



**TASINVEST**

GATEWAY OF OPPORTUNITIES

# CRADLE COAST TASMANIA

WHERE INVESTORS LOCATE FOR SUCCESS







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# WELCOME TO THE CRADLE COAST REGION OF TASMANIA



The Cradle Coast region is a place where business prosperity has been realised using competitive strengths, innovation, and forward thinking.

Some of Tasmania's major businesses call the Cradle Coast home, and from here, have built a global reputation for excellence. The region is renowned for its industry strengths in advanced manufacturing, premium agriculture, tourism, mining, forestry, and renewable energy.

Large-scale enterprises such as the Elphinstone Group, Lion Dairy, and vegetable processors such as Premium Fresh, Simplot, and McCains, showcase the Cradle Coast region as possessing the elements needed for business success. Smaller businesses also find success in the area with many niche operations emerging.

Investor interest in the region continues to grow. Recent announcements of exciting activities and investments that will continue to bolster the growth of the region and the state include:

- Tasmanian and Australian Government commitments equating to around \$85 million towards the Cradle Mountain Master Plan aimed at greatly improving the visitor experience at the Cradle Mountain-Lake St Clair National Park in a sensitive and sustainable manner, as well as catalysing further investment into the region
- the Hermal Group announcing plans to construct Australia's largest plantation-based hardwood cross-laminated production plant at Burnie
- Granville Harbour Wind Farm announcing its construction of a 112 megawatt wind farm on Tasmania's west coast
- Thailand-based company, Dutch Mill's purchase of the Edith Creek dairy processing facility.

The Tasmanian Government is committed to realising the state's potential by further supporting industry, facilitating responsible investment, and creating quality long-term job opportunities.

A three year payroll tax exemption is available for eligible interstate businesses that relocate their operations to regional Tasmania between 1 July 2018 and 30 June 2021. For eligible businesses in the primary production sector, we will also offer an exemption from land tax on primary production land.

We warmly welcome you to the Cradle Coast and look forward to discussing your proposals for this remarkable region and its wonderful people.

Michael Ferguson MP  
Minister for State Growth

# INTRODUCTION FROM THE CHAIR FOR CRADLE COAST AUTHORITY



As Chair of the Cradle Coast Authority, it is my pleasure to welcome you to the Cradle Coast region.

The Cradle Coast is a region that offers much to both individuals and businesses.

Covering an area of around one third of Tasmania, you will find the landscape of this region stunning and impressive in its diversity; vibrant regional cities, quaint towns, exquisite beaches, fertile agricultural land as well as the globally acclaimed Wilderness World Heritage area and soaring mountain peaks such as the iconic Cradle Mountain.

The region presents significant opportunities across an equally diverse range of industries from the mainstays of advanced manufacturing, agriculture, forestry, mining, retail and tourism to the rapidly expanding renewable energy and agri-tourism sectors.

Commerce and industry in the region is supported by outstanding infrastructure including a network of highways and roads, a number of ports including Tasmania's largest port at Burnie and two regional airports serviced by major and regional commercial airlines.

All of this, less than one hour's flight to Melbourne, makes this region not only a logical choice to establish or expand your business, but one of the finest places in the world to live.

Few places in the world offer the unique combination of attributes that make the Cradle Coast so liveable. The choices are numerous; live a rural lifestyle with easy access to our cities and urban centres, or enjoy a city lifestyle on the coast within close proximity to all that Tasmania has to offer.

As a regional organisation representing the interests of nine local councils, the Cradle Coast Authority is focused on developing the prosperity and liveability of the region, and we see supporting businesses as crucial to this goal.

We invite you to read this prospectus and we welcome the opportunity to discuss your business proposals or intentions to move to this region to live and work.

Sid Sidebottom  
Chair, Cradle Coast Authority

# EXECUTIVE SUMMARY

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*Welcome to the Cradle Coast where investors locate for success and individuals locate for productivity and lifestyle.*

Drawing upon unique investment and lifestyle advantages, Tasmania's Cradle Coast offers the perfect ecosystem in which to locate operations in well-established sectors of advanced manufacturing, agribusiness and tourism. It also is an ideal location for emerging sectors in renewable energy, shared service centres, data centres and agri-tourism.

Home to over 7 800 businesses, the Cradle Coast delivers \$6 billion in Gross Regional Product. With its lifestyle offering, it is the place to live and work. With continued strong competition for the best talent, the Cradle Coast is an ideal place to offer the flexibility of working remotely and for you and your business to relocate.

## THE CRADLE COAST ADVANTAGE

Investors looking at establishing in the Cradle Coast region will benefit from a number of advantages that enable Tasmanian businesses to deliver globally competitive products and services:

- lowest aggregate land and accommodation costs in Australia
- low costs of production and a committed and collaborative workforce
- the best industrial relations record with the highest employee retention rate and loyalty in Australia<sup>1</sup>
- a cluster of diverse and successful industries with a culture of innovation
- collaborative industry, government, and educational facilities
- one of the lowest business taxation ratios in Australia
- low sovereign risk with transparent and streamlined development approval processes
- first class infrastructure including transport, energy and telecommunications
- a safe and secure island with strict biosecurity
- Tasmania's temperate maritime climate, water resources and significant renewable energy resources present significant comparative advantages in relation to climate change, particularly in industries such as viticulture, aquaculture and dairy farming<sup>2</sup>.

## THE PLACE

- Tasmania is Australia's island state situated off the mainland's south coast.
- Cradle Coast covers the western tip of the island and covers approximately one third of the state, offering a range of coastal, rural and urban localities.
- Ideally located, the coast is a one hour drive to Launceston or one hour flight to Melbourne.
- The world's cleanest air.
- Iconic tourism locations including Cradle Mountain and heritage forests which are home to the world's oldest trees (Huon pines).
- Mild temperate climate.
- Predictable, high rainfall supplemented by irrigation schemes.

## THE LIFESTYLE

- Home to over 110 000 people living in friendly and close-knit communities.
- Some of the most affordable housing in the country with short commute times.
- A large choice of modern, well equipped schools and tertiary education facilities.
- Relaxed lifestyle with an abundance of space.
- Activities include gourmet food and wine trails, maker's markets, sporting events, hiking in wilderness world heritage and cycling along side pristine coastal waters.
- A dynamic cultural scene with theatre, music, art galleries and museums.
- A number of regular festivals including Bloomin' Tulips Festival, Chocolate Winterfest, Blues Festival and home to the internationally renowned Ten Days on the Island.



1. *Public-private sector wage differentials in Australia; What are the difference by State and how do they impact GST redistribution decisions*, 2015, Flinders University

2. *Tasmanian State Natural Disaster Risk Assessment*, 2016, University of Tasmania, Climate Futures program at ACE CRC and the Royal Melbourne Institute of Technology, *Climate Action 21: Tasmania's Climate Change Action Plan 2017–2021*, 2017, Tasmanian Climate Change Office



Map produced by: Spatial Services Group, State Growth  
 H:\SSG\Projects\CG\_IndustrialPrecincts\_2018 24/11/2019  
 Source Data: theLIST @ State of Tasmania

### THE BENEFITS OF MOVING TO THE CRADLE COAST ARE SIGNIFICANT

Tasmanian companies enjoy the lowest comparative workforce costs, property sale/lease costs, and lowest number of days lost to industrial action, which enables them to deliver globally competitive offerings. Coupled with Tasmania's spectacular scenery, a refreshing climate and rich heritage, this all contributes to a motivated and healthy community.

Individuals seeking the lifestyle advantages of the Cradle Coast are highly productive and remain connected through remote working. First class telecommunications and transport infrastructure keep people connected both virtually, with secure, high speed broadband connections, and physically with easy commuting to Melbourne and beyond.

Businesses operating on the Cradle Coast benefit from access to first-rate infrastructure. This includes access to regionally significant ports (air and sea), highly secure renewable energy supply, natural gas, roads, rail and super-fast internet and telecommunications infrastructure.

Should you wish to relocate to regional Tasmania, the Tasmanian Government is offering generous incentives including payroll and land tax exemptions for eligible organisations. Local governments are keen to speak with investors to discuss the potential for bespoke incentive packages.

The Tasmanian Freight Equalisation Scheme provides financial assistance to shippers of eligible freight destined for both Australian and international markets. The Office of the Coordinator-General and the Cradle Coast Authority are keen to understand your needs and see what support may be able to be provided.





# THE CRADLE COAST REGION

The Cradle Coast region (Cradle Coast) spans the north west and western regions of Tasmania, an area of 22 492 square km or one-third of the total area of Tasmania. Incorporating nine collaborative local government municipalities<sup>3</sup>, the area is a diverse mix of successful industries which attract broad investor interest.

The region is home to more than 110 000 people living across a range of coastal, rural and urban localities. This area includes the cities of Burnie and Devonport; coastal communities including Ulverstone, Wynyard, and Smithton; as well as the hinterland towns including Latrobe and Queenstown.

Cradle Coast offers an outstanding quality of life and liveability to its residents with a variety of affordable rural, rural-urban, or coastal-urban lifestyle options and ease of connectivity to mainland locations, Melbourne is around a one hour flight away and less than 300 nautical miles by sea.

Remote workers benefit from first class telecommunications with secure, high speed broadband connections and remain within easy commuting of Melbourne. Individuals seeking the lifestyle advantages of the Cradle Coast are highly productive and remain connected.

Prime agricultural land is found in abundance across the region from the central north areas to the north-western tip of the state and King Island, a small island well-known for its premium beef and dairy products.

Over 20 per cent of Tasmania's Gross State Product originates in the Cradle Coast. Sectors such as advanced manufacturing, agribusiness, and tourism have all found success in the location and benefit from collaborative business eco-systems. Emerging sectors such as renewable energy, shared service centres and agri-tourism are also operating successfully in the north west of Tasmania.

Tasmania has been catapulted onto the global tourism stage over the past five years with double-digit growth in international visitation. Cradle Coast has been a key part of this success attracting around 40 per cent of the visitors who come to Tasmania and tourism continues to be a key growth area.

Tourists are attracted to the region's breathtaking scenery, gourmet food and the world's cleanest air. Cradle Mountain-Lake St Clair National Park, part of the Tasmanian Wilderness World Heritage Area (TWWHA), is one of Tasmania's most visited natural icons.

To meet anticipated growth rates, national, state and local government are working to implement the Cradle Mountain Visitor Master Plan. This will ensure that the site is preserved for future generations as well as provide visitors with an outstanding visitor experience.

Cradle Coast has a reputation for growing some of the finest produce in the world. Headlining the impressive variety of food produced in the region is dairy, beef, fruit, vegetables, and aquaculture. The region benefits from a good reliability of rainfall relative to other regions in Australia as well as significant investment in irrigation schemes.

This surety of water will enable even more reliable and intensified agricultural production of fresh produce and higher value niche products.

Flow-on benefits are expected for downstream food processing, as well as transport and storage for both farm and processed produce. In turn, these present opportunities for continued investment in food manufacturing, packaging, storage, warehousing, and distribution.

Particular opportunity exists for exporting high-end perishable produce into under-served domestic markets as well as increasing demand from Asian markets.

Combined with the recent implementation of a series of Free Trade Agreements, including the Chinese Australian Free Trade Agreement (ChAFTA), the region is well placed to capitalise on these opportunities with its close proximity to key transport systems (air, road, rail, sea).

The region has access to one of the best wind resources in the world. The north west and west coast of Tasmania are perfectly situated to capture the prevailing westerly winds from the 'Roaring Forties'. A 140 MW windfarm exists at Woolnorth in far north west Tasmania and there is over 1 000 MW of renewable wind energy development in the pipeline. The region has a keen interest in pumped hydro opportunities and continues to contribute to Tasmania's renewable energy reputation.

Cradle Coast is an ideal location for small to medium and large corporate businesses to establish, relocate or expand.

The region has a particular proficiency in advanced manufacturing. Underground mining equipment manufacturing specialists, Elphinstone Group, have built an international reputation for excellence, manufacturing over 5 000 underground and surface vehicles from its Cradle Coast facilities over the past 40 years.



3. The nine local government areas are Latrobe, Devonport City, Kentish, Central Coast, Burnie City, Waratah-Wynyard, West Coast, Circular Head and King Island



## CLIMATIC STATISTICS

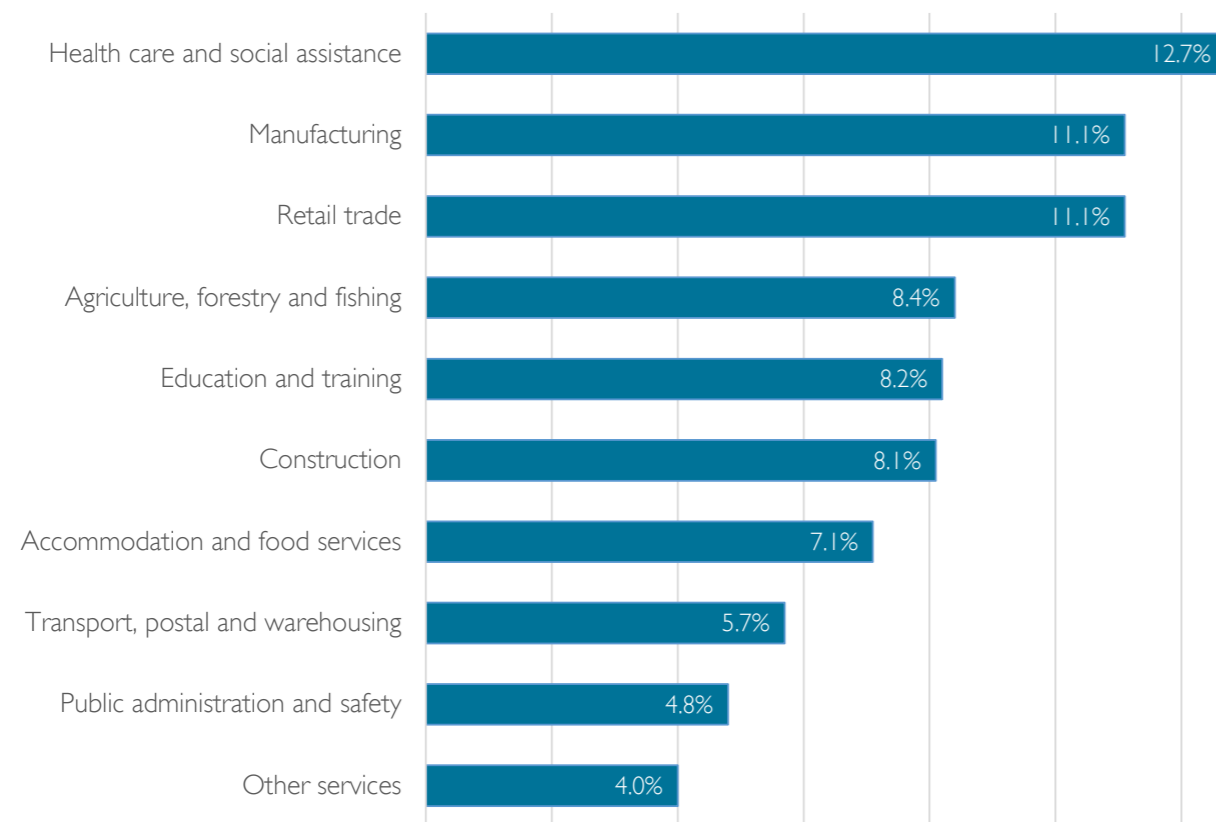
LOCATION	AVERAGE MAXIMUM TEMPERATURES (°C)	AVERAGE MINIMUM TEMPERATURES (°C)	AVERAGE RAINFALL (MILLIMETRES)
<b>1. Devonport Airport</b>			
Summer	20.9	11.9	132.3
Autumn	17.9	8.8	183.4
Winter	13.1	4.9	265.6
Spring	16.0	7.5	195.1
<b>2. Wynyard Airport</b>			
Summer	21.0	10.8	154.4
Autumn	17.7	7.4	218.7
Winter	13.1	3.8	357.4
Spring	16.3	6.4	259.7
<b>3. Smithton Aerodrome</b>			
Summer	21.1	10.8	132.9
Autumn	17.9	7.9	198.7
Winter	13.5	4.9	340.1
Spring	16.5	7.3	236.1
<b>5. Strahan</b>			
Summer	20.5	11.3	215.9
Autumn	16.9	8.6	421.2
Winter	12.6	5.5	516.8
Spring	16.1	7.3	372.2
<b>6. King Island</b>			
Summer	20.4	12.2	117.3
Autumn	17.9	10.8	129.8
Winter	13.6	7.8	329.9
Spring	16.0	9.1	213.9



