



Northern Midlands

INVEST IN THE NORTHERN MIDLANDS DISTRICT



Launceston Airport and TRANSlink Precinct

*Northern Midlands
hosts the Launceston
Airport and the
TRANSlink Statewide
transport hub...*

The Northern Midlands district is one of Tasmania's largest and most diverse areas. The district extends from mountainous country on its eastern and western boundaries, to extensive grazing lands and the rich agricultural river flats of the Esk, Lake and Macquarie Rivers. Launceston, the regional centre, lies to the north (only ten minutes from the boundary) and Launceston Airport, the largest air freight operation in Tasmania, is situated in the district.

The Northern Midlands district is renowned for its historic villages with magnificent Georgian architecture, fine wool and agricultural production, the Ben Lomond National Park, trout fishing, beautiful waterways, diverse businesses and many tourist attractions. The district's relaxed country lifestyle in such close proximity to Launceston attracts many residents to northern towns of Longford, Evandale and Perth. These towns, and the rural residential estate of Devon Hills, are experiencing steady population growth. Longford at the 2001 census had a population of 2,827, Evandale 772 and Perth 1,573.

Other population centres include the historic village of Ross, Campbell Town, the Poatina Resort Village, Cressy and Avoca. These smaller rural towns have significant business potential, including tourism.

The sustainable competitive business advantages of the Northern Midlands district include:

- transport accessibility as the district straddles the northern half of the Midland Highway, connecting Hobart and Launceston, and has excellent access and transport modes;
- the Launceston Airport TRANSlink precinct, a high quality industrial, business and transport precinct with substantial land available for further development (the precinct has already attracted in excess of 30 businesses);
- extensive rich agricultural land with the potential for further development and intensification utilising irrigation;
- sensitively preserved historic villages with strong heritage appeal that are attracting a greater share of the tourist market and have the potential for further developments and growth;
- the Ben Lomond National Park, towering above the district, is the State's largest single alpine area. The Park is a spectacular place to walk, view wildflowers and wild life, and to ski. The Park offers commercial development opportunities;
- country living in close proximity to Launceston and its regional services – the best of both worlds.

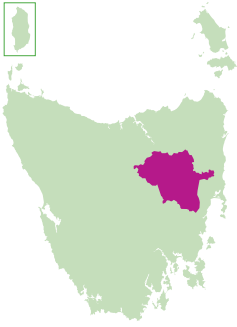


Penny farthing race at Evandale



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TRANSlink Devonport site



Typical TRANSlink warehouse

INFRASTRUCTURE

The Northern Midlands Council's unerring commitment to promoting sustainable economic development is articulated in Council's Strategic Plan. It is demonstrated by such developments as the TRANSlink precinct Planning Scheme which enables fast tracking of development applications.

The Launceston Airport, on the district's northern boundary, offers the largest air freight service in Tasmania and daily direct passenger flights to Melbourne, Sydney and Brisbane. Many companies have already identified and taken advantage of the Launceston Airport TRANSlink precinct's strategic geographic location within Tasmania, user-friendly Planning Scheme, excellent infrastructure, and highly competitive rating and fees schedules.

The Midland Highway, linking Hobart and Launceston, passes through the Northern Midlands district, and the Bass Highway from the north west intersects the Midland Highway at Perth. A network of secondary roads link the district with the East Coast and the Central Highlands.

The State's north-south rail trunk line follows the Midland Highway and a spur line services the Fingal Valley. The Port of Launceston within the Bell Bay Industrial Estate on the Tamar River, the nearest sea port, is approximately 45 minutes from Longford.

The State's gas pipeline transverses the Northern Midlands district, servicing a number of industries and residences, and attracting new business enquiries.

The State's electricity grid and telecommunications network effectively service the Northern Midlands district.

The Longford-Cressy Irrigation Scheme provides water to an area in excess of 10,000 hectares of farmland. Irrigation water is also sourced from the South Esk River and Water Trusts have been established to facilitate managed extraction of irrigation water from Lake Tooms and Lake Leake.

