



# ADVOCACY PLAN

A SUMMARY OF KEY PRIORITIES FOR  
THE GEORGE TOWN MUNICIPALITY



# Our Vision - in 2030

## *Our Communities Progressive, Prosperous, Proud!*

*Progressive* in our aspirations and approaches

*Prosperous* in all aspects of our life - economic, environmental and social

*Proud* of who we are, what we do and how we do it



**Progressive**



**Prosperous**



**Proud**

Image by S.Group

# A Welcome Message

from the Mayor and General Manager

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The vision we share at Council is to strengthen our region and create a community that is proud of its heritage, embraces residents of all ages and abilities, and plans for a future municipality; that will thrive and reach its full, social and economic potential.

We are aware we have much to offer and provide as a municipality. We are a productive, innovative industrial centre and have a rich, agricultural sector, providing strong opportunities for further expansion and investment.

We are undergoing a significant period of change, we can no longer be reliant on traditional, large-scale manufacturing for our future economic success and must look at new ways to stimulate innovation, boost economic growth and job creation.

Our population is experiencing the fastest growth in northern Tasmania. While among the most disadvantaged communities in Tasmania, the growth in population and new industry presents both opportunities and challenges in terms of infrastructure, housing supply, employment, provision of services and access to arts and culture which contribute to the liveability of the region.

There is, a compelling air of optimism and possibility to create a future that advances all. We have recently adopted our Community Strategic Plan 2020-2030 to guide our work. The Plan was produced through extensive community engagement with the desire to work together to prosper economically, socially and environmentally.

We remain steadfast in our commitment to be a progressive, prosperous and proud community, in line with this strategic vision, George Town Council's Advocacy Plan 2021 maps out the key priorities to assist in the future growth of the region.



Mayor  
**Councillor Greg Kieser**



General Manager  
**Shane Power**

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# Location



The George Town Council area is located in northern Tasmania, about 50 kilometres north of the Launceston CBD. It is bounded by the Bass Strait to the north, the Dorset Council area to the east, the City of Launceston to the south, and the Tamar River to the west. The George Town Council area includes the localities of Beechford, Bell Bay, Bellingham, George Town, Hillwood, Lefroy, Long Reach, Lower Turners Marsh (part), Lulworth, Mount Direction, Pipers Brook (part), Pipers River, Retreat (part) and Weymouth.

The George Town Council area includes rural and rural-residential areas. Significant industrial areas are located just south of George Town, including the Bell Bay Port. Rural land is used largely for agriculture (particularly sheep and cattle grazing), viticulture and forestry. Tourism is also an important industry.

The municipal areas offer three schools providing early childhood, primary and secondary education including a hospital and medical centre. Recreational infrastructure including sporting clubs, public swimming pool, indoor sporting venues, safe beaches and boat ramps provide an exciting choice of recreational activities.

The George Town airport is a minor airport serving George Town, while the Launceston Airport is approximately 55 minutes drive from George Town. The area is well served by state highway connections to the Tamar Valley, the City of Launceston, north east Tasmania and the rest of the state.

# A Stronger Region



Our Vision in 2030

## *Our Communities Progressive, Prosperous, Proud!*

As a community, the vision for George Town Council is to be:

**Progressive** in our aspirations and approaches. We are resilient and adaptive innovators and we respond creatively to our challenges and opportunities. The energy of our young people drive us all forward and we value participation from our elders who contribute and encourage the endeavours of our communities.

**Prosperous** in all aspects of our life - economic, environmental and social. We have an enviable lifestyle found in our beautiful coastlines, beaches, rivers, rolling hills, productive agricultural land and built heritage. We are making and building a diverse economy centred around doing old things in new ways and new things first.

**Proud** of who we are, what we do and how we do it. We foster positive and productive attitudes and know that inspirational leadership is found everywhere within our communities. We care for one another and back ourselves.



