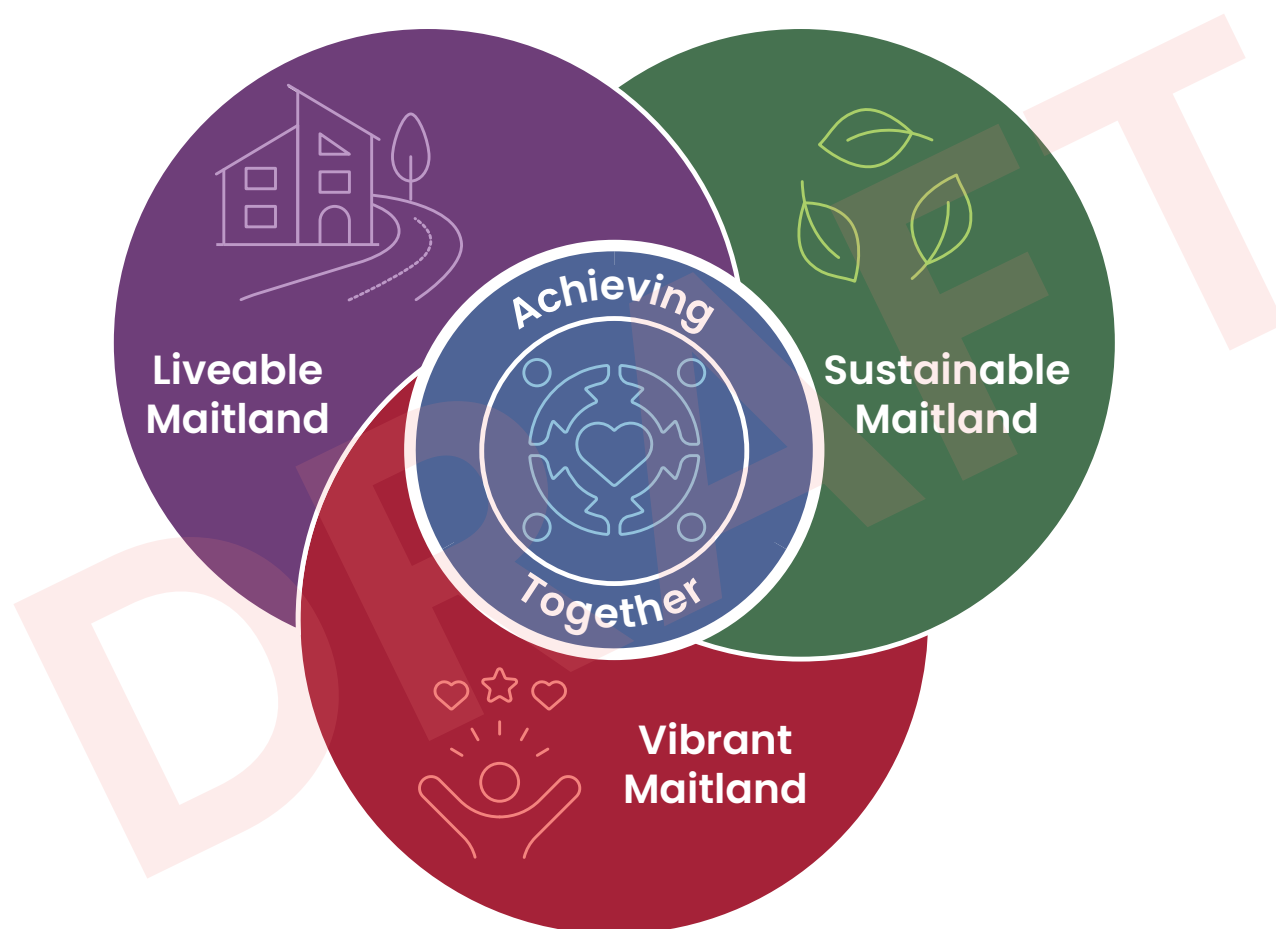
The objective of this document is to identify how we intend to prioritise, partner and advocate over this term of Council.

Our strategy identifies how we aim to:

- **Partner** on key projects within Council's control that require funding assistance to deliver priority infrastructure and,
- **Advocate** for key priorities for our community that are outside of Council's control but help to deliver Maitland's shared vision for the future.

Maitland: Local Government Area (LGA)
Maitland City Council (MCC): Organisation
Council: Elected body

Our shared vision: A connected city with thriving communities



Vibrant Maitland

Working together to create opportunities for growth, work and involvement.

3.1 Diverse local economy

- Investment attraction
- Strengthened and diversified precincts
- Future skill

3.2 Welcoming communities

- Celebrate diversity and culture
- City activation and presentation
- Aboriginal and Torres Strait Islander connections
- Community connections

3.3 City shaping partnerships

- Growth opportunities
- Advocacy and partnerships

The heart of the Hunter

Who we are

Maitland is a city evolving – family friendly, welcoming, and proud of its heritage. Centrally located in the heart of the Hunter region, we offer the perfect blend of city convenience with a warm country charm.

We embrace new opportunities and growth, making Maitland a dynamic place to live, work, enjoy and succeed.

Almost 96,000 people call Maitland home, and we welcome around 2,000 new people each year. By 2041, we expect about 145,000 people to call our city home.

The Wonnarua and Guringai Peoples are the Traditional Keepers and Custodians of the lands within the Maitland LGA.

It is one of the oldest regional centres in Australia, built on the banks of the Hunter River. The Hunter River winds its way through the countryside and the city, offering a beautiful backdrop to our daily lives.

13.1% are born overseas



9.4% speak a language other than English at home

6.7% people with a disability



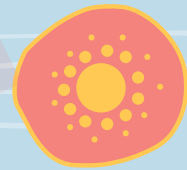
95,957 is the estimated population

144,536 is the projected 2041 population





Aboriginal and Torres Strait Islanders: **7.5%**



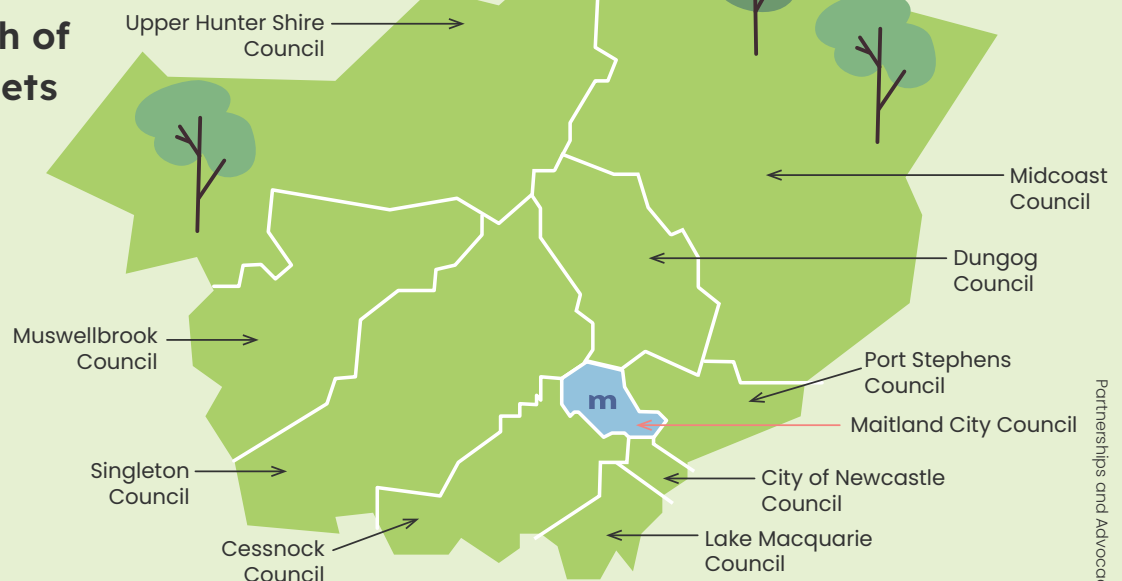
Area:
396km²

Population density
242 persons/km²

87.3% dwellings are
single detached

Average
people per
household:
2.7

Council manages
over **\$2bn** worth of
infrastructure assets



36

is the median age

Annual growth is
Maitland 2.7% vs NSW 2.1%

Maitland: The heart of the Hunter

Our economic identity

Maitland is emerging as one of the most dynamic and fastest-growing economies in regional New South Wales. As the heart of the Hunter, Maitland combines heritage and innovation to create a distinct economic profile, one built on strong population growth, infrastructure investment, diverse industry sectors, and a thriving local business community. This growth is not just about numbers, it's about enabling a better quality of life for our community.

Driving local growth

Maitland's economy is built on a foundation of established and emerging industries. Sectors such as construction, healthcare, retail, professional services, advanced manufacturing, and education continue to expand in response to strong population growth and demand for local services. New and expanding employment precincts are unlocking investment potential, while the city's accessible location, lifestyle appeal, and infrastructure pipeline are attracting a new wave of entrepreneurs, employers, and workers.

The future economy

Our city is ready to evolve into a centre of innovation, creative industries, and knowledge-based jobs. As we grow, we are focused on supporting a future-ready workforce, enabling small business success, encouraging investment, and ensuring local employment opportunities keep pace with community needs. Our economic development priorities are tied to creating liveable, connected places and a resilient economy that supports both productivity and wellbeing.

Education and skills

Maitland is well-positioned to foster the skills and talent needed to meet the demands of a changing economy. With access to nearby tertiary institutions like the University of Newcastle and strong connections with TAFE NSW, our city supports pathways for lifelong learning, vocational training, and workforce development. Local schools and business partnerships help shape the future workforce and foster a culture of learning and innovation.

Strategic connectivity

Maitland boasts strong connections with major road and rail infrastructure linking our economy to neighbouring centres, ports, and airports. These connections support freight movement, commuting, and economic exchange, making Maitland a highly sought-after location for business and investment. Within the city, investments in precinct development, active transport, and digital connectivity are shaping the conditions for economic success and ensuring that growth contributes to daily liveability and wellbeing.

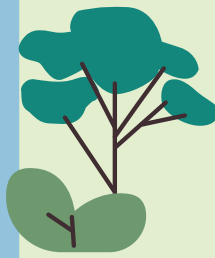
A place for business and community

Our direction for Maitland's economy is inclusive and forward focused. We are creating a city where businesses thrive alongside vibrant communities; where jobs are local and diverse; and where economic development supports quality of life. As the heart of the Hunter, Maitland is not just keeping pace with regional change, we are helping to lead it, ensuring that growth goes hand-in-hand with the wellbeing of our people.

Liveable city

Maitland is a liveable city, with a population growth rate of 2.7 per cent, showing that people are choosing to live here for the lifestyle it offers. When residents have access to parks, entertainment, shops and services within walking distance of their homes and workplaces, they are more likely to engage directly with the local economy. Liveability fosters a sense of community, stability and belonging, and helps to support a strong visitor economy. Businesses and companies are more likely to invest in places that offer a high standard of living, places that reflect their values and attract the workforce they need.

Our city



3.4%
unemployment
rate

\$15.09bn
output by
businesses and
organisations



\$7.8bn
gross regional
product

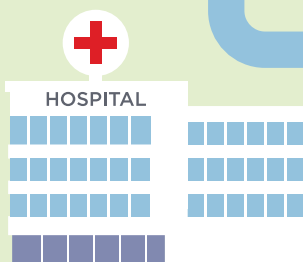


\$737,500
median
house price



6,011
active
businesses

48,700+
residents are
employed



35,200+ jobs, with
healthcare and social
assistance the largest
employer

\$42,000
median
income per
annum





“While there is plenty to love
to keep our focus on tomorrow
community can continue to

Mayor Philip Penfold

Our Councillors

Maitland City Council has a popularly elected Mayor and 12 Councillors elected by residents in four wards which changed before the 2024 election.

Ward One



Cr Amelia Atkinson



Cr Sally Halliday



Cr Ken Jordan

Ward Two



Cr Race Barstow



Cr Kristy Flannery



Cr Mitchell Griffin

Ward Three



Cr Bill Hackney



Cr Ben Whiting



Cr Ben Worth

Ward Four



Cr Don Ferris



Cr Warrick Penfold

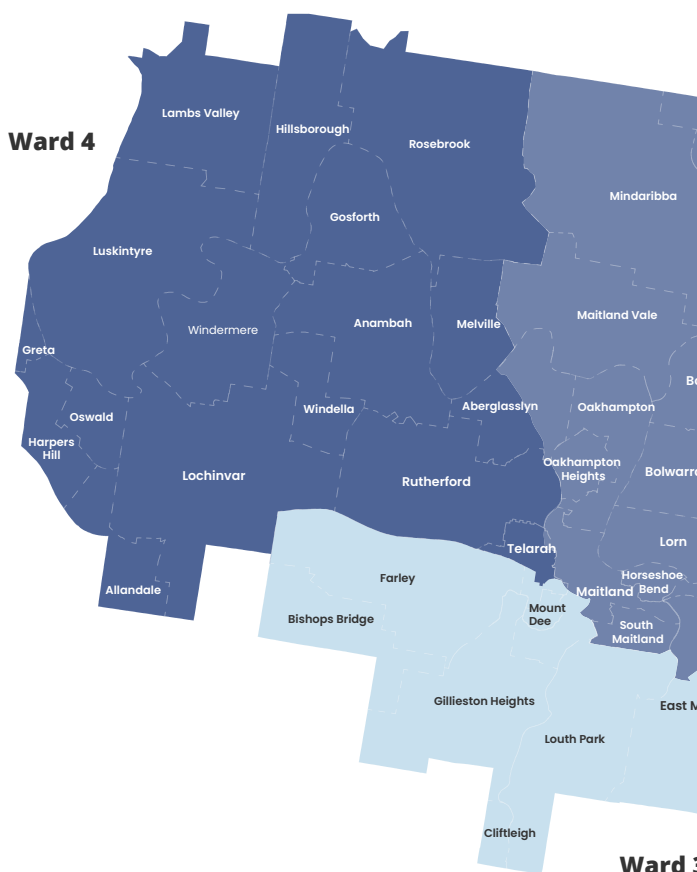


Cr Mike Yarrington

Electoral wards

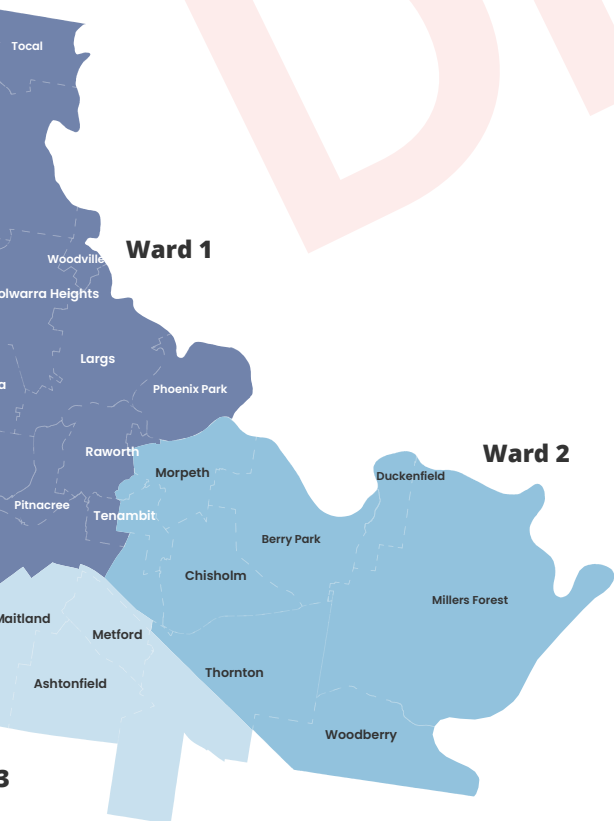
Local wards

Ward 4

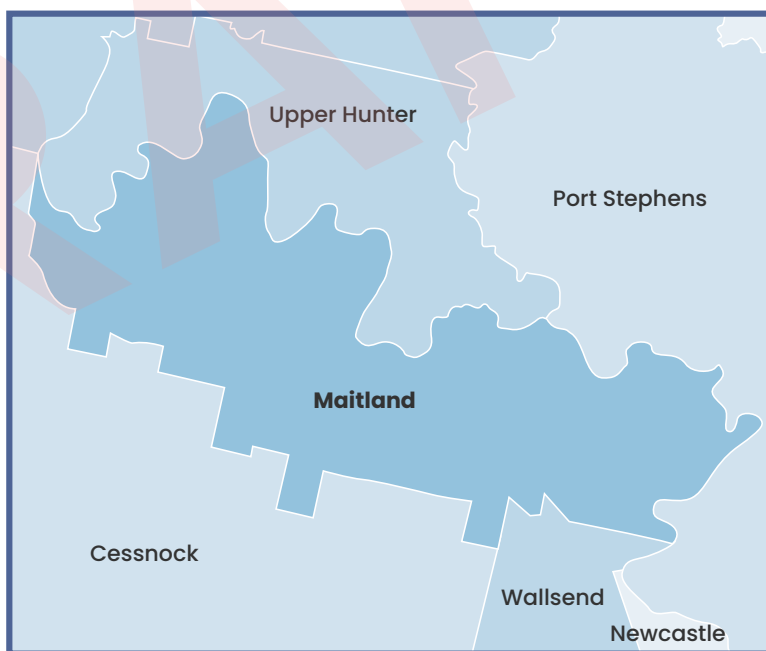


Ward 3

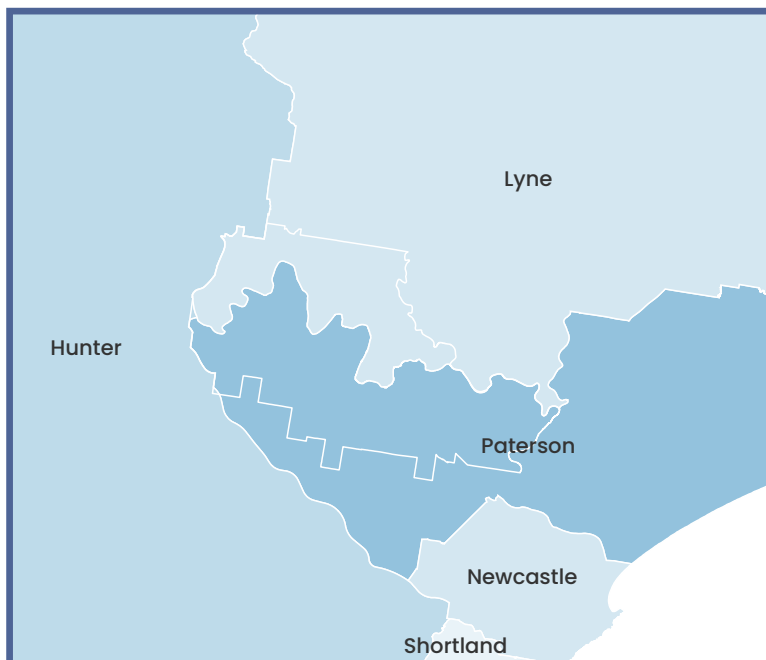
...about Maitland today, we always need
...grow, and on how our growing, evolving
...to enjoy this place we love, well into the future."



State electoral boundaries



Federal electoral boundaries



Our organisation

Maitland City Council is a diverse organisation employing over 610 employees across a range of services. As one of the largest employers in the Maitland area, our structure is designed to meet the community's vision for the city.

Maitland City Council has a focus on business improvement with our newly refined executive team and organisational structure which establishes clear lines of accountability and responsibility to ensure we achieve the outcomes our community expects.

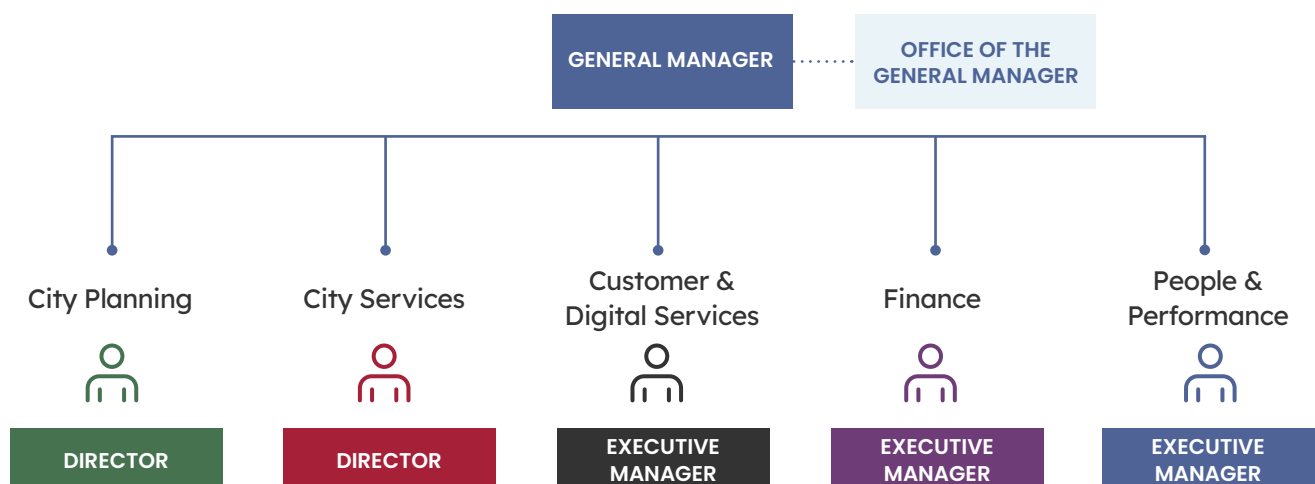
Our Integrated Planning and Reporting (IPR) framework allows us to plan resources and maintain accountability and transparency through regular reporting.

Our Long-Term Financial Plan (LTFP) is updated annually. The LTFP ensures that Maitland maintains financial sustainability into the future and effectively mitigates financial impacts and challenges as they occur, including population growth and the changing needs across our city. The project's scope of works is well within Council's delivery experience.

Council manages \$2.1B worth of infrastructure and assets. In addition to rates, fees and charges and other income, and has a track record of delivering grant funded projects.

