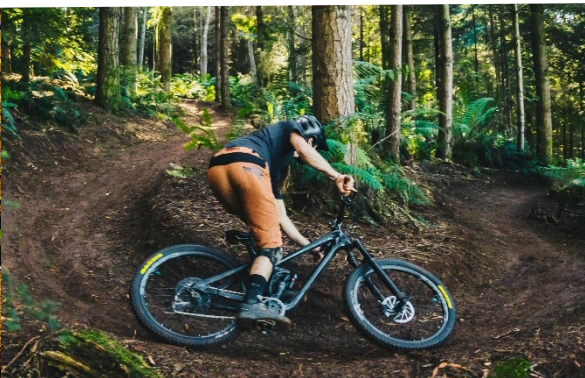
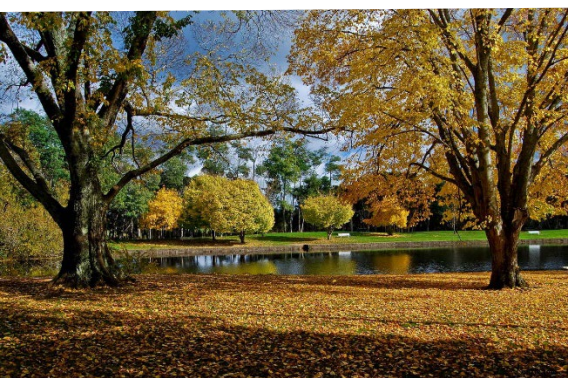


Latrobe Council BUSINESS & ECONOMIC PROFILE 2023



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Welcome to Latrobe

Nestled on the beautiful Mersey River in North-West Tasmania, Latrobe is a charming town surrounded by rich, fertile farmland and just a short drive from the ocean.

The road into town offers a serene sense of what's to come: you're surrounded by views of green pastureland, grazing horses and roadside stalls selling some of the region's freshest produce.

Built on mining and agricultural beginnings from the mid-19th century, Latrobe was once the region's major port on the banks of the Mersey River. The former port is now the scenic picnic parkland, Bells Parade. With barbecue facilities, shelters, toilets and numerous short walks, Bells Parade makes an ideal location for a picnic or a serene spot to stop and relax.



Photo Credit: Kelly Slater

Welcome to Port Sorell

With white, sandy beaches, sheltered inlets and emerald green water, it's no wonder the coastal town of Port Sorell and its neighbouring villages Shearwater, Hawley Beach and Squeaking Point are such popular holiday and visitor destinations. From the 1920s the town grew in popularity and today, Port Sorell has around 4,000 residents.

Along with its relaxed and friendly atmosphere, Port Sorell is often described as having a warm 'microclimate', making it perfect year-round to experience the beautiful safe swimming beaches, numerous walking and bicycle trails, tranquil bush walks, two 9-hole golf courses and excellent fishing.

The area is particularly popular as a couple's escape destination, with a range of relaxing accommodation, a cooking school and the award-winning wineries close by.



Photo Credit: Neil Hargreaves

History

The original inhabitants of the Port Sorell area were known as the Punnilerpanner people, one of four groups of Aboriginal people comprising the North tribe. The Punnilerpanner people lived on the land they called Panatana. The Punnilerpanner people thrived here, enjoying the abundance and variety of food that flourished along this coast. Shellfish gathered from the ocean and estuary, eggs and meat from local bird species (including native ducks and black swans), kangaroos, emus, lizards, snakes and some plants were all valuable sources of food and medicine for the Punnilerpanner people.

The Rubicon River mouth offered a safe anchorage, and Port Sorell was the first town settled on the north-west coast. Following European occupation, the town became a fishing and sealing port named Burgess, however the name was officially changed to Port Sorell (after Governor Sorell) in 1822. The Europeans first collected wattle bark, and then began farming, mainly growing potatoes. In 1835 Port Sorell was home to 385 people. But many small farms failed when potato prices dropped dramatically in the 1840s, and by 1881 the population numbered only 75. Port Sorell remained dormant while nearby Devonport grew.

Dating back to the 1820s, Latrobe was once the main port of the north-west coast. The area's rich heritage is evident in the more than 70 heritage-listed buildings in the town, with many seen on a simple stroll down Gilbert Street with its eclectic shops, cafes, arts and crafts shops and antique stores.