**Progressive**



**Prosperous**



**Proud**



## INDIGENOUS BACKGROUND

*Approximately 4.4% of the population within the George Town (kinimathatakinta) municipal area identify as being of Aboriginal or Torres Islander descent.*

*Council recognises the leterremairrener peoples of the northern midlands tribe as the original inhabitants of kinimathatakinta and surrounds and acknowledges today's Tasmanian Aboriginal people who are the custodians of this land.*

*Council remains committed to the pathway to reconciliation.*

## Our Advantages

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George Town is ideally located to offer exciting opportunities to live, work and invest with strong industries, a skilled labour force, a growing population and increasing tourism and visitor appeal.

The municipality is home to Tasmania's most significant industrial estate, the Bell Bay Advanced Manufacturing Zone, which accounts for 59 per cent of Tasmania's manufacturing industry and 35 per cent of Tasmania's total exports.

The world class port of Bell Bay is well placed to maximise employment and export opportunities with large-scale renewable hydrogen projects being considered by Fortescue Future Industries, Woodside Energy, Origin Energy and ABEL Energy among others. Investors recognise the value of access to clean and 100% renewable power, a deep-sea port and available industrial zoned land.

With a population of 7,117 and a growth rate of 2.1 per cent, the municipality is the fastest growing in northern Tasmania. The municipality is also attractive for its pristine beaches and coastlines, significant places of heritage and areas of natural environment.

The cool climate is ideal for wine production, and the region has a thriving agricultural sector with emerging and traditional industries throughout.

George Town was one of the first sites connected to the National Broadband Network infrastructure with the community enjoying high speed internet through fibre to the premise. The business community will also be well serviced by inclusion in the national roll out of the NBN Business Fibre Zones. This enviable connectivity provides economic opportunities for investment in digital content development, data intensive business activity, technological innovation and the relocation of businesses. The George Town retail precinct is also serviced by LoRaWAN gateways for Internet of Things (IoT) and free WiFi.

## Our Challenges

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Our municipality has the highest level of disadvantage in the northern Tasmania. Around half the population earns less than \$500 per week<sup>1</sup> and our strong population growth will increasingly impact on housing affordability.

The unemployment rate is 10.9 per cent, significantly higher than the Tasmanian average of 6.5 per cent.<sup>2</sup>

Educational attainment remains a key challenge. School completion data states 26.1 per cent of people aged 15 years and over have completed Year 12 schooling (or equivalent) compared to 35.2 per cent for the northern Tasmanian region.<sup>3</sup>

Our reliance on traditional industrial manufacturing makes the region vulnerable to world commodity market forces and industry restructuring. This requires the municipality to future proof its economic performance by attracting emerging renewable and innovative industries, which provide employment-creating opportunities.

<sup>1</sup> SEIF socio economic index 2016

<sup>2</sup> ABS Dec. quarter 2020

<sup>3</sup> SEIF socio economic index 2016



# Project Policy Context

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## LOCAL

George Town Council's development priorities are aligned with regional strategies and State and Federal Government regulatory requirements and priorities. Our priorities are well considered, long-term, strategic and of benefit to the municipal area and wider Tasmanian region. Council has identified priority projects from previous community information provided to Council, comments received by Council during recent public forums, comments from community groups and individuals, previous reports and information from Council's records and input from Councillors and Council Officers.

## REGIONAL

Our Vision reflects that of the wider region. We are aligned with the strategies of Regional Development Australia (RDA). RDA Tasmania [a non profit organisation established by a partnership between the Australian Government, Tasmanian Government and Local Government Association of Tasmania (LGAT)] has developed a Regional Plan, which outlines RDA Tasmania's priorities in the context of the Tasmanian and Australian Government policy landscape.<sup>4</sup> Our Vision also aligns with the Regional Economic Development Strategy and regional priority projects as prepared by the Northern Tasmania Development Corporation (NTDC).<sup>5</sup>

## STATE GOVERNMENT

The Tasmanian Government is responsible for a range of policy areas that impact on George Town Council. Some of the areas include education, tourism, infrastructure funding and growing Tasmania's economy. Council recognises the Department of Premier and Cabinet's Strategic Plan 2019-2022 which focuses on the Department's guiding principles of: high performing people and culture, fresh thinking and sound advice, and effective partnerships.<sup>6</sup> Additionally, the State Government has announced a goal to make Tasmania the healthiest population in Australia by 2025<sup>7</sup> and many of our projects are targeted at encouraging improved physical health and well-being.

