



INVESTMENT PROSPECTUS



Derwent Valley
COUNCIL

Mayor's Message	3
Why Derwent Valley?	4
Quick facts	6
Snapshot of economy, industry and community profile	7
Key statistics	8
A balanced lifestyle, surrounded by natural beauty	11
Projects pipeline	12
New Norfolk	17
Tourism & visitor economy	19
Agriculture	20
Utilities – energy and water agencies	22
Other major industries	23
Construction sector	24
Health sector	25
Education	26
Land development	27
Film making and photography	28
Arts/Creative sector	29

Mayor's Message



On behalf of the Derwent Valley Council and our municipality, I am proud to present this Investment Prospectus.

It is an exciting time of growth and change in the beautiful Derwent Valley, Tasmania.

We at Derwent Valley Council (DVC) extend a warm welcome and are offering the opportunity to work in partnership with business and industry sectors. We have a solid plan in place to stimulate key projects and economic growth, create jobs, and improve services to meet our rapidly growing community needs.

Council's 'Our Valley 2030' Strategic Plan has many actions to trigger investment decisions in our community. Enhancing the local lifestyle on offer and creating new long-term employment opportunities are among our aspirations.

Throughout this document, you will encounter a myriad of opportunities available in a growing community that is rapidly evolving. Growth sectors in health and allied services, tourism and hospitality, construction, niche retail, and a strong agriculture industry and its related industry needs are just some of the opportunities now available.

Our Community and Economic Development unit is ready to assist and guide interested parties with advice and data to support your investment decisions. Our planning and development team is ready to work with you on technical planning issues to enable your goals and help your plans come to fruition.

Key attributes of the Derwent Valley are Natural, Inviting, and Local. Wherever you are currently are based, whatever your background is, whatever your vision and aspirations are, we invite you to come and talk to us.

The Derwent Valley is full of opportunities for your future and we invite you to join us and be part of our vibrant growth story.

Mayor Michelle Dracoulis

Why Derwent Valley?



The valley was settled in 1807 and has a variety of colonial architecture, from oast houses and humble cottages to grand mansions. The River Derwent and surrounding landscape, including Mount Field National Park and the Tasmanian Wilderness World Heritage Area is popular among adventure seekers – from mountain bikers and kayakers, to campers, hikers and anglers – due to its spectacular waterfalls, bike trails, rivers and forests.

Following the adverse impacts on the region's employment and prosperity in the 1990's emanating from the closure of Royal Derwent Hospital and downsizing of the paper mill at Boyer, the Derwent Valley is undergoing an economic revival. Due to the proximity of New Norfolk to Hobart and relative lower real estate prices, the establishment of entrepreneurial retail, tourism and hospitality businesses, and a booming agriculture sector.

Investment opportunities include:

- **agritourism and nature-based and adventure tourism**
- **agriculture including significant berry fruit production, aquaculture and inland fisheries**
- **retail hub of antiques and collectibles which is driving economic viability of New Norfolk**
- **a planned new Industrial estate at Norske Skog**
- **growing health sector and services**
- **rapid and prolific growth housing and other developments**

The region is home to an internationally competitive hop industry and emerging niche agricultural specialties such as essential oils, cherries, seed production and rare breed small scale beef and sheep production.

Water resources support hydroelectricity generation, as well as freshwater fishing, adventure tourism and other related activities.

The attributes and unique selling points of the Derwent Valley present great opportunities to build on the already important economic assets, including Norske Skog Mill, Corumbene Care, and a thriving farming and produce sector. These are showcased by amazing natural and cultural assets such as Strathgordon, Lake Pedder, the Derwent River, Mt. Field, and Willow Court.

Our region is a haven for the TV and film industry with international films like *The Hunter* having been filmed in the valley, while local productions such as the acclaimed series *Rosehaven* and productions *The Kettering Incident* and *The Gloaming* have been shot in and feature New Norfolk and parts of the Derwent Valley.

The Derwent River is the artery for life in the valley. Its catchment provides drinking water to the broader population of Southern Tasmania and the river is used widely for a variety of recreation, boating, fishing and industry needs.

Opportunities in tourism growth are significant, with the Derwent Valley community brand highlighting the several unique icons that make the Derwent Valley such a fascinating, attractive and diverse place.

For all that, the Valley is changing and becoming much more cosmopolitan without losing its regional charm. Although growth brings new challenges, it also triggers fresh opportunities, which are tipping points for increased services and lifestyle benefits being realised.

New housing and health related investments are rapidly growing, causing a boom throughout the construction sector, with new jobs and support service business opportunities. With more people living and visiting the valley, further business and leisure related economic opportunities also present themselves, with access to a large labor pool in the valley and an easy commute to and from Hobart.

Council is actively working to expand our key growth sectors, including our nature-based tourism attractions, strengthen and diversify the agribusiness sector, respond to demand in residential and aged care development, support new niche and boutique retail and support local businesses to help them grow.

You can take advantage of these broad opportunities, where the Derwent Valley is becoming widely known as a place of rare, preserved natural beauty and excellent produce, inviting for visitors and investors while encouraging families to build an enviable lifestyle.

Derwent Valley Council invites your enquiry so we may help your business grow within a vibrant and welcoming community environment.

Quick facts

Road

Major Road access via Lyell Hwy and then Brooker and Midland Highway to both Hobart and Launceston and beyond.