Some of the recent Council projects have delivered include:

- The new Maitland Administration Centre (\$45M) including the \$7M Harold Gregson Playspace upgrade
- The Maitland Regional Sports Complex (\$35.6M)
- An intersection upgrade at Government Road and Raymond Terrace Road, Thornton (\$26M)
- The Riverlink Building in The Levee Central Maitland (\$10M)
- Melville Ford Timber Bridge replacement underway (\$8.2M)
- Cooks Square Park sporting upgrades (\$1M)
- Maitland Netball Courts reconstruction (\$1M)
- A new skate park and playspace at Roy Jordan Oval, Gillieston Heights (\$500K).



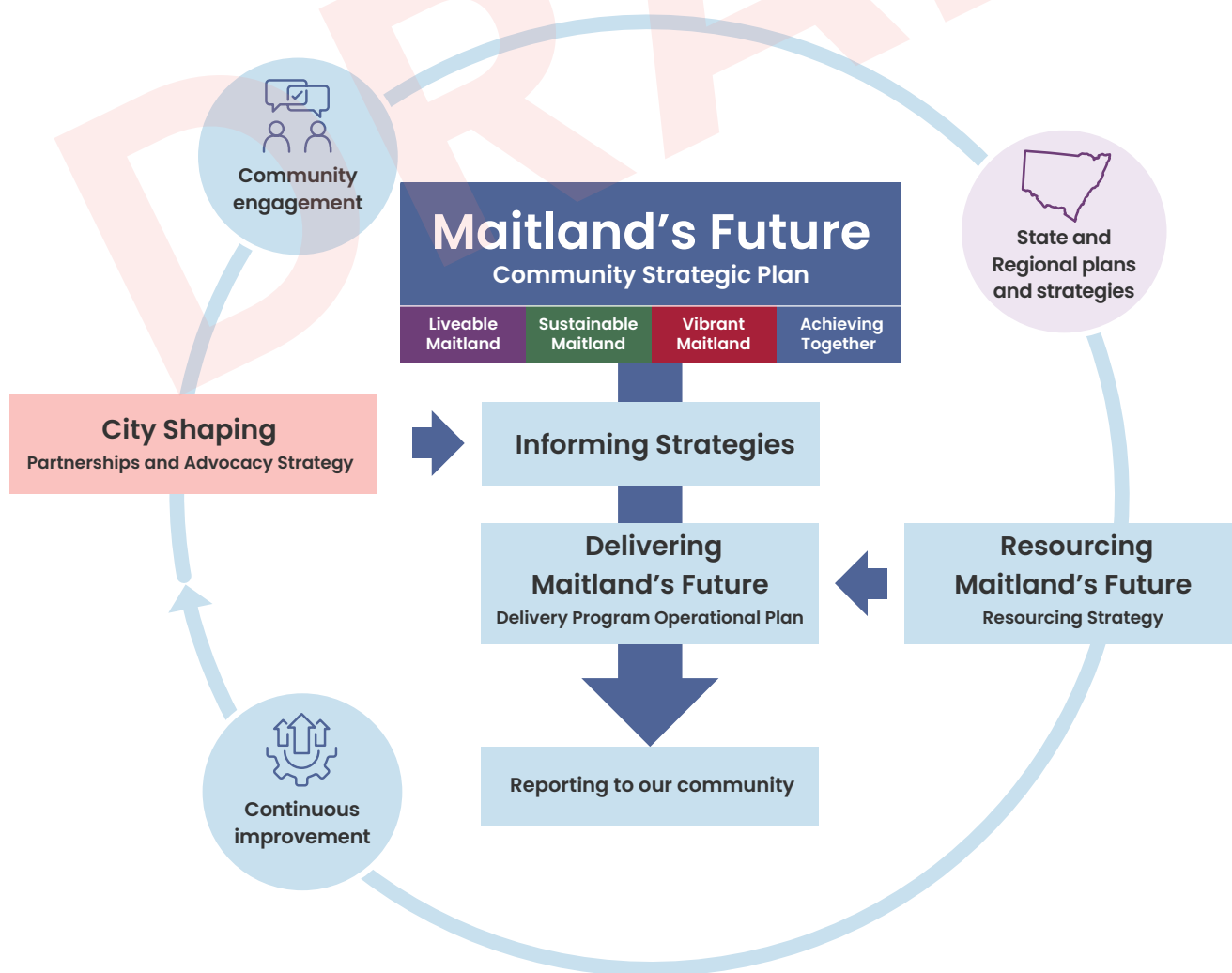


How we plan

This strategy ensures the effective planning of Maitland's economic development to enable delivery of the community's priorities and objectives as identified in Maitland's Future, our Community Strategic Plan. It is a critical part of the Integrated Planning and Reporting (IPR) Framework.

Integrated Planning and Reporting (IPR) Framework

The NSW Government requires local councils to work with their communities to plan for the future. This involves creating long, medium, and short-term plans that reflect the community's vision and priorities. These plans are shaped by community input and supported by informed planning around finances, assets, and resources. This approach under the *Local Government Act 1993*, called the Integrated Planning and Reporting (IPR) Framework, helps councils across NSW to make thoughtful, sustainable decisions for a brighter future.



Strategic alignment

This strategy forms part of Council's broader strategic framework. While it aligns most closely with one focus area, it cannot be delivered in isolation. The success of Maitland relies on how all focus areas — liveability, sustainability, vibrant and achieving together — connect, overlap and support each other.

A city that is truly thriving depends on more than any single effort. Our approach is integrated and future-focused. By achieving together across teams, functions and priorities, we can deliver on our shared vision for 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.

1.1 Great neighbourhoods

- Quality open space network
- Connected living
- Housing diversity
- Inclusive public places and spaces

1.2 Integrated movement

- Efficient and sustainable movement
- Connected active transport
- Safe and efficient road networks



Sustainable Maitland

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

2.1 Valuing our natural environment

- Functional biodiversity corridors
- Natural spaces
- Environment engagement
- Waterway management

2.2 Sustainable and resilient communities

- Sustainable leadership
- Living sustainably
- Prepared communities
- Circular economy



Vibrant Maitland

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

3.1 Diverse local economy

- Investment attraction
- Strengthened and diversified precincts
- Future skill

3.2 Welcoming communities

- Celebrate diversity and culture
- City activation and presentation

- Aboriginal and Torres Strait Islander connections
- Community connections

3.3 City shaping partnerships

- Growth opportunities
- Advocacy and partnerships



Achieving Together

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

4.1 Trusted services

- Meaningful consultation and engagement
- Trusted customer experience
- Transparent decision making

4.2 Engaged workforce

- Excellence in leadership
- Collaborative organisation






- Development and growth of our people

4.3 Resilient future

- Informed planning
- Culture of improvement and innovation
- Leverage technology and data

Guiding principles

Our guiding principles help guide us to live and breathe customer centric behaviours that our customers value. We embrace these principles in everything we do, whether we're planning a new road, designing a new policy or interacting directly with our community.

GUIDING PRINCIPLES	HOW WE WILL APPLY THEM IN THIS STRATEGY
Make things easy 	Apolitical – Our partnership and advocacy priorities are apolitical; we aim to work with all levels of government and sides of politics to achieve strong outcomes for our community.
Be welcoming 	Collaborate – We aim to work collaboratively with partners, community and other organisations to deliver on our shared vision in Maitland's Future.
Be open minded 	Achieving together – We aim to present a unified and coordinated approach to our partnership and advocacy priorities to ensure the messaging is clear, consistent and resonates with a broader audience. Focused on the future – We aim to continue to look forward and work towards achieving positive long-term outcomes and benefits for our city.
Keep your promises 	Open – We will continue to report on the outcomes against our partnership and advocacy priorities via our Integrated Planning and Reporting processes. Evidence based – Our partnership and advocacy priorities are developed based on community, councillor, and organisational input and alignment to Regional, State and national strategies and priorities.
Look out for me 	Community centred – Our partnership and advocacy priorities reflect the needs, aspirations and expectations of our community and feedback gathered through ongoing community engagement and the development of our shared vision - Maitland's Future. Transparent – Our partnership and advocacy priorities are to be regularly monitored and reviewed each year in line with our Integrated Planning and Reporting process to ensure we deliver the best outcomes for our community.





DRAFT

Our role

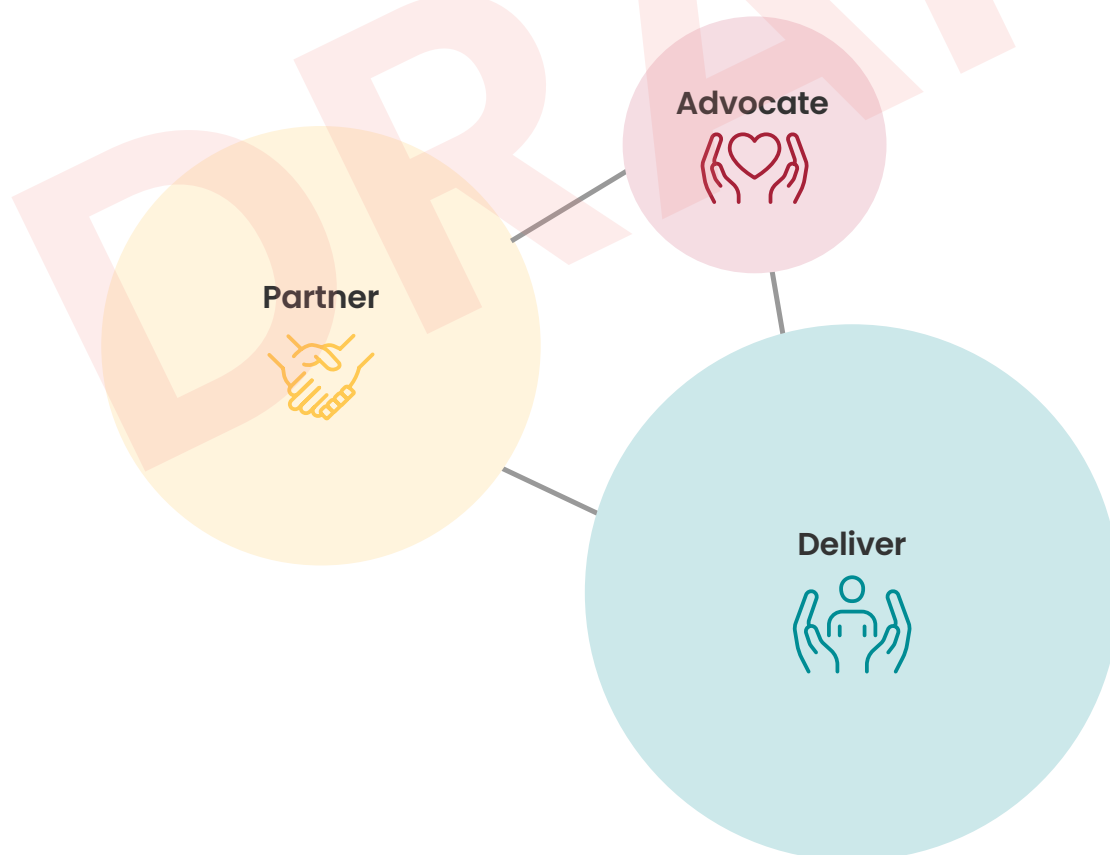
As Maitland continues to grow, Council, our stakeholders and our community need to work together to invest in our individual and collective wellbeing.

While Council has a custodial role in initiating, preparing and delivering **Maitland's Future** on behalf of the community, it is not solely responsible for its implementation.

Many of the issues and concerns facing Maitland are complex and beyond the direct control and influence of us, such as public transport, health, education, housing, planning and employment.

To deliver our shared vision, Council works with various stakeholders and partners, including other levels of government and their affiliated agencies, local businesses and industry, educational institutions, community groups, and other service providers.

Depending on the activity, Council's role is to deliver, partner and/or advocate. By building partnerships, taking a strong leadership role and delivering on its commitments, Council plays an important role in shaping our city and making Maitland a place for everyone.



Deliver

We deliver a wide range of programs and services, including waste collection, libraries, maintenance of local roads and public spaces, recreation facilities and programs, community support, special events and regulatory functions.

Partner

There are areas in which we have partial or shared responsibility or influence. We build strategic partnerships with federal and state government agencies, the private sector, and a range of other stakeholders whose work will contribute to delivering our long-term priorities.

Advocate

Many issues important to the community are outside Council's control. Council gives a voice to the needs and aspirations of the community by advocating for changes in policy and action at relevant levels of government and industry.

Our priorities for Maitland

A connected city with thriving communities

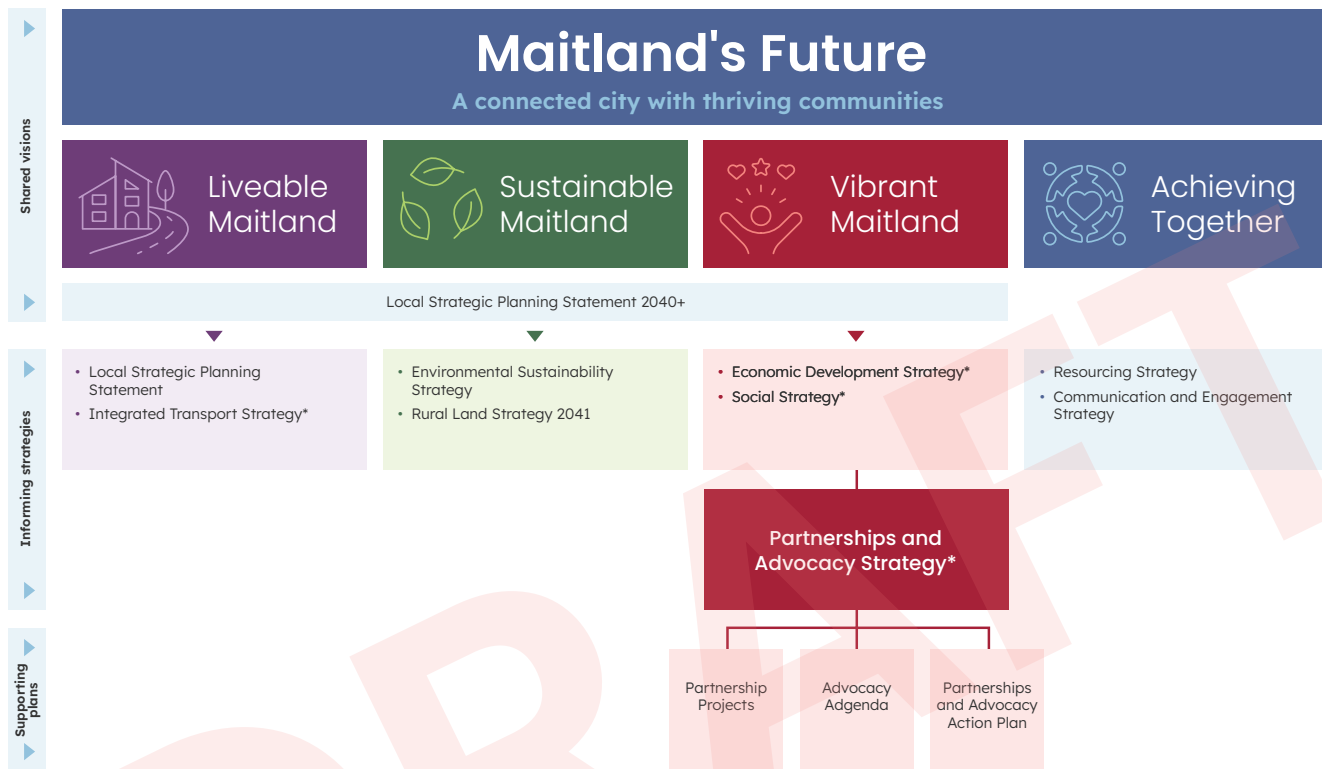
Our shared vision for a connected city with thriving communities focuses on creating vibrant neighbourhoods, centres, and towns. These areas will blend timeless charm with modern design and practical features, resulting in beautiful and functional spaces. We aim to foster a strong sense of community while maintaining close connections to nature. Our shared vision strikes the perfect balance between country outlook and the convenience of city living.

Improved transport connectivity will make it easier for residents to interact and for businesses to thrive, ensuring that people have access to a wider choice of housing in both existing and new communities, located close to jobs, shopping, and services, and supported by public transport, walking, and cycling options.

The natural environment will enrich the living experience by valuing open space, local bushland, wetlands, flood plains, and biodiversity. By building resilient and sustainable communities, promoting sustainable leadership, and supporting circular economy initiatives, we ensure an adaptable future for all communities.

By fostering a diverse local economy and promoting vibrant community life, we aim to shape a thriving city. Our shared vision creates opportunities for work, personal growth, and engaging activities, enriching daily experiences and overall wellbeing. Through city-shaping partnerships, building trust, and cultivating an engaged workforce, we will ensure Maitland remains resilient and prosperous for future generations.



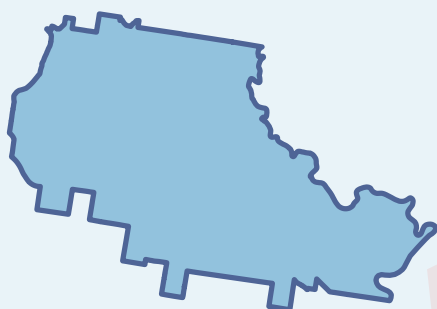


*in development or under review



Strategic alignment from local to global

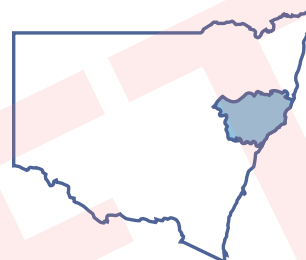
How **Maitland's Future** fits in with other strategies and plans.



Delivered at the local level

Includes: local roads, parks, waterways, waste, libraries, events, community wellbeing and facilities, development

- Integrated Planning and Reporting Framework (featuring **Maitland's Future** Community Strategic Plan)
- Maitland's informing strategies
- Maitland's policies, strategies and plans.



Delivered at the regional level

Includes: regional planning, health and wellbeing, and water catchment management.

- [Hunter Regional Plan 2041](#)
- [Greater Newcastle Metropolitan Plan 2036](#)
- [The Hunter New England Health District Strategic Plan 2021-2026](#)
- [Hunter Joint Organisations Strategic Plan 2032](#)
- [Greater Hunter Regional Water Strategy 2018](#)
- [Hunter Regional Economic Development Strategy update 2023](#)
- [Destination Sydney Surrounds North Destination Management Plan 2030](#)
- [Greater Newcastle Future Transport Plan 2056.](#)





Delivered at the state level

Includes: health, care (aged, child, disability), transport, education, employment, police, development

- [State Plan NSW Housing](#)
- [NSW State Infrastructure Strategy 2022-2042](#)
- [NSW Disability Inclusion Action Plan 2021-2025](#)
- [NSW Net Zero Plan 2020-2030](#)
- [Transport for NSW: Smart NSW Roadmap 2022-2027](#)
- [Future Transport Strategy 2056](#)
- [NSW State Health Plan: Future Health 2022-2032](#)
- [NSW Government Visitor Economy Strategy 2030](#)
- [NSW State Emergency Service Strategic Plan 2021-2041](#)
- [NSW Waste and Sustainable Materials Strategy 2041](#)
- [NSW Circular Economy Policy Statement 2019](#)
- [Biodiversity Conservation Investment Strategy 2018](#)
- [NSW Flood Prone Land Policy within the NSW Flood Risk Management Manual.](#)

Delivered at the national level

Includes: defence, immigration, taxation, communications, and trade.

- [Australian Modern Manufacturing Strategy 2020](#)
- [National Agreement on Closing the Gap 2020](#)
- [Thrive 2030 Strategy - The re-imagined Visitor Economy](#)
- [Australia's Biodiversity and Conservation Strategy 2010-2030](#)
- [National Digital Economy Strategy 2030](#)
- [Infrastructure Australia Strategy 2021](#)
- [National Climate Resilience and Adaptation Strategy 2021-2025](#)
- [National Urban Policy 2024](#)
- [National Waste Policy and Action Plan 2019.](#)

Delivered at the global level

Includes: environmental and social issues; political, health or economic crises.

- [United Nations Sustainable Development Goals \(SDG\)](#)
- [Paris Climate Agreement](#)
- [Global Biodiversity Framework.](#)

“We are committed to ensuring no voice goes unheard in our rapidly growing and evolving community.”



Engagement and key drivers from our community

We all have an important role to play in Maitland's Future. Together, we have developed an ambitious long-term vision that sets out our priorities for the future. Our community is passionate about Maitland, and they love where they live. This willingness to engage has helped shape our city's future.

Building on what we have heard

Before we go out and ask more questions, Maitland City Council believes it is important to reflect on what the community has already shared with us. This ensures we acknowledge past insights, identify recurring themes, and build on existing feedback to guide meaningful conversations moving forward.

Our ongoing conversation with community engagement considered as part of the development of Maitland's Future included:

- Local Strategic Planning Statement 2019: 8,277 interactions across all channels
- Community Satisfaction Survey 2022 (May 2022): 600 surveys completed
- Disability Inclusion Action Plan (May 2022): 300 surveys completed and 27 interviews with people with lived experience
- Environmental Attitudes Research (July – August 2022): 501 surveys completed
- Environmental Sustainability Strategy (November – December 2022) – 500 phone surveys completed and 2338 responses to an online survey
- Australian Liveability Census (March – June 2023): 927 surveys completed
- Economic Development Strategy engagement (May - July 2023): 1061 people engaged
- Community Satisfaction Survey 2024 (May 2024): 500 surveys completed
- Maitland Aquatics Strategy engagement (August 2023): 1796 participants via online surveys, focus groups, meetings and pop ups
- Maitland's Future – Our Shared Vision (2024): 3,745 contributions.