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 Northern Midlands district is well serviced by local schools and residential care facilities and has a healthy array of sporting and community facilities and clubs. A long day care centre operates at Perth and a mobile child care service is available at Cressy, Campbell Town and Avoca. A long day care centre is proposed for Longford.

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

MAJOR INDUSTRIES

The main contributors to employment in the Northern Midlands district are agriculture, manufacturing, transport and wholesaling, health and community services and tourism.

Table 1 shows the distribution of employment by industry sector statistics at each of the last four censuses (1986, 1991, 1996, 2001).

Agriculture

The Northern Midlands district enjoys a cool temperate climate. The average annual rainfall at Campbell Town is 561 mm and it is higher in the mountainous areas.

The Northern Midlands district has long daylight hours in summer (maximum 15 hours 10 minutes) and warm summer temperatures (mean monthly maximum 24.0°C in February) – ideal conditions for intensive agriculture.

Irrigation Schemes and Water Trusts have been established to assist the agricultural sector.

Agricultural output from the Northern Midlands district was valued at \$78 million in 2001 and included wool, red meats, cereals and poppies.



Centre Pivot Irrigator

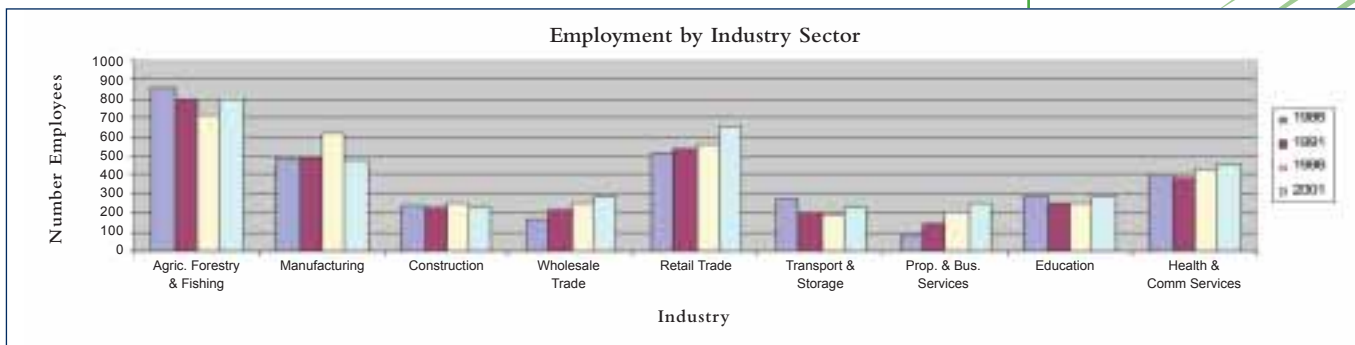


Table 1: Employment by Industry Sector – Northern Midlands district

Tasmania's only export abattoir, located at Longford, is continuing to expand.

Investment opportunities exist in intensive agriculture, horticulture, food processing, marketing and in 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 major growth industry in the Northern Midlands district. Visitor numbers to Campbell Town increased 70% from 104,500 in 2001 to 178,600 in 2004. In the same period visitor numbers to Longford increased 63% from 62,600 to 102,400. Details of the visitor market can be found at www.tourismtasmania.com.au/research

The Northern Midlands district is part of the Heritage Highway Touring Route, and it is the district's extensive and well-preserved cultural heritage that attracts visitors. The award-winning Woolmers Estate and the co-located National Rose Garden are examples of the district's appealing attractions.

There are investment opportunities in the development of tourist attractions and hospitality services.



Woolmers Estate and National Rose Garden

Manufacturing

The Northern Midlands district has a thriving manufacturing sector. The majority of the manufacturing facilities are located in the north of the district, in close proximity to markets, skilled labour and allied businesses. Quick and easy access to local, interstate and international markets is assured via either Launceston Airport or the accessible road and rail networks to Tasmania's ports.

Opportunities for further manufacturing developments exist, particularly in the Launceston Airport TRANSLink precinct.