Bells Parade is the site of the original port and wharf on the Mersey River and was only abandoned when ships became too large to traverse the upper reaches of the relatively shallow Mersey River. In its heyday, Latrobe Port was a key location for the transport of timber that built early Melbourne and for coal and wool that was transported as far as England. The thriving industrial hub had many stores, a slip yard and a ship building industry. Many of the early ships that plied the seas between Tasmania and Melbourne were constructed here.

Old English trees thrive along Bells Parade, adding natural beauty to this tranquil area. The facilities available make it an ideal location for a picnic. It is also a popular spot for wedding ceremonies and photo opportunities.



Community Profile Statistical Summary

The changing profile of the Latrobe Community may be illustrated through a range of statistics available from the 2021 Australian Population Census. Reviewing the local information at the Local Government Area (LGA) level reveals a 7.7% increase in population between the 2016 and 2021 census results. There was a higher increase in the male population at 8.1% than the female population at 7.4%. The largest change in age categories between 2016 and 2021 can be found in the 50-80 year-old age bracket which produced a population increase of 15.6% in the categories considered to be the most affluent in the economy.

The ABS Community profile (summary) provided fails to account for the rise in weekly rent being paid in the community as significant increases have been seen in the market throughout 2022.

| LATROBE LGA | 2021 | 2016 |
|---|--------------|--------------|
| People | 12420 | 10699 |
| male | 6048 | 5246 |
| female | 6376 | 5547 |
| median age | 49 | 47 |
| Families | 3549 | 2999 |
| Average children per family (with children) | 1.8 | 1.8 |
| All Private Dwellings | 5798 | 5110 |
| Average people per household | 2.3 | 2.3 |
| Median weekly household income | 1256 | 1078 |
| Median Monthly mortgage repayments | 1322 | 1300 |
| Median weekly rent | 260 | 235 |
| Average motor vehicles per dwelling | 2.1 | 2 |

Table 1 (Ref: Latrobe LGA 2021 Census All persons QuickStats, Australian Bureau of Statistics)

Opportunities

The following information selected from ABS Census data for 2021 has been included to support the identification of opportunities within the Latrobe Municipality. As an area rich in natural resources such as water, forestry, and fertile soils on open plains there is considerable capacity to support diversification within the existing agricultural sector.

Support for local agricultural production is provided by major food manufacturing facilities in Devonport, Latrobe and Ulverstone where significant investment in processing facilities has been made by Simplot, McCains and Costa amongst others. Further cold store facilities are also available to support the production and storage of apples, potatoes and other assorted fruits.

With the support of the Tasmanian Government the first Renewable Energy Zone (REZ) project in the North-West Region will be the production of “pumped hydroelectricity” at Cethena Dam. This project will require major construction over several years and provide employment for hundreds of construction workers requiring somewhere to live within a safe distance of the workplace. When combined with the TasNetworks North West Transmission Developments in the area, expenditure in the Energy Sector to assist Tasmania in achieving its 200% renewable energy target will provide a major boost to the Latrobe economy. This boost will support many of the opportunities below:

- Residential development – aged care, social housing, medium density infill
- Commercial - Civil industry supporting REZ, technology, research and development, creative arts education and light manufacturing, medical services support industry, hospitality training and employment services
- Industrial - Hydro-Tasmania expansion, TasNetworks NW Transmission development, Renewable Energy Zone
- Rural - Crop diversification, beef cattle, dairy cattle, sheep, irrigation services, farm consolidation
- Tourism - Cradle Mountain related accommodation and services, support services for the Wild Mersey MTB network, Lake Barrington rowing accommodation and activity support, wine production and wine bar, restaurants & cafes, agritourism, farm stays.



Latrobe LGA Age Profile

Time Series 2011 - 2021

Comparing age categories across the 2011, 2016 and 2021 Census results reveal a shift in the median age of Latrobe from 47 to 49 is closely connected to the cohort shifting from the 40-49 bracket (2011) to the 50-59 bracket (2021) significantly boosted with new residents. If Latrobe is to retain the existing community members and age profile, there is an identified demand for new housing opportunities either through infill of existing locations or release of new residential / rural residential property. Without this extra housing land supply, the population of Latrobe can be expected to plateau for several years before increasing slowly as predicted in the Tasmania 2022 (Interim) Rebased Population Projections (released Jan 2023).

