

coast to

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# Central Coast

a place to invest...



Tasmania's Central Coast spans an area of 932 square kilometres in the heart of the North West Coast. This landscape is not only attractive aesthetically; it is becoming increasingly attractive to investors, innovators, and entrepreneurs.

The reasons for this interest are many and varied. They include such factors as low operating and capital costs, ample space

for expansion, and proximity to major transportation routes. Then, add to this, the ready access to a reliable workforce and, of course, the lifestyle benefits. All of these factors are key advantages, especially for small to medium-sized businesses looking to establish themselves or relocate to the Coast.

*"I love doing business in Central Coast. I think the area has huge potential which is yet to be realised. I've done my homework properly and the Central Coast area has the highest per capita number of teachers in the state. I'm targeting double income people who still want to spend."*

Susan Hendriks – Business owner, Turners Beach



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## supporting business

Perhaps most crucial of all, is the role the Council plays in setting the local investment climate. Not only does the Council provide the vital infrastructure business requires, it is committed to actively supporting new business ventures in the area – resulting in a positive and welcoming investment environment. Central Coast Council encourages a creative approach to new development and is keen to facilitate entrepreneurship throughout the business community.

For those looking to invest, there are many untapped opportunities for economic growth. The successful and prominent agricultural sector has provided a sound economic base for other industries to build upon. This prosperity has also been instrumental in driving and sustaining built infrastructure, encouraging further innovation and investment into the region.



*“Our commercial success is all about the soil, water and climate! This location is unique from an olive oil perspective - it's the best place to grow olives in the world.”*

Carol and Tony O'Neil –  
Business owners, Central Coast

Tasmania's Central Coast is at the forefront in agricultural production and food processing. This gives the sector a competitive edge and well-deserved reputation for investment in agriculture. After all, this area is renowned, nationally and internationally, for its significant natural assets such as: rich fertile soil, lush pastures, clean waterways, and optimum sunshine hours.

## food bowl

Comprising a significant section of Northern Tasmania's 'food bowl', Central Coast is the heart of the vegetable industry – at both the primary and secondary levels. For instance, Simplot's state-of-the-art manufacturing plant in Ulverstone processes local potatoes for its Birdseye brand. The factory employs 300 local people and represents an annual \$40 million income to an even greater number of local potato growers and their families.



Ulverstone's two thriving industrial estates comprise of businesses from sectors as diverse as: manufacturing, engineering, construction, technical services, trade skills training, fabricating, masonry, hardware, home furnishings, and of course, agricultural equipment sales, parts and service.



*“Our site location between Devonport and Burnie gives us a central position where we can attract workers from Somerset through to Devonport. It's a good environment and we're not stuck in an urban boxed-in area. We have space to expand which is important for the diversity we need to grow and survive. Stability is important in a workforce and generally Tasmanians are hard workers-we have that reputation. The Chamber of Commerce is doing a good job and developing networks.”*

John van de Woude – Business owner, Central Coast

Central Coast has become increasingly favoured by specialty niche producers as well. For example, a rapidly developing organics sector has established itself and is capitalising on the clean, green profile this region has to offer.

*“The mild climate and the soil here are perfect for growing good quality vegetables. The services that are needed to support businesses are all here...innovation, and the ability to get things done are all here. We don't have to go far to access technical through to stainless steel fabrication services. We're lucky, it's all here. People who don't know the area think we're isolated but we're not. Everything is on our doorstep.”*

Neil Armstrong – Business owner, Central Coast





*"It's the newcomers to the district that are providing a lot of the sense of community that I'm finding so engaging. There's a real sense of believing you can achieve. The community is responsive to good ideas and is supportive of people willing to 'have a go'. And, people are willing to have a go!"*

Guy Robertson – Business owner, Heritage meat producer, Penguin

Indeed, the strong focus on sustainability contributes, not only to the preservation of the natural environment, but also enhances the public image of any other businesses based here.



### world's-best practice

With world's-best-practice initiatives in place across the agrifood sector, it's no surprise that a broad cross-section of food industries thrive here – sourcing fresh food from plant and animal, and land and sea alike.

### success stories

Aside from food products, lucrative poppy and pyrethrum crops also coexist with traditional farming land-use. All of these success stories have had, and will continue to have, a positive flow-on effect with overall investment into the community. Whether it's a small retailer opening up, a new gourmet food store, a vineyard, or an eco-tourism operation, the whole region is benefitting from its favourable reputation.

*"If someone wanted to take advantage of all these aspects they'd set up their agricultural business on the North West area. Good access across Bass Strait can put Tasmanian product into the heavily populated Melbourne market overnight."*

Anthony and Marcus Brandsema – Business owners, Central Coast



*"If we don't make it we don't sell it. Quality guaranteed!"*

Lee and Ray Coates, Darren and Fiona Smith – Business owners, Central Coast

### close to transport

Another driving factor in the success and growth of Central Coast is the close proximity to airports, sea freight, and passenger transport (via the Spirit of Tasmania). It's less than half an hour's drive from Devonport's ferry terminal or the regional airport, putting mainland Australia within easy reach.

### essential services

In fact, Central Coast has most of the essential services businesses require. Efficient rail, road, sea, and air transport brings interstate and international markets closer. And, for those servicing clients electronically, low overheads make it a smart alternative to setting up a business in a large city.





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### customer service

All of the professional services, support, and amenities a business may ever need are right here.

Central Coast retail centres, especially the many eateries, are renowned for great customer service and for fostering a friendly, relaxed environment. And, it's this less stressful atmosphere that acts as yet another small catalyst for business growth.

### a place to invest

With its emphasis on innovation, lifestyle, and sound community values, the local Council continues to take a proactive approach to building the best possible, sustainable future for Central Coast as a place to live, visit and invest.



*"Our family have the best of everything – this is a whole lifestyle package. Why is Central Coast such a wonderful place to live? It's about lifestyle, lifestyle, lifestyle! You can't put a value on it."*

Carol and Tony O'Neil – Olive Oil producers

### Further information

[www.centralcoast.tas.gov.au](http://www.centralcoast.tas.gov.au)

#### Ulverstone Visitor Information Centre

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