Rail

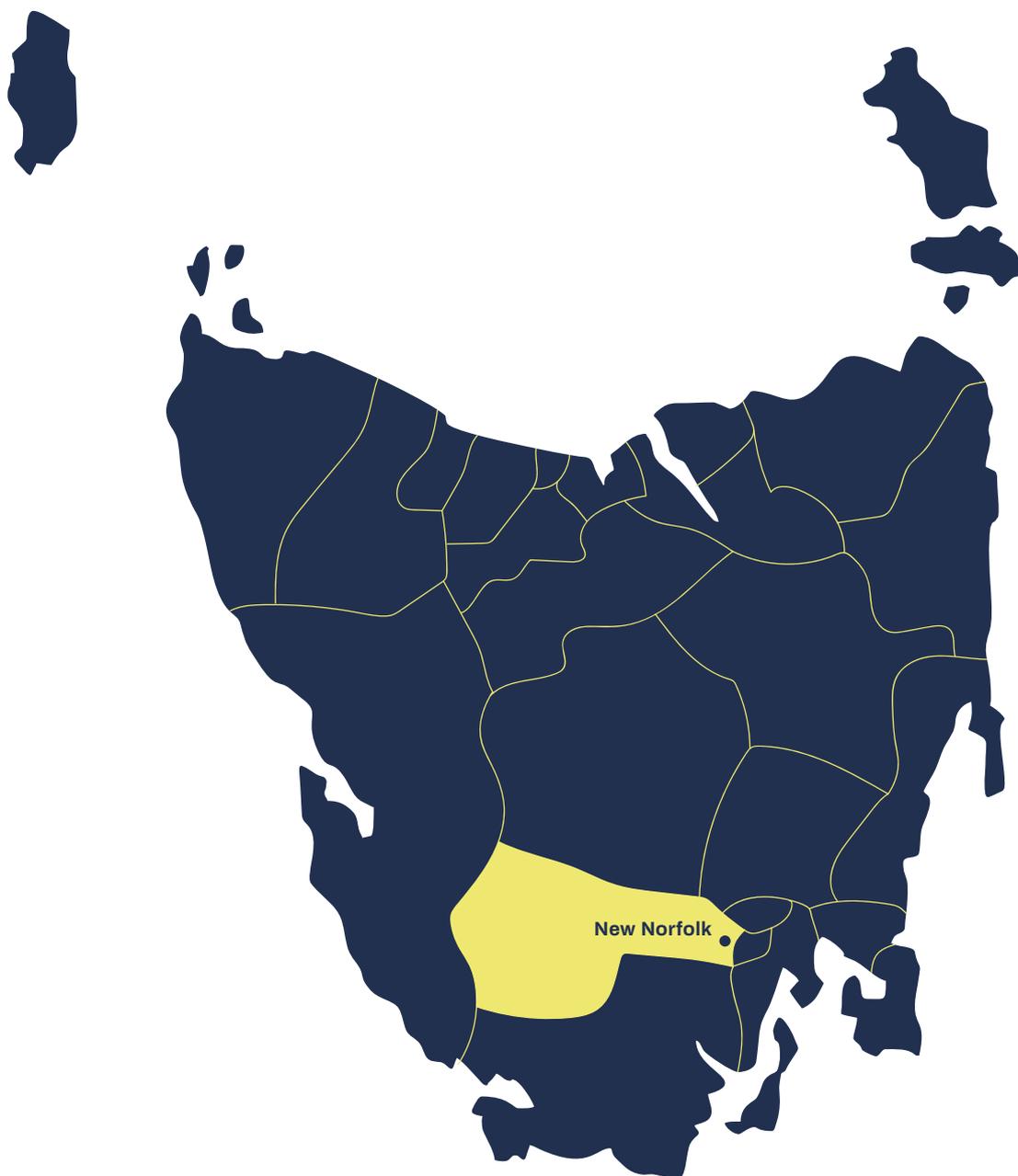
25 kilometres by road to Brighton Transport Hub.

Airport

47 kilometres to Hobart International Airport.

Wharf

35 kilometres to Port of Hobart, although most freight goes through Devonport via road transport or rail via Brighton Transport Hub.



Snapshot of economy, industry and community profile

The Derwent Valley Council area Estimated Resident Population for 2020 is 10,518, with a population density of 0.03 persons per hectare.

The Derwent Valley Council area is located in southern Tasmania, about 30 kilometres north-west of the Hobart CBD.

The Derwent Valley Community Profile provides demographic analysis for the Council and smaller areas within it based on results from the 2016, 2011, 2006, 2001, 1996 and 1991 Censuses of Population and Housing. The profile is updated with population estimates when the Australian Bureau of Statistics (ABS) releases new figures.

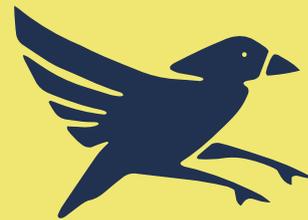
The Derwent Valley's Gross Regional Product is estimated at \$0.45 billion, which represents 1.29% of the state's GSP (Gross State Product).

The Derwent Valley's economic profile presents economic information that enables you to describe the area's role within the broader economy, explore options for economic development and promote the area's strengths. The information presented here is derived from official sources of information (Australian Bureau of Statistics) as well as Australia's leading economic modellers (NIEIR).

