

## **Media Release**

**UNDER EMBARGO UNTIL 5AM THURSDAY 10<sup>TH</sup> APRIL 2025**

The Central Coast Leadership Forum ('CCLF') was established in 2024 as a group of local leaders from across business, government, and the community sector coming together to build prosperity in the Central Coast.

Recognising the region's unique strengths and opportunities, the CCLF's mission is to strengthen the Coast's unmatched quality of life and ensure a thriving, resilient future.

Among the Forum's first priorities was engaging with investors, residents and other key stakeholders to determine what is required for the Central Coast to reach its full potential.

'With a federal election on the horizon, we believed it was critical for the Central Coast to speak with one strong and united voice', said Mr David Norris, Chair of the CCLF.

'We recognised the need for strong, coordinated advocacy to ensure that the Coast's voice is heard and that it receives its fair share.'

'There are several close races in the upcoming Federal Election, and we are determined to ensure that our future representatives align with our ambition for the region.'

'The Central Coast is the third largest local government area in NSW. It's blessed with a unique combination of lifestyle and opportunity.'

'Our [the CCLF's] job is to build on our region's strengths without compromising our unique advantages.'

'We are proudly and unashamedly pro-Central Coast.'

Mr Norris noted that while the CCLF respects the significant investments directed towards Western Sydney, the Central Coast must not be overlooked.

'We've seen substantial funding and resources flow to Western Sydney in recent years. While those investments are important, the Central Coast deserves the same level of ambition, attention and support.'

Following extensive consultations with leaders from across business, government and the community, the CCLF has developed a Five Point Plan ahead of the Federal Election.

The CCLF is calling on our federal candidates to commit to the following priorities:

1. *Provide funding support for the completion of an integrated, holistic Urban Renewal Plan for the Gosford CBD and Waterfront, that maximises the economic and community opportunities from all existing and planned investments, both private and public.*

**For media inquiries and further information, including interview opportunities, please contact Mitchell Parker-Wilkin via 0427076408 or [mparker-wilkin@freshwaterstrategy.com](mailto:mparker-wilkin@freshwaterstrategy.com)**

2. *Fund an initial scoping study into the realignment of the Central Coast Highway (Gosford waterfront), to provide planning certainty for the future and support urban renewal opportunities.*
3. *Establish a permanent presence in Gosford for the High Speed Rail Authority, to drive community engagement and awareness, and maximise long-term regional benefits.*
4. *Support the expedited completion of the Central Coast Strategic Conservation Plan ('CCSCP'), to remove the risk of regulatory delays and provide much needed certainty to planners and investors.*
5. *Provide targeted gap funding for enabling road infrastructure, that unlocks new housing supply over the next 10 years and supports future housing growth needs.*

'These aren't partisan ideas. They are practical, considered, and achievable initiatives that will deliver a real impact', Mr Norris said.

'We call upon the next Federal Government, regardless of political persuasion, to partner with us in realising these priorities.'

'The Central Coast is ready to go. What we want to now is Federal leadership which sees our potential and positions us to realise it.'



An aerial photograph of a coastal walkway with a wooden railing, curving along a rocky shore. The water is a vibrant turquoise color. Overlaid on the right side of the image is a large, stylized white outline of the letter 'C'. Inside the 'C', the text 'Central Coast Leadership Forum' is written in a bold, white, sans-serif font.

## Central Coast Leadership Forum

# *A Better Central Coast*

Driven by a team of passionate locals and industry leaders, the Central Coast Leadership Forum (‘CCLF’) is the region’s foremost platform for civic engagement, research, and regional advancement.

CCLF exists to confront the issues that matter most to the Central Coast, empowering local leaders, stakeholders, and communities to shape policy, drive innovation, and realise a bold and unified vision for the region’s future.

Our mission is to unlock the Central Coast’s full economic and social potential by facilitating long-term, sustainable growth. We do this by harnessing the insights and expertise of trusted community leaders, and by promoting solutions in an independent, collaborative, and non-partisan manner.

Above all, our priority is the community. The CCLF identifies strategic opportunities where public and private sector partnerships can deliver outcomes that elevate the region and secure a stronger, more resilient future for all who are lucky to call it home.



