



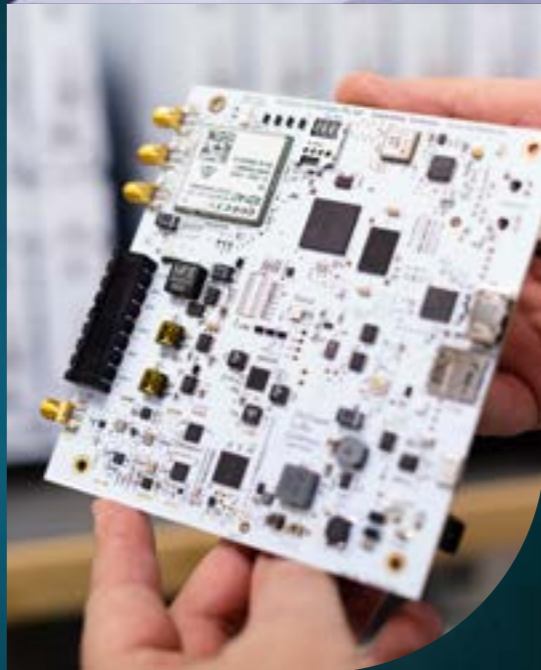
**TASINVEST**

GATEWAY OF OPPORTUNITIES

# THE NORTHERN TASMANIAN ADVANTAGE

A GUIDE TO INVESTMENT OPPORTUNITIES  
AND INDUSTRIAL PRECINCTS





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# WELCOME TO NORTHERN TASMANIA



Northern Tasmania's combination of natural assets and investment in infrastructure provides the perfect environment to establish, expand or diversify business. From highly productive agricultural land, specialist advanced manufacturing, a diverse mix of natural resources and a growing tourism market, the region provides a strong economic proposition for business and potential investors.

Located in the picturesque north of the state is Launceston, Tasmania's second largest city. The city and surrounding region is the ideal gateway to connect to rapidly growing domestic and global markets with a multi-award-winning airport and easy access to the state's primary deepwater ports.

The north is also home to Tasmania's largest heavy industrial estate, the Bell Bay Advanced Manufacturing Zone (BBMAZ), which is the centre for advanced manufacturing. Its deepwater port and integrated road and rail systems support trade and exports to a diverse range of global markets. For years, companies like Rio Tinto/Bell Bay Aluminium, Timberlink and Liberty Bell Bay have experienced the benefits of its strategic location, infrastructure and access to a skilled and experienced workforce.

Given the significant existing infrastructure at Bell Bay, this has been proposed as a location to host Tasmania's Green Hydrogen Hub. The Tasmanian Renewable Hydrogen Action Plan released in March 2020 sets out the state's vision and strategy for the development of a renewable hydrogen industry in Tasmania that capitalises on the state's competitive renewable energy advantages.

Opportunities also exist in the region for forestry and defence or maritime-related industries at other ready-to-access industrial and commercial precincts. For example the TRANSlink Precinct adjacent to Launceston Airport, Valley Central in Meander Valley and the Ling Siding Industrial Hub in the north east.

For companies focused on achieving sustainability and improving their carbon footprint, Tasmania's reputation as a global leader in renewable energy can help them to meet these targets. In November 2020, we proudly became the first state in Australia to produce 100 per cent of our energy needs from renewables and now we have an ambitious target to produce 200 per cent of the state's current energy demand from renewable sources by 2040.

The northern region is also renowned for producing some of the best food and wine in Australia. Offering a mix of rich agricultural land, irrigation infrastructure and a temperate climate, the region is Tasmania's principal wine producing area with wineries such as Bay of Fires, Clover Hill, Josef Chromy and the House of Arras recognised nationally and internationally. To complement our beverage industry, innovative food producers and manufacturers like Huon Aquaculture, Ashgrove, and Pyengana contribute to the state's thriving agriculture sector. Such quality produce, gourmet regional delights and food innovation were part of the reason Launceston was named a UNESCO City of Gastronomy.

Tourism plays an important role in supporting the state's economy. Investments in mountain bike trails and world-renowned golf courses, significant heritage and exceptional agri-tourism are supported by major hotel developments and more exciting projects in the pipeline.

While Launceston is the third oldest city in Australia, it has a remarkable reputation as a leader in innovation, being one of the first Australian cities to benefit from the national broadband network (NBN) rollout and to utilise 3-D technology for city planning. Launceston also boasts one of the highest start-up business rates per capita in the country.

Collaboration is in our DNA and much of our success in the north has been achieved through industry and all levels of government working together. There is no stronger example than the \$570 million Launceston City Deal that has supported transformational infrastructure projects and aims to improve liveability and innovation through a partnership between all three tiers of government. The City Deal continues to deliver great outcomes in higher education, community facilities, sport and recreation, smart city technology and healthier waterways.

It is hard to look past the compelling business proposition that Tasmania offers. Our stable political and economic environment; low regulatory burden; lower operating and labour costs coupled with one of the lowest business taxation rates in Australia; and perhaps most significantly, lower employee turnover rates; ensures Tasmanian companies can deliver globally competitive products and services.

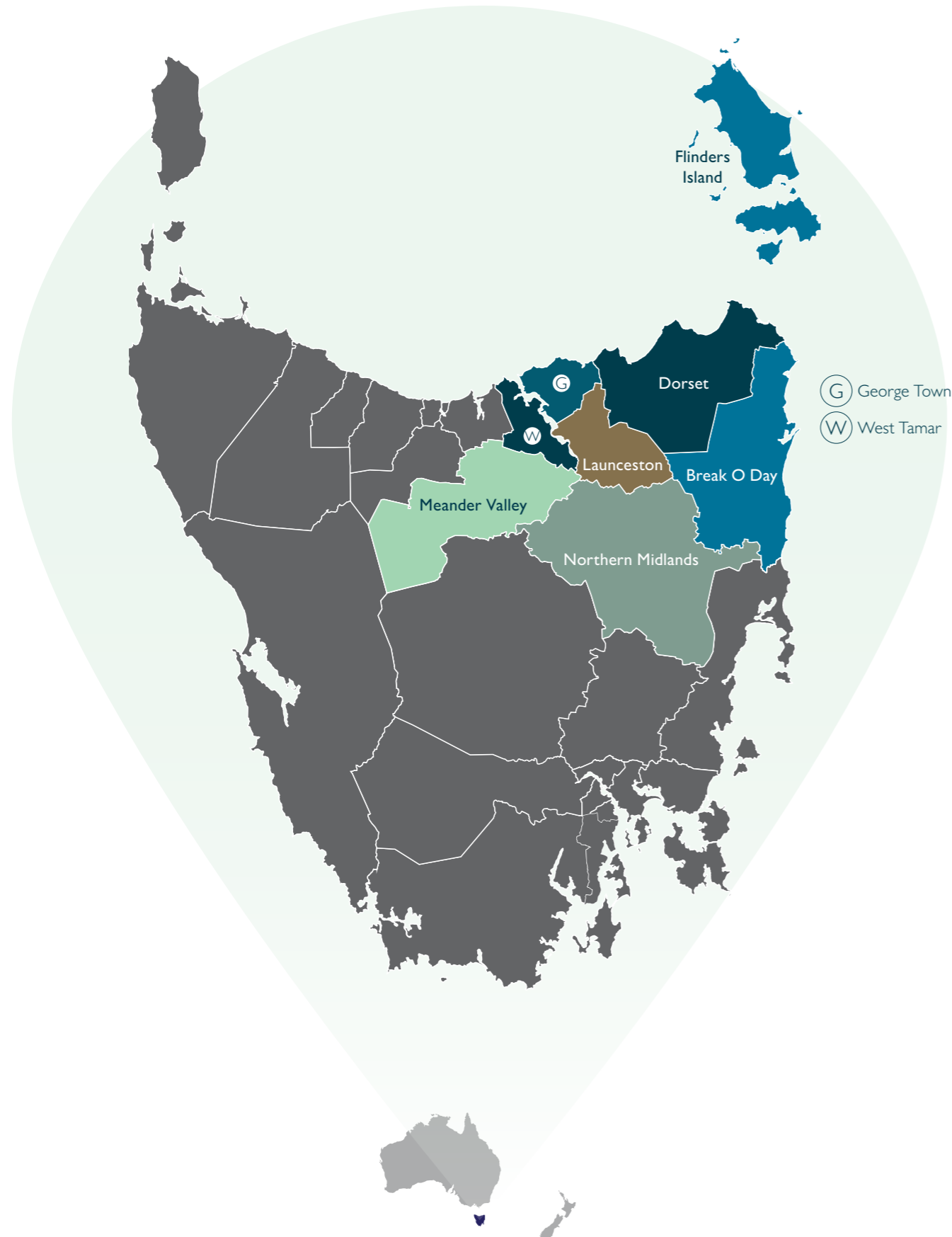
Businesses can also take advantage of some of the lowest regulated electricity prices in Australia and per square metre costs of Grade A office space, as well as access to highest-speed Fibre-to-the-Node NBN.

If you have a passion in your business for doing something exceptional, I invite you to join us in the north of Tasmania.

**Jeremy Rockliff MP**

Premier and Minister for State Development, Trade and the Antarctic

# NORTHERN TASMANIAN REGIONAL COUNCILS



## KEY STRENGTHS

- Access to first-rate infrastructure including international deep water port, airports, renewable energy supply, roads, rail and super-fast internet
- Political and economic stability
- Low establishment costs
- Skilled and stable workforce
- Compelling brand – excellence, purity and sustainability
- Environmentally focussed
- Innovative and creative
- Temperate climate, fertile soils, reliable rainfall and extensive irrigation
- Cost competitive
- High quality, high value production
- Excellent testbed
- Work/life balance
- Connected to the world

## OFFICE OF THE COORDINATOR-GENERAL: HOW WE CAN HELP

The Office of the Coordinator-General (OCG) is Tasmania's principal entity to attract and support investment in the state. Our office provides a single point of contact for businesses looking to establish, expand or relocate to Tasmania. We work across a variety of sectors in three distinct areas, investment attraction, red tape reduction and strategic project facilitation. We are here to help support investors to investigate, plan and implement their projects.

The office has investment specialists who provide assistance and advice to prospective investors. Our specialist team will provide you with tailored, confidential assistance. We will connect you with the right people to fully explore your pathways and provide information and support with:

- connections with local industry associations and government departments
- information on business opportunities, investment regulations and government assistance
- insights on business costs, skills availability, taxation and research opportunities
- expert advice on Tasmania's industry capabilities and strengths
- site visits and other site selection assistance
- links with potential joint venture partners
- information on industry strategies
- accessing export markets.

Major projects will be appointed a case manager from the OCG. Our case management service can assist businesses/ project proponents by convening relevant expertise across government.

For any additional information regarding investment opportunities within Tasmania please contact:

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## PART A: REGIONAL OVERVIEW

## KEY STATISTICS

TABLE I - KEY STATISTICS

Collated from economy/id Tasmania, Tasmanian Tourism Snapshot Year ending March 2023

	Northern Tasmania	Tasmania	% of Tasmania
Gross regional product	\$10.06 billion	\$36.91 billion	27.2%
Estimated resident population	155,694	571,540	27.2%
Population growth – 2021 2022	0.5%	0.6%	-
Local jobs	71,707	281,760	25.4%
Employed residents	75,302	280,623	26.8%
Local businesses	12,579	42,433	29.6%
Number of visitors March 2022 - 2023	713,429	1,305,400	54.6%
Land area	20,116 km <sup>2</sup>	67,915 km <sup>2</sup>	29.2%
Value of building approvals 2022 23 April FYTD	\$277 million (Residential) \$171 million (Non-residential) <b>\$448 million (total)</b>	\$1.087 billion (Residential) \$934 million (Non-residential) <b>\$2.021 billion (total)</b>	22.1%
Bachelor or higher degree 2021	23,318	101,841	22.8%



## NORTHERN TASMANIA – AN INTRODUCTION

The Australian state of Tasmania offers an incredibly diverse range of opportunities and experiences. With 29 local government areas (Local Government Associations), representing a population of over half a million people, each Local Government Association has a distinctiveness that not only defines them individually but contributes to a unique and vibrant broader regional identity.

This prospectus represents northern Tasmania, an area covering approximately 20,000 km<sup>2</sup>, nearly 30 per cent of Tasmania. The defining boundaries of northern Tasmania are represented by the eight municipalities of Break O'Day, Dorset, Flinders Island, George Town, Launceston, Meander Valley, Northern Midlands and West Tamar.

Other site selection prospectuses from the OCG include but are not limited to The Southern Advantage, Renewable Energy Tasmania Cradle Coast Prospectus, the Valley Central Industrial Precinct, TRANSLink, Ling Siding, and Bell Bay Industrial Precinct Prospectuses. These are available electronically on the OCG website: [cg.tas.gov.au](http://cg.tas.gov.au)

Northern Tasmania is a region steeped in historical and industrial significance. The main city of Launceston is one of the oldest cities in Australia, dating back to 1806, and the surrounding region's strong history is evident through its Georgian buildings, Victorian gardens and industrial archaeology. Tasmania's Aboriginal history plays an important part in Tasmania's story with the first ancestors arriving in Tasmania about 40,000 years ago.<sup>1</sup>

Launceston was the first Australian city to have an underground sewer network, the first Australian city to be lit by hydroelectricity, and was also the first place in the southern hemisphere where a medical procedure was successfully performed using anaesthetic.<sup>2</sup>

Launceston continues to embrace a culture of innovation and more recent nation-leading 'firsts' have included the launch of multiple Internet of Things (IoT) platforms, and 5G testing and rollout, with Launceston known in the tech-community as Australia's first gigabit city.<sup>3</sup> It also has one of the highest rates of start-ups per capita in the country.<sup>4</sup>

Launceston is at the forefront of new technology, rolling out Australia's first citywide LoRaWAN Internet of things (IoT) network,<sup>5</sup> being the launch location for Telstra's NB IoT network and winning one of the largest and most innovative Australian Government supported Smart City projects in Australia.<sup>6</sup>

Tasmania has established its position in the global market through rich natural resources, a thriving agricultural sector, and continued investment in advanced manufacturing, with these sectors all operating extensively in the north of the state. These industries have thrived due to rich mineral and ore deposits, and a fertile landscape with reliable access to water which offers an ideal environment for high-quality dairy, livestock farming and a variety of crops.

There are 10 irrigation schemes providing water surety and improved productivity to agricultural businesses within the region with further irrigation schemes currently in planning and development.

The region's temperate and stable maritime climate has also led to the north producing some of the world's leading premium cool climate wine. The region's reputation for producing high quality food and drinks is embraced in the annual Festival, a three day event celebrating Tasmanian food and beverage that regularly attracts over 25,000 people each year.

- 1: Our Tasmania, *Aboriginal Tasmanians*
- 2: Launceston City Council, *Launceston's Firsts*, 2009
- 3: Business Insider Australia, *Launceston just became Australia's first 'gigabit' city with NBN 10 times faster than the rest of us*, 2017
- 4: City of Launceston, *Smart Cities Plan – Launceston City Deal*, 2017
- 5: Sense-T, *Launceston first in Australia with new network*, 2016
- 6: Department of Infrastructure, Transport, Regional Development and Communications, *Launceston City Deal*



The city of Launceston in northern Tasmania was designated a UNESCO Creative City of Gastronomy in 2021, joining an exclusive list of 49 cities globally<sup>7</sup>. Launceston plays a vital role as the region's gourmet hub and this designation shows the city asserting its place among the world's great epicurean destinations. Traditionally recognised for its unique paddock-to-plate culture, northern Tasmania offers a selection of cafés, restaurants and bars, including experiences like cooking workshops, vineyards, and the Cradle to Coast food trail – a popular gastronomic experience among visitors.

The northern region strongly and proudly contributes significantly to the state's economy. Total exports in manufacturing as well as agriculture, forestry and fishing have a larger contribution in the north of the state compared to Tasmania overall, with the latter showing the strongest growth compared to five years ago.<sup>8</sup> There is a friendly and competitive rivalry between the north and south of the state, but ultimately the state fosters a reputation for collaborative working, strong employee loyalty and a dedication to pursuing excellence, making northern Tasmania one of Australia's best places to do business.

7: City of Launceston, Launceston designated a *UNESCO City of Gastronomy*, 2021

8: National Institute of Economic and Industry Research, compiled and presented by economy.id, *Exports*, 2020/21



## THE PEOPLE

The resident population of the northern Tasmania region is about 155,000 with about 91,000 (or 59 per cent) located in the Launceston area.<sup>9</sup> Over the last two census dates (2016 and 2021), the population of northern Tasmania grew by 8 per cent.

Outside of the greater Launceston area, the population of northern Tasmania primarily resides in the urban centres surrounding the historic towns and villages extending across the north and east coasts. Westbury, Longford, George Town, Bridport, St Helens and Scottsdale support a range of industries respectively, including those operating in the advanced manufacturing, maritime, agriculture and tourism sectors.

Northern Tasmania has a large working-age population. The most substantive demographic is aged between 25 and 34 years (making up about 21.3 per cent of the working demographic) closely followed by the 45-54 age group (contributing 21 per cent).

Approximately 25 per cent of the labour force has a university qualification, and just under 38 per cent possess an Advanced Diploma, Diploma or Certificate level qualification.<sup>10</sup>

9: Australian Bureau of Statistics, *Regional Population Growth*, 2021

10: Australian Bureau of Statistics, *Census of Population and Housing 2016 and 2021*



## THE ECONOMY

Northern Tasmania's proximity and easy access to Bass Strait has strongly positioned the region as a key gateway between Tasmania and mainland Australia. The region has extensive specialisation in advanced manufacturing, with several globally connected manufacturers having significant operations in the northern region. These include Rio Tinto's Bell Bay Aluminium and Liberty Bell Bay smelters. The deep water port at Bell Bay (part of the Bell Bay Advanced Manufacturing Zone near George Town) combined with extensive rail and freight corridors, as well as significant power, water, gas and telecommunications infrastructure, has helped create the ideal ecosystem for advanced manufacturing industries.

The region continues to attract both government and private investment. The manufacturing and construction sectors employ about 16.5 per cent of all resident workers in northern Tasmania, with manufacturing alone employing around 40 per cent of workers in the George Town area.<sup>11</sup>

In 2022, the northern region's Gross Regional Product (GRP) was \$10.06 billion. This equates to about 27 per cent of Tasmania's GRP (\$36.90 billion). An analysis of the value added by industry sectors in northern Tasmania in 2021/22 shows the three largest industries were:

- agriculture, forestry and fishing (\$1,539 million or 18.0%)
- health care and social assistance (\$1,329 million or 15.5%)
- construction (\$630 million or 7.3%).<sup>12</sup>

The city of Launceston is the largest city in northern Tasmania, with a GRP of about \$5.49 billion (about 15 per cent of Tasmania) and is a major commercial hub for the north of the state. Launceston is enriched by the character of its many heritage buildings, picturesque parks and surrounding region of stunning natural beauty. The city also has a strong university presence, with both the University of Tasmania (UTAS) and the Australian Maritime College (AMC) having campuses around the city. UTAS is currently developing a new campus precinct in central Launceston as part of its \$304 million Northern Transformation Project. This project will see a substantial growth in staff and student numbers after completion.

Tasmania's internationally recognised premium food and beverage industry is particularly showcased in northern Tasmania. Iconic wineries such as Josef Chromy, Clover Hill and Bay of Fires are all located within 50 km of Launceston. The region's high-quality organic produce is celebrated and displayed at the weekly Harvest Market in Launceston, which was awarded Australia's Most Outstanding Farmers Market in 2017.

The Launceston City Deal – a shared 10-year vision between the Australian and Tasmanian governments – is delivering outstanding results. An unprecedented government and private investment of more than \$570 million has been dedicated to initiatives that are transforming the city.

The City Deal vision is to make Launceston Australia's most liveable and innovative regional city, with growing incomes and falling levels of disadvantage. The City Deal helps make the Greater Launceston region an ideal investment location due to the infrastructure investment enabling further growth in the region, coupled with a strong increase in skilled workers.

The northern region has a strong visitor economy and a high level of brand awareness underpinned by unique and authentic tourism experiences, including food and wine experiences. Visitors resonate with the region's beautiful natural environment, outstanding produce, unrivalled heritage and vibrant contemporary arts sector.

11: National Institute of Economic and Industry Research, compiled and presented by economy.id, *Employment total by industry 2021-2022*

12: National Institute of Economic and Industry Research, compiled and presented by economy.id, *Gross Regional Product, 2020/21*

## OPPORTUNITIES

Northern Tasmania is abundant with opportunities for investors looking to establish, relocate or expand their business operations.