10,518

Population

ABS ERP 2020



410,345 ha

Land area

4,103 Km²



0.03

Population density

persons per hectare

Key statistics

\$0.45b

GRP
NIEIR 2021

10,518

Population
ABS ERP 2020

3,091

Local jobs
NIEIR 2021



Manufacturing

Largest industry (by employment)
NIEIR 2021

440

Local businesses
ABS 2021

Our Key Industry Sectors

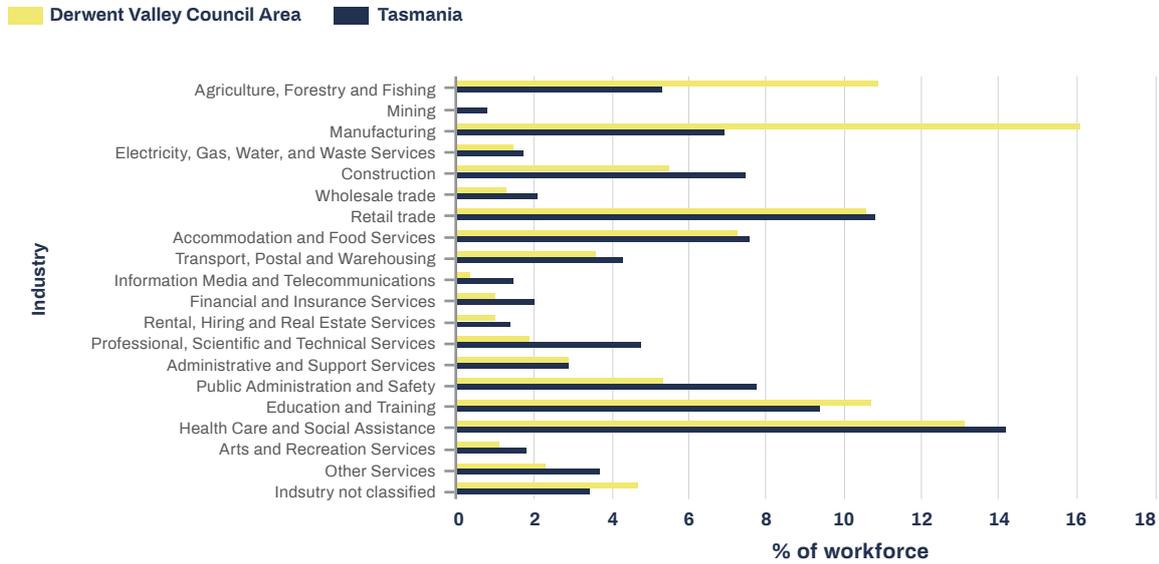
- Manufacturing
- Agribusiness
- Tourism
- Aged Care
- Residential development
- Creative industry
- Construction/trades
- Retail and hospitality

4,427

Employed Residents
NIEIR 2021

Employment (Census) by industry sector, 2016

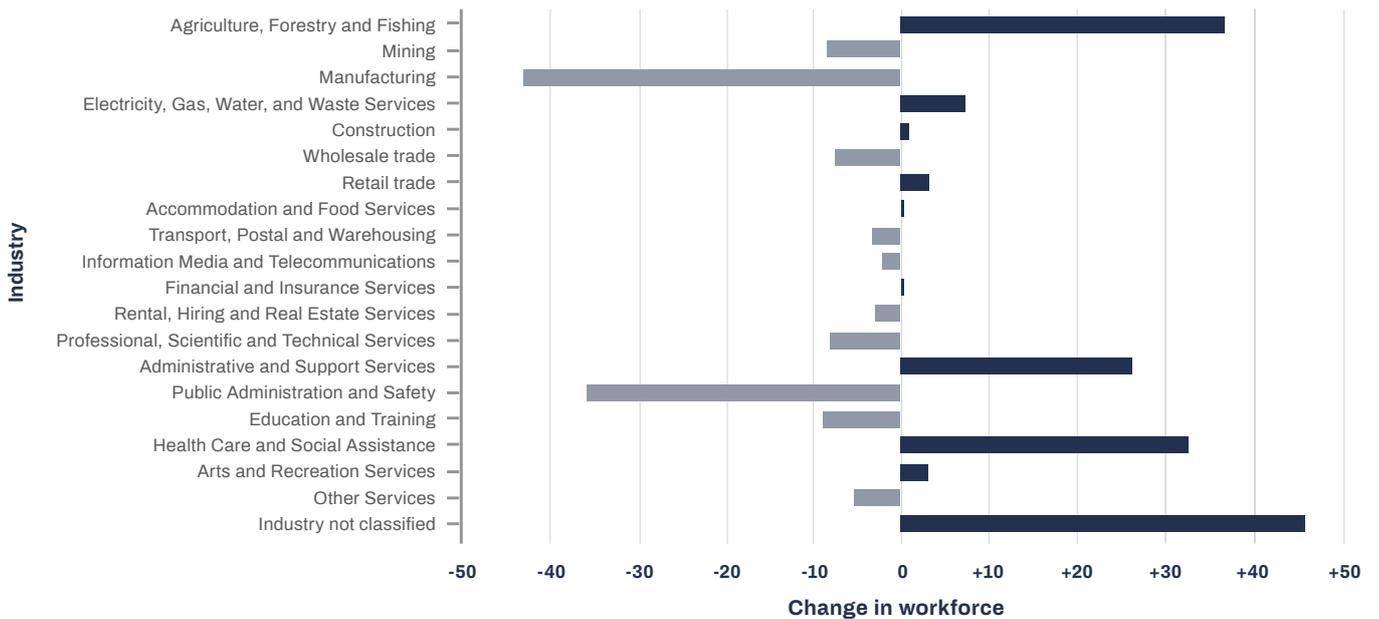
Total employed persons



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016. Compiled and presented in economy.id by .id (informed decisions).

Employment (Census) by industry sector, 2016

Derwent Valley Council Area



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 and 2016. Compiled and presented in economy.id by .id (informed decisions).

Population centres

New Norfolk is the primary town and business area in the Derwent Valley, housing more than 50 per cent of the population. The balance of the population largely live in smaller populated, residential and rural living areas such as Molesworth, Lachlan, Bushy Park, Westerway and Maydena. These villages have a strength of their own and provide interest and diversity for the tourist as well as a unique place of life for residents

Educational/research institutions

There are five public primary schools in Molesworth, New Norfolk, Fairview, Westerway and Glenora, as well as two high schools (New Norfolk and Glenora), offering selected year 11 and 12 subjects. There is also a private Catholic school offering kindergarten to grade 6.

Medical facilities

New Norfolk District Hospital provides a wide range of visiting consultants and 14 sub-acute beds and the Derwent Valley Medical Centre offers a full range of general practitioner and medical services.

Corumbene Care is a residential aged care facility that offers independent living units and access to care and allied health services onsite including rural primary health care. A wide range of specialists and consultants regularly visit New Norfolk.

Culture and events

Regular cultural events and organisations include the New Norfolk Market and Derwent Valley Community Market, Derwent Valley Arts group, the Derwent Valley Concert Band, Derwent Valley Autumn Festival (April), and Bushy Park Show (February).

There are a range of church denominations available and multiple group sports including football, cricket, soccer and horse riding. Participation in community organisations such as Rotary, Lions, RSL and the Country Women's Association is also popular. There are many smaller community events and numerous community organisations that cater to most special interest groups.

