

Launceston

INVEST IN THE LAUNCESTON DISTRICT



Seaport, Launceston

Launceston is the regional service, cultural and recreational centre...

The Launceston district covers a small area of 1,415 square kilometres on the Tamar River at the confluence of the South Esk and North Esk Rivers.

The rural part of the Launceston district extends about 20 kilometres to the north along the eastern side of the Tamar River to its border with George Town district and about 25 kilometres to the east to its border with Dorset district. The West Tamar, Northern Midlands and Meander Valley Councils all have borders with Launceston City Council within the Greater Launceston area.

The estimated population of the Launceston district in 2003 was 63,389 a modest increase of 1.06% from 62,720 in 1999. The population of the Greater Launceston area increased 2.4% from 98,263 to 100,664 in the same period. About three quarters of the Northern Tasmania's population live in the Greater Launceston area.

The Launceston district enjoys a temperate climate. The average annual rainfall at Launceston is 720 mm per annum. The district has long daylight hours in summer (maximum 15 hours 10 minutes) and warm summer temperatures (mean monthly maximum temperature, 24.6°C in February) and cool winters (mean monthly minimum temperature 2.6°C in July).

The City of Launceston has first class regional cultural and recreational facilities including the Queen Victoria Museum and Art Gallery, Aurora Stadium (AFL football), the Silverdome Entertainment Centre and Velodrome, the Princess Theatre, the Prince Albert Hall, the Tamar River and a plethora of community facilities.

The Launceston district enjoys remarkable access to all of Tasmania and the State's northern ports. The district is less than three hours drive to all parts of the State and is a one hour flight to Melbourne and less than a two hours flight to Sydney.

The City of Launceston was founded in 1806 and it takes great pride in its cultural heritage. It is Australia's third oldest city.



Quadrant Mall Launceston, Central Business District



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INFRASTRUCTURE

The Launceston district and Northern Tasmania have excellent industrial infrastructure, a good industrial relations environment and competitive land, energy and infrastructure costs.

The Launceston district is the transport hub for the Region, with National Highway access to Hobart, the State Capital, major urban centres in the State's North West and the Port of Launceston in the Bell Bay Industrial Estate on the Tamar River.

Northern Tasmania is served by a north-south freight-only railway line, connecting the Bell Bay Industrial Estate with Hobart by way of Launceston. From this axis there are branch lines running eastward to Scottsdale and Fingal and westward to Deloraine, Devonport and Burnie. Pacific National's Tasrail State-wide operations have their headquarters in new facilities at East Tamar Junction in the City of Launceston.

The Launceston district's nearest sea port is the Port of Launceston in the Bell Bay Industrial Estate. Each year, approximately 500 vessels, ranging up to 55,000 tonnes, make use of the Port's ten berths. The major commodities exported from the Port of Launceston are woodchips, aluminium, ferro-manganese, sinter and frozen meat. The major import commodities are alumina, manganese ore, petroleum and general cargo.

The Launceston Airport can accommodate Boeing 767, Airbus 380 and DC-10 aircraft. The Airport has the largest air freight operation in Tasmania as well as daily direct passenger flights to Melbourne, Sydney and Brisbane. The Launceston Airport is the preferred entry point for the majority of visitors to Tasmania, due to Launceston's central location – an ideal base for touring the State or the Region.

The Launceston district has modern telecommunications including broadband access

and full ADSL coverage. The City of Launceston is connected to the State's recently installed natural gas network.

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. There is a large multi-skilled and flexible workforce in the Launceston district.

Northern Tasmanian house prices remain the lowest in Australia. According to the Commonwealth Bank property guide (www.pvg.webcentral.com.au), 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. Further information is available at www.tasmania.propertyguide.com.au

The Launceston City Council maintains a register of industrial and commercial-zoned land available for development at www.launceston.tas.gov.au. A wide range of information for individuals and businesses seeking to re-locate to the Launceston district is available at www.discoverlaunceston.com.au

The Launceston City Council Planning Scheme is available at www.launceston.tas.gov.au (enter Planning Scheme in search box and click on 'On-line Planning Scheme').

The City of Launceston is the regional service centre for Northern Tasmania providing retail, educational, health and many cultural services. Launceston hosts a campus of the University of Tasmania, the Australian Maritime College, major TAFE facilities, the Queen Victoria Museum and Art Gallery, the Aurora Stadium and the Silverdome Entertainment Centre. The Launceston General Hospital is a tertiary teaching hospital.

MAJOR INDUSTRIES

The Launceston district workforce totalled 24,256 in 2001, virtually unchanged from 24,407 in 1986. Table 1 shows the distribution of employment by industry sector statistics at each of the last four censuses (1986, 1991, 1996, 2001).