What is most important to the community



traffic management



greener, more open spaces



range of housing prices / affordable housing



road maintenance



walking, jogging, bike paths that connect housing to communities



protecting the natural environment



recreation spaces and parks / sports, aquatic centres



local history, historic building and features



access to neighbourhood services and facilities



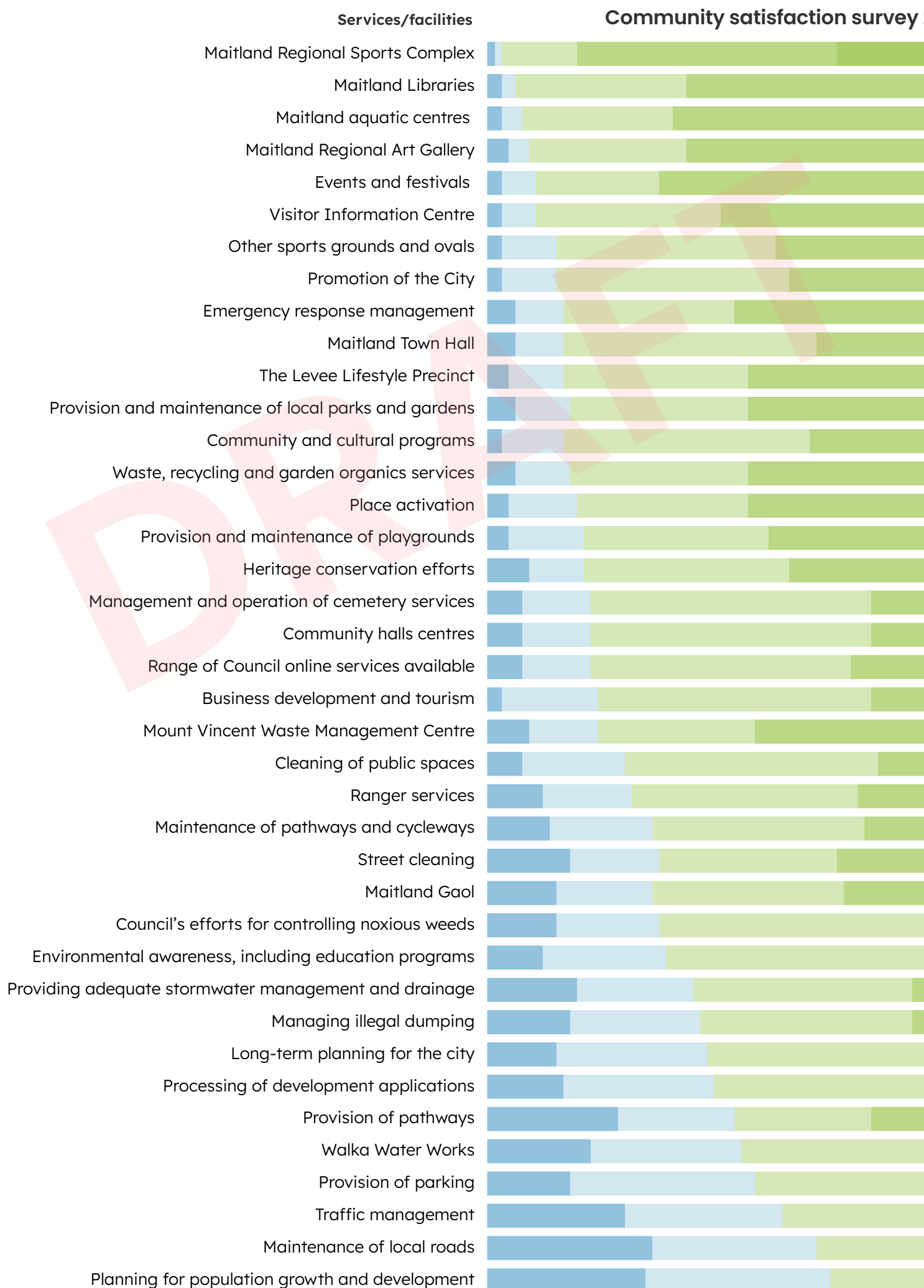
arts and cultural programs



local employment options



local education options



2024 results

	% satisfied	Mean
	97%	4.32
	96%	3.92
	95%	3.92
	93%	3.92
	93%	4.01
	93%	3.79
	90%	3.67
	89%	3.66
	89%	3.74
	89%	3.59
	89%	3.71
	88%	3.67
	88%	3.57
	88%	3.71
	87%	3.68
	86%	3.60
	85%	3.53
	85%	3.38
	85%	3.38
	85%	3.42
	84%	3.40
	84%	3.63
	80%	3.33
	79%	3.29
	76%	3.26
	76%	3.31
	75%	3.29
	75%	3.07
	74%	3.09
	70%	3.08
	69%	3.05
	68%	2.98
	67%	2.91
	64%	3.04
	63%	2.93
	61%	2.85
	57%	2.68
	52%	2.50
	50%	2.60

Community Satisfaction Survey

One of the ways we engage with our community is through a citywide community survey, conducted every two years, with the most recent one completed in mid 2024. The survey revealed that satisfaction with Council's level of communication with the community was a top priority for residents and had a substantial impact on overall satisfaction with the performance of Council. One of the top areas of concern for residents was having access to diverse housing options as well as planning for the long-term growth of our LGA, including planning for population growth and development.

By identifying our community's satisfaction with the services we provide, we can address community priorities and areas for improvement.



90%

rated their quality of life living in the Maitland LGA as good to excellent



28/39

services/facilities received a satisfaction score of 75% or more



86%

of residents were at least somewhat satisfied with council's performance over the 12 months prior

- Not at all satisfied
- Not very satisfied
- Somewhat satisfied
- Satisfied
- Very satisfied

Mean figure represents the average rating of all responses received.

Satisfied percentage is the total percentage rated somewhat satisfied, satisfied and very satisfied.

"A strategy to identify, prioritise and deliver infrastructure and services of the city is fundamental to fully capture our population growth potential, and is critical for liveability and economic resilience of Maitland into the future."

Opportunities and challenges

Our growing population brings both opportunities and challenges. The population increase will support growth in the local economy, creating diverse employment opportunities and reinforcing Maitland's role as a major regional strategic centre, servicing the hinterland and rural areas of the Hunter Region and beyond. It also places pressure on our existing infrastructure, environment, rural land, transport corridors, community services and facilities.

Council aims to identify, prioritise and deliver the required housing and fundamental infrastructure to capitalise on our growth potential. It is also critical for liveability and economic resilience for the city to remain an attractive place to live, work, and to raise a family.

Recent growth has seen around 1,000 new dwellings built each year. Such high growth presents our council with some very distinct challenges, including increased demand for essential services and infrastructure to accommodate the expanding community.

Expected population growth rates influence our strategic and recreational planning to ensure an adequate mix of land release for housing and community infrastructure for the expected increase in families with young children.

Rapid population growth is expected to continue, with an additional 54,800 residents within 25,200 dwellings. Maitland is forecast to grow from 93,497 in 2021 to at least 144,550 by 2041, representing a forecast population growth of 61 per cent over the next 20 years.

This increase in population will drive growth in the local economy, creating new and diverse employment opportunities. As the population grows, it needs to be supported by adequate infrastructure, services and amenities.

Our aim is to ensure this growth is managed in a sustainable way – socially, economically and environmentally.

OPPORTUNITIES	CHALLENGES
Location	
<p>Our city is located at the geographical centre of the Hunter region, approximately 32km northwest of Newcastle and 163km north of Sydney. Maitland is well connected with a 90-minute freeway drive to Sydney, 30-minute drive to the Hunter vineyards, Newcastle, Port Stephens and the airport, shipping terminals and freight rail access.</p>	<p>Maitland covers a relatively small geographical area and has a total area of 396-km², from Woodberry in the east to Lochinvar in the west, Mindaribba in the north and Gillieston Heights in the south.</p>
Population growth	
<p>Today, our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent.</p> <p>The growth of our city has been driven by our locational advantages, our road and rail connections to Newcastle, Sydney and the broader Hunter region, our access to the Hunter River and our proximity to both Newcastle and the mining activities further north in the Hunter region.</p> <p>Maitland also provides relatively affordable housing options and diverse employment opportunities. As a high growth metropolitan area, we continue to attract residents and businesses to the city. The growing population and economy further reinforces our role as a major regional centre, servicing the hinterland and rural areas of the Hunter Region and beyond.</p>	<p>Our city is growing by just over six people every day bringing around 2,000 new residents each year. Maitland's population is forecast to grow from 93,497 in 2021 to at least 144,550 by 2041.</p> <p>Our growing population brings both opportunities and challenges. It places pressure on the environment, transport corridors, community and sporting infrastructure and on a range of services and amenities.</p> <p>While Maitland is rich in many things, like community spirit, pride and river frontage, unlike our surrounding regional neighbours, we do not possess the abundance open natural spaces like parks, beaches and lakes – with our residents driving outside of area to access these.</p>
The Hunter River	
<p>The Hunter River meanders through our urban and rural areas and adds a unique character to our city and sets out a scenic backdrop to our everyday lives. The same river system responsible for the floods also has a significant benefit to our natural environment, including delivery of water to flood dependent ecosystems and improving soil nutrients for agricultural land</p>	<p>Maitland has been built on the banks of the Hunter River and has a long history of destructive flood events. The recent 70th anniversary of the 1955 flood reminds us of the devastating cost of flooding to our local community and economy. The river and its extensive floodplain provides a natural boundary for urban growth and urban development potential is generally limited to areas south of the Hunter River.</p>
History	
<p>Maitland, situated on Wonnarua land in the heart of the Hunter region is one of the oldest regional centres in Australia dating back to the early 1800s.</p>	<p>Maitland's rich history and heritage can also be reflected by ageing infrastructure with an asset strategy heavily reliant on grants to replace or upgrade these facilities. Heritage places can include buildings and areas with special historical, cultural, social, architectural, archaeological or natural value.</p>
Lifestyle	
<p>From a lifestyle perspective, Maitland offers many advantages including, good local services, natural amenities within the city and in surrounding regions. It is Council's aim to identify, prioritise and deliver required housing and fundamental infrastructure to capitalise on our growth potential.</p>	<p>Maitland's social demographics highlight the need to ensure we have access to the right mix of services and facilities for our evolving population. It is also critical for liveability and economic resilience of the city to remain an attractive place to live and work, and to raise a family.</p>

Maitland's demographics:

- The annual population growth rate for Maitland from 2016 to 2021 was 3.1 per cent, compared to 1.07 per cent for the Hunter Region.
- The single largest cohort is people aged 30 to 34 years, representing 7.4 per cent of Maitland's population.
- The largest life stage group in Maitland is 'workers' (35 to 49 years) representing 19.5 per cent of the overall population.
- 64 per cent of the community participate in the labour force.
- The top two largest industry sectors are health care and social assistance (16.4 per cent) and retail trade (13.2 per cent) have remained consistent with 2016 statistics, while construction (11.5 per cent) replaced mining as the third largest.
- Maitland is a diverse and growing multicultural community with Irish the most common ancestry and cultural background at 10.7 per cent.
- The percentage of residents who identify as Aboriginal and/or Torres Strait Islander in the Maitland LGA (7.5 per cent) is more than double the NSW state average (3.4 per cent).
- Maitland has higher rates of health risks than NSW Primary Health Network in a number of categories. For every 100 adults in 2017 - 2018 (Primary Health Network 2021):
 - 17.9 smoked tobacco (14.4 in NSW)
 - 18.3 consumed alcohol at high risk (15.5 in NSW)
 - 44.7 were obese (30.9 in NSW)
 - 24.0 had high blood pressure (23.1 in NSW)
 - 48.4 ate adequate fruit (52.5 in NSW)
 - 69.4 undertook low or no exercise (65.3 in NSW)

(*ABS 2021a, REMPLAN 2021)



Levels of partnerships and advocacy

WHAT IT LOOKS LIKE	RESPONSIBILITY
Local	
<p>On a local level partnerships with our community are essential to delivering on Maitland's Future.</p> <p>Vitally important local networks, committees and informal community connections can involve a range of contacts with members of organisations. They provide a means to gather and distribute information and ensure we continue to capture our community input. Examples include our business community, sporting clubs, school groups or local Landcare initiatives.</p>	<p>Mayor and Councillors</p> <p>Executive Team</p> <p>Council staff</p>
Regional	
<p>On a regional level Maitland is actively involved in regional planning and joint advocacy on issues and opportunities that relate to the Hunter. For example, Maitland is part of the Hunter Joint Organisation. A collaborative body that brings together the 10 councils in the region to provide a united and local voice for our communities. As the hub for local intergovernmental collaboration, the statutory mandate for the Hunter JO includes identifying key regional strategic priorities, advocating for these priorities, and building collaborations around these priorities with other levels of government, industry and community. Some examples include – disaster resilience, connecting to Shiraz to Shore and enabling housing infrastructure.</p>	<p>Mayor and Councillors</p> <p>General Manager</p> <p>Executive Team</p> <p>Council staff</p>
State	
<p>At a state level, Maitland City Council dedicates significant effort in advocating to state members to ensure the delivery of important infrastructure and services for Maitland.</p> <p>Some examples of past partnerships and grant projects include the Maitland Regional Sporting Complex, Maitland Regional Athletics Centre, Harold Gregson Park and the Raymond Terrace Road and Government Road intersection upgrade.</p> <p>It is also Council's role to advocate on behalf of our community and this strategy looks to identify areas outside of Council's control and ability to deliver on Maitland's Future.</p>	<p>Mayor and General Manager</p>
Federal	
<p>Many grant and funding opportunities relate to Australian Government policy, infrastructure and services.</p> <p>There are many Maitland priorities and projects that align strategically at a federal level and help to deliver on Federal priorities.</p> <p>Some examples of past partnerships and grant projects include Cooks Square Park Stage 1 upgrades. It is also Council's role to advocate on behalf of our community and this strategy looks to identify areas outside of Council's control and ability to deliver on Maitland's Future.</p>	<p>Mayor and General Manager</p>
Collaboration	
<p>Council plays a strong leadership role connecting partnerships and advocacy activities across these levels. For example, when advocating to the NSW and Australian Government to fund a particular project, Council plays a pivotal role in bringing all parties together to discuss a unified way forward.</p>	<p>Mayor and General Manager</p> <p>Executive Team</p>

Identifying our partners

We continue to work towards identifying and developing partnerships to deliver Maitland's Future. Listed below are just some of the ongoing partnerships we have identified.

MAITLAND'S FUTURE 'A CONNECTED CITY WITH THRIVING COMMUNITIES'			
 LIVEABLE MAITLAND	 SUSTAINABLE MAITLAND	 VIBRANT MAITLAND	 ACHIEVING TOGETHER
People who live in Maitland (residents)	Landcare Groups	People employed in our area	Council staff
Community groups	Environmental volunteers	People who visit our area	Local Aboriginal Land Councils - Mindaribba
Sporting clubs and groups	Local special interest groups, such as Slow Food Hunter Valley, Hunter Bird Observers Club, Renew - Hunter Region Branch	Local business community and associations	University of Newcastle
School groups	Historical society	Social service providers	NSW TAFE
Maitland Park Run	Utility services such as Ausgrid and Hunter Water	It Must be Morpeth Incorporated	Volunteers
NSW Public Libraries Association	National Emergency Management Agency	Arts and cultural organisations	Population groups
Australian Library Information Association	LGNSW Planning Network	Hunter Regional Economic Development Professionals	Local Government NSW
Urban Development Institute of Australia NSW	Country Mayors Association	Hunter Defence Task Force	Local Government Professionals
Property Council of Australia	Regional Institute of Australia	Newcastle Tourism Industry Group (NTIG)	Local Government Internal Audit Network
Australian Water Association	RSPA	Destination Sydney Surrounds North (DSSN)	Hunter Integrated Planning and Reporting Network
Transport for NSW	NSW Police	Port Authority of NSW	Hunter Inwards Grants Network
	Total College (DPIRD)	Committee for the Hunter	Hunter Regional Council Safety Group
	NSW Food Authority	Business Hunter	Hunter Councils Risk Management Team
	Active transport community groups such as Maitland Cycling Infrastructure Group	Hunter Innovations Festival	Australian Local Government Association
	NRMA	Destination NSW	Hunter JO
		Economic Development Australia	

City shaping partnerships

Maitland City Council understands the only way to move forward is to develop and strengthen our relationships. Working together with various partners is vital to achieving our shared vision.

We will advocate and build strong partnerships. By actively engaging with stakeholders, aligning shared goals, leveraging grant funding, and driving collaborative initiatives to enhance connectivity within our city and across the region.

We will look to work collaboratively. Whether those relationships are with other levels of government, individuals, industry, community organisations and our Local Aboriginal Land Council Mindaribba. We have some work to do to create and develop partnerships that support our city and ensure decision-making considers the needs of past, current and future generations.

We will work to optimise growth opportunities. By leveraging grant funding, fostering regional collaboration, and aligning with our shared vision of a connected city, ensuring sustainable development that enhances community connectivity and regional integration.

We will look to our community. Our community and business groups, our sporting clubs, our residents and visitors have told us what is important to them we need to work together to deliver.

We will continue to work collaboratively with our neighbours. Maitland is part of the Hunter Joint Organisation which brings together the ten councils in the region to provide a united and local voice for our communities. As the hub for local intergovernmental collaboration, the role of the Hunter Joint Organisation includes identifying key regional strategic priorities, advocating for these priorities, and building collaborations around these priorities with other levels of government, industry and community.

Government partners

Regional

Hunter Joint Organisation includes:

- Cessnock City Council
- Dungog City Council
- Lake Macquarie City Council
- Maitland City Council
- Mid Coast Council
- City of Newcastle
- Muswellbrook Shire Council
- Port Stephens Council
- Singleton Council
- Upper Hunter Shire Council



State

NSW Government:

- Premier's Department
- The Cabinet Office
- The Department of Climate Change, Energy, the Environment and Water
- The Department of Communities and Justice
- The Department of Creative Industries, Tourism, Hospitality and Sport
- The Department of Customer Service
- The Department of Education
- The Department of Health
- The Department of Planning, Housing and Infrastructure
- The Department of Primary Industries and Regional Development
- Transport for NSW (TfNSW)
- NSW Treasury



Federal

Australian Government departments:

- Department of Agriculture, Fisheries and Forestry
- Department of Climate Change, Energy, the Environment and Water
- Department of Defence
- Department of Education
- Department of Employment and Workplace Relations
- Department of Finance
- Department of Foreign Affairs and Trade
- Department of Health and Aged Care
- Department of Home Affairs
- Department of Industry, Science and Resources
- Department of Infrastructure, Transport, Regional Development, Communications and the Arts
- Department of Social Services



Australian Government

Our priorities

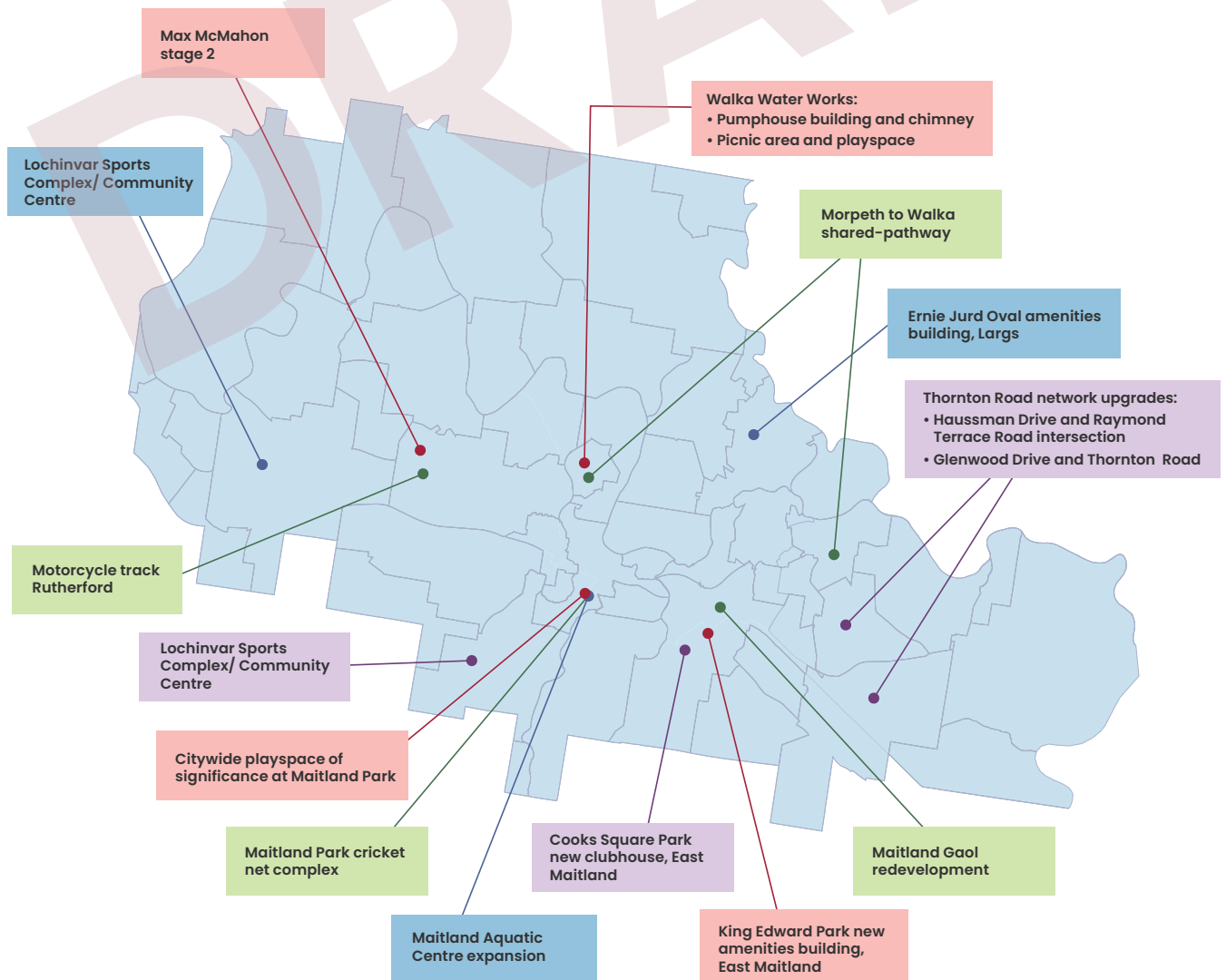
Partnership projects – are key infrastructure priorities for our community. These projects are within the capability of Council to deliver if funding/ grants become available.

Advocacy agenda – covers key improvement areas for our community. These areas are outside of Council's control and ability to deliver but help to deliver Maitland's shared vision for the future.

Partnership Projects

Map of key priority infrastructure partnership projects

These are key infrastructure priorities for our community. These projects are within the capability of Council to deliver if funding/grants become available.