Large and notable employers

In addition to large Government Business Enterprises Hydro Tasmania, TasWater and Sustainable Timber

Tasmania, well known private sector businesses include: Norske Skog, Tassal, Huon Aquaculture, Hop Products Australia – exporting Tasmanian hops to the world, Derwent Estate, Stefano Lubiana Wines, Agrarian Kitchen, Westerway Raspberry Farm, Corumbene Care, Dirt Art Maydena Bike Park, Sustainable Timber Tasmania, Reid Fruits and Wandin Valley Orchards.

Available sites for investment

Former Royal Derwent Hospital and Willow Court Site, including the The Mills Development and adjacent land. Light industrial estates on Boyer Road and Hamilton Road in addition to large-scale industrial opportunities at the Norkse Skog Boyer Mill site.

Council support

The Derwent Valley Council would be pleased to discuss individual opportunities with potential investors and provide assistance on site selection for potential projects.

The council provides planning support wherever possible, which may include referrals to other agencies and organisations. The council is keen to see innovative proposals, and new ideas along with those that offer the opportunity to reinvigorate existing infrastructure and drive complementary investment.

Premier's Economic and Social Recovery Advisory Council Report

Derwent Valley Council and our neighbouring councils are collaborating in a response to this Tasmanian Government initiative, announced to identify strategies and projects that will trigger economic and social recovery, post the Covid epidemic impacts.

A study is being commissioned by the collaborating councils, to identify key projects which will unlock workforce opportunities. The purpose of this report is to improve investment and economic outcomes within the Southern Central Sub region.

Having such a document can assist in securing funding for major projects, such as state roads upgrades, school redevelopments, funding for GBE improvements and workforce planning investment.

A balanced lifestyle, surrounded by natural beauty



Why would anyone not want the best of many worlds?

Although only 30 minutes outside of Tasmania's capital city, Hobart, and less than an hour to the Hobart International Airport, the Derwent Valley feels like a world away from everywhere.

New Norfolk is the gateway to more than 400,000 hectares of beauty traversing the entire valley. Retaining a country lifestyle vibe, nestled between the magnificent Derwent River and picturesque rolling hills, it is a region full of surprises, history, wilderness and magic. With produce so abundant, you could say the Derwent Valley feels too unbelievable to be true. But, true it is.

The swansong moves mountains, local tales grow taller than our trees which touch the stars and rivers babble secrets and gossip. This is part of what makes our region so unquestionably Derwent Valley– out this way things are just that little bit Bigger, Taller, Deeper, Darker, Wilder, Weirder and sweeter. Unquestionably!

Come see for yourself why we're
#UnquestionablyDerwentValley

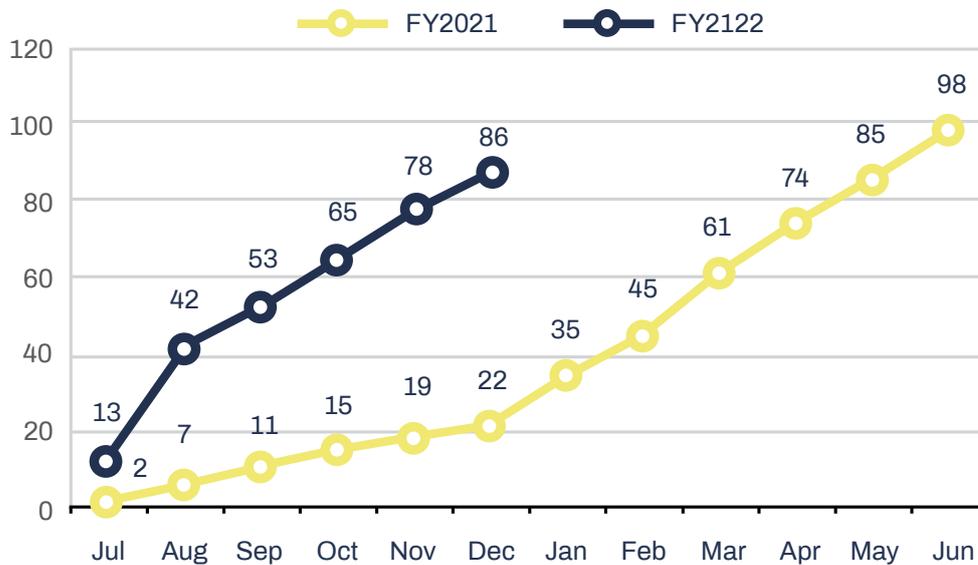
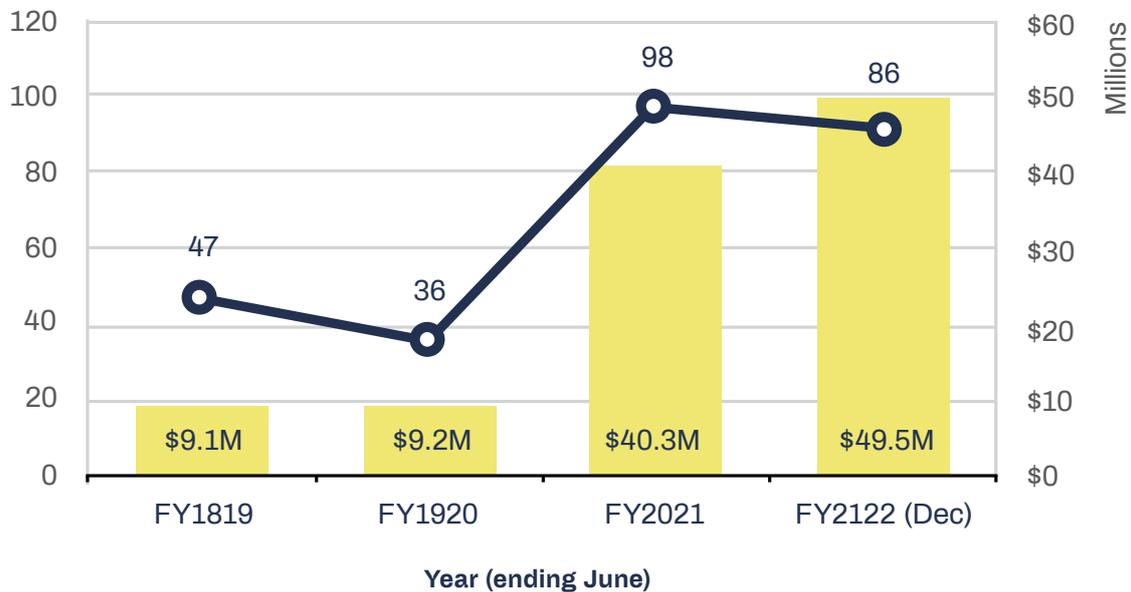
Projects pipeline

New Housing subdivisions approved and in planning

A record numbers of new developments, and building applications and approvals including large social housing – driving new apprenticeships and construction trades opportunities.