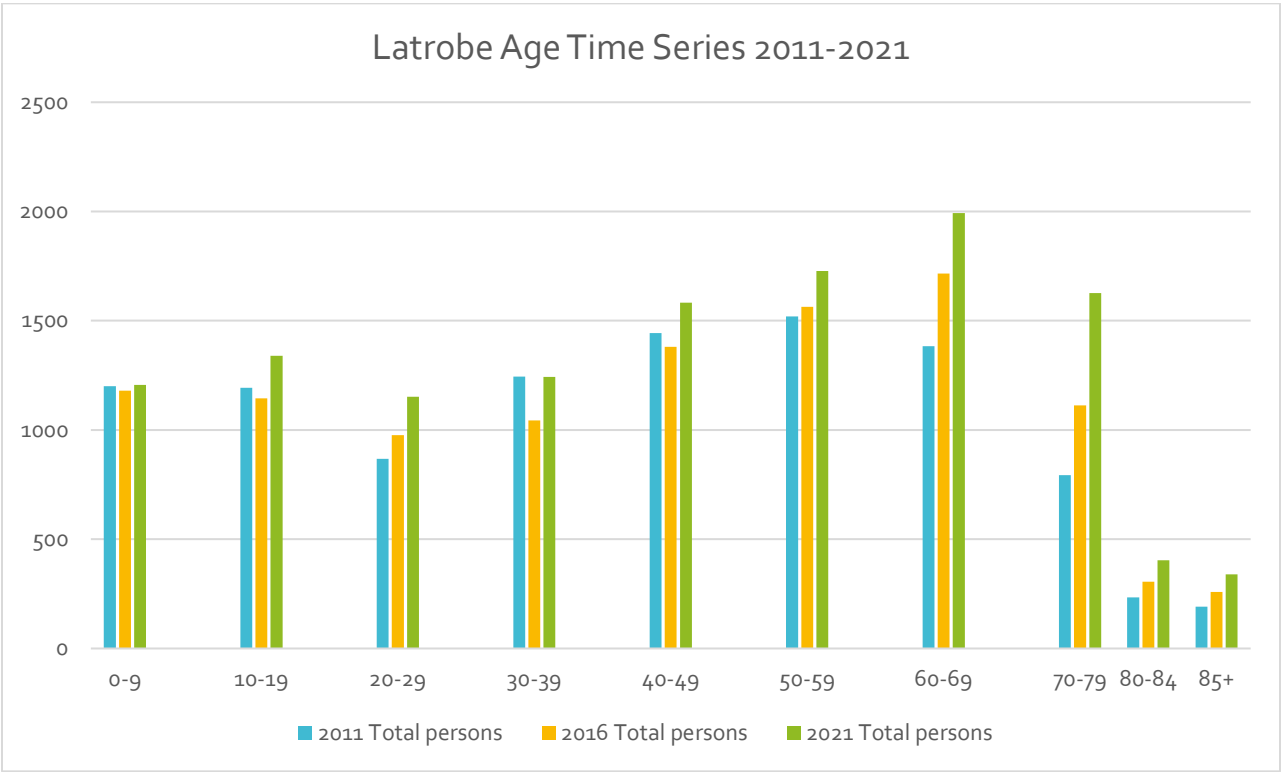


Illustration 1. (Ref: 2021 Census of Population and Housing. Time Series Profile Latrobe LGA)

Highest (Non-School) Education

The following graph illustrates the change in education preference within the community by age group with the most significant shift in the study of Engineering and Related technologies in the 15-24 age bracket. This sector is dominated by males across all age groups which reflects a lack of local engagement in STEM subjects at a secondary level.

The Management and Commerce, Education and Health sectors were all dominated by females across all age brackets which is also reflective of the major employment sectors in the LGA and surrounding areas.

An opportunity exists to promote a higher level of education participation in less-traditional fields of study which would support innovation, entrepreneurship, and small business management. Study in these fields would take advantage of improving telecommunication networks throughout the LGA and align with the trends around a mobile and remote workforce.