The employment by industry sector statistics reflect the significance of the City of Launceston as a regional service centre, with a relatively high proportion of employees in the retail, education and health industries. There has been recent modest

growth in retailing, accommodation, cafés and restaurants, property and business services, education and health and community services and a decline in traditional industries such as manufacturing and construction. A significant proportion of the people employed in Launceston businesses reside in adjoining districts, but the trends in the employment by industry sector statistics still generally reflect industry dynamics for both Launceston and the Greater Launceston area.

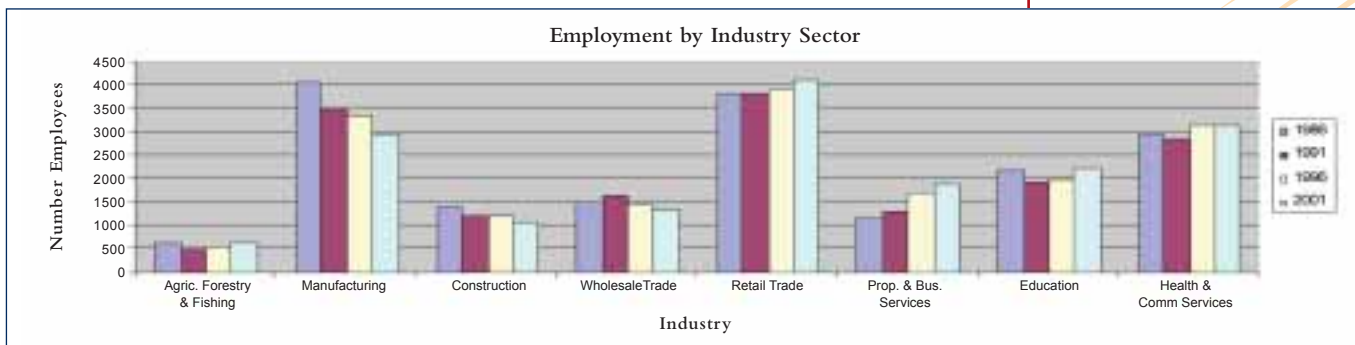


Table 1: Employment by Industry Sector – Launceston district

Retailing

Retailing is the dominant employer in the Launceston district with 16.9% of the workforce in 2001, up from 15.8% in 1986. Some of the growth in this industry has been supported by growth in tourism. The Central Business District of the City of Launceston attracts significant numbers of local and regional consumers and interstate and international visitors who present investment opportunities for specialist retailers.

Manufacturing

In spite of significant job losses in the textile and footwear industries in the 1980s manufacturing remains the second largest employer in the Launceston district with 12.3% of the workforce. When taking into account that some of the growth in employment in the property and business services sector is outsourced manufacturing jobs, the overall loss in manufacturing since the early 1980s is relatively small.

There is a high degree of diversity in the manufacturing sector in the Launceston district with a few large businesses and many small and medium-sized businesses. Many businesses process primary products such as timber products, food and beverages, and several process complex manufactured products. Manufacturers are attracted to the Launceston district by a skilled workforce, sophisticated education facilities, reliable suppliers of many primary inputs, competitively-priced infrastructure and support services, and by easy access to local and mainland markets.

Further information about the manufacturing industry sector in the Launceston district, in Northern Tasmania and in Tasmania can be found at www.development.tas.gov.au and www.northerntasmania.info

Tourism

The City of Launceston attracted 412,800 visitors in 2004, up 51% from 2001, while State-wide visitor numbers increased by 39% in the same period. Sixty four percent (265,900) of visitors to Launceston

stayed overnight for an average of 2.94 nights. Details of the visitor market can be found at www.tourismtasmania.com.au/research

The Launceston district and Northern Tasmania offer many diverse attractions for tourists such as the Cataract Gorge, the Tamar River and its valley of wineries and restaurants, the Country Club Resort and its casino, the Queen Victoria Museum and Art Gallery and many beautiful and accessible mountains, forests and beaches.

The diversity, size and growth of the tourist market offer opportunities for attraction-based and service businesses.

Health and Community Services

The Launceston General Hospital services Northern Tasmania with a wide range of specialist services which are supported by tertiary teaching standards and facilities. There are two private hospitals in Launceston and a number of fully-serviced retirement villages. There is a full range of private specialist medical services such as dentists and pathologists who service Launceston and regional patients. Greater Launceston and the Tamar Valley are ideal sites for aged care facilities that could attract retirees from throughout Northern Tasmania and from interstate. The proportion of the Launceston community over 65 years old at the 2001 census was 14.1%, significantly higher than the Tasmanian average of 13.4%.