Across northern Tasmania, there are a range of industrial and commercial precincts, supported by infrastructure, utilities and high-speed NBN networks. The Bell Bay Advanced Manufacturing Zone (BBAMZ) near George Town is a prime example, representing a sophisticated hub of advanced manufacturing activity.<sup>13</sup> It is also attracting significant interest as an ideal location to support the production of export scale green hydrogen. Other industrial locations include the Valley Central Industrial Precinct, located in Meander Valley, with a number of the businesses situated in the precinct reflecting the food and agricultural strength of the region; the Ling Siding Industrial Hub in the north east which is ideally situated to access, process and add value to the region's significant wood resources, and TRANSlink, developing as a logistics commercial business hub.

Many industries and businesses see significant advantages in the northern region of Tasmania and benefit from proximity to the deep water industrial port at Bell Bay and north west ports at Devonport and Burnie which are supported by road and rail access. These ports provide easy access to the Bass Strait, connecting to shipping lanes into mainland Australia and internationally, with subsidies available to eligible activities via the Tasmanian Freight Equalisation Scheme.

Due to their significance as well as the increase in demand for services, the Bell Bay, Devonport and Burnie ports have received significant government investment to ensure that adequate infrastructure and facilities meet the needs of industry. These ports are owned by the Tasmanian Government's state-owned company, Tasmanian Ports Corporation Pty Ltd (TasPorts). TasPorts has developed its Port Master Plan to guide \$200 million of planned port infrastructure investment out to 2033 to meet forecast demand.<sup>14</sup>

For those industries that need efficient import/export capabilities, the largest airport in the northern region – Launceston Airport – continues to significantly invest in increasing its freight and passenger facilities. Recent improvements to the airport include an approximate \$20 million upgrade to its southern freight apron and upgrades to improve the traveller check-in experience and cater for future passenger growth. Qantas Freight has also undertaken substantial upgrades to their freight handling facilities.

The TRANSlink Precinct, strategically located adjacent to Launceston Airport and only 13 km from central Launceston, is ideally suited for logistics and industrial industries that benefit from proximity to Launceston, the airport and the state's significant freight corridors.

13: Bell Bay Advanced Manufacturing Zone, 2019

14: TasPorts, Port Master Plan, 2018



## THE BRAND ADVANTAGE

The Tasmanian brand is admired world-wide as being synonymous with excellence and sustainability. Tasmanians are proud of their reputation for being 'premium', whether it is in the quality of the products they produce, the innovation and uniqueness in their businesses, or the exceptional experiences for visitors, that makes the state stand out from others.

Tasmania demonstrates excellence across a vast range of products and services that are supplied to market. In the food and beverage industry, this includes some of the world's finest wines and spirits, award-winning dairy, and internationally exported premium quality seafood. Tasmania's produce is celebrated domestically and globally, and food and beverage tourism is a significant contributor to the state's economy.

In the manufacturing sector, this brand advantage is no different. Advanced manufacturing companies like Liberty Steel have invested in production plants in the north of the state, benefiting from the skilled and experienced workforce that ensures robust, high-quality industrial products. Technology companies, such as Definium Technologies and Firmus Grid, have established in Launceston to leverage the region's key platforms and the technological know-how of the local workforce.

Underpinning Tasmania's brand identity and a range of industries is the state's position as the nation's leader in renewable energy. Tasmania has been developing renewable energy for more than 100 years and has unmatched, world-class experience in renewable skill sets and expertise. In November 2020, Tasmania became the first state in Australia to produce 100 per cent of its energy needs using renewable sources and the state has set an ambitious target to produce 200 per cent of its current energy needs using renewable sources by 2040. Bell Bay is one of Australia's strategically important locations for development of the emerging green hydrogen industry and Tasmania is working with the Australian Government to develop Bell Bay as a national hydrogen hub.<sup>15</sup>

The onshore generation of wind energy has helped keep wholesale prices among the lowest in Australia, making Tasmania highly attractive to high-energy users. While energy prices are predicted to rise in most states and territories, the Comparison of Electricity and Gas Prices Available to Small Customers in Australia, released in October 2022, confirmed that Tasmania has among the lowest regulated electricity prices in Australia.<sup>16</sup>

15: Guy Barnett, Minister for Energy and Renewables, *Green hydrogen is part of Tasmania's renewables plan*, May 2023

16: Australia Energy Regulator, *Wholesale Markets Quarterly- Q4 2022 incorporating Canstar Blue, Average Electricity Prices in Australia per kWh, April 2023 & Horizon Power, Residential Tariffs, July 2022.*



## THE LIFESTYLE

Tasmania has the advantage of offering an outstanding lifestyle, supported by a relatively affordable housing market when compared with major mainland cities. This has been particularly attractive for talented professionals looking to move from mainland Australia.

The average median house price in Tasmania, however, has seen a sharper rise in recent years when compared with other states. Based on median house price, Tasmania moved from the third lowest position to the fourth lowest from the June 2021 to the June 2022 quarter, with increasing prices in the Hobart region particularly driving this change. The average median house price in Launceston in the 12 months to September 2022 was \$575,000, compared with Hobart at \$790,000, so the north of Tasmania offers a particularly affordable location from a lifestyle point of view.

Daily commuting times in Tasmania average 40 minutes a day and score as the second lowest times in Australia behind the Northern Territory. Commuting times have proven to have a direct impact on job satisfaction overall. Northern Tasmania benefits from a rich infrastructure network as well as outstanding education options making the city not just liveable but highly sought after.

Complementing northern Tasmania's lifestyle offering is its outstanding natural beauty, with some of Australia's most iconic national parks including the Great Western Tiers Conservation Area and nearby Cradle Mountain National Park within the UNESCO listed Tasmanian Wilderness World Heritage Area. Other sites within easy reach for residents and visitors alike include the Bay of Fires and Wineglass Bay – considered one of the top 10 beaches in the world.

For those with an interest in outdoors and adventure, there are two world-class mountain biking regions. The Blue Derby Mountain Bike trails, located within the Dorset Council, feature some of the world's top rated and competitive mountain biking trails and have won Trail of the Year by the Enduro World Series twice. The \$4.7 million Mountain Bike Trails at St Helens, located in the council of Break O'Day, took the gold medal at the East Coast Tasmania Tourism Awards in 2020. Additionally, Hollybank Mountain Bike Park opened its trails in 2014.

Just 20 minutes' drive north-east of Launceston, George Town Mountain Bike Trails, which opened in late 2021, complete the north east Tasmanian mountain bike experience.

The northern region, being Tasmania's principal wine producing area, offers unique farm-gate experiences at some of Australia's premium wineries located in the Tamar Valley and near Pipers River. The region's terroir supports a world-class dairy industry, with award-winning produce from Ashgrove in Meander Valley and Pyengana in Break O'Day being synonymous with Tasmania's high-quality brand. Celebrating northern Tasmania's organic produce are a selection of farmers' markets across the state, including Harvest Market, Devonport Farmers' Market and Evandale Market.

## STUDY AND FURTHER EDUCATION

The University of Tasmania (UTAS) is the state's main tertiary institution and is consistently ranked in the top 10 research universities in Australia and within the top 2 per cent of universities world-wide. UTAS offers a range of graduate and postgraduate qualifications, inclusive of specialised bachelor programs including Global Logistics and Maritime Management, Marine and Antarctic Science and Equipment Design and Technology. The University is currently expanding its Launceston campus through the \$304 million Northern Transformation Project, investing in a high-quality, contemporary teaching and industry-facing research campus at Inveresk, adjacent to central Launceston.<sup>17</sup>

Further, UTAS has committed to relocating some of its courses and programs that complement the areas of expertise and the people who engage in it in northern Tasmania. The Tasmanian Institute of Agriculture (TIA) will relocate to Launceston. This commitment is significant as it will add at least 80 senior academic staff to operations in Launceston and locate TIA's research staff much closer to the Tasmanian agriculture sector. This shift will support economic resilience and regional distinctiveness.

UTAS has established a professional services centre within the refurbished Stone Building at the Inveresk campus. The centre accommodated UTAS's professional staff and demonstrates Launceston's advantage as a servicing centre for corporate services.

Leading the way in marine sciences, the Australian Maritime College (AMC) is Australia's national centre for maritime education, training and research, with its main campus in Launceston and a nearby facility in Beauty Point. It was one of the seven founding members of the International Association of Maritime Universities (IAMU), which now has 70 member institutions. The AMC is ranked number one globally within the IAMU.<sup>18</sup> The AMC offers vocational certificates, graduate and postgraduate qualifications via specialist teaching, learning and research facilities in maritime and maritime related fields.

Also in Launceston is the second largest campus of TasTAFE, one of Australia's 10 largest Registered Training Organisations (RTOs). TasTAFE provides vocational education and training ensuring the region's workforce is equipped with vocationally ready skills and employers are supported to lift the productivity of their workforces through skills development.

17: Ministers for the Department of Infrastructure, *University of Tasmania's Inveresk construction blitz builds, 2021*

18: Australian Maritime College, *AMC ranked number one internationally, 2020*



## INDUSTRY AND EMPLOYMENT

Tasmania has experienced consistent population growth. In the 12 months to December 2022, Tasmania's population grew by 0.5 per cent on the previous year.<sup>19</sup> Average annual population growth in Tasmania has been 1.95 per cent versus 1.26 per cent in Australia over the five years to June 2021.

Healthcare continues to be the region's largest employer by industry, but increased investment and interest into several industrial precincts has strengthened the advanced manufacturing sector. Manufacturing accounts for 8 per cent of employment in the region, and in the George Town Local Government Area, it is the highest employing industry sector.<sup>20</sup>

The construction industry ranks the highest in the region for registered number of businesses, with the agriculture, forestry and fishing sector contributing the highest value to the Tasmanian economy of about \$1.54 billion per year.<sup>21</sup>

The Tasmanian Government recognises that the tourism sector is a key driver in the state's economy. Tasmania continues to rebound strongly from the COVID-19 pandemic with Launceston Airport expected to see growth in passenger numbers to about 1.9 million by 2028 and about 2.5 million by 2040.

Employing about 37,300 people, tourism comprises of 12.1 percent of Tasmanian's total employment and the direct and indirect contribution of tourism employment is the highest in Australia.<sup>22</sup>

The Government's 2030 Tasmanian Visitor Economy Strategy sets the vision and direction to continue to grow the depth and value of tourism across the state. Other key sectors, including health care and social assistance, accommodation and food services, education and training, construction and agriculture, forestry and fishing all saw significant positive growth in employees since 2016.

TABLE 2 – NORTHERN TASMANIA BY INDUSTRY

	Employment Growth Rate 2016 2021
Health Care and Social Assistance	31%
Accommodation and Food Services	20%
Education and Training	20%
Construction	18%
Agriculture, Forestry and Fishing	16%

The presence of several higher education institutions in the north is reflected strongly in the qualifications held by local workers, with more than 59 per cent of local workers holding a Certificate III or higher. According to the ABS Census, the number of workers holding a Bachelor Degree or higher has also grown significantly. Between 2016 and 2021, this number grew to 23,318 – an increase of 45 per cent.<sup>23</sup>

19: *Treasury.tas.gov.au National State and Territory Population Quarter December 2022*

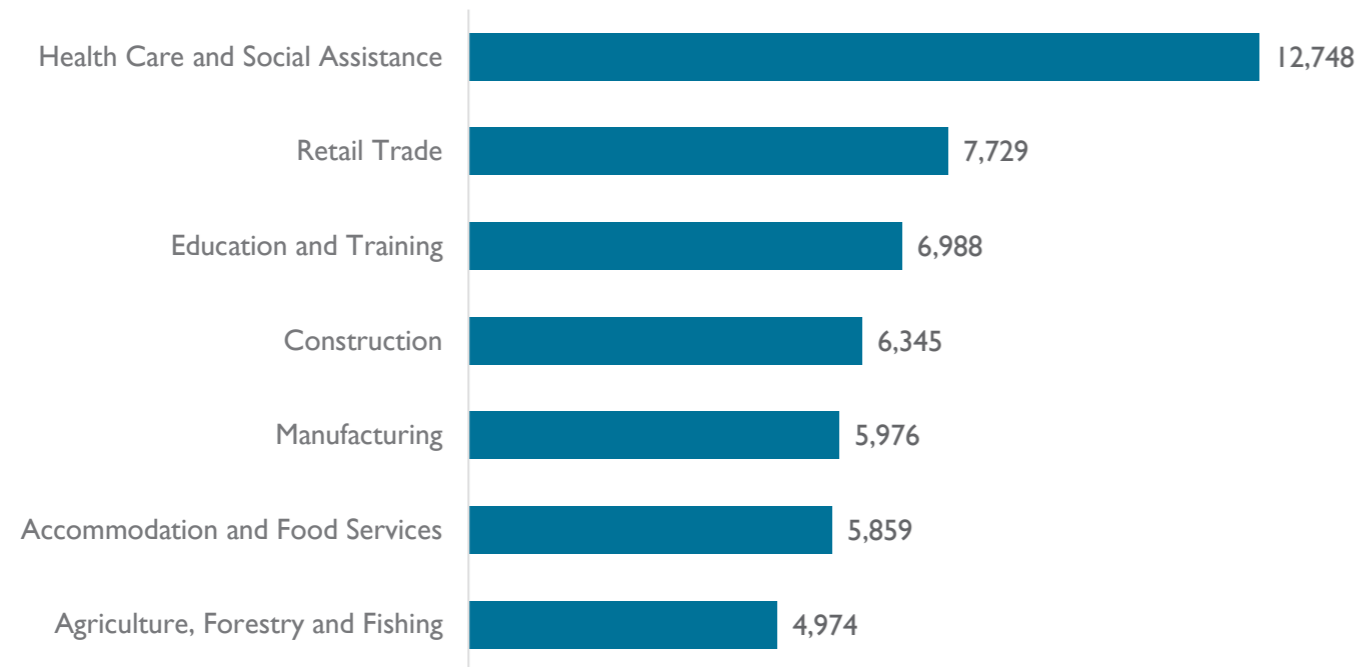
20: National Institute of Economic and Industry Research, compiled and presented by economy.id, *Employment by industry (FTE), 2020/21*

21: National Institute of Economic and Industry Research, compiled and presented by economy.id, *Value added, 2020/21*

22: Tourism Tasmania, *Tourism Fast Facts, June 2023*

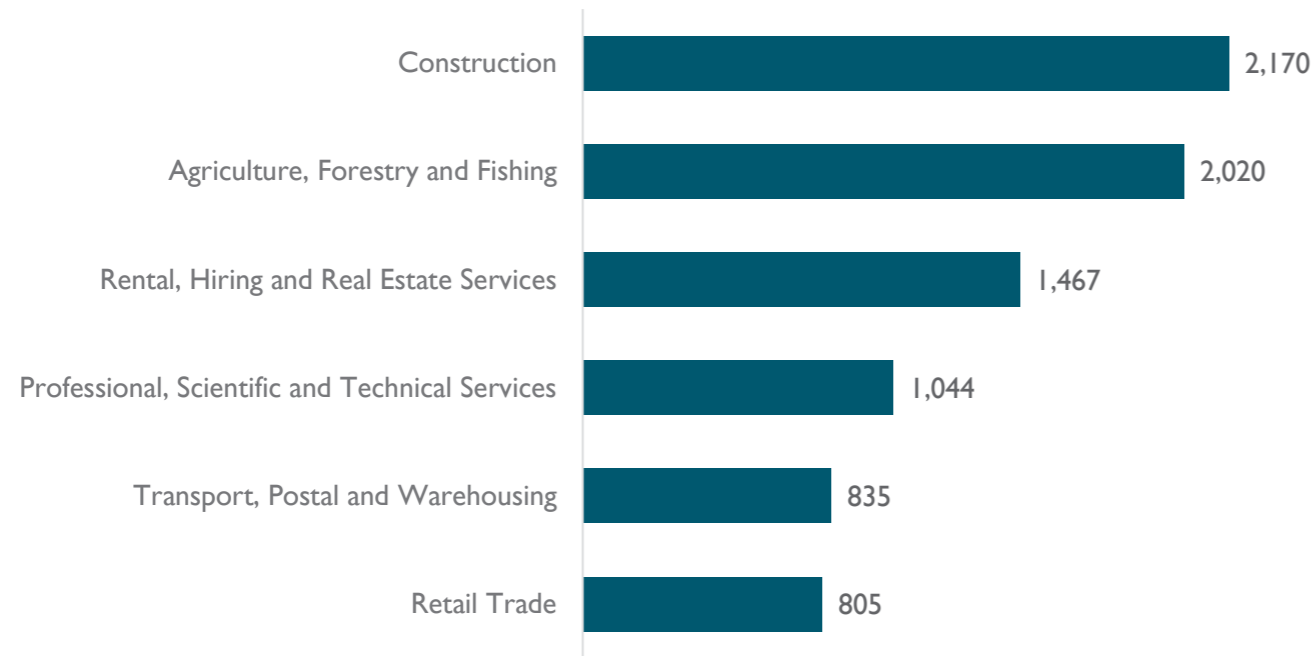
23: Profile ID, Northern Tasmanian Region, Highest Qualifications Achieved

GRAPH 1. EMPLOYMENT BY INDUSTRY IN 2022



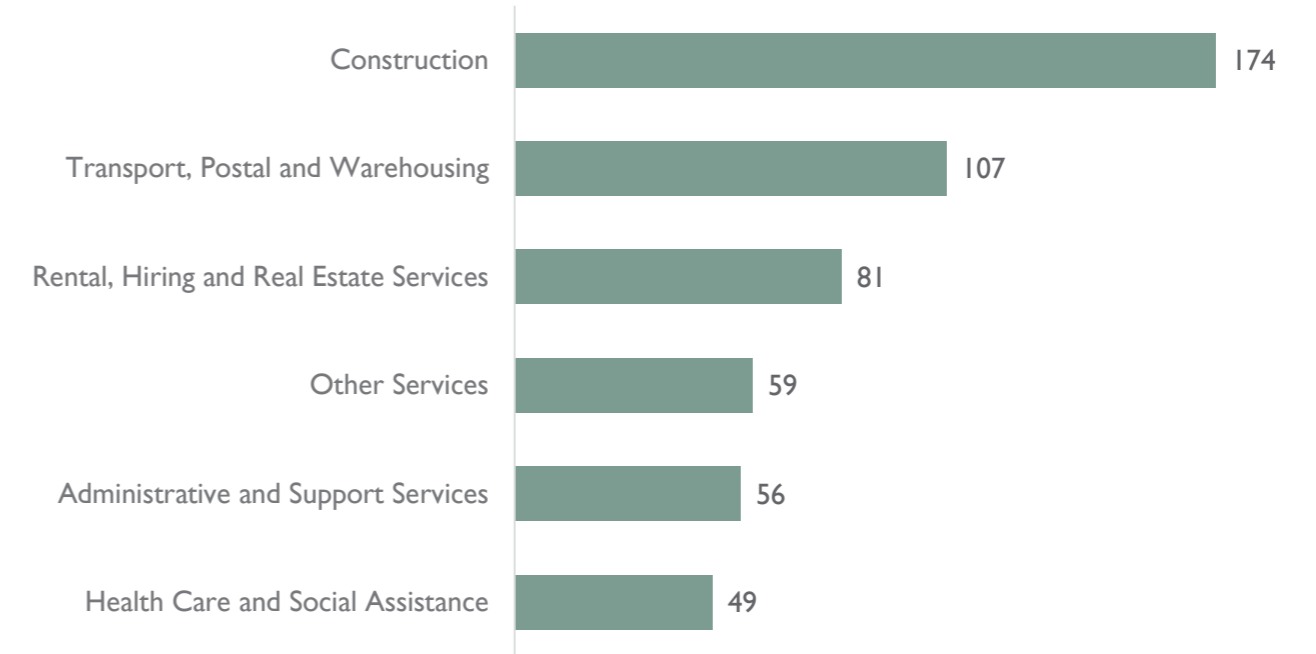
National Institute of Economic and Industry Research 2022, compiled by economy.id, Northern Tasmania Employment (total) by industry.

