



Break O'Day

INVEST IN THE BREAK O'DAY DISTRICT



Dohertys Resort at Georges Bay, St Helens

*Ideal conditions for
intensive agriculture,
silviculture or
aquaculture...*

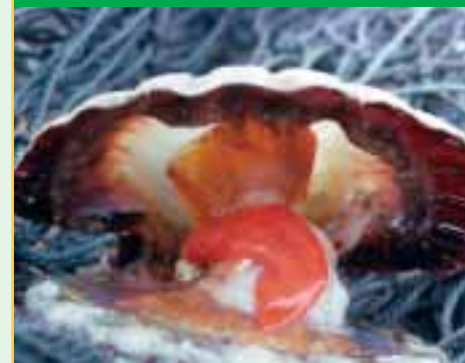
The Break O'Day district covers an area of 3,520 square kilometres in North East Tasmania with 120 kilometres of Tasman Sea pristine coastline. The district includes the Mount William National Park and Eddystone Point in the north and the Douglas-Apsley National Park in the south.

The Break O'Day community enjoys a relaxed lifestyle and many small coastal villages host a growing population of retirees. The main industries are forestry, fishing, aquaculture, agriculture and tourism.

The Break O'Day district had a population of 5,754 at the 2001 census, a decline from 6,852 at the 1986 census. However the estimated residential population at June 2004 (ABS) was 6,036, indicating there had been modest growth in the population since 2001, largely in the over 45 years age group. The median age of residents in the district was 43 years in 2001, significantly more than the regional mean age of 36 years.

St Helens is the administrative centre of the Break O'Day district, a fishing port and the game fishing capital of Tasmania. St Helens has a population of about 1,800. St Marys and Fingal, in the Fingal Valley, servicing the forest and agricultural industries and a coal mine, have a combined population of less than 1,000. The other population centres including the coastal villages of Scamander, Binalong Bay, and Ansons Bay and the former mining settlements at Mathinna and Weldborough each have a population of less than 500.

The Break O'Day district enjoys a cool temperate climate. The average annual rainfall at St Helens is 779 mm but is higher in the mountainous areas. The district has long daylight hours in summer (maximum 15 hours 10 minutes), warm summer temperatures (mean monthly maximum summer temperature 23.0°C in February) and cool winters (mean monthly minimum winter temperature 2.7°C in July). The hinterland of the district is relatively mountainous with good soils and regular rainfall providing ideal conditions for intensive agriculture or silviculture.

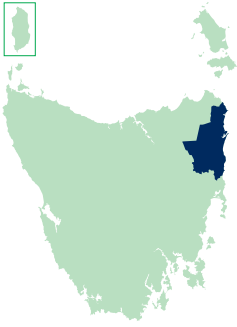


Locally caught fresh scallop



Invest
BREAK O'DAY

NORTHERN
TASMANIA



INVEST IN THE BREAK O'DAY DISTRICT



Eddystone Point Lighthouse

INFRASTRUCTURE

The Tasman Highway is the main road through the Break O'Day district and connects St Helens with Launceston, the regional centre, via Scottsdale to the west, and Hobart, the State capital via the coast to the south. The Esk Highway connects St Helens to Launceston via St Marys, Fingal and the Midland Highway. Travelling times to Launceston are two hours via the Esk Highway and two and half hours via the Tasman Highway.

The nearest major sea port is the Port of Launceston at the Bell Bay Industrial Estate on the Tamar River, about two and a half hours from St Helens.

St Helens is a busy fishing port but a shallow barway at the entrance of Georges Bay sometimes limits access from the Tasman Sea.

The regional airport at Launceston is less than two hours from St Helens. The Launceston Airport offers the largest air freight service in Tasmania as well as daily direct passenger flights to Melbourne, Sydney and Brisbane. St Helens also has its own airport that services commercial charter flights for freight and recreational use.

The Break O'Day district is well served by the State's electricity grid and by the telecommunications network.