Value of total building approvals

Derwent Valley Council area



Planned upgrade of Bridgewater Bridge improving ease of access to Derwent Valley

The planning for a new bridge over the Derwent River, between Granton and Bridgewater can be a transformative project for the growth corridor north of Hobart and to trigger further investment opportunities for New Norfolk and the Derwent Valley.

The new bridge design is expected to enable watercraft of up to 17 metres in height to pass underneath, which the current bridge cannot accommodate. This will allow a variety of pleasure and commercial craft to navigate their way further up the Derwent, providing the Derwent Valley business community with new opportunities to attract increased tourism and other value-added benefits.

New aged-care, Retirement home, hotel, childcare facility and private hospital in planning

The Derwent Valley has a higher percentage of residents aged over 60 than Greater Hobart. The affordability of housing and lifestyle has been a factor in attracting retirees to the valley. This has led to greater demand and opportunity for new aged care and retirement living ventures being considered. New health sector employment and education opportunities will naturally grow as a byproduct of the increase in the sector.

The redevelopment of the remainder of the old Royal Derwent site includes the provision of a retirement village, hotel, private hospital complex, early learning centre and marketplace to help showcase Derwent Valley produce, attract visitors, and cater to local demand.

Similarly, many young families have set down roots in the valley in recent years leading to rapid growth in demand for children's services with long day care, stimulating new early-childhood development job opportunities.



Image Credit: Off The Path

Upgrades to Mt. Field National Park

Mount Field National Park is one of Tasmania's oldest national parks and one of its most diverse. Spectacular glacial landscapes compete for attention with cascading waterfalls, including the breathtaking, three-tiered Russell Falls - arguably one of the most impressive waterfalls in Tasmania.

Tasmanian Government funding of \$1.8 million has been committed in the site to plan and construct a new arrival concourse and provide additional car and bus parking facilities at the National Park. These improvements will continue to grow this iconic natural asset which is in easy access from Hobart for visitors and locals alike.



Image Credit: Tourism Australia & Graham Freeman

Mount Field is part of the Tasmanian Wilderness World Heritage Area and home to some of the world's tallest eucalypt forests, as well as a unique array of alpine vegetation. Travelling up Lake Dobson Road, you will find longer day walks and, in winter, the snow-dusted slopes of the Mount Mawson ski field. During Autumn, the hillsides of the Tarn Shelf are a riot of colour as the fagus, or deciduous beech, turns gold, orange and red.

Growth in Maydena Bike Park and local tourism

The Maydena Bike Park is a gravity-focused mountain bike park in the Upper Derwent Valley. The park is serviced by a year-round up-lift bus service, for both mountain bikers and sightseers. Multiple gravity trails capitalise on the unrivalled 820m+ vertical elevation available of the site, offering a vast array of epic, long distance descending trails, catering for all abilities. It is yet another drawcard to the Valley for a wide range of audiences.



Image Credit: Revolution MTB

Improvements to sporting infrastructure in New Norfolk

A sign of a vibrant community is its participation rates in sporting, leisure and community activities. New Norfolk is seeing increased demand for its sporting facilities and is investigating development of a concept master plan for a new sporting precinct at Kensington Park to cater for future growth and improved infrastructure for a variety of sporting pursuits. This is already complemented by planned improvements at both Tynwald Park and Boyer Oval.



Strong Agri-sector with export growth potential

Much of Australia's hop output is grown in the Derwent Valley. In fact, more than 70 percent of Australian beer is likely to be made from hops straight out of the area, where hops have been grown for more than 150 years.

Other agricultural industries include the growing of export-quality cherries, raspberries, blackcurrants, apples, poppies, cattle and sheep, while emerging niche agricultural specialities include essential oils, seed production and rare breed small scale beef and sheep production. Forestry remains a considerable industry of the valley with large plantation and natural forests.

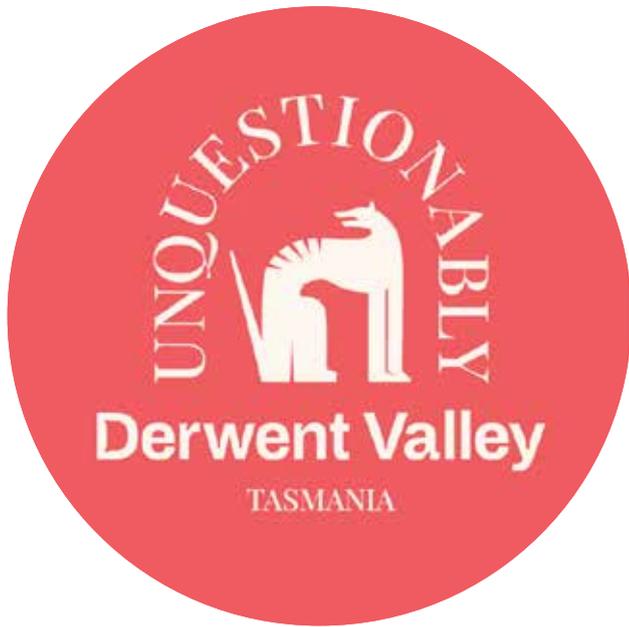
Like a vein of fresh water, the River Derwent carries life through the valley, providing essential water to the farmers, growers and people who live and make their livelihood along its banks.