GRAPH 2. REGISTERED BUSINESS BY INDUSTRY IN 2022



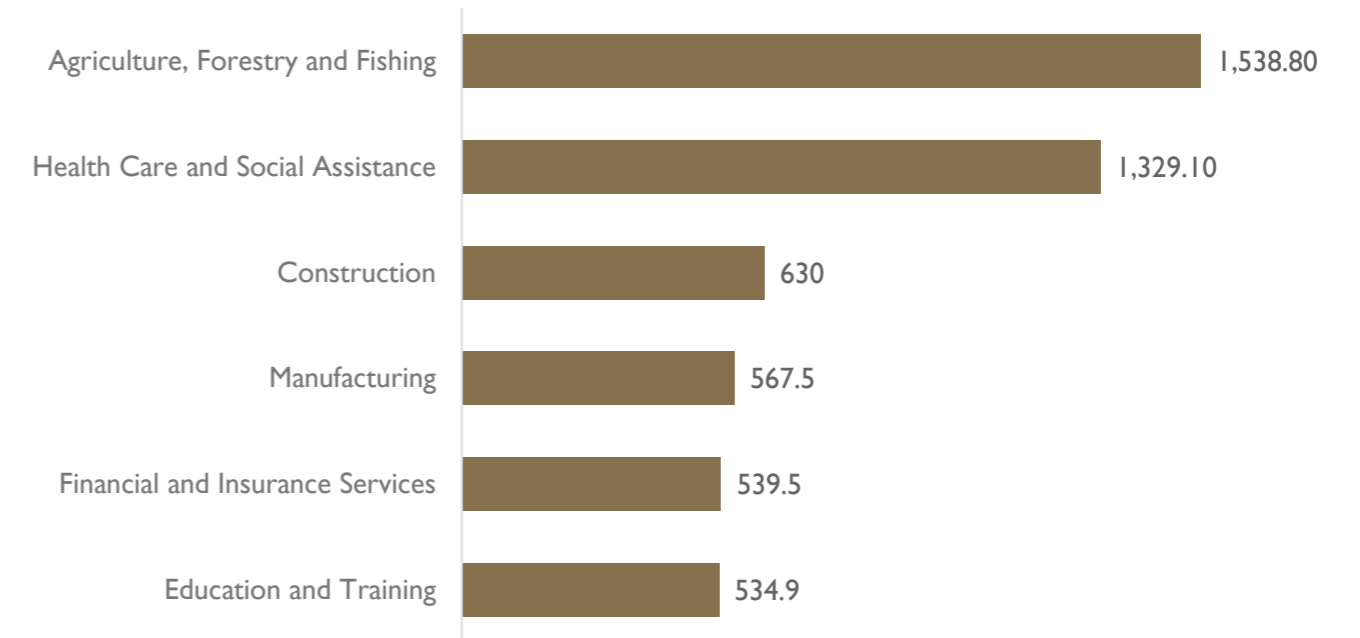
National Institute of Economic and Industry Research 2022, compiled by economy.id, Northern Tasmania Businesses by industry 2022.

GRAPH 3. CHANGE IN REGISTERED BUSINESSES BY INDUSTRY, 2021-2022



National Institute of Economic and Industry Research 2022, compiled by economy.id, Northern Tasmania Changes in registered businesses by industry 2021-2022.

GRAPH 4. VALUE ADDED BY INDUSTRY SECTOR 2021-22



National Institute of Economic and Industry Research 2022, compiled by economy id, Northern Tasmania Value added by industry sector 2021-22

## THE CLIMATE

Tasmania boasts a stable and temperate maritime climate, with rainfall fairly evenly distributed throughout the year and temperatures usually mild on average. Combined with the low risk of extreme weather events, Tasmania offers an environment to industries and businesses that require stable climatic conditions, or whose operating costs may be significantly impacted by weather events. Examples of these beyond traditional agricultural industries include technology, innovation, data centres, cyber-security and the production of composite materials.

Tasmania is proud to be able to make the evidence-based claim of having the world's cleanest air. Located on the north west tip of Tasmania, the CSIRO Cape Grim Baseline Air Pollution station is a highly sensitive monitor that measures this air as a baseline to compare against international air quality levels.

Despite the impacts of climate change, Tasmania is in an enviable position of incurring less volatility and extreme weather changes. Under the Intergovernmental Panel on Climate Change's high emissions scenario, the central estimate of the simulations suggests Tasmania will experience a change in mean temperature of 2.9°C over the 21st century, less than the projected global warming of 3.4°C.<sup>24</sup>

Launceston has a cool, temperate climate with four distinct seasons. As the city is located in the Tamar Valley in northern Tasmania and is surrounded by large hills and mountains, the weather patterns can change in a relatively short period.

TABLE 4 – BUREAU OF METEROLOGY WEATHER STATION DIRECTORY – LAUNCESTON AIRPORT<sup>25</sup>

Season	Summer			Autumn			Winter			Spring			Annual
Month	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
Mean Maximum Temperature (°C)	23	25.2	24.4	22.4	18.1	14.7	12.1	11.8	12.8	15.1	17.7	20.4	18.1
Mean Minimum Temperature (°C)	9.1	10.9	10.9	9.4	6.6	4.3	2.4	2.1	2.7	4	5.4	7.8	6.3
Average Rainfall (ml)	51	34	33.3	53.6	45.9	56.9	52.2	67.5	75.8	55.1	40.5	54.5	627.9

24: University of Tasmania, *Climate Futures for Tasmania*, 2023

25: Bureau of Meteorology, *Weather Station Directory*, 2021



## KEY INDUSTRIES

### ADVANCED MANUFACTURING

Advanced manufacturing is one of Tasmania's most important sectors. In 2021-22, manufacturing contributed about \$2 billion to Tasmania's GSP and was one of the top five employers in the northern region. It supports more than 20,600 jobs in the state and anchors billions of dollars in input purchases and tens of thousands of jobs, through a complex supply chain that extends to every sector of the Tasmanian economy.<sup>26</sup>

As an island, Tasmania has fostered a culture of innovation and excellence and its close proximity to mainland Australia has resulted in several well-established advanced manufacturing zones particularly along its north coast. These zones provide easy access to Bass Strait, the Tasman Sea and the Pacific Ocean.

There are several established precincts in northern Tasmania with capacity, opportunity and resourcing available to support new investment in advanced manufacturing, defence or maritime-related industries. These include:

- Bell Bay Advanced Manufacturing Zone (BBAMZ)
- Ling Siding Industrial Hub
- TRANSlink Precinct
- Valley Central Industrial Precinct

The OCG has published a range of prospectuses that cover these areas in more detail. These are available in electronic form from the OCG website:

[www.cg.tas.gov.au/home/publications/site\\_selection\\_prospectuses](http://www.cg.tas.gov.au/home/publications/site_selection_prospectuses)

### MINING AND MINERALS

Much of northern Tasmania covers the Eastern Tasmania Terrane, which is highly prospective for gold, tin and tungsten.<sup>27</sup> Small nickel and cobalt laterites are also present near Beaconsfield.<sup>28</sup>

Small deposits of bauxite, which are becoming more sought after in the Rare Earth Elements (REE) sector, as their treatment is much simpler and more environmentally friendly than that of hard-rock deposits, are also found in the area.

Small-scale coal mining operations exist at Fingal, in the Local Government Association of Break O'Day, largely to supply the Cement Australia plant near Railton. There are also several mineral extraction operations servicing the construction industry, including dolerite and sand, as well as small operations for the extraction of iron ore and silica occurring in West Tamar.

#### For more information

[www.stategrowth.tas.gov.au/business/sectors/advanced\\_manufacturing](http://www.stategrowth.tas.gov.au/business/sectors/advanced_manufacturing)

[www.bbamz.com.au](http://www.bbamz.com.au)

[www.mrt.tas.gov.au](http://www.mrt.tas.gov.au)

26: National Institute of Economic and Industry Research 2022, compiled by economy id, Northern Tasmania Employment by industry (total) 2021-22

27: Mineral Resources Tasmania, *Tasmanian Geological Survey*, 2012

28: Mining Frontier, *Barnes Hill Nickel-Cobalt Mine*, Tasmania, Australia

## AGRICULTURE AND AGRIBUSINESS

Tasmania has an internationally recognised reputation for premium produce and excellence in its food and processing sector, including in the sectors of dairy products, seafood (predominantly Atlantic salmon), fruit, berries and vegetables. Augmenting this industry is Tasmania's ever-growing spirits and viticulture industries, which include wine labels from some of Australia's most premium quality grapes, as well as small batch gin, whisky and other spirits.

The Tasmanian Agri-Food scorecard, released by the Department of Natural Resources and Environment Tasmania, measures the value of the state's agricultural industry year-on-year. In 2020-2021, Tasmania's agriculture farm gate value was \$2.34 billion, and the gross value of the agri-food sector was \$3.52 billion. The scorecard also showed that during the period, packed and processed food value reached \$5.62 billion, a 7 per cent rise from the previous year.<sup>29</sup>

About 43 per cent of Tasmania's agricultural production occurs in northern Tasmania, which accounts for 48 per cent of Tasmania's total farmland. In 2020-2021, there were approximately 1,020 farm businesses located in northern Tasmania – just over 40 per cent of all farm businesses in the state.

A majority of Tasmania's agri-food industry is exported, with about five and a half times more food produced than what is consumed by Tasmanian residents. The industry makes up 24.8 per cent of Tasmania's international merchandise exports, with China remaining the largest single nation recipient of Tasmania's produce by value.

From 2020-2021, agricultural exports were just short of \$1 billion, with the largest single commodities being beef (\$243 million), dairy (\$180 million), salmonoids (\$148 million) and abalone (\$59 million). In the same period, Tasmania's international food imports totalled a value of only \$63 million.

### For more information

[www.nre.tas.gov.au](http://www.nre.tas.gov.au)

## VITICULTURE

Tasmania is Australia's finest cool-climate wine producing region, already recognised for award-winning pinot noir, sparkling wine, chardonnay and riesling.

With a focus on market-led growth, Tasmania's wine sector has been steadily growing over the past 10 years. It currently represents 1 per cent of Australia's wine production by volume but more than 4 per cent of its total value. The Tasmanian wine industry is small and dynamic with great potential for growth. The state has a well-earned reputation, both nationally and globally, for high-quality products. This is reflected in the average value of Tasmanian wine grapes, which was \$3237 per tonne in 2022 compared to an average of \$630 per tonne for the total of Australian grown grapes.<sup>30</sup>

There are seven wine growing regions in Tasmania, but the state has the benefit of a single Geographical Indication (GI). This gives Tasmania a distinctive yet unified marketing approach, and many of Tasmania's wine producers have had proven success in key domestic and international markets such as China, Hong Kong, the United Kingdom, the United States of America and Canada.

Two of Tasmania's wine growing regions are located in northern Tasmania – Tamar Valley and Pipers River – and both are abundant with wineries and cellar doors. The wineries in these regions produce approximately 49 per cent of Tasmania's wine. Northern Tasmania is also home to several iconic brands, such as Pipers Brook, Josef Chromy, Clover Hill and House of Arras, which have received international acclaim and multiple industry awards.

29: NRE, Tasmanian Agri-Food ScoreCard, 2021

30: Wine Tasmania, Great Quality, Limited Quantity, 2022

## DAIRY

Tasmania has a temperate climate, fertile soils, reliable rainfall and plenty of sunshine, all of which ensure excellent growing conditions for lush pastures, underpinning the production of premium-quality dairy products.

Tasmanian dairy farmers benefit from low-cost, pasture-based production systems, underpinned by reliable rainfall and increasing irrigation options. This translates to lower costs of production, considerable growth potential and a more reliable milk supply when compared with many dairy districts both in Australia and internationally.

There are over 150 dairy farms in northern Tasmania supplying processors across the state. There are several well established processors within the northern region including the Tamar Valley Dairy and Westhaven Dairy in Launceston, Ashgrove Cheese in Elizabeth Town and a range of small to medium processors and premium boutique brands. There are also a number of larger processors nearby on the north west coast.

The dairy industry offers many long-term investment opportunities including large-scale pasture-based milk production, specialty cheese manufacturing and large-scale dairy commodity processing.

## FRUITS AND CROPPING

The farms of northern Tasmania grow a diverse range of fruit and vegetables, as well as non-food crops such as poppies, pyrethrum and hemp.

Fruits grown in the region include berries, cherries and apples. The ability to supply fresh out-of-season produce to mainland Australia and thriving export markets in Asia and the northern hemisphere is a considerable advantage. Close proximity to Tasmania's main ports and the daily TT-Line service from Devonport delivers time-sensitive trailer freight across Bass Strait efficiently.

Tasmania has been recognised as having one of the best climates for growing berries anywhere in the world. Tasmania's temperate climate, abundant water and available land make the island ideal for berry production and this is further enhanced by Tasmania's biosecurity system and relative pest and disease free status. The climatic conditions offer a long growing season that complements the availability of berries from other production regions and provide advantages for supply to national markets.



## AQUACULTURE

Tasmania's aquaculture industry has continued to grow over the years and significantly outpaces the average growth for Australia. In 2019-2020, the Tasmanian industry accounted for 35 per cent of Australia's total seafood production industry. This was worth about \$1.09 billion – compared to the Australian value of \$3.15 billion.<sup>31</sup>

In 2020-21, salmonids remained the largest single contributing sector to interstate trade, exceeding \$1 billion for the first time as production volumes grew. Tasmania's close proximity to the Antarctic and the Southern oceans delivers a constantly cool and pristine water environment, which provides an ideal habitat for the farming and cultivating of fresh salmon. The Tasmanian Salmon Industry has estimated that by 2030, the sector will be worth about \$2 billion – double the original forecast of \$1 billion. There are significant aquaculture operations in northern Tasmania, including several large hatcheries managed by two of the state's three main salmon farmers – Huon Aquaculture and Petuna Aquaculture.

Supporting these operations are a range of complementary industries with established premises in the northern region to ensure economic benefits from proximity, synergies and local supply chains. One example is the supply chain logistic company Polyfoam, which is expanding its operations with a new facility soon to open in northern Tasmania. Based in Westbury, Polyfoam will manufacture specifically designed expanded polystyrene boxes that are essential to ensure cold-chain transport for aquaculture customers all across the world.

Global aquafeed companies have also invested in processing plants in Tasmania. Skretting purchased the Ridley Corporation Limited's recently built state-of-the-art pellet feed mill located at Valley Central Industrial Precinct in 2021. The purchase of the factory in Westbury is of significant importance as the CEO comments "aquaculture plays a critical role in making our oceans more sustainable but also in supporting local economies in the markets where we operate". Skretting CEO also highlights the "acquisition was a strategically important investment for Skretting Australia in a growing and leading industry".<sup>32</sup>

### For more information

[www.nre.tas.gov.au/aquaculture/about-marine-farming](http://www.nre.tas.gov.au/aquaculture/about-marine-farming)

31: Department of Agriculture, Water and the Environment, *Fisheries and aquaculture statistics*, 2020

32: Nutreco, *Skretting Australia's acquisition of Ridley's Tasmanian extrusion facility*, 2021



## FORESTRY AND FOREST PRODUCTS

The Tasmanian forestry sector is an integrated industry that encompasses both native forest and plantation resources. Tasmania's forests are sustainably managed with a significant percentage of Tasmania protected in World Heritage Wilderness Areas, national parks or other reserves.

Snapshot of Tasmania's forests:

- total land area of Tasmania is 6.81 million hectares
- about 3.41 million hectares of Tasmania is forested (50 per cent of land mass)
- currently, approximately 1.77 million hectares of forested land across Tasmania is within reserves
- there are about 310,000 hectares of softwood and hardwood plantation forests on public and private land.

The managed production forests yield some of the strongest commercially usable timbers available. Tasmania's sustainable forest sector produces quality hardwood products, including beautiful timbers that are held in high regard by architects, craftspeople and artists. The production of logs, woodchips, pulp and paper, veneer and other wood products by the likes of Neville Smith Forest Products and McKay Timber is a key part of our economy and Tasmania is the only state in Australia that is a net exporter of forestry products.

One of the most significant timber precincts in Tasmania is the Ling Siding Industrial Hub. Located in north-east Tasmania, in the region of Dorset, Ling Siding is the largest integrated timber processing hub in the state. At around 17.4 hectares, and consisting of a number of buildings ranging from 200m<sup>2</sup> to more than 10,000m<sup>2</sup>, the Ling Siding Industrial Hub is a major operational location for a range of timber and forest-related productions. In 2014, a capital investment of \$2.8 million was injected to upgrade the site's key infrastructure, including power, water, sewerage, security and fire detection systems, as well as installing a public weighbridge and truck washing area.

The Bell Bay Industrial Precinct, located near George Town in the north of Tasmania, is another significant zone for forestry processing. The only large scale, forest integrated plantation, softwood sawmilling company, Timberlink, is located here. Timberlink employ 200 people directly at Bell Bay as well as using local contractors and businesses wherever possible. Timberlink estimates the indirect economic impact of its Bell Bay mill on the local economy to be approximately \$150 million.

In December 2021, Timberlink announced a generational capital investment of \$63 million in timber manufacturing at its Bell Bay operations. This investment will see an increase of more than 50 per cent in on-island sovereign timber manufactured from sustainably managed pine plantations. Now in the final stages of planning, the upgrade is expected to be commissioned by the end of 2026.

Bell Bay is also where a large amount of logs are delivered, turned into woodchips and exported to the rest of the world. Companies such as Forico, Artec, Reliance Forest Fibre and Midway carry out woodchipping export operations here.

### For more information

[www.stategrowth.tas.gov.au/energy\\_and\\_resources/forestry](http://www.stategrowth.tas.gov.au/energy_and_resources/forestry)

[www.sttas.com.au](http://www.sttas.com.au)

[www.cg.tas.gov.au/home/publications/site\\_selection\\_prospectuses](http://www.cg.tas.gov.au/home/publications/site_selection_prospectuses)

## RENEWABLE ENERGY

Tasmania is the renewable energy powerhouse of Australia. Renewable energy resources and expertise in developing renewable energy is a 21st century competitive advantage. Tasmania is blessed with natural assets with world-leading water and wind resources. The latest report released by the Clean Energy Council of Australia highlights Tasmania is by far the most significantly advanced state in terms of renewable energy contribution. In November 2020, Tasmania became the first state in Australia to produce 100 per cent of its energy needs using renewable sources and the state has set an ambitious target to double its current renewable energy production by 2040. This underlines Tasmania's status as a world leader in clean energy generation.

Tasmania has a proud 100-year history of hydro-industrialisation that has established our presence as the renewable energy state of Australia. The overwhelming majority of our electricity is generated from our substantial hydro resources, as well as a significant contribution from our world-class wind resources. This sustained investment in renewable energy infrastructure and technology has attracted energy intensive, jobs-rich major industries and placed Tasmania as a leader in renewable energy supply, knowledge and expertise.

Leveraging the state's renewable energy advantage, Tasmania is also committed to enabling renewable green hydrogen production. As part of this, in April 2022 it was announced that Tasmania's Green Hydrogen Hub will receive \$70 million from the Australian Government with matched support from the state government. Ambitious targets have been set to become a significant global supplier of renewable green hydrogen for export and domestic use.

Additionally, the Bell Bay Advanced Manufacturing Zone (BBAMZ) is continuing to support and invest in establishing the precinct as a 'hydrogen ready' location, and will continue to play a key role in Tasmania's exciting and prosperous hydrogen future.

### For more information

[www.bbamz.com.au](http://www.bbamz.com.au)

[www.recfit.tas.gov.au](http://www.recfit.tas.gov.au)



## SCIENCE AND RESEARCH

Tasmania has a world-class scientific platform in areas such as maritime research, agricultural science, bioscience and Antarctic studies. This reputation continues to attract talented researchers and students, both domestic and international, into a variety of postgraduate programs, many of which have a strong focus on industry collaboration and practical research outcomes.

Tasmania has several significant advantages in the field of scientific research that sets it apart. The state's close proximity to Antarctica and the Southern Ocean has positioned it firmly within the international scientific community of Antarctic studies, with many international expeditions using Tasmania as a gateway to the Antarctic regions. The Australian Antarctic Division (AAD) maintains a strong focus on leading the way in international Antarctic collaboration, and 2022 marked the 75<sup>th</sup> anniversary of the Australian Government's scientific research program in Antarctica.

Tasmania's island status and relative remoteness has enforced a dependency on maritime trading and industries, and even with modern air travel, Tasmania's maritime industry continues to innovate, develop and prosper. Launceston is home to the Australian Maritime College (AMC), with several leading maritime research institutes such as the AMC Maritime Defence Innovation and Design Precinct, the Research Training Centre for Naval Design and Manufacturing, and the Australian Maritime Hydrodynamics Research Centre. In Tasmania's manufacturing sector, boat builders like Lyndcraft in Break O'Day have justifiably earned global reputations for innovation and cutting-edge technology, with Tasmanian boats being highly sought-after across the world.

Additionally, Tasmania's historical reliance on robust self-sufficiency in its agricultural sector has continued to drive advancements in the field of bioscience and agri-tech. With such a strong agriculture sector in northern Tasmania, it is not surprising the region is home to highly regarded institutes such as the Centre of Food Innovation and the Tasmanian Institute of Agriculture.

Scientific research and innovative technology institutes based in northern Tasmania include:

- Australasian Furnishing Research and Development Institute
- UTAS Industry 4.0 Testlab
- Tasmanian Institute of Agriculture
- Advanced Sensor Manufacturing Facility (Sense-T)
- Research Training Centre for Naval Design and Manufacturing
- Australian Maritime Hydrodynamics Research Centre
- Centre for Food Innovation.