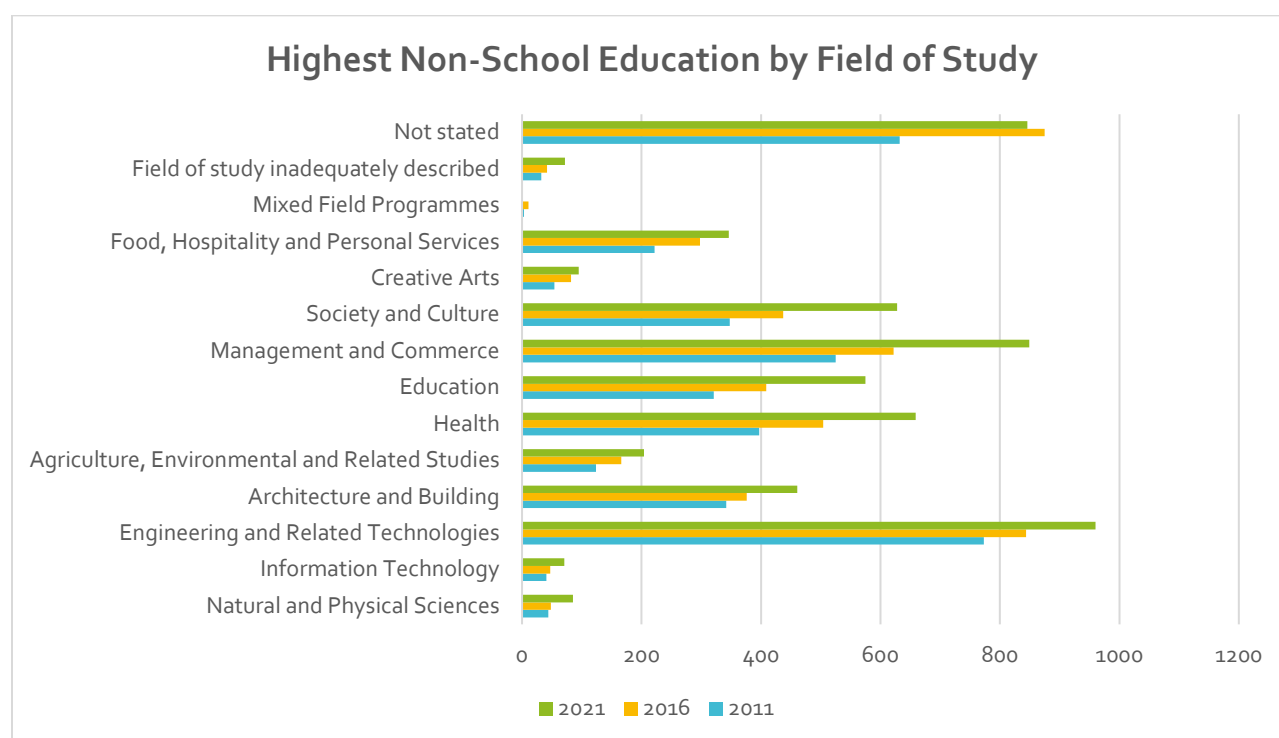


Illustration 2 (Ref: 2021 Census of Population and Housing. General Community Profile Latrobe LGA)

Major Employment Sectors 2021

The high number of employees in the Health Care and Social Assistance sector in 2021 reflects the importance of The Mersey Hospital to the LGA at the time of the census. This high-level support has been under pressure as the effects of the Covid-19 workloads continued to apply pressure on employment in the sector at all levels. Government activity is being concentrated on improved conditions within the hospital system and provision of GP services to regional areas which will directly impact the Mersey Hospital and local ancillary medical services.

Similar pressure was also being experienced in the Accommodation and Food Services sector at the time of the Census in 2021 but a rebound in visitation from the mainland and intrastate tourists has created a shortage of skilled employees. This provides an opportunity for training and employment services concentrating on hospitality skills outside of the major cities.

Strong industry employment growth was experienced in the construction sector with the home building in the Port Sorell area continuing at record levels. Manufacturing and Agricultural sectors continue to remain strong as the traditional employment sectors in the region as food production is the core industry for the Tasmanian North-West region.