## FEDERAL GOVERNMENT

The municipal area sits within the marginal Federal seat of Bass. The seat is currently held by Liberal MHR Bridget Archer by a margin of 0.4 per cent (2019). The Federal Government is responsible for a range of policy areas that are important to the George Town municipal area. These include infrastructure development, climate and renewable energy policy, and providing employment training and support programs.

<sup>4</sup> RDA Tasmania Regional Plan 2017-2019

<sup>5</sup> NTDC Regional Economic Development Strategy

<sup>6</sup> Department of Premier and Cabinet's Strategic Plan 2019-2022

<sup>7</sup> Tasmania's Plan for Physical Activity 2011-2021

# Snapshot Summary

The purpose of our Advocacy Plan is to summarise Council's key priority projects aimed at improving the economic, social, cultural and environmental potential of the George Town municipal area, in line with regional, state and federal government policies and visions.

Included are community, recreational, health and wellbeing, cultural, environmental and tourism related facility and infrastructure projects which provide economic, liveability and employment opportunities to assist in the future growth of the region. The projects are:

Image by Activ Facility Design

# Projects Funding Summary

PROJECT	DESCRIPTION	BENEFIT	INVESTMENT
<b>Aquatic, Health &amp; Wellbeing Centre</b>	Upgrade the existing centre to include heated indoor 4X25m lanes, community gym, consulting rooms for allied health.	<ul style="list-style-type: none"> <li>Remove barriers to access allied health services</li> <li>Provide year-round swimming and therapy</li> <li>Create communal space to promote health and active lifestyles</li> <li>Provide low cost access to health and fitness facilities and programs</li> </ul>	\$18-20M
<b>Macquarie Street Precinct</b>	Activate and connect the current and future commercial precincts with a footbridge spanning the York Cove, revitalisation of the retail precinct on Macquarie Street and build a lookout tower to offer a tourism focal point.	<ul style="list-style-type: none"> <li>Create and showcase a tourism destination and experience</li> <li>Encourage entrepreneurial endeavours in hospitality and retail offering to increase and secure local retail spending</li> <li>Provide great connectivity with residents</li> <li>Encourage car free travel</li> <li>Add to sense of place and identity</li> <li>Provide accessible, shared spaces</li> <li>Job creation</li> </ul>	\$5M
<b>East Tamar Highway &amp; Hillwood Road Intersection Safety Upgrade</b>	Reconfigure the dangerous intersection to meet current standards and provide safer traffic movements to accommodate increasing residential growth in the area.	<ul style="list-style-type: none"> <li>Provide for safer and more efficient traffic movements to meet expected growth in traffic volumes from the Hillwood region</li> <li>Meet safety standards</li> <li>Provide employment</li> </ul>	\$6.0M
<b>Aboriginal Education &amp; Cultural Tourism Trail</b>	Design and install a trail of interpretive signs to be positioned at culturally significant locations throughout the municipality.	<ul style="list-style-type: none"> <li>Provide jobs for local Aboriginal groups to conduct culturally significant guided tours</li> <li>Increase educational experience and opportunities for local schools</li> <li>Improve safety of road users</li> <li>Increase tourism and promote physical activity</li> <li>Preserve cultural stories and recognise historical events (reconciliation)</li> </ul>	\$1.2M
<b>Aviation Park</b>	Funding to further progress recommendations of the Airport Master Plan.	<ul style="list-style-type: none"> <li>Determine the development focus of the airport, based on current usage and economic opportunity</li> <li>Set out aerodrome planning for the next 10 years</li> <li>Consolidate input from all vested stakeholders in the future development of the facility</li> <li>Outline an implementation plan for key activities</li> <li>Ensure regulatory obligations are identified and any compliance activities planned</li> </ul>	\$1.77M