# A STABLE, EDUCATED AND SKILLED WORKFORCE

The Cradle Coast hosts a stable workforce of almost 50 000<sup>4</sup> skilled workers. People who call the region home find successful career paths in many industries that are synergistic with the strengths of the region.

The top 10 industry employers across the Cradle Coast include:



Around 56 per cent of workers in the Cradle Coast have attained certificate level qualifications or higher with around 14 per cent of workers attaining a Bachelor or higher degree. A further nine per cent equivalent of the working population are currently undertaking a post-secondary school qualification.

The region benefits from the presence of a number of education facilities. The University of Tasmania (UTAS), consistently ranked in the top 10 research universities in Australia and within the top two per cent of universities worldwide, has four campuses across the state, one of which is in the region and located at Burnie.

UTAS University College delivers its Associate Degree programs. These stand-alone two-year courses are applied and aligned to industry and offer pathways to Bachelor programs should students choose.

The courses are structured to provide authentic work-based and work-integrated experiential learning.

4. [economy.id.com.au/cradle-coast/employment-by-industry](http://economy.id.com.au/cradle-coast/employment-by-industry)



Tasmania is also home to a number of specialist higher education and research facilities, such as the Tasmanian Institute of Agriculture (TIA) and the Australian Maritime College (AMC), with both either present in the region or within commutable distance. To complement the agricultural strengths of the area, TIA has two working research farms focused on cropping and dairy, which operate in northern Tasmania. Further agricultural centres can be found across the state.

With TasTAFE campuses in both Devonport and Burnie, the region also has ready access to vocational education and training. TasTAFE is one of Australia's 10 largest Registered Training Organisations ensuring the region's workforce is equipped with ready skills and that employers are supported in lifting the productivity of their workforces through skills development.

TasTAFE has a strong engagement with industry to support opportunities and assist businesses meet their varied training needs. The Devonport campus is one of TasTAFE's largest campuses in the north west of Tasmania and includes the Devonport Drysdale Restaurant (specialising in delivering tourism and hospitality qualifications). The campus offers access to a range of specialisations including agriculture, business, childcare, fashion, automotive and trades.



## LIVEABILITY

Residents of the Cradle Coast enjoy an enviable lifestyle among some of the world's most breathtaking scenery. With the Cradle Coast hosting large tracts of coastal land and beautiful beaches, as well as the TWWHAs, residents have unparalleled access to a range of nature-based recreation including beach activities, fishing, bushwalking, mountain climbing and golf. These types of activities are readily accessible from all population centres.

The region hosts a number of world class attractions including the West Coast Wilderness Railway and Cape Wickham Golf Course. Originally built to service a mine, the West Coast Wilderness Railway follows a journey along 35 km of wild rainforest track between Queenstown and Strahan.

Cape Wickham golf course located on King Island is a spectacular course with international acclaim ranking number 24 in the world (Golf Digest's top 100 golf courses).

The region's thriving job market, a strong sense of community, a safe location, easy access to community services, and robust education pathways make the Cradle Coast a stand-out place to live for those seeking a more relaxed lifestyle or to establish a small to medium business.

## THE COMMUTE

Tasmania offers some of the shortest journey-to-work times in the country. The majority of people on the Cradle Coast live within 18 minutes of their work or school, and traffic congestion is almost non-existent.

Travel within the region and to other parts of Tasmania or interstate, is efficient and cost effective. From Devonport, it takes around one hour to either drive east to the City of Launceston or to fly across Bass Strait to Melbourne.

## QUALITY SCHOOLS

The region delivers a large choice of modern, well-equipped co-educational public, Catholic and independent schools which provide education across early childhood, primary and secondary levels. Families have a choice out of 56 schools across the region which teach the primary school curriculum and 25 schools offering secondary school education.

Public government schools are non-denominational and among non-government schools the Catholic and independent schools represent a range of religious denominations.

These equip students for a number of tertiary education pathways including vocational, college, or university. The various higher education options are outlined in more detail in the previous section entitled 'A stable, educated, and skilled workforce'.

## MEDICAL FACILITIES

The Cradle Coast and wider Tasmania supports the spectrum of time-of-life and situational health needs for its diverse community. The region offers a network of major and rural hospitals, as well as access to high calibre multipurpose services. Two of Tasmania's four major public hospitals are located in Burnie and Latrobe, with private hospital options located at Burnie and Devonport. Also located in the region is a specialist eye hospital, extensive general practitioner and specialist practices, and a range of aged care facilities which support multi-level care requirements.

Tasmania is continuously investing in the functionality of its health facilities. In October 2018, it was announced that a tender was awarded that will see a helipad being constructed at Mersey Community Hospital. This follows the commissioning of a similar helipad at the North West Regional Hospital, an investment aimed at improving patient transportation across Tasmania.

MAJOR PUBLIC HOSPITALS	PRIVATE HOSPITALS
North West Regional Hospital - Burnie	North West Private Hospital - Burnie
Mersey Community Hospital - Latrobe	Steele Street Clinic - Devonport

## ACTIVITIES

Residents of the Cradle Coast enjoy diverse activities that inspire a love of location and create strong community ties. Locals and visitors alike often comment on the friendliness of the residents.

Gourmet food and wine trails, local harvest and maker's markets, assorted sporting events, hiking amongst wilderness world heritage, cycling alongside pristine coastal waters; these are just a handful of the activities that are on offer across the region.

The community enjoys a dynamic cultural scene which includes theatre, music, art galleries and museums with many talented artists and designers living and working in the region. The region is also host to a number of regular festivals and community events such as Wynyard's Bloomin' Tulips Festival, Latrobe's Chocolate Winterfest, Forth Valley's Blues Festival, Burnie's Night on the Terrace, and the internationally-renowned Ten Days on the Island.

## PROPERTY

The Cradle Coast offers some of the most affordable housing in the country with median dwelling prices of around \$275 000<sup>5</sup>. Housing in the region also offers a great investment opportunity with house prices tripling over the past 15 years<sup>6</sup>. With an average of 7.7 persons per square km in Tasmania, residents can enjoy large block sizes, open spaces, and enviable views.

Industrial property is equally affordable. Investors can expect to pay between \$10 and \$100<sup>7</sup> per square metre for industrial land depending on location and approximately \$9 000 to \$14 000<sup>7</sup> per hectare for prime agricultural land. This competitive pricing coupled with the premium offerings found in the region ensures the Cradle Coast is a serious contender in business location decisions.

5. CoreLogic, Housing Affordability Report, June quarter 2018 (median housing prices)

6. Australian Bureau of Statistics, 3218.0 – Regional Population Growth, Australia, 2016-17

7. Provided by Cradle Coast Authority

## REMOTE WORKING

Our liveability makes the Cradle Coast an ideal place to work remotely.

Organisations across the world are increasingly seeing the benefits associated with employees working remotely. The affordability of remote devices and advances in information and communications technology and connectivity means that remote working is no longer a barrier to workflow or productivity.

With Australia continuing to see strong annual growth in key knowledge-based industries, including information media and telecommunications, financial and insurance services, and professional, scientific and technical services, there are increased opportunities for remote working in Australia and Tasmania.

Whether you're working from a home office or setting up a business the Cradle Coast is the place to do it.

Meet some of our residents working here in the north west.



## POPUP WIFI

From start-up to international tech player, PopUp WiFi, created by a Tasmanian team, now operates from Sydney, Brisbane and Melbourne and Los Angeles with plans to expand further in the United States.

PopUp WiFi brings solar and battery powered portable WiFi to events across the globe, from the Rod Laver Arena, to the Portsea Polo or Tasmania's winter-warming Dark Mofo, PopUp WiFi had been providing internet solutions.

Co-founder Andrew Davies grew up on a small farm outside of Burnie on Tasmania's north west coast. In 2013 he joined with Linden Kurth and Nina McMahon to create their company, managing projects that focused on regional and community development, always using technology and often with an events component.

In 2014, they tendered for an events-based project in a regional part of Tasmania. The brief called for participants to engage in an online polling activity, but there was no robust, affordable event WiFi solution. They searched the globe and couldn't find one that met the requirements. Fortunately, Linden and Andrew had the skills to build their own solutions. The first prototype was built and PopUp WiFi has gone from strength to strength.

Supported by the investment and mentoring power of local entrepreneur and founder of software development group XVT Solutions, Lawrence Howson, they now deliver a range of temporary, portable WiFi technology to a global market.

The team were named Best Start Up ICT Solution at the 2013 TasICT Industry Awards and recently picked up three trophies at the 2017 Tasmanian iAwards.

While familiar to crowds at Tasmania's Falls Festival, The Taste, Festive, and Party in the Paddock, PopUp WiFi has also found demand beyond Tasmanian shores. It has connected 36 000 Brazilian soccer fans to the game, brought wifi to luxury resorts in Singapore and provided wifi at over 3 000 event days in Australia, the United States, Brazil, Singapore and the United Kingdom.



## JANE HALEY – CEO TEN DAYS ON THE ISLAND

Chasing the arts has seen *Ten Days on the Island* CEO Jane Haley move from Tasmania to Canberra, London, Sydney, Brisbane, Melbourne and finally back to Tasmania once more.

Jane Haley was born in Scottsdale, Tasmania. Her father's love of literature and radio drama stimulated her passion for theatre, which led her to the big smoke. She returned 30 years later, lured by the arts environment.

Jane was asked to review *Ten Days on the Island*, the biennial Tasmanian arts festival, and to develop a strategy to meet future challenges. She was then offered the role as CEO of the festival.

In line with recommendations to strengthen its regional focus, Jane moved the festival to Burnie, with activations statewide.

*Ten Days on the Island* is now an epic 10 day arts adventure over three weekends, spread across three regions. In 2019, the festival began in Burnie, then moved to Launceston with the third weekend based in Hobart.

Jane lives in Penguin on Tasmania's north west coast, and is heartened by the passion of locals and visitors alike for both the region and the festival.

"There was such an appetite for the festival here in Burnie. We delivered provocative international work, such as the incredible, internationally renowned visual arts installation *in Pursuit of Venus* [infected] and the audiences of the north west responded with elation."

I love the landscape here along with the clean air, fabulous produce and having the time and opportunity to connect with other people. I've been blown away by how quickly I've forged deep and powerful bonds with people particularly in the north west. Those who are creative and entrepreneurial have great opportunities here."



## THE CRADLE COAST ADVANTAGE

Investors looking at establishing in the Cradle Coast will benefit from a number of advantages that enable Tasmanian businesses to deliver globally competitive products and services:

- lowest aggregate land and accommodation costs in Australia
- the best industrial relations record in Australia in terms of days lost to disputes over the last decade
- highest employee retention rate and loyalty in Australia<sup>8</sup>
- one of the lowest business taxation ratios in Australia
- transparent and streamlined development approval processes
- low sovereign risk
- easy access to shipping ports, with cost equalisation available from the Tasmanian Freight Equalisation Scheme
- Tasmania's temperate maritime climate, water resources and significant renewable energy resources present significant comparative advantages in relation to climate change, particularly in industries such as viticulture, aquaculture and dairy farming<sup>9</sup>

Businesses operating on the Cradle Coast benefit from access to first-rate infrastructure. This includes access to regionally significant ports (air and sea); highly secure renewable energy supply, natural gas, roads, rail and super-fast internet and telecommunications infrastructure.

The Tasmanian Government working together with regional councils, is committed to attracting investment and proactively supports businesses considering establishing their operations from the state.

A number of incentives may be available to investment projects including payroll tax incentives, rent subsidies and rates relief as well as the Tasmanian Freight Equalisation Scheme.

The Cradle Coast offers outstanding opportunities across a broad range of sectors, including:

- tourism
- advanced manufacturing
- agribusiness
- mining and mineral processing
- forestry
- renewable energy
- shared service centres.

8. *Public-private sector wage differentials in Australia; What are the difference by State and how do they impact GST redistribution decisions*, 2015, Flinders University

9. *Tasmanian State Natural Disaster Risk Assessment*, 2016, University of Tasmania, Climate Futures program at ACE CRC and the Royal Melbourne Institute of Technology *Climate Action 21: Tasmania's Climate Change Action Plan 2017–2021*, 2017, Tasmanian Climate Change Office

# CRADLE COAST – KEY INDUSTRIES

## TOURISM

The Cradle Coast is home to some of Tasmania's and the world's iconic natural locations such as the breathtaking Cradle Mountain, the remote and beautiful Franklin River, or the quirky 'Nut' at Stanley it is experiencing year-on-year growth in tourist numbers as local and overseas visitors flock to the region.

The Cradle Coast has seen robust growth over the past five years with many visitors choosing to stay overnight. Growth in overnight stays has increased at a high rate, increasing on average 10.4 per cent per annum<sup>10</sup>.