Growing boutique brewing, distilling, ferments, and wine production

The Derwent Valley is a grape, grain and hop powerhouse, making wine, spirits and beer with a very special sense of place. Well established producers of premium wine are now being joined by other producers and an array of new boutique craft brewers and distillers.

Not only are these new players in the market adding economic benefit through their production and sales activities, they are also increasing local cellar door and event visitation and a heightened awareness of the valley's unique offerings.





Derwent Valley branding driving business and visitor attraction

Every good brand needs a good 'made in' logo. 'Unquestionably Derwent Valley' is ours.

Whether it is on a raspberry punnet, ceramic pot or a beer label – our unique icon logos (yes all 11 of them) is a sign of quality, and lets the world know it is from here.

If you have noticed something a bit strange about the stories behind our icons or if they seem like they are a little over the top or not quite right as you know it, that's because they are what we like to call 'Derwent Valley True'.

Derwent Valley True is a bit like the story you hear down the pub. It's often a bit weirder, wilder, bigger, taller or scarier than it actually was, but there's always [well, usually at least] a grain of truth in it. It is what makes the Derwent Valley home to a whole raft of storytellers and we wanted to make sure this was captured in our brand.



New Norfolk

New Norfolk is located as the gateway to the heart of the Derwent Valley, straddling the banks of the Derwent River, 30 minutes northwest of Hobart. With unique charm, the township is only 32 km from the city, an easy drive that will take you along the serene Derwent River, via the Lyell Highway, yet feels like you are entering a different world.

New Norfolk has held on to its heritage past, yet has also moved firmly with the times into an expanding regional hub, dotted with eclectic antique stores, historic buildings and boutique produce, with green hops and cherry fields a little further to the west.

Smaller villages of Molesworth, Lachlan, Plenty, Bushy Park/Glenora, Westerway and Maydena all add to the enviable lifestyle options available.

New Norfolk is also home to the largest operating paper mill in Australia and The Boyer (Norske Skog) paper Mill produced Australia's first newsprint in 1941 and remains one of the state's major employers.

New Norfolk heritage and cultural assets includes the re-development of the Willow Court precinct, which was once Australia's longest continually running psychiatric institution. The site is now generating considerable economic activity and is now gaining momentum through partnerships between the Council and private investors such as the New Norfolk Distillery, The Agrarian Kitchen, Salamanca Arts and Derwent Valley Arts.

The Agrarian Kitchen has established a quality paddock to plate experience which attracts the high-end market segment to the Derwent Valley. Its cooking school and eatery is often booked out weeks ahead, and regularly appears in top 10 lists of Tasmania's best restaurants and experiences.

New Norfolk is home to a range of unique shops and eclectic antique and rarities, a large, modern supermarket and bustling weekly Saturday market which encourages micro industry development across



the valley, accompanies a thriving arts culture, cafes and restaurants starting to transform this historic town into a new cosmopolitan era.

The township has a well-developed set of services to support the forest, agriculture and aquaculture industries.

Stage One upgrade of High Street is underway to further add appeal and ambience to the heart of the local retail and services precinct, with further upgrades planned in the future.

There are opportunities for boutique and niche retailing businesses to establish a presence and take advantage of the synergy of other offerings and activities drawing people to visit the valley.

The seasons here are distinctive as highlighted by the gorgeous trees on the riverbanks and throughout the town. In colder months, the mornings are foggy and still, so no matter what time of year you visit you will find charm in this growing heartland of the Derwent Valley.



Image Credit: Adam Gibson

The Agrarian Kitchen

Established in 2008, The Agrarian Kitchen began as a cooking school and farm located in Lachlan, just 7km from Willow Court. Just a few years later, it has brought international attention to the Derwent Valley, with its overriding goal to provide a high quality 'paddock to plate' experience for guests.

In 2017 the business diversified to include The Eatery, established in what was once Australia's longest continually running psychiatric institution, Willow Court.

A heritage-listed precinct, and a centrepiece to the Derwent Valley, The Eatery offers an experience that uses produce from its garden and a handcrafted wood-fired oven, grill and hot-smoker, all built from

old bricks recovered from its location at Willow Court, into a nationally recognised dining experience. The Agrarian Kitchen frequently features in magazines such as Australian Gourmet Traveller and Country Style and regularly appears in top 10 lists of Australia's best restaurants and cooking experiences.

The experience continues to evolve with the Cooking School relocating to Willow Court in October 2022, incorporating a one-acre walled kitchen garden, outdoor learning space and guided garden tours. These plans will further promote the centre of town and bring complementary investment to the precinct following the success of The Agrarian Kitchen.



Image Credit: Jarrad Seng

Tourism & visitor economy

Visitor Statistics:

New Norfolk annual visitors - 12 months to March 2020 (pre covid) = 141,000

Mount Field / Russell Falls visitors - 12 months to March 2020 (pre covid) = 101,000

The Derwent Valley is one of Tasmania's most breathtakingly diverse and fertile regions, a centre for premium wine and produce, an unrivalled hub for adventure and water sports, custodian to some of Tasmania's earliest (and most enduring) history, and home to many of Tasmania's best accommodation, experiential, and lifestyle experiences.

Stretching through some of the most pristine wilderness this is a huge area and offers everything from adrenalin pumping mountain biking at Maydena Bike Park, to a historical afternoon at a Salmon hatchery and bushwalks galore.



With amazing natural scenery (where trips and falls delight), some of the best places to cast a line fishing for the biggest trout, the tallest trees that brush the stars, giant platypus, swans that have inspired an opera, ghostly experiences and unrivalled photographic opportunities, the Derwent Valley is developing a reputation as a must-do for any visitor to Tasmania.

You might even find tracks of the supposedly extinct Tasmanian Tiger. Speak to someone from

the upper reaches of the valley and they'll tell you, in the forests you can often hear their high-pitched screaming at night... only in the Derwent Valley can a supposedly extinct animal become a nuisance!

