Hi Teacher,

Below you will find profiles for 18 diverse businesses operating on the beautiful Central Coast of NSW. Each profile tells a unique story, blending their history, operations, and current considerations regarding sustainability. The students task is to carefully read through these narratives, identifying key information that will help you complete the sustainability reports.

Have students pay close attention to details about the business operations, their motivations for engaging with sustainability, their current practices, and their aspirations. The answers to the sustainability questions are embedded within these stories, requiring students to think critically and extract the relevant facts.

## EcoSurf Adventures

EcoSurf Adventures is a small, passionate **surf school and eco-tour operator** based in Avoca Beach. Founded five years ago by local surfing enthusiast Maya Chen, the business offers beginner surf lessons, stand-up paddleboarding tours of the local lagoons, and guided bushwalks showcasing the region's natural beauty. Maya started the business with a deep love for the ocean and a desire to share it responsibly.

**Considering sustainability** became non-negotiable for Maya after witnessing increasing plastic pollution on local beaches. She realized her business, though small, had a role to play. Her **goals for sustainability** are ambitious: to achieve zero-waste operations within two years, transition their small fleet of vans to electric vehicles, and partner exclusively with eco-certified suppliers for their equipment and tour provisions. Currently, their **experience level with sustainable business practice** is intermediate; they've implemented basic recycling, use reef-safe sunscreen, and conduct beach clean-ups regularly, but Maya knows there's much more to do.

EcoSurf Adventures generates approximately **$180,000 in annual revenue** and employs **5 part-time instructors** during peak season. **Maya Chen is the sole owner**. Their services are primarily bought by **tourists** (both domestic and international) visiting the Central Coast, as well as **local families and school groups** looking for active outdoor experiences. Lessons and tours are sold directly from their beachside kiosk and via their online booking system. They purchase their surfboards from a national distributor in Sydney, wetsuits from a major Australian brand, and their snacks and water for tours from local Central Coast suppliers where possible.

## The Daily Grind Cafe & Roastery

Nestled in the heart of Terrigal, The Daily Grind is more than just a cafe; it's a bustling **coffee roastery and specialty cafe**. Owners Sarah and David Miller opened it seven years ago, fueled by their passion for exceptional coffee and fresh, wholesome food. They roast their own beans on-site, supplying both their cafe and a handful of other local establishments.

For The Daily Grind, **considering sustainability** wasn't an overnight decision, but a gradual evolution driven by increasing customer questions about their sourcing and a desire to reduce their operational footprint. Their **sustainability goals** include sourcing 100% ethically traded coffee beans, drastically reducing food waste through composting and partnerships with local charities, and installing solar panels on their roof within three years. Their **experience level with sustainable business practice** is advanced; they've been using compostable cups for years, have a significant portion of their menu dedicated to local produce, and actively educate staff and customers.

The Daily Grind achieves an annual **revenue of around $950,000** and employs a dedicated team of **15 full-time and part-time staff**. **Sarah and David Miller own the business as a partnership**. Their primary **customers are local residents** – daily commuters, remote workers, and families – along with a steady stream of weekend **tourists**. Products are sold directly through their cafe in Terrigal, with roasted beans also distributed to other cafes in Gosford and Erina. They source their raw coffee beans from international fair-trade cooperatives, milk from a regional NSW dairy, and fresh produce from various farms across the Central Coast and Hunter Valley.

## Coastal Craft Brewery

Coastal Craft Brewery, located in the industrial estate of Somersby, is a burgeoning **microbrewery and cellar door**. Established four years ago by a group of friends with a shared love for artisanal beer, they focus on creating unique, small-batch brews inspired by the region. They also host weekend events and food trucks.

The push to **consider sustainability** came from within the ownership team, who recognized the significant water and energy consumption inherent in brewing. They also saw it as a way to differentiate themselves in a competitive market. Their **sustainability goals** include reducing water usage per litre of beer by 30% in two years, capturing and reusing all CO2 produced during fermentation, and exploring partnerships to repurpose spent grain for local agriculture. Their **experience level with sustainable business practice** is early-intermediate; they've invested in some water-saving equipment and optimize their brewing cycles, but still face challenges in waste management.