There is a well-equipped medical centre at St Helens and a Royal Flying Doctor Service is available from Launceston Airport for emergencies.

Tasmania enjoys stable and attractive labour market conditions and in 2004 was the most favourably ranked State in Australia in the Labour Cost Index, Labour Turnover Index and Industrial Dispute Index. The most recently published Competition Index can be found at www.development.tas.gov.au

The Break O'Day district is well served by many local primary and secondary schools including district high schools (prep to Year 10) at St Helens and St Marys, and a primary school at Fingal. There are opportunities for students in Years 11 and 12 to continue their studies at the North East Education and Training Centre in St Helens. There are comprehensive tertiary education facilities available in Launceston including a University, TAFE College and a Maritime College.

Northern Tasmanian house prices remain the lowest in Australia. The Commonwealth Bank property guide (www.pvg.webcentral.com.au) shows that the median house price in Northern Tasmania in November 2005 was \$180,000 which compares with \$215,000 for all of Tasmania and \$317,000 for all of Australia. Properties for sale can be found at www.tasmania.propertyguide.com.au or www.realcommercial.com.au

The Break O'Day district has fully-serviced industrially zoned land at St Helens. The Break O'Day Planning Scheme can be accessed at www.bodc.tas.gov.au

MAJOR INDUSTRIES

Employment by Industry

The dominant industries of the Break O'Day district are forestry, fishing, and tourism. Other significant or emerging industries are agriculture, aquaculture and health and community services. Table 1 shows employment by industry sectors statistics at each of the last four censuses (1986, 1991, 1996, 2001).

Total employment in the Break O'Day district declined from 1,808 in 1986 to 1,652 in 1996 and remained stable at 1,690 from 1996 to 2001.

Most of this decline occurred in primary industry, particularly in mining, and in fishing when the scallop fishery was closed in 1987, and when tin mining declined due to falling tin prices in the late 1980s. There has been recent growth however in industries that support tourism and community services.

Fishing

Fishing remains a major industry in St Helens where around 50 vessels supply a number of local processors. The main scale fish caught are orange roughy, dory, blue grenadier and trevalla while the main crustaceans are rock lobster, abalone and giant crab. The fishing industry in Tasmania is mature with investment opportunities limited mainly to value adding and marketing. More details on opportunities can be found at www.dpiw.tas.gov.au

Locally grown oysters



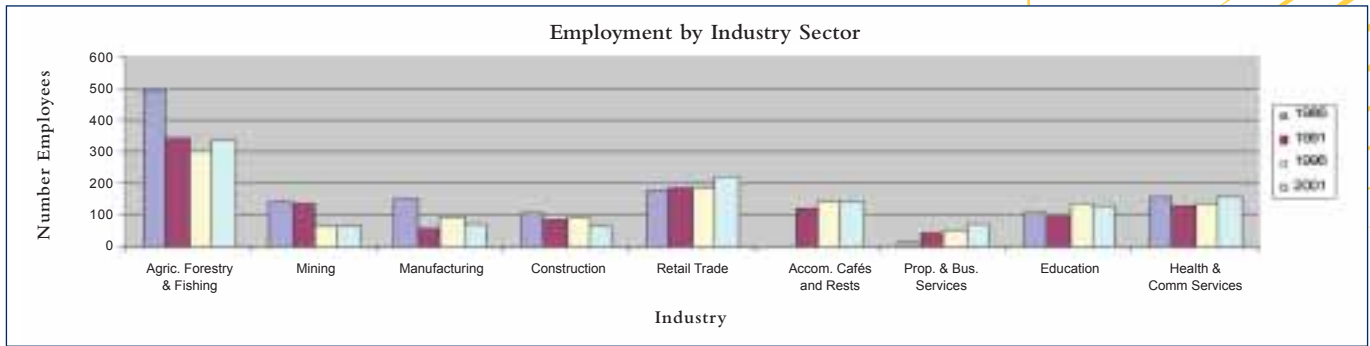


Table 1: Employment by Industry Sector – Break O’Day district

Agriculture

Agriculture is a small but stable industry in the Break O’Day district contributing about \$12-15 million to the local economy. The main enterprises are dairy farming and grazing with some cropping. The size of the agricultural industry is limited by the relatively small area of available arable land, but there are investment opportunities in intensive agriculture, horticulture and water development.