Transport and Wholesaling

The TRANSLink precinct is home to a number of transport/logistics/warehousing businesses that provide State-wide services, due to the precinct's easy access to the State's major highways and the Launceston Airport.

Additional transport and wholesaling businesses can easily be accommodated in the TRANSLink precinct. Further information is available at www.translink.nmba.asn.au

Ideal conditions for intensive agriculture...



Antique shop, Campbell Town

Ben Lomond





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MAJOR BUSINESS AND PRODUCTS

The following are important businesses and industries in the economy of the Northern Midlands district:

- The Tasman Services Group which operates an export abattoir at Longford.
- Australian Pacific Airports which operates Launceston Airport.
- Statewide Independent Wholesalers' statewide distribution food cool store is in the TRANSlink precinct at Launceston Airport.
- Haywards Engineering, one of Tasmania's leading steel fabrication and construction companies, is located in the TRANSlink precinct.
- Austral Bricks which operates a large ceramic brick making factory at Longford.
- Poatina Resort Village, a superb tourist venue, is a provider of nationally accredited training courses, and an innovative employment program for young people.
- The Tasmanian Gourmet Sauce Company at Evandale processes and exports a wide range of sauces.

BUSINESS ESTABLISHMENT AND SUPPORT

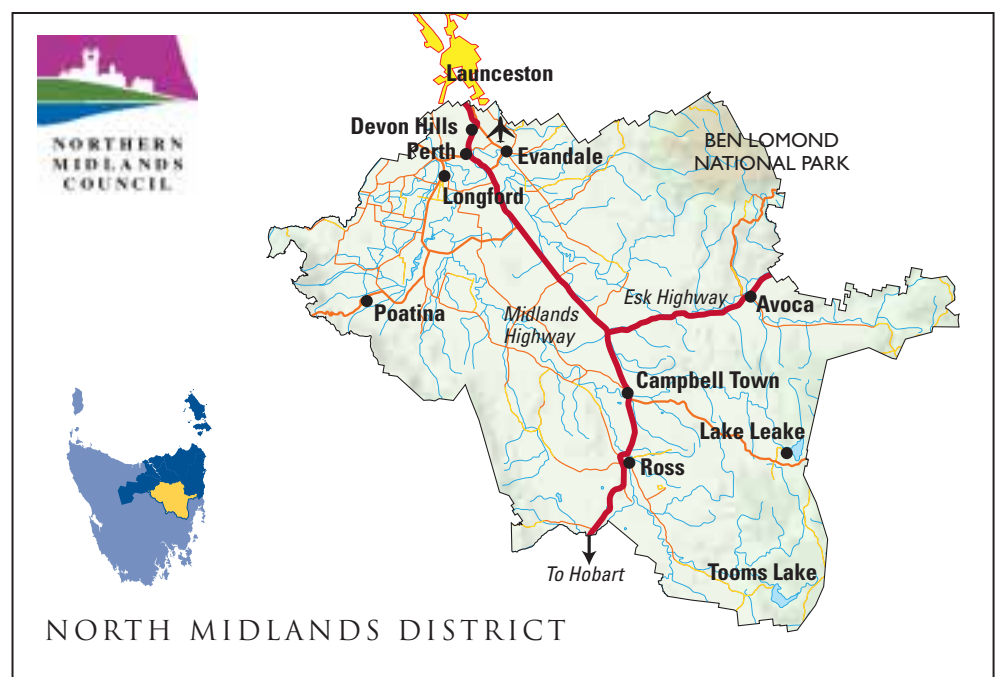
The Northern Midlands Council and the Northern Midlands Business Association welcome enquiries from potential investors.

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.

General information regarding the Tasmanian economy, environment and communities is available at www.iris.tas.gov.au

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

Information about current small businesses, farms, commercial property and residential property for sale can be found at www.roberts.com.au
www.harcourtstasmania.com.au
www.elderer.com.au/northtas
www.richardswoolcock.com.au
www.rossoliver.com.au
www.realcommercial.com.au
www.tasmania.propertyguide.com.au



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