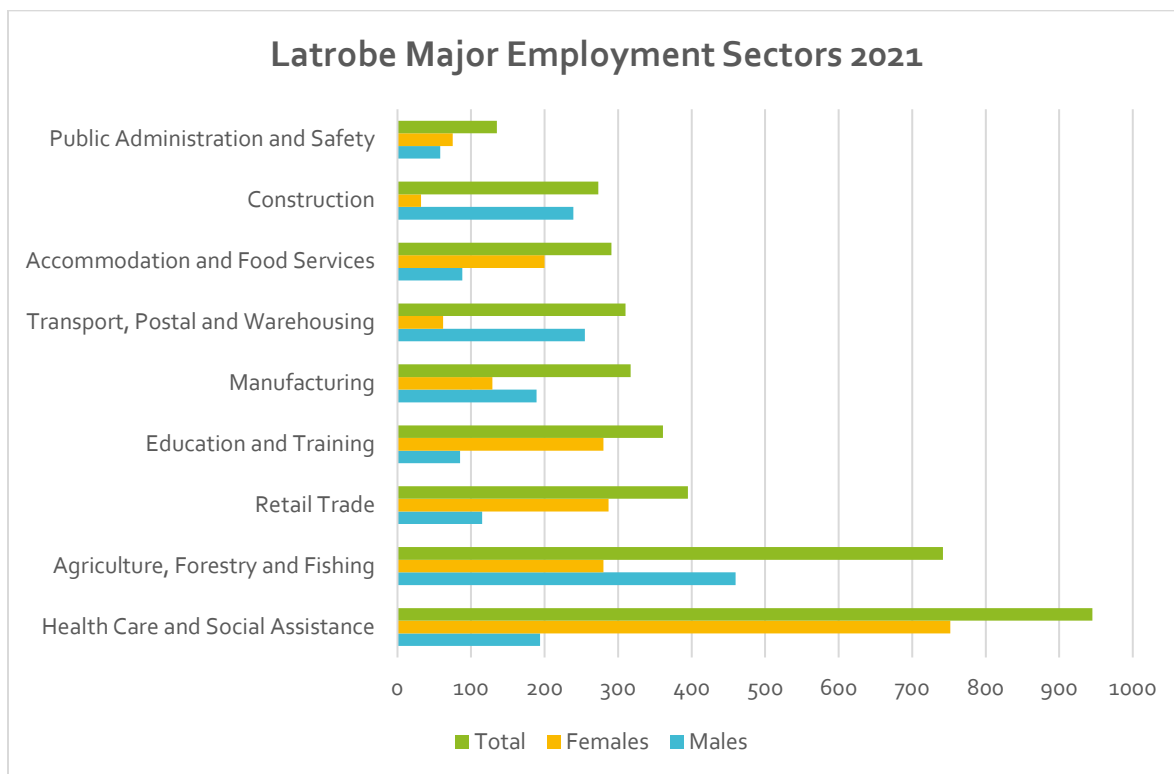


Illustration 3. (Ref: 2021 Census of Population and Housing Working Population Profile Latrobe LGA)

Industry Sector by Value Add

The dominant industry sectors are ranked in value similar to the level of employment as illustrated previously, the exception to this trend was the retail sector which remained constant between 2016 and 2021. This result indicates a contraction in relative value of retail as a proportion of the gross local product of the LGA. As expected, a contraction in tourism activity was reflected against the value of the Accommodation and Food Services sector which is expected to rebound through 2023/24 as visitation to the area continues to recover.



Illustration 4. (Ref: Australian Bureau of Statistics, *Regional Population Growth, Australia (3218.0)*.
Compiled and presented in *economy.id* by *id informed decisions*.)

Weather

The best time of year to visit Latrobe

During the months of November to March you are most likely to experience good weather with pleasant average temperatures that fall between 20 and 26 degrees Celsius.

Which is the warmest month in Latrobe?

February has an average maximum temperature of 25°C and is the warmest month of the year.

Which is the coldest month in Latrobe?

The coldest month is July with an average maximum temperature of 13°C

Which is the wettest month in Latrobe?

August tops the wettest month list with 86mm of rainfall.

Which is the driest month in Latrobe?

February is the driest month with 32mm of precipitation.



Tourism Highlights

In Latrobe there are restaurants, cafes, bakeries and even a genuine Belgian chocolate factory on offer.

The Australian Axeman's Hall of Fame is also located at Bell's Parade and recognises Latrobe's pioneering role in competitive wood chopping, after the world's first wood chop competition was staged here in 1891.

Port Sorell really comes to life over spring and summer when families flock to the area, attracted by calm child-friendly ocean, vast beaches that never feel crowded and bustling community events like the twilight markets held by the surf club in holiday season.

The campgrounds and caravan parks fill up quickly in the warmer months, but there are plenty of accommodation options, including self-contained holiday houses and units, and bed and breakfasts as well.

Nature-lovers are spoiled for choice with things to do and see, and budding photographers will love it too – the glorious pink, orange and gold that lights up the sky at sunset and sunrise truly needs to be seen to be believed.