Partnership projects – top priority infrastructure projects

	PROJECT ESTIMATE	COUNCIL FUNDS	GRANT REQUIRED				
Recreation and open spaces							
Citywide playspace of significance at Maitland Park	\$15,000,000	\$5,000,000	\$10,000,000				
Roads, transport and drainage							
Thornton Road network upgrades: Haussman Drive and Raymond Terrace Road intersection	\$36,700,000	\$10,000,000	\$26,700,000				
Thornton Road network upgrades: Glenwood Drive and Thornton Road	\$87,100,000	\$12,500,000	\$75,600,000				
Active transport							
Morpeth to Walka shared-pathway	\$13,000,000	\$3,000,000	\$10,000,000				
Major venues and facilities							
Walka Water Works redevelopment: Pumphouse building and chimney	\$10,000,000	\$2,000,000	\$8,000,000				
Walka Water Works redevelopment: Picnic area and playspace	\$2,500,000	\$1,000,000	\$1,500,000				
Maitland Gaol redevelopment	\$30,000,000	\$11,700,000*	\$20,000,000				
Aquatics							
Maitland Aquatic Centre expansion	\$60,000,000	\$20,000,000	\$40,000,000				
Sporting and community facilities							
Lochinvar Sports Complex/Community Centre	\$10,000,000	\$5,000,000	\$5,000,000				
Cooks Square Park new clubhouse	\$7,000,000	\$2,000,000	\$5,000,000				
Motorcycle track Rutherford	\$3,000,000	\$1,500,000	\$1,500,000				
Maitland Park cricket net complex	\$800,000	\$300,000	\$500,000				
King Edward Park new amenities building	\$3,000,000	\$1,500,000	\$1,500,000				
Ernie Jurd Oval (Largs) amenities building	\$4,000,000	\$2,000,000	\$2,000,000				
Roy Jordan amenities building	\$4,000,000	\$2,000,000	\$2,000,000				
Max McMahon Stage 2	\$2,000,000	\$1,000,000	\$1,000,000				
Total	\$288,100,000	\$80,500,000	\$210,300,000				

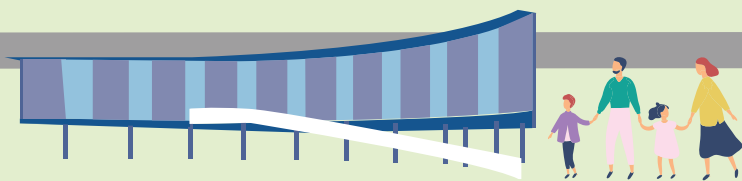
Project costs are current estimates and subject to change based on further design, investigations and cost escalation.

*Maitland Gaol Council funds \$1.2M, Federal funding \$5M, State funding \$5.5M.

Advocacy agenda – top priorities areas

TOP 15 PRIORITIES	WHAT THAT LOOKS LIKE FOR MAITLAND?				
Great neighbourhoods					
Housing	<ul style="list-style-type: none"> Supporting diverse and affordable housing options to meet the needs of our growing population. 				
Integrated movement					
Roads and traffic management (and road reclassification)	<ul style="list-style-type: none"> A solution for a westbound flyover at the Cessnock Road and New England Highway roundabout in Maitland. Multi-modal infrastructure upgrades to support the Anambah to Branxton corridor and Kurri Kurri to Maitland corridor upgrades. Ensuring roads are classified appropriately to secure better funding and maintenance that reflects their usage and importance. 				
An integrated public transport network	<ul style="list-style-type: none"> Advocating for a seamless transport network that connects our community with safe, efficient, and accessible options. Including place-based transport planning (East Maitland and Metford), and upgrades to Lochinvar Train Station. 				
Valuing our natural environment					
Green infrastructure	<ul style="list-style-type: none"> Expanding green spaces, tree canopies, and sustainable urban design to enhance liveability and environmental outcomes. Biodiversity reforms, improved health of the Hunter River, local wetlands and waterways. 				
Sustainable and resilient communities					
Environmental sustainability	<ul style="list-style-type: none"> Securing sustainable water resources to support our community, environment, and future growth. Net zero emission community targets and a circular economy. 				
Prepared communities - disaster resilience	<ul style="list-style-type: none"> Flood evacuation route for Central Maitland and Lorn as well as flood free access for Gillieston Heights. Strengthening our city's ability to withstand and recover from natural disasters through proactive planning and infrastructure investment. 				
Diverse local economy					
Investment attraction	<ul style="list-style-type: none"> Attract investment by positioning Maitland as an innovative, well-connected city that is easy to do business. 				
Strengthened and diversified precincts	<ul style="list-style-type: none"> Increase employment opportunities for our growing population. 				
Welcoming community					
Destination development	<ul style="list-style-type: none"> Growing our agri-tourism sector to support local producers, attract visitors, and boost the regional economy. 				
Healthcare	<ul style="list-style-type: none"> Quality healthcare services, facilities, and specialist care close to home. Unlocking the economic potential of the old Maitland Hospital site. 				
Education	<ul style="list-style-type: none"> Adequate funding for new and existing primary and secondary schools to accommodate our growing population. 				
Cost of living for our residents	<ul style="list-style-type: none"> Addressing financial pressures by pushing for fairer service costs, energy affordability, and local support programs. 				
Police and social support	<ul style="list-style-type: none"> Enhancing community safety through increased policing, crime prevention and social services. 				
A resilient future					
Long-term financial viability	<ul style="list-style-type: none"> Seeking financial flexibility for councils to set rates that reflect local needs and service expectations. 				
Grant programs simplification	<ul style="list-style-type: none"> Advocating for streamlined grant processes to ensure funding is accessible and efficiently delivered to communities. 				

Advocacy Agenda



These are key priorities for our community that are outside of Council’s control but help to deliver Maitland’s shared vision for the future.

Housing

Healthcare

Education

Cost of living

Social support

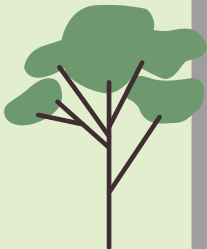


Financial sustainability - grants reform



Integrated public transport network

Roads and traffic management



Green infrastructure

Disaster resilience (flood free access)

Investment attraction

Environmental sustainability

Diversified precincts

Destination development



Our plan



Our action plan – how will we get there?

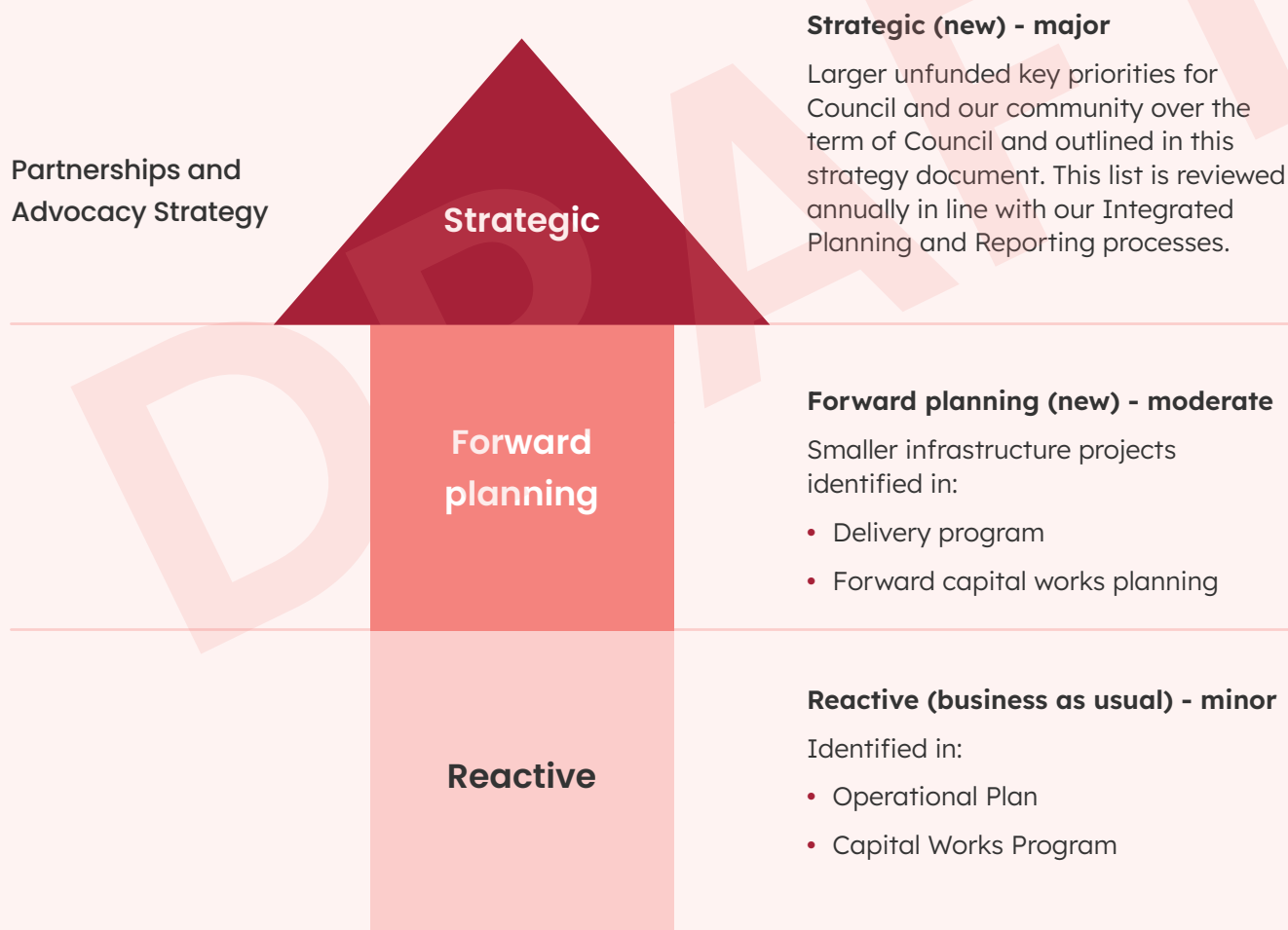
PLAN, DELIVER, IMPROVE	TOP 10 – ACTIONS FOR 2025-26	RESPONSIBILITY	MAITLAND'S FUTURE ALIGNMENT	Y1	Y2	Y3	Y4
PLAN	Align Council's strategic priorities to appropriate regional, state and federal government priorities.	People and Performance	Achieve together				
PLAN	Progress partnership priority projects to ensure they are 'grant ready' to apply for grant opportunities as they arise.	City Services	Achieve together				
PLAN	Identify potential funding opportunities for identified key infrastructure and non-infrastructure projects to provide prioritised new infrastructure, programs or events for the city.	People and Performance/ City Services	Achieve together				
DELIVER	Advocate on behalf of Maitland through regular meetings with identified partners (local, regional, state and federal levels).	Executive Leadership Team	Achieve together				
DELIVER	Proactive media on key priorities for Council throughout the year based on a communications and engagement plan and regular conversations with Maitland's Mayor.	People and Performance	Achieve together				
DELIVER	Report as part of Council's quarterly performance report and annual report on partnership and advocacy actions throughout the year.	People and Performance	Achieve together				
IMPROVE	Empower and build staff capacity across the organisation in grant application and management.	People and Performance	Achieve together				
IMPROVE	Continue to grow and develop the Partnerships and Advocacy Strategy.	People and Performance	Achieve together				
IMPROVE	Review key priorities annually in line with Integrated Planning and Reporting timelines.	Executive Leadership Team	Achieve together				
PLAN	Develop and mature Council's partnership policy to ensure appropriate governance of existing and future partnerships.	Office of the General Manager	Achieve together				

Our roles and responsibilities – who is going to do it?

ROLES	RESPONSIBILITIES
Mayor	<ul style="list-style-type: none"> • Is the principal spokesperson and representative for Council • Identifies key priority projects for the term • Attends regular meetings with state and federal members • Attends regular meetings with the Hunter Joint Organisation and other local Councils to advocate on behalf of Maitland • Proactively and reactively advocates to the media on key projects and priorities for Maitland
Councillors	<ul style="list-style-type: none"> • Maintain networks with community partners, organisations, industry groups and key contacts • Identifies key priority projects for the term • As elected officials advocate for key priorities • Attend relevant conferences and events to advocate on behalf of Maitland, for example the Australian Local Government Association conference
General Manager	<ul style="list-style-type: none"> • Is the principal spokesperson and representative for the organisation • Identifies key priority projects for the term • Attends regular meetings with state and federal members • Attends regular meetings with the Hunter Joint Organisation and other local Councils to advocate on behalf of Maitland • Proactively and reactively advocates to the media on key projects and priorities for Maitland
Executive Team	<ul style="list-style-type: none"> • Identifies key priority projects for the term • Advocates for Maitland's key priorities with community partners, organisations, industry groups and key contacts • Maintains memberships to networks and private industry • Attend conferences, relevant industry meetings and professional networks • Seek key speaking opportunities to advocate for Maitland's priorities • Present at key stakeholder meetings • Proactively and reactively advocates to the media on key projects and priorities for Maitland
Council staff	<ul style="list-style-type: none"> • Maintaining partnerships, networks and professional memberships with community partners and relevant industries • Attend conferences, relevant meetings, professional networks • Seek key speaking opportunities to advocate for Maitland's priorities • Create consistent messaging for key projects • Develop collateral for key projects • Develop business cases and progress relevant planning and project material for key projects to ensure they are ready for funding and delivery • Identify and apply for grant funding opportunities for the identified key priority projects.

Our alignment to grant opportunities

Working together with key partners is vital to deliver on our key infrastructure and community requirements to move towards our shared vision for Maitland's Future. As an organisation we will continue to identify and apply for grants and funding opportunities to progress these priority projects.



Measuring success

How do we know we are there?

Status key

Performance measures and success

✓ Complete ▲ Improvement

INDICATOR	BASELINE DATA	ROLE (DELIVERY/ PARTNER /ADVOCATE)	TARGET	TREND DIRECTION	REVIEW SCHEDULE
Number of submitted grant applications	37 submitted (2023-2024)	Delivery	38	▲	Annual survey
Number of successful grant applications	33 successful (2023-2024)	Delivery	34	▲	Quarterly reporting schedule
Amount of grant Funding received	\$27,000,000 (2023-2024)	Delivery	\$28,000,000	▲	Quarterly reporting schedule
Maitland Council social media posts on key priority projects	N/A	Advocate	Baseline to be developed	▲	Quarterly reporting schedule
Media articles and media mentions for key priority projects	N/A	Advocate	Baseline to be developed	▲	Quarterly reporting schedule
Community satisfaction survey (biennial) quality of life question	N/A	Advocate	Baseline to be developed	▲	Biannual survey
Completed reporting on our achievements against the action plan in Cascade	N/A	Delivery, partner	Reporting completed	✓	Quarterly reporting schedule
Completed annual reporting against each of the key priorities/ projects	N/A	Delivery, partner	Reporting completed	▲	Annual report

Review Strategy documentation

REVIEW TIMEFRAME	ACTIVITIES	OUTCOME
Annual review Report to: ELT, GRIP, PREP, ARIC, Councillors	Annual report against action achievements against the action plan in Cascade. Annual report against each of the key priorities/ projects prepared. Review of the strategy and included priorities annually to align with the development of the Delivery Plan and Operational Plan.	Ability to adjust the strategy as a result of any outcomes or completed initiatives. Celebrate achievements or positive outcomes.
Quarterly monitoring Report to: ELT, GRIP, PREP, ARIC, Councillors	Reporting on our achievements against the action plan in Cascade.	Enable proactive intervention, adjust and intervene with proactive media opportunities. Advocacy meetings held.
Four-year comprehensive review Report to: ELT, Councillors, community	Review the Strategy and align with strategic priorities, the development of the new Community Strategic Plan and future service needs of the community for the incoming Council.	Alignment to new Community Strategic Plan priorities.



Appendix



Glossary

ADVOCACY The act of speaking or arguing in favour of something, such as a cause, idea, or policy. In the context of the strategic priorities, it refers to another sphere of government or organisation delivering a service or outcome for the city.

AEP: Annual Exceedance Probability (AEP) is a term which expresses the likelihood of a flood of a given size or larger occurring in a given year. AEP is expressed as a percentage (%).

ARIC: Audit, Risk and Improvement Committee.

BIODIVERSITY: The variety of all living things including plants, animals and microorganisms, their genes and the ecosystems which they are a part

CIRCULAR ECONOMY: A model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible.

MCC: Maitland City Council.

COMMUNITY: A community is a diverse and dynamic network encompassing residents, businesses, sporting groups, cultural organisations, and other stakeholders who live, work, and engage in shared activities within Maitland.

COMMUNITY ENGAGEMENT: The process of involving the community in decision-making, planning, and feedback to ensure that the services provided align with their needs and expectations.

COMMUNITY PRIORITIES: The needs and goals identified by the community that guide decision making and service delivery. These include infrastructure, services, and other resources that support the quality of life for residents.

DELIVER: To successfully provide or complete a task, service, or outcome according to set expectations, timelines, and standards.

DEVELOPMENT APPLICATION (DA): A merit-based assessment conducted directly through MCC.

ELT: Executive Leadership Team

FINANCIAL SUSTAINABILITY: The ability for Maitland City Council to generate sufficient revenue to meet its ongoing obligations and investments without relying on unsustainable borrowing or depleting reserves.

FOCUS AREAS: Core focus areas that support and guide the achievement of our vision.

GRIP: Governance Risk Internal Panel.

IPR: Integrated Planning and Reporting.

INTEGRATED PLANNING: The coordination of different planning areas, such as workforce, asset, and financial planning, to make certain that resources are allocated effectively to meet community needs.

LOCAL GOVERNMENT AREA (LGA): Maitland LGA covers an area of 392sqkm.

MAITLAND'S FUTURE: This is our integrated Community Strategic Plan which provides clear strategic direction for the long term, and identifies the main priorities, aspirations and shared vision of the community.

MINDARIBBA: The traditional name of the Maitland area, acknowledging the cultural and historical significance of the land to the Wonnarua people, the Traditional Custodians.

OBJECTIVE: A specific and measurable outcome that supports the achievement of a priority, providing clear direction for actions and initiatives.

PARTNERING A structured approach to working together with other parties to achieve a mutually beneficial outcome.

PREP: Project Request Evaluation Panel

PRIORITY: A key area of focus within a focus area that defines what needs to be addressed to drive progress and deliver meaningful outcome.

RAPID GROWTH: The fast increase in population, infrastructure demands, and service requirements that challenges Maitland City Council to scale and deliver effectively.

RISK MANAGEMENT: A discipline for developing appropriate procedures to reduce the possibility of adverse effects from future events.

SES: State Emergency Services

TfNSW: Transport for New South Wales

WE/OUR/US: Refers collectively to the community of Maitland and Maitland City Council.

Maitland: Local Government Area (LGA)
Maitland City Council (MCC): Organisation
Council: Elected body

Strategic alignment – document links

<u>Maitland's Future</u>	<u>Maitland Local Strategic Planning Statement 2040+</u>	<u>Maitland's Environmental Sustainability Strategy 2030</u>	<u>Maitland Social Profile</u>
<u>Maitland's Disability Inclusion Action Plan 2023-2026</u>	<u>Maitland Local Housing Strategy 2041</u>	<u>Maitland Rural Land Strategy 2041</u>	<u>Waste Services Management Plan</u>
<u>Maitland Destination Management Plan 2030</u>	<u>Draft Maitland Economic Development Strategy (in development)</u>	<u>Draft Maitland Community Infrastructure Strategy (in development)</u>	<u>Draft Maitland Social Strategy (in development)</u>
<u>Thornton North Master Plan 2003</u>	<u>Thornton North Section 94 Contributions Plan 2008</u>	<u>Walka Water Works Plan of Management</u>	<u>Walka Water Work Master Plan (in development)</u>
<u>Hunter Regional Plan 2041</u>	<u>Draft Hunter Regional Transport Plan 2041</u>	<u>Greater Newcastle Metropolitan Plan 2036</u>	<u>Crown Land Strategic Plan 2031</u>
<u>Cricket NSW Infrastructure Strategy – Greater Hunter</u>	<u>Office of Sport Strategic Plan</u>	<u>Hunter Regional Economic Development Strategy</u>	<u>Destination Sydney and Surrounds North Destination Management Plan</u>
<u>NSW Visitor Economy Strategy</u>	<u>LG NSW Advocacy Principles</u>	<u>Hunter JO Advocacy Strategy</u>	



Types of partnerships and how they are managed

A partnership is a joint initiative coordinating a strategic approach to achieve a common vision, goal, or outcome.

Partnerships and collaboration bring a variety of benefits to Council and can enhance our ability to deliver projects and services for our community.

Our partnerships need to align to Council's vision and guiding principles.

Council has a responsibility to fulfil its statutory obligations under the Local Government Act 1993 and to manage its resources effectively and efficiently; this includes its management of partnerships. To do this, Council will ensure partnerships promote accountability using the most appropriate formal or informal mechanism. The table below outlines the tools available to Council.