More information about investment opportunities, land capability maps, soil maps and water development can be found on the Tasmanian Department of Primary Industries and Water (DPIW) website at www.dpiw.tas.gov.au and at www.northerntasmania.info

Tourism

Tourism is a growing industry in the Break O’Day district with total visitor numbers to St Helens increasing from 100,600 in 2001 to 173,000 in 2004 and in the same period the number of nights spent by visitors in St Helens increased from 61,200 to 112,800. More details of the visitor market can be found at www.tourismtasmania.com.au/research

Visitors are attracted to the Break O’Day district by the natural beauty of the coast and by the relaxed lifestyle. More information about the tourist attractions in the district can be found at the website of the East Coast Escape Tourist Route at www.eastcoastescape.com.au

The development of the Trail of the Tin Dragon, a themed tourism development celebrating Chinese and tin mining heritage in North East Tasmania, commenced in 2006 and will offer investment opportunities in the Break O’Day district. Further information about the Trail of the Tin Dragon can be found at www.bodc.tas.gov.au

Investment opportunities in tourism are diverse and include hospitality services, eco-tourism, aquatic activities and projects associated with the Trail of the Tin Dragon.

Forestry

Forestry activities are widespread in the Break O’Day district but the vast majority of the wood harvested is transported to sawmills and chip mills in adjoining districts, particularly George Town and Dorset. Opportunities in the forestry and timber industry exist in value adding, in plantation establishment and co-recovery of non-wood products.

Aquaculture

Aquaculture is a significant industry in the Break O’Day district. There are five Pacific Oyster farms in Georges Bay that produce spat and fully grown oysters for local and interstate consumption.

There is considerable scope for further investment in aquaculture with many suitable offshore locations suitable for development. Information about marine farming, aquaculture management plans and marine industry profiles can be found at www.dpiw.tas.gov.au and at www.northerntasmania.info

Property

There has been considerable investment in residential housing in recent years in response to immigration of retirees to the east coast of Tasmania particularly at St Helens, Binalong Bay, Beaumaris, Scamander and Falmouth. There are opportunities for investment in property development, aged care facilities and tourism facilities. Properties for sale can be found at www.tasmania.propertyguide.com.au and www.realcommercial.com.au

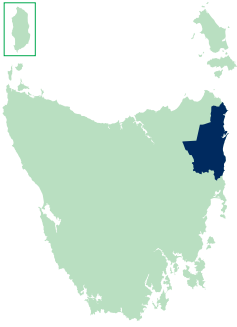


Recent Binalong Bay development

There are investment opportunities in intensive agriculture, horticulture, water development and aquaculture



Locally caught crayfish



INVEST IN THE BREAK O'DAY DISTRICT



Break O'Day Council

General Manager
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www.bodc.tas.gov.au



Northern Tasmania Development

Investment Attraction Manager
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Department of Economic Development

Northern Regional Office
Ph 03 6336 2548
www.development.tas.gov.au



Australian Government

The Northern Tasmania Investment
Attraction Project is supported by
the Australian Government

MAJOR BUSINESS AND PRODUCTS

The following are important businesses and industries in the economy of the Break O'Day district.

Doherty Hotels operates the recently developed (2004) four and a half star St Helens Resort which has 60 rooms with 30 spa suites. The Resort was developed to cater for the burgeoning tourism industry and employs 43 local workers (www.discovertasmania.com.au).

Cornwall Coal operates an underground coal mine near Cornwall in the Fingal Valley. The mine produces 400,000 tonnes of thermal coal per annum and employs 80 workers. The coal is sold into the Tasmanian market, for use mainly as boiler fuel, and for use in cement kilns and in metal alloy furnaces.