# Our Team

## DAVID NORRIS – CHAIR

David acts as Chair on the Board of Directors. Representing the John Singleton Group, he has more than 20 years experience across various organisations, including as a Director at Deloitte. In addition to holding a Bachelor's Degree in Commerce, David is a member of both Chartered Accounts Australia New Zealand, and the Australian Institute of Company Directors. He is a highly experienced financial professional with experience in board-level decision-making, investment strategies, and accounting practices. David will use his business experience and financial knowledge to help formulate policy recommendations that unlock the Central Coast's economic and social potential.

## ANNA CRUCKSHANK – DIRECTOR

Anna serves as a Director on the Board of the CCLF. She is a strong advocate for supporting the local community in which she has lived all her life. She is a highly respected community leader and business professional and the Managing Director of Aubrey Brown Lawyers. Anna is an Accredited Specialist in Business Law and is also an Accredited Company Director with the Australian Institute of Company Directors.

She is an honorary Director of the Stan Ralph Foundation, a trust which administers funding for the support of local indigenous children, and a Director of the Gulang Trust. Anna is also the Secretary of Central Coast UDIA, the Vice President of the Gosford Erina Business Chamber and the Director of Regional Development Australia Central Coast and is a member of the Law Society of New South Wales and the Central Coast Law Society.

## KATH CASEY – DIRECTOR

Kath serves as a Director on the board of the CCLF. She is the Venue Manager of Industree Group Stadium and has over 30 years of experience in Marketing and Promotions, Advertising, Events and Venues Management. She is a Board member of the Central Coast Leagues Club and passionate about driving long term growth and development in the Central Coast's tourism and events industry. Kath also plays a crucial role in the coordination of the highly acclaimed Australian Springtime Flora Festival, which won the Central Coast Tourism Award four times in a row.

## THE HON. STUART AYRES – DIRECTOR

Stuart serves as a Director on the Board of the CCLF. He is the CEO of UDIA Australia (NSW) and has a distinguished career as a senior Cabinet Minister and Member of NSW Parliament. Stuart has held numerous Ministerial portfolios in his time as the NSW Member for Penrith from 2010 to 2023. These include in his capacity as Minister for Jobs, Investment, Tourism and Western Sydney; Minister for Trade and Industry. Stuart has a deep understanding of both the economic opportunities and inherent challenges involved in the delivery of major projects that will create jobs and additional housing supply for NSW.

## DR MARC COUGHLAN – DIRECTOR

Marc serves as a Director on the Board of the CCLF. He is a highly experienced neurosurgeon and spinal surgeon at Coastal Neurosurgery North Gosford. Marc is a Fellow of the Royal Australasian College of Surgeons (FRACS) and is passionate about improving health outcomes for communities on the Central Coast.

## ADAM NEALE – DIRECTOR

Adam serves as a Director on the Board of the CCLF. He is the Operations Manager of Hawkesbury Brewery Co, the largest beverage production, packaging and filling provider on the Central Coast. Adam has extensive experience working across government and the private sectors. He is passionate about using his business expertise and visionary leadership to bring tourism, job opportunities and business to the Central Coast.

## SARAH EL-MOSELHI – DIRECTOR

Sarah serves as a Director on the Board of the CCLF. She is an experienced communications and media executive whose expertise encompasses a broad spectrum of communications disciplines, including executive and corporate communications, with a focus on advocacy and stakeholder engagement. Sarah is experienced in delivering targeted strategic communications and engagement strategies and is a Board member of Regional Development Australia Central Coast and an Assistant Director of Media and Digital Communications to the Net Zero Economy Agency. Sarah is passionate about developing well-thought-out policies that unlock the region's economic and social potential to deliver long-term and sustainable growth.

## JOHN TESORIERO - DIRECTOR

John serves as a Director on the Board of the CCLF. With over 35 years of experience running his own private legal practice, he has also been actively involved in various business ventures, including residential and commercial developments, several of which were located on the Central Coast. Deeply engaged in community affairs, John served on the Board of Magenta Shores Golf Club for 10 years, including a term as Chairman. He firmly believes that the Central Coast is the ideal place to live and work and is committed to supporting initiatives that highlight the region's unique qualities and contribute to its ongoing growth and success.



For more information or to get in touch with one of our Forum Leaders please go to [cclf.com.au](http://cclf.com.au)

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