Coastal Craft Brewery's annual **revenue is approximately $700,000**, with **8 employees** working across brewing, sales, and cellar door operations. The **business is owned by a consortium of four friends**. Their **customers are primarily local craft beer enthusiasts**, but they also attract **tourists** looking for unique experiences, and they supply a growing number of **local pubs and restaurants**. Their beers are sold at their Somersby cellar door, various farmers' markets on the Central Coast, and through wholesale distribution to licensed venues across NSW. They purchase their malt and hops from national suppliers, yeast from international specialists, and their water comes from the local municipal supply.

## Wyong Valley Fresh Produce

Wyong Valley Fresh Produce is a family-run **fruit and vegetable farm** spanning 50 acres in the fertile Wyong Valley. Owned and operated by the Peterson family for three generations, they specialize in seasonal vegetables like tomatoes, cucumbers, and leafy greens.

**Considering sustainability** is deeply ingrained in the Peterson family's philosophy, having always believed in working with, not against, the land. Recent droughts and changing weather patterns, however, have intensified their focus on resilience. Their **sustainability goals** are centered around regenerative agriculture practices: enhancing soil health through cover cropping and reduced tillage, significantly reducing water usage through advanced irrigation systems, and transitioning to 100% organic pest control within five years. Their **experience level with sustainable business practice** is expert; they've been implementing eco-friendly farming methods for decades, long before "sustainability" became a buzzword.

The farm generates an average **annual revenue of $1.2 million**, depending on seasonal yields, and employs **12 full-time farmhands** plus additional casual workers during harvest. The **Peterson family (father, mother, and two children)** collectively own and manage the farm. Their **customers are a mix of local residents** who buy directly from their farm gate stall, **restaurants and cafes** across the Central Coast, and a large portion is sold **wholesale to Sydney markets**. Their produce is sold directly at their farm in Wyong Valley, local farmers' markets, and through a large-scale distributor in Sydney. They purchase seeds from Australian agricultural suppliers, natural fertilizers from a national organic supplier, and farm equipment from a local dealership in Gosford.

## Terrigal Tech Solutions

Terrigal Tech Solutions is a dynamic **IT consultancy and web development agency** based in Erina. Established just two years ago by tech entrepreneur Liam O'Connell, the company provides bespoke software solutions, cloud migration services, and website design for small to medium-sized businesses across NSW.

Liam started **considering sustainability** not just for ethical reasons, but also as a smart business move. He noticed a growing demand from clients for "green" IT solutions and wanted to align his company with those values. His **sustainability goals** include achieving carbon neutrality by switching to renewable energy providers for their office and servers, promoting remote work to reduce commuter emissions, and helping clients optimize their digital infrastructure for energy efficiency. Their **experience level with sustainable business practice** is nascent but enthusiastic; they've just begun their journey, focusing initially on energy consumption and digital waste.

Terrigal Tech Solutions has a rapidly growing **annual revenue of $600,000** and employs **7 skilled developers and consultants**. **Liam O'Connell is the sole owner**. Their **customers are primarily other businesses** – local startups, established retail chains, and service providers looking to enhance their digital presence or streamline operations. Services are sold directly through client consultations and online proposals, serving businesses mostly within the Central Coast, Newcastle, and Sydney regions. They purchase their office supplies from local stationery shops, and their server space and cloud services from major national and international providers.

## Green Thumbs Landscaping & Design

Green Thumbs Landscaping & Design is a thriving **landscaping, garden maintenance, and design company** operating across the entire Central Coast. Owned and managed by long-time friends Chloe and Ben Smith, they've been transforming outdoor spaces for 10 years, specializing in native plant gardens and drought-tolerant designs.

**Considering sustainability** has always been at the core of Green Thumbs' identity. They believe in creating beautiful spaces that work in harmony with the environment. Recent client requests for more eco-friendly options have reinforced this commitment. Their **sustainability goals** include using only locally sourced and recycled materials for hardscaping, converting their entire fleet of vehicles and equipment to electric power within five years, and implementing water-wise irrigation systems in 90% of new projects. Their **experience level with sustainable business practice** is very high; they actively promote biodiversity, minimize chemical use, and educate clients on eco-friendly garden care.