The international visitor segment has been the primary growth driver with overnight stays in the region being 19.8 per cent per annum.

One of the Cradle Coast's (and indeed Tasmania's) competitive advantages, particularly when compared to mainland Australia, is that it offers a diverse range of quality experiences in a relatively compact area, which has broad appeal to tourists.

Visitors to the Cradle Coast have the pick of the world's wilderness, wildlife, adventure and cultural activities to choose from. They can immerse themselves in the rich local history, wine and dine on premium Tasmanian products, and can enjoy diverse outdoor experiences.

Activities that are increasing in popularity include canyoning, mountain biking, golfing, river cruises, and exploring the Tarkine wilderness.

Many businesses are also leveraging the visitor traffic to the area by providing a tourism experience alongside their mainstream business. Tours, tastings, farm stays, and various dining experiences are on offer.

Tourism in the region has benefited from significant investment in recent years. Stylish accommodation, contemporary cafes and restaurants, and new developments, such as the Devonport Living City Project, are making the region more appealing than ever.

Plans are underway to contemporise infrastructure at Cradle Mountain, one of Tasmania's most visited attractions (see case study – Cradle Mountain Master Plan). These developments are both servicing and driving further demand for tourism service, providing a range of opportunities to potential investors.

### For further information:

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

10. 2012 to 2017

## CRADLE MOUNTAIN MASTER PLAN

The Cradle Mountain-Lake St Clair National Park is part of the TWWHA and is one of Australia's most iconic destinations drawing tourists from across the globe. The TWWHA is internationally significant representing a chain of six national parks and a number of reserves and conservation areas of breathtaking beauty covering coast, islands, rivers, peaks, valleys and button grass moorlands.

The Cradle Mountain-Lake St Clair National Park is one of Tasmania's most visited natural icons. Most recent data indicates that the park sees an estimated 280 000 visitor per annum, up 11 per cent year on year. The region is expected to see over 300 000 visitor per annum within a few short years.

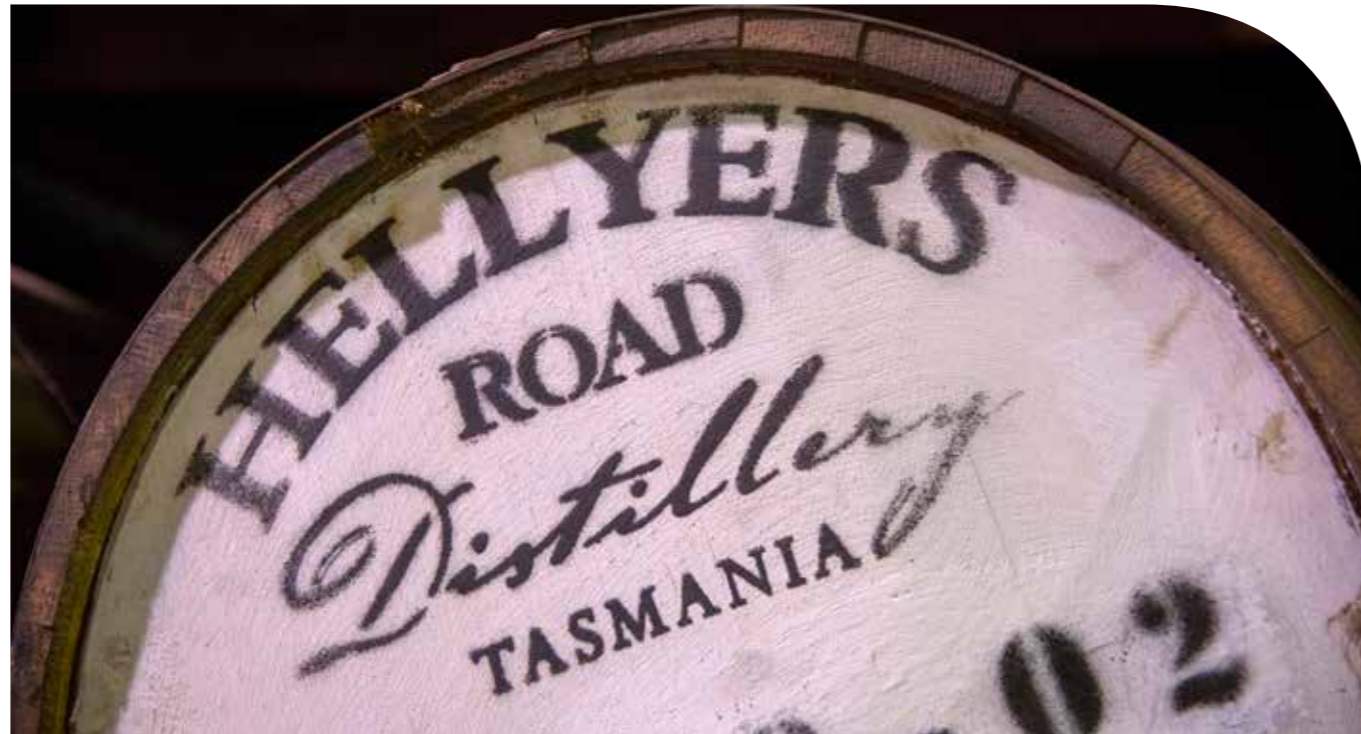
In response to increasing visitor numbers, the Cradle Mountain Master Plan will ensure the experience provided at Cradle Mountain is consistent with the visitor's expectations of a site of such global significance.

All three levels of government are highly supportive of this joint government and industry initiative committing around \$85 million. The Master Plan focuses on three key areas of the visitor experience: the gateway precinct at the entrance to the park; a cableway to provide access from the gateway precinct to Dove Lake; and improved viewing shelter and visitor experience at Dove Lake.

This significant focus of both industry and government to create a world class experience at Cradle Mountain will assist in attracting more tourists into the Cradle Coast. This is set to be a major demand driver for the region and presents opportunities for tourism and related industries to capitalise on the increased numbers. Opportunities exist for operators in areas such as guest accommodation, staff accommodation, tourist activities, entertainment, restaurants, as well as services to the industry.







## HELLYERS ROAD DISTILLERY AND VISITOR CENTRE

Tasmanians have an incredible capacity for versatility and a knack for reinventing one business to create the next triumph. Hellyers Road Distillery in Burnie is one such success story.

Established by a group of dairy farmers, the founders of the distillery were pioneers in the development of Tasmania's burgeoning craft whisky industry. Crafted with the finest ingredients, the single-malt whiskies mature in the temperate conditions found on the Cradle Coast of Tasmania.

Hellyers Road whiskies are highly acclaimed and distributed across the globe. Their ultra-premium Master Series range recently won Gold at the 2018 Australia Distilled Spirits Awards. This recognition was one of a number of award wins at this event, including 2018 Champion Australian Whisky, further contributing to a growing collection of awards and accolades for the distillery.

The business also saw great potential with the growing number of visitors to Tasmania and the Cradle Coast. In 2006 Hellyers Road opened a licenced café and visitors centre. At the Distillery Café visitors can enjoy a variety of locally-sourced gourmet food in tranquil surroundings with views overlooking the Emu Valley.

The Whisky Walk guided tour provides visitors with a behind the scenes look at whisky production. Visitors are taken on an end-to-end journey of the distilling and whisky-making process and have the opportunity to pour and wax seal their own bottle of Hellyers Road.

Whisky, whisky products, and other locally sourced products are available for sale at the visitor centre and further contribute to the local economy and overall customer experience.

## ADVANCED MANUFACTURING

The Cradle Coast offers a strong advanced manufacturing industrial base and the combined benefits of competitive manufacturing costs, skilled labour, and the lowest average wages of any Australian state or territory.

With a focus on research and development, innovation and continuous improvement, the region and the wider Tasmanian sector has proven itself competitive across a diverse range of technical areas such as heavy vehicle manufacturing for the mining sector, construction of work boats and ferries to service the offshore oil requirements, and the development of highly-specialised instrumentation and control systems for across various industries.

The Tasmanian Minerals and Energy Council (TMEC) is located on the Cradle Coast in Burnie and promotes the development of a sustainable exploration mining, industrial and manufacturing sector. The TMEC hosts the Tasmanian Manufacturing Centre of Excellence. This industry-led initiative is focused on innovation, research, collaboration, and continuous improvement, and is supporting the sector to grow its global competitiveness. Industry can undertake LEAN and continuous improvement training in the simulated work environment, which is one of only three in the southern hemisphere.

The largest manufacturing sectors in the region are food and beverage, wood products, metal products, machinery and equipment. Established supply chain links across the mining, defence, agriculture, and forestry sectors provide strong support for further development of value-added manufacturing in the future.

Competitive advantages include easy access to road, rail, air and sea freight, a skilled workforce and competitive cost base. Additionally, the maritime climate and clean fresh air from the west make the region very well-suited to manufacturing involving composite materials.

### For further information:

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





## ELPHINSTONE GROUP

The Elphinstone Group is a testament to the Cradle Coast's credentials as an advanced manufacturing hub with the ability to supply global markets.

The Group was founded by Executive Chairman, Dale Elphinstone and in 1975 it commenced development of an underground mining equipment manufacturing business in the Cradle Coast's city of Burnie. The Group has grown expansively in the last 40 years with significant Tasmanian and international business interests over this time and continues to operate from its headquarters on the Cradle Coast. The businesses in which the Group holds a controlling or substantial interest (located in Tasmania and internationally), employ over 2 500 people. Between them, Elphinstone and Caterpillar have manufactured more than 5 000 underground and surface mining vehicles from their collective facilities in Burnie over the past 40 years.

The Elphinstone Group continues to manufacture quality products for the global underground, surface mining and rail maintenance industries. The Cradle Coast remains an integral part of Elphinstone's operations and is home to their manufacturing operation, Elphinstone Pty Ltd.

The flexibility and capability of the Group and its workforce is further reflected in a recent contract the company won to manufacture on behalf of the Transit Australia Group, 100 low emission buses for Metro Tasmania. The Elphinstone Group's advanced manufacturing skills and expertise were important features in securing this work. This was the single biggest investment in public transport in Tasmania's history and the first time any national or state government in Australia has procured buses that are entirely Australian made.

The Elphinstone Group represents the type of forward thinking and innovative companies that thrive on the Cradle Coast. Elphinstone's Sustainable Energy and Engineering Solutions division offers niche manufacturing and engineering support based on its capabilities and experience in the sustainable energy and resource sector. This includes specialist products such as remote area power supply systems, standalone, off grid and hybrid power supply units for both stationary and transportable applications, as well as acoustic enclosures, fuel supply and control systems.



## AGRIBUSINESS

The Cradle Coast has a thriving agricultural industry with some of the best farming conditions in Australia. A mild temperate climate, coupled with productive soils and access to abundant fresh water supplies creates the ideal environment for cropping, dairy, livestock, and many other niche agricultural products. Relative to other Australian locations, the region experiences a good reliability of rainfall.

A statewide irrigation scheme introduces further possibilities for agricultural land use and ensures existing farms have a plentiful supply of water in the drier months.

The combination of fertile soil chemistry and a temperate climate makes the Cradle Coast some of the most agriculturally productive in Tasmania and Australia. The Cradle Coast contains over half of Tasmania's ferrosols which are a critical asset for agriculture in the region.

Future opportunities exist in broad-acre food production and controlled environment agriculture (CEA) for various fruits, vegetables and flora. The diverse agricultural base within the region and presence of leading agricultural research organisations, such as the Tasmanian Institute of Agriculture, also offers enormous opportunities to test, refine, and implement agricultural innovations and agri-tech.

### For further information:

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

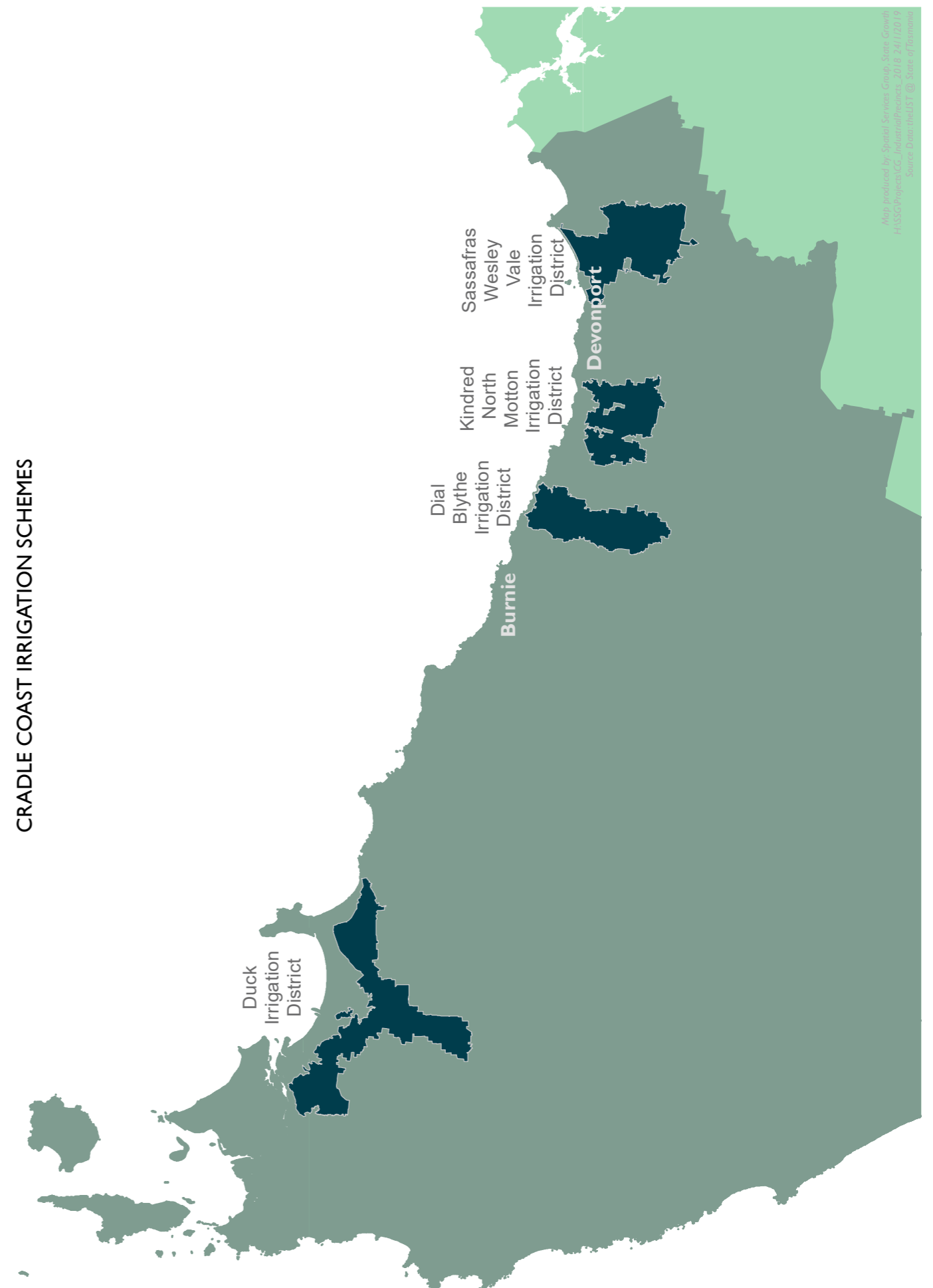
[www.stategrowth.tas.gov.au/business/sectors/food\\_and\\_agriculture](http://www.stategrowth.tas.gov.au/business/sectors/food_and_agriculture)