PROJECT	DESCRIPTION	BENEFIT	INVESTMENT
<b>East Arm Road Upgrade</b>	A significant upgrade to improve safety and the standard of East Arm Road by upgrading approximately 7km of unsealed road to sealed.	<ul style="list-style-type: none"> <li>Provide improved vehicular access and greater safety for local, heavy vehicle, businesses and the forestry industry users</li> <li>Provide greater safety to vehicular access given the East Arm Road is a connector road linking East Tamar Highway to Dalrymple Road</li> <li>Create local employment opportunities during construction</li> <li>Allow for efficient route for freight and residential movements</li> </ul>	\$1.7M
<b>Hillwood Outdoor Rock Climbing Facility</b>	<p>Re-open and develop the Hillwood Outdoor Rock Climbing Facility including provision of:</p> <ul style="list-style-type: none"> <li>Car parking for approximately 20 vehicles</li> <li>Access trails</li> <li>Toilet facilities</li> <li>Rock climbing bolts and fixed anchor points</li> <li>Picnic/spectator seating</li> <li>Bus pullover area off roadway</li> <li>Livestock fencing of the perimeter</li> </ul>	<ul style="list-style-type: none"> <li>Niche tourism opportunity that is complementary to the existing adventure based activities in the municipality</li> <li>Opportunity for educational programs based on geological features (extinct volcano)</li> <li>Promotion of physical activity</li> <li>New recreation area</li> </ul>	\$330k
<b>Covid-19 Economic Recovery &amp; Business Development Officer</b>	Recruitment of a Covid-19 Economic Recovery & Business Development Officer to the George Town Chamber of Commerce for 3 years.	<ul style="list-style-type: none"> <li>Council to provide in kind support such as office accommodation</li> <li>Fixed term 3 year position</li> </ul>	\$300k
<b>York Cove Redevelopment Precinct Plan</b>	<p>This will provide an outline for the redevelopment of a foreshore management plan linking the Commercial Business Centre and York Cove precincts.</p> <p>The Plan will provide an outline and direction for community attractions, projects and development opportunities around York Cove.</p>	<ul style="list-style-type: none"> <li>Plan for future population and community needs to allow for greater connectivity, sense of place, economic and tourism activity.</li> <li>Remove silt deposits and reclaim foreshore</li> </ul>	\$1.5M
<b>Hillwood – Foreshore Shared Trail</b>	The construction of a shared use recreation trail commencing at the Hillwood Pontoon Picnic Ground to Egg Island Bridge will provide safe pedestrian access between the pontoon area/local shop to the children's playground, the recreation ground and the Hillwood Memorial Hall.	<ul style="list-style-type: none"> <li>Promote healthy and active living</li> <li>Improve safety along the foreshore and nearby locations</li> <li>Job creation during construction</li> <li>Unlock tourism potential</li> </ul>	\$1M

PROJECT	DESCRIPTION	BENEFIT	INVESTMENT
<b>Upgrade of The Glen Road</b>	A significant upgrade is required to improve the road condition and road safety. Funding is required to upgrade and seal 4.2km of The Glen Road. Currently 5.5km is sealed.	<ul style="list-style-type: none"> <li>Provide improved vehicular access and greater safety for local, heavy vehicle, businesses and the forestry industry users</li> <li>Encourage visitors to the Pipers River region and its various attractions such as vineyards and farm gate experiences</li> <li>Create local employment opportunities during construction</li> </ul>	\$1.4M
<b>Rock Wall at Lagoon Beach</b>	Construction of a rock wall at Lagoon Beach.	<ul style="list-style-type: none"> <li>Future proof dunes and vegetation from erosion and climate change and provide all weather and pedestrian connection between Lagoon Beach reserve and Old Coast Road</li> </ul>	\$1M
<b>Wayfinding</b>	Wayfinding signage & maps for discoverability throughout the municipal area.	<ul style="list-style-type: none"> <li>Engage visitors for longer stays or repeat visitation from intrastate resulting in increased economic and tourism benefits</li> <li>Educational benefits through improved understanding and knowledge of natural environment, historical and community assets</li> </ul>	\$25k-\$250k
<b>Viewing &amp; Interpretation Area (65 Low Head Road)</b>	<p>Install a car park with picnic tables and bins to provide a space for motorists to appreciate sunsets and bird activity as an alternative to driving across grassed areas.</p> <p>Include interpretation signage as part of the interpretation trail.</p>	<ul style="list-style-type: none"> <li>Increased tourism activity for popular sunset viewing location</li> <li>Protect reserve areas from damage from illegal vehicle access</li> <li>Connect to cultural trail</li> </ul>	\$150k
<b>Bellingham Foreshore Master Plan</b>	Prepare a Master Plan to cover the foreshore, public toilets and boat ramp area, that will provide a pathway forward that considers the environment, equitable access, and links to a boat ramp and foreshore settings with better pathways and amenities.	<ul style="list-style-type: none"> <li>Plan to prepare for future community and population requirements</li> <li>Promote healthy and active living, improve safety along the foreshore and nearby locations</li> </ul>	\$75k-\$100k
<b>Low Head Penguin Visitor Experience Master Plan</b>	Develop a Master Plan to guide future development on the site with a view to enhance visitor experience and numbers.	<ul style="list-style-type: none"> <li>Increase in tourism numbers and protect local economic activity</li> </ul>	\$25k
<b>George Town Yacht Club</b>	Develop a Master Plan to guide future development with a view to including a restaurant and marine facilities.	<ul style="list-style-type: none"> <li>Increase in tourism numbers and local economic activity</li> </ul>	\$25k

