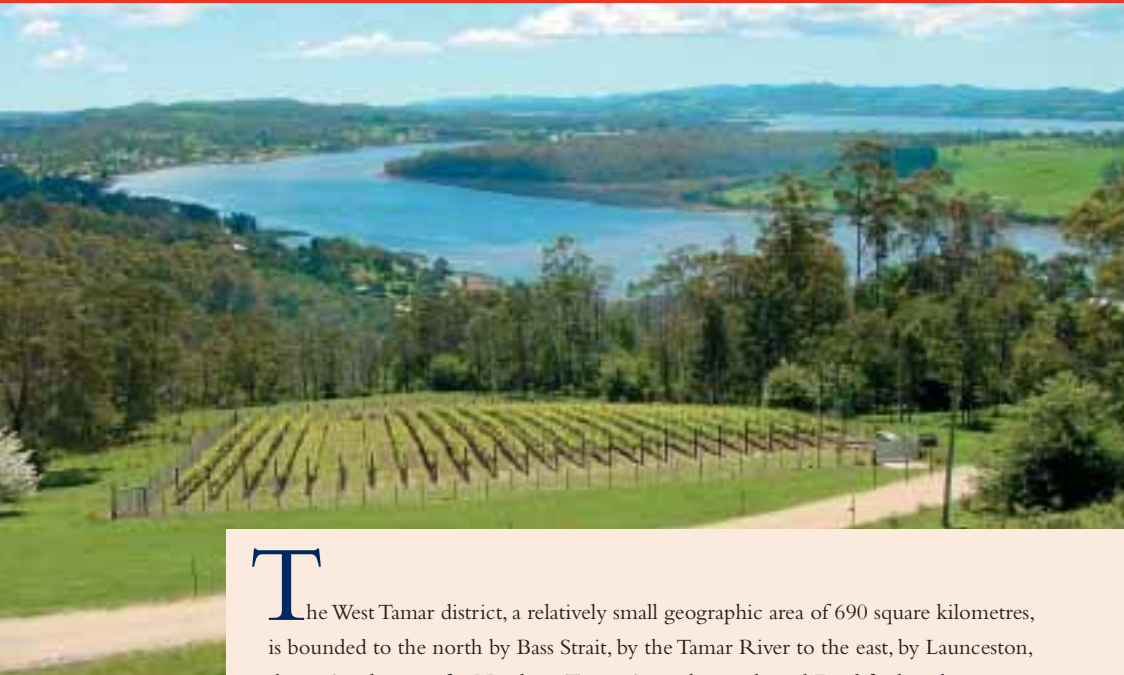




West Tamar

INVEST IN THE WEST TAMAR DISTRICT



Tamar River

Opportunities exist for the development of tourist attractions and hospitality services...

The West Tamar district, a relatively small geographic area of 690 square kilometres, is bounded to the north by Bass Strait, by the Tamar River to the east, by Launceston, the regional centre for Northern Tasmania, to the south, and Frankford to the west.

The West Tamar district has two distinct demographic areas – the intensely populated north western suburbs of Greater Launceston including Trevallyn and Riverside where more than two thirds of the residents of the district live, and many small rural villages along the Tamar River, including Legana, Rosevears, Grindelwald, Exeter, Deviot, Bridgenorth, Beaconsfield, Beauty Point and Greens Beach. There has been strong growth in the population of the district in recent years, from 15,662 in 1986 to 19,346 in 2001, mostly in the suburbs of Greater Launceston.

The West Tamar district has many attractive lifestyle attributes combining the benefits of Launceston with outstanding rural and riverside settings often likened to the Rhine Valley. The district offers a wide range of services including primary and secondary schools, medical centre, aged care facilities, a number of local and village retail centres and diverse recreational facilities. Launceston is a short drive for most residents and has tertiary education facilities, a teaching hospital, regional retail, service and regional recreation facilities.

The West Tamar district enjoys a cool maritime climate. The annual rainfall averages 683 mm (at Ti Tree Bend near Riverside) and the mean daily minimum temperature is 2.1°C in July and the mean daily maximum temperature is 24.4°C in February.

The West Tamar district is well endowed with natural resources, particularly water and high quality soils suitable for intensive agriculture and viticulture, enabling the production of world class wines.



Trevallyn and Tamar River





INVEST IN THE WEST TAMAR DISTRICT

INFRASTRUCTURE

The West Tamar district is serviced by an extensive road network including the West Tamar Highway which links to the national highway system at Launceston, and to the East Tamar Highway via the Batman Bridge across the Tamar River.

The nearest sea port for the West Tamar district is the Port of Launceston within the Bell Bay Industrial Estate on the Tamar River, about 40 minutes from Riverside. The southern populous part of the district is less than 20 minutes drive to the Launceston Airport. The Airport offers the largest air freight service in Tasmania as well as daily direct passenger flights to Melbourne, Sydney and Brisbane.