## SHARED SERVICE CENTRES

Tasmania began to emerge as a preferred location for service centres in the late 1990s when the Tasmanian Government established a successful investment attraction program to facilitate and support the growth of this then-new sector in the state. Since then, a range of national and multinational companies have chosen Tasmania to establish more complex facilities and shared service centres in various locations. Examples of sectors utilising Tasmania's advantages include banking and insurance, education, health, IT, telecommunications, travel, accommodation, government and not-for-profit organisations.

Northern Tasmania continues to be an attractive location for these operations, offering some of the lowest per square metre cost of Grade A office space in Australia, and connected by high-speed Fibre-to-the-Node NBN. Located within the north are several major shared service centre operators, including St.LukesHealth, Westpac, Centrelink, the Commonwealth Bank of Australia and Bank of us. Several of these operators are based out of the purpose-built Launceston Technopark precinct, which is owned and managed by the Department of State Growth within the Tasmanian Government. The Launceston Technopark precinct has appropriate zoning to accommodate technology and similar business focussed operations. The University of Tasmania's new \$304 million campus development in Launceston has also presented a new location for prospective shared service tenants at the University's existing campus site at Newnham.

A number of key features that make the region attractive include:

- Cheaper cost of business, with some of the lowest total labour and property costs in the country
- Access to a wide pool of experienced staff in financial services, ICT, HR, customer service and shared service centres
- Renowned staff retention rates, with staff turnover significantly lower than mainland operations, which further improves Tasmania's cost and quality proposition
- Superior work culture, with lifestyle factors and work satisfaction reported by Tasmanian shared service centres resulting in a comparative advantage in culture and customer experience
- Quality of life benefits from the geographical location, with lower population density providing advantages in travel times, recreation and lifestyle options, and residential property pricing.

**For more information please contact the Office of the Coordinator-General**

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## TOURISM

Tasmania's tourism strategy to be a world-leading destination of choice is working and it is fast rising to the top of everyone's must-see list. The state continues to rebound strongly from the COVID-19 pandemic with Launceston Airport expected to see growth in passenger numbers to about 1.9 million by 2028 and about 2.5 million by 2040.

Between March 2022-23, tourism provided \$2.59 billion (6.7 per cent) to Tasmania's GSP, the highest tourism contribution to GSP in Australia. Employing about 37,300 people, tourism comprises of 12.1 percent of Tasmanian's total employment and the direct and indirect contribution of tourism employment is also the highest in the country.

The Government's 2030 Tasmanian Visitor Economy Strategy sets the vision and direction to continue to grow the depth and value of tourism across the state. Tourism highlights of Tasmania's north include:

- The city of Launceston is one of Australia's oldest cities and has one of the most intact early cityscapes and streetscapes in the country. A strong mix of colonial and Victorian buildings give the city its iconic historical character.
- Within Launceston is the Cataract Gorge, one of the most visited attractions in northern Tasmania. The gorge holds claim to the world's largest single span chairlift, and offers a picturesque setting for swimming, hiking, other recreation and live events.
- Northern Tasmania has some of the world's best mountain biking trails, which have created a large 'MTB' visitor industry in the surrounding areas and has attracted significant government investment into trail development, tourism infrastructure and marketing campaigns. There are two notable trails in northern Tasmania, the Blue Derby trails in Dorset and the nearby St Helens trails in Break O'Day. Blue Derby rose to particular fame after winning Trail of the Year twice by the Enduro World Series. More recently, George Town Mountain Bike Trails opened in 2021 and complete an exceptional north east Tasmanian mountain biking experience.
- Two world-renowned golf courses, both with top-50 global rankings. Golf Digest ranks Barnbougle Dunes 16th best in the world and 4th best in Australia and designates Barnbougle Lost Farm 37th place globally and 7th nationally.
- Northern Tasmania justifiably considers itself to be the prime gastronomical region of Australia with food and beverage production contributing significantly to visitors travelling to the state, particularly after Launceston and northern Tasmania successfully bid to be designated a UNESCO City of Gastronomy in 2021. Many of Tasmania's premium wineries are located in the northern region, as well as small batch spirit production, craft breweries, paddock-to-plate experiences, and award-winning dairies and farm shops.
- The region's close proximity to the UNESCO listed Tasmanian Wilderness and World Heritage Area, including Cradle Mountain, a global wonder that meets seven out of the 10 UNESCO criteria, attracts tourists to explore the outdoors. The area is an outstanding example of ongoing geological processes and exceptional natural beauty.

**For more information**

[www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)

[www.visitnortherntasmania.com.au](http://www.visitnortherntasmania.com.au)

[www.cg.tas.gov.au/home/publications/brochures](http://www.cg.tas.gov.au/home/publications/brochures)

# ACCESS TO INFRASTRUCTURE

## ELECTRICITY

The Tasmanian electricity supply industry comprises generation, transmission, distribution and retail sectors, as well as its relationship with the National Electricity Market (NEM) via the Basslink interconnector. Within this framework, the main participants in the Tasmanian electricity supply industry are:

- Hydro-Electric Corporation (HEC) trading as Hydro Tasmania – A Government Business Enterprise that owns and operates the assets responsible for the vast majority of electricity generation in Tasmania.
- TasNetworks – A state-owned company that is the owner and operator of the electricity transmission and distribution, systems and the supporting telecommunications network.
- Aurora Energy – A state-owned energy retailer operating in Tasmania.
- ERM Power – A privately owned energy retailer operating in Tasmania, providing service to business customers.
- Basslink – Connects the electricity transmission systems of Tasmania to Victoria, enabling Tasmania to participate in the NEM. Basslink is a privately owned market link.

In November 2020, Tasmania became the first state in Australia and one of the first places in the world to achieve 100 per cent renewable power generation (for the year), two years ahead of its 2022 target. Tasmania also set a world-leading target of doubling its current renewable capacity by 2040. The state is Australia's renewable powerhouse having generated about 21 per cent of Australia's total renewable energy generation in 2020. As a result, Tasmania has an unmatched level of renewable energy skills and expertise that will ensure the establishment of a strong energy export market.

A majority of Tasmania's energy is produced using hydroelectric resources, with about 82 per cent of energy generated from this form, a relatively modest amount from rooftop solar, and 15 per cent generated from wind power. There are several windfarms across Tasmania, with the largest – the Musselroe Wind Farm – located in northern Tasmania in the municipality of Dorset. Woolnorth has 56 wind turbines and has a generating capacity of 168 MW. There is also huge potential for further wind farms given Tasmania's world-class wind resources and many organisations are progressing substantial wind energy developments.



On a smaller but noteworthy scale, residential solar energy is now becoming a more significant contributor to the energy grid. In 2021-22, the Tasmanian Economic Regulator reported exports of electricity from rooftop solar to the grid grew by 13.5 per cent, driven by growth in the number of installations, with 3330 new installations exporting to the grid in 2021-22 and in their average generating capacity.

Tasmania has extensive distribution and transmission networks across the state, which have maintained a reliable supply of energy to residential and commercial customers. Given the low propensity for natural disasters, Tasmania rarely incurs significant electricity disruption, transmission or distribution issues. In 2019-2020, the average number of outages per customer was only 1.40.

### For more information

[www.tasnetworks.com.au](http://www.tasnetworks.com.au) [www.hydro.com.au](http://www.hydro.com.au)

## NATURAL GAS

Tasmania connects to the Australian mainland natural gas network via a subsea and underground transmission pipeline known as the Tasmanian Gas Pipeline (TGP). TGP consists of about 740 km of pipeline (including 300 km of subsea pipeline) that transports natural gas from Longford in Victoria to Bell Bay in the northern Tasmanian Local Government Association of George Town.

TGP has two main lines, with one delivering gas to the larger population centres, including Launceston and Hobart, and the other delivering gas to the Cradle Coast and terminating at the Port Latta Industrial hub. The state's gas distribution network is operated by TasGas, and the network has a current capacity of 47 petajoules per annum, which provides a daily capacity to transport approximately 129 terajoules of natural gas to Tasmania, which could accommodate very significant (well over 10 times) increases in demand above the typical current annual levels.

Tasmania's relatively new natural gas distribution network also presents advantages in the hydrogen industry. Blending natural gas with hydrogen reduces the carbon intensity of the methane and would still be compatible with many domestic and commercial gas-based appliances. Tasmania's gas network is constructed from High Density Polyethylene (HDPE). HDPE does not suffer the potential pipe embrittlement and leakage issues associated with high hydrogen blends in older gas distribution networks constructed from steel. Therefore, the existing natural gas network has the potential to distribute a high proportion of hydrogen (blended with natural gas), with the future possibility of carrying even 100 per cent hydrogen.

### For more information

[www.tasgas.com.au](http://www.tasgas.com.au)



## AIR ACCESS

Launceston Airport is the principal airport and the key gateway for northern Tasmania. The airport has a proud history of servicing airlines and passengers for over 90 years and has been Australian Major Airport of the Year three years in a row.

The airport is a modern, well-serviced facility, that has continued to benefit from sustained investment, and is ideally located for freight and passengers alike. Launceston Airport is only a 15-minute drive from Launceston and is located adjacent to the TRANSlink industrial precinct – home to approximately 100 businesses ranging from manufacturers to transport and logistics companies.

Pre-COVID-19, Launceston Airport had about 1.39 million passenger movements and 19,200 regular aircraft transport movements per year, involving A320, Boeing 737-800, Dash8- 400, ATR and Metroliner aircraft servicing Melbourne, Sydney, Brisbane, as well as Wynyard (Burnie), Flinders Island and King Island.<sup>33</sup>

The disruption to air travel in Australia's key passenger hubs caused by COVID-19, means that direct routes to Adelaide and Perth were added in 2021. This increased connectivity and reduced travel times between northern Tasmania and these destinations for passengers and freight.

Launceston Airport forecasts that passenger numbers are on track to grow to 2.49 million passengers per year by 2035, confirming the critical position Launceston Airport has to Tasmania as the gateway to the north.

In addition to passengers, Launceston Airport is an essential hub for air cargo for the region. The airport is in a strong strategic position as it is less than a one hour flight from Melbourne Airport, and about a 1.5 hour flight to Sydney. These destinations combined serve about 75 per cent of Australia's international air freight exports.

Approximately 75 per cent of the Launceston air freight uplift is carried on dedicated Qantas freighter aircraft. The remainder is carried in the belly of passenger aircrafts including in containers on Jetstar aircraft and in bulk on Virgin and QantasLink aircraft. Sharp Airlines also provides regular mail and freight services on its Metroliner aircraft to and from Flinders Island and King Island.

Recent significant investments focussed on freight for Launceston Airport have included:

- \$4 million to expand and upgrade the Virgin Australia Cargo facility
- a \$6 million upgrade of its southern freight apron with capacity for around the clock freighter aircraft on three bays
- Qantas Freight Launceston facility upgraded to include 1,000m<sup>2</sup> of undercover warehouse, 40m<sup>2</sup> of refrigerated capacity, 400m<sup>2</sup> of office space and 2,250m<sup>2</sup> of truck turning hardstand as well as direct access to the tarmac
- a \$1.5 million project to resurface the runway, completed in 2015
- completion of a new \$14 million check-in hall.

## LAUNCESTON AIRPORT TRANSLINK PRECINCT

The Launceston Airport TRANSlink Precinct is centrally located in northern Tasmania, approximately 15 km from the City of Launceston.

Nearly 100 established businesses are accommodated within the TRANSlink Precinct, ranging from local to multinational companies. These businesses are supported by skilled employees working in a variety of industries and services from logistics, transport, and warehousing to manufacturing, construction, and wholesale trade.

The TRANSlink Precinct covers more than 350 hectares of land and includes 60 hectares of flat, shovel ready, vacant parcels for new commercial and industrial type businesses. These parcels range from approximately 2,500m<sup>2</sup> to just over 27 hectares enabling a variety of small to large scale development options. An additional 90 hectares is earmarked for future development and a further 130 hectares is potentially available pending examination of land use and demand requirements.

Launceston Airport also has landside areas of over 10 hectares it is looking to develop.

### For more information

[www.stategrowth.tas.gov.au/ocg/publications](http://www.stategrowth.tas.gov.au/ocg/publications)



## PORTS

There are three major ports in the north and north west of Tasmania, including Burnie, Devonport and Bell Bay, with various infrastructure capability, including bulk freight, container freight and passenger services.

The largest port in northern Tasmania is the Port of Bell Bay, in the Local Government Association of George Town. The Port of Bell Bay is an ideally situated deep water industrial port, just 50 km from Launceston. The port offers a natural safe harbour with the advantage of being close to large, flat, well-serviced, industrial land opportunities, without the urban encroachment issues confronting many other ports.

Operated by TasPorts, a Tasmanian state-owned company, the Port of Bell Bay is a major port for domestic and international bulk goods as well as container services. In 2021, The World Bank ranked Bell Bay as Australia's best port for container port performance.<sup>34</sup> With more than 3.7 million tonnes per annum of freight handled, the port provides all-weather access, significant infrastructure and skilled staff capable of handling bulk and container freight movements. The port is accessible and navigable, with draft of up to 11.5m, berths of up to 313m in length and sea front clearance of up to one km.

The port currently handles freight such as fuel, metals, timber, timber products and food products. Full port services are provided, including pilotage, towage, fuel, provisioning, stevedoring, quarantine and maintenance. The port is ideally situated less than 200 nautical miles from the Port of Melbourne, Australasia's largest maritime hub for containerised, automotive and general cargo, and provides an important linkage to Australia's extensive rail network.

The port also provides Roll-on/Roll-Off (RORO) facilities as well as substantial lay down area for large componentry.

### For more information

[www.tasports.com.au](http://www.tasports.com.au)

33: Australia Pacific Airports Corporation, *Annual Report 2018/19 – Melbourne* | Launceston, 2019

34: The World Bank, *The Container Port Performance Index, 2021*

## ROADS

Road-based transport is the dominant mode for freight and passenger movement across Tasmania. Since a majority of Tasmania's freight arrives in the north of the state, Tasmania has a major 400 km freight corridor extending from Burnie, Devonport and Launceston and linking to southern Tasmania and Hobart, which is maintained to Tasmania's highest freight infrastructure standard. Both High Productivity Vehicles (HPVs) and Higher Mass Vehicles (HMFVs) have access to much of Tasmania's freight network, allowing the movement of vehicles up to B-double size to travel around most of the state's key freight routes.

Northern Tasmania continues to invest and upgrade its road networks, especially with a focus on accommodating and expanding key freight networks. One example is the Northern Roads Package that commenced in 2021. This \$55 million project is jointly funded by the Tasmanian and Australian Government and will deliver a significantly upgraded heavy vehicle corridor to accommodate increased freight movements between Westbury in the Local Government Association of Meander Valley and Frankford in the Local Government Association of West Tamar.

### For more information

[www.transport.tas.gov.au](http://www.transport.tas.gov.au)

## RAIL

Tasmania's rail network is exclusively dedicated to freight and logistics. The government-owned operator of the rail network, TasRail, operates from strategically located freight terminals at Brighton, Burnie, Devonport, George Town, Conara and Launceston.

The Tasmanian rail network covers 611 route kms of operational rail track, connecting industry and commerce to the major shipping and freight hubs across the state. The operational network extends from Brighton to Western Junction and to the Port of Bell Bay in the north east and Burnie in the north west. Connections are also provided to Fingal in the east and Boyer in the Derwent Valley. Additionally, the Melba Line (formerly named the Emu Bay Line) connects the west coast to Burnie.

For those wishing to engage rail services, TasRail specialises in short haul freight and has a proven track record of experience in logistics capability across the supply chain.

### For more information

[www.tasrail.com.au](http://www.tasrail.com.au)

## WATER AND WASTE TREATMENT

The majority of populated areas in northern Tasmania have access to secure reticulated water and wastewater and generally have adequate capacity to meet future growth projections.

The Greater Launceston Water Supply System consists of five individual water supply schemes: Distillery Creek, North Esk, South Esk, West Tamar and Curries. These systems receive raw water from St Patricks River, Distillery Creek, North Esk River, Meander River, Liffey River, Macquarie River, South Esk River and Curries River.

The Greater Launceston sewerage system consists of seven individual sewerage schemes: Ti-Tree Bend, Hoblers Bridge, Newnham, Riverside, Norwood, Prospect Vale and Legana. Ti-Tree Bend sewerage treatment plant treats Launceston's combined system and is the largest plant in the state. Ti-Tree Bend, Newnham, Riverside and Legana discharges into the Tamar River while Hoblers Bridge and Norwood discharges into the North Esk River and Prospect Vale into the South Esk River. TasWater is currently progressing the business case for the rationalisation of the individual sewerage schemes to improve treatment capacity, performance and impact on the receiving environment.

## IRRIGATION

There is a significant irrigation network in northern Tasmania that feeds into agricultural land.

Tasmanian Irrigation Pty Ltd is a single Tasmanian Government entity responsible for irrigation development and operation. Tasmanian Irrigation has taken a suite of new projects from feasibility assessment through to construction, development and operation, with a number of new projects under development or consideration.

One of those projects is the Greater Meander Irrigation Scheme, which has significant capacity to supply water with a volume of 28,800ML.

### Under development

- Fingal
- Northern Midlands
- Tamar

### Operational

- Cressy Longford
- Great Forester
- Greater Meander
- Lower South Esk
- North Esk
- Scottsdale
- Upper Ringarooma
- Whitmore
- Winnaleah

### For more information

[www.tasmanianirrigation.com.au](http://www.tasmanianirrigation.com.au)

## COMMUNICATIONS

Tasmania is extensively covered by the National Broadband Network (NBN). There are three fibre optic cables joining Tasmania to the Australian mainland (including two owned by Telstra), which provide ever increasing coverage of high-speed broadband connectivity. Many of Tasmania's cities and towns have either fibre-to-the-premises (FttP) or Fibre-to-the-Node (FttN), with much of the remaining state covered by 5G/4G/3G coverage. Launceston is one of the few FttP cities.

Tasmania has consistently been at the forefront of receiving the latest upgrades to telecommunications and infrastructure. The City of Launceston was one of the first cities in Australia to be covered in the first stage of the 5G network, and the state was the first in Australia to fully receive the NBN rollout and subsequently to deliver gigabit services to industry, providing speeds more than 10 times faster than the national average.

Major telco companies continue to maintain strong working relationships with the Tasmanian Government, with the state positioned as an ideal location for testing and rolling out new developments and innovations.

# SUPPORTING INVESTMENT

## LAND TAX EXEMPTION

Investors may be eligible for a land tax exemption on primary production land should their:

- land be used substantially for the business of primary production
- land be declared a Private Timber Reserve under the *Forest Practices Act 1985*
- land be in a permanent timber production zone
- land be subject to a certified plan under the state Permanent Native Forest Estate Policy.

Further information can be found at [www.sro.tas.gov.au/land-tax/exemptions-and-rebates](http://www.sro.tas.gov.au/land-tax/exemptions-and-rebates)

## PLANNING AND REGULATION SYSTEM

Tasmania's planning system has one of the fastest approval timeframes in Australia. It is administered through supportive local councils, who guide developers through the assessment process. Tasmania is introducing a single state wide planning scheme that will provide consistent planning rules across all local council areas.

It includes the following elements:

- Consolidating Tasmania's municipal based planning schemes into one set of easy-to-understand planning rules called the Tasmanian Planning Scheme.
- Setting the state's high-level strategic policy ambitions and directions.
- Setting out long-term planning goals, including identifying how land should be used and where (updates to the three regional land use strategies and comprehensive policy-based reviews).
- Implementing the Launceston City Deal – a shared 10-year vision between the Australian and Tasmanian governments to make Launceston Australia's most liveable and innovative regional city.
- Establishing an online portal that allows developers to submit and track their applications.

Statutory timeframes in Tasmania are as follows with the average times actually achieved:

- Permitted use – 28 days (average 17 days).
- Discretionary – 42 days (average 33 days).
- Building – 14 days.
- Plumbing – 7 days.
- Activating of a valid planning permit – five days.
- Early Issue of titles for new subdivisions – 15 days.
- Minor amendments to planning permits – 28 days.
- Assessment of compliance against planning permit conditions – 20 days.
- Assessing RFI (Request for Information) responses – eight days.
- Sealing of plans for subdivision of land – 20 days.
- Certificate of approval for strata titles – 30 days.
- EPA (Environment Protection Authority) review of Case for Assessment – 42 days.
- Nature conservation and special permits – extended to up to four years.

**For more information**

[www.planningreform.tas.gov.au](http://www.planningreform.tas.gov.au)

# STRATEGIC PARTNERSHIPS

## LAUNCESTON CITY DEAL

By bringing three levels of government together, the Launceston City Deal is delivering outstanding results for Launceston. An unprecedented government and private investment of more than \$570 million has been dedicated to initiatives that are transforming the city. The City Deal vision is to make Launceston Australia's most liveable and innovative regional city, with growing incomes and falling levels of disadvantage.