Salty Seas is one of a number of fish processors based in St Helens. Salty Seas employ eight workers processing wild and cultured fish for local consumption and export.

Georges Bay Marine is a successful aluminum boat builder that employs about twelve workers building jet boats and other small craft for local and export markets.

Pyengana Dairy Company employs about twenty workers producing milk and cheeses for interstate markets, and in their on farm retail enterprise.

Fieldwicks is an earthmoving business based in St Helens, servicing the forestry and construction industry and employing fifteen local operators.

BUSINESS ESTABLISHMENT AND SUPPORT

Further information on investing in Tasmania can be found at the Department of Economic Development's website www.development.tas.gov.au. This website also contains the Northern Tasmania Regional Economic Development and Investment (REDI) Plan which provides detailed information on infrastructure and current investment activity.

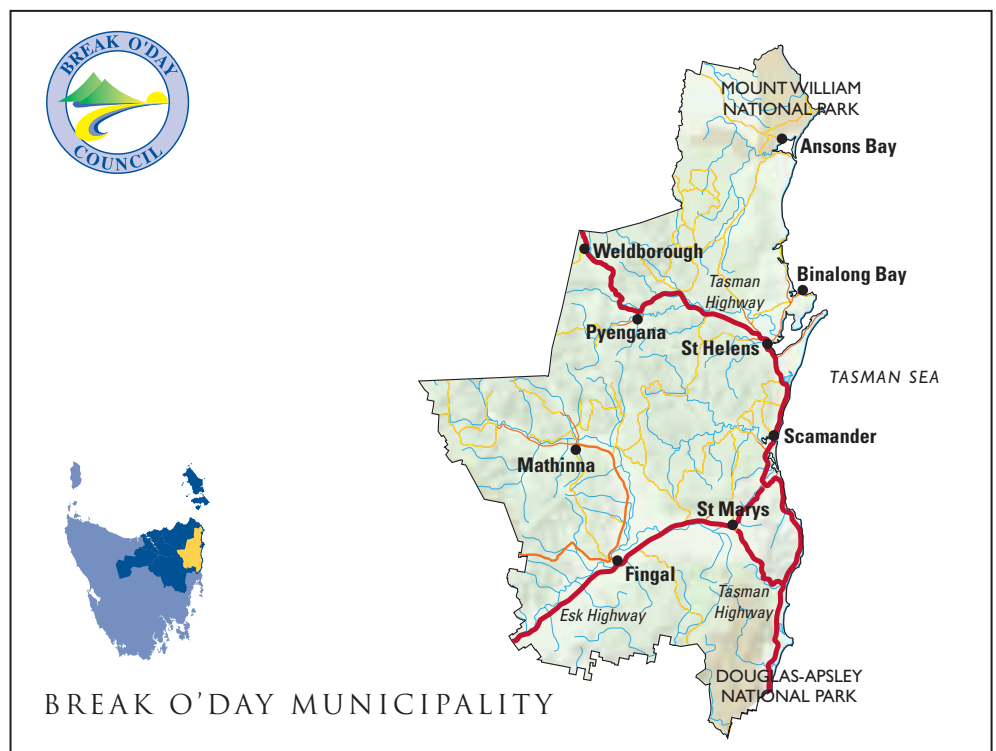
Information about the economy of Northern Tasmania and other Council areas can be found at www.northerntasmania.info

General information about the Tasmanian

economy, environment and communities, including the Break O'Day community, can be found at www.iris.tas.gov.au

Information about current small businesses, farms, commercial property and residential property for sale can be found at www.tasmania.propertyguide.com.au or www.realcommercial.com.au

The business community in Break O'Day is supported by the St Helens Chamber of Commerce and Industry (contact Secretary Ph 03 6376 3765) and the Break O'Day Business Enterprise Centre (email admin@beca.org.au).



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