Regular cultural events and shows are held including the iconic Autumn Festival, with several new events coming on line as expected in a growing community. Opportunities are growing wild for investment to take



advantage of this tourism growth and we invite you to work with Council on your vision. The Maydena Bike Park is a gravity-focused mountain bike park in the Upper Derwent Valley. Designed and built by renowned trail company, Dirt Art, the world class trails offer something for everyone, from families through to elite riders.

The park is serviced by a year-round up-lift bus service, servicing both mountain bikers and sightseers. Multiple gravity trails capitalise on the unrivalled 820m+ vertical elevation available on site, offering a vast array of epic, long distance descending trails, catering for all abilities.

The Park offers a shuttle uplift service, sightseeing tours, bike hire, retail bike shop, café, bar, skills coaching and group skills sessions, and a wide range of tours.

While in Maydena and the Florentine area, visitors can check out the Junees Caves, tall trees that touch the stars or one of the many bushwalking trails that are accessible right through the valley.

These include Mt. Field, Tarn Shelf, Tall Trees walk, Marriott Falls, Styx Big Tree Reserve and the recent upgrade investment by Parks Tasmania for improved access and amenity for the Mt. Anne track.

You can spend days exploring by foot across the unique landscapes that are 'unquestionably' Derwent Valley.

Agriculture



Image Credit: Tourism Tasmania & Rob Burnett

Tasmania has one of the best climates for growing berries anywhere in the world, with cherry, raspberries, blueberries and other berry crops abundant in the Derwent Valley.

Council engages with the sector on practical land use issues, agritourism opportunities and logistical issues such as freight, cold storage, water security and biosecurity.

Council works closely with the Derwent Catchment Project, which was set up to assist landholders to restore and maintain natural and agricultural landscapes, assisting with weed control and revegetation projects for private landowners.

William Shoobridge successfully brought hops from England to Australia in 1822. It was his son, Ebenezer, who established Bushy Park Estates back in 1867. Located just 55km from Hobart, bordered by the Styx and Derwent Rivers, Bushy Park Estates is spread over 255 hectares and is capable of producing more than 600 metric tonnes of hops a year. Premium hops from the Derwent Valley supply a large proportion of all beer products in Australia and for overseas markets.

The world's best cherries are grown in the valley, packed in premium packaging and then exported to the world's most discerning consumers. Reid Fruits is one of Australia's largest cherry producers, exporting cherries to over 20 countries across Europe, Asia, North America and the Middle East.

The Westerway Raspberry Farm is situated on the fertile river flats of the Tyenna River. Owned and operated by the Clark family, Westerway Raspberry Farm has been supplying thousands of kilograms of fresh and frozen raspberries, blackcurrants, blackberries and other seasonal soft fruits to Tasmanian and Australian markets for over 10 years. With over 150 acres of land under berry and soft fruit production, The Westerway Raspberry Farm is amongst Australia's largest soft fruit farms. The Westerway Raspberry Farm supplies the freshest berries to the public from the Farm Gate Shop in the warmer months.



Image Credit: Adam Gibson

Utilities – energy and water agencies

Hydro Tasmania

Hydro Tasmania is Australia's largest generator of renewable energy and its largest water manager. The largest water storages in Hydro Tasmania's systems are in the Derwent Valley Municipality. The Gordon Power Scheme also includes the largest power station in Tasmania, with a capacity of 432 MW, and the iconic Gordon Dam, a popular destination for tourists, photographers and Instagrammers.



The Derwent Valley is home for many of the 60 Hydro Tasmania employees who work on the Gordon Power Scheme and at the Pedder Wilderness Lodge, a holiday resort owned and operated by Hydro Tasmania on the shore of the historic Lake Pedder. Flooded during opposition from conservation groups at the time, Lake Pedder continues to play a vital role in the Gordon Power Scheme and attracts visitors for its scenery, bushwalking and fishing.

New Norfolk is an important hub for many Hydro Tasmania employees working on the Derwent Valley Power Scheme, which extends from Lake St Clair down to the Derwent estuary. There are 10 main power stations as well as one mini-hydro in the Derwent scheme, with a total capacity of approximately 516MW.

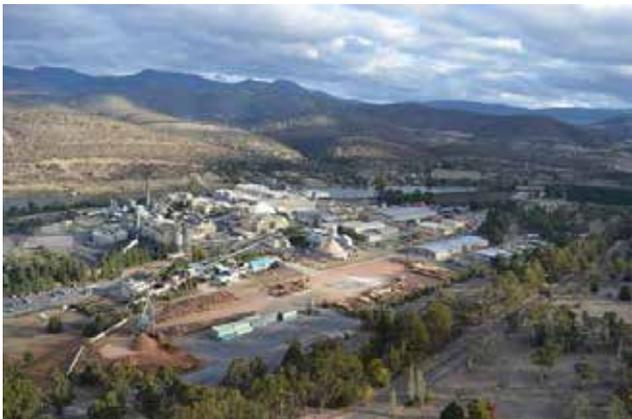
Hydro Tasmania relies on numerous contractors and sub-contractors in civil, electrical and construction-based trades, with many of their businesses based or staff living in the Derwent Valley Municipality. Additionally, Hydro Tasmania's supports broader industry in the area through access to land and water for agricultural and industrial needs.

The Derwent Valley is an excellent area to explore Hydro Tasmania's land and water, which supports numerous commercial and recreational opportunities including camping, abseiling, beekeeping, angling, hunting, bushwalking, boating and water skiing.

More information is available at www.hydro.com.au.



Other major industries



The Boyer Mill produced Australia's first newsprint in 1941 and remains one of the state's major employers. Annual production is around 265 000 tonnes of newsprint, improved newsprint, book grades and lightweight coated grades. The mill uses certified plantation radiata pine and has more than 270 employees based at its site on the banks of the Derwent River.

The Boyer Mill site invites Expressions of Interest from interested parties seeking to establish, relocate or expand their operations at the Boyer site as a thriving industrial hub.