There are nine City Deals across Australia, which highlights the strategic importance of having a deal in Launceston and the benefits that will be reaped over the implementation. The tripartite government support assists in the coordinated delivery of commitments and reducing potential issues.

The City Deal delivery enables commitments to be changed, or new commitments to be added over time to ensure the focus is on achieving the City Deal vision. This agile approach allows collaboration with private enterprise in considering new projects, that align to the vision. Thanks to the City Deal, benefits are being seen across the region such as:

- investment in improving the health of the Tamar Estuary through significant stormwater and sewerage infrastructure upgrades and upstream inflow management through riparian fencing projects
- smart technology deployed across the region improving traffic reliability more affordably
- coordinated economic development work through planning and cooperation including a regionally developed strategy with targeted implementation across sectors
- reinvigorating CBD vitality through the City Heart project that focusses on creating a modern regional retail, cultural and business hub.

The City Deal helps make the Greater Launceston region an ideal investment location due to the infrastructure investment enabling further growth in the region, coupled with a strong increase in skilled workers.

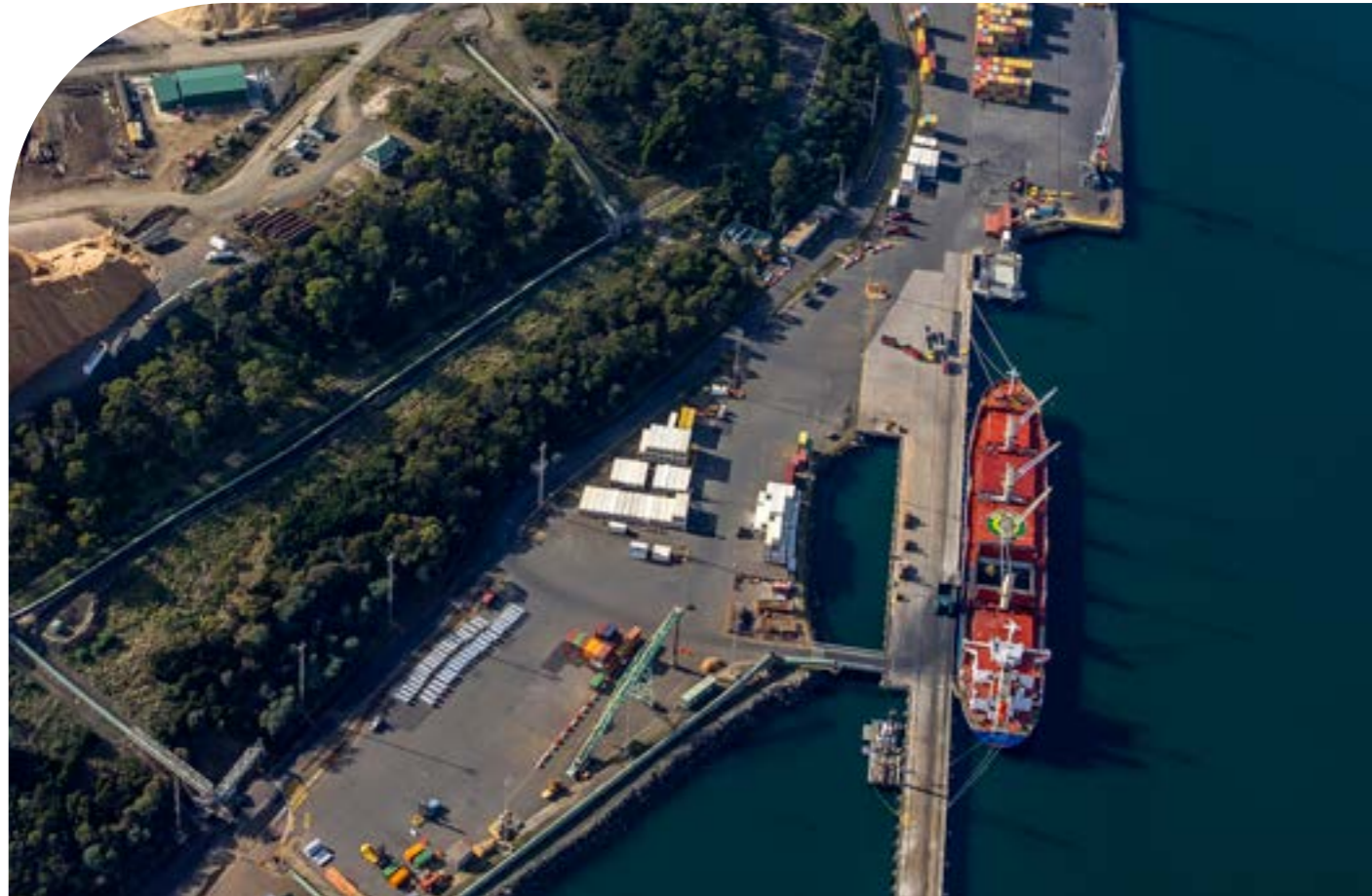
Infrastructure investments such as the University of Tasmania's Inveresk campus transformation and the stormwater and sewerage system upgrades provide a multi-year pipeline of work enabling private enterprise to also invest in staff and their own business to take advantage of available work. The City Deal's focus on growing a skilled local workforce includes investment in the university and new courses on offer resulting in a planned 10,000 students studying at the Inveresk campus over time. Delivery of the Launceston City Deal will act as a catalyst for further private investment and strategic growth in the region in years to come.

**For more information**

[www.launceston.tas.gov.au/Launceston-City-Deal](http://www.launceston.tas.gov.au/Launceston-City-Deal)

[www.launcestoncitydeal.com.au](http://www.launcestoncitydeal.com.au)





## TASMANIAN FREIGHT EQUALISATION SCHEME

The Tasmanian Freight Equalisation Scheme (TFES) provides financial assistance to shippers of eligible freight destined for both Australian and international markets.

The scheme provides Tasmanian industries cost competitive transport to allow them to compete in interstate markets, recognising that Tasmanian producers do not have the option of transporting goods from the island by road or rail. This scheme, therefore, reduces the cost of transporting eligible goods.

To be eligible for assistance with freight costs, northbound goods must:

- be manufactured in Tasmania for permanent use or sale on the Australian mainland
- be transported across Bass Strait by sea as non-bulk cargo (not shipped loose in the hold without any unitisation or packaging)
- incur a freight cost disadvantage.

The Australian Government has announced the extension of the TFES to eligible imported goods, which are shipped to Tasmania via a mainland port and where there is no Australian equivalent good.

Assistance paid is calculated by measuring the wharf-to-wharf cost of a standard container between northern Tasmania and Victoria, and equivalent price across 420 km of road.

### For more information

[www.servicesaustralia.gov.au/organisations/business/services/centrelink/tasmanian-freight-equalisation-scheme](http://www.servicesaustralia.gov.au/organisations/business/services/centrelink/tasmanian-freight-equalisation-scheme)

# SUSTAINABILITY COMMITMENT

## RENEWABLES, CLIMATE AND FUTURE INDUSTRIES TASMANIA

The Tasmanian Government established Renewables, Climate and Future Industries Tasmania (ReCFIT) in recognition of the alignment between a rapidly transitioning energy sector and the impacts and opportunities of a changing climate.

ReCFIT is responsible for advising the Government on the state's strategic direction on climate change, renewable energy growth and emissions reduction to help shape Tasmania's future, while maintaining a secure, sustainable, and affordable energy system.

ReCFIT provides:

- advice to the government on energy, climate change and emissions reduction
- input on state and national climate change priorities and policies, and coordination of Tasmania's climate change strategy
- programs to support Tasmanian businesses and communities reduce their emissions, improve energy efficiency, and prepare for and adapt to a changing climate
- monitoring and reporting on Tasmania's greenhouse gas emissions and the impacts of climate change
- research and analysis to capitalise on the development of decarbonisation strategies to maximise our economic and job opportunities
- advice on a range of large, complex, energy-related projects, including new renewables generation and uses for renewable energy, such as green hydrogen production (future industries)
- collaboration with industry, state owned energy businesses and communities on the planning and delivery of our large renewable energy projects
- oversight of energy regulation and current energy mix
- a voice for our state on intergovernmental forums relating to the National Electricity Market.

### For more information

[www.stategrowth.tas.gov.au/recfit/home](http://www.stategrowth.tas.gov.au/recfit/home)



## CLIMATE CHANGE ACTION PLAN

In 2017, the Tasmanian Government released *Climate Action 21: Tasmania's Climate Change Action Plan 2017-2021* (Climate Action 21) and the *Climate Action 21 Implementation Plan*.

Climate Action 21 sets the Tasmanian Government's agenda for action on climate change through to 2021, and commits to releasing a Report Card each year.

Key achievements reached between July 2020 and June 2021 were released in 2022 as part of the fourth report card as follows:

1. Electric Vehicle Working Group – provided advice and information sharing to build collective understanding of the emerging industry.
2. Smarter Fleets Program – supported Tasmanian Government, local government and heavy vehicle fleets to improve fleet efficiency and prepare for electric vehicle uptake.
3. ChargeSmart Grants Program – invested over \$600,000 to support a state wide electric vehicle destination and fast charging network.
4. Business Resource Efficiency Program – supported 11 Tasmanian businesses to reduce waste.
5. PowerSmart Businesses Program – supported 28 businesses to undertake energy efficiency audits and reduce energy use.
6. Climate Change Research – \$750,000 in grant funding for 16 priority climate research projects as well as priority research on compound extreme events.
7. Climate Resilient Councils – supported 17 councils to understand and improve how climate change is considered by their council when making strategic and financial decisions.

Climate Action 21 is on the Renewables, Climate and Future Industries Tasmania, website [https://recfit.tas.gov.au/climate/climate\\_change\\_action\\_plan](https://recfit.tas.gov.au/climate/climate_change_action_plan)

## REDUCING EMISSIONS

Tasmania was the first Australian jurisdiction to achieve net zero carbon emissions, and for the seven years from 2014 to 2020 the state has maintained net-negative emissions. Under the *Climate Change (State Action) Act 2008*, Tasmania has a legislated target of reducing greenhouse gas emissions to 60 per cent below 1990 levels by 2050, with a government commitment to net zero emissions by 2050. Based on the latest available data, Tasmania has achieved its commitment to net zero emissions by 2050 and has reduced greenhouse gas emissions by 118 per cent.<sup>35</sup>

Tasmania continues to build on its competitive advantages in renewable energy generation and supply. The Tasmanian Government's Renewable Energy Action Plan commits to a renewable electricity generation target of doubling the current renewable generation capacity by 2040. This includes further investment into the state's hydro-electric sector, as well as new large-scale wind farms such as the proposed 1.5GW wind farms at Robbins Island. Solar energy is also gaining more attention in both residential and commercial markets. Recently George Town Council announced its proposal for a 5MW solar farm, one of several proposed solar farms in the state.

## BATTERY OF THE NATION

The Tasmanian Government is uniquely placed to support mainland Australia to reduce its emissions. The Battery of the Nation is a Hydro Tasmania project that is investigating and building Tasmania's capacity as a hydro 'battery'.

The project focuses on making better use of existing hydropower and power stations, while enhancing Tasmania's ability to support the National Electricity Market (NEM) with new infrastructure like pumped hydro power stations. This will ensure a safe, reliable, low-cost energy supply for all Tasmanians, while also delivering thousands of megawatts of clean power to the mainland through a series of submarine interconnectors.

On 15 December 2020, the Australian Government and Tasmanian Government signed a bilateral energy and emissions reduction agreement. Under this Memorandum of Understanding, both governments have committed further support to progress Battery of the Nation and the Marinus Link interconnector. Hydro Tasmania has selected Lake Cethana from its three shortlisted pumped hydro sites (which also included Lake Rowallan and Tribute) to progress to an investment-ready stage with Hydro Tasmania committing up to \$30 million to progress feasibility.

35: National Greenhouse Accounts 2020, Department of Climate Change, Energy, the Environment and Water



In April 2022, the Australian Government announced a funding commitment of up to \$65 million for the Tarraleah hydropower scheme, which will bring the exciting vision for its future one step closer. Together with investment from Hydro Tasmania, this represents a \$123 million investment, with work progressing on assessing the commercial viability of scheme redevelopment and enabling a staged program of upgrade works that provide flexibility for the scheme's future.

The Australian Government and Tasmanian Government announced a new partnership in October 2022 to progress Tasmania's renewable energy ambitions through Marinus Link and Battery of the Nation. The announcement provides confidence and certainty to Hydro Tasmania for its Battery of the Nation vision to maximise Tasmania's existing hydropower capacity and add pumped hydro.

## MARINUS LINK

The Battery of the Nation project depends on Marinus Link's construction, a second interconnector between Tasmania and Victoria used to export excess Tasmanian renewable energy to the mainland. Marinus Link is now officially confirmed in the Integrated System Plan (ISP) by the Australian Energy Market Operators.

The Marinus Link is a proposed 1,500 MW capacity underground and undersea electricity connection between Tasmania and the Australian mainland. The project is expected to deliver the capacity in two 750 MW interconnector developments, and will be supported by transmission network developments of the north west Tasmanian electricity network.

The project successfully demonstrated a positive business case, both technically and commercially, which was released in December 2019. It is expected that the first 750 MW of capacity will be in service by 2028-29, with the second stage of 750 MW of capacity between 2030 and 2032.

Project Marinus received a considerable boost in 2022, with the Australian, Victorian and Tasmanian Government signing a partnership to fund Marinus Link and thereby providing a clear pathway to the final investment decision stage.

### For more information

[www.arena.gov.au](http://www.arena.gov.au)

[www.marinuslink.com.au](http://www.marinuslink.com.au)

[www.renewabletasmania.tas.gov.au](http://www.renewabletasmania.tas.gov.au)

## FLINDERS ISLAND HYBRID ENERGY HUB

Like many remote or island locations, King Island and Flinders Island have been heavily reliant on expensive diesel fuel to supply much of their electricity. Diesel fuel remains the single largest expense in these remote systems and renewable energy can provide a competitive, reliable alternative.

King Island, in north west Tasmania, successfully delivered an alternative through the King Island Renewable Energy Integration Project, where the hybrid off-grid power system supplies about 65 per cent of the island's energy using renewables.

Based on the success of the King Island project, the Flinders Island Hybrid Energy Hub aims to reduce both the high costs associated with expensive diesel generators, while also reducing a considerable amount of carbon dioxide emissions. Since early 2015, Hydro Tasmania, a state-owned energy utility, has been working on a project aimed at offsetting 60 per cent of this community's grid dependency on fossil fuels. The Hub will combine solar and wind generation with advanced energy storage systems to supplement the existing diesel power generation systems in place.

This includes integrating into the existing diesel power station a 200 kW DC solar farm, 900 kW wind turbine, 1.5 MW dynamic resistor, 850 kVA diesel-UPS, 750 KW / 266 kWh battery, distribution line augmentation and feeder management systems. More than 60 per cent of Flinders Island's diesel generation will be displaced by the new Hub, which will be able to run for zero-diesel periods of up to 100 hours continuously and for approximately 50 per cent of the year.

The Flinders Island Hybrid Energy Hub was completed in April 2021, and alongside King Island will contribute to awareness by other remote 'off-grid' communities on how renewable energy sources and enabling technology can provide reliable, cleaner and commercially viable electricity generation.

# WASTE – CIRCULAR ECONOMY

## CIRCULAR ECONOMY

Tasmania is investing significantly in resource recovery to drive the establishment of a circular economy.

Government led initiatives will be overseen by the recently appointed Waste and Resource Recovery Board.

Tasmania has introduced a waste levy that will fund investments to support recycling and reprocessing into the future.

Other initiatives include the establishment of a container refund scheme (Recycle Rewards) that will reduce litter and increase recycling, organic waste value-adding and support plastics recycling capacity in Tasmania.

Some circular economy initiatives in northern Tasmania have emerged as post-COVID economic and social responses.

The Northern Tasmanian Waste Management Group through NRM North continue to provide small grants for northern Tasmanian businesses to support their move from a "take it, make it, break it, bin it, bury it" lifecycle to one that reuses, repairs, repurposes and recycles.

## BIO-WASTE

In October 2022, all Australian environment ministers committed to working with the private sector and industry to design out waste and pollution, keep material in use, and foster markets to achieve a circular economy by 2030.<sup>36</sup> This is a very ambitious target but allows states and territories to identify competitive advantages in emerging circular economy innovation and investment.

As Australia's Circular Economy Strategy matures beyond waste recovery initiatives, Tasmania will be well-placed to build on its existing bio-product market advantage over other jurisdictions and become a national centre for assessment processes and technology development.

The circular economy business model supporting this pilot is circular supplies. Circular supplies business models reduce the use of materials derived from virgin or carbon-based resources and replaces them with bio-based renewable or recovered materials – bio-products. Tasmanian opportunities extend from flora genetics, wood residues, algae, fungi and moulds to marine resources such as seaweed, kelp and marine pests.

Companies adopting a circular supplies model can reduce their environmental impact and leverage a 'going green' reputation, which is becoming increasingly important for some consumers and hence the framing up of corporate ESG reporting – the disclosure of data covering the company's operations in three areas: environmental, social and corporate governance. Circular supplies' business models also support import replacement of plant feedstock for important industries in Tasmania including those producing aquaculture feed.

Tasmania has the bio-material assets, renewable energy capability and brand advantage to be able to attract significant investment into this global growth industry. Current bio-refinery technology for bio-product development could help overcome Tasmania's scope and scale challenges of the past. For example, mobile small-scale bio-refinery plants can now operate at the source of bio-residues in the forestry, agriculture and aquaculture sectors.

36: The Hon Tanya Plibersek, MP, Minister for the Environment and Water, Foreword, *State of Circularity in Australia, Perspectives from the Field*, Australian Circular Economy Hub, November 2022.



# INFORMATION SOURCES

TASMANIAN GOVERNMENT		
DEPARTMENT OF NATURAL RESOURCES AND ENVIRONMENT <a href="http://www.nre.tas.gov.au">www.nre.tas.gov.au</a>	YOUR GATEWAY TO TASMANIA <a href="http://www.tas.gov.au">www.tas.gov.au</a>	THE OFFICE OF THE COORDINATOR-GENERAL <a href="http://www.cg.tas.gov.au">www.cg.tas.gov.au</a>
DEPARTMENT OF STATE GROWTH <a href="http://www.stategrowth.tas.gov.au">www.stategrowth.tas.gov.au</a>	MIGRATION TASMANIA <a href="http://www.migration.tas.gov.au">www.migration.tas.gov.au</a>	REGIONAL DEVELOPMENT AUSTRALIA <a href="http://www.rda.gov.au">www.rda.gov.au</a>
ENVIRONMENT PROTECTION AUTHORITY <a href="http://www.epa.tas.gov.au">www.epa.tas.gov.au</a>	NORTHERN TASMANIA DEVELOPMENT CORPORATION <a href="http://www.ntdc.org.au">www.ntdc.org.au</a>	
LOCAL GOVERNMENT		
BREAK O'DAY <a href="http://www.bodc.tas.gov.au">www.bodc.tas.gov.au</a>	GEORGE TOWN <a href="http://www.georgetown.tas.gov.au">www.georgetown.tas.gov.au</a>	NORTHERN MIDLANDS <a href="http://www.northernmidlands.tas.gov.au">www.northernmidlands.tas.gov.au</a>
DORSET <a href="http://www.dorset.tas.gov.au">www.dorset.tas.gov.au</a>	CITY OF LAUNCESTON <a href="http://www.launceston.tas.gov.au">www.launceston.tas.gov.au</a>	WEST TAMAR <a href="http://www.wtc.tas.gov.au">www.wtc.tas.gov.au</a>
FLINDERS ISLAND <a href="http://www.flinders.tas.gov.au">www.flinders.tas.gov.au</a>	MEANDER VALLEY <a href="http://www.meander.tas.gov.au">www.meander.tas.gov.au</a>	
EDUCATION		
AUSTRALIAN MARITIME COLLEGE <a href="http://www.amc.edu.au">www.amc.edu.au</a>	TasTAFE <a href="http://www.tafe.tas.edu.au">www.tafe.tas.edu.au</a>	
DEPARTMENT FOR EDUCATION, CHILDREN AND YOUNG PEOPLE <a href="http://www.decyp.tas.gov.au">www.decyp.tas.gov.au</a>	UNIVERSITY OF TASMANIA <a href="http://www.utas.edu.au">www.utas.edu.au</a>	
OTHER		
BUSINESS SUPPORT AND GOVERNMENT ASSISTANCE <a href="http://www.business.gov.au">www.business.gov.au</a> <a href="http://www.industry.gov.au">www.industry.gov.au</a>	PRIMARY PRODUCTION LAND TAX EXEMPTIONS <a href="http://www.sro.tas.gov.au/land-tax/exemptions-and-rebates">www.sro.tas.gov.au/land-tax/exemptions-and-rebates</a>	
LAND INFORMATION SYSTEM – TASMANIA <a href="http://www.thelist.tas.gov.au">www.thelist.tas.gov.au</a>	TASMANIAN FREIGHT EQUALISATION SCHEME <a href="http://www.servicesaustralia.gov.au/tasmanian-freight-equalisation-scheme">www.servicesaustralia.gov.au/tasmanian-freight-equalisation-scheme</a>	