TYPE	EXPLANATION	MECHANISM OF PARTNERSHIP
Local networks	Networks are established informal relationships and can involve a range of contacts between members of organisations. They provide a means to gather and disseminate information not commonly shared through more formal means.	Informal - can be managed via an agreed terms of reference/ meeting agendas
Committees	Local committees between Council and the community. This structure is governed by the Committees Structure and Terms of Reference for special purpose and strategic committees.	Office of the General Manager Terms of reference for special purpose and strategic committees
Reference panels	Reference panels are developed as needed on a project basis and are governed by the Communications and Engagement Policy and Strategy.	Communications and Engagement team
Strategic partnership	A strategic alliance is an ongoing partnership with no or limited, defined parameters and no fixed conclusion date. Strategic alliances are formed when it becomes evident to partners that they could benefit from sharing information or supporting each other to deliver shared objectives. A strategic alliance is typically recognised through a letter of intent co-signed by each partner. The mechanism for this type of partnership is a Memorandum of Understanding.	Memorandum of understanding
Formal partnership agreement	A formal partnership agreement is a clearly defined partnership with a definitive end date. Formal partnership agreements are signed agreements such as a contract or a memorandum of understanding. Such a document can cover multiple projects or activities, if it is appropriate to do so.	Formal partnership agreement such as a memorandum of understanding
Funding arrangements	Funding arrangements are grant-funded or financially sponsored projects or activities and include a formal agreement. Equally shared resources and decision-making do not characterise these arrangements. The budget is provided by one party, although on occasions it may be provided on the condition that the other party contribute funding.	Funding agreements - contracts
Sponsorships	Council provides a number of sponsorship opportunities to our community to help deliver local projects, priorities and events. These are governed by ... and are managed via formal funding agreements.	Funding agreements - contracts managed by MCC Community Planning team
Public-private partnerships	Not addressed.	Legal contract

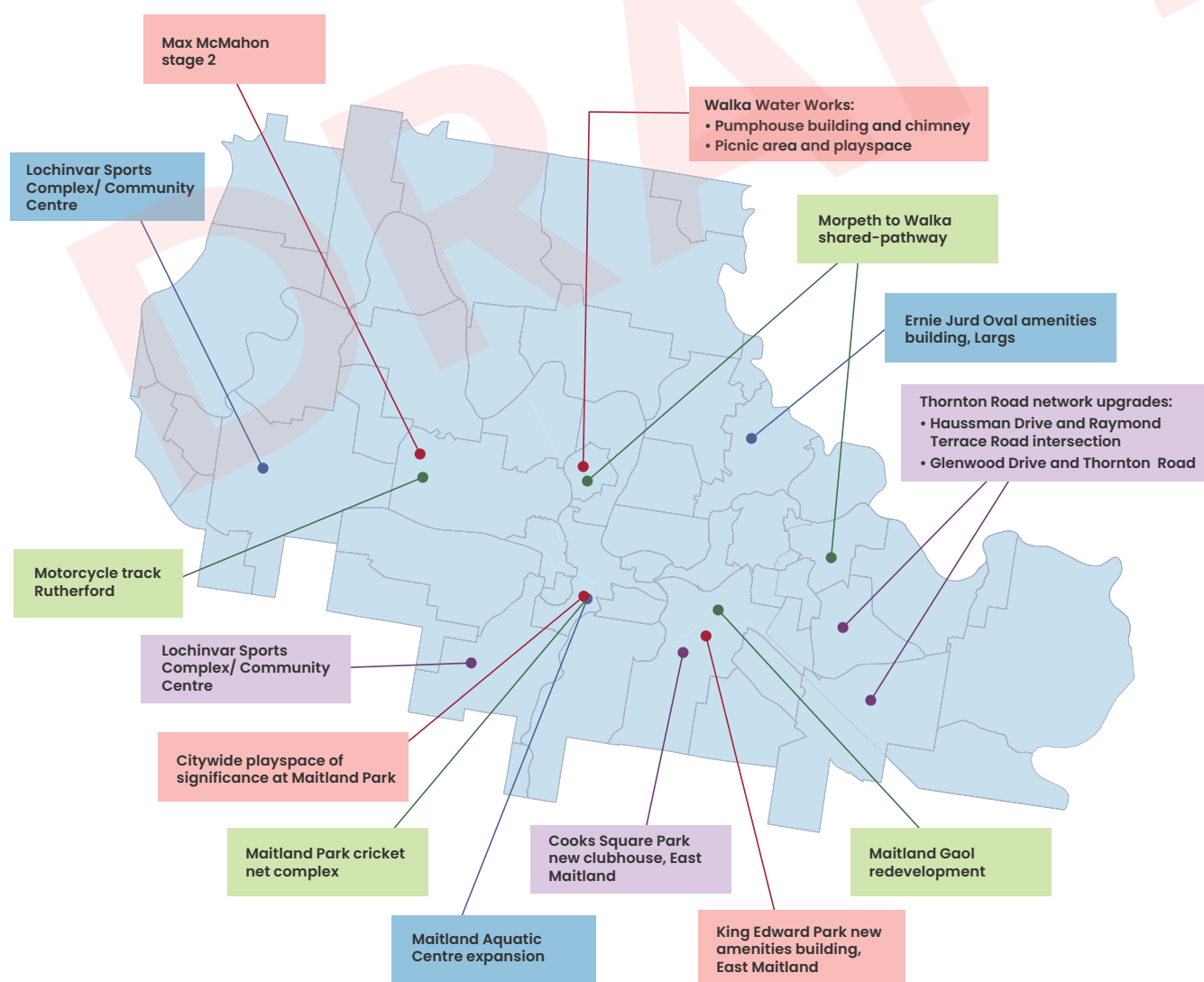
Partner Maitland Heart of the Hunter



Our priorities

Map of key priority infrastructure partnership projects

These are key infrastructure priorities for our community. These projects are within the capability of Council to deliver if funding/grants became available.



Partnership projects – top priority infrastructure projects

	PROJECT ESTIMATE	COUNCIL FUNDS	GRANT REQUIRED				
Recreation and open spaces							
Citywide playspace of significance at Maitland Park	\$15,000,000	\$5,000,000	\$10,000,000				
Roads, transport and drainage							
Thornton Road network upgrades: Haussman Drive and Raymond Terrace Road intersection	\$36,700,000	\$10,000,000	\$26,700,000				
Thornton Road network upgrades: Glenwood Drive and Thornton Road	\$87,100,000	\$12,500,000	\$75,600,000				
Active transport							
Morpeth to Walka shared-pathway	\$13,000,000	\$3,000,000	\$10,000,000				
Major venues and facilities							
Walka Water Works redevelopment: Pumphouse building and chimney	\$10,000,000	\$2,000,000	\$8,000,000				
Walka Water Works redevelopment: Picnic area and playspace	\$2,500,000	\$1,000,000	\$1,500,000				
Maitland Gaol redevelopment	\$30,000,000	\$11,700,000*	\$20,000,000				
Aquatics							
Maitland Aquatic Centre expansion	\$60,000,000	\$20,000,000	\$40,000,000				
Sporting and community facilities							
Lochinvar Sports Complex/Community Centre	\$10,000,000	\$5,000,000	\$5,000,000				
Cooks Square Park new clubhouse	\$7,000,000	\$2,000,000	\$5,000,000				
Motorcycle track Rutherford	\$3,000,000	\$1,500,000	\$1,500,000				
Maitland Park cricket net complex	\$800,000	\$300,000	\$500,000				
King Edward Park new amenities building	\$3,000,000	\$1,500,000	\$1,500,000				
Ernie Jurd Oval (Largs) amenities building	\$4,000,000	\$2,000,000	\$2,000,000				
Roy Jordan amenities building	\$4,000,000	\$2,000,000	\$2,000,000				
Max McMahon Stage 2	\$2,000,000	\$1,000,000	\$1,000,000				
Total	\$288,100,000	\$80,500,000	\$210,300,000				

Project costs are current estimates and subject to change based on further design, investigations and cost escalation.

*Maitland Gaol Council funds \$1.2M, Federal funding \$5M, State funding \$5.5M.

CITYWIDE PLAYSPACE OF SIGNIFICANCE: Maitland Park

The site: Maitland Park is a significant greenspace in the heart of Maitland, and a regional recreation destination supporting organised events, leisure, and play.

The challenge: Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent. Maitland's continued high population growth rates will continue to influence strategic and recreational planning to ensure adequate mix of housing and community infrastructure for the expected increase in population. We aim to ensure that Maitland grows in a sustainable way – socially, economically and environmentally. As the population grows, it needs to be supported by adequate infrastructure, services and amenities. If not, this growth can lead to pressure on existing infrastructure and services.

The opportunity:



PROJECT NAME: Maitland Park citywide playspace of significance				
Project details	<p>The project is to redevelop the existing playspace, increasing its size from 0.2ha to 0.6ha to create an inclusive and accessible playspace of significance for our growing community. The inclusive concept design seeks to provide a range of play experiences for different ages, as well as being challenging, accessible, intergenerational, creative, robust, while minimising impact on the natural environment.</p> <p>Community consultation has been undertaken on the concept design with plans to triple the size of the current Maitland Park playspace. The community engagement highlighted the community was supportive of the design with the inclusion of water play, a focus on shade, disability inclusion and additional parking. The concept design retains all existing canopy trees that are fundamental to the existing significant character of Maitland Park.</p>			
Project stage	<p>Concept design and community consultation complete. Due diligence reports underway.</p> <div> INITIATE DESIGN DELIVER COMPLETE </div>			
Purpose (why is it important?)	<p>To provide a playspace of significance for our growing city.</p> <p>Redevelopment of the existing playspace, increasing its size from 0.2ha to 0.6ha.</p>			
Community engagement	<p>The 2025 Maitland Park Playspace Expansion Project received a 70 per cent community approval rating on the proposed concept design for an expanded play space. Recent engagement results reflect a growing community sentiment for the need for an expanded play space in Maitland and to be similar quality to other major play ground facilities that families travel outside the LGA to access.</p> <p>Source: yoursay.maitland.nsw.gov.au/maitland-park-playground-concept-design</p>			
Community benefits	<p>This project provides a citywide playspace, a large inclusive/all abilities playspace, diverse play equipment servicing the families of Maitland. It allows for intergenerational play opportunities and improves outdated asset (addressing potential safety risks). The principles intrinsic to the playspace concept design are inclusive, accessible, intergenerational, sustainable and include cultural and environmental theming.</p>			
Strategic alignment	<ul style="list-style-type: none"> • Maitland's Future – creating a Liveable Maitland by providing inclusive public spaces and places • Maitland Park Master Plan • Draft Community Infrastructure Strategy • Disability Inclusion Action Plan • Maitland Local Strategic Planning Statement 2040 • Maitland Environmental Sustainability Strategy 2030 			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$15,000,000	COUNCIL FUNDS: \$5,000,000	GRANT REQUIRED: \$10,000,000

ROADS AND TRAFFIC MANAGEMENT:

Thornton North Road Infrastructure



The site: Thornton North (Chisholm), is a key growth area and the fastest growing area within Maitland’s eastern sector.

The challenge: A funding cap imposed on the Thornton North Section 94 Contributions Plan in 2011, limited the amount that could be levied per new lot. This significantly reduced the funds collected from developers leading to a major funding shortfall which has hampered ongoing development of land in area and has caused delays in the construction of key infrastructure including vital road upgrades. Further funding is critical to address these issues.

The opportunity:

PROJECT NAME: Haussman Drive and Raymond Terrace Road Intersection, Thornton				
Project details	This project will see traffic control signals at Haussman Drive and Raymond Terrace Road Intersection, Thornton with lane duplication of Raymond Terrace Road between Settlers Boulevard and Harvest Boulevard. (TN36, 37 and 45).			
Project stage	Ready for construction	INITIATE	DESIGN	DELIVER COMPLETE
Purpose (why is it important?)	<p>The Haussman Drive intersection is considered a critical link for traffic passing through the area, connecting to the existing facilities including Thornton Primary School and the shopping complex as well as the regionally significant employment precincts of Thornton and Beresfield.</p> <p>The project would facilitate housing growth and road safety for over 10,000 vehicles and road users on a daily basis. This site is identified as providing significant employment and economic opportunities to support the rapid population growth. Immediately to the west the road infrastructure upgrades will support the development of the regionally significant Brickworks Employment Precinct.</p>			
Community engagement	<p>There is a long history of community and political lobbying to improve this intersection. In ten years to June 2018, there were eight recorded crashes at or in the close vicinity of the intersection. (parliament.nsw.gov.au)</p> <p>A community petition in 2018 was undertaken for funding for the intersection upgrade. 48 per cent of all Maitland residents in 2024 are not satisfied with maintenance of local roads (CSS 2024) In 2019, Council received 151 comments related to intersection upgrades in Thornton, specifically Government Road, Haussmann Drive and Raymond Terrace Road.</p>			
Community benefits	Improved safety between state and arterial road corridors, reduced accidents, reduced congestion, reduced wait times. These important transport linkages, allow access to unlock future housing and economic land.			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future - Creating a Liveable Maitland by ensuring safe and efficient road networks• Thornton North Master Plan 2003 and Thornton North Section 94 Contributions Plan 2008• Maitland Local Housing Strategy 2041• Maitland’s Local Strategic Planning Statement 2040+• Hunter Regional Plan 2041• Greater Newcastle Metropolitan Plan 2036• The Draft Hunter Regional Transport Plan.			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$36,700,000	COUNCIL FUNDS: \$10,000,000	GRANT REQUIRED: \$26,700,000
THORNTON		CHISHOLM		
<ul style="list-style-type: none">• 10,690 people• Most households have two motor vehicles• 64 per cent use cars as preferred transport method• 0.8 per cent of working population walk or ride a bike• 1.1 per cent use public transport to travel to work• 56 per cent of people have a long-term health condition		<ul style="list-style-type: none">• 4,577 people• Most households have two motor vehicles• 60 per cent use cars as preferred transport method• 0.5 per cent of working population walk or ride a bike• 0.6 per cent use public transport to travel to work• 40 per cent of people have a long-term health condition		

ROADS AND TRAFFIC MANAGEMENT:

Thornton North road infrastructure



The site: Thornton North (Chisholm) area, is a key growth area within Maitland’s eastern sector.

The challenge: Further funding is critical for the delivery of this project. A funding cap imposed on the Thornton North Section 94 Contributions Plan in 2011, limited the amount that could be levied per new lot. The cap significantly reduced the funds that could be collected from developers leading to a major shortfall. The funding shortfall has hampered the ongoing development of land in area and caused delays in the construction of key infrastructure including vital road upgrades.

The opportunity:

PROJECT NAME: Glenwood Drive and Thornton Road, Thornton				
Project details	This project outlines the next stages of works required for the Thornton North Road Infrastructure upgrade which comprises of: <ul style="list-style-type: none">• Thornton Road and Glenwood Drive, lane duplications - preliminary works including detailed design, land acquisition and service relocations (TN41, 52 and 53)• Glenwood Drive and Thornton Road intersection - traffic control signals including lane duplication of Glenwood Drive from Thornton Road to Weakleys Drive (TN53)• Thornton Road lane duplication including Huntingdale Drive intersection - traffic control signals and lane duplication of Thornton Road from rail bridge to Glenwood Drive (TN41 and 52)• Glenwood Drive and Weakleys Drive intersection - traffic control signals to replace roundabout intersection control.			
Project stage	Design underway	INITIATE	DESIGN	DELIVER COMPLETE
Purpose (why is it important?)	These works will support the provision of essential infrastructure and allow for further development to be realised within the rapid growth area. The works will improve access for the residents of Thornton and Chisholm to the New England Highway. Commuter traffic from these two areas has increased significantly in the last 10 years and congestion is experienced most weekdays.			
Community engagement	Long history of community and political lobbying to improve road congestion in the area.			
Community benefits	Improved safety, reduced accidents, reduced congestion, reduced wait times. Important transport linkages between state and arterial road corridors.			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future - Creating a Liveable Maitland by ensuring safe and efficient road networks• Thornton North Master Plan 2003 and Thornton North Section 94 Contributions Plan 2008• Maitland Local Housing Strategy 2041• Maitland Local Strategic Planning Statement• Hunter Regional Plan 2041• Greater Newcastle Metropolitan Plan 2036• The Draft Hunter Regional Transport Plan			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$87,100,000	COUNCIL FUNDS: \$12,500,000	GRANT REQUIRED: \$75,600,000
THORNTON		CHISHOLM		
<ul style="list-style-type: none">• 10,690 people• Most households have two motor vehicles• 64 per cent use cars as preferred transport method• 0.8 per cent of working population walk or ride a bike• 1.1 per cent use public transport preferred to travel to work• 56 per cent of people have a long-term health condition		<ul style="list-style-type: none">• 4,577 people• Most households have two motor vehicles• 60 per cent use cars as preferred transport method• 0.5 per cent of working population walk or ride a bike• 0.6 per cent use public transport to travel to work• 40 per cent of people have a long-term health condition		

WALKA WATER WORKS REDEVELOPMENT:

Pumphouse and chimney



The site: Walka Water Works is a much-loved site for the Maitland community, a heritage-listed complex set on 64 hectares of reserve. The former industrial site, owned by Crown Lands, has been managed by Maitland City Council since 2007. The complex features its pumphouse with a striking chimney and ornate brickwork and is one of the largest and most intact 19th Century industrial complexes in the Hunter Valley. The Pumphouse building was added to the NSW State Heritage Register in 1999 and has National Engineering Significance putting it alongside the likes of the Sydney Harbour Bridge.

The challenge: The historic pumphouse remains closed for public safety. Heritage restoration is required for the 1887 Pumphouse building as well as improvements to the Eastern Annex for it to be able to reopen for weddings and functions. Conservation works are necessary to the Pumphouse Building and chimney, to bring the external areas back to original condition maintaining historic elements for future generations. Stabilisation of the chimney structure is required to preserve the aesthetics of the site.

The opportunity:

PROJECT NAME: Walka Water Works: Pumphouse building revitalisation and chimney intervention				
Project details	This project will remediate the Pumphouse and chimney making it safe for community use, thereby protecting this valuable example of State significant heritage. The project will create additional employment opportunities for local business both existing and new through the first stage of reopening the building as a function and wedding venue.			
Project stage	The project is currently in pre-planning with the delivery of the draft Plan of Management and a Master Plan being developed for the site.			
	INITIATE	DESIGN	DELIVER	COMPLETE
Purpose (why is it important?)	<ul style="list-style-type: none">Heritage restoration of the significant 1887 Pumphouse buildingPreservation of the historical aesthetics of the siteStabilisation of the chimney structure to make the site safe for community useImprovements to the Eastern Annex to reopen for weddings and functions			
Community engagement	In 2024, a survey of over 500 respondents indicated a strong desire for historical engagement at Walka Water Works, and a resorted pumphouse was the number one improvement area identified, with 76 per cent of all respondents supporting this.			
Community benefits	<p>The vision: <i>Walka Water Works is the heart of healthy Maitland – a revitalised open space and community destination promoting wellness and connection to history and nature, attracting both locals and visitors.</i></p> <p>A protected State significant heritage building maintained for future generations, additional employment opportunities created, the function and wedding venue reopened. .</p>			
Strategic alignment	<ul style="list-style-type: none">Maitland’s Future - Creating a Vibrant Maitland by ensuring a diverse local economy through investment attraction and vibrant community lifeWalka Water Works Plan of Management and Master PlanMaitland Destination Management Plan 2030Draft Maitland Economic Development StrategyMaitland Local Strategic Planning Statement 2040Crown Land Strategic Plan 2031Hunter Regional Economic Development StrategyNSW Visitor Economy StrategyDestination Sydney and Surrounds North Destination Management PlanDraft Community Infrastructure Strategy			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$10,000,000	COUNCIL FUNDS: \$2,000,000	GRANT REQUIRED: \$8,000,000

WALKA WATER WORKS REDEVELOPMENT:

Picnic area and playspace



The site: Walka Water Works is a unique 64ha parcel of land, including a lake and heritage buildings, in government ownership. A valuable community asset and visitor attraction. The nature reserve offers extensive lawn and picnic areas that border the lake and surrounding bushland with its native fauna and flora. The large lake area with over 140 species of birdlife and approximately 12km of trails for walkers and cyclists surround the lake. The site is steeped in history, making it a special place in the Lower Hunter.

The challenge: Council was appointed the Reserve Trust Manager in August 2007. In 2022, asbestos contamination was discovered in areas between the pumphouse and reservoir, leading to the site’s complete closure in February 2022. While the site was partially reopened in December 2022, several areas remain closed for public safety reasons, alongside the historic pumphouse. Remediation works are needed to remove the asbestos and will require the removal of existing assets.

The opportunity:

PROJECT NAME: Walka Water Works redevelopment: Picnic area and playspace (post remediation).				
Project details	This is a project to revitalise the picnic area and playspace at Walka Water Works to renew the community recreation space on the site. Following the remediation of the contaminated areas (assumed to have been completed as a precursor to these works). This project will reinstate community use facilities such as shade structures, barbecues, seating, tables and basic play facilities to improve usage following the extended closure.			
Project stage	The project is currently in pre-planning with the delivery of the draft Plan of Management and a Master Plan being developed for the site. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	This investment will have long lasting accumulative positive impacts on the community, being a place that they can be proud of, connect through and use as a vehicle towards a healthy lifestyle. Improved site attendance following the extended closure on the site and the return of community organised events, Replacement of the aged infrastructure at the site will see enhancements to existing infrastructure and nature-based opportunities.			
Community engagement	73 per cent and 57 per cent of those surveyed in 2024 from a sample size of over 500 indicated a desire to improve picnic areas and play areas respectively at Walka Water Works.			
Community benefits	<p>The vision: Walka Water Works is The Heart of Healthy Maitland – a revitalised open space and community destination promoting wellness and connection to history and nature, attracting both locals and visitors.</p> <p>While Maitland is rich in many things, like community spirit, pride and river frontage, unlike our surrounding regional neighbours, we do not possess the abundance open natural spaces like parks, beaches and lakes, with our residents driving outside of area to access these. This makes Maitland, and the Walka Water Works asset specifically, poised as a prime opportunity for investment to make long-term positive impacts to a large number of people. A revitalised recreation space, the largest public green space available in Maitland.</p>			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future - Creating a Liveable Maitland by ensuring great neighbourhoods and quality open space networks• Walka Water Works Plan of Management and Master Plan• Maitland Destination Management Plan 2030• Draft Maitland Economic Development Strategy• Maitland Local Strategic Planning Statement 2040• Crown Land Strategic Plan 2031• Draft Community Infrastructure Strategy			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$2,500,000	COUNCIL FUNDS: \$1,000,000	GRANT REQUIRED: \$1,500,000

AQUATICS:

Maitland Aquatics Centre expansion



The site: Maitland Aquatics Centre plays an important role in the leisure and recreation services offering to the Maitland community.

The challenge: Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent. Maitland’s continued high population growth rates will continue to influence strategic and recreational planning to ensure adequate mix of housing and community infrastructure for the expected increase including families with young children.

Rapid population growth for Maitland is expected to continue, with Maitland forecast to grow from 93,497 in 2021 to at least 144,550 by 2041 representing a forecast population growth of 61 per cent over the next 20 years. We aim to ensure that Maitland grows in a sustainable way – socially, economically and environmentally. As the population grows, it needs to be supported by adequate infrastructure, services and amenities. If not, this growth can lead to pressure on existing infrastructure and services.

The opportunity:

PROJECT NAME: Maitland Aquatic Centre expansion				
Project details	Upgrades to Maitland Aquatic Centre to become a contemporary citywide aquatic centre. The project includes redeveloped changerooms and amenities, a health and fitness centre, warm water program pool and spa, an upgraded entrance, foyer and cafe providing improved connection to Maitland Park and a redeveloped toddler pool and adventure water zone.			
Project stage	The project is at the strategic concept phase to understand the aquatic needs of the whole city. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	<ul style="list-style-type: none">• Maitland is growing and will continue to grow, and as such there is a need to balance the facilities available with current and future demands of our population growth• Appropriate infrastructure for the expected increase in families with young children• Given the central location within Council’s citywide parkland, Maitland Aquatic Centre is well placed to be further developed as Council’s citywide aquatic facility• Geographically, no open natural spaces for swimming – with our residents driving outside of area to access these.			
Community engagement	In the 2023 ‘Aquatic Strategy’ engagement which heard from over 1700 respondents, over half of all respondents (58 per cent) indicated they visited aquatic facilities outside of Maitland due to aquatic facilities in Maitland not meeting user needs. In the same engagement, the expansion of Maitland Pool was the fourth priority cited for area for investment. 95 per cent of residents in Maitland LGA refer to swimming pools as an indicator of satisfaction. (CSS 2024)			
Community benefits	<ul style="list-style-type: none">• Central location within the local government area with good public transport connections.• Population catchment of over 86,326 residents, which is forecast to grow over the next 20 years.• Synergies with other sport and recreation facilities of Maitland Park.			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spaces• Draft Community Infrastructure Strategy• Draft Maitland Aquatics Plan• Hunter Regional Plan 2041• Greater Newcastle Metropolitan Plan 2036• Maitland Park Master Plan• Disability Inclusion Action Plan			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$60,000,000	COUNCIL FUNDS: \$20,000,000	GRANT REQUIRED: \$40,000,000

ACTIVE TRANSPORT: Morpeth to Walka shared pathway

The site: A shared pathway connection between Maitland's tourism destinations Morpeth, The Levee and Walka Water Works.

The challenge: Funding is required for the construction of new dedicated active transport infrastructure to create a safe network along priority routes between Maitland's main tourism destinations. The cycleway network needs to be expanded beyond Maitland, with a focus on safe, direct routes connecting employment hubs and residential areas.



The opportunity:

PROJECT NAME: Morpeth to Walka shared pathway

Project details	The creation of a pathway connection between Maitland's key tourism destination including Morpeth, The Levee and Walka Water Works, including completing connection from Morpeth Bridge to Queens Wharf.			
Project stage	<div>Project in planning stages.</div> <div> <div>INITIATE</div> <div>DESIGN</div> <div>DELIVER</div> <div>COMPLETE</div> </div>			
Purpose (why is it important?)	<ul style="list-style-type: none"> Active transport opportunities for residents and visitors. A connected footpath and cycleway network supports the health and wellbeing of our residents by providing opportunities to be physically active, Access to local facilities to engage in shared activity and foster stronger community connections. A pathway connection provides access between tourism destinations Morpeth / The Levee / Walka Water Works. Facilitation of cycle tourism around the Hunter vineyards and connecting strategic cycle routes to the coast. This project also represents a connection to a relevant regional project, the Shiraz to Shore cycle trail. 			
Community engagement	<ul style="list-style-type: none"> Engagement completed for the 2019 Maitland Destination Plan, linking of Morpeth with Walka Water Works and Central Maitland through a network of shared pathways with way finding and interpretative signage was a key opportunity identified from the 1,100 community suggestions. A 2019 product gap analysis of Maitland's tourism product offering showed poor connectivity between anchor destination points. 			
Community benefits	<ul style="list-style-type: none"> Investing in infrastructure that helps people get to school, work and local services safely without needing to jump in the car is vital for connecting our community, helping our community to thrive. Health benefits for residents and the growing population. A complete footpath network also helps achieve social equity goals. The most physically and economically disadvantaged groups tend to rely more on walking including walking to public transport stops. People who cannot drive and must use public transport and need a footpath for mobility, are seriously disadvantaged. Safe and accessible active transport options, like walking and cycling, help boost social connection, promote healthy choices and make our cities and regions more vibrant places to live. 			
Strategic alignment	<ul style="list-style-type: none"> Maitland's Future – Creating a Liveable Maitland by ensuring integrated movement through connected active transport Disability Inclusion Action Plan Maitland Local Strategic Planning Statement 2040 Maitland Environmental Sustainability Strategy 2030 Maitland Destination Management Plan 2030 Hunter Joint Organisation - Advocacy priority – Shiraz to Shore Project Draft Hunter Strategic Regional Integrated Transport Queens Wharf Plan of Management and Master Plan 			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$13,000,000	COUNCIL FUNDS: \$3,000,000	GRANT REQUIRED: \$10,000,000

SPORTING FACILITIES:

Lochinvar sports/community centre



The site: A sporting complex and community centre for Lochinvar Town Centre (planned) - a new town centre to support the significant planned growth within the Lochinvar urban release area.

The challenge: Maitland is also home to fast growing, regionally significant strategic centres, which service the hinterland and rural areas which are significant contributors to the supply of greenfield housing for the Greater Newcastle area. Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent.

Maitland’s continued high population growth rates will continue to influence strategic and recreational planning to ensure adequate mix of housing and community infrastructure for the expected increase in population. As the population grows, it needs to be supported by adequate infrastructure, services and amenities.

The opportunity:

PROJECT NAME: Lochinvar Sports Complex/Community Centre				
Project details	The current sports fields are used for cricket, and football (soccer). Based on the development of a preferred concept plan the new sporting hub for the growing area could include a community centre, amenities building, two additional fields including irrigation, lighting and fencing, playspace, two netball courts, skate parks and a new carpark			
Project stage	<div> <div>INITIATE</div> <div>DESIGN</div> <div>DELIVER</div> <div>COMPLETE</div> </div>			
Purpose (why is it important?)	<p>Maitland’s western precinct contains established communities including Rutherford and Telarah, existing urban release areas such as Aberglasslyn and future urban release areas at Lochinvar, Anambah and Farley. This precinct is home to around 23,000 residents and is expected to grow to over 40,700 residents, with an additional 17,700 residents between now and 2040.</p> <p>The proposed local centre at Lochinvar (together with Rutherford Town Centre), will be the future employment and residential lands in the western precinct will form a strong relationship with Maitland’s rural areas, the Upper Hunter region and beyond.</p>			
Community engagement	<ul style="list-style-type: none"> Major venues and facilities clubs audit in 2024. Community Infrastructure Strategy draft in development. 			
Community benefits	<ul style="list-style-type: none"> Co-location of recreational and community facilities Health and wellbeing improvements for current and future residents. 			
Strategic alignment	<ul style="list-style-type: none"> Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spaces Draft Community Infrastructure Strategy Maitland Local Strategic Planning Statement 2040 Maitland Environmental Sustainability Strategy 2030 NSW Office of Sport Strategic Plan 2024-2028 			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$10,000,000	COUNCIL FUNDS: \$5,000,000	GRANT REQUIRED: \$5,000,000

LOCHINVAR	
<ul style="list-style-type: none"> 1,095 people 426 houses and 10 units Most households have two motor vehicles 1.9 per cent of working population walk or ride a bike 61 per cent use cars as preferred transport method No residents use public transport as their preferred transport method to travel to work 	<ul style="list-style-type: none"> The most common long-term health conditions in Lochinvar are mental health condition (including depression or anxiety), arthritis, asthma, any other long-term health condition(s), and diabetes (excluding gestational diabetes) 52 per cent of people have a long-term health condition Lochinvar is identified as a greenfield residential area – priority housing release area to accommodate future growing population.

SPORTING FACILITIES:

Cooks Square Park – new clubhouse



The site: Cooks Square Park located in East Maitland has been home to Maitland Football Club (FC) since 1968. It is one of only two city-wide football facilities within Maitland’s eastern precinct.

The challenge: The club has recently experienced strong growth, increasing from three teams (2014) to 23 teams (2021). Without funding, delivery of enhanced facilities will be significantly delayed.

The opportunity:

PROJECT NAME: Cooks Square Park – New clubhouse				
Project details	This project includes the delivery of a new regional level clubhouse located on the western side of main field one, including grandstand seating, large function areas and commercial kitchen, four gender inclusive changerooms and associated amenities, storage spaces and toilets.			
Project stage	Project in planning stages. Concept plan options are in development.			
	INITIATE	DESIGN	DELIVER	COMPLETE
Purpose (why is it important?)	<ul style="list-style-type: none">East Maitland was identified as a catalyst area in the Hunter Regional Plan 2041, and will attract an additional 25,000 people by 2041.The club has recently experienced significant growth, increasing from three teams to 23 teamsThe club has over 300 elite registered players, and a rapid increase in female membershipFacility is one of only two citywide football facilities within the eastern precinct of MaitlandMaitland’s sportsgrounds are at carrying capacity, overuse causes high cases of ground damage and general wear and tear, which leads to increased maintenance cost and downtime			
Community engagement	Football (soccer) is the most commonly played sport in New South Wales, and girls football in particular is currently experiencing record community participation rates.			
Community benefits	<ul style="list-style-type: none">This project represents recreational and sporting opportunities, general health and wellbeing improvements for current and future residents. Contemporary facilities, gender inclusive upgrades and regional level facilities appealing to larger sporting events.East Maitland is a diverse, young suburb with a high proportion of families with children, this project encourages healthy lifestyles and a liveable Maitland.			
Strategic alignment	<ul style="list-style-type: none">Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spacesDraft Community Infrastructure StrategyMaitland Local Strategic Planning Statement 2040Maitland Environmental Sustainability Strategy 2030Hunter Regional Plan 2041NSW Office of Sport Strategic Plan 2024-2028			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$7,000,000	COUNCIL FUNDS: \$2,000,000	GRANT REQUIRED: \$5,000,000

EAST MAITLAND				
<ul style="list-style-type: none">11,860 people3,955 houses and 1,435 unitsMost households have one motor vehicle1.5 per cent of working population walk or ride a bike60 per cent use cars as preferred transport method1.2 per cent use public transport preferred transport method to travel to work	<ul style="list-style-type: none">67 per cent of people have a long-term health conditionThe most common long-term health conditions in East Maitland are mental health conditions (including depression or anxiety), arthritis, asthma, any other long-term health condition(s), and diabetes (excluding gestational diabetes).As with any growing centre, the accelerated delivery of new or upgraded community infrastructure is needed to support a changing population and meet demand for services.			

SPORTING FACILITIES:

Motorcycle Track Rutherford

The site: Rutherford Motorcycle Track. The Rutherford Town Centre, together with the proposed local centre at Lochinvar, and the future employment and residential lands in the western precinct will form a strong relationship with Maitland’s rural areas, the Upper Hunter region and beyond.

The challenge: The illegal use of community bushland for motorcycles within the LGA needs to be addressed and people should be encouraged to learn to ride in a safe and more responsible way. Maitland’s continued high population growth rates will continue to influence strategic and recreational planning to ensure adequate mix of housing and community infrastructure for the expected increase in population. We aim to ensure that Maitland grows in a sustainable way – socially, economically and environmentally. As the population grows, it needs to be supported by adequate infrastructure, services and amenities. If not, this growth can lead to pressure on existing infrastructure and services. Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent.



The opportunity:

PROJECT NAME: Motorcycle Track Rutherford				
Project details	A competitive and recreational motocross riding facility within the Hunter Valley, where members and community can ride in a safe and controlled environment.			
Project stage	Project in planning stages. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	Maitland’s western precinct contains established communities including Rutherford and Telarah, existing urban release areas such as Aberglasslyn and future urban release areas at Lochinvar, Anambah and Farley. This precinct is home to around 23,000 residents and is expected to grow to over 40,700 residents, with an additional 17,700 residents between now and 2040.			
Community engagement	A major venues and facilities clubs audit was conducted in 2024. The Community Infrastructure Strategy draft is currently in development.			
Community benefits	<ul style="list-style-type: none">This project represents recreational and sporting opportunities for current and future residents,The Maitland District Motorcycle Club, Rutherford has approximately 500 club members, both male and female, aged from four to over 50 years old. Their aim is to provide a family orientated motocross riding facility within the Hunter Valley, where members can ride in a safe and controlled environment.Prevent the illegal use of community bushland within the LGA and encourage people to learn to ride in a safe and more responsible way.			
Strategic alignment	<ul style="list-style-type: none">Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spacesDraft Community Infrastructure StrategyMaitland Local Strategic Planning Statement 2040Maitland Environmental Sustainability Strategy 2030NSW Office of Sport Strategic Plan 2024-2028			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$3,000,000	COUNCIL FUNDS: \$1,500,000	GRANT REQUIRED: \$1,500,000
RUTHERFORD				

- 13,091 people
 - 4,536 houses and 702 units
 - Most households have one motor vehicles
 - 1.5 per cent of working population walk or ride a bike
 - 68 per cent use cars as preferred transport method
 - 1.4 per cent use public transport preferred transport method to travel to work
- 72 per cent of people have a long-term health condition
 - The most common long term health conditions in Rutherford are Mental health condition (including depression or anxiety), Asthma, Arthritis, other long term health condition(s), and Diabetes (excluding gestational diabetes)
 - Rutherford Town Centre has potential to be vibrant, providing retail, community, recreational and other land uses to support forecast residential growth over the next 20 years.

SPORTING FACILITIES:

Maitland Park Cricket Net Complex



The site: Maitland Park is a significant greenspace in the heart of Maitland, and a regional recreation destination supporting organised events, leisure, and play.

The challenge: Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent.

As our population grows, there will be increased demand on existing facilities and services and, additional infrastructure will be required to meet the needs of our community and to enhance the liveability of our city. If not, this growth can lead to pressure on existing infrastructure and services.

The opportunity:

PROJECT NAME: Maitland Park Cricket Net Complex				
Project details	This project is to design and construct fully enclosed eight-lane cricket net complex at Maitland Park.			
Project stage	Project in planning stages. Is within the Maitland Park Masterplan. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	Council provides a range of community facilities and services across the city including sporting fields, aquatic centres, parks and libraries to meet our community needs. This project is to cater to the area’s growing population and Maitland’s increasing demand for outdoor sporting facilities. Our community infrastructure provides space and opportunity for our community to come together to share, learn and celebrate. Access to good quality and adequate community infrastructure is key to the health and wellbeing of our residents.			
Community engagement	Feedback on the Maitland Park Master Plan and a major venues and facilities clubs audit that was conducted in 2024. The Community Infrastructure Strategy draft is currently in development.			
Community benefits	<ul style="list-style-type: none">• A cricket hub within Maitland Park, training facility for Maitland Park clubs and surrounding clubs.• An enclosed facility will reduce current conflict between existing nets and other sporting codes and all of community.• This project represents recreational and sporting opportunities, general health and wellbeing improvements for current and future residents.• Our community want to see existing sporting and community facilities upgraded, and for more opportunities to be active and healthy.			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spaces.• Draft Community Infrastructure Strategy• Maitland Local Strategic Planning Statement 2040• Maitland Environmental Sustainability Strategy 2030• NSW Office of Sport Strategic Plan 2024-2028• Cricket NSW Strategic Plan• Cricket NSW Infrastructure Strategy – Greater Hunter• Maitland Park Master Plan			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$8,000,000	COUNCIL FUNDS: \$3,000,000	GRANT REQUIRED: \$5,000,000
MAITLAND				

- Maitland has higher rates of health risks than NSW in a number of categories – of every 100 adults (2017-18) Primary Health Network 2021:
 - 17.9 smoked tobacco (NSW 14.4)
 - 18.3 consumed alcohol at high risk (NSW 15.5)
 - 44.7 were obese (NSW 30.9)
- 24.0 had high blood pressure (NSW 23.1)
 - 48.4 ate adequate fruit (NSW 52.5)
 - 69.4 undertook low or no exercise (NSW 65.3).

COMMUNITY AMENITIES:

King Edward Park (East Maitland)



The site: King Edward Park is located in East Maitland, a diverse, young suburb with a high proportion of families with children expected to attract an additional 25,000 people by 2041.

The challenge: Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent. As our population grows, there will be increased demand on existing facilities and services and, additional infrastructure will be required to meet the needs of our community and to enhance the liveability of our city. If not, this growth can lead to pressure on existing infrastructure and services.

The opportunity:

PROJECT NAME: King Edward Park – new amenities building, East Maitland				
Project details	The current sports fields are used for cricket and rugby league. This project is to design and construct a new amenities building. Including a function area and commercial kitchen, four gender inclusive changerooms, associated amenities, storage spaces and toilets.			
Project stage	Project in planning stages. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	Currently the facilities and amenities are in a poor condition and do not meet the requirements or needs of its users. Our community infrastructure provides space and opportunity for our community to come together to share, learn and celebrate. Access to good quality and adequate community infrastructure is key to the health and wellbeing of our residents. East Maitland was identified as a catalyst area in the Hunter Regional Plan 2041, as it will attract an additional 25,000 people by 2041.			
Community engagement	A major venues and facilities clubs audit was conducted in 2024. The Community Infrastructure Strategy draft is currently in development.			
Community benefits	<ul style="list-style-type: none">This project represents recreational and sporting opportunities, general health and wellbeing improvements for current and future residentsA much-needed contemporary facility with gender inclusive upgradesOur community want to see existing sporting and community facilities upgraded, and for more opportunities to be active and healthy			
Strategic alignment	<ul style="list-style-type: none">Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spacesDraft Community Infrastructure StrategyMaitland Local Strategic Planning Statement 2040Maitland Environmental Sustainability Strategy 2030Hunter Regional Plan 2041NSW Office of Sport Strategic Plan 2024-2028			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$3,000,000	COUNCIL FUNDS: \$1,500,000	GRANT REQUIRED: \$1,500,000
EAST MAITLAND				

- 11,860 people
 - 3,955 houses and 1,435 units
 - Most households have one motor vehicle
 - 1.5 per cent of working population walk or ride a bike
 - 60 per cent use cars as preferred transport method
 - 1.2 per cent use public transport preferred transport method to travel to work
- 67 per cent of people have a long-term health condition
 - The most common long-term health conditions in East Maitland are mental health condition (including depression or anxiety), arthritis, asthma, any other long-term health condition(s), and diabetes (excluding gestational diabetes)
 - As with any growing centre, the accelerated delivery of new or upgraded community infrastructure, is needed to support a changing population and meet demand for services and facilities.

COMMUNITY AMENITIES:

Ernie Jurd Oval (Largs)



The site: Largs is a developing township adjacent to Bolwarra Heights, the historic town of Largs is located north of Morpeth.

The challenge: Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent. As our population grows, there will be increased demand on existing facilities and services and, additional infrastructure will be required to meet the needs of our community and to enhance the liveability of our city. If not, this growth can lead to pressure on existing infrastructure and services.

The opportunity:

PROJECT NAME: Ernie Jurd Oval (Largs) amenities building				
Project details	The current sports fields are used for cricket and football (soccer). This project is to design and construct a new amenities building. Replacement and upgrade of existing amenities building based on standardised gender inclusive design. Modern sports facilities underpin local sporting clubs which are essential to encouraging healthy lifestyles for Maitland’s residents. Access to quality community infrastructure makes our neighbourhoods better and our residents happier and healthier.			
Project stage	Project in planning stages. Concept masterplan options developed, including a standardised amenities design appropriate for LGA wide application/upgrades. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	Currently the facilities and amenities are in a poor condition and do not meet the requirements or needs of its users. Our community infrastructure provides space and opportunity for our community to come together to share, learn and celebrate. Access to good quality and adequate community infrastructure is key to the health and wellbeing of our residents. Outdoor recreation encourages our community to gather, socialise and build relationships, creating a sense of belonging. Strong community clubs support the health and wellbeing of our residents by providing places to be physically active and to engage in shared activity and foster stronger community connection.			
Community engagement	A major venues and facilities clubs audit was conducted in 2024. The Community Infrastructure Strategy draft is currently in development.			
Community benefits	<ul style="list-style-type: none">• This project represents recreational and sporting opportunities, general health and wellbeing improvements for current and future residents• A much-needed contemporary facility with gender inclusive upgrades• Facilities to cater for a population growth-area• Our community want to see existing sporting and community facilities upgraded, and for more opportunities to be active and healthy			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spaces• Draft Community Infrastructure Strategy• Maitland Local Strategic Planning Statement 2040• Maitland Environmental Sustainability Strategy 2030• NSW Office of Sport Strategic Plan 2024-2028			
STATE SEAT: Maitland	FEDERAL SEAT: Lyne	PROJECT ESTIMATE: \$4,000,000	COUNCIL FUNDS: \$2,000,000	GRANT REQUIRED: \$2,000,000

LARGS

- 1,962 people
 - 643 houses and 78 units
 - Most households have two motor vehicles
 - 0.3 per cent of working population walk or ride a bike
 - 62 per cent use cars as preferred transport method
- 0.4 per cent use public transport preferred transport method to travel to work
 - 55 per cent of people have a long-term health condition
 - The most common long term health conditions in Largs are mental health conditions (including depression or anxiety), asthma, arthritis, other long-term health condition(s), and diabetes (excluding gestational diabetes)

COMMUNITY AMENITIES:

Roy Jordan (Gillieston Heights)



The site: Gillieston Heights, an established suburb that provides critical links between Central Maitland and Cessnock to the south. The suburb is home to 4,796 residents with this projected to increase to 11,337 by 2041.

The challenge: Our city is one of the fastest growing inland cities in Australia with an annual growth rate consistently above 2.5 per cent. As our population grows, there will be increased demand on existing facilities and services and, additional infrastructure will be required to meet the needs of our community and enhance the liveability of our city.

The opportunity:

PROJECT NAME: Roy Jordan amenities building, Gillieston Heights				
Project details	The current sports fields are used for cricket, baseball and football (soccer). This project is to design and construct a new amenities building. Replacement and upgrade of existing amenities building based on standardised gender inclusive design. Modern sports facilities underpin local sporting clubs which are essential to encouraging healthy lifestyles for Maitland’s residents. Access to quality community infrastructure makes our neighbourhoods better and our residents happier and healthier.			
Project stage	Project in planning stages. Concept masterplan options developed, including a standardised amenities design appropriate for LGA wide application/upgrades. <div><div>INITIATE</div><div>DESIGN</div><div>DELIVER</div><div>COMPLETE</div></div>			
Purpose (why is it important?)	Currently the facilities and amenities are in a poor condition and do not meet the requirements or needs of its users. Our community infrastructure provides space and opportunity for our community to come together to share, learn and celebrate. Access to good quality and adequate community infrastructure is key to the health and wellbeing of our residents. Outdoor recreation encourages our community to gather, socialise and build relationships, creating a sense of belonging. Strong community clubs support the health and wellbeing of our residents by providing places to be physically active and to engage in shared activity and foster stronger community connection.			
Community engagement	A major venues and facilities clubs audit was conducted in 2024. The Community Infrastructure Strategy draft is currently in development.			
Community benefits	<ul style="list-style-type: none">• This project represents recreational and sporting opportunities, general health and wellbeing improvements for current and future residents• A much-needed contemporary facility with gender inclusive upgrades• Facilities to cater for a population growth-area• Our community want to see existing sporting and community facilities upgraded, and for more opportunities to be active and healthy			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spaces• Draft Community Infrastructure Strategy• Maitland Local Strategic Planning Statement 2040• Maitland Environmental Sustainability Strategy 2030• NSW Office of Sport Strategic Plan 2024-2028			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$4,000,000	COUNCIL FUNDS: \$2,000,000	GRANT REQUIRED: \$2,000,000
GILLIESTON HEIGHTS				

- 4,796 people
 - 1,520 houses and 145 units
 - Most households have two motor vehicles
 - 0.4 per cent of working population walk or ride a bike
 - 65 per cent use cars as preferred transport method
- 0.7 per cent use public transport to travel to work
 - 53 per cent of people have a long-term health condition
 - The most common long term health conditions in Gillieston Heights are mental health conditions (including depression or anxiety), asthma, any other long term health condition(s), arthritis, and diabetes (excluding gestational diabetes)

SPORTING FACILITIES:

Max McMahon Stage 2



The site: Max McMahon Oval, Rutherford.

The challenge: The Rutherford Town Centre, together with the proposed Local Centre at Lochinvar, and the future employment and residential lands in the Western Precinct will form a strong relationship with Maitland’s rural areas, the Upper Hunter Region and beyond. Maitland is growing and will continue to grow. It is important to balance the facilities available with current and future demands of our population growth,

The opportunity:

PROJECT NAME: Max McMahon Oval – Stage 2				
Project details	The current sports fields are used for cricket and AFL. The project involves the delivery of stage two of the amenities building redevelopment.			
Project stage	Stage 1 works are currently underway this project would see the Delivery of stage 2 of the redevelopment project.			
	INITIATE	DESIGN	DELIVER	COMPLETE
Purpose (why is it important?)	Maitland’s Western Precinct contains established communities including Rutherford and Telarah, existing urban release areas such as Aberglasslyn and future urban release areas at Lochinvar, Anambah and Farley. This precinct is home to around 23,000 residents and is expected to grow to over 40,700 residents, with an additional 17,700 residents between now and 2040.			
Community engagement	A major venues and facilities clubs audit was conducted in 2024. The Community Infrastructure Strategy draft is currently in development.			
Community benefits	Our community infrastructure provides space and opportunity for our community to come together to share, learn and celebrate. Access to good quality and adequate community infrastructure is key to the health and wellbeing of our residents. Outdoor recreation encourages our community to gather, socialise and build relationships, creating a sense of belonging. Strong community clubs support the health and wellbeing of our residents by providing places to be physically active and to engage in shared activity and foster stronger community connection.			
Strategic alignment	<ul style="list-style-type: none">• Maitland’s Future – Creating a Liveable Maitland by ensuring a welcoming community with inclusive public places and spaces• Draft Community Infrastructure Strategy• Maitland Local Strategic Planning Statement 2040• Maitland Environmental Sustainability Strategy 2030• NSW Office of Sport Strategic Plan 2024-2028			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$2,000,000	COUNCIL FUNDS: \$1,000,000	GRANT REQUIRED: \$1,000,000
RUTHERFORD				

- 13,091 people
 - 4,536 houses and 702 units
 - Most households have one motor vehicles
 - 1.5 per cent of working population walk or ride a bike
 - 68 per cent use cars as preferred transport method
 - 1.4 per cent use public transport preferred transport method to travel to work
 - 72 per cent of people have a long-term health condition
- The most common long term health conditions in Rutherford are Mental health condition (including depression or anxiety), Asthma, Arthritis, any other long term health condition(s), and Diabetes (excluding gestational diabetes)
 - Rutherford Town Centre has significant potential to be a vibrant centre, providing retail, community, recreational and other supporting land uses to support forecast residential growth in the western precinct over the next 20 years.

COMMUNITY AMENITIES:

Maitland Gaol redevelopment

The site: Maitland Gaol is a state heritage item and the longest continuously operating gaol in New South Wales, open from 1848 until its closure in 1998. The different policies and social changes occurring over the Gaol's history contribute strongly to its historical and cultural value.

The challenge: The Gaol, which Council manages on behalf of the NSW Government as a tourist attraction, is currently closed following an independent safety review of the site, including the fire and electrical systems. As a 170-year-old heritage site, Maitland Gaol has always required ongoing specialist maintenance, but it became clear that the site's safety issues posed a risk to staff and visitors.



PROJECT NAME: Maitland Gaol redevelopment

Project details	<p>Major redevelopment works at Maitland Gaol look to transform the historic site into a vibrant precinct and iconic destination for the Hunter, driven by its unique heritage, connection to the community and innovative experiences.</p> <p>The Australian Government, NSW Government, and Council have allocated over \$11.7 million in funding for the redevelopment. However, Council's developed scope of works, timeframe and budget indicated more than \$30 million is required for essential and high-priority works to remediate and rejuvenate the site, revealing a \$20 million shortfall to bring the site up to standard.</p>			
Project stage	INITIATE	DESIGN	DELIVER	COMPLETE
Purpose (why is it important?)	<p>Major redevelopment works planned for Maitland Gaol look to transform the historic site into a vibrant precinct and iconic destination for the Hunter, driven by its unique heritage, connection to the community and innovative experiences.</p> <p>The Maitland Gaol Development Plan and associated Site Master Plan and Plan of Management provide a comprehensive guide for the future development and management of the Maitland Gaol site.</p>			
Community engagement	<p>The Maitland Gaol Development Plan was shaped by input from the community, with two engagement periods run from November 2018 to February 2019, and July 2020 to August 2020 and adopted by Council at its meeting on 8 September 2020.</p> <p>Maitland Gaol is one of five identified 'priority destinations' in Maitland Destination Management Plan 2020-2030 which is currently under review.</p>			
Community benefits	<p>Through the NSW Government, Australian Government and Council funding, over \$11.7 million has been allocated for the next stage of the Maitland Gaol redevelopment – which includes investment in boutique accommodation, a new activity hub, innovative interpretation of the site and the provision of new event infrastructure. Access to the Gaol site will be opened up through the existing walls, allowing for improved community access to the activity hub and internal courtyard area. However, the current funding does not cover the entirety of the project.</p>			
Strategic alignment	<ul style="list-style-type: none"> • Maitland's Future - Creating a Vibrant Maitland by ensuring we leverage our city's connections, to attract investment • Maitland Gaol Development Plan and associated site Master Plan and Plan of Management • Maitland Destination Management Plan 2030 • Draft Maitland Economic Development Strategy • Maitland Local Strategic Planning Statement 2040 • Crown Land Strategic Plan 2031 • Draft Community Infrastructure Strategy 			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	PROJECT ESTIMATE: \$30,000,000	COUNCIL FUNDS: \$2,000,000 FEDERAL FUNDING: \$5,000,000 STATE FUNDING: \$5,500,000	GRANT REQUIRED: \$20,000,000

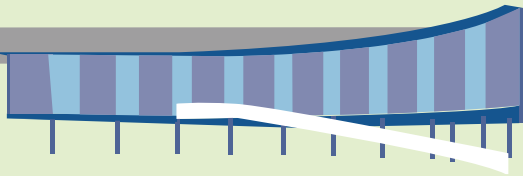
Advocate Maitland Heart of the Hunter



Advocacy agenda – top priorities areas

TOP 15 PRIORITIES	WHAT THAT LOOKS LIKE FOR MAITLAND?				
Great neighbourhoods					
Housing	<ul style="list-style-type: none"> Supporting diverse and affordable housing options to meet the needs of our growing population. 				
Integrated movement					
Roads and traffic management (and road reclassification)	<ul style="list-style-type: none"> A solution for a westbound flyover at the Cessnock Road and New England Highway roundabout in Maitland. Multi-modal infrastructure upgrades to support the Anambah to Branxton corridor and Kurri Kurri to Maitland corridor upgrades. Ensuring roads are classified appropriately to secure better funding and maintenance that reflects their usage and importance. 				
An integrated public transport network	<ul style="list-style-type: none"> Advocating for a seamless transport network that connects our community with safe, efficient, and accessible options. Including place-based transport planning (East Maitland and Metford), and upgrades to Lochinvar Train Station. 				
Valuing our natural environment					
Green infrastructure	<ul style="list-style-type: none"> Expanding green spaces, tree canopies, and sustainable urban design to enhance liveability and environmental outcomes. Biodiversity reforms, improved health of the Hunter River, local wetlands and waterways. 				
Sustainable and resilient communities					
Environmental sustainability	<ul style="list-style-type: none"> Securing sustainable water resources to support our community, environment, and future growth. Net zero emission community targets and a circular economy. 				
Prepared communities - disaster resilience	<ul style="list-style-type: none"> Flood evacuation route for Central Maitland and Lorn as well as flood free access for Gillieston Heights. Strengthening our city's ability to withstand and recover from natural disasters through proactive planning and infrastructure investment. 				
Diverse local economy					
Investment attraction	<ul style="list-style-type: none"> Attract investment by positioning Maitland as an innovative, well-connected city that is easy to do business. 				
Strengthened and diversified precincts	<ul style="list-style-type: none"> Increase employment opportunities for our growing population. 				
Welcoming community					
Destination development	<ul style="list-style-type: none"> Growing our agri-tourism sector to support local producers, attract visitors, and boost the regional economy. 				
Healthcare	<ul style="list-style-type: none"> Quality healthcare services, facilities, and specialist care close to home. Unlocking the economic potential of the old Maitland Hospital site. 				
Education	<ul style="list-style-type: none"> Adequate funding for new and existing primary and secondary schools to accommodate our growing population. 				
Cost of living for our residents	<ul style="list-style-type: none"> Addressing financial pressures by pushing for fairer service costs, energy affordability, and local support programs. 				
Police and social support	<ul style="list-style-type: none"> Enhancing community safety through increased policing, crime prevention and social services. 				
A resilient future					
Long-term financial viability	<ul style="list-style-type: none"> Seeking financial flexibility for councils to set rates that reflect local needs and service expectations. 				
Grant programs simplification	<ul style="list-style-type: none"> Advocating for streamlined grant processes to ensure funding is accessible and efficiently delivered to communities. 				

Advocacy Agenda



These are key priorities for our community that are outside of Council’s control but help to deliver Maitland’s shared vision for the future.

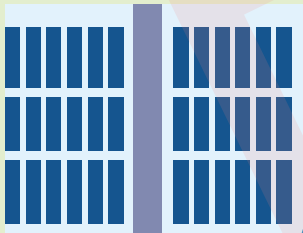
Housing

Healthcare

Education

Cost of living

Social support

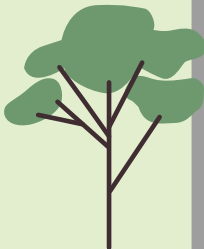


Financial sustainability - grants reform



Integrated public transport network

Roads and traffic management



Green infrastructure

Disaster resilience (flood free access)

Investment attraction

Environmental sustainability

Diversified precincts

Destination development





Advocacy agenda – areas

Liveable Maitland

Great neighbourhoods

We are committed to creating great neighbourhoods that thrive on connectivity by offering a mix of housing, accessible open spaces, and essential services. Together, we aim to ensure a high quality of life for everyone.

What does this look like for Maitland?

The **Maitland Local Strategic Planning Statement 2040+** sets out a 20-year vision for land use. The statement identifies the challenges the local area will face in coming years and outlines how growth and change will be managed into the future, working with the community and other stakeholders.

The statement also informs how we plan our land use for a Sustainable and Vibrant Maitland. It outlines how state and regional plans, such as the Hunter Regional Plan 2036, the Greater Newcastle Metropolitan Plan 2036, and Council's strategic plans will be implemented in the Maitland local government area.

Housing diversity

The Maitland Local Housing Strategy 2041 sets out a framework to guide future growth and change of our residential areas over the next 20 years. It recognises and responds to evidence about what types of housing will be needed for our growing and changing population, where it can be best located and how Council will deliver better housing outcomes, together with community and other stakeholders.

Demand for housing in Maitland has grown significantly over the past decades, driven by growing population, lifestyle attractors, relative affordability and locational advantages. Maitland has a relatively young population, with the median age of residents being 36 years. Families with children, living in separate houses, represent 45 per cent of total households. Population projections indicate an increase of 54,800 residents by 2041 (DPE 2022). This translates to a requirement for approximately 25,200 additional dwellings over the next 20 years.

Future housing supply in Maitland is guided by the Hunter Regional Plan 2041, the Greater Newcastle Metropolitan Plan 2036 and the Maitland Local Strategic Planning Statement 2040+. Delivering the existing urban release areas and investigation for infill development opportunities in urban areas have been identified in the regional and metropolitan plans as key priorities for Maitland.

We aim to facilitate affordable and diverse housing options to ensure everyone has a place to call home in all stages of life.

We will advocate for:

- Diverse and affordable housing options to meet the needs of our growing population.
- Redevelopment of existing housing stock to meet the changing needs of our population.
- Encourage provision of small lot housing, senior housing, social and community housing opportunities in appropriate location of urban release areas.
- Work with relevant stakeholders to ensure the timely delivery of enabling infrastructure and services.
- Work in collaboration with the relevant NSW Government agencies for planning and development of East Maitland Catalyst Area.
- Work with the relevant NSW Government agencies to prepare place strategy for the Branxton to Anambah regionally significant growth area.
- Work with the Mindaribba Local Aboriginal Land Council to identify how their landholdings can be planned and developed for culturally appropriate housing and address the housing needs of Aboriginal communities.
- Work with the relevant government agencies, nongovernment agencies, development industry and service providers to address the housing needs of low-income households and homelessness.
- Explore potential opportunities to deliver affordable housing on public land in strategic locations to catalyse redevelopment.



Integrated movement

We all have an important role to play in Maitland's Future. Our community is passionate about Maitland, and they love where they live. They have consistently told us that traffic management is important in creating a Liveable Maitland. Therefore, it is our priority to advocate for an efficient and sustainable transport network, connecting people through well-maintained roads, planned traffic management, reliable public transport, and safe infrastructure for active movement. An Integrated Transport Strategy is currently being developed to inform future planning.

Roads and traffic management

What does this look like for Maitland?

Ensuring safe, efficient, functional and connected roads that facilitate seamless travel and connectivity throughout our community.

We will advocate for:

- **A solution for a westbound flyover at the Cessnock Road and New England Highway roundabout in Maitland.** Since the delivery of an eastbound flyover near Maitland Station in 2016, traffic queues on the other side have been remained unaddressed with continued congestion during the morning and evening commutes for motorists.
- **A solution for upgrades to the Thornton Bridge, including potential upgrades along Thornton Road to address congestion and access to the Thornton rail station.** Funding should be a priority for the duplication of the road and bridge to improve access for the residents of Thornton and Chisholm to the New England Highway. Commuter traffic from these two areas has increased significantly in the last 10-years and congestion is experienced most weekdays. This road and bridge duplication needs transport planning combined with upgrades to Thornton Train Station for bus and pedestrian access and vehicle parking. These works should be planned and delivered in conjunction with current and proposed funding for works between Thornton Road and the Weakleys Drive roundabout and Hausmann Drive.
- **Multi-modal infrastructure upgrades to support the Anambah to Branxton corridor.** The Anambah to Branxton Regionally Significant Growth Area (RSGA) is identified in the Hunter Regional Plan 2041 and the Draft Hunter Strategic Regional Integrated Transport Plan. Strategic transport planning is required to

consider future population growth against the capacity of the New England Highway and the Hunter Expressway. Such planning needs to identify opportunities for improved public transport like rapid bus transport services and higher frequency passenger train services.

- **New England Highway Corridor Study within Maitland LGA.**

- The increasing traffic congestion along the New England Highway is of key concern to the community and Council. The existing road network relies heavily on the New England Highway and is under significant pressure from traffic growth from new urban development in and around Maitland. The majority of Councils new urban release areas are located away from the existing public or active transport options such as railway stations, bus interchanges or cycleways. Therefore, there is a heavy reliance on private vehicles and direct access to the New England Highway to connect to Maitland and the wider region.
- There are concerns that the New England Highway western corridor is reaching capacity in the Rutherford and Telarah area from Denton Park Drive to the High Street roundabout. Recent planning proposals have highlighted the capacity issues of the New England Highway and associated intersections. Any future proposals will be increasingly difficult to achieve acceptable service levels on the transport network and immediate network planning is required to identify opportunities for increased capacity.
- The New England Highway is the primary east-west transport corridor between Maitland, Newcastle and the Hunter Valley for commuters and freight. Capacity constraints of the New England Highway are expected to become a significant impediment to unlocking future housing in the medium to long term.
- To meet the projected population growth, a Corridor Study for the New England Highway from Thornton to Lochinvar is a key priority for Maitland. This study is required to understand the utilisation levels (volume and capacity) of the New England Highway and to identify diverse and integrated infrastructure and service improvements along its corridor across the whole Maitland LGA.

- **Road reclassification. We will advocate to ensure roads are classified appropriately to secure better funding and maintenance that reflects their usage and importance.**

The reclassification of Mount Vincent Road. The reclassification of Mount Vincent Road to a state road and increased funding would also ensure that this main road, which forms part of the connection from the Hunter Expressway to East Maitland, is provided to a safe standard for the travelling public.

An upgrade to address traffic congestion at the Raymond Terrace Road and Metford Road intersection. This would improve accessibility to

the new Maitland Hospital site and surrounding Metford Road employment area, whilst improving traffic circulation and active transport connection to East Maitland and Chisholm. As Metford Road is a key connection between two state roads, the New England Highway and Raymond Terrace Road, we will advocate for Metford Road to be reclassified as a state road. This is required to acknowledge its critical connection and to ensure road infrastructure upgrades meet the road service levels required both now and in the future.



An integrated public transport network

What does this look like for Maitland?

A seamless transport network that connects our community with safe, efficient, and accessible options.

We will advocate for:

- **Place-based transport planning for the East Maitland Catalyst Area (EMCA):** The EMCA is an identified regionally significant growth area within the Hunter Regional Plan 2041, and a Catalyst Area within the Greater Newcastle Metropolitan Plan 2036. The area has undergone State and Local Government collaboration since 2018. Transport planning has already undertaken by TfNSW and Council within the East Maitland to Thornton Integrated Transport Plan (ITP). We will advocate to ensure the recommended high priority transport directions within the East Maitland to Thornton ITP priorities are linked within the TfNSW strategic policy framework.
- **Upgrades to the Metford Train Station:** A northern access to this station has long been advocated for improving passenger rail access for Chisholm residents and this will alleviate traffic on Raymond Terrace Road and Thornton Road. This will provide a transport option which is walkable for residents of Chisholm.
- **Upgrades to the Lochinvar Train Station:** upgrades to Lochinvar train station to facilitate increased passenger services and provide appropriate travel choice to the surrounding residential growth areas in Lochinvar.
- **The Kurri Kurri to Maitland corridor** connects the suburbs of Heddon Greta, Cliftleigh and Gillieston Heights and is anticipated to accommodate a further 5,000 dwellings across the next 20 years. Combined with the traffic growth on the corridor as a result of the opening of the Hunter Expressway, there is a clear need to invest in infrastructure and services to manage increasing trips in the future. Already, Transport has invested significant funds along the corridor including increasing the flood resilience of Testers Hollow and improving traffic signals at the intersection of Main Road and Heddon Street. New investments in the area may include active transport connections between the suburbs and across to Kurri Kurri and faster, more frequent and direct bus services between Cessnock and Maitland. Transport will work with relevant planning authorities including Cessnock and Maitland Councils and DPHI to improve access points into surrounding residential catchments and to ensure the connecting road between Gillieston Heights and the Hart Road interchange is delivered in a timely manner.
- **Increasing Passenger Rail Transport on the Hunter Line and North Coast Line:** Whilst the draft Hunter SRITP outlines options for rail improvements, more frequent and reliable services are needed to encourage use of passenger rail services. Early planning for the Anambah to Branxton Regionally Significant Growth Area (RSGA) is required to understand how transport infrastructure and services can meet future demand. Planning for the improvement, upgrade, relocation or introduction of new train stations in the RSGA is required to support and relieve the New England Highway. Opportunities for improved accesses to the existing rail corridor at Metford and Aberglasslyn/ Oakhampton should be investigated. The Aberglasslyn and Oakhampton area, which continues to expand east to the North-Coast line, would benefit from a new railway station and passenger rail service. Historically, the Oakhampton Train Station was located on this line, and a train station at the same location as the old location would require extending regular passenger rail services on the Hunter Rail Service by only one stop.
- **The electrification of the passenger rail services on the Hunter Line to service major greenfield release areas to maximise growth potential for the city:** upgrades to Lochinvar rail station to facilitate increased passenger services and provide appropriate travel choice to the surrounding residential growth areas in Lochinvar. Bus Network Improvements: implement bus and coach service improvements to better connect regional communities to key health and employment hubs and Newcastle Airport. Increasing Passenger Rail Transport on the Hunter Line and North Coast Line.
- **Bus Network Improvements:** New urban growth areas require regular bus services to offer alternative transport options for residents to access town centres and transport hubs, especially train stations. Council seeks to work closely with Transport for NSW to review and identify such bus service routes that would also improve capacity on the State Road network. For example, the Aberglasslyn urban release area is placing increasing pressure on the New England Highway, and local bus services could initiate a modal shift.