The Rubicon Estuary has been named an 'Important Bird Area' by Bird Life International because of its geographic importance for the Pied Oyster catchers. The estuary also has a permanent floating pontoon for saltwater fishing and boat launching, and the more energetic can walk to Penguin Island and Rabbit Island during low tide.



Photo Credit: Rick Eaves

Agriculture Summary

LATROBE LGA

| Commodity description | Estimate | % of Tas |
|---|----------|----------|
| Area of holding - Total area (ha) | 20,161 | 1.34 |
| LAND USE | | |
| Land use - Land mainly used for agricultural production - Total area (ha) | 16,530 | 9.65 |
| Land use - Land mainly used for crops - Area (ha) | 5,708 | 5.52 |
| Land use - Land mainly used for grazing - Total area (ha) | 10,613 | 0.96 |
| Land use - Land mainly used for forestry (including plantation and native forest) - Area (ha) | 180 | 0.17 |
| CROPS | | |
| Crops - Total crops (including cereals and other crops, hay, silage and horticulture) - Area (ha) | 5,741 | 4.24 |
| Cereal crops - Wheat for grain - Production (t) | 1,948 | 3.46 |
| Cereal crops - Oats for grain - Production (t) | 131 | 1.81 |
| Cereal crops - Barley for grain - Production (t) | 566 | 1.84 |
| Hay and silage - Total pasture, cereal and other crops cut for hay and silage - Production(t) | 16,275 | 3.59 |
| Other crops - All other crops n.e.c. - Area (ha) | 733 | 3.58 |
| Hay and silage - Pasture (including lucerne), cereal and other crops cut for hay - Total production (t) | 8,571 | 1.89 |
| Hay and silage - Pasture (including lucerne), cereal and other crops cut for silage - Production (t) | 8,571 | 3.81 |

TASMANIA

| Commodity description | Estimate |
|---|-----------|
| Area of holding - Total area (ha) | 1,503,083 |
| LAND USE | |
| Land use - Land mainly used for agricultural production - Total area (ha) | 171,304 |
| Land use - Land mainly used for crops - Area (ha) | 103,351 |
| Land use - Land mainly used for grazing - Total area (ha) | 1,102,081 |
| Land use - Land mainly used for forestry (including plantation and native forest) - Area (ha) | 104,503 |
| CROPS | |
| Crops - Total crops (including cereals and other crops, hay, silage and horticulture) - Area (ha) | 135,464 |
| Cereal crops - Wheat for grain - Production (t) | 56,295 |
| Cereal crops - Oats for grain - Production (t) | 7,221 |
| Cereal crops - Barley for grain - Production (t) | 30,840 |
| Hay and silage - Total pasture, cereal and other crops cut for hay and silage - Production(t) | 452,822 |
| Other crops - All other crops n.e.c. - Area (ha) | 20,473 |
| Hay and silage - Pasture (including lucerne), cereal and other crops cut for hay - Total production (t) | 452,822 |
| Hay and silage - Pasture (including lucerne), cereal and other crops cut for silage - Production (t) | 224,934 |