The West Tamar district is well served by the State's electricity grid and the State's recently installed gas

network. There is broadband telecommunications coverage throughout most of the district.

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 West Tamar district has access to a large skilled and flexible workforce.

The West Tamar district is well served by many village and suburban primary schools and high schools at Exeter and Riverside. There are comprehensive tertiary education facilities available in Launceston including a University, TAFE College and Maritime College.

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 West Tamar district has industrially zoned and serviced land at Exeter, Beaconsfield, Legana and Beauty Point and commercially zoned land at Riverside, Legana, Exeter, Greens Beach, Beaconsfield and Beauty Point.

The West Tamar Council's Planning Scheme and Strategic Plan can be found at www.wtc.tas.gov.au



Batman Bridge

MAJOR INDUSTRIES

Employment by Industry

Table 1 shows the numbers of West Tamar district residents employed in each industry sector at each of the last four censuses (1986, 1991, 1996, 2001). The West Tamar workforce grew by 24.4% from 6,485 to 8,067 in the period 1986 to 2001. In the same period the population grew by 23.5% from 15,662 to 19,346.

Most of the residents of the West Tamar district live in the Greater Launceston suburbs of Trevallyn and Riverside and in Legana and many work in neighboring Council areas, particularly Launceston City and George Town. The employment by industry sector statistics in Table 1 reflect the industry dynamics of Greater Launceston, with growth in retailing, property and business services and health and community services.

Agriculture

The West Tamar district has areas of high quality soils and micro-climates suitable for growing cool climate grapes for the production of high quality wines. Tamar Ridge and Rosevears Estate are two of the larger and better known wineries of the many vineyards and wineries in the district.

The West Tamar district also supports other types of agriculture, mostly grazing and horticulture.

Investment opportunities exist in intensive agriculture, horticulture and viticulture.

Information about 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



Locally grown cherries

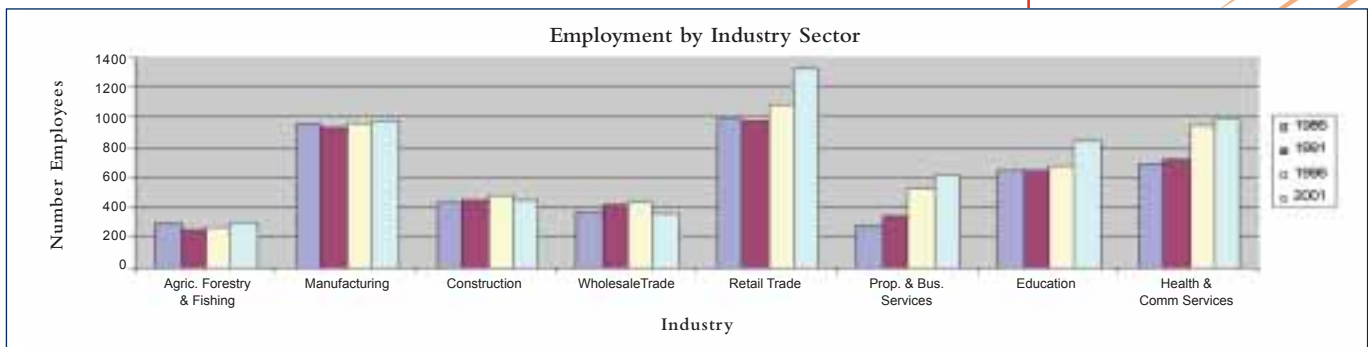


Table 1: Employment by Industry Sector – West Tamar district

Tourism

Tourism is major growth industry in the West Tamar district. Visitor numbers to Beaconsfield/Beauty Point, one of the main tourist locations in the district, increased by 90% from 40,000 in 2001 to 76,100 in 2004. Visitor numbers to Launceston increased by 48% and to Tasmania by 39% in the same period. This extraordinary growth in visitor numbers is due to the establishment of new high quality attractions such as the Seahorse World/Platypus Park facility at Beauty Point, to the growing popularity of the wineries and associated restaurants and the development of a range of accommodation facilities.

Details of the visitor market of the West Tamar district can be found at www.tourismtasmania.com.au/research Tourism in the district is promoted as part of the Tamar Valley Touring Route, details of which can be found at www.tamarvalley.com.au

The proximity to Launceston Airport, the Region's tourism gateway, and the mainland Australian visitor market will ensure that the tourism industry in West Tamar district remains buoyant and investment opportunities exist for the development of tourist attractions and hospitality services.

Property

Recent population growth in Northern Tasmania has been concentrated in the West Tamar and Meander Valley district suburbs in the Greater Launceston area. In the West Tamar district the population increased by 23.5% between 1986 and 2001. This population growth has resulted in significant residential and commercial development, particularly in the areas of Riverside, Grindelwald, Legana and Exeter.