## HEALTH AND WELLBEING



### PROJECT

# Aquatic, Health and Wellbeing Centre

### DESCRIPTION

Council is seeking funding to upgrade the existing George Town swimming complex to include a year-round heated indoor pool with 4 x 25 metre lanes, an indoor warm water pool for lesson and therapy, a multi-purpose fitness room, community gym and treatment room for allied health professionals.

### BENEFITS

A recent survey\* found residents want to be more active but do not have adequate facilities for this to occur and often travel elsewhere for regular recreation and therapy.

An integrated aquatic and wellbeing centre will support the health of our growing population by providing a centre that caters for all abilities and ages.

A quarter of residents have a person living with them who are aged over 65 and/or has a disability. NDIS says funds are “under-subscribed in George Town by an estimated \$15M due to transport barriers”.

The centre will provide employment opportunities – from casual junior roles through to allied health professional positions.

The cost benefits of this facility have been broadly estimated based on the building cost, and use projections. Based on the assumptions made, each visit may generate \$1.63 value to the community.

An aquatic, health and wellbeing centre will:

- Provide much needed year-round swimming, therapy, fitness and allied health services
- Improve the existing outdoor pool by providing an integrated aquatic health and wellbeing centre
- Improve access for people of all ages and abilities
- Create a communal centre to encourage recreation and fun, and promote active and healthy lifestyles
- Remove barriers in accessing allied health services
- Create employment opportunities – casual and full-time

### FUNDING ASK

\$18M - \$20M

### SUPPORTING DOCUMENTS

\*Leisure Planners - George Town Aquatic Health and Wellness Business Case, 2021



Images by Actio Facility Design

## ECONOMY & TOURISM



### PROJECT

# Macquarie Street Precinct

### DESCRIPTION

Council is seeking to activate the current and future commercial precinct to provide an attractive area for locals to work, shop and socialise - while positioning the town as an attractive visitor destination by:

- Constructing a footbridge to connect the town's centre with York Cove
- Revitalising Macquarie Street to reduce traffic flow and encourage foot traffic
- Erecting a 12m-18m lookout tower to showcase the town centre

### BENEFITS

- Contribute to jobs through the construction phase in the short term. Long term it will provide additional employment through an increase in businesses located in the town centre
- Resulting in a 'showcase' destination and experience, encouraging additional business in tourism and spending
- Entice hospitality and retail within George Town, which will also result in an increase in tenancy rentals and council rates
- Provide greater connectivity between the town centre and southern suburbs
- Encourage car-free travel and a healthy lifestyle through walking and cycling around the waterfront and to/from home to the town centre
- A significant addition to George Town's sense of identity and place
- Provide accessible, shared spaces for a range of ages and abilities



### INVESTMENT

\$5M

### SUPPORTING DOCUMENTS

*SGroup, GTC Macquarie Street Precinct Activation, Economic and Social Benefit Analysis, September 2020.*



## TRANSPORT



### PROJECT

# East Tamar Highway & Hillwood Road Intersection Safety Upgrade



### DESCRIPTION

There have been 14 reported crashes over the 4.9km stretch over five years where the Hillwood Road and Hillwood Jetty Road intersects with the East Tamar Highway.

