

EDS Action Plan

Action Sheet

Action No.	Action	Item	Narrative	Next Steps	Priority (1 low, 5 high)	Responsibility
Industry Development						
1	Support Business Diversification	1.1	Engage regionally with the Chamber of Commerce, Regional Development Australia (RDA), Northern Tasmania Development Corporation (NTDC), Break O'Day Employment Connect and the wider community to support business diversification and partnership working. Potential industries to target include sustainable aquaculture, horticulture, viticulture and high-value crop production, tourism, creative industries, and health & wellness. Through business diversification, continue to focus on sustainable practices (such as supporting farmers and fishers to transition to organic or regenerative farming), developing positive impact tourism and building adaptive capacity to external climate related changes.	Organise a regional level meeting between RDA, NTDC, the Chamber of Commerce, Break O'Day Employment Connect, East Coast Tasmania Tourism and community leaders to identify unique industries, support local businesses, and explore collaborative opportunities through entrepreneurial initiatives in Break O'Day.	4	Council / Various Stakeholders
2	Support Entrepreneurial Ventures	2.1	Linked to the Business Diversification action, understand the support required and establish development mechanisms for emerging entrepreneurs, such as funding and grants, business planning & strategy development, and mentoring programs. Explore co-working spaces to support start-ups and small business collaboration.	Identify the partners best placed to develop business support tailored to local need (e.g., Business Enterprise Centre, Rural Business Tasmania, AusIndustry, Chamber of Commerce, and Council).	2	Council / Various Stakeholders
		2.2	Create an enabling environment that fosters innovation and growth for start-ups, social enterprises, and small businesses. Leverage the Industry Growth Program to provide support and incentives that encourage emerging businesses to establish or relocate to the Break O'Day area.	Explore the introduction of advisory groups to empower local businesses, identify local entrepreneurial leaders and encourage the sharing of ideas.	3	

3	Invest in Education and Training	3.1	Partner with local educational institutions and wider stakeholders to develop and implement vocational training programs and curriculums ensuring they are aligned with local needs and demand. In turn reducing the need for families to relocate and addressing regional and parental drift. Leverage the Study Hub for further educational support.	Leverage findings from the East and Northeast Coast Education, Training and Employment Pathways report to identify priority next steps. Support the establishment and operation of a Study Hub to meet educational needs.	5	Local Educational Institutions / State & Council (Strategic Regional Partnership)
		3.2	Engage with Break O'Day Employment Connect and local businesses to focus on skills and training that are in demand in both traditional and emerging industries (such as industry specific qualifications, customer service & sales training, and digital & IT training). Increase access to apprenticeship programs that encourage students and young professionals to remain in, or move to, Break O'Day.	Work with Council and Break O'Day Employment Connect to identify key skills needed in existing and emerging industries. Launch pilot training programs and evaluate their effectiveness. Explore potential of non-traditional apprenticeships (such as those in aged-care, tourism & hospitality or IT).	5	Council / Break O'Day Employment Connect / Local Businesses
4	Attract and Retain Talent	4.1	Work with local businesses and Break O'Day Employment Connect to consider career events, young leadership programs, and marketing campaigns that highlight the region's lifestyle benefits to attract new talent.	Collaborate with local businesses and Break O'Day Employment Connect to facilitate career events and young leadership programs. Explore the development of marketing material to showcase employment opportunities and lifestyle benefits of Break O'Day, potentially engaging external expertise if required.	5	Break O'Day Employment Connect / Council / Local Businesses
		4.2	Collaborate with State Government and key stakeholder organisations to explore relocation incentives. Leverage existing Council Wellbeing Project and continue to explore opportunities with Tasmanian Community Fund to meet Break O'Day's community needs and support the attraction and retention of talent.	Engage with State Government to explore relocation support and resettlement assistance. Explore further funding opportunities and leverage existing initiatives to promote the attractiveness of Break O'Day.	3	State / Council / Local Businesses / Tasmanian Community Fund
5	Brand Identity Development and Digital Outreach	5.1	Support and showcase the development of local products and services (such as organic farming, sustainable fishing, specialty crop production, viticulture, forestry products, and sustainable & agri-tourism) that are tied to the region's natural capital, creating a strong brand identity.	Collaborate with local producers and East Coast Tasmania Tourism to identify key opportunities to support local produce (such as loyalty rewards/programs) and boost brand development. Encourage local suppliers to collaborate and jointly promote goods and services.	4	Council / Local Producers / East Coast Tasmania Tourism

		5.2	Continue to develop digital promotion platforms, workshops and networking events that facilitate collaboration between local producers, retailers, and other stakeholders. Consider how Business Enterprise Centre, East Coast Tasmania Tourism and Rural Business Tasmania can collaborate to enhance digital engagement.	Explore the potential (and feasibility) for joint working platforms. Work with East Coast Tasmania Tourism and Rural Business Tasmania to engage local businesses through existing networking events, workshops and ongoing branding efforts. Identify potential solutions for promotion of the Break O'Day area and its businesses. E.g., an 'Invest in Break O'Day/Northeast Tasmania Website', creation of a digital version local business directory.	1	Business Community / East Coast Tasmania Tourism / Rural Business Tasmania / Business Enterprise Centre / Council
6	Activate Town Centre Spaces	6.1	Collaborate with the community to activate and enhance foreshore spaces. Create a vibrant network of public realm spaces that promote accessibility and support diverse and flexible recreational facilities.	Explore opportunities to improve placemaking in various locations, including along the Georges Bay Trail (in alignment with Georges Bay Foreshore Strategy). Through increased walkability, new events & markets, and upgrading public amenities, support businesses with increased evening and offseason footfall.	3	Council
		6.2	In alignment with community demand, explore the viability of pop-up shops, temporary markets, community hubs and wider events to revitalise town centre areas and stimulate economic activity. Support the promotion of these opportunities with local entrepreneurs and community groups.	Develop approval guidelines and explore funding options for prospective and pilot events with community and local entrepreneurs. Align these efforts with St Helens - Binalong Bay Liveability Strategy, leveraging existing Council Community Grants to improve town centre beautification and amenity.	3	Council / Business Community
		6.3	Support local businesses to extend opening hours by promoting events and pop-up facilities, particularly during peak tourist season. Encourage residents and visitors to shop locally by improving communication and advertising of current hours. Explore the implementation of consistent business opening hours to align with community needs.	Work with residents, local businesses, East Coast Tasmania Tourism and Chamber of Commerce & Tourism to support the extension of opening hours. Explore potential for shared and consistent business opening hours for retail areas. Ensure coordinated promotion of extended hours, events, and pop-up facilities through digital platforms, ensuring consistency and convenience for visitors.	3	Business Community / East Coast Tasmania Tourism / Chamber of Commerce & Tourism

		6.4	Implement initiatives to revitalise & repurpose vacant properties and improve the visual appeal and streetscape of our key centres.	Work with Council Infrastructure Department to review and understand the potential of vacant sites and how they could operate.	2	Council
Infrastructure						
7	Encourage Housing and Accommodation Diversification	7.1	Collaborate with local businesses to address the shortage of suitable accommodation for workers, particularly for skilled and key professions such nursing and teaching, as well as new or seasonal employees. Identify strategic 'quick win' accommodation options to attract and retain skilled workers.	Work with the business community and State through the Eastern Strategic Regional Partnership to explore partnerships and the potential of developing a 'Housing Delivery Working Group' of public and private sector. Work with community to assess affordable housing options that meet their needs.	5	State / Council / Business Community
		7.2	Collaborate with State and private sector to develop affordable housing options for working individuals, couples and families.	In alignment with the East Coast's Strategic Regional Partnership and Tasmania's 20-year Housing Strategy, collaborate with the Council planning team to identify 'quick win sites' for immediate development exploration.	3	Council Planning
		7.3	Explore opportunities to address high rental prices and the shortage of mid-term to long-term accommodation.	Work with Council to identify potential partnerships and form a 'Housing Delivery Working Group' comprising public and private sectors.	3	Council / Private Sector
		7.4	Expand the housing provision for Break O'Day's ageing population. Explore and encourage the development of multiple dwellings and micro units.	Assess the ageing community's needs to determine the regional over/under supply of bedrooms.	4	
8	Enhance Provision of Visitor Accommodation	8.1	Expand premium accommodation offerings to attract higher-spending visitors, ease the reliance on Airbnb provision, and support local businesses and economic growth.	Develop and implement strategies to attract investment and support upgrades to close the gap in premium accommodation offerings in Break O'Day, exploring opportunities such as motels.	3	Council / Private Sector

9	Responsive Strategic Land Use Planning	9.1	In alignment with Break O'Day's Land Use and Development Strategy, ensure strategic and appropriate provision for diverse land uses. Collaborate with stakeholders to ensure community needs are regularly reviewed and incorporated.	Support future economic growth by reviewing land use designations and implementing zoning for diverse housing, designating commercial areas, protecting agricultural lands, and developing accessible recreational spaces. Ensure alignment with the Beaumaris and Scamander Structure Plans currently in development to integrate with broader land use planning.	2	Council
10	Upgrade Transport Infrastructure	10.1	In alignment with Break O'Day's Transport Master Plan, invest in road maintenance to improve the reliability and condition of transport infrastructure (including roads such as St Marys Pass) to boost connectivity to & from and within the region.	Discuss key transport issues with the Council's Infrastructure and Development Services team to identify potential improvements and explore the feasibility of developing an Integrated Transport Strategy.	5	Council / State
		10.2	Explore the development of an Integrated Transport Strategy for Break O'Day. Seek to improve public transport provision, particularly around town centres.		4	Council
		10.3	Improve local transport connectivity and accessibility, including street permeability and parking, particularly in town centres and during peak tourist season. Focus on safe & accessible active travel routes (both walking and cycle trails) and promote passive movement to enhance placemaking.	Promote and leverage existing Council Community Grants to improve town centre connections and amenities. Uncover collaboration opportunities with Area Connect to leverage short-term flexible transport solutions.	4	Council
11	Improve Digital Connectivity	11.1	Explore opportunities to improve digital infrastructure, such as the introduction of more Starlink services, particularly in remote areas to enhance business operations and access to services.	Identify current gaps in digital infrastructure and potential funding sources for improvements. Advocate with other key agencies such as NBN and Telstra and align with State initiatives like Our Digital Future to improve digital capacity and connectivity.	3	Council / Key State & National Agencies
		11.2	Improve reliability of high-speed internet access to support modern business needs.	Set out potential high-level solutions for resolving connectivity issues (e.g., Starlink and similar case studies).	3	

Natural Environment

12	Harness Natural Beauty to Attract Residents	12.1	Harness Break O'Day's natural beauty and high quality of life to attract new residents and workers, fostering population growth and meeting the workforce demands of local businesses.	Linked to the Brand Identity Development and Digital Outreach action, develop partnerships and targeted marketing campaigns that highlight the region's natural assets and outdoor lifestyle benefits to attract new residents and professionals.	3	Council / Business Community
13	Promote Regenerative Tourism	13.1	Promote tourism that actively restores and enhances our natural capital. Educate visitors on conservation activities and Break O'Day's natural values while generating sustainable economic benefits for the community.	In alignment with East Coast Tasmania Tourism Positive Impact Tourism Plan, understand how regenerative tourism interacts with the community and identify high-level opportunities in the area's tourism sector. Explore the development of a Bay of Fires Pledge (similar to Maria Island) that encourages visitors to consider and take responsibility of their environmental impact.	4	East Coast Tasmania Tourism / Council
14	Leverage Natural Resources	14.1	Leverage Break O'Day's natural resources to drive sustainable industry growth while preserving environmental integrity. Promote areas such as sustainable agriculture, aquaculture, and positive impact tourism.	Engage with local stakeholders and develop partnerships to identify opportunities for sustainable industry development.	3	Council / Business Community
15	Foster Institutional Partnerships and Community Involvement	15.1	Engage with institutional investors, such as those who own forestry assets, to develop collaborative initiatives that align their investment goals with community benefits. Establish regular dialogue to explore opportunities for joint ventures in sustainable practices, carbon offset projects, and community-driven positive impact tourism.	Engage investors in joint initiatives that align their investments with community benefits, including local job creation, infrastructure, and sustainability projects.	3	Council / Business Community / Community
		15.2	Support North East Bioregional Network and other community organisations to develop programs that educate the community on the importance of our natural capital.	Collaborate with the community to discuss the existing processes in place and involve them in future conservation and sustainable use practices.	2	North East Bioregional Network / Council / Wider Community Organisations

16	Support Biodiversity and Advance Circularity	16.1	Support and engage with biodiversity restoration projects to improve the health and resilience of ecosystems, such as reforestation, wetland restoration, and invasive species control.	Continue to support and seek new projects that provide reforestation, wetland restoration, and invasive species control initiatives in order to enