



# FUTURE MAITLAND FACTSHEET



## WHAT IS FUTURE MAITLAND?

Eight sessions held over three days, Future Maitland gathered insight from:

**125** COMMUNITY  
MEMBERS

**60** BUSINESS PEOPLE AND  
INDUSTRY FIGURES

**20** COUNCIL  
STAFF

**13** COUNCILLORS

**36** HIGH SCHOOL  
STUDENTS

## WHAT WE LEARNED

Participants told us this is what they valued most...



MAITLAND'S  
NATURAL  
LANDSCAPE



MAITLAND'S  
LIFESTYLE AND  
COMMUNITY



PROGRAMS  
AND EVENTS



MAITLAND'S  
BUILT FORM  
AND HERITAGE

And these trends appealed to them most...

### ENVIRONMENT AND SUSTAINABILITY

Flood resilience, renewable  
and regenerative, city  
rewilding.

### FLEXIBLE WORK AND BUSINESSES

Jobs of the future, future of  
learning and working, talent  
attraction and retention.

### AGRICULTURE AND FOOD PRODUCTION

Urban farming, the  
second city of the Hunter,  
earth markets.

### ADVANCED MOBILITY AND CONNECTION

Electrification, public  
transport, smart solutions,  
digital infrastructure

## POTENTIAL FUTURES

So we've crunched the numbers and poured over the feedback; here's a look at seven potential pathways and emerging directions that you told us you'd like to see...

Community  
health and  
wellbeing as the  
foundation of  
growth

Leading future  
of work, skills  
development and  
talent growth

Circular  
economy and  
regenerative  
sectors

Strengthen  
the sports and  
leisure economy

Connecting  
businesses,  
industry and  
communities

Arts and creative  
industries to  
drive the city's  
vibrancy

Inclusive  
economy, build  
on community  
identity and  
value

## WHERE TO FROM HERE?

Early next year we will be talking to the community again, to further explore the main concepts and potential directions that emerged from the entirety of the Future Maitland process.

This will help shape and guide the first Economic Development Strategy for Maitland, and we are all excited to see where the road takes us from there.