

An ideal place to invest

Profit



In less than a day, fresh broccoli from the fertile river flats of Tasmania's Central Coast is being sold in the markets of Asia...

The capacity to produce premium quality produce on Tasmania's Central Coast is a natural consequence of unparalleled environmental advantages. Clean air, pure and plentiful water, rich volcanic soils.

However, direct access to markets, both interstate and international, is the vital link in the area's economic chain. As much for business commuters on an early morning flight to Melbourne, as for primary producers shipping fresh produce by the container-load, across the world.



Far from being a business barrier, the 300 kilometre stretch of water separating Tasmania from the Australian mainland is increasingly being turned into a business advantage.

Building on the state's reputation as an innovative island, an exotic destination and a supplier of high quality goods and services, the government's 'Brand Tasmania' marketing initiative is opening doors for a state-load of established and emerging businesses. From fine timber furniture and truffles to ground-breaking technology.



And they all have one thing in common. Their place of origin - Tasmania.

For more information on Tasmania's Central Coast visit the website:
www.centcoast.tas.gov.au

Tasmania's Central Coast



Now boarding

Tasmania's Central Coast is strategically located for fast turn-around businesses, big or small.

Twenty-eight kilometres west of Ulverstone, Burnie is one of the busiest container ports in Australia, with daily shipping connections to Melbourne.

Devonport, just 20 kilometres to the east, is the arrival and departure point for Tasmania's two superfast *Spirit of Tasmania* vessels making daily (10-hour) crossings to Port Melbourne. Commissioned in September 2002, the ferries are expected to bring an additional 36 000 passengers a year to the Coast, carrying 1 400 passengers and 650 cars at a time. An unprecedented boon for business and industry on Tasmania's Central Coast.

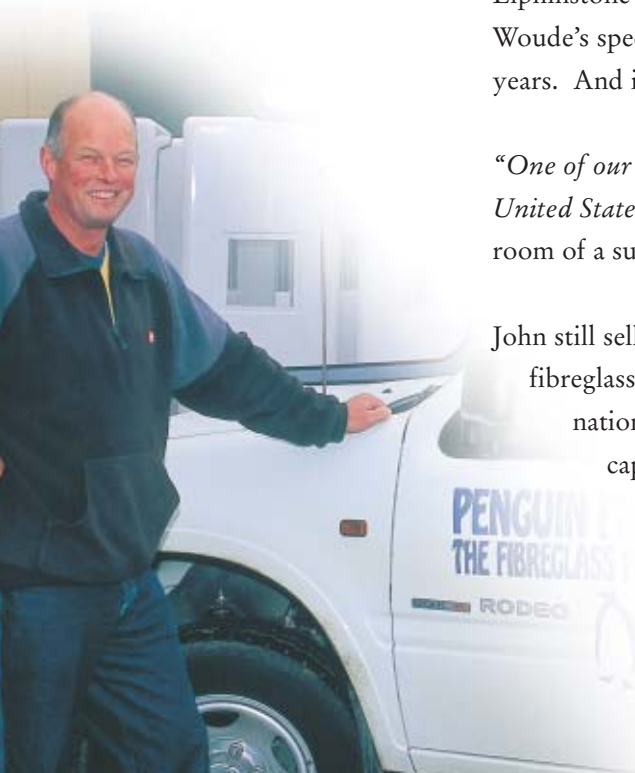
Federal government freight subsidies are an additional incentive for manufacturers and primary producers and processors, and the region's two airports also offer daily flights to Melbourne. Tasmania's Central Coast is connected by National Highway One and a rail freight service.

Fibreglass manufacturer, Penguin - John Van Der Woude

From extreme sports river kayaks to shower cubicles; heat shields for Caterpillar Elphinstone underground mining equipment to inanimate guide dogs; John Van Der Woude's specialist fibreglass moulding business has taken many forms over 25 years. And it's still taking shape.

"One of our latest orders has been for chairlifts for the Delta Airlines group in the United States," said the managing director of a company that began in the back room of a surf shop in the small township of Penguin, on Tasmania's Central Coast.

John still sells surf wear, from two retail outlets in nearby Devonport. His fibreglass business at Penguin now employs 13 people and has developed a national reputation for customised products. John sees low operating and capital costs, a reliable workforce, ample space for expansion and lifestyle benefits as key advantages for small to medium-sized businesses seeking to establish or relocate to the Coast.



Always greener



The high proportion of agricultural enterprises on Tasmania's Central Coast coupled with an absence of polluting industries, allow the area more than superficial claim to Tasmania's 'clean and green' reputation.

Strict environmental regulations govern the establishment of new ventures and the monitoring and operation of existing industries, which utilise clean hydro electricity and natural gas energy sources.

A large portion of the area's 900 square kilometres is dedicated to sustainable agricultural production that accounts for more than 50 per cent of Central Coast's business turnover. For much of the year, the rolling farmlands are in bloom. Poppies, pyrethrum, and peas provide bursts of colour and a significant proportion of farm income, alongside more traditional crops such as potatoes and onions, and timber and livestock enterprises.



A growing number of niche agricultural producers - organic vegetable, flower and cherry growers - are supplying premium fresh produce to interstate markets.

The agricultural economy is balanced by robust retail, service and industrial/manufacturing sectors - the latter employing almost half of the 9 000-plus local workforce. Prominent among Central Coast's major industries are downstream agricultural processors Simplot (vegetables) and Botanical Resources Australia (pyrethrum).



Tasmania's Central Coast Council has significant areas of serviced industrially-zoned land, state-of-the-art telecommunications and a tertiary-treated sewerage system and kerbside recycling.

The council, regional authority and state industry development agencies work together to attract and support new and existing businesses; providing financial incentives, networking and mentoring services and streamlining regulatory processes.

Niche and natty



Tasmania's Central Coast is seeing a revival of a diverse range of specialised small businesses catering to the state's burgeoning tourism market. Small retailers, vineyards, gourmet food producers, restaurants and eco-tourism operators are turning their eye to the increase in visitor numbers, and turning their hand to providing unique Tasmanian experiences.

For enterprising businesses seeking to expand, relocate or diversify, the area's competitive real estate prices, strategic location and proximity to the world-famous Cradle Mountain wilderness area (which draws more than 160 000 visitors a year) are distinct advantages.

For city-fatigued professionals seeking a simpler lifestyle, high-speed broadband communication links with the rest of the world are providing an enticing and viable alternative to the frantic pace and price of city life.

Wine producers, Gunns Plains - Steve and Diana Usher

After a decade of holidaying in Tasmania, Steve and Diana Usher had no qualms about swapping their Sydney lifestyle for the 'Bavarian' slopes of the Gunns Plains valley. The mountainous terrain, distinct seasons and relaxed lifestyle represented the perfect combination for their dream of owning a gallery and a vineyard producing cool climate wines.

After selling up in Sydney, Steve, a general manager of Myer-Grace Bros department stores and Diana, who worked in sales, were able to set up their business debt free. Their five-hectare, north-facing vineyard now produces chardonnays and pinot noirs sold only at the cellar door, and hailed by visiting wine buffs.

"We're unique and totally local," says Steve. "The gallery sells ceramics created by the potter on the adjoining property, prints by the artist who lives above and my own wood crafts."

Perched on one of Central Coast's rural back roads, the Ushers are 'on the map' of visiting gourmet travellers after just two years in the business.



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