The Hillwood Jetty Road intersection has a current traffic safety issue with limited site distance from the road towards Launceston and substandard turn lane length.

To prepare to meet projected population growth and increased lot density, this dangerous intersection requires reconfiguration to meet current standards and provide safer traffic movements.

### INVESTMENT

\$6M

### BENEFITS

- Provide for safer and more efficient traffic movements
- Meet demand for expected growth in traffic volumes from the Hillwood area and increased lot density
- Meet required current safety standards
- Provide employment opportunities during upgrade

### SUPPORTING DOCUMENTS

*Traffic & Civil Services, Hillwood Structure Plan, Traffic Impact Assessment, July 2020*

*Traffic & Civil Services, Hillwood Traffic Impact Assessment – Appendix G Movement Summaries*

## ECONOMY & TOURISM



### PROJECT

# Aviation Park

### DESCRIPTION

Funding is sought to advance the recommendations of Council's George Town Airport's Master Plan.\*

The Plan was commissioned by Council following an invitation for prospective buyers to express interest in purchasing the airport, which resulted in the airport remaining under Council ownership.

The Plan provides a strategic vision, which has three ambitions:

- To establish George Town Airport as a regional hub for recreational and private aviation while continuing to support emergency services, inbound visitors and community events
- Result in minimal economic impact on ratepayers
- Provide certainty in governance and ownership structure for the next 20 years

### BENEFITS

Prior to deciding the long-term future of the airport, Council is seeking to better understand the current facility so as to guide future strategy, including long-term planning and ownership.

The objectives of the Master Plan are to:

- Determines the development focus of the airport based on current and future usage and economic opportunity
- Sets out aerodrome planning and development for the next 10 years
- Consolidates input from all vested stakeholders in the future development of the facility
- Prescribes an implementation plan for key activities
- Ensure regulatory obligations are identified and any compliance activities planned.

### INVESTMENT

\$1.77M

### SUPPORTING DOCUMENTS

\*George Town Airport – Draft Master Plan, 20.166.01, George Town Council, July 2021



## RECONCILIATION & TOURISM



### PROJECT

# kanamaluka Trail – Aboriginal Story Telling

## Aboriginal Education and Cultural Tourism Trail

### DESCRIPTION

Funding is sought to tell the Tasmanian Aboriginal story by designing and installing what is believed to be a nation first trail of public art installations, interactive interpretive signs supported by augmented reality smart phone applications, at culturally significant locations throughout the municipality.

The development and creation of the story telling elements will involve collaboration with the local Aboriginal community and artists.

The story telling experience will follow the existing kanamaluka Trail with nine nodes along the trail from kinimathatakina (George Town) to pilawaytakinta (Low Head).

### FUNDING ASK

\$1.2M

### BENEFITS

- Recognition, reconciliation and healing through preservation of cultural stories
- Truth telling of the Tasmanian Aboriginal people that lived in the area for thousands of years
- Local, state, national and global tourism
- Opportunities for local Aboriginal employment under Council sponsorship as cultural tour guides
- Increase educational experience for schools and broader community
- Improve safety for road users

## TOURISM & ECONOMY



### PROJECT

## Hillwood Outdoor Rock Climbing Facility

### DESCRIPTION

Hillwood is home to one of Tasmania's best rock-climbing areas. The 'Hillwood Volcano' contains more than 160 sport-climbing routes, but it currently has landowner-restricted access.

Council views potential in formalising rock-climbing activities as a recreational, tourism and educational asset to the municipality, and is investigating a lease arrangement with the owner.

The desire to re-open and develop the Hillwood Outdoor Rock Climbing Facility would include provision for car and bus parking, access trails, seating, toilet and rock climbing facilities.