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



CRADLE COAST IRRIGATION SCHEMES			
Name	Location	Status	Volume
Dial Blythe	The district services pasture and cropping land around the townships of South Riana, Riana, Penguin, West Pine, Cuprona and Howth.	Operational. Commenced operations in the 2015-16 irrigation season.	2 855 ML
Kindred North Motton	The scheme services pasture and cropping land around the townships of Kindred, Sprent, Abbotsham, Forth, Gawler, Ulverstone and North Motton.	Operational. Commenced operations in February 2014.	2 500 ML
Sassafras Wesley Vale	The scheme services cropping land around the townships of Sassafras, Harford, Thirlstane, Moriarty, Wesley Vale, Northdown, Pardoe, and East Devonport.	Operational. Commenced operations during the 2011-12 irrigation season, it is fully subscribed.	5 460 ML
Duck	The scheme services pastures and cropping land around the townships of Montagu, Stanley, Forest, Edith Creek, and Irishtown with direct benefits flowing to the larger community and Smithton.	Under construction.	5 200 ML

CRADLE COAST IRRIGATION SCHEMES





## THE TASMANIAN IRRIGATION SCHEMES

Since 2011, Tasmania has been implementing a range of irrigation schemes across the state. Cost is shared for these schemes between the community and private sectors and has opened up additional land for agriculture. This is allowing Tasmania to capitalise on its abundant water resources and to increase its productive capacity.

All the schemes developed are designed to last 100 years, deliver water at an average reliability of greater than 95 per cent, and are built to satisfy demand in the region.

Private contributions are made through the purchase of tradeable water entitlements to a particular scheme by beneficiaries of that scheme. Operating costs are met by an annual charge on water entitlement holders.

The public funding contribution recognises that the regional communities in which the schemes are located will gain a general socio-economic advantage from increased activity and employment over time.

More than \$300 million was invested in the recent roll-out of 10 completed tranche one schemes and a further \$190 million anticipated to be spent on the five tranche two schemes which are either complete or nearing completion. There are three operational schemes located in the Cradle Coast and one that is currently being developed.

## AQUACULTURE

The Cradle Coast's cold, clean, nutrient rich waters ensure a plentiful supply of quality seafood. Premium rock lobster, farmed Atlantic salmon and ocean trout, Pacific oysters, mussels, abalone and scallops are exported to interstate and overseas markets. The region also offers opportunities for sustainable innovation in farming, packaging and distributing fresh seafood.

Due to Tasmania's relative isolation and strict quarantine rules, the state is relatively free from diseases and pests commonly affecting aquaculture production elsewhere. High environmental compliance and a strong legislative framework allow for world-leading food safety, animal health and animal welfare standards which provide a significant market benefit. For example, Tasmania is one of only two states in Australia that exports live oysters to Japan.

Complementing the productive aquaculture resources of Tasmania is global aquafeed manufacturer, Biomar's decision to locate its Australian based aqua feed production facility on the Cradle Coast.







## TARKINE FRESH OYSTERS

Where in the world can you be served plump oysters that only an hour earlier were in the water? In Smithton, on Tasmania's wild north west coast.

When Tarkine Fresh Oysters say 'shucked fresh daily' they mean direct from the watery backyard of their café. Roll up to Tarkine Fresh Oysters' tasting centre and its unassuming three table café might appear to be the face of a small farming operation, but in fact there's more than 18 million oysters growing out the back of it. And not just any oysters, but award-winning ones that have celebrity chefs begging for more.

What began in 1976 as a sole venture with three part-time employees today employs 30 full-time staff and operates across a 130-hectare lease.

Since its humble beginnings (with founding name Bolduans Bay Oysters), the company has grown into an award-winning leader. In 2017, they picked up Tassie's Top Oyster at the Oyster Industry Awards as well as the People's Choice Award and Best Open Dozen.

Capitalising on their successes and increased visitation to the region, they opened a new café and tasting centre in Smithton in 2017 that has visitors flocking to enjoy freshly shucked beauties from the pristine estuarine waters of the Tarkine wilderness. The region is known for having some of the cleanest air and rainwater on the planet, along with one of the world's greatest remaining tracts of temperate rainforest.

The rise and fall of the tide at Duck Bay is just right for growing oysters. What's more, the stormy conditions of the region deliver meaty, nutritious oysters between November to April when many leases around Australia struggle with supply. Smithton also has some of the highest rainfall in the country's south, providing nutrient-rich water for the oysters year-round.

Known for their sweet white flesh and creamy texture, Tarkine Fresh Oysters take around 24 months to grow in Duck Bay. The family pride themselves on the consistent quality, the high meat-to-shell ratio and the fact their oysters transport well to market.

Tarkine Fresh Oysters are on the Cradle to Coast Tasting Trail, where there are plenty of other fine producers to meet on the way to Smithton. From cellar doors to farm gates to distilleries, there's a bounty of tasty pleasures.



## DUTCH MILL TASMANIAN DAIRY

The Dutch Mill Group is one of Thailand's largest manufacturers and marketers of dairy products and has a history of more than 30 years in the dairy industry.

It produces around eight billion units of dairy products per year and sources raw material from a variety of worldwide locations to align with its brand of high quality dairy products.

Dutch Mill Australia, a subsidiary of Dutch Mill Group, was established in 2013 and over a number of years has purchased seven dairy properties covering 1 150 hectares in the Circular Head area at a cost in excess of \$23 million.

Following Murray Goulburn's decision to close the Edith Creek dairy processing facility in 2017, Dutch Mill Tasmanian Dairy Pty Ltd purchased the property, plant and equipment at the Edith Creek facility and plan to reopen and expand production of dairy products. Dutch Mill has currently begun product testing and expect to be at peak production by mid 2020.

The investment in the Edith Creek assets, including plant and processing upgrades will be in excess of \$25 million, with further upgrades as the processing lines develop. This facility will utilise ultra-heat treated (UHT) technology, a process which produces premium dairy products. Target markets for the dairy products include south east Asia, and China.

Annual production of the restarted facility is planned to be in the vicinity of 50 million litres, which would include milk and milk derivative products. To meet this large volume of throughput the plant will require around 40 million litres of milk per year from Tasmanian farmers by mid-2020.

Dutch Mill's plans for the facility will see up to 100 full time jobs created when the plant reaches full operational capacity. Dutch Mill is confident of re-employing many former Murray Goulburn employees who previously worked at the facility.

## DAIRY

Cradle Coast is dairy country and is home to over 250 dairy farms representing almost 60 per cent of Tasmania's dairy farms. The dairy industry is the largest segment of Tasmania's agricultural industry and is a significant contributor to the Tasmanian economy.

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 in both Australia and overseas.

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 the Cradle Coast grow a diverse range of fruit, vegetables, as well as non-food crops such as poppies and pyrethrum.

Almost two-thirds of Tasmania's vegetable production occurs in the region and includes such crops as potatoes, onions, peas, beans, carrots, legumes, broccoli and other brassica. Most of Tasmania's vegetable processing is also conducted in the region and includes a wide variety of value-added foods.

Fruits grown in the region include apples, cherries, and berries. The ability to supply fresh out-of-season produce to mainland Australia and thriving export markets in the northern hemisphere and Asia is a considerable advantage. Devonport's TT-Line ferries delivers time-sensitive trailered freight across Bass Straight efficiently.

With Tasmania's clean and green brand, produce from the state has a reputation for quality across Australia and in the international market place. The state has a current moratorium on genetically modified organisms (GMO) and has tight biosecurity measures in place. This ensures Tasmania's crops remain relatively free from pests and diseases. Any outbreaks are relatively rare and dealt with quickly and successfully.

## MEAT

With over 1 000 farms located in the north and north west of Tasmania, beef production is a key contributor in the state. Lamb and mutton are also prevalent with pork and chicken being produced to a lesser extent. Meat sourced from Tasmania has an international reputation as being of the highest quality, and the state exports beef, lamb and mutton.

Being in a high rainfall region with an abundance of fertile soils, livestock on the Cradle Coast have access to consistent, nutrient-rich pasture the year round. The use of hormones, GMO, and antibiotics are not permitted in Tasmania, factors that further protect the Tasmanian brand.

## NICHE AGRICULTURE

The Cradle Coast is establishing itself as a prime location for many niche agribusinesses. From boutique vineyards and spirit distilleries to Australia's largest commercial wasabi farm, the range of products is diverse.

The temperate climate and unpolluted natural environment, provide perfect conditions for the production of black truffles, leatherwood and manuka honey, olive oil, and heritage breed pork.

## BLUE HILLS HONEY

Three generations of the Charles family have been producing premium Blue Hills Honey since it was established in 1955. Head operations are located in the small Tasmanian district of Mawbanna, eight km from Dips Falls and 40 minutes from Burnie Airport.

Some of the cleanest air and water in the world is located across the Cradle Coast. This coupled with the region's temperate climate and plentiful flora, ensures that the bees of Blue Hills Honey are productive and yield a nutrient-rich honey. This is then harvested using a modern, quality-controlled, cold extraction process, guaranteeing a high-end product that is close to nature.

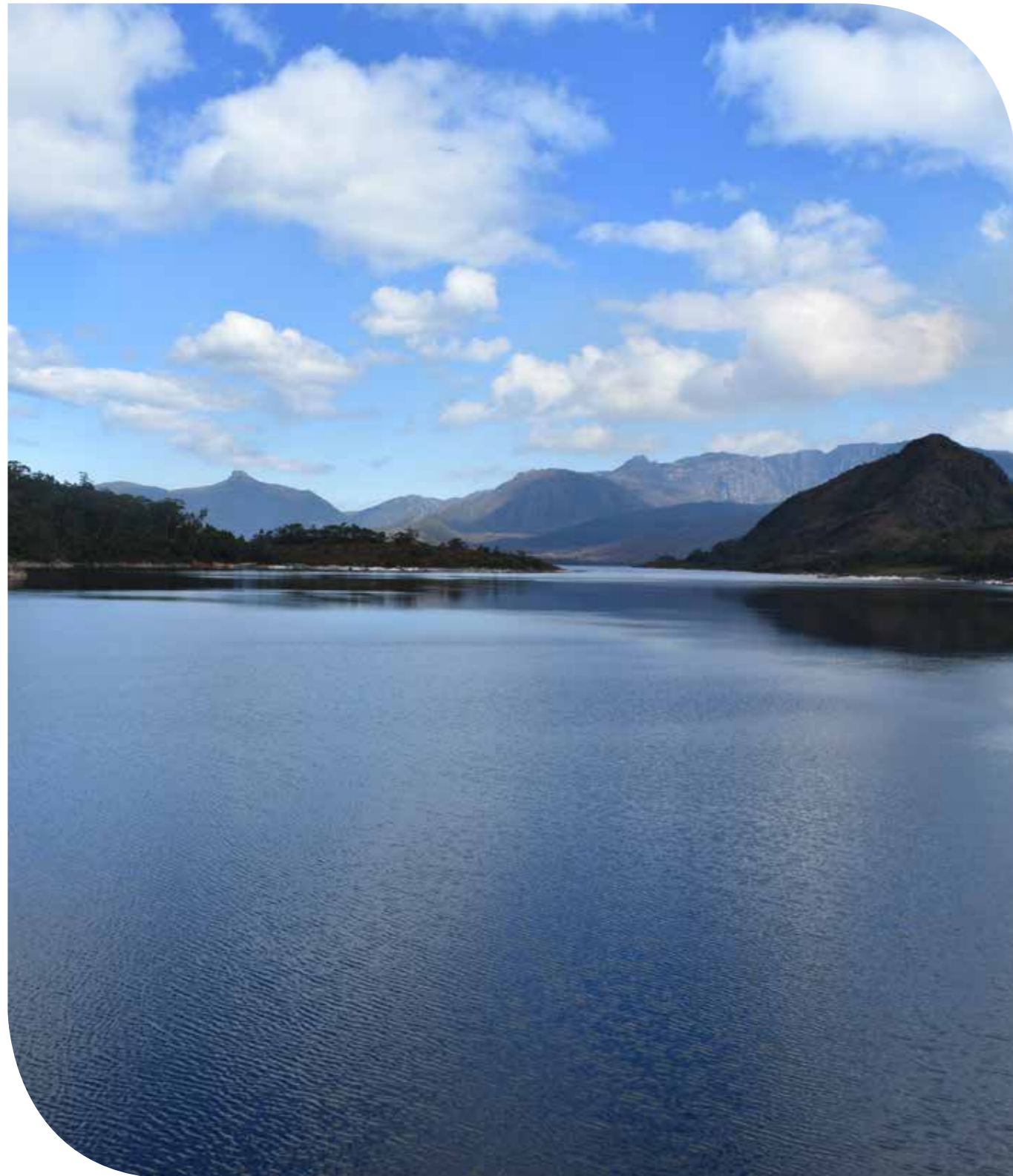
The Blue Hills Honey brand is internationally renowned for the sought-after varieties of leatherwood, manuka, Tarkine wilderness, blackberry and meadow honey. The business has been exporting its products for more than 50 years. Their leatherwood honey which is sourced from the pristine Cradle Coast wilderness, in particular, has earned the business a number of awards, including the prestigious Grand Gold at the Monde Selection Quality Awards in Belgium 2016.

When asked about the advantages of doing business in the region, co-owner Nicola Charles said, "It's our environment, the low cost of living here, plus a supportive community and a wonderful network of producers".

Blue Hills Honey were one of a number of Cradle Coast businesses to recently host five Japanese chefs who were the winners of the Austrade Tasting Australia competition. The visit was part of the Tasmanian section of the program that also incorporated a Master Class with famous Sydney chef and long time Brand Tasmania ambassador, Tetsuya Wakuda. Their time with the team at Blue Hills Honey provided the influential chefs with the unforgettable and unique experience of harvesting pure leatherwood honey from the unspoilt Tarkine environment.