Green Thumbs generates approximately **$550,000 in annual revenue** and employs **9 full-time landscapers and designers**. The **business is co-owned by Chloe and Ben Smith**. Their **customers are primarily residential homeowners** across the Central Coast, often seeking aesthetic upgrades or solutions for challenging garden spaces, along with some **commercial clients** like schools and small businesses. Services are sold through direct client quotes and word-of-mouth referrals. They buy their plants from local Central Coast nurseries, soil and mulch from regional suppliers, and landscaping materials (stones, pavers) from local building supply stores, prioritizing recycled options.

## Gosford Marine Conservation Tours

Gosford Marine Conservation Tours is a unique **tourism operation** offering educational boat trips and snorkelling experiences in Broken Bay and the surrounding marine park. Founded three years ago by marine biologist Dr. Emily Wilson, the business aims to educate visitors about the local marine ecosystem and foster a love for its protection.

Dr. Wilson's entire business model is built around **considering sustainability**. She views every tour as an opportunity for conservation and actively participates in marine research projects. Her **sustainability goals** are deeply embedded: to contribute 10% of profits to local marine research, to operate tours with minimal disturbance to marine life, and to develop new educational programs focused on plastic reduction in waterways. Their **experience level with sustainable business practice** is inherent and foundational; sustainability *is* their business.

The company generates **annual revenue of about $570,000** and employs **3 part-time marine naturalists/skippers**. **Dr. Emily Wilson is the sole owner**. Their **customers are a mix of eco-conscious tourists**, **school groups**, and **local families** interested in marine life and conservation. Tours are sold through their website, local tourism information centres, and partnerships with local accommodation providers. They purchase their boat fuel from a local marina, snorkelling gear from a national marine supply company, and educational materials from local printing businesses.

## Erina Eco Packaging Solutions

Erina Eco Packaging Solutions is a relatively new **manufacturing business** specialising in sustainable and compostable packaging for food and retail industries. Launched 18 months ago by former industrial designer Mark Davies, the company produces custom-designed biodegradable containers, bags, and wraps.

Mark's decision to **consider sustainability** was a direct response to the growing global plastic waste crisis and a belief that businesses could offer better alternatives. He saw a gap in the market for high-quality, genuinely eco-friendly packaging. His **sustainability goals** include becoming a certified B Corp, developing a closed-loop system for their manufacturing waste, and expanding their product line to include packaging made from agricultural by-products. Their **experience level with sustainable business practice** is foundational and innovative; their entire product range is designed with environmental impact in mind.

Erina Eco Packaging Solutions is rapidly growing, with **annual revenue projected at $1,.450,000** this year, and employs **10 full-time production and design staff**. **Mark Davies is the primary owner**, with a minority stake held by a private investor. Their **customers are other businesses** – local cafes, bakeries, restaurants, food producers, and small retail shops across the Central Coast and Sydney, seeking alternatives to traditional plastic packaging. Products are sold directly through B2B sales representatives and their online catalogue. They source their raw materials (plant-based polymers, recycled paper pulp) from specialized national and international suppliers.

## Patonga Beach Retreat

Patonga Beach Retreat is a charming, boutique **accommodation provider** offering three self-contained cabins nestled by the water's edge in Patonga. Owned by the McLean family for the past decade, it provides a peaceful getaway for visitors seeking tranquility and natural beauty.

For the McLean family, **considering sustainability** has evolved from simple common sense to a core brand value. They believe guests increasingly seek out eco-friendly options. Their **sustainability goals** include installing a comprehensive rainwater harvesting system, converting entirely to solar power by 2026, and significantly reducing linen and towel washing through guest education and efficient laundry practices. Their **experience level with sustainable business practice** is good; they already use eco-friendly cleaning products, have efficient lighting, and encourage guests to conserve water.