## PART B: MUNICIPALITIES AND OPPORTUNITIES

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### BREAK O'DAY

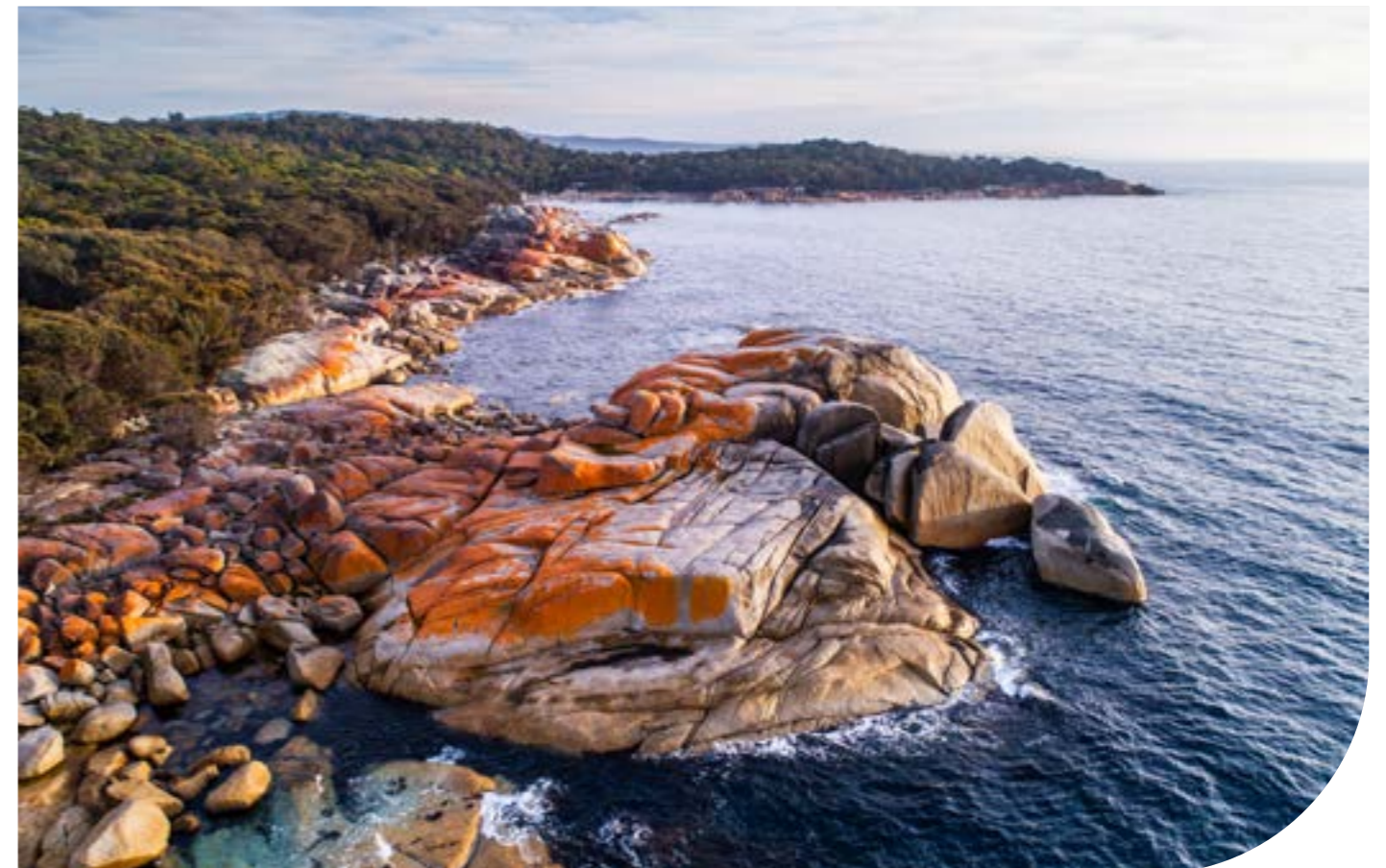
*Break O'Day is an idyllic municipality between Tasmania's East Coast and the fertile valleys of Fingal and Pyengana. The region offers an enviable work-life balance where it is not uncommon for residents to start their day with a swim or surf or walk on the beach and end it with a mountain bike ride after work.*

The municipality and region support industries such as aquaculture and agriculture with successful and award-winning seafood, dairy and meat production. It is also a tourist hotspot with St Helens, Binalong Bay, Scamander and surrounds popular holiday destinations, which sees the population of the area triple during summer.

St Helens is fast becoming a mountain bike destination with the completion of trails that are rideable all year round due to the sandy, granite soils. Surrounded by natural beauty, Break O'Day boasts one of the most beautiful and iconic beaches in Australia, the picturesque Bay of Fires, which has been recognised internationally by Lonely Planet.

The Fingal Valley is predominantly an agricultural area with an active coal mining industry. Agriculture in Break O'Day comprises 1.3 per cent of the state's overall agricultural sector with 76 per cent of product going to the domestic market, 21 per cent to local and 2.4 per cent to international. The agricultural market is valued at \$47 million for the area annually. Furthermore, the Tasmanian Irrigation Scheme is developing plans for this important infrastructure in the Fingal Valley, which will enhance the region's agricultural capacity. The Fingal Valley also contains industrial land zones with the rail network servicing local business.

With easy access to the ocean, Break O'Day has a strong and proud aquaculture industry, generating wealth for the local economy. The fishing industry in the region has a particular focus on shell-fishing, including oysters, crayfish (cray or rock lobster), abalone and scallops.



Population centres	St Helens and surrounds, St Marys, Pyengana, Fingal Valley and Binalong Bay.
Educational/research institutions	Two public schools, offering kindergarten to Year 12.
Medical facilities	Most major health care support is provided through the Launceston General Hospital. The municipality also supports itself through the St Helens District Hospital, offering 10 in-patient beds. Providing GP and other outpatient support are two health centres - the St Marys Community and Health Centre, and Ochre Medical, St Helens.
Culture and events	Two major fishing events every year (Game Fishing Classic (March) and Shark Fishing (January)), regular moutain biking trail events, The Dragon Trail (March) and other competitions, State League Netball, annual East Coast Classic surfing competition, the Bay of Fires Winter Arts Festival (June).
Large and notable employers	Medea Park Nursing Home, Cornwall Coal Company (Australian Cement), Break O'Day Council, St Helens District High School / St Marys District School, St Helens District Hospital.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The Break O'Day Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.



## LEASE 65

When Craig Lockwood came to St Helens in 1970, he wondered when locals were going to stop having holidays. Envious of the work-life balance the community had, Mr Lockwood started his oyster business Lease 65.

Mr Lockwood did a lot of research before settling in his ideal locaiton on Moulting Bay just on the outskirts of St Helens where the land and seabed's topography provides nutrient-rich food that is perfect for growing oysters and gives the fish a unique flavour that is sought after all over the world.

Before COVID-19, the farm was exporting to Hong Kong, Singapore, the Black Forest in Germany, Vietnam and more. Now the farm's biggest international market is Japan.

It sells about 2.4 million oysters a year and is looking to expand that to three million with the introduction of an Australian-first technology that will allow their oysters to be exported live.

By lowering the oysters' temperature and essentially putting them in a comatose state, they can be sold live and fresh for up to seven weeks after being harvested from Moulting Bay.

Lease 65 is an integral part of Break O'Day as an employer as well as through its commitment to the area as a sponsor of several community and sporting groups.





## DORSET

*Dorset in Tasmania's north east, is arguably the state's adventure and recreation capital as home to the world-famous Blue Derby mountain bike trails and Barnbogle and Lost Farm golf courses.*

*A place of amazing natural beauty, Dorset boasts a mild climate with warm summers and cool, wet winters*

The region is blessed with considerable tourism opportunities. It boasts great natural attractions such as tall forests, spectacular waterfalls, world heritage coastal wetlands, rich agricultural landscapes and long stretches of unspoiled beaches.

One of the outstanding qualities of the region is its temperate climate and the spectacular diversity of landforms and ecosystems, including coastal geomorphology with extensive complex dunes, rolling rural landscapes, precipitous mountains, world heritage coastal wetlands and a broad range of forest types.

The district is well endowed with natural resources, including large areas of volcanic soils of high fertility, native and plantation forests, abundant but relatively undeveloped water resources and significant undeveloped coastal resources.

While there are many opportunities for further investment in Dorset, some of the key sectors are listed below:

- **Food and agriculture:** Historically, the prosperity and growth of north east Tasmania has relied heavily on the traditional timber and food processing industries. Today farming is increasingly focussed on dairying, vegetable and commercial poppy production. This enormous productivity is underpinned by several irrigation schemes. Key focus areas relate to expanding production, adding value and marketing to the world.
- **Sustainable forestry, renewable energy and biofuel development.** The region has considerable untapped plantation and farm resources.
- **Tourism:** Dorset has a unique blend of wilderness, wildlife, stunning scenery, mining heritage, secluded beaches and world-class golf courses all within easy reach of air and seaports. It sits alongside the Tamar Valley wine route, hosts a burgeoning golf and mountain bike industry, world-class lavender and essential oils production and is a gateway to Flinders Island.
- **Aged care and community services:** An ageing population provides opportunities to modernise and expand existing facilities.
- **Mining:** Significant exploration is occurring that should provide future opportunities.

Population centres	Scottsdale, Bridport, Derby and Ringarooma.
Educational/research institutions	Primary schools in Scottsdale, Bridport and Ringarooma. High schools in Winnaleah and Scottsdale. Herrick Presbyterian Covenant School.
Medical facilities	Scottsdale represents the Health Centre with a hospital and also a dental clinic.
Culture and events	North east Tasmania comes alive to celebrate and showcase local arts and crafts annually on the June long weekend. The North Eastern Arts and Crafts Annual Exhibition has been running for more than 40 years with exhibitions, markets, demonstrations, workshops, competitions and concerts.  Derbyfest is a new and exciting mountain bike festival. The event celebrates all things mountain biking, showcasing regional produce and Derby's amazing mountain biking trails. Run by Dorset Council and Blue Derby Mountain Bike Trails, the festival is fast becoming a must-do annual event for Australian and international mountain bike enthusiasts attracting more than 2,500 visitors and providing the local economy a major boost.  In addition to Derbyfest, Dragon Trail MTB (March) also takes place in Dorset. This is a three-day XC MTB race through the Tasmanian wilderness starting in Derby, moving to Bay of Fires for day two and finishing in St Helens.
Large and notable employers	Barnbogle Dunes, CMTP Branxholm, Scottsdale Pork, Bison, Bridestowe Lavender Farm, Clovelly, CMTP, Sustainable Timber Tasmania, Defence Science and Technology Organisation Scottsdale, Springfield Hatcheries, a range of leading wineries.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The Dorset Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.



## MOUNTAIN BIKING

Once a thriving town with the richest tin mine in the world, Derby was in decline by the early 2000s with less than 200 residents following the loss of traditional industries. However, the investment into the Blue Derby mountain bike trails in 2015 has transformed the town and the region.

Derby is now one of the top mountain bike towns in the world and attracts more than 35,000 riders a year from across the country and the globe to ride the trails that have attracted the prestigious Enduro World Series twice and won Trail of the Year twice.

With businesses developing and expanding regularly and real estate activity surging, Derby is a phenomenal economic development success story and a perfect example of the positive impact investment in an industry can have on the economy of local communities.

The region-wide economic, community and social reinvigoration this project has provided has only been able to reach full potential with the growth and development of supporting industries and the actions of a supportive local government.

The Dorset Council has been instrumental in encouraging new and existing businesses and investments through their New Business and Investment Assistance Policy. Adopting a streamline approach and actively assisting with building and development applications, has enabled growth of the local economy and created new job opportunities. With further trails being built and additional tourism experiences being established, the future of Derby and the north east region looks bountiful.



## FLINDERS



*Flinders Island in the Bass Strait, 20 km from Tasmania's northernmost point, is renowned for its stunning coastlines and breathtaking mountain scenery. Despite its location in the "Roaring Forties", the climate is surprisingly mild.*

The Flinders municipality – including Flinders Island and Cape Barren Island – has about 922 (ABS data 2021) permanent residents, who are mainly engaged in agricultural pursuits, tourism and support industries.

Whitemark, Lady Barron, Killiecrankie and Emita are the four main townships. There is a port at Lady Barron in the island's south that services Bridport and Cape Welshpool. There are commercial air services from Hobart and Launceston with three flights per week from Melbourne, in addition to charter flights.

Flinders Island has a land area of 1,333 square km, is 75 km long and 40 km wide with 73 km of paved roads and 312 km of gravel roads.

truwana/Cape Barren Island, off the north east coast of Tasmania to the south of Flinders Island, is the second largest island of the Furneaux Group.

Flinders Island's natural beauty is undoubtedly a major factor in its appeal but highlights of island life are the friendly and laid-back locals and strong sense of community.

Stunning beaches, abundant wildlife, breathtaking backdrops and the sense of being a part of something worth caring for, are just a few of the things that make Flinders Island stand out from other places. It offers something that is both refreshingly different and real.

In its 2021-2030 Strategic Plan, Flinders Council outlines a community vision for: "A vibrant, welcoming and sustainable community, full of opportunity, celebrating and preserving our unique way of life and natural environment."



Population centres	Whitemark, Lady Barron, Emita and Killiecrankie are the main population centres on Flinders Island.
Educational/research institutions	Flinders Island District High School, Cape Barren School.
Medical facilities	Ochre Medical Centre, Flinders Island Multipurpose Centre, Flinders Island Aboriginal Association, Cape Barren Health Clinic.
Aboriginal Associations	Flinders Island Aboriginal Association Inc and Cape Barren Island Aboriginal Association Inc are Aboriginal Community Service Organisations that provide housing, aged care, social and emotional support and management of its community members.
Culture and events	Furneaux Islands Festival (annual) Furneaux Community Arts, Straitworks Gallery, Furneaux Museum, Furneaux Maritime History Display, Flinders Flicks Film Festival (bi-yearly), Wilderfeast – Winter Event (bi-yearly) Junior Football, Junior Netball, Pony Club.
Large and notable employers	Flinders Island Aboriginal Association, Markana Park, Hydro Tasmania, Flinders Council, Flinders Island District High School.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The Flinders Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.



COMMON INFRASTRUCTURE	
Road	Airport to seaport link.
Rail	Nil.
Airport	Two Airports – Whitemark and Lady Barron. RPT Services to Essendon, Hobart and Launceston. Daily passenger services to Bridport. Charter available. Private airstrips in Killiecrankie and Lady Barron.
Wharf	Located in Lady Barron Port operated by TasPorts. Serviced by Bass Strait Freight and Eastern Line Shipping.
Gas	Not serviced. Bottle supply only.
Power	Hybrid Energy Hub.
Communications	Telstra 4G network. Satellite internet options available.
Water	Potable water in Whitemark and Lady Barron only.
Sewerage	Not serviced.

## HYDRO TASMANIA

Hydro Tasmania owns, operates and maintains a large and complex hydropower system, including 30 hydropower stations, 54 major dams and 45 major lakes across the state. On King Island and Flinders Island, Hydro Tasmania is responsible for end-to-end service provision from energy generation to distribution and billing.

As champions of a renewable energy future, Hydro Tasmania has made a significant impact by implementing advanced hybrid energy solutions in remote communities. By incorporating renewable energy sources and other enabling technologies, they have successfully enhanced the reliability of power supply while reducing the need for diesel generation. Their innovative approach not only improves the quality of energy supply but also paves the way for a greener and more sustainable future.

The Bass Strait islands have long been a hub of renewable energy innovation. With the support of the Australian Renewable Energy Agency (ARENA), Hydro Tasmania developed the Flinders Island Hybrid Energy Hub. The combination of wind, solar and battery storage can reduce diesel fuel use by 60 per cent, bringing more reliable, renewable energy to the island and its communities. The system is capable of 100 per cent renewable energy generation in certain weather.

The community can monitor the island's energy system in real-time using innovative software. Hydro Tasmania's Flinders app summarises exactly what the station is generating compared to customer demand. The community can see at a glance key wind and solar variables, including how much solar power is being generated by customers with panels on their own properties.



## GEORGE TOWN



*George Town is located about 50 km north of the Launceston. It is bound by the Bass Strait in the north, the Dorset Council area in the east, the City of Launceston in the south, and the Tamar River in the west.*

George Town includes rural and rural-residential areas, with the main township at George Town. The state's most significant industrial area is located just south of George Town, known as the Bell Bay Advanced Manufacturing Zone (BBAMZ). Rural land is used largely for agriculture (particularly sheep and cattle grazing) and forestry. Tourism is also an important industry.

Population centres	George Town, Low Head, Hillwood, Lefroy, Pipers River, Pipers Brook, Bellingham, Beechford, Lulworth and Weymouth.
Educational/research institutions	Star of the Sea Catholic College (from kindergarten through to Year 10). South George Town Primary School. Port Dalrymple School (from kindergarten to Year 12). Trade Training Centre (Year 11 and 12).
Medical facilities	George Town Hospital provides 15 acute care beds, physiotherapy and visiting services.  George Town Medical Centre is a fully accredited general practice, providing quality emergency, ongoing and preventative medical care for the maximum benefit of individuals, families and the community. The centre offers a comprehensive list of services and has visiting services such as orthopaedic surgery and diabetes care.  HEAART George Town - HEAART is a community focussed initiative with a collaborative approach to increase local training and workforce opportunities in primary health, disability and aged care, achieving greater access to local health services, sustained by local people. HEAART provides consult rooms for Allied Health and Occupational Therapy.
Culture and events	The George Town municipality holds a number of community and business events throughout the year. The community engages and celebrates traditional events like Christmas parades and carols, and participates in sporting events like football, netball, basketball, boxing and cricket. The municipality is also home to a number of tourism offerings including world-class mountain bike trails, sky diving, scuba diving, rock climbing, fishing, sailing, penguin tours, maritime museums, the watch house jail and a number of convict-built buildings.
Large and notable employers	Bell Bay Aluminium (Rio Tinto), Liberty Bell Bay (GFG Alliance), Kymera, Hillwood Berry Farm, Timberlink, TasPorts.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The George Town Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region.  Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.

## BELL BAY ADVANCED MANUFACTURING ZONE (BBAMZ)

The BBAMZ benefits from being strategically located at the mouth of the Tamar River just 50 km from Launceston and 192 nautical miles from Melbourne (Port Phillip). The BBAMZ, Tasmania's largest heavy industrial area covering approximately 28 square km, represents almost 60 per cent of the State's Gross Regional Product and is recognised as a nationally significant zone.

The BBAMZ is well supported by a skilled workforce and industry collaboration with resource sharing initiatives through companies such as KEEN Partners and the Northern Employment and Business Hub.

### SITE ZONING

BBAMZ benefits from primarily five different zonings:

Each zoning has a number of permitted uses under the planning scheme. These are listed below. Further to the permitted uses, there are also a number of discretionary uses allowed for under the planning scheme.

#### LIGHT INDUSTRIAL ZONING

Equipment and machinery sales and hire, service industry, storage, research and development, transport depot, utilities.

#### GENERAL INDUSTRIAL ZONING

Equipment and machinery sales and hire, recycling and waste disposal, storage, manufacturing and processing, research and development, resource processing, transport depot and distribution, utilities.

#### RURAL RESOURCE ZONING

Business and professional services, domestic animal breeding and boarding, community meeting and entertainment, crematoria and cemeteries, extractive industries, food services, hotel industry, resource development, resource planning, sports and recreation, visitor accommodation.

#### UTILITIES ZONING

Recycling and waste disposal, transport depot and distribution, utilities, vehicle parking.

#### PORT AND MARINE ZONE

Emergency services, port and shipping, storage, transport depot and distribution, utilities, vehicle parking.

While the complexity of development applications varies, the Tasmanian system compares very favourably with the other Australian states, noting that more than 90 per cent of all normal development applications are currently determined by councils in less than the statutory timeframe of 42 days, with an average determination time of 28 days. As part of its commitment to encouraging investment in Tasmania, the Tasmanian Government is implementing an extensive program of planning reform to further increase the efficiency of development assessment processes.