Blue Hills Honey has expansion plans. A million dollar project, assisted by Australian Government funding will, increase production capacity and enhance the tourism experience through a new cafe and interpretation centre that incorporates virtual reality.





## RENEWABLE ENERGY

Tasmania has been a forerunner in the development of renewable energy generation with over 100 years of continued investment in renewable energy infrastructure and technology. As a result, Tasmania has an unmatched level of skill and experience among our renewable energy engineers and technicians.

Tasmania's retail energy costs are highly competitive. For example, residential electricity rates are the cheapest in the nation. Research undertaken by the Australian Energy Market Commission (AEMC) to model energy prices, projects that Tasmania will continue to have the lowest cost of residential electricity (c/kWh) into the foreseeable future.

Tasmania is in the enviable position of having a supply of renewable energy that meets a significant proportion of the state's energy demands as well as providing a profitable surplus for interstate export. This renewable energy is predominantly from Tasmania's extensive hydro generation and storage schemes, but also with significant contributions from Tasmanian wind farms.

Tasmania benefits from having not only an abundant water resource, but also from a significant wind resource with the Cradle Coast region capturing the prevailing westerly winds from the Roaring Forties. Further renewable energy opportunities are being explored through the identification of a number of sites suitable for pumped hydro.

The Cradle Coast provides a number of wild-based renewable energy opportunities to developers, and there are a number of projects in the pipeline in the region. These include the 112 megawatt Granville Harbour which is under construction and the Robbins Island and Jim's Plain Wind Farms which are in development.

The \$1.2 – \$1.6 billion Robbins Island wind farm will be the largest of its type in Australia and could provide approximately 600–1 000 megawatts of wind energy generation capacity with another 150–300 megawatts at nearby Jim's Plain.

The project developers note that "the wind resource is such that the wind turbine generators would be generating more than 90 per cent of the time." It is expected to operate at full power 50 per cent of the time. This is particularly high in comparison to other areas and hence would drive a leading return on investment.

Indeed, data from the Australian Government's Australian Renewable Energy Agency over a 10 year period shows that large tracts of coastal areas within the Cradle Coast have an average wind speed in excess of 8.5 metres a second. Further information can be found at [www.nationalmap.gov.au/renewables/](http://www.nationalmap.gov.au/renewables/)

Tasmania also has the benefit of importing and exporting power via the Basslink Interconnector with Tasmania's renewable energy supply making an important contribution to meeting peak demand levels interstate. Tasmania is well placed to increase its renewable energy supply to fill the gap as many ageing coal-fired power stations in other states are retired.

Importantly, hydro power is able to provide a reliable baseload to support and supplement intermittent renewable energy sources to provide a constant source of renewable energy.

### For further information:

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

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



## Granville Harbour Wind Farm

In July 2018, it was announced that construction of a \$280 million, 112 megawatt wind farm would commence, on a 1 200 hectare cattle farm at Granville Harbour on the west coast of Tasmania.

Consisting of 31 turbines the wind farm will have the capacity to power more than 46 000 homes and will deliver a one-third increase to the state's wind power capacity.

The project was initially developed by local proponent West Coast Wind, who established the feasibility of the project and met the necessary planning approvals. The project was subsequently acquired by Palisade Investment Partners in February 2018.

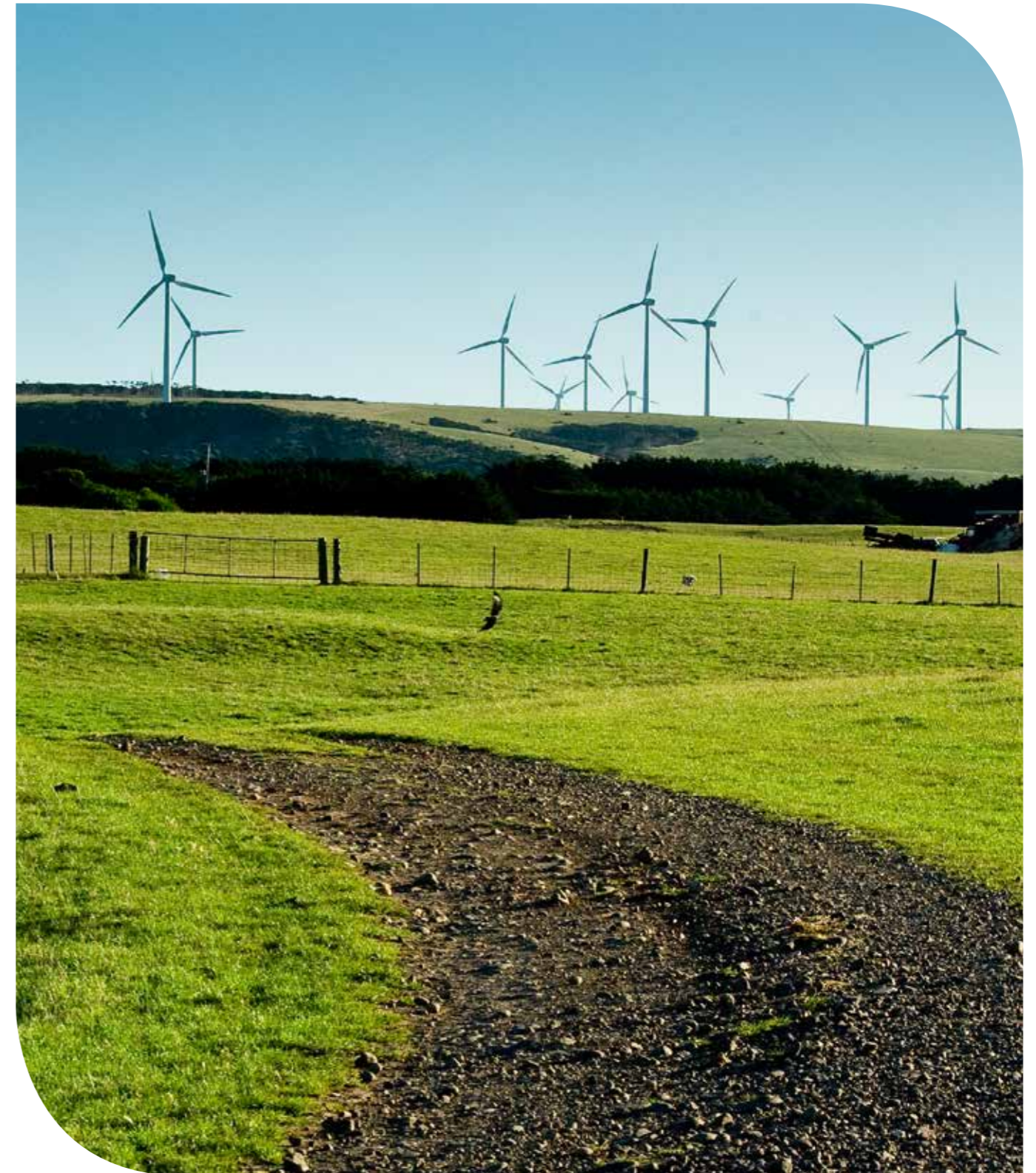
Backed by the Australian Government through the Clean Energy Finance Corporation (CEFC), the development has a commitment of \$59 million from the CEFC, demonstrating strong investment in Tasmania's leading renewable energy wind resource.

The west coast of Tasmania presents significant opportunities for renewable energy wind projects due to its exposure to the Roaring Forties, prevailing westerly winds that travel around the Earth in latitudes between 40 and 50 degrees.

With relatively little land mass situated within this latitude band, the west coast of Tasmania is home to one of the most consistent wind resources on the planet.

Currently over 90 per cent of Tasmania's electricity is generated from renewables. The state has a goal to become 100 per cent self-sufficient from renewable energy sources by 2022 and is looking to become a net exporter of electricity by supplying renewable energy to the National Electricity Market.

The Granville Harbour Wind Farm project solidifies Tasmania as the nation's renewable energy powerhouse and demonstrates the significant opportunities available in this sector.





## FORESTRY AND FOREST PRODUCTS

The Cradle Coast boasts a plentiful and valuable wood resource that is supported with sustainable forest management practices and resource security.

The region's significant timber milling industry relies on a combination of the dominant eucalypt hardwood species and excellent minor species such as blackwood, sassafras and Huon pine. These highly valued speciality timbers provide the opportunity for craft, fine furniture and veneer producers which add value to both milled and raw timber.

Providing additional strength to the forestry industry of the Cradle Coast, Victorian-based company, Hermal Group, announced in 2018 that it will construct a new hardwood mill plant at Burnie. This new mill will be Australia's largest plantation-based hardwood cross-laminated production plant and will complement existing forestry operations across the region and the state.

Significant investment in plantations has ensured the use of re-growth timbers as a primary resource for value-added timber industries.

The state also benefits from a long history of innovation in forest products research and development, and forest management. Tasmanian facilities such as the University of Tasmania's Centre for Sustainable Architecture with Wood (CSAW) and the National Institute for Forests Products Innovation in Launceston are two examples of leading edge research and development facilities available within the Tasmanian context.

### For further information:

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



## MINERALS AND MINERALS PROCESSING

The Cradle Coast has great geological diversity with the Mt Read Volcanic Belt one of the richest mineral provinces of its type in the world.

The region is host to a number of major mines, with a small number of large-scale metallic mining operations providing a majority of Tasmania's total unprocessed mining product. Major operating mines in the Cradle Coast area are currently<sup>11</sup>:

- Rosebery Mine: silver, lead, zinc.
- Renison Mine: tin.
- Savage River Mine: magnetite (iron ore).
- Henty Mine: gold.
- Hellyer Mine : tailings reprocessing - gold, silver, pyrite.
- Avelbury Mine: nickel (planned for reopening).

The processed metals and metal products sector is Tasmania's largest exporter, accounting for over 40 per cent of products sent to overseas markets. Exported commodities include ores, concentrates, and processed metals of aluminium, cadmium, copper, iron, lead, tin and zinc.

### For further information:

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

## SHARED SERVICE CENTRES

The shared services industry sector has been operating successfully in Tasmania for more than 15 years with the Cradle Coast successfully accommodating operators in this industry.

There are a number of features which make Cradle Coast attractive:

- Staff retention rates – staff turnover is reported by Tasmanian shared service centres to be significantly lower than mainland operations.
- Superior work culture – lower staff turnover rates, lifestyle factors and work satisfaction are reported by Tasmanian shared service centres to result in a comparatively superior work culture than mainland locations.
- Cheaper cost of business – lower staff costs and property costs offer shared service centres improved profitability.

The Cradle Coast is capable of supporting shared service centres across a variety of industries including banking and finance, health, telecommunications, insurance, travel, accommodation, government and not-for-profit.

11. Mineral Resources Tasmania [www.mrt.tas.gov.au/portal/mining](http://www.mrt.tas.gov.au/portal/mining)





## ACCESS TO INFRASTRUCTURE

### ELECTRICITY

Electricity is supplied to the Cradle Coast region via a well-established network of transmission and distribution lines.

In contrast to the rest of Australia, Tasmania is in the enviable position of being able to generate over 90 per cent of its electricity needs from renewable sources. This occurs predominately from Tasmania's extensive hydro generation and storage schemes which represent over 27 per cent of Australia's dam storage, as well as strong contributions from Tasmanian wind farms.

Tasmania's renewable energy is also exported via the Basslink undersea cable to assist in meeting interstate demand, with the interconnector also used to import electricity.

Current trends indicate that by 2020, Tasmania will have the lowest cost electricity for residential consumers of any Australian state<sup>12</sup>. Additionally, the amount of renewable energy development coming on line by 2022 will position Tasmania to be able to meet its entire energy demand via renewable energy.

### NATURAL GAS

Tasmania is connected to the mainland natural gas network via a 753 km subsea and underground transmission pipeline. Coming onshore in northern Tasmania, the pipeline has two 'arms', one delivering gas to major population centres including Launceston and Hobart and the other to the Cradle Coast ending at the Port Latta industrial hub.

Capacity is not currently fully utilised, with significant ability to increase throughput without additional major capital expenditure. The current capacity is 47 petajoules per annum, with a daily capacity to transport 129 terajoules of natural gas to Tasmania.

### ROADS

The Cradle Coast has a significant road network and is part of the wider Tasmanian road network covering over 24 000 km.

The road network includes the national network, major regional and local roads. It covers Tasmania's major inter-regional freight and passenger routes, linking major urban centres across the State, including Burnie, Devonport, Launceston, and Hobart, and provides easy access to major ports and airports.

Given the importance of the ports of Burnie and Devonport to the state, the region is linked to Tasmania's major freight corridor from Hobart to Burnie. This road corridor is maintained to Tasmania's highest freight infrastructure standards.

Vehicles up to the size of tri-axle semi-trailers have general access to the entire road network. Roads are assessed as suitable for High Productivity Vehicles (HPV) and Higher Mass Limit Vehicles (HMLV). The approved HPV/HMLV networks allow movement of vehicles up to B-double size along most of Tasmania's key freight routes.

Road is the dominant mode for freight and passengers across Tasmania.

12. AEMC – 2017 Residential Electricity Price Trends (page 15 – table 2.3)





## RAIL

The Tasmanian rail network is a freight-only network connecting major ports, cities and processing industries within the state. It is an essential transport mode for the movement of bulk goods and provides an alternative transport mode to road in a contestable freight market.

The Cradle Coast has two major lines providing access in the region, the Melba Line and the Western Line. The Melba Line is approximately 130 km running from the west coast of Tasmania (Melba Flats) directly into the Port of Burnie providing a vital transport link for mining operations on the west coast of Tasmania. The Western Line is approximately 176 km and connects the Cradle Coast to the remainder of the Tasmanian rail network.

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

## PORTS

Over 99 per cent of Tasmania's trade arrives or departs by sea. The Cradle Coast has seven ports with Burnie, Devonport and Grassy (King Island) supporting the carriage of non-bulk sea freight between north west Tasmania and Melbourne. The major ports are managed by the Tasmanian Ports Corporation Pty Ltd. Two of Tasmania's most significant ports are located in this region; The Port of Burnie and The Port of Devonport.

The deep water Port of Burnie, is Tasmania's largest port in terms of freight throughput with over 5.3 million total freight tonnes and around 241 000 TEUs per annum.

Accessing both the domestic and international markets, the port provides for container services, forestry products, minerals, general cargo and fuel import and export.

The port has recently undergone significant upgrades to accommodate projected growth including an enhanced intermodal terminal and rail facilities to improve the efficiency and capacity of freight handling. Situated on the coast line, the port is accessible and navigable with a draft of up to 10 metres. Further upgrading of the port is anticipated to meet the TasPorts 2043 plan.