With over 570ha of land, the hub is ideally positioned to accommodate multiple business operations across a range of sectors. The site is well serviced, with ample supply of power, water and NBN bandwidth, and has access to a range of resources, including valuable by-products and heat and waste residues, suitable for economic re-use across a variety of industries. The site is complete with well-established infrastructure and workshops, and provides direct access to inter-modal transport and freight options (including road and rail).

Council is working collaboratively with Norske Skog on this exciting development and would be pleased to assist interested parties.



Construction sector

New residential home estates, affordable social housing, large-scale commercial enterprise, health sector related new infrastructure and record new building approvals are happening in the Derwent Valley. The demand for experienced trades people and related training and educational opportunities are continuing to grow rapidly.

The social and affordable home building programs of Catholic Care Tasmania and Centacare Evolve Housing will provide the building projects for St Joseph Affordable Homes, allowing regular intakes of apprentices annually to support the construction of more than 100 homes.



Health sector



Doctor Opportunities

Many parts of Tasmania have seen a shortage of doctors to meet demand for services. Derwent Valley Council encourages any doctors to set up and/or expand their practice in New Norfolk or within other parts of the Valley.

With an enviable lifestyle, within commuter distance from Hobart and the airport, excellent education and living opportunities, you can immerse yourself in this vibrant community. Council is keen to assist any interested practitioners in establishing your practice in the beautiful Derwent Valley.

An additional aged care facility, adjacent to Woolworths on The Avenue, New Norfolk is in planning stage. Led by Corumbene Care, the site will trigger the creation of a high number of skilled health sector positions, which in turn will attract other allied health services and suppliers.

Corumbene Care operates an existing residential aged care facility offering independent living units and access to allied health services onsite, including rural primary care.

New Norfolk District Hospital provides a wide range of visiting consultants and 14 sub-acute beds and the Derwent Valley Medical Centre offers a full range of general practitioner and medical services.

Council is supportive of a proposed tertiary education facility and hub at New Norfolk, in relevant health, hospitality and trades qualifications, to meet the expected skills demand from planned health and allied industry developments in planning.

Corumbene 
Care

Education



There are five public primary schools located in the Derwent Valley - New Norfolk, Molesworth, Fairview, Westerway and Glenora - as well as two high schools in New Norfolk and Glenora offering selected year 11 and 12 subjects. There is also a private Catholic system school offering kindergarten to grade 6.

Programs in senior years link well to university courses across the arts, agriculture, trades and health.

The Valley Children's Centre is a Long Day Care centre that caters for children aged six weeks to five years. Before and After school Care is also available, with drop-off and pick up vacation care.



Land development

Total investment over the next 10 years in the 'The Mills' Residential Subdivision and Central Precinct projects will be approximately \$500M and is already changing the look and feel of New Norfolk. Additional to the commercial development, the residential subdivision will add an additional 545 homes to the land already developed.

Complimenting this is the existing residential subdivision near Kensington Street, with almost 100 lots yet to be released, and applications for the development of over 270 new lots currently being considered by Council (as at December 2021).

Over 40 multiple dwellings have been approved this year, including units being built by community housing providers.

Other residential subdivisions are likely in the next few years, as demand for affordable land/housing in commutable proximity to Hobart continues to escalate. This demand will drive other commercial and health service requirements in New Norfolk and the valley.

Rapid growth is evidenced by increasing numbers of planning applications received each year by Council. While development applications totalling \$29M were lodged in 2019, the municipality saw this exponentially jump in 2020 to almost \$100M (in addition to the \$194M upgrade of the Bryn Estyn Water Treatment Plant). In 2021 applications numbers are consistent with the previous year, totalling over \$38M to date.

Light industrial estates exist on Boyer Road and Hamilton Road, and Council offers support to potential investors to discuss individual opportunities and provide assistance on site selection for other potential projects.

Council aims to provide planning support wherever possible, including relevant referrals to other agencies and organisations. Council invites innovative proposals for complementary growth strategy investments for the area.



Film making and photography

New Norfolk and areas of the Derwent Valley are regularly on the top of locations-to-scout lists for film production. The Derwent Valley is full of hidden gems, and offers many different locations which is ideal for a film crew to minimise movement throughout the day(s). There are waterside properties and land, nondescript suburban pockets (ideal for shows like Rosehaven when it's a fictional town), plenty of farmland, and unique, luxury properties filled with period character.

Rosehaven filmed a portion of all five seasons in the valley and Kate Fox, Writer, Producer and Location Manager, told us *'one of the reasons we enjoy coming back is the community, which embraces the creative pursuits that showcase the quintessential Tasmanian town and countryside. 'By and large, everyone is accepting of the film crew presence and mostly everyone is friendly and up for a chat. The large appeal is that each pocket of the Valley offers something different, which makes it such a great location to film, giving audiences the feeling they could literally be anywhere'*. The series was also filmed in surrounding suburbs of New Norfolk such as Lachlan, Bushy Park, and surrounds.

A new series Deadloch began shooting at the end of January 2022 and there are places in and around New Norfolk that will suit scripted locations for this show, while feature films such as The Hunter used parts of the Derwent Valley for key scenes.

Council seeks to create an accommodating relationship with each film/tv project, with who to contact and trust that things will progress smoothly, including support with communication, traffic management and other needs where possible.



Arts/Creative sector

The Derwent Valley is home to a burgeoning arts and creative community, headlined by Derwent Valley Arts (DVA) which operates in partnership with Salamanca Art Centre.

DVA work in partnership with artists, arts organisations, government, business and community to develop, deliver and promote a program of arts events for the Derwent Valley region, and are a vibrant part of the region's culture and economy.

A new Writer's Festival is in development for presentation in May 2022 as a planned annual event. Further arts, music, theatre and other creative outlets are also growing in the valley, through the Derwent Valley Concert Band and local theatre group Derwent Valley Players, while the Tasmanian Symphony Orchestra has performed in New Norfolk and the town was part of the '10 Days On The Island' program in 2021.





Derwent Valley
COUNCIL

Circle Street, New Norfolk TAS 7140

+ 61 3 6261 8500

dvcouncil@dvc.tas.gov.au