COMMON INFRASTRUCTURE	
Road	<p>BBAMZ is well connected via road to all Tasmanian cities and major ports.</p> <p>The zone is adjacent to the East Tamar Highway linking Bell Bay to Launceston (35 minutes). Classified as a Category 1 Trunk Road, the highway caters for heavy transport vehicles such as B-Doubles. The East Tamar Highway provides easy access to Launceston Airport (50 minutes) and also links to the national highway, which provides access to the major Tasmanian cities of Hobart (2 hours, 50 minutes), Devonport (1 hour, 35 minutes) and Burnie (2 hours, 15 minutes).</p>
Rail	<p>TasRail operates safe, reliable and competitive freight rail and logistics services statewide. Opened in 2015, the George Town Freight Terminal is located in the heart of the industrial precinct, just 3.5 km by rail from the Bell Bay port.</p> <p>The well-designed facility offers multi-modal options, secure intermodal and bulk storage and direct connections to major ports and freight terminals located at Brighton, Burnie, Devonport, Conara and Launceston. With a modern fleet of locomotives and wagons and a proven record of experience in logistics capability across the supply chain, TasRail offers industry in the region increased flexibility and capacity for moving product to market.</p>

Map of the main BBAMZ showing planning scheme zones





## COMMON INFRASTRUCTURE CONTINUED

<p><b>Airport</b></p>	<p>Approximately 60 km from Bell Bay, Launceston Airport provides air freight services and passenger air links to Australia's five major population centres, Melbourne, Sydney, Brisbane, Adelaide and Perth.</p> <p>Ideally located to multi-modal connections of rail and road, the airport typically facilitates the transit of 1.4 million passengers per annum and continues to expand and enhance its operations in line with increased passenger numbers and business demand. Recent investment in high-capacity pavements and freight handling facilities along with a forecast \$65 million CAPEX program over the next 10 years, will strengthen the airport's status as a key regional asset.</p> <p>In addition, the George Town aerodrome, a local airport, provides services for the municipality. George Town aerodrome is located approximately seven km from the precinct.</p>
<p><b>Wharf</b></p>	<p>The port of Bell Bay, with its deep-water access and laydown areas, is a major port for domestic and international bulk goods as well as container services. It is ideally located adjacent to the Bell Bay Industrial Precinct providing all-weather access, direct rail link and significant infrastructure capable of handling bulk and container freight movements.</p> <p>The port is accessible and navigable, with draft of up to 11.5 metres and an average tidal variation of 2.3 metres.</p> <p>Bell Bay features extensive laydown areas both portside and waterside. Large level secure landside areas along with some on-site buildings are available by arrangement with TasPorts.</p> <p>As a major trading port for bulk and break-bulk cargoes, Bell Bay provides full port services, including pilotage, towage, fuel, provisioning, stevedoring, quarantine and maintenance. The local capabilities are further enhanced upstream by Southern Marine ShipLift's Syncrolift.</p> <p>Located on the Tamar River approximately four hours steaming time from Bell Bay, it offers an out-of-water service and dockside ship repair service to all marine vessels from as small as eight metres through to barges and ocean-going ships.</p>
<p><b>Gas</b></p>	<p>Gas networks are available.</p>
<p><b>Power</b></p>	<p>Connection to existing electricity supply infrastructure is available. TasNetworks will provide further information on demand assessment and connection processes. The Office of the Coordinator-General is pleased to offer support with contacting TasNetworks.</p>
<p><b>Communications</b></p>	<p>NBN fibre-to-the-premises available in most locations, as well as 5G, 4G coverage and NBN Business Fibre Zones in Bell Bay and George Town.</p>
<p><b>Water</b></p>	<p>Fully serviced.</p>
<p><b>Sewerage</b></p>	<p>Serviced in part.</p>

## LIBERTY STEEL GROUP

Liberty Steel Group (Liberty) is an international business with an integrated offering – from the production of liquid steel made from raw and recycled materials through to high value precision engineered steels and associated services – sold to customers around the world.

Liberty has a total rolling capacity of 20 million tonnes, 200+ manufacturing locations globally across 12 countries and more than 30,000 employees. Customers range from the steel making processing and distribution industries to automotive, aerospace, construction, oil and gas, marine, power generation, general engineering, motorsport, white and yellow goods, agriculture and mining.

Liberty acquired TEMCO (Liberty Bell Bay), a hydro energy-powered smelter in Bell Bay, northern Tasmania in 2021. The acquisition further enhanced Liberty's drive to be self-sufficient and fully integrated across the supply chain. It also supported the goal to be carbon neutral by 2030, given Liberty Bell Bay is one of the world's greenest ferro alloy producers.

The site has four submerged arc furnaces, including a sinter plant, and has the capacity to produce about 150ktpa of high carbon ferromanganese and 120ktpa of silicomanganese used in the production of steel.

Liberty Bell Bay employs about 300 people, utilises the services of 100 full time equivalent local contractors and provides financial and in-kind community support to the surrounding region.





## LAUNCESTON

*With a population of approximately 71,906 within the municipality and about 105,000 in the greater city, Launceston is the commercial and population hub of northern Tasmania. Historical, innovative, vibrant and connected, Launceston is a regional city that celebrates its heritage while embracing the digital age as Australia's first Gigabit City.*

Launceston is well connected to the key Australian population centres of Melbourne, Sydney, Brisbane, Adelaide and Perth with flights available through the Launceston Airport (15-minute drive from Launceston CBD). With seaports located in Devonport and Burnie (1.5-hour drive west of Launceston CBD) as well as Bell Bay (35-minute drive from Launceston CBD), there is quick and easy access to mainland Australia and international destinations.

Launceston is the natural base from which to explore the Tamar Valley wine route – running from Launceston to Bass Strait – which has been rated one of the world's top 10 by Essential Travel Magazine (UK). In 2021, Launceston was named a UNESCO City of Gastronomy, demonstrating the city's vibrant food culture and close connection with the many farmers, producers, orchards, vineyards and artisans of northern Tasmania. With this world-class produce, combined with historic architecture and natural attractions such as Cataract Gorge, the city is becoming a region of choice for tourism investment.

The Launceston City Deal, struck in 2017, is a 10-year plan to make Launceston Australia's most liveable and innovative regional city, with growing incomes and falling levels of disadvantage. The Australian Government, Tasmanian Government and the City of Launceston Council are cooperating to deliver integrated investment and practical actions that build on Launceston's strengths and tackle key challenges. To date, the City Deal has seen about \$570 million dedicated for investment in the city, underpinned by the \$304 million relocation and redevelopment of University of Tasmania's (UTAS) main Launceston campus to the inner city at Inveresk.

Launceston is also becoming a regional knowledge-based city. It has been home to the world-leading Australian Maritime College for more than 40 years and houses a new and dramatically expanded central UTAS campus. It also boasts excellent public and private schools, private registered training organisations and a large presence for TasTAFE.

On the back of significant public and private investment into the city in recent years, Launceston is perfectly placed for further investment opportunities including:

- taking advantage of Launceston's cool climate, gigabit fibre-to-the-premises NBN infrastructure, renewable energy production and skilled workforce for knowledge working, data warehousing and technology precincts
- urban renewal projects with a focus on inner city residential living in Launceston's CBD
- developing tourism experiences and accommodation to service the growth in tourism visitation
- expanding housing, accommodation and service industries to meet the growing demand of the new \$304 million UTAS Inveresk precinct
- health care services to meet the growing population
- leveraging the lifestyle appeal, high-quality restaurants, commercial hub, connected location, strong population growth and digital infrastructure in the city for knowledge-based industries
- brownfield and greenfield industry sites to accommodate bespoke operations.

Population centres	Launceston City, South, East and West Launceston, Kings Meadows, Invermay, Newnham, Lilydale.
Educational/research institutions	The city's major educational institutions, University of Tasmania (UTAS) and the Australian Maritime College are undergoing major transformational change with more than \$304 million currently being invested to relocate the main UTAS campus into the heart of the city thanks to the Launceston City Deal. Launceston is also home to many high-quality private and public schools.
Medical facilities	Northern Tasmania's major hospitals (Launceston General Hospital and the Calvary Private Hospital situated on two sites) are located in the city. Launceston is also well serviced by medical centres, allied health providers, residential care and social assistance services.
Culture and events	The <i>City of Launceston Cultural Strategy 2020-2030</i> sets out a vision for Launceston to be 'a dynamic place where people live meaningful and culturally vital lives; filled with stimulating activities, highlighted by aesthetically rich experiences and fueled by curiosity'. Key events include AFL matches, Mona Foma, Junction Arts Festival, Festive and the weekly Harvest Market.
Large and notable employers	Westpac Shared Service Centre, Commonwealth Shared Services Centre, TasRail, Launceston General Hospital, University of Tasmania and Australian Maritime College, Tasmanian Government, Boags Breweries, City of Launceston Council, St.LukesHealth, Bank of us, TasTAFE and a range of larger engineering, construction and fabrication companies, TasIrrigation.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The City of Launceston Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.



## INDUSTRIAL AND COMMERCIAL PRECINCTS

Launceston's economy is closely linked to the northern Tasmania region. The northern Tasmanian region comprises a third of the state and has competitive advantages due to an abundance of natural assets. These advantages support highly productive agricultural lands, including the majority of Tasmania's wine industry, a strong forestry sector and emerging tourism market. Launceston is also close (35-minute drive north of Launceston CBD) to Tasmania's largest heavy-industrial area, the BBAMZ.

Already the service hub of the region, Launceston is perfectly placed to continue growth as the innovation and value-add centre for the region.

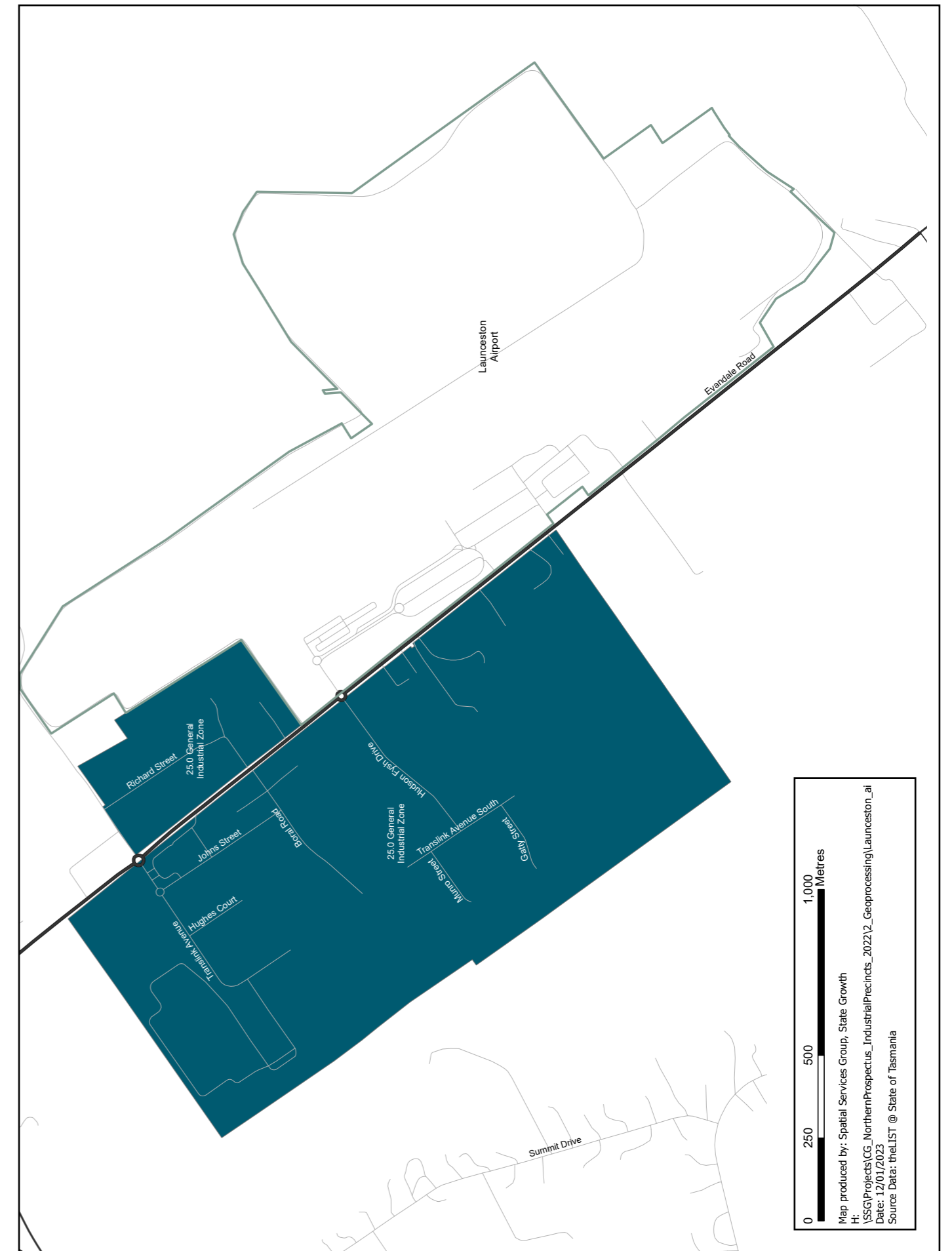
There is potential to build on the region's traditional economic strengths in agriculture, food and beverage sector, forestry and manufacturing by harnessing Launceston's advantages in renewable energy production, digital infrastructure – fibre-to-the-premises and UTAS's \$304 million redevelopment – to invest in high-value innovative businesses.

With the city transitioning away from large scale manufacturing precincts to high value add inner city industry and tourism, many bespoke brownfield and greenfield sites are available for investment. The City of Launceston Council encourages prospective investors to make contact to discover which sites are available for:

- Advanced manufacturing and agribusiness
- Research and development
- Forestry and wood product manufacturing
- Professional, scientific and technical services
- Financial services
- Education and training
- Health care
- Retail trade
- Visitor economy including accommodation and food services
- Inner city heritage residential investment.



Map of Launceston Airport





#### COMMON INFRASTRUCTURE

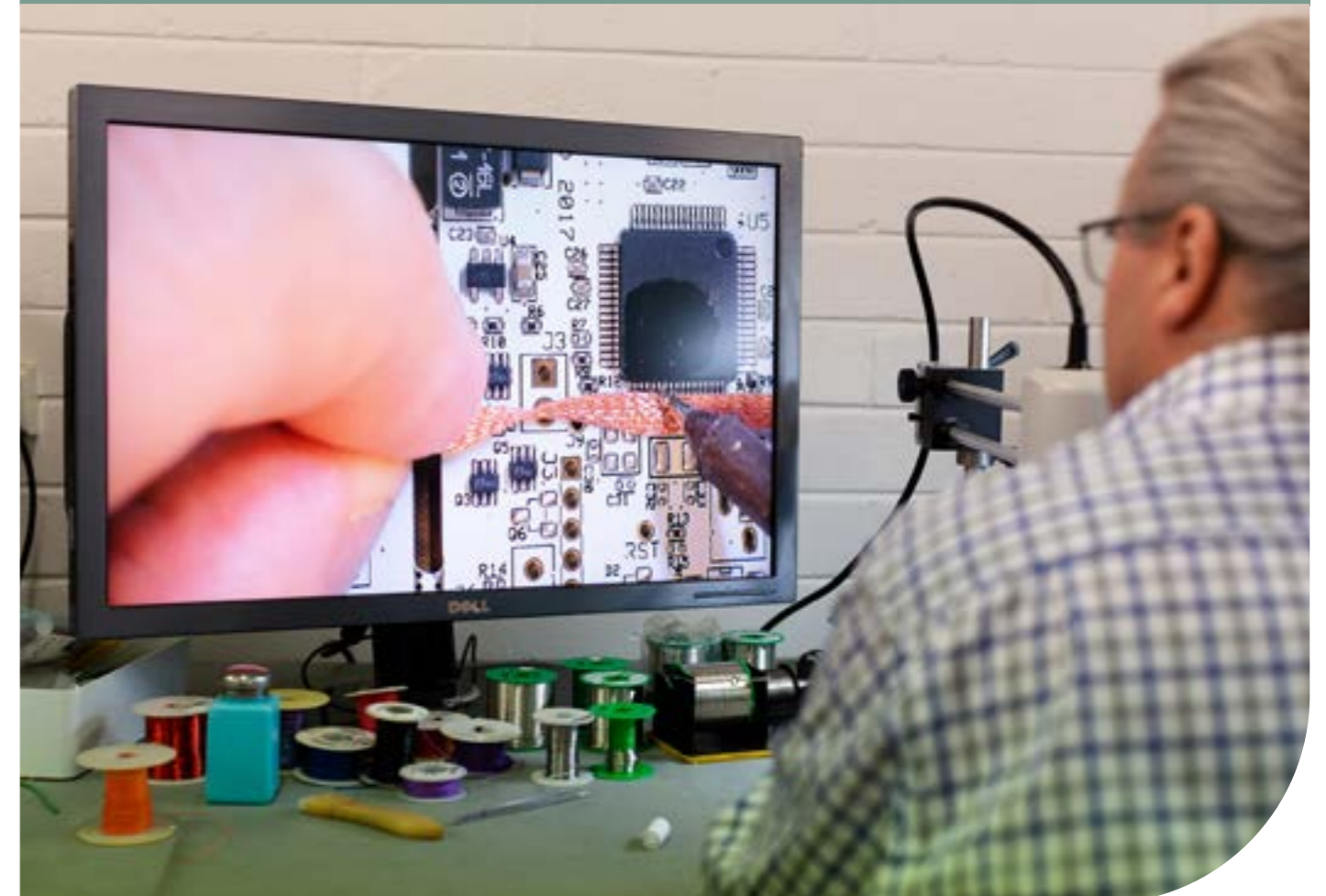
Road	Launceston is centrally located in Tasmania with direct highway access to all regions in the state via the East Tamar Highway, West Tamar Highway, Midland Highway and Tasman Highway.
Rail	Launceston is well connected for freight services through the Bell Bay Line (BBAMZ), which allows connections through to the South Line (Hobart) and Western Line (Devonport).
Airport	<p>Launceston Airport is just 15 km south of the CBD with direct highway access to all regions of the state.</p> <p>With almost 1.4 million passengers passing through typically each year, Launceston Airport is the first arrival point and final departure point for many visitors to the state.</p> <p>Movement of time sensitive freight is also easily transferred via air out of Launceston Airport.</p> <p>To find out more visit:  <a href="http://www.launcestonairport.com.au/corporate-section/commercial/property-development">www.launcestonairport.com.au/corporate-section/commercial/property-development</a></p>
Wharf	<p>Seaports are available at both Devonport and Burnie (1.5 hour drive north of Launceston). Passenger services are available through Devonport on the Spirit of Tasmania.</p> <p>A deep water port for heavy industry is available at the Bell Bay Advanced Manufacturing Zone (35-minute drive north of Launceston).</p>
Gas	Gas networks are available. To check the locations, visit TasGas: <a href="http://www.tasgas.com.au/pipeline-locator">www.tasgas.com.au/pipeline-locator</a>
Power	Tasmania has strong renewable energy credentials and supply through Hydro Tasmania with wholesale pricing available <a href="https://www.hydro.com.au/clean-energy">https://www.hydro.com.au/clean-energy</a> . Secure energy supply is also available via the Basslink connection with a new Marinus link also proposed.
Communications	Launceston is Australia's first Gigabit City with fibre-to-the-premises available in most locations.
Water	Launceston has a comprehensive water network.
Sewerage	Launceston has a comprehensive sewerage network.

#### DEFINIUM TECHNOLOGIES PTY LTD

Definium Technologies Pty Ltd (Definium) is an innovative company located in Invermay, Launceston. Specialising in electronic hardware design, manufacturing, and embedded software engineering, they are dedicated to developing and producing custom hardware and software solutions for the domestic and global market.

Definium specialises in remote sensing, communications and industrial control technologies and has state-of-the-art advanced electronics manufacturing capability on site. Definium's capability is supplemented with tight integration of electronics design, software engineering, final assembly, optical/xray inspection and testing capabilities.

Definium is continuing to grow its capacity and customer base as Tasmanian tech innovation continues to make its mark beyond our shores. A new collaboration between leading national equipment hire company Coates and Definium has seen Definium design, manufacture and supply 5,000 hi-tech tracking devices to be deployed across Coates' fleet of vehicles and equipment. With up to 7,500 more expected to be commissioned over the next year, the partnership more than doubled staff numbers at Definium and involved the installation and upgrading of new surface mount technology and machinery.





## MEANDER VALLEY

*Meander Valley, located in the heart of northern Tasmania, is known for being one of the top destinations in the state for short walks, fine food, cycling trails, trout fishing, and is surrounded by a world heritage-listed wilderness. This picturesque location offers a perfect setting for residents and businesses to live, work, grow and flourish.*

The region has a diverse array of offerings, with historical townships, innovative manufacturing businesses, agriculture-based industries, gourmet food producers, and eco-tourism providers all calling Meander Valley home.

Well serviced urban and rural lifestyle developments within an easy commute of both Devonport and Launceston have contributed to significant growth in the region in recent years. Key industries include agriculture, construction, forestry, fishing, manufacturing, pharmaceuticals, transport and logistics.