Advocacy agenda – areas

Sustainable Maitland

Valuing our natural environment

We value and enhance our natural environment to ensure a thriving community and resilient ecosystems. By nurturing our bushlands, wetlands, and waterways we support biodiversity, improve public health, create economic opportunities and maintain the natural beauty of our surroundings.

What does this look like for Maitland?

Environmental Sustainability Strategy 2030 -

The Environmental Sustainability Strategy 2030 is a strategy for a more liveable and sustainable Maitland.

Green infrastructure

We will advocate for:

Functional biodiversity corridors:

- To establish and maintain functional biodiversity corridors to support wildlife movement, enhance ecosystem health, and promote a balanced natural environment. Biodiversity corridors are connections across the landscape that link up areas of habitat. They support natural processes that occur in a healthy environment, including the movement of species to find resources like food, water and shelter. In 2023 Council made a commitment to deliver functional biodiversity corridors within our city and adopted a green and blue grid map which sets out a hierarchy of biodiversity corridors. The map provides a high level, strategic direction for biodiversity corridors and preservation and enhancement of bushland, wetlands and waterways within Maitland.
- To enable us to deliver functional biodiversity corridors within our city across public and private land:
 - Widen areas of existing pinch points to connect vegetation and to provide more suitable habitat for species within the corridor.
 - Create new 'stepping stones' along corridors to reduce interpatch distances between existing core habitats.
 - Improve functional connectivity through

multi-layered vegetation plantings, log placement and habitat resources (e.g. leaf litter, artificial hollows) that can be used by multiple faunal groups with the aim to create a mosaic of habitat types across the landscape.

- Reduce road barriers (in targeted, priority areas) through implementation of crossings in conjunction with other mitigation measures of plantings, fencing, speed control (subject to review) and adaptive management protocols. (Source: Ecological Australia, 2025 p.53)
- Deliver wildlife crossings across key infrastructure barriers owned by other entities within Maitland's adopted biodiversity corridors (for example underneath New England Highway at Four Mile Creek). It is recommended that:
 - Where known populations for target species occur, existing culverts and bridges should be assessed for their ability to provide safe access under roads.
 - Consider the installation of microbat roosting habitat within large culverts and under bridges.
 - Use vegetation to funnel fauna into culverts. This can increase the likelihood of fauna utilising culverts rather than crossing roads/railways.
 - Deliver squirrel glider connective infrastructure including glider poles and rope bridges across priority areas in Thornton, Chisholm, East Maitland, Rutherford and Lochinvar.
Source: Ecological Australia (2025, pp.62,66)
- Advocate for biodiversity reforms to enable biodiversity restoration outcomes through the Biodiversity Offset Scheme including opportunities to create Biodiversity Stewardship Agreement sites with private landholders.

Climate resilient neighbourhoods:

- Increase tree canopy cover through broad scale park and street tree planting to improve resilience to urban heat.
- Council has adopted a target to aim for 30 per cent canopy cover target in residential areas.

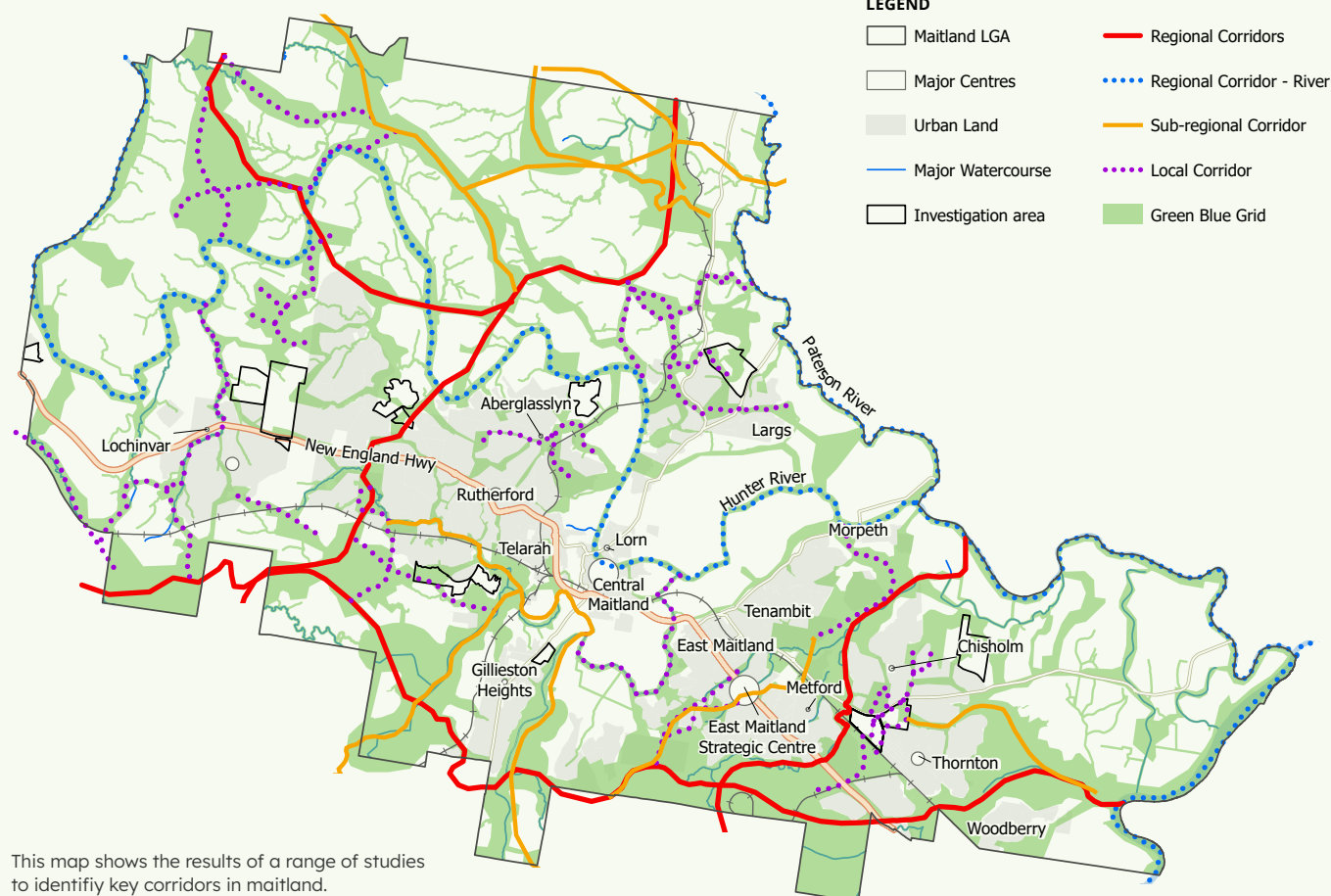
Good urban tree canopy cools cities, provides shade and protects against over exposure to sunlight, which can result in skin cancer. Strategically placed trees can reduce home air conditioning needs and energy bills.

- Baseline data captured in 2021 indicates that approximately 75 per cent of the canopy cover in residential areas comes from trees on private land. In addition to undertaking our own planting program within public parks and streets we need to advocate to both protect existing and plant new shade trees on private land, for example in backyards, private carparks, school playgrounds, landscaped areas of shopping centres etc.
- Getting from an average canopy cover in residential areas of 15.6 per cent in 2021 to 30 per cent is achievable, however it will take sustained investment from Council, developers and other funding sources such as State government.

Waterway management:

- We will manage and maintain comprehensive waterways that include stormwater drainage, floodplains, wetlands, and our river, aiming to protect the environment, enhance community safety, and support the overall wellbeing of our community.
- Work with our neighbours and state government to improve the health of the hunter river and local wetlands and waterways which extend beyond the Maitland LGA.
- We will advocate for improvement in waterway health through the implementation of appropriate construction site management practices on private construction sites, litter prevention initiatives

green & blue grid map



This map shows the results of a range of studies to identify key corridors in maitland.

Sustainable and resilient communities

Sustainable and resilient communities We build sustainable, resilient communities by reducing reliance on non-renewable energy, improving resource efficiency, embracing a circular economy, and empowering residents to create vibrant, green neighbourhoods that enhance wellbeing.

Environmental sustainability

What does this look like for Maitland?

Our Environmental Sustainability Strategy sets out a pathway to improve community health and wellbeing and economic opportunity through improving the health of our local environment.

We will build sustainable, resilient communities strengthening our city's ability to withstand and recover from natural disasters through proactive planning and infrastructure investment.

We will advocate for:

Sustainable leadership

- Champion sustainable practices and set a precedent for environmental responsibility and climate change mitigation. We inspire and guide others through actions and plans to foster a culture of sustainability and achieving enhanced resilience. Net zero emission community targets.

Living sustainably

- Foster practices that reduce environmental impact and promote resource efficiency across all aspects of daily life, including the development of a sustainable built environment. Our outcome is a community that embraces sustainable habits, designs, and opportunities, leading to improved ecological health and a higher quality of life for all communities. Water resilience program – Securing sustainable water resources to support our community, environment, and future growth.

Circular economy

- Contribute to a shift towards a circular economy, conserving resources, maximising the value of materials, and creating markets for reused, recycled and recovered resources and products.
- We will advocate for our residents and business community to divert waste from landfill and provide information and education to encourage increased use of recycled products.



Prepared communities – Disaster resilience

What does this look like for Maitland?

Maitland has been built on the banks of the Hunter River and has a long history of destructive flood events. The recent 70th anniversary of the 1955 flood reminded us of the devastating cost of flooding to our local community and economy.

However, the same river system responsible for the floods also has a significant benefit to our natural environment, including delivery of water to flood dependent ecosystems and improving soil nutrients for agricultural land.

The Hunter River travels through our urban and rural areas and adds a unique character to our city and sets out a scenic backdrop to our everyday lives. The river and its extensive floodplain provide a natural boundary for urban growth and urban development potential is generally limited to areas south of the Hunter River.

DISASTER RESILIENCE:

Central Maitland and Lorn suburbs



The site: Central Maitland and Lorn suburbs

The challenge: An increased population in Central Maitland has been supported through various local and regional plans. However, Central Maitland is surrounded by high-hazard floodways. Higher ground in Central Maitland provides refuge for a one per cent Annual Exceedance Probability (AEP) flood, but this area diminishes in larger floods.

The current primary evacuation route - the Long Bridge is not overtopped in a five per cent AEP flood or similar and, is unlikely to remain serviceable during extreme flood events. Further, structural concerns over the Long Bridge also underscores the urgent need for a safer, flood-immune alternative route for the city.

Without a high-level flood evacuation route, further residential development in Central Maitland will compound existing vulnerabilities, placing more lives at risk and undermining emergency response capabilities. Securing this route is a pre-requisite for sustainable urban growth and effective floodplain management.

The opportunity:

PROJECT NAME: Flood Evacuation Route for Central Maitland and Lorn				
Project details	Planning and delivery of a high-level, flood evacuation route for Central Maitland and Lorn			
Project stage	INITIATE	DESIGN	DELIVER	COMPLETE Project in planning stages.
Purpose (why is it important?)	<p>Central Maitland is situated within a high-hazard floodway, making it extremely vulnerable during major flood events. The absence of a reliable evacuation route for major floods represents a critical gap in the city’s future growth and infrastructure.</p> <p>The planning and delivery of a high-level evacuation route for Central Maitland and Lorn is critical to ensuring the safety and resilience of the community during flood events. Without a high-level evacuation route, further development in Central Maitland will compound existing vulnerabilities, placing more lives at risk and undermining emergency response capabilities. Securing this route is a pre-requisite for sustainable urban growth and effective floodplain management.</p>			
Community benefits	<p>A high-level, flood evacuation route will:</p> <ul style="list-style-type: none">• significantly reduce risk to life by ensuring residents of Central Maitland and Lorn have reliable access to safety during major flood events.• enhance the capacity of emergency services to better access to flood prone areas when existing infrastructure is compromised.• unlock residential and commercial development potential of Central Maitland by addressing a critical barrier to intensification of land use in line with local and regional strategic plans.			
Strategic alignment	<p>Hunter Regional Plan 2041 (page 101) identifies that additional residential development and urban renewal must consider flood mitigation infrastructure and initiatives.</p> <p>Greater Newcastle Metropolitan Plan 2036 (page 35) indicates that the Department will work with MCC to investigate and develop safe evacuation for Central Maitland.</p> <p>Maitland Local Strategic Planning Statement 2040+ identifies flood resilient infrastructure as a prerequisite for further residential and commercial development in Central Maitland.</p> <p>Central Maitland Structure Plan 2009 sets out an ambitious vision, aiming for ‘residential led recovery’ and setting a target to return to its pre-1955 population by 2030.</p> <p>NSW Flood Risk Management Framework 2023 encourages integrated and risk-based planning approaches to floodplain development.</p>			
STATE SEAT: Maitland	FEDERAL SEAT: Paterson	ESTIMATED PROJECT COST:		
		PLANNING AND APPROVALS: \$2,000,000	DESIGN AND CONSTRUCTION: \$75,000,000*	

Building Lifelines: Gillieston Heights permanent flood-free access road

The Building Lifelines project for Gillieston Heights will seek funding to create a permanent flood-free access road connecting Gillieston Heights to Cliftleigh.

This critical infrastructure will prevent community isolation during flooding events, which have affected 4,796 residents six times in the past 15 years and are unfortunately becoming more frequent. With the population projected to increase to 11,337 by 2041, completing this project would ensure emergency access, protect vulnerable community members, and provide a reliable evacuation route during severe flooding events. Gillieston Heights becomes isolated when Cessnock Road is inundated during a flood event of five per cent (one in 20) Annual Exceedance Probability. Completing this infrastructure project will ensure emergency access, protect vulnerable community members, and provide a reliable evacuation route during severe flooding events.

This project will provide a permanent flood free access road to Gillieston Heights during the one per cent (1/100) AEP in the short term and to the Probable Maximum Flood (PMF) in the long term when the wider road network is constructed as part of the project known as Regrowth – Kurri Kurri.

A partnership opportunity has been identified with the proposed solution to seek funding to bring forward the delivery of a road connection that would provide flood-free access for Gillieston Heights residents. This project also represents a funding model for effective public-private partnerships in disaster risk reduction, demonstrating the collaborative approach advocated in the State Disaster Mitigation Plan. Following the implementation of a formal agreement between Councils and developers. The funding will be returned to Council to create a funding pool for future disaster preparedness projects. These outcomes represent a transformational approach to disaster risk reduction that provides immediate protection and long-term community benefits.







Advocacy agenda – areas

Vibrant Maitland

Diverse local economy

What does this look like for Maitland?

Our draft Economic Development Strategy has been prepared to enhance the economic viability, liveability and growth of Maitland. The strategy outlines the key programs, policies and activities that we will deliver to improve the economic wellbeing and quality of life of Maitland.

By fostering a diverse local economy and promoting vibrant community life, we aim to shape a city that thrives. Our shared vision creates opportunities for work, personal growth, and engaging activities, enriching the daily experiences and overall wellbeing.

By cultivating partnerships and creating an attractive environment for business and investment, we ensure that our community remains a vibrant hub for innovation. Our commitment to providing a rich array of activities and amenities enhances the quality of life, making Maitland a place where people can live, work and thrive.

We will advocate for:

Investment attraction

To attract investment by positioning Maitland as an innovative, well-connected city that is easy to do business. Driving economic growth, enhance infrastructure, and create opportunities that benefit both investors and the broader community.

Strengthened and diversified precincts

What does this look like for Maitland?

Strengthen and expand our existing business precincts by empowering local providers and developing new strategic areas, ensuring that our community has access to diverse and meaningful job opportunities to support its growth.

We will advocate for:

- Place-based planning and solutions
- Driving local job creation and skills development to strengthen our economy and workforce
- Partner with and support educational institutions, training providers and industries to ensure our community has the necessary knowledge, skills, qualifications, and innovative capabilities to enhance future employment opportunities.
- Enhance Council's engagement and collaboration with the local Aboriginal community to foster cultural inclusion and skills development.
- Facilitate the development of cultural experiences that respect and celebrate diverse heritage, strengthening community identity and pride.
- Enhance Maitland's identity and awareness to position it as the destination of choice for investors, developers, employers and visitors.



LIVE
the AT
Levee

THE
SEMPILL STREET
BAND

Destination development

What does this look like for Maitland?

As outlined in our draft Economic Development Strategy, Maitland is emerging as one of the most dynamic and fastest-growing economies in regional New South Wales.

As the heart of the Hunter, Maitland combines heritage and innovation to create a distinct economic profile, one built on strong population growth, infrastructure investment, diverse industry sectors, and a thriving local business community. This growth is not just about numbers, it's about enabling a better quality of life for our community.

The community values the city's natural assets, so identifying, protecting, and managing the rural and environmental land is a key priority identified in the Maitland Rural Land Strategy. It recognises the important contribution of rural land to the local and regional economy and supports its diversification, particularly employment opportunities.

The Maitland Rural Land Strategy 2041 provides an evidence-based framework for guiding and managing of our rural land over the next 20 years. It aims to support and protect agricultural land in the long term, facilitate investment and open opportunities for local economic growth and diversification.

Maitland has a unique position in terms of agricultural production, being located in the Lower Hunter region just adjacent to the cities of Newcastle and Lake Macquarie, and easily accessible to Sydney, providing a market of over five million people. The benefits for both farmers and the urban population are evident through reduced food miles and provenance, and also amenity, research and tourism opportunities. (NSW DPI, 2020).

The agricultural economy is important to the Maitland local government area and to the Lower Hunter, particularly because of its proximity to transport and markets. In 2020-2021, the estimated 'gross value' of total agricultural production for the Maitland LGA was estimated at almost \$33 million, while Maitland was in the 'top 10' LGAs in the state for the value of the following products (ABS, 2022):

- Cultivated turf: second highest value of production in the state
- Commercial egg production: tenth highest value of production in the state
- Pumpkins: tenth highest value of production in the state.

Maitland's recent and expected future strong population growth is resulting in ongoing pressures on rural land to accommodate for new urban development. This has the potential to have significant impact on high value agricultural land, scenic landscapes, waterways and potentially introduce land use conflicts.

Therefore, rural and environmental land needs to be appropriately identified, protected, and managed for the future as the city grows. It is particularly important for the Lower Hunter region to retain agricultural production in a local setting. There are also many types of rural land uses and key infrastructure that need protecting from encroaching development.

We will advocate for:

- Growing our agri-tourism sector to support local producers, attract visitors, and boost the regional economy.
- Attracting investment from green industries, supporting sustainable economic development and environmental responsibility.

We aim to strengthen and expand our existing business precincts by empowering local providers and developing new strategic areas, ensuring that our community has access to diverse and meaningful job opportunities to support its growth.

We will advocate for:

- Developing place-based planning and solutions.
- Driving local job creation and skills development to strengthen our economy and workforce.
- Partnering with and supporting educational institutions, training providers and industries to ensure our community has the necessary knowledge, skills, qualifications, and innovative capabilities to enhance future employment opportunities.
- Enhancing Council's engagement and collaboration with the local Aboriginal community to foster cultural inclusion and skills development.
- Facilitating the development of cultural experiences that respect and celebrate diverse heritage, strengthening community identity and pride.
- Enhancing Maitland's identity and awareness to position it as the destination of choice for investors, developers, employers and visitors.

Welcoming community

Create and maintain neighbourhoods where residents can connect to essential facilities and community infrastructure, fostering a sense of community, enhancing convenience, and improving overall quality of life.

What does this look like for Maitland?

The [Maitland Social Profile 2021-2025](#) provides a snapshot of our community, gauging key social indicators to provide insights into wellbeing and disparities across precincts and neighbourhoods. It also facilitates comparison with state and national averages.

This document helps narrate the demographic story of the Maitland community, offering an understanding of the evolving characteristics of its residents. Additionally, it provides information to support grant applications. A Social Strategy is currently in development.

We are developing a Social Strategy to support initiatives and services promoting social inclusion, provide lifelong learning opportunities and connect our community to information, knowledge and ideas.

We will advocate for:

Community connection

- Ensuring people of all abilities can connect safely and fully enjoy our public places and spaces by promoting accessibility, inclusivity, and a sense of belonging for everyone in our community.
- Enhancing community safety through increased community partnerships, crime prevention, social services and where necessary, policing
- Addressing local safety issues. Funding for neighbourhood watch, similar initiatives and place-based partnerships.

Healthcare

- Improving access to quality healthcare services, facilities, and specialist care close to home.
- Adequate staffing and service levels at Maitland Hospital.
- Reduced emergency wait times at Maitland Hospital.
- Unlocking the economic potential of the old Maitland Hospital site.

Education

- Advocating for better schools, training facilities, and lifelong learning opportunities for all residents
- Work with the NSW Government to ensure that our existing educational facilities are expanded, and new facilities are constructed in a timely manner to support planned growth.

Cost of living for our residents

- Addressing financial pressures by pushing for fairer service costs, energy affordability, and local support programs.
- An increase to the pensioner rates rebate.

Aboriginal and Torres Strait Islander connections

Respecting the deep connection of Aboriginal people to the land and honouring the rich cultures of both Aboriginal and Torres Strait Islander peoples by actively supporting reconciliation, acknowledging their diverse histories, and building stronger relationships.

Multicultural community

Continuing to support, acknowledge and celebrate our diverse communities by embracing all forms of heritage and culture. Through inclusive experiences and connections such as the Maitland Riverlights Festival.





Achieving Together

A resilient future

What does this look like for Maitland?

We create a resilient future through informed planning, leveraging innovation, technology and data to foster change.

Long-term financial viability

We will advocate for:

- Ensuring long-term financial viability of Councils.
- Financial flexibility for councils to set rates that reflect local needs and service expectations.
- The removal of rate pegging, and reform of the rating system (including removal of inequitable rate exemptions) to allow greater autonomy and flexibility.
- Financial Assistance Grants to be restored to one per cent of Commonwealth taxation revenue.

Grant programs simplification

We will advocate for:

- A streamlined grant processes to ensure funding is accessible and efficiently delivered to communities.
- The simplification of grant application processes along with milestone reporting and payments.
- Improvements and consistency in grants program management.







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maitland
CITY COUNCIL