Education

The education and training capabilities of Northern Tasmania are one of the Region's most valuable assets. These capabilities extend far beyond the requirements of the Region's population of 135,000 people, and attract a diverse group of students from around Australia and from overseas. The City of Launceston is regarded as one of the best equipped 'learning communities' in regional Australia.

Further information about education and training in Northern Tasmania can be found at www.northerntasmania.info



Cataract Gorge, Launceston

Information Technology

Launceston and Northern Tasmania has a number of strategic advantages that enable the Region to play an active role in Tasmania's aspirations to be at the cutting edge of e-commerce capabilities. These advantages include the linkage between the University of Tasmania's School of Applied Computing in Launceston and the Tasmanian Electronic Commerce Centre (TECC) (www.tecc.com.au); the positioning of Telstra's national e-lab in Launceston; and Tasmanian Business Online (www.tas.gov.au/tasmaniaonline), a national pilot in regard to e-commerce development in regional areas which is headquartered in Launceston.



INVEST IN LAUNCESTON DISTRICT



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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 Launceston district.

Boags Brewery, founded in 1881, employs 153 workers and produces international award-winning beer that is exported throughout South-East Asia. (www.boags.com.au).

Gunns Limited, Australia's largest integrated hardwood forest company, was founded in 1875. The company employs about 1700 people and has a turnover of approximately \$700 million (www.gunns.com.au).

ACL Bearing Company is Australia's sole manufacturer of precision engine bearings and is an approved supplier for original equipment to the four motor vehicle manufacturers in the Australian automotive industry (www.acl.com.au).

Waverley Woollen Mills first started operating in

1874 and currently employs 120 workers producing premium quality blankets and rugs for local and export markets.

The 300-bed Launceston General Hospital is the major hospital for North Tasmania and is a University of Tasmania teaching hospital. It serves a population of 135,000 and up to 280,000 for some specialties. All major specialties are represented except neuro and cardiac surgery.

Australian Maritime College is Australia's national centre for maritime education, training and research. The College employs about 180 academic and non-academic staff and may have over 2,000 students, some international, at any one time. The College has a campus in Launceston co-located with the University of Tasmania and a ship training campus at Beauty Point on the Tamar River (www.amc.edu.au).

BUSINESS ESTABLISHMENT AND SUPPORT

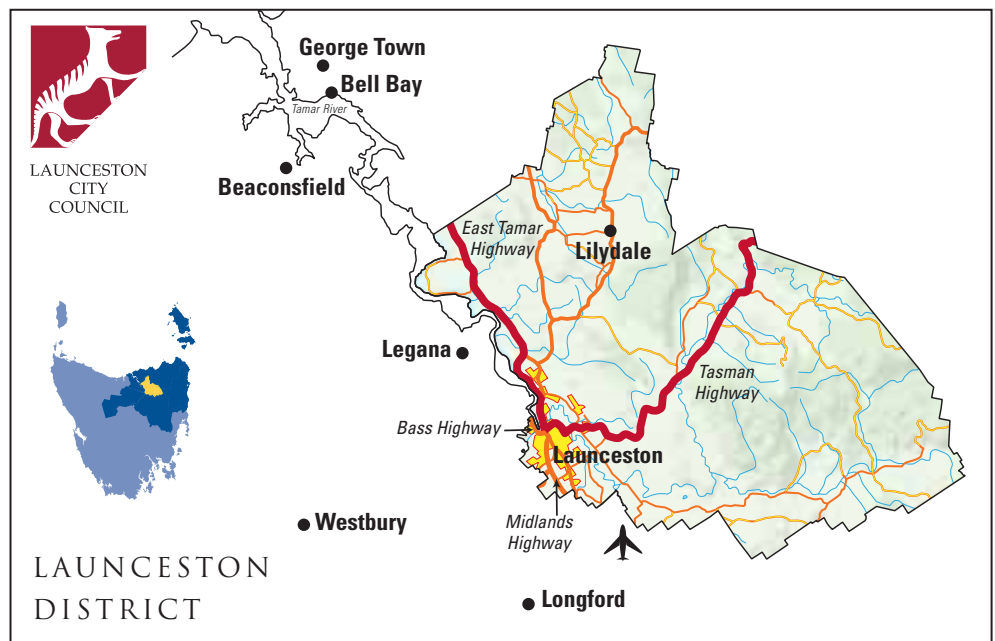
Further information on investing in Tasmania can be found at the Department of Economic Development's website www.development.tas.gov.au. This website also contains the Northern Tasmania Regional Economic Development and Investment (REDI) Plan which provides detailed information on infrastructure and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

The Launceston business community is supported by the Launceston Chamber of Commerce (www.lcc.asnl.au), and by the Launceston City Council Economic Development Guidance Group.



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