Meander Valley's proximity to all major roads, air and sea transport routes and the availability of industrial land in the Valley Central estate at Westbury and relatively low Council rates mean an increasing number of industry and commercial ventures are locating to the region.



<p>Population centres</p>	<p>Meander Valley is home to 21,153 residents. Prospect Vale and Blackstone Heights offer urban amenities close to Launceston.</p> <p>The rural townships of Hadspen, Deloraine and Westbury are towards the centre of Meander Valley and offer most services. Smaller townships, including Bracknell, Carrick, Chudleigh, Meander and Mole Creek support farming.</p>
<p>Educational/research institutions</p>	<p>To the east, Prospect Vale, Blackstone Heights and Hadspen provide easy access to Launceston schools. Deloraine is an educational centre for the rural areas of Meander Valley with public, private primary, and high school options.</p> <p>Westbury, Bracknell, and Mole Creek are supported by primary schools, while Hagley Farm School and Giant Steps (a registered school and therapeutic centre for children on the Autism spectrum) provide additional education services.</p>
<p>Medical facilities</p>	<p>Deloraine District Hospital (a 20-bed acute care facility that includes palliative care and general medical care). Major hospitals within 30 minutes include the Mersey Hospital at Latrobe and Launceston General Hospital.</p> <p>There are also medical and dental practices located at Prospect Vale, Deloraine and Westbury.</p>
<p>Culture and events</p>	<p>The region offers a vibrant culture and scenic surrounds. To the west are lush pastures framed against the rugged mountain peaks of the iconic, world heritage-listed mountains, Great Western Tiers. The magnificent caves located in the Mole Creek Karst National Park are complemented by a diverse range of walking, cycling and kayaking experiences. To the east, urban communities offer their own unique character. Residents in these areas enjoy a peaceful lifestyle with great amenities.</p> <p>Culinary experiences, historic villages, artistic and cultural activities and a vibrant sense of community spirit are all common threads across Meander Valley.</p> <p>A vibrant annual event calendar offers signature events such as the largest Craft Fair in the southern hemisphere, which draws about 300 artists and 25,000 people through the gates, Tasmania's largest agricultural tradeshow Agfest has 700 exhibitors and 63,000 attendees. The Deloraine Car Show attracts about 10,000 people. Major music festivals and events are held during the year at Country Club Tasmania, Meander Valley's premier casino and golf course site.</p>
<p>Large and notable employers</p>	<p>Quamby Estate, Country Club Casino (Federal Group), Ashgrove Cheese, Christmas Hills Raspberry Farm, Tasmanian Berries, Berried in Tasmania, Tas Global Seeds, Armidale Stud, 41° South Salmon, Skretting.</p> <p>Extractas Bioscience, Delmade, Tasbuild, Kolmark, Cresswell's Transport &amp; Quarrying Pty Ltd, Highland Haulage, Sibelco, Deloraine Trade Training Centre, and PolyFoam.</p> <p>Deloraine District Hospital, Deloraine Aged Care, Meander Valley Council, Service Tasmania.</p>
<p>Available sites for investment</p>	<p>Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.</p>
<p>Council support</p>	<p>The Meander Valley Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.</p>

## VALLEY CENTRAL INDUSTRIAL PRECINCT

The 127-hectare Valley Central Industrial Precinct is centrally located at Westbury in northern Tasmania in the Meander Valley municipality. There is direct access to the Bass Highway, giving easy access to all major Tasmanian road networks, including the A1 Highway to the northern, north eastern, north western and southern regions. Agriculture, manufacturing, transport and logistics-based businesses have identified the competitive benefits of Meander Valley's central geographic location and availability and affordability of industrial zoned land. Midway between Devonport and Launceston, Valley Central offers fast and cost-efficient links by road to:

- Shipping ports at Devonport (40 minutes)
- Launceston Airport (25 minutes)
- Bell Bay Advanced Manufacturing Zone (50 minutes).

Zoned for the industrial and agricultural services, Valley Central provides flexibility in the type and scale of operations permitted. This includes suitability for 24/7 operations and B-Double transport vehicles catered for through wide roads and no overhead power lines.

All services including water, domestic sewer, storm water, underground power, natural gas supply and fibre optic communications to the premise are available. The land is not yet fully subdivided and there is flexibility for industry requiring a larger footprint to achieve a larger scale of operation.

COMMON INFRASTRUCTURE	
Tenure	Mix of freehold and leasehold.
Location	Birralee Road, near Bass Highway turn off, Westbury, Tasmania 7303.
Site size	Total precinct size 127 hectares. Up to 47 allotments are available for development. However, to allow for a tailor made industrial solution, the size and location of allotments can be customised to suit the business requirement and are yet to be subdivided.
Site zoning	General Industrial Zone.
Road	Access by HML Route Vehicles, HPV and B Doubles.
Rail	38 km to Western Junction (on the western line).
Airport	Launceston Airport 40 km (25 minutes).
Wharf	Bell Bay Port 67.6 km (45 minutes) Devonport Port 64.7 km (40 minutes) Burnie Port 111 km (1 hour 10 minutes).
Gas	Connected via TasGas pipeline. LNG plant also operate in the area.
Power	Connection to existing electricity supply infrastructure is available. TasNetworks will provide further information on demand assessment and connection processes. The Office of the Coordinator-General is pleased to offer support with contacting TasNetworks.
Communications	NBN fibre-to-the-premises available. Good coverage of Telstra 4G.
Water	Mains water is available.
Sewerage	Local water treatment plant in nearby Westbury. Sewerage connection is available.

Map of Westbury



## EXTRACTAS BIOSCIENCE

Over the past 45+ years, Extractas Bioscience has grown to be a world leading fully integrated manufacturer and exporter of controlled substances from botanical extracts focussed on positively impacting quality of life around the globe.

As an established world leader in the supply of alkaloid raw materials medicinal opiates and a predominant player in the medicinal cannabis market, it also stands as a global leader in the production of high-valued plant-derived products for the healthcare market.

Extractas are the leading scientists and experts in unlocking the value of botanical ingredients by sourcing the best raw materials, investing in sustainable farming and leading quality control from seed to product. The flexible manufacturing facilities, on a single site at Westbury, can supply high-quality plant extracts, isolates, intermediates from boutique small scale extraction (kg-lab scale) through to high volume biomass extraction (exceeding 35 tonnes per day).

Extractas Bioscience work to the highest standards, with extensive Good Manufacturing Practice (GMP) experience and capabilities, and supply products for the pharmaceutical industry into Europe, USA and Asia.

In 1974, land was acquired from a Westbury farming family who had previously trialled poppy crops. The site's key attractions are as relevant now as they were then, including:

- local and state government support
- plentiful supply of town water
- proximity to ports of entry/exit
- proximity to proven labour pool, factory supplies, chemical raw materials, back up contractors from Devonport and Launceston
- central location with respect to area under poppy cultivation.



## NORTHERN MIDLANDS



*The Northern Midlands is one of the largest and most diverse municipalities in the state. Covering an area of 5,135 square km, it is rich in agricultural resources, natural and built heritage and has a thriving business sector.*

The many sustainable competitive advantages of the Northern Midlands result in the area having a higher than state average rate of population growth, led by internal migration. New residential subdivisions are consistently being lodged with the council and are developing a diverse range of accommodation options.

Close to Launceston, Northern Midlands' residents enjoy an enviable lifestyle: rural living within easy reach of the services, facilities and employment opportunities of the city and airport.

The Northern Midlands' rich agricultural land produces a significant percentage of the state's meat sheep and cattle, wool and crops, and supports an expanding berry industry.

The area has businesses ranging from small family owned to multimillion dollar enterprises and offers a compelling case for ongoing investment. Nowhere is this more apparent than at the TRANSlink precinct near Launceston Airport, which has grown from a small nucleus of low-key developments to a thriving business estate where a diverse and growing range of companies prosper and succeed collaboratively.

Population centres	Longford, Perth, Evandale, Cressy, Campbell Town, Ross, Avoca.
Educational/research institutions	Primary schools at Longford, Perth and Evandale District high schools (primary and secondary) at Cressy and Campbell Town.
Medical facilities	Medical centres at Longford, Perth and Evandale. Multipurpose centre at Campbell Town, Toosey Aged care at Longford.
Culture and events	Campbell Town and Longford Agricultural Shows, Longford Blooms, Longford Grand Prix Expo, Evandale Penny Farthing Championships, John Glover Art Prize, Cressy Trout Expo, Ross Marathon, Tasmanian Chamber Music Festival, World Heritage convict-built listed sites at Woolmers-Brickendon, Ben Lomond National Park, Symmons Plains Supercar Championships.
Large and notable employers	Launceston Airport, Statewide Independent Wholesalers, Haywards Steel Fabrication and Construction, Swift Meats, Burlington Berries, SRT Logistics, Tasmanian Quality Meats, Mountford Berries.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The Northern Midlands Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.

## TRANSLINK PRECINCT NEAR LAUNCESTON AIRPORT

The strategic conjunction of highway corridors to the south, north and north-west of the state creates unique opportunities in freight hub developments and in services to the transport, warehousing and logistics sectors.

The TRANSlink industrial precinct is the most significant commercial area in the Northern Midlands. It is strategically located adjacent to Launceston Airport, 15 minutes' drive to Launceston, with very good access to both the key Midland Highway and Bass Highway. The site is well located to accommodate regionally significant industries in the categories of transport and warehousing and also export-orientated industries. Lot sizes generally suit these types of industries. The adjacent primary industry zone to the southeast allows for even more future growth should the demand occur. The land at TRANSlink is mostly flat with only 0.5 hectares having a slope of more than 10 per cent. Nearby uses are commercial, rural and particular uses (airport).

Planning will commence in 2023 towards the development of a multimillion-dollar intermodal facility for the precinct.

In addition to the already available lots in TRANSlink, there is capacity for more adjacent land to be rezoned subject to demand. Suggested lot sizes on vacant lots are all provisional and discussions and negotiations are welcomed by Northern Midlands Council. The council is happy to assist with any negotiations required, with interested parties asked to engage with council as early as possible.

COMMON INFRASTRUCTURE	
Tenure	Mix of freehold and leasehold.
Location	TRANSlink Precinct, Western Junction, TAS 7212.
Site size	Total precinct size 350 hectares. 60 hectares of flat, shovel-ready, vacant parcels for new commercial and industrial type businesses. These parcels range from approximately 2,500 square metres to just over 27 hectares, enabling a variety of small to large scale development options. An additional 90 hectares is earmarked for future development.
Site zoning	General Industrial overlaid by TRANSlink Specific Area Plan.
Road	Access by HML Route Vehicles, HPV and B-Doubles.
Rail	Two km to Western Junction (two minutes) with future possibility of a rail link through to the precinct itself.
Airport	Launceston Airport is directly adjacent.
Wharf	Bell Bay Port 60 km (45 minutes) Devonport Port 105 km (1 hour 10 minutes) Burnie Port 151 km (1 hour 40 minutes).
Gas	An LNG plant operates in the area.
Power	Connection to existing electricity supply infrastructure is available. TasNetworks will provide further information on demand assessment and connection processes. The Office of the Coordinator-General is pleased to offer support with contacting TasNetworks.
Communications	Good coverage of Telstra 4G.
Water	Mains water is available.
Sewerage	Sewerage connection is available.

## MOUNTFORD BERRIES IN LONGFORD

Mountford Berries is a Tasmanian-owned horticulture business with a growing crop portfolio. The Mackinnon family have been farming at Mountford for five generations. The mixed farming operations led to diversification into berry farming in 2014. Beginning with 4ha of in-ground strawberries, the berry farm has grown to a 27 hectare diverse operation of tabletop strawberries, raspberries, and blackberries. The business employs approximately 220 full-time and seasonal staff.

The decision to grow the business was encouraged by the location of the farm. The Northern Midlands has direct access to highways, both to Devonport to get the product to the domestic market and Launceston Airport for air freight for those critical supplies.

The Northern Midlands has fantastic access to all inputs for the berry business, rural and industrial. Employees benefit from the infrastructure, lifestyle, and amenities at their disposal within a short distance from work and home.







## WEST TAMAR

*The West Tamar is home to some of Tasmania's most beautiful landscapes with vineyards and cellar doors, quaint accommodation, living history and unique attractions.*

The West Tamar municipality extends along the western side of the kanamaluka/Tamar River Estuary from the suburban area of Riverside, north to Bass Strait and as far west as Frankford. With high population centres in Trevallyn and Riverside, as well as Legana being one of the fastest growing suburbs in the state, these suburbs in the West Tamar are less than 15 minutes from central Launceston.

The major industries are health care, social assistance, construction, tourism, retail, agriculture, fishing, world-class vineyards and first-class maritime education facilities.

The valley has various natural attractions, including the Narawntapu National Park, Notley Fern Gorge, Tamar Island Wetlands and the kanamaluka/Tamar River Estuary. The valley has an abundance of historic attractions and points of interest associated with the foundation of Tasmania, in particular, the York Town settlement and the Beaconsfield Mine and Heritage Centre.

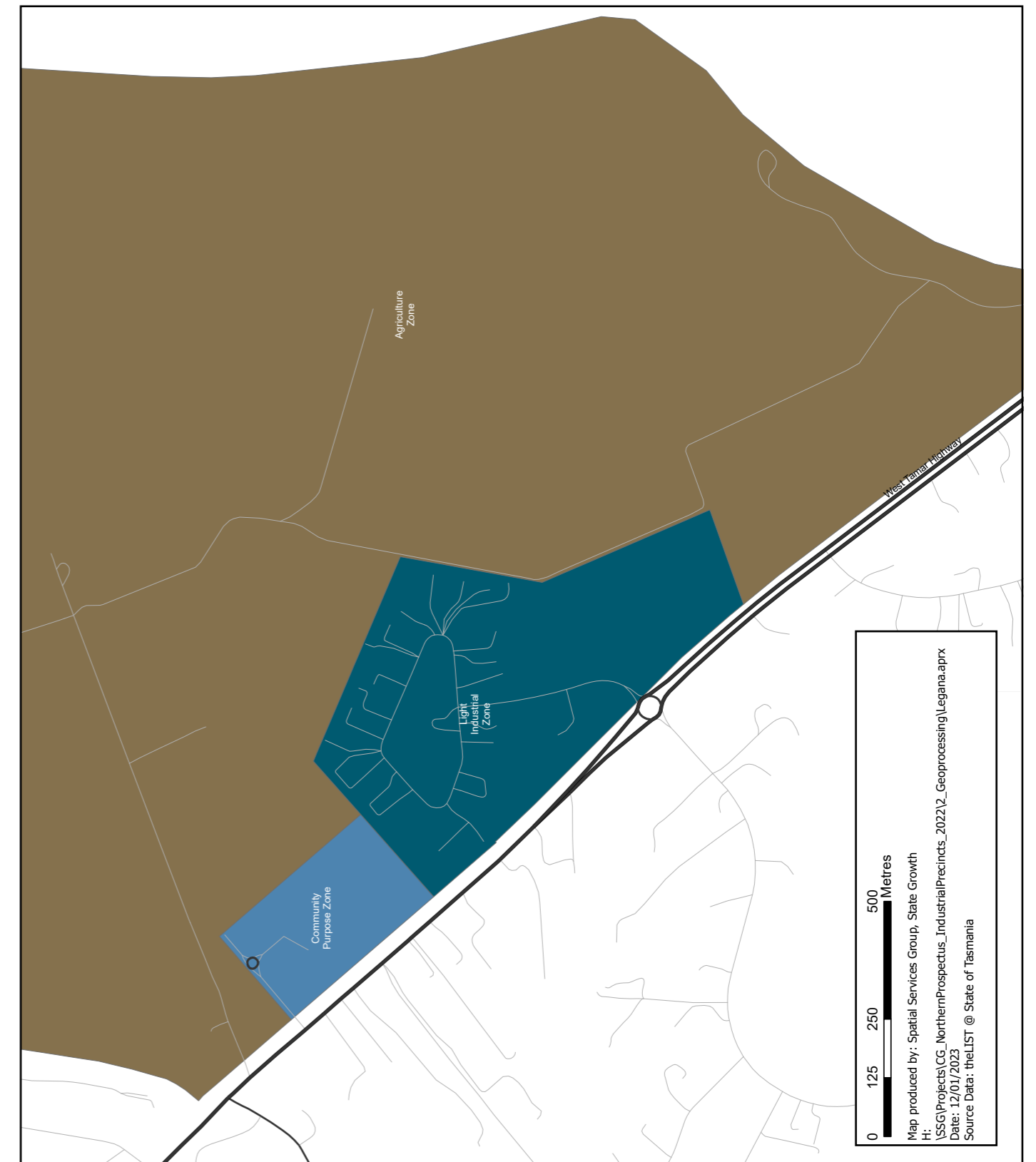
The kanamaluka/Tamar River Estuary and its tributaries are home to an abundance of bird life and, combined with its beautiful landscape, make West Tamar a peaceful and idyllic residential and rural setting.

Population centres	Trevallyn, Riverside, Legana, Exeter, Beaconsfield and Beauty Point.
Educational/research institutions	Riverside Primary School, Riverside High School, St Anthony's Primary School, Launceston Christian School, Exeter Primary School, Exeter High School, Beaconsfield Primary School and Legana Primary School (expected 2025). Learning Partners, Commercial Dive Academy, and Australian Maritime College.
Medical facilities	West Tamar Health, Legana Medical Centre, Exeter Medical Centre, Beaconsfield Medical Service, Beaconsfield District Health Service and Beaconsfield Child and Family Centre. Along with various other health services, including pharmacies, dentists and physiotherapists.
Culture and events	Beaconsfield Youth and Community Festival, Christmas events in Beaconsfield and Legana, Australia Day Events, Beauty Point Community Market, Farmgate Festival, Tamar Valley Writers Festival, Sustainable Living Festival, Seniors' Week Events.
Large and notable employers	Seahorse World, Beams Brothers, Manions Bus Service, Tamar Valley Resort, Tamar Ridge, NQ Minerals, Pivot Maritime, Tamar Engineering, Multiple aged care facilities, eight primary and high schools, TasPorts, Hydro Tasmania and McDermotts Coaches.
Available sites for investment	Prospective investors are encouraged to contact the OCG, who is pleased to provide assistance for initial investment enquiries and site selection for other potential projects and then the Council directly for specific municipal queries.
Council support	The West Tamar Council welcomes investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Prospective investors are encouraged to contact Council directly to discuss other support for investment in the region.

## LEGANA INDUSTRIAL ESTATE

The Legana industrial estate is less than two km from Legana's town centre. The precinct has a mixture of tenanted and available lots. A small subdivision was recently completed on Legana Park Drive (Wrankmore Court), though many of these lots have already sold.

The West Tamar Council owns an area of land (CT154705/1) which is about 9.6 hectares. One lot has been flagged for development, but there is the opportunity for future investment with approximately 23 additional lots proposed, between 2,000 and 9,000 m<sup>2</sup>.





#### COMMON INFRASTRUCTURE

Tenure	Various Leasehold.
Location	Legana Park Drive, Legana 7277.
Site size	19.64 hectares.
Site zoning	Light Industrial.
Road	West Tamar Highway, Frankford Highway and Batman Highway – all three linking north west and north east road corridors.
Rail	Available at Bell Bay.
Airport	Launceston Airport – 25 minutes.
Wharf	Inspection Head Wharf.
Gas	Unknown connections.
Power	Tas Networks.
Communications	Mix of fibre to the node and fibre to the premises. Good coverage of both 5G and 4G.
Water	Reticulation ceases at Beauty Point.
Sewerage	Local to existing towns.

#### PIVOT MARITIME INTERNATIONAL

Pivot Maritime International is a maritime simulation, training and consultancy company founded in 1996 that pioneered portable maritime and cost-effective simulation.

With its head office in Legana, there has been no better place to create maritime innovations than in the by the banks of Kanamaluka/Tamar River, near the riverbend where freshwater meets saltwater.

Since its inception, Pivot has pursued one goal: to create simulators that will keep mariners in peak performance and provide real world solutions for real world problems. Over the years, its dedication to excellence has been amply rewarded, with Pivot gaining national recognition and winning national innovation awards in the maritime, defence and information technology industries.

Today, Pivot is the only Australian manufacturer of maritime simulators, ranging from desktop multipurpose simulators to containerised full mission 360° bridge navigation and ship handling simulators. It also provides specialist maritime simulation services, using its simulators for mission rehearsals, vessel familiarisation, operational efficiency and safety risk assessments, competency assessments, and ship design and ship performance.

Key client sectors include Defence, commercial shipowners and ancillary shipping providers, ports and port authorities, and maritime safety regulators. Pivot also invests heavily in R&D, partnering with university-industry consortia, leading global manufacturers of navigational systems, and Defence primes to advance maritime simulation.



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