| Commodity description | Estimate | % of Tas | Commodity description | Estimate |
|--|-----------|----------|--|------------|
| FRUIT AND NUTS | | | | |
| Fruit and nuts - Stone fruit - Cherries - Total trees (no.) | 9,643 | 1.01 | Fruit and nuts - Stone fruit - Cherries - Total trees (no.) | 951,859 |
| Fruit and nuts - Orchard fruit and nuts - All orchard fruit (including nuts) - Total trees (no.) | 243,101 | 8.90 | Fruit and nuts - Orchard fruit and nuts - All orchard fruit (including nuts) - Total trees (no.) | 2,730,028 |
| Fruit and nuts - Other orchard fruit - Apples - Total trees (no.) | 231,772 | 14.71 | Fruit and nuts - Other orchard fruit - Apples - Total trees (no.) | 1,575,432 |
| Fruit and nuts - Other orchard fruit - Apples - Production (t) | 6,900 | 21.53 | Fruit and nuts - Other orchard fruit - Apples - Production (t) | 32,052 |
| Fruit and nuts - Stone fruit - Cherries - Production (t) | 74 | 1.15 | Fruit and nuts - Stone fruit - Cherries - Production (t) | 6,425 |
| Fruit and nuts - Nuts - All other nuts n.e.c. - Total trees (no.) | 13 | 0.93 | Fruit and nuts - Nuts - All other nuts n.e.c. - Total trees (no.) | 1,395 |
| Fruit and nuts - Other orchard fruit - Pears (including Nashi) - Total trees (no.) | 1,674 | 8.42 | Fruit and nuts - Other orchard fruit - Pears (including Nashi) - Total trees (no.) | 19,877 |
| Fruit and nuts - Other orchard fruit - Pears (including Nashi) - Production (t) | 38 | 6.34 | Fruit and nuts - Other orchard fruit - Pears (including Nashi) - Production (t) | 600 |
| Fruit and nuts - Berry fruit - Strawberries - Area of bearing age (ha) | 7 | 4.58 | Fruit and nuts - Berry fruit - Strawberries - Area of bearing age (ha) | 144 |
| Fruit and nuts - Berry fruit - Strawberries - Production (t) | 471 | 5.26 | Fruit and nuts - Berry fruit - Strawberries - Production (t) | 8,966 |
| Fruit and nuts - Berry fruit - All other berries - Total area (ha) | 70 | 12.82 | Fruit and nuts - Berry fruit - All other berries - Total area (ha) | 547 |
| Fruit and nuts - Grapes - Total - Total area (ha) | 41 | 2.16 | Fruit and nuts - Grapes - Total - Total area (ha) | 1,878 |
| Fruit and nuts - Grapes - Total - Production (t) | 219 | 1.88 | Fruit and nuts - Grapes - Total - Production (t) | 11,631 |
| VEGETABLES | | | | |
| Vegetables - Total area (ha) | 2,324 | 15.99 | Vegetables - Total area (ha) | 14,536 |
| Vegetables - Beans (including french and runner) - Production (kg) | 3,591,808 | 34.11 | Vegetables - Beans (including french and runner) - Production (kg) | 10,530,145 |
| Vegetables - Broccoli - Production (kg) | 1,440,142 | 24.67 | Vegetables - Broccoli - Production (kg) | 5,837,006 |
| Vegetables - Capsicums (excluding chillies) - Production (kg) | 1,825 | 0.35 | Vegetables - Capsicums (excluding chillies) - Production (kg) | 522,929 |
| Vegetables - Herbs - Production (kg) | 14,736 | 3.79 | Vegetables - Herbs - Production (kg) | 389,111 |
| Vegetables - Pumpkins - Production (t) | 299 | 37.31 | Vegetables - Pumpkins - Production (t) | 801 |
| Vegetables - Sweet corn - Production (t) | 32 | 92.37 | Vegetables - Sweet corn - Production (t) | 35 |
| Vegetables - Onions - Production (t) | 13,081 | 13.43 | Vegetables - Onions - Production (t) | 97,417 |
| Vegetables - Potatoes - Production (t) | 48,727 | 12.15 | Vegetables - Potatoes - Production (t) | 401,041 |
| Vegetables - Carrots - Production (t) | 12,448 | 26.19 | Vegetables - Carrots - Production (t) | 47,536 |
| Vegetables - Cauliflowers - Production (t) | 4,518 | 69.27 | Vegetables - Cauliflowers - Production (t) | 6,522 |
| | | | Vegetables - Tomatoes - Undercover - Production (kg) | 360,966 |

| Commodity description | Estimate | % of Tas | Commodity description | Estimate |
|---|----------|----------|---|-----------|
| LIVESTOCK | | | | |
| Livestock - Sheep and lambs - Total (no.) | 26,337 | 1.11 | Livestock - Sheep and lambs - Total (no.) | 2,371,245 |
| Livestock - Lambing - Lambs marked - Total (no.) (i) | 13,449 | 1.00 | Livestock - Lambing - Lambs marked - Total (no.) (i) | 1,341,743 |
| Livestock - Sheep and lambs - Breeding ewes 1 year or over - Total (no.) | 10,844 | 0.79 | Livestock - Sheep and lambs - Breeding ewes 1 year or over - Total (no.) | 1,379,369 |
| Livestock - Sheep and lambs - Breeding ewes 1 year and over - Merinos (no.) | 1,058 | 0.14 | Livestock - Sheep and lambs - Breeding ewes 1 year and over - Merinos (no.) | 766,648 |
| Livestock - Cattle - Total cattle (no.) | 13,035 | 1.67 | Livestock - Cattle - Total cattle (no.) | 780,073 |
| Livestock - Meat cattle - Total (no.) | 9,673 | 2.06 | Livestock - Meat cattle - Total (no.) | 470,459 |
| Livestock - Dairy cattle - Total (no.) | 3,362 | 1.09 | Livestock - Dairy cattle - Total (no.) | 309,614 |
| Livestock - Poultry and eggs - Live poultry - Meat chickens (no.) | 303,300 | 37.32 | Livestock - Poultry and eggs - Live poultry - Meat chickens (no.) | 812,668 |
| | | | Livestock - Poultry and eggs - Live poultry - Total layers (no.) (n) | 212,339 |
| | | | Livestock - All other livestock n.e.c. (no.) | 25,096 |

Transport Connections

AIR

Devonport Airport was originally developed in the 1930s, but officially opened in 1952. The Airport is the largest security-controlled north-west airport and offers 24-hour access, 365 days a year with all-weather facilities.

Catering for passenger, air-freight, flight training and general aviation, the Airport also provides support for air ambulance, rescue helicopters and the police air wing. During bushfire season, the Airport also provides critical resources for aerial fire spotters and bombers.

Devonport Airport is owned and operated by TasPorts through a Shareholder-appointed Board of five Directors, all of which are independent non-Executive. The Board provide overall strategic direction to TasPorts and Devonport Airport. More information is available on the [TasPorts website](#).

SEA

EXTENDED CAPACITY AT DEVONPORT

- A \$50-\$60 million development will extend berthing facilities for passengers, cargo, and freight.
- With a mixture of day and night services there are 45-50 departures per month in the busier seasons.
- Total vehicle numbers in 2018-19 (before Covid-19) was 205,740 including 26,326 RVs. Current numbers are continuing to increase as restrictions have been lifted.
- Accommodate the planned new Spirit of Tasmania vessels, allowing an additional 160,000 passengers annually to enter Devonport.
- Extension of berthing facilities for leading Australian transport and logistics providers.
- Benefits for commercial fishing with opportunity to add marina and public event facilities.

More information is available on the [Devonport \(tasports.com.au\)](#) website.

INCREASED SEA FREIGHT CAPACITY AT BURNIE

Approximately \$80 million will be invested at Burnie, including the proposed international container terminal. Increased sea freight capacity and berth extension to accommodate larger Bass Strait container and cargo vessels which are expected to arrive in 2019. A new international container terminal will attract direct trade with Asia and double activity at the port. Improved logistics and supply chain, with optimised ship loading for minerals. Shipping from Burnie for the international export of woodchips is an ongoing strength of the port.

The development of improved cruise facilities will continue to enable more ship visits and increasing tourism.

More information is available on the [Burnie \(tasports.com.au\)](#) website.

ROAD

The Bass Highway provides direct access from Latrobe to Launceston and Smithton in the North-West. This provides high quality road transport options throughout the region with further direct links also available to Hobart via the Midlands Highway completing Route 1 access throughout the State. Local and regional roads are well maintained and serviced to ensure farm produce is also transported efficiently to manufacturing or distribution hubs.

RAILWAY

Provision of railway links to Devonport for the domestic export of cement from Cement Australia in Railton has a significant impact on the reduction of heavy vehicle traffic on roads throughout the region.

The rail infrastructure also provides for freight movement to Devonport and Burnie for domestic export and import of freight to and from Melbourne daily.

Land Use

Planning Scheme

The Tasmanian State Government has legislated for the introduction of a single Statewide planning scheme known as the Tasmanian Planning Scheme.

The Tasmanian Planning Scheme came into effect for the Latrobe Local Government area on 10 May 2023 and replaced the Latrobe Interim Planning Scheme 2013.

The Tasmanian Planning Scheme consists of:

- a set of Statewide Planning rules called the State Planning Provisions (SPPs) – (administrative provisions, provisions for zones, codes, etc.); and
- A Local Provisions Schedule (LPS) which contains the zone, code and overlay maps that apply the State Planning Provisions to each local council area.
-

The Tasmanian Planning Scheme as it applies to the Latrobe local government area (including zone and overlay maps) can be accessed and viewed via the Tasmanian Planning Commission's website at:

<https://www.planning.tas.gov.au/other-resources/effective-planning-schemes>

For further information or enquiries visit www.planbuild.tas.gov.au or contact Council's planning team on council@latrobe.tas.gov.au or 6426 4444.



Photo Credit: Neil Hargreaves

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