The Port of Devonport is located near the mouth of the Mersey River. With over 900 ship calls per annum, the port provides for a range of domestic and international usages including container services, general cargo, fuel import/export, cement import/export and passenger ferry services.

Significant infrastructure exists at the site including cement and wheat silos as well as general storage facilities. Additionally, the port benefits from an adjacent bonded warehouse and storage facilities, as well as a fully accredited Australian Quarantine and Inspection Service (AQIS) Wash Bay.

The port hosts a daily service to Melbourne comprising two fast passenger ferries which carry semi-trailers and tourist vehicles.

Both Burnie and Devonport also host daily freight shipping to the Port of Melbourne.

The Tasmanian Freight Equalisation Scheme (TFES) provides assistance to shippers of eligible goods, sent by sea between Tasmania and p mainland Australia, to reduce the cost imposed by Bass Strait.





## AIR

The Cradle Coast's two major airports, Devonport and Burnie airports, offer easy and regular access to the Australian mainland. The airports are serviced by national and intrastate operators offering daily access to Australian mainland and international hubs. Flights to and from Melbourne are approximately one hour.

The Devonport Airport is located 10 km from the city of Devonport and provides flight services to and from the north west coast of Tasmania. The airport handles over 145 000 passengers per annum serviced by Q400 aircrafts making four return services daily on weekdays and three return services on weekends.

The airport also has large amounts of vacant land which, subject to relevant approvals, would be suitable for redevelopment including commercial, light industrial, hotel or aviation training facilities.

Burnie Airport is less than 20 km from the city of Burnie and provides services to and from the north west Coast of Tasmania. Burnie Airport provides four flights per day and freight services to and from Melbourne as well as two flights per day and freight services to and from King Island. There are approximately 80 000 passenger movements per annum through the airport.

Airports at Queenstown, Zeehan, Strahan and Smithton are used by charter flight companies and private aircraft owners.

## WATER AND WASTE TREATMENT

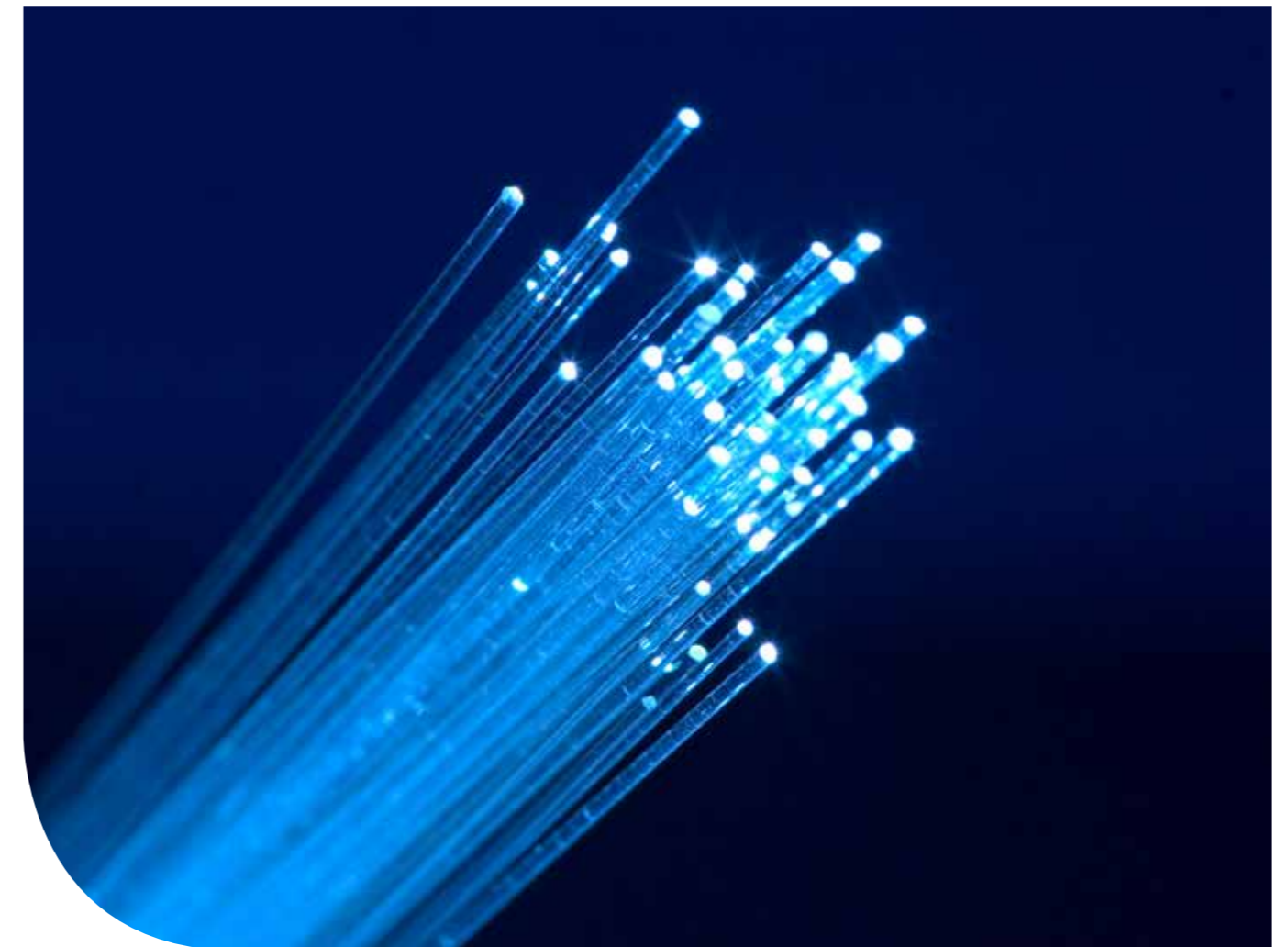
The Cradle Coast benefits from a well serviced treated water supply drawing on Tasmania's significant water resources.

## COMMUNICATIONS

The National Broadband Network (NBN) provides high speed internet infrastructure to the Cradle Coast. This provides secure connections for businesses and also for individuals looking to work remotely.

Tasmania currently has three fibre optic cables to the Australian mainland. Two are owned by Telstra and a third carrier independent 'Basslink' cable is privately owned. This provides options for diverse fibre optic connectivity and service bundle options through national and international points of interconnection.

Tasmania was the first state in Australia to benefit from being connected to the NBN. This super-fast broadband technology provides Tasmania with the speed and integrity of digital technology demanded by business and industry in the 21st century.

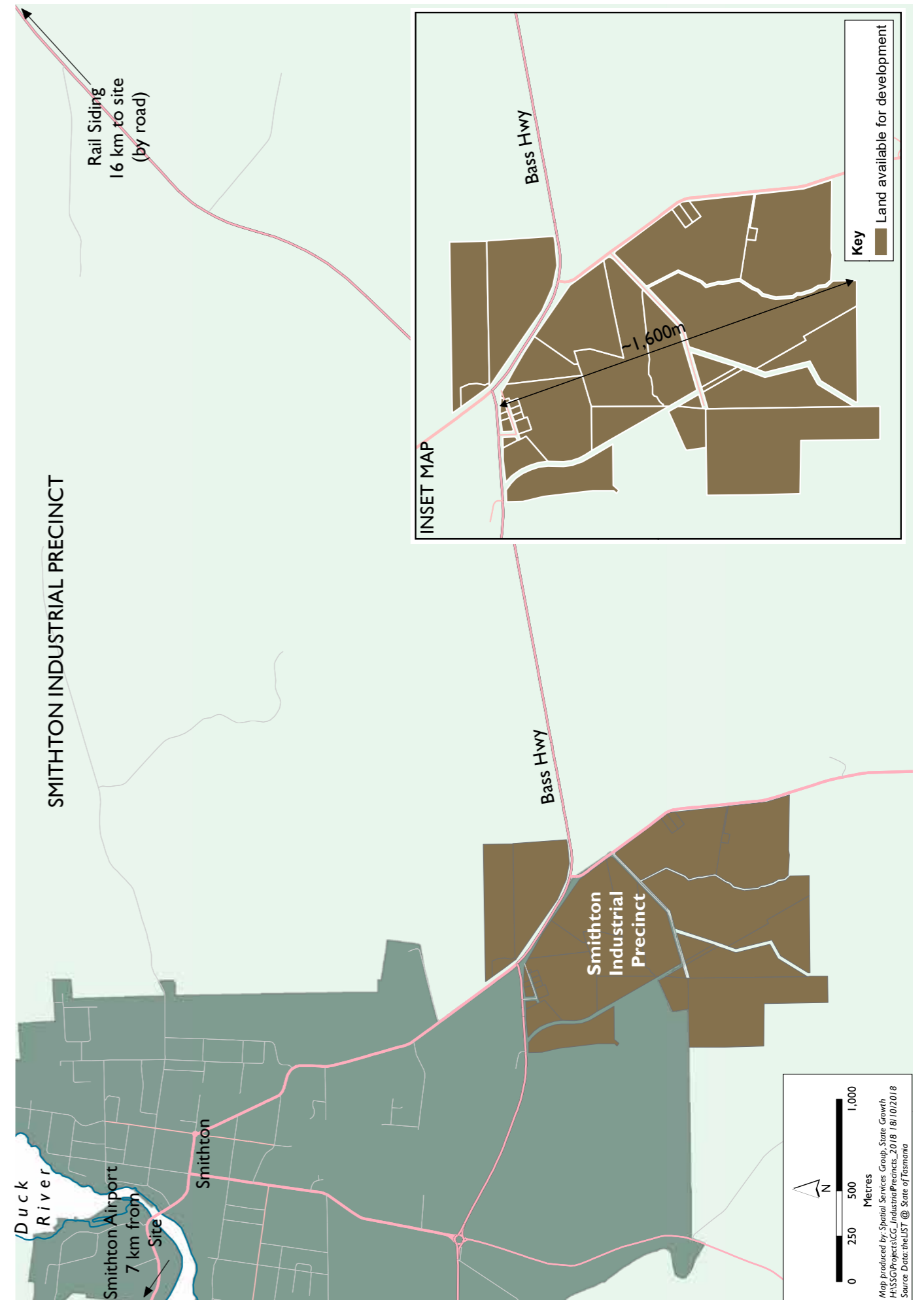


# INDUSTRIAL PRECINCTS

The Cradle Coast presents a number of opportunities for investors to establish operations in a location that offers a balance between quality and cost competitiveness. The following sites represent a sample of locations across the region that have great potential for further development.

## SMITHTON

KEY FACTS	
Description	Industrial precinct with a mix of vacant land and existing larger operations. There are also some houses and smaller transport depot, agricultural contractors and mechanical workshops within the zone.
Location	Located in Smithton, alongside the juncture of the Bass Highway and Irishtown Road.
Municipality	Circular Head.
Site size	Vacant site sizes range from 6.8 hectares to 21.64 hectares and would accommodate further subdivision or boundary adjustment to adapt to future industries.
Site zoning	General industrial.
Road	There is a quality heavy vehicle access onto Irishtown Road and the Bass Highway with approximately one hour travel time to the Port of Burnie.
Rail	The site is approximately 16 km from the end of the Western Line at Wiltshire. However, the section of the line that runs between Burnie and Wiltshire is currently non-operational.
Airport	Smithton Airport is the closest airport to the site and is a small regional airport located 3.7 km out of Smithton. Burnie Airport offers larger facilities and is located approximately 66 km from the precinct.
Wharf	The closest major port is located at Burnie approximately 86 km from the precinct. Smaller regional ports are also located at Smithton and Stanley.
Gas	Currently no reticulated gas to the site.
Power	Precinct is close to Smithton substation. A number of the businesses within the precinct operate with boilers powered by biofuel.
Communications	Smithton is serviced by the National Broadband Network.
Water	TasWater water services are in the vicinity. Connections will need to be arranged with this service provider.
Sewerage	TasWater sewerage services are in the vicinity. Connections will need to be arranged with this service provider.