Development in these areas has occurred because of the availability of competitively-priced and appropriately-zoned land, excellent local services, regional services in Launceston, and a world class setting amongst vineyards and with outlooks to mountain vistas, the Tamar River, and nearby Launceston.



Australian Maritime College, Beauty Point

There are investment opportunities in the West Tamar district for both residential and commercial development. The district is ideally suited for commercial developments such as aged care facilities to service the Greater Launceston area, and niche accommodation facilities to service the growing tourism industry.

The West Tamar district, given its proximity to local and interstate markets, its lifestyle advantages and the quality of telecommunications, is also an ideal location for home-based businesses.

Aquaculture

A small aquaculture industry is based at Rowella and Garden Island on the Tamar River.

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

Retail

The retail industry is the biggest employer in the West Tamar district with 16.4% of all employees in 2001 and growth in employment of 32.7% between 1986 and 2001. In the same period growth in employment in retailing in all of Northern Tasmania was 17.3%. Many of the West Tamar district residents employed in retailing are employed in Launceston, but there has also been strong growth in retailing in the West Tamar district as a result of the growth of the population and the development of the tourism industry.

There are investment opportunities for both residential and commercial development



Property development at Riverside



Gold pour at the Beaconsfield Mine



INVEST IN THE WEST TAMAR DISTRICT

MAJOR BUSINESS AND PRODUCTS

Important businesses and industries in the economy of the West Tamar district are:

The Beaconsfield gold mine, a joint venture between Beaconsfield Gold Pty Ltd and Allstate Exploration, reopened the gold mine in 1999, some 85 years after the mine was forced to close because of low gold prices and operational difficulties. The mine employs about 165 workers (www.beaconsfieldgold.com.au).

The Australian Maritime College has a training ship, flume tank and teaching facilities at Beauty Point. The main campus of the College is in Launceston (www.amc.edu.au).

There are about twenty commercial vineyards in West Tamar and two well-known wineries, Tamar Ridge and Rosevears Estate (www.winetas.org).

Beams Brothers operates a limestone quarry and lime plant at Flowery Gully. Fifty workers are employed.

Tamar Valley Resort at Grindelwald overlooks the Tamar Valley and is set amongst a residential and retirement village with a distinctive Swiss shopping village and architecture.

Tamar Designs, a subsidiary of Tyco Pacific, is based at Exeter and specialises in the design and manufacture of hydro-electric turbines for domestic and Asian-Pacific markets.

Van Dieman Aquaculture's fish farm on the Tamar River produces fresh, frozen and smoked ocean trout and atlantic salmon for local and interstate markets.

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 West Tamar community, can be found at www.iris.tas.gov.au

General information about the West Tamar district can be found at www.wtc.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



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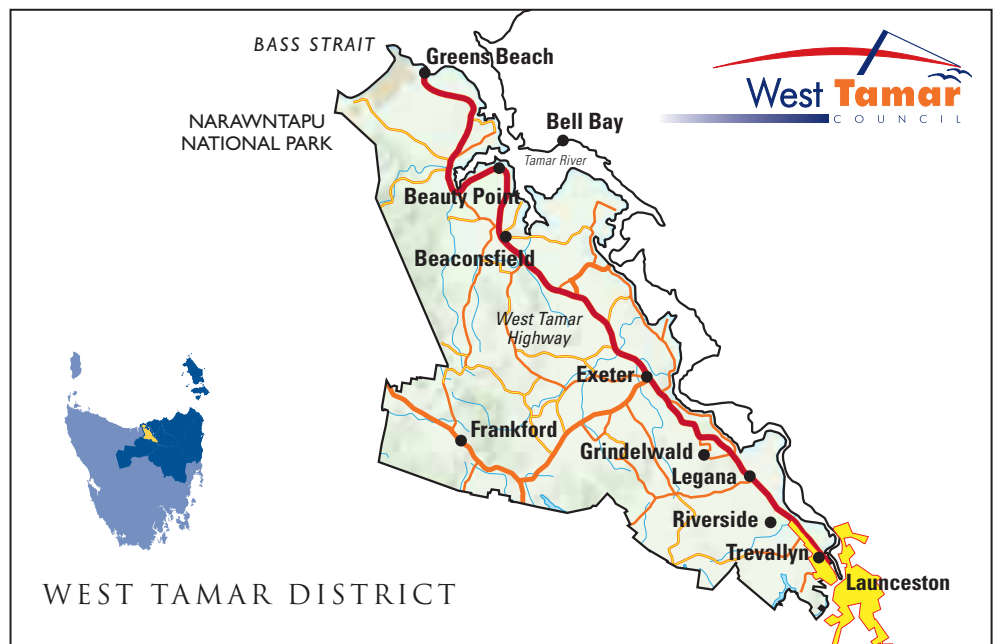
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Australian Government

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