The retreat generates an **annual revenue of approximately $280,000** (depending on occupancy rates) and employs **2 part-time cleaning and guest service staff** in addition to the family managing bookings. The **McLean family (John and Susan, and their daughter Emily)** are the owners. Their **customers are mostly couples and small families** from Sydney and Newcastle seeking a quiet escape, often weekenders or short-stay holidaymakers. Bookings are primarily made through their website and popular online travel agencies. They purchase cleaning supplies from a local Gosford supplier, linens from a national hotel supply company, and fresh produce for guest welcome hampers from local Central Coast farmers' markets.

## Central Coast Restore & Resell

Central Coast Restore & Resell is a thriving **second-hand furniture and upcycling business** located in West Gosford. Opened five years ago by artist and carpenter Jessica Lee, the business takes discarded furniture, restores it, and resells it, or transforms it into unique, artistic pieces.

Jessica's entire ethos is built around **considering sustainability** – specifically, reducing landfill waste and promoting circular economy principles. She believes that beauty can be found in the old and repurposed. Her **sustainability goals** are to save 5 tonnes of furniture from landfill annually, to train local community members in basic furniture repair and upcycling techniques, and to source 100% of her repair materials from other local waste streams (e.g., timber offcuts from builders). Their **experience level with sustainable business practice** is exemplary; their business *is* sustainability.

Central Coast Restore & Resell achieves an **annual revenue of around $320,000** and employs **4 part-time staff** who assist with restoration, sales, and collections. **Jessica Lee is the sole owner**. Their **customers are diverse**: budget-conscious individuals, interior designers looking for unique pieces, and environmentally aware consumers who value recycled goods. Products are sold directly from their West Gosford showroom and through their active online marketplace. They acquire their "raw materials" (discarded furniture) from local charity bins, council clean-up days, and direct donations, and purchase restoration supplies (paints, glues, hardware) from local hardware stores, prioritising low-VOC and eco-friendly options.

## Norah Head Lighthouse Cafe & Gallery

Perched near the iconic lighthouse, the Norah Head Lighthouse Cafe & Gallery is a popular **cafe and art gallery** attracting both locals and tourists. Established 8 years ago by local couple Olivia and Mark Jones, it serves coffee, light meals, and showcases artworks from Central Coast artists.

The **consideration for sustainability** grew from their desire to preserve the natural beauty that surrounds their location. They also noted a growing preference among their clientele for businesses with ethical practices. Their **sustainability goals** include reducing energy consumption by 25% through appliance upgrades, minimizing plastic use in their takeaway service, and collaborating with local artists who use sustainable materials. Their **experience level with sustainable business practice** is moderate; they've made efforts in waste reduction and local sourcing, but are looking to formalize their approach.

The Cafe & Gallery has an **annual revenue of approximately $480,000** and employs **6 staff** (baristas, chefs, gallery assistants) during peak times. **Olivia and Mark Jones are the owners**. Their **customers are predominantly tourists** visiting the lighthouse and surrounding area, as well as **local residents** who enjoy the scenic location. Products (food, coffee, artwork) are sold directly from their premises. They purchase their coffee beans from a Sydney-based ethical roaster, dairy and fresh produce from Central Coast suppliers, and baked goods from a local Norah Head bakery. Art supplies for the gallery are sourced directly from the artists.

## Somersby Solar & Electrical

Somersby Solar & Electrical is a specialist **solar panel installation and electrical services company** operating across the greater Central Coast region. Founded three years ago by qualified electrician Sam Patel, the business focuses on helping residential and commercial clients transition to renewable energy and improve energy efficiency.

Sam's entire business was built on the premise of **considering sustainability** as a core service. He believes in empowering the community to reduce its carbon footprint. His **sustainability goals** are intrinsically linked to his business: to increase the number of residential solar installations by 20% year-on-year, to promote battery storage solutions, and to educate clients on energy-saving practices beyond solar. Their **experience level with sustainable business practice** is inherent; their service directly *enables* sustainability for their clients.