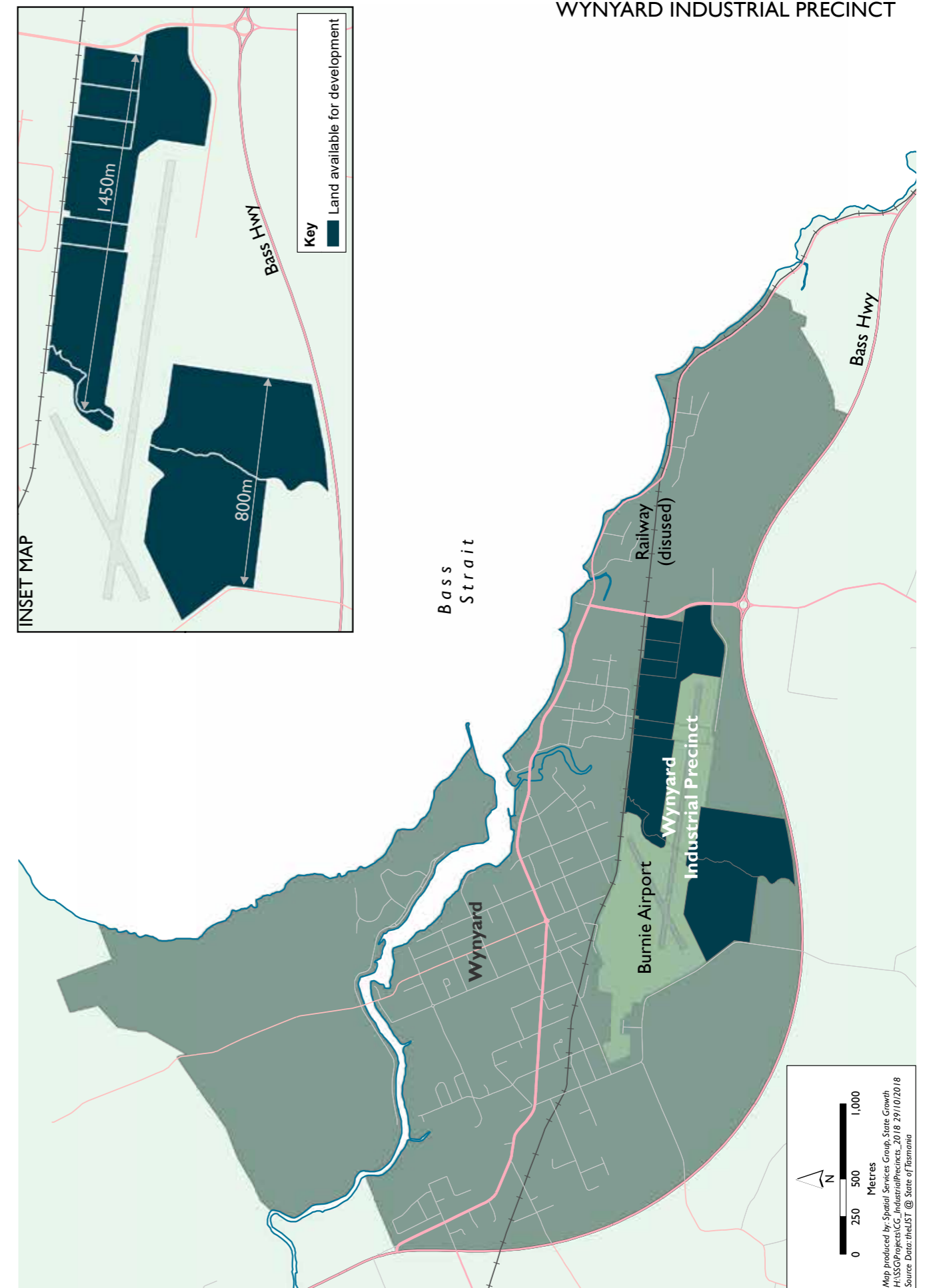




## WYNYARD

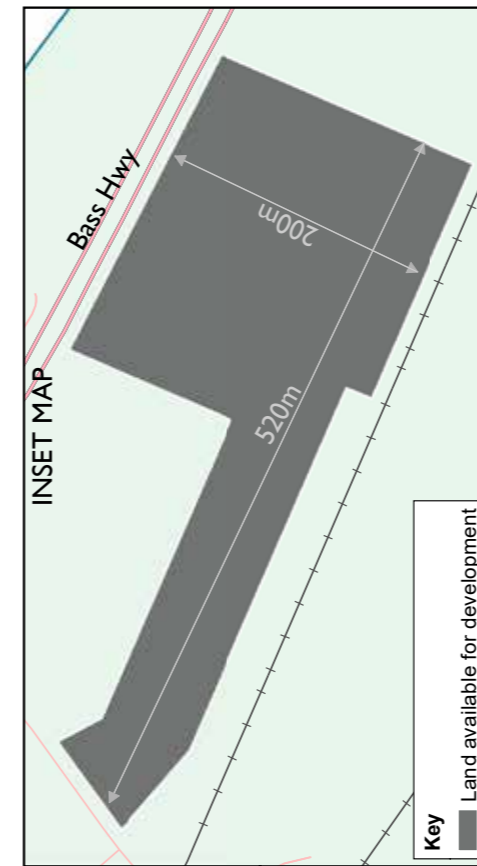
KEY FACTS	
Description	Originally rural land surrounding the Burnie Airport, this precinct is already home to heavy vehicle and polyethylene pipe manufacturing and mining services. The area is earmarked by both Burnie City and Waratah-Wynyard Councils as the preferred site for strategic industrial development.
Location	Adjacent to the township of Wynyard, there are two large areas currently available together with a third precinct of a number of titles.
Municipality	Waratah/Wynyard.
Site size	From 25 hectares to 2 000 m <sup>2</sup> .
Site zoning	General industrial and utilities.
Road	Access to the Bass Highway, Category I Road.
Rail	The Western Line is close to the area. This section of the line is currently disused.
Airport	The land is adjacent to the Burnie-Wynyard Airport.
Wharf	Approximately 20 km to the Port of Burnie.
Gas	No gas transmission off-take at the site, but high pressure line close by.
Power	The nearest 110 kV substation is 20 km at Burnie. Large load requirements will require substantial investment.
Communications	Wynyard is serviced by the National Broadband Network.
Water	TasWater water services are in the vicinity. Connections will need to be arranged with this service provider.
Sewerage	TasWater sewerage services are in the vicinity. Connections will need to be arranged with this service provider.

## WYNYARD INDUSTRIAL PRECINCT

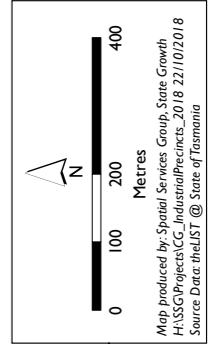
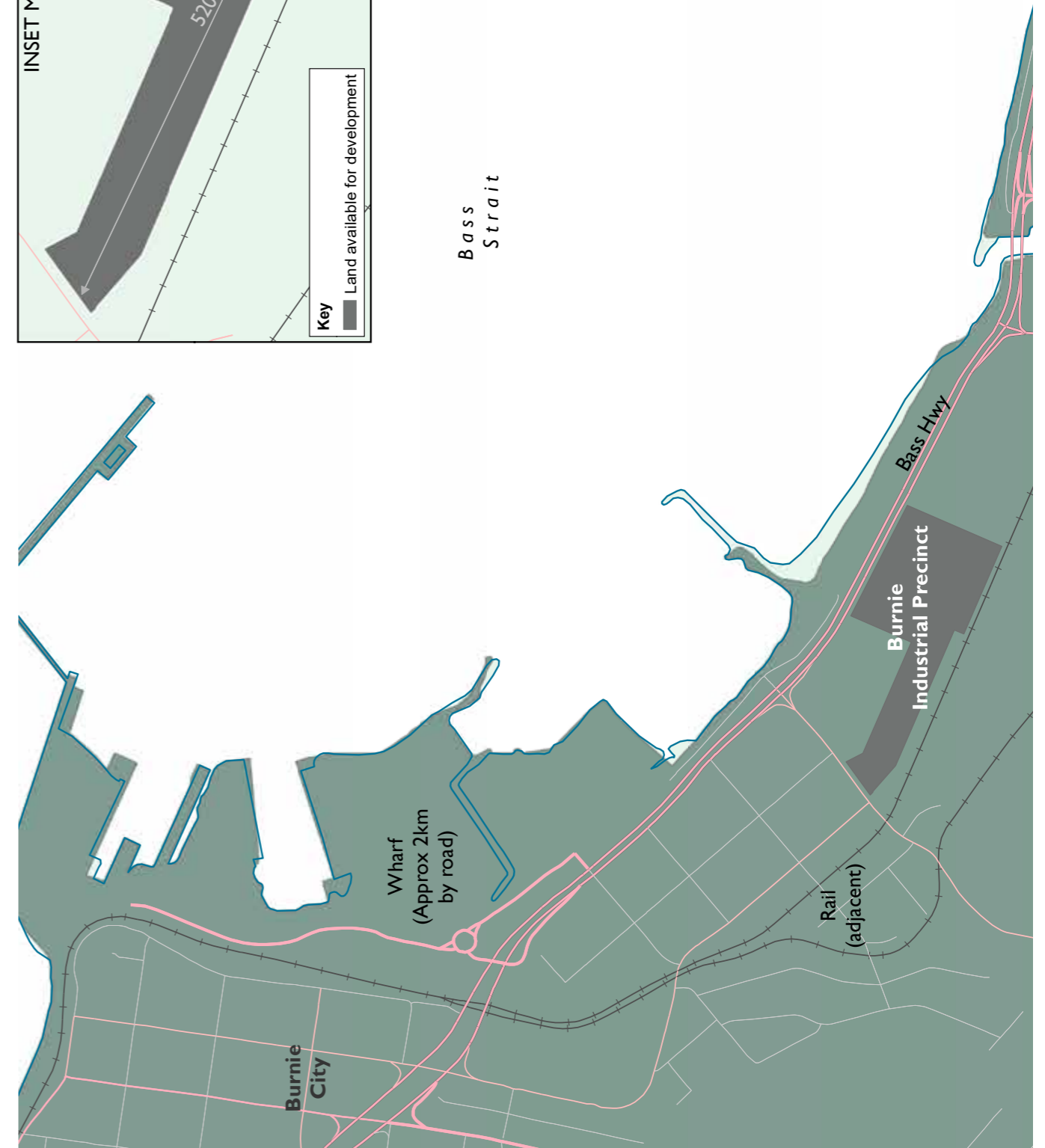


## BURNIE

KEY FACTS	
Description	Brownfield industrial site with significant infrastructure and services with the Burnie City precinct.
Location	1.6 km South East of Burnie fronting the Bass Highway.
Municipality	Burnie City.
Site size	Approximately 7 hectares.
Site zoning	General industrial.
Road	Limited direct access via Bass Highway, Category I Road.
Rail	TasRail Western Line passes alongside the site, linking Hobart, Launceston and Burnie at the southern boundary of the site.
Airport	Burnie Airport situated at Wynyard, 20 km northwest of the site.
Wharf	Approximately 2 km to the Port of Burnie.
Gas	Metropolitan gas main adjacent to the north west corner of the land, not connected.
Power	Burnie 110 kV substation 2.3 km away from the site. Possible to connect to the Burnie distribution system.
Communications	Burnie is serviced by the National Broadband Network.
Water	System provided by TasWater.
Sewerage	Reticulated system on site managed by TasWater.



## BURNIE INDUSTRIAL PRECINCT



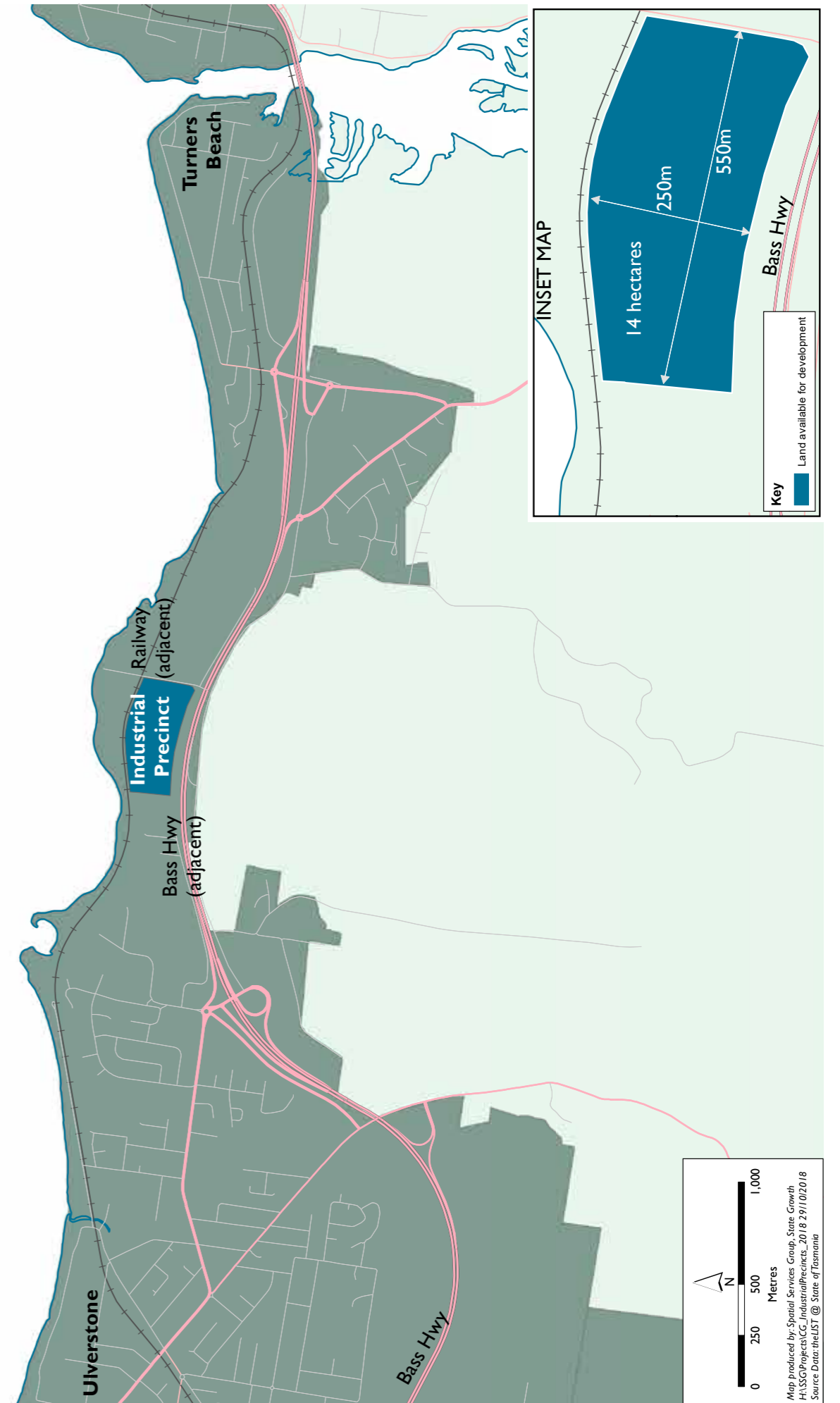


## ULVERSTONE

KEY FACTS ULVERSTONE	
Description	Flat rural resource greenfield site close to transportation and services.
Location	Approximately 4 km east of the Ulverstone central business district.
Municipality	Central Coast.
Site size	14.06 hectares.
Site zoning	Rural resource.
Road	Site is alongside the Bass Highway, a Category 1 road.
Rail	Site is adjacent to the Western Line.
Airport	Approximately 23 km to Devonport Airport and 51 km to Burnie Airport.
Wharf	Approximately 16 km to the Port of Devonport and 32 km to the Port of Burnie.
Gas	Currently no reticulated gas to the site. The Tasmanian gas pipeline passes south of Ulverstone.
Power	There is a substation located 4.25 km from the site.
Communications	Ulverstone is serviced by the National Broadband Network.
Water	TasWater water services are in the vicinity. Connections will need to be arranged with this service provider.
Sewerage	TasWater sewerage services are in the vicinity. Connections will need to be arranged with this service provider.

