



# GEORGE TOWN COUNCIL

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Mayor Bridget Archer invites you to explore opportunities to invest, live and visit George Town::



“George Town and the East Tamar region in Tasmania are uniquely located to offer exciting opportunities to invest, live and visit” – Mayor Bridget Archer

## George Town and East Tamar Area

George Town and the East Tamar region in Tasmania are uniquely located to offer exciting opportunities to invest live and visit. The region has a mild temperate climate and has direct frontage to the Tamar River Estuary and the ocean via Bass Strait. Coastal and river environments are held in high regard by many people across Australia and internationally who are looking for attractive investment and life style options. The George Town municipal area provides this in combination with many other attractive features that are noted below.

### Climate

The George Town and surrounding East Tamar area has a temperate maritime climate with a moderate temperature range (at Low Head, average daily maximum temperature is 21 degrees C in February and 12.5 degrees C in July). Average rainfall is less than 800 mm per year with a distinct seasonal cycle.

### Other Facts

- Location: Northern Tasmania on Bass Strait
- Area: 64,900ha/649km<sup>2</sup>
- Roads: 271km
- Population: George Town (2011 Census): 4,304
- Water Supply: TasWater
- Estimated population of the Council area: 6,789 (2011/12)

## Transport Links – Access to International, National and Regional Markets

### Port for Domestic and International Bulk Goods as well as Container Services

Located at Bell Bay and managed by TasPorts Corporation Pty Ltd, the Port of Bell Bay is conveniently located in the George Town area and is adjacent to the Bell Bay industrial precinct, a major Tasmanian industrial area. The port is a major port for domestic and international bulk goods as well as container services, being a good natural deep water harbour providing all-weather access, direct rail link and significant infrastructure capable of handling bulk and container freight movements. The port is well serviced with multiple berths and storage sheds.

## **Major Regional Airport**

The Launceston Airport is approximately 55 minutes drive from George Town and offers daily passenger and freight services to a number of Australian capital cities which then have international connection services.

## **George Town Aerodrome**

George Town Aerodrome, is a minor airport serving George Town, which is operated by George Town Airport Association. Aviation fuel can be arranged for aircraft by prior arrangement with the airport manager.

## **Passenger and Freight Services**

The Spirit of Tasmania Melbourne to Devonport ferry service offers a passenger and freight service between Devonport and Melbourne on a twice daily basis. It is approximately a one hour 25 minute drive from George Town.

## **Rail**

Connections to the State-wide rail network with a rail link to the port. Intermodal expansion with upgrades to freight road access and to rail yards is currently underway with further plans for expansion.

## **Road**

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.

## **Industry**

### **Bell Bay Industrial Precinct, Tasmania's largest Industrial Cluster**

The Bell Bay Industrial Estate is Tasmania's most significant industrial estate. Research conducted for the Bell Bay Industry group by Tasmanian consultancy IMC Link in 2011 demonstrated that the Bell Bay Industrial Precinct accounts for 58% of Tasmania's manufacturing industry and 35% of Tasmania's total exports. The 2000 hectare estate houses a range of enterprises. It is the only major industrial site in Tasmania with room to expand.

### **Wine Industry & Viticulture**

The East Tamar area surrounding George Town in the Pipers River district contains a number of cool climate wineries producing some of the finest wines in the world. The unique cool climate location produces elegant wines of exceptional quality. The area is closely linked to the Tamar Valley Wine Route. Cool temperate Tamar Valley varieties of note are Chardonnay, Riesling, Sauvignon Blanc, Pinot Noir, Cabernet Sauvignon and Merlot.

Popular wineries in the local area include:

- Bay of Fires
- Pipers River Vineyard
- Delamere Vineyard
- Pipers Brook Vineyard
- Sinapius Vineyard

## **Energy and Utilities**

### **National Broadband Network**

George Town was one of the first sites selected for National Broadband Network infrastructure and digital connection. The super-fast broadband provides economic opportunities for investment in digital content development, digital technology innovation and digital economy entrepreneurship.

### **Power Generation**

The area is home to both the Bell Bay Power Station and the Tamar Valley Power Station.

### **Electricity Infrastructure and Supply**

Basslink is a 400kV DC electricity interconnector that allows the trade of electricity between Tasmania and the National Electricity Market. The interconnector is rated to transmit 500 megawatts (MW) of energy on a continuous basis in either direction and up to 630MW export from Tasmania for limited periods. The Basslink interconnector runs from Loy Yang in Gippsland, Victoria, across Bass Strait to Bell Bay in Northern Tasmania.

Electricity connections also exist to Tasmania's extensive hydro electric network.