This project compliments the Wild Tamar adventure tourism initiative underway in the municipality. Wild Tamar seeks to revive the COVID-19 effected tourism market by providing new offerings in mountain biking, fishing tours, seal tours, scuba diving and rock climbing! The initiative is supported by Visit North Tas (RTO) and Northern Tasmania Development Corporation and includes an aggressive marketing campaign.

### INVESTMENT

\$330k

### SUPPORTING DOCUMENTS

*Richards, Peter, Hillwood Rock-Climbing Precinct Preliminary Project Plan, GTC, July 2020*



## TRANSPORT



### PROJECT

## East Arm Road Upgrade

### DESCRIPTION

A significant upgrade is required to improve the performance, standard and safety of East Arm Road.

Council is seeking funding to seal around 7km of unsealed surface.

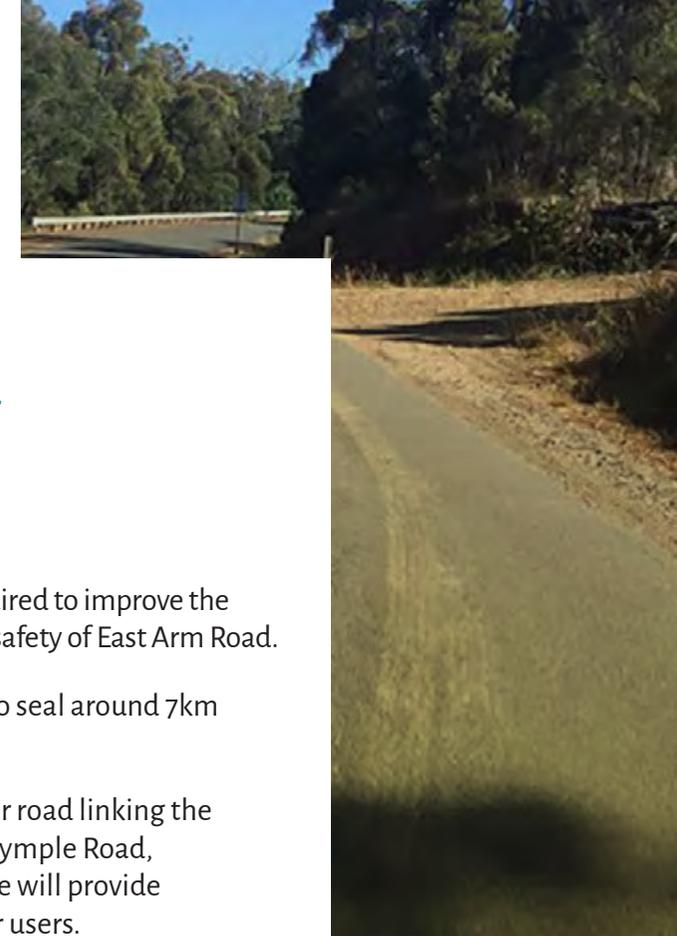
East Arm Road is a connector road linking the East Tamar Highway to Dalrymple Road, works to improve the surface will provide greater access and safety for users.

The route is regularly utilised by industry and an upgrade will make for more efficient freight movements and benefit heavy vehicle users, businesses and forestry operations.

Local employment opportunities will also result during the works phase.

### INVESTMENT

\$1.7M



## ECONOMY



### PROJECT

## George Town Chamber of Commerce Covid-19 Economic Recovery & Business Development Officer

### DESCRIPTION

Funding is sought to recruit a Covid-19 Economic Recovery and Business Development Officer in partnership with the George Town Chamber of Commerce (for an initial period of three years) to provide support to existing businesses recovering from the economic impacts of the pandemic, while also attracting new businesses to the region.

A dedicated Covid-19 Economic Recovery and Business Development Officer will provide a crucial link between representatives of key industry, Council, State and Federal Government, and community groups.

Council will partner with the Chamber to support this role by providing in-kind support, such as office accommodation.

### INVESTMENT

\$300k



## LIVEABILITY



### PROJECT

## York Cove Redevelopment Precinct

### DESCRIPTION

This project seeks to reclaim the York Cove foreshore through removal of sediment build up and improve environmental conditions with the installation of flow control infrastructure. York Cove has been the water side recreation area for the township of George Town for many generations. This project will return the asset to the community while providing commercial and tourism opportunities ranging from improved moorings, restaurants, waterplay, fishing and boat hire.<sup>8</sup>

### INVESTMENT

\$1.5M



<sup>8</sup> York Cove Concept Development Plan 2016 – GHD Woodhead

## LIVEABILITY



### PROJECT

## Hillwood Foreshore Shared Trail

### DESCRIPTION

With community participation and recreational investment the construction of a shared-use recreation trail from Hillwood Pontoon Picnic Ground to Egg Island Bridge could be executed. It will provide safe pedestrian access between the pontoon and local shop to the children's playground, recreation ground and Hillwood Memorial Hall.

### INVESTMENT

\$1M

## TRANSPORT



### PROJECT

## Upgrade of The Glen Road

### DESCRIPTION

A significant upgrade is required to The Glen Road to seal a further 4.2km.

The works will provide improved vehicular access and greater safety for local users, heavy vehicle users, businesses, local school bus route, and the forestry industry. It will encourage visitors to the Pipers River region and attractions, while providing a safer and better visitor experience and local employment opportunities during construction.

### INVESTMENT

\$1.4M

## ENVIRONMENT



### PROJECT

## Rock Wall at Lagoon Beach

### DESCRIPTION

Construction of a rock wall at Lagoon Beach will future proof dunes and vegetation from erosion and provide all weather and pedestrian connection between Lagoon Beach reserve and Old Coast Road.

### INVESTMENT

\$1M



### PROJECT

## Wayfinding

### DESCRIPTION

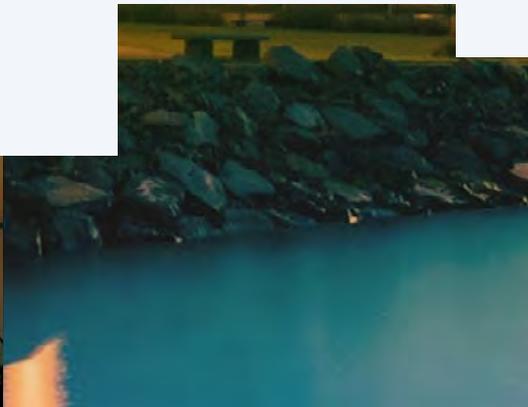
A key focus of Council is to allow the community to tell its own story. The wayfinding signage & maps program will engage visitors and provide educational benefits through interpretation of natural environment, historical, cultural and community assets.

### INVESTMENT

\$25k-\$250k

### SUPPORTING DOCUMENTS

*George Town Municipality Interpretation Strategy, GTC, March 2020*



## ENVIRONMENT



### PROJECT

## Viewing & Interpretation Area (65 Low Head Road)

### DESCRIPTION

Council seeks funding to construct a car park, install picnic tables and waste and recycle bins to provide a space for local and travelling motorists to appreciate sunsets and birdlife. Currently, vehicles access the grassed areas illegally. Interpretation signage will also be installed as part of the proposed interpretation and cultural trail.

### INVESTMENT

\$50k

## LIVEABILITY



### PROJECT

## Bellingham Foreshore Master Plan

### DESCRIPTION

The development of a Foreshore Master Plan for Bellingham will incorporate the entire foreshore area, public toilets and boat ramp. The plan is required to provide a pathway forward that considers the environment and equitable access. It will link the boat ramp and foreshore settings, with improved access and amenities, including better pathways and toilet facilities.

### INVESTMENT

\$75k - \$100k

## TOURISM & ECONOMY



### PROJECT

## Low Head Penguin Visitor Experience Master Plan

### DESCRIPTION

Council seeks to develop a Master Plan to guide future development at the Low Head Penguin Visitor site with a view to enhance visitor experience and increase tourism and local economic activity.

### INVESTMENT

\$25k



### PROJECT

## George Town Yacht Club

### DESCRIPTION

This investment will allow Council to develop a Master Plan to guide any future development on the yacht club site. A future re-development proposes to expand maritime facilities and incorporate a restaurant to attract locals and tourists, which will boost economic and employment opportunities.

### INVESTMENT

\$25k







#### CONTACT DETAILS

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