## ULVERSTONE INDUSTRIAL PRECINCT

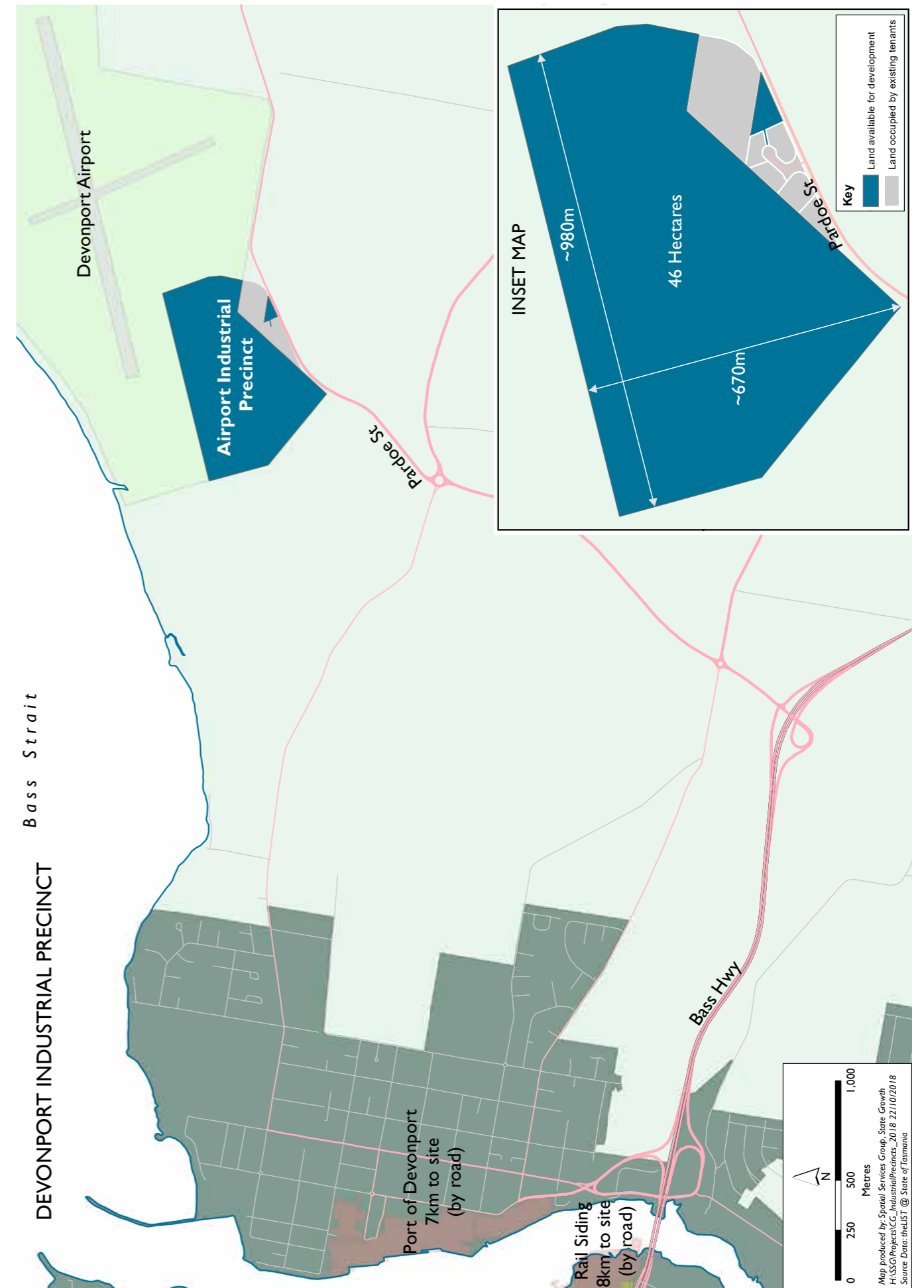
Bass Strait





## DEVONPORT

KEY FACTS	
Description	Adjacent to Devonport Airport and accessed via the main road leading into the airport lies a large flat-grassed greenfield site.
Location	Southwest sector of the Devonport Airport.
Municipality	Latrobe.
Site size	Approximately 46 hectares.
Site zoning	Light industrial.
Road	Access to Category 1 Bass Highway via Airport Road, Pardoe Road, and Port Sorrell Road. At present, access is limited to shared use of the airport entry road. No access can be provided from Pardoe Road.
Rail	Tasrail's Western Line links Hobart, Launceston, Bell Bay and Burnie. Devonport rail Terminal A rail siding is available at Devonport rail yard which is located approximately 8 km away by road.
Airport	The land is adjacent to Devonport Airport.
Wharf	Located approximately 12 km from the Port of Devonport and 56 km from the Port of Burnie.
Gas	Distribution gas line follows Pardoe Road alongside the site.
Power	Airport is located approximately midway between Devonport and Wesley Vale substations with 22 kV distribution. Depending on the size of the development, capacity currently exists from the existing substations to support commercial and light industrial development.
Communications	Locality is serviced by the National Broadband Network.
Water	TasWater water services are in the vicinity. Connections will need to be arranged with this service provider.
Sewerage	A wastewater treatment facility is in the vicinity. There is the possibility of connection which will need to be discussed with the service provider.

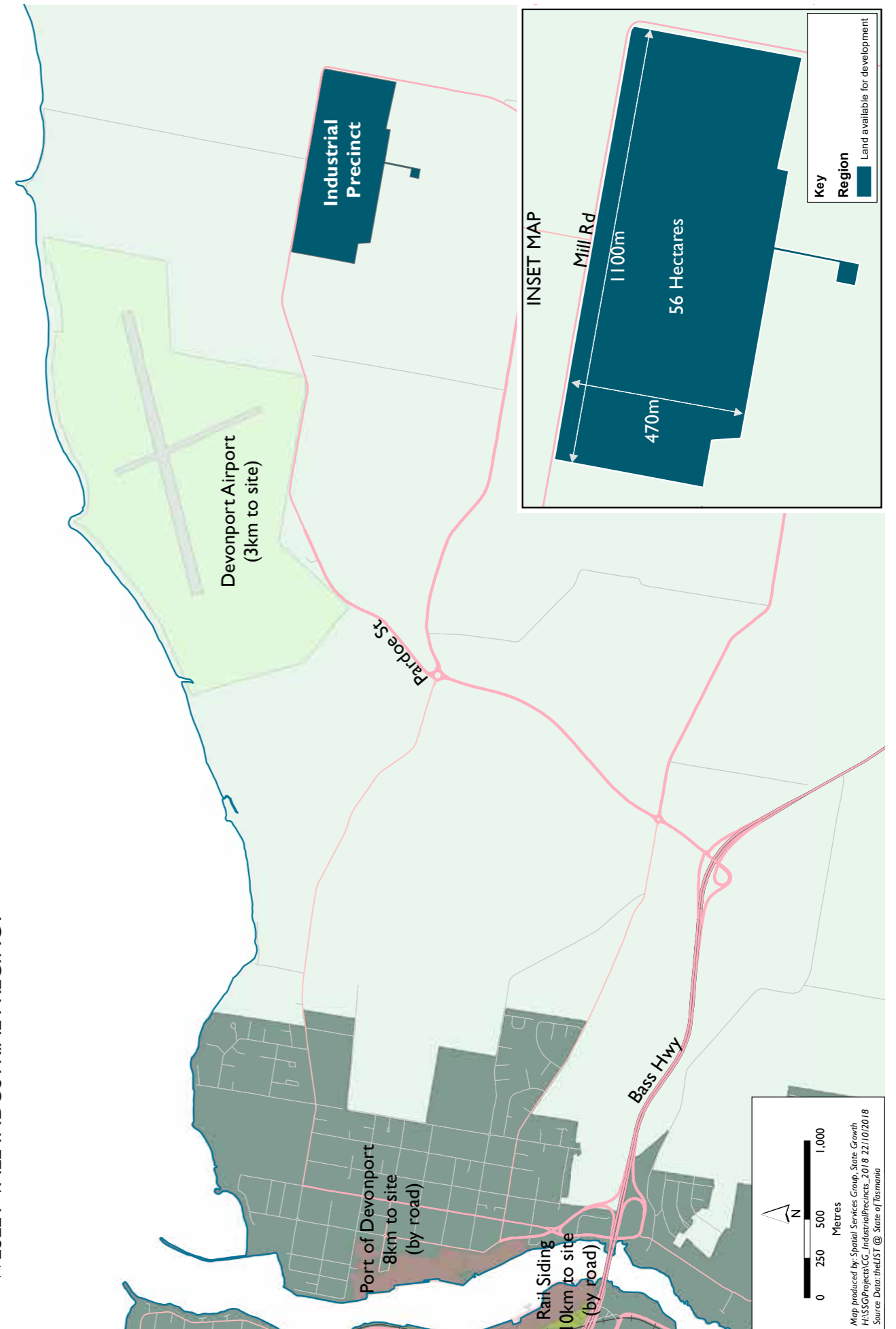


## WESLEY VALE

KEY FACTS	
Description	Large brownfield site with appropriate zoning ready for general industrial use following remediation where required.
Location	Approximately 12 km from Devonport and 11 km from Latrobe.
Municipality	Latrobe.
Site size	Approximately 56 hectares.
Site zoning	General industrial (majority of the site) and Rural resource (water reservoir).
Road	Access to Category 1 Bass Highway via Mill Road, Pardoe Road, and Port Sorrell Road.
Rail	Tasrail's Western Line links Hobart, Launceston, Bell Bay and Burnie. Devonport rail terminal is located 10 km away and Burnie rail terminal 56 km away.
Airport	Devonport airport located 3 km to the north.
Wharf	Located approximately 12 km from the Port of Devonport and 56 km from the Port of Burnie.
Gas	Distribution gas line follows Pardoe Road and Mill Road to the site.
Power	An 110 kV substation with two 25 MVA transformers. An 110 kV double circuit connection to the Sheffield substation.
Communications	Locality is serviced by the National Broadband Network.
Water	Currently available from the Mersey River via pipeline.
Sewerage	On site reticulated system.

Bass Strait

WESLEY VALE INDUSTRIAL PRECINCT





# INCENTIVES

## TASMANIAN GOVERNMENT

The Tasmanian Government is committed to attracting investment and proactively supports businesses considering establishing their operations from the state. Tasmania presents outstanding value propositions for new businesses.

A three-year payroll tax exemption is available for interstate businesses that relocate their operations to regional Tasmania subject to certain eligibility requirements. Businesses that relocate to the Cradle Coast are eligible for this payroll tax exemption where:

- the relocation occurs between 1 July 2018 and 30 June 2021
- the business is physically operated from real property
- prior to the relocation, the business must:
  - » have been operated in a location other than Tasmania
  - » not have paid taxable wages in Tasmania (either themselves or as a member of a group) in a five year period preceding the relocation
- wages are paid to an employee who physically undertakes at least 80 per cent of their work for the business in regional Tasmania.

### Primary production businesses

You may be eligible for a land tax exemption on primary production land. Primary Production Land includes:

- land used substantially for the business of primary production
- land declared a Private Timber Reserve under the *Forest Practices Act 1985*
- land that is a permanent timber production zone
- land subject to a certified plan under the State Permanent Forest Estate.



## LOCAL GOVERNMENT

There are nine local councils that operate within the Cradle Coast<sup>13</sup>. Local councils are available to discuss what incentive packages demonstrate their commitment to, and support of, businesses in their particular municipality.

The Office of the Coordinator-General may be contacted as an initial point of enquiry and can facilitate discussions with the Cradle Coast Authority and the relevant council.

## FREIGHT EQUALISATION SCHEME

The Tasmanian Freight Equalisation Scheme provides financial assistance to shippers of eligible freight destined for both Australian and international markets. The amount of assistance is based on the difference between the freight costs of moving the goods by sea and the notional freight costs of moving them by road over an equivalent distance.

The objective of the scheme is to provide Tasmanian industries with equal opportunities to compete in other markets, recognising that, unlike their mainland counterparts, Tasmanian shippers do not have the option of transporting goods interstate by road or rail. This scheme 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. That is, items not shipped loose in the hold of a ship without any unitisation or packaging
- incur a freight cost disadvantage

The amount of assistance paid will not exceed the wharf to wharf, or adjusted wharf to wharf, freight bill paid by the shipper. The maximum amount of assistance payable for goods shipped to mainland Australia is \$855 per 20 foot equivalent unit (TEU). The maximum amount of assistance payable for goods transhipped is \$700 per TEU.

Goods from King Island going to markets not currently covered by the scheme, are eligible for an additional 15 per cent loading per TEU.

<sup>13</sup> The nine local government areas are Latrobe, Devonport City, Kentish, Central Coast, Burnie City, Waratah-Wynyard, West Coast, Circular Head and King Island

## ADDITIONAL INFORMATION

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### TASMANIAN GOVERNMENT

#### CRADLE COAST AUTHORITY

[www.cradlecoast.com](http://www.cradlecoast.com)

#### DEPARTMENT OF PRIMARY INDUSTRIES, PARKS, WATER AND ENVIRONMENT

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

#### DEPARTMENT OF STATE GROWTH

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

#### ENVIRONMENT PROTECTION AUTHORITY

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

#### GATEWAY TO TASMANIA

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

#### MIGRATION TASMANIA

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

#### OFFICE OF THE COORDINATOR-GENERAL

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

### LOCAL GOVERNMENT

#### BURNIE CITY

[www.burnie.net](http://www.burnie.net)

#### CENTRAL COAST

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

#### CIRCULAR HEAD

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

#### DEVONPORT CITY

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

#### KENTISH

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

#### KING ISLAND COUNCIL

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

#### LATROBE

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

#### WARATAH-WYNYARD

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

#### WEST COAST

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

### EDUCATION

#### AUSTRALIAN MARITIME COLLEGE

[www.amc.edu.au](http://www.amc.edu.au)

#### DEPARTMENT OF EDUCATION

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

#### TAFE TASMANIA

[www.tastafe.tas.edu.au](http://www.tastafe.tas.edu.au)

#### TASMANIAN INSTITUTE OF AGRICULTURE

[www.utas.edu.au/tia](http://www.utas.edu.au/tia)

#### UNIVERSITY COLLEGE

[www.utas.edu.au/college](http://www.utas.edu.au/college)

#### UNIVERSITY OF TASMANIA

[www.utas.edu.au](http://www.utas.edu.au)

### OTHER

#### LAND INFORMATION SYSTEM – TASMANIA

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

#### TASMANIAN IRRIGATION

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

#### PAYROLL TAX EXEMPTION

[www.sro.tas.gov.au/payroll-tax](http://www.sro.tas.gov.au/payroll-tax)

#### PRIMARY PRODUCTION LAND TAX EXEMPTIONS

[www.sro.tas.gov.au/land-tax/concessions-exemptions/  
primary-production-land-classification](http://www.sro.tas.gov.au/land-tax/concessions-exemptions/primary-production-land-classification)

#### FREIGHT EQUALISATION SCHEME

[www.business.gov.au/assistance/tasmanian-freight-  
equalisation-scheme](http://www.business.gov.au/assistance/tasmanian-freight-equalisation-scheme)



## CONTACT DETAILS

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Telephone: +61 3 6777 2786  
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Website: [www.cg.tas.gov.au](http://www.cg.tas.gov.au)

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1-3 Spring Street, Burnie 7325  
Telephone: +61 3 6433 8400  
Email: [admin@cradlecoast.com](mailto:admin@cradlecoast.com)  
Website: [www.cradlecoast.com](http://www.cradlecoast.com)

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