### **Gas Infrastructure and Supply**

Tas Gas is wholly owned by Brookfield Infrastructure Partners, a global leader in the ownership and operation of high quality infrastructure.

More than 100 km of pipe was laid in the major urban areas of Tasmania and the, Bell Bay industrial precinct.

### **Potential Wind Farm Development**

Low Head Wind Farm Pty Ltd is currently investigating a wind farm development east of Low Head, Tasmania near George Town, which consists of between 9 and 12 wind turbine generators.

This project proposes to connect about 30 megawatts of clean, renewable electricity to the National Electricity Market.

### **Vacant Residential Sites**

Vacant fully serviced residential sites exist in the area with opportunities for expansion at prices significantly lower than many areas of mainland Australia.

### **Vacant Industrial Land**

Approximately 1150 ha of suitable vacant industrial land is available (Northern Tasmania Industrial Land Study – NTD August 2014, SGS Economic & Planning) with excellent connectivity to services (water, gas, NBN, power), proximity to workforce, and opportunities for co-location.

### **Commercial Infrastructure**

George Town has a thriving central business district that services the area and contains speciality shops, supermarkets, hardware stores, newsagents, restaurants, cafes, banking, postal services, mixed businesses, accommodation houses and caravan parks and camping areas.

### **Social Infrastructure**

Education infrastructure in George Town includes three schools (government and private) providing early childhood, primary and secondary education. There are regular public bus services to educational institutions offering Year 11 and 12 qualifications, University of Tasmania Newnham Campus, Australian Maritime College, TAFE Tasmania and other skills training centres. A Trade Training Centre in George Town and the George Town Community Hub provide a comprehensive suite of services.

### **Medical and Aged Care Services**

The George Town Hospital and Community Centre and the Group general medical practice provide medical services which are supplemented by many visiting specialist support services. Aged care residential and day care services are available in the area.

### **Recreational Facilities and Services**

Recreational infrastructure including sporting clubs, public swimming pool, indoor sporting venues, safe beaches and boat ramps provide an exciting choice of recreational activities.

### **Favourable Business Climate**

George Town and the East Tamar area have a strong enterprise culture and offer:

- low labour costs
- a stable workforce
- excellent industrial relations record for minimal days lost to industrial disputes
- low land and accommodation costs
- low licensing costs.

### **Forestry**

Forestry operations are undertaken in the George Town and East Tamar area.

### **Fertile soil, disease-free status and GM-free**

George Town and the East Tamar area provide counter seasonality to the northern hemisphere and offers a significant strategic advantage in food production and agriculture that allows the opportunity for local producers to supply out-of-season fresh produce to northern hemisphere markets.

George Town and the East Tamar area share with the rest of Tasmania the enviable status of being among the world's most favoured producers of high-quality, safe food and agricultural products. The status of being free from a variety of major pests and diseases gives companies an access advantage to a variety of international markets.

### **Water**

The area is well serviced with a reliable and constant water supply and is connected to the Tasmania's significant water resources. This provides a significant natural resource advantage. Tasmania has nearly 13 per cent of Australia's total water resource and the average annual water run-off is almost twice that of the Murray Darling Basin. There are no supply issues experienced.

### **Potential investment opportunities across a range of sectors either in the George Town and East Tamar area or other areas of Tasmania with significant transport links to the George Town and East Tamar area include the following:**

- Advanced manufacturing
- Antarctic and Southern Ocean
- Digital services and information technology
- Food and agriculture
- Forestry
- International education
- Mining and mineral processing
- Science and research
- Tourism, accommodation and resort development

- Seafood harvesting and production
- Aged care

**Examples of companies that have chosen to invest in the George Town, Bell Bay and East Tamar area or other areas of Tasmania with significant transport links to the area include the following:**

- **Mining and mineral processing**
  - Ecka Granules
  - Nyrstar
  - Rio Tinto Alcan
  - Temco
- **Food, agriculture and viticulture**
  - AEON Group
  - Brown Brothers Milawa
  - Fonterra
  - GlaxoSmithKline
  - James Boag
  - JBS Australia
  - Johnson & Johnson
  - Kreglinger Wines
  - George Town Seafoods Pty Ltd
- **Tourism**
  - The Federal Group
  - Peppers Retreats, Resorts and Hotels
- **Information communication technology**
  - CGI
  - Vodafone
- **Renewable energy**
  - Basslink Pty Ltd

### **In Summary**

The George Town and East Tamar areas offer significant exciting opportunities for potential industrial, business and liveability investment in another scenic and beautiful area of Tasmania.