Somersby Solar & Electrical has a rapidly expanding **annual revenue of $1.1 million** and employs **10 electricians and apprentices**. **Sam Patel is the sole owner**. Their **customers are primarily residential homeowners** and **small commercial businesses** on the Central Coast looking to reduce their electricity bills and environmental impact. Services are sold through direct consultations, quotes, and strong word-of-mouth referrals. They purchase solar panels and inverters from major national distributors who import from international manufacturers, and electrical components from local Central Coast electrical wholesalers.

## Ocean Breeze Organic Grocer

Ocean Breeze Organic Grocer is a bustling **organic food store** located in Gosford, providing the community with a wide range of organic fruits, vegetables, bulk foods, ethical groceries, and eco-friendly household products. It was opened five years ago by health-conscious entrepreneur Chloe Lim.

Chloe's initial motivation for **considering sustainability** was her personal commitment to healthy living and environmental stewardship. She identified a clear demand for accessible organic and sustainable products on the Central Coast. Her **sustainability goals** include achieving zero-waste for their produce section by offering bulk options and composting, partnering exclusively with certified organic and local farms within a 100km radius, and eliminating all single-use plastics from their operations. Their **experience level with sustainable business practice** is very strong; it's the foundation of their business model.

Ocean Breeze Organic Grocer has an **annual revenue of approximately $750,000** and employs **8 part-time staff** managing the store and customer service. **Chloe Lim is the sole owner**. Their **customers are primarily local residents** who prioritize healthy, organic, and ethically sourced food, ranging from young families to retirees. Products are sold directly from their Gosford store. They purchase their fresh produce from a network of certified organic farms across NSW (many from the Central Coast and Hunter Valley), bulk goods from national organic wholesalers, and household products from Australian eco-friendly manufacturers.

## Gosford Community Arts Workshop

The Gosford Community Arts Workshop is a non-profit **creative space and education provider** offering workshops in pottery, painting, textiles, and other crafts for all ages. Established by a local arts collective 15 years ago, it aims to foster creativity and community engagement. While technically non-profit, they operate with a business model of course fees and gallery sales.

The collective began **considering sustainability** not just for environmental reasons, but also as a way to model responsible practices for their students and the wider community. They believe art can be a powerful tool for change. Their **sustainability goals** involve recycling 95% of their clay waste, using only non-toxic, eco-friendly art supplies, and repurposing discarded materials (like old textiles or wood scraps) into art projects for workshops. Their **experience level with sustainable business practice** is good, constantly seeking new ways to minimize their environmental footprint.

The Workshop generates an **annual revenue of about $150,000** from course fees and art sales, and is run by a **small team of 3 part-time coordinators** and numerous volunteer instructors. The **business is owned by the Gosford Arts Collective (a registered non-profit)**. Their **customers are local residents** of all ages seeking creative outlets, skill development, and community connection. Workshops are sold via their website and local community advertising, and artworks by students and instructors are sold in their small gallery space. They purchase art supplies from national art supply stores, clay from a Sydney-based supplier, and often receive donated materials from the community.

## The Boujee Botanist Florist

The Boujee Botanist is a chic, modern **florist and plant boutique** located in Ettalong Beach. Opened just one year ago by floral designer Olivia Green, it specialises in unique floral arrangements, rare houseplants, and dried flower creations, focusing on aesthetics and longevity.

Olivia's inspiration for **considering sustainability** stems from a love for nature and a desire to challenge the often wasteful practices of the traditional floral industry. She wanted to offer a beautiful, yet responsible, option. Her **sustainability goals** include sourcing 80% of her fresh flowers from local Central Coast and NSW growers to reduce air miles, composting all floral waste, and eliminating floral foam (a microplastic source) from her designs. Her **experience level with sustainable business practice** is strong from the outset; it's a core differentiator for her new business.

The Boujee Botanist has quickly grown to an **annual revenue of approximately $250,000** and employs **2 part-time floral assistants**. **Olivia Green is the sole owner**. Her **customers are primarily local residents** celebrating special occasions or decorating their homes, as well as **event planners** on the Central Coast. Products are sold directly from her Ettalong Beach shop and through online orders for local delivery. She sources fresh flowers from local farms (where possible) and the Sydney Flower Markets, unique houseplants from specialist nurseries in NSW, and her vases and pots from Australian ceramic artists and wholesalers.

## Coastline Clean Energy Consultants

Coastline Clean Energy Consultants is a leading **professional services firm** in Gosford, specializing in renewable energy feasibility studies, carbon footprint assessments, and sustainability strategy development for businesses and local councils. Founded four years ago by environmental engineer Dr. Ben Carter, the firm aims to accelerate the Central Coast's transition to a greener economy.

Dr. Carter established the firm with a foundational commitment to **considering sustainability**, as it is the very essence of their service offering. They exist to help others achieve their sustainability goals. Their **sustainability goals** for themselves include operating a paperless office, ensuring all employee travel is carbon-offset, and dedicating pro-bono hours to support local community environmental initiatives. Their **experience level with sustainable business practice** is expert; they advise others on it daily and are deeply committed to leading by example.

Coastline Clean Energy Consultants generates an **annual revenue of approximately $850,000** and employs **9 full-time environmental scientists and consultants**. **Dr. Ben Carter is the sole owner**. Their **customers are primarily other businesses** (large corporations, small-to-medium enterprises) and **government bodies/local councils** across NSW seeking to understand and improve their environmental performance. Services are sold through direct proposals, tenders, and professional networks. They purchase their office supplies from local ethical suppliers, and subscribe to various environmental data and analytics platforms from international providers.

**17. Artisan Grains & Goodies**

Artisan Grains & Goodies is an innovative **food manufacturing and innovation business** located in the industrial area of Tuggerah. Launched two years ago by a team of food scientists and nutritionists, they specialize in developing and producing high-protein, plant-based snack bars and breakfast cereals using locally sourced, underutilized grains and pulses.

The founders' motivation for **considering sustainability** stemmed from a desire to address food waste and promote healthier, more environmentally friendly food options. They saw an opportunity to create value from ingredients often overlooked. Their **sustainability goals** include sourcing 70% of their raw ingredients from within NSW, achieving a 95% reduction in production waste through innovative re-use programs, and designing all packaging to be 100% compostable within three years. Their **experience level with sustainable business practice** is high and integrated; their product development process actively prioritizes sustainability metrics.

Artisan Grains & Goodies has seen rapid growth, with **annual revenue projected at $1.5 million** this year. They employ **12 staff** across research and development, production, and sales. The **business is owned by the founding team of three food scientists**. Their **customers are primarily health-conscious consumers** (individuals and families) looking for nutritious and sustainable snack options, as well as **major supermarket chains and health food distributors** across Australia. Products are sold via their online store, local Central Coast health food shops, and through wholesale agreements with national distributors. They buy their specialty grains and pulses from Australian farms, natural sweeteners and flavourings from national food ingredient suppliers, and their machinery from specialized food processing equipment manufacturers.

18. Central Coast Composites

Central Coast Composites is a specialized **manufacturing business** located in Gosford, producing lightweight, high-strength composite materials (e.g., carbon fibre, fibreglass) for various industries, including marine, aerospace, and construction. Established 15 years ago by materials engineer Michael Green, they pride themselves on precision and quality.

For Central Coast Composites, the initial push to **consider sustainability** came from rising energy costs and increasing scrutiny from their larger corporate clients regarding supply chain ethics. They also recognized the significant waste generated in composite manufacturing. Their **sustainability goals** include reducing energy consumption in their curing processes by 20% in two years, implementing a system to recycle composite offcuts (a challenging process), and exploring bio-based resin alternatives for their products. Their **experience level with sustainable business practice** is moderate; they have identified areas for improvement and are actively researching solutions for their unique waste streams.

Central Coast Composites generates an **annual revenue of approximately $2.5 million** and employs **20 full-time technicians and engineers**. **Michael Green is the founder and majority owner**, with a minority share held by an early investor. Their **customers are other businesses** – boat builders, aerospace component manufacturers, and construction firms needing specialized, lightweight materials. Products are sold directly through B2B sales teams and client contracts, primarily serving clients across NSW and Queensland. They purchase their raw materials (carbon fibre, glass fibre, resins) from international specialized material suppliers and their manufacturing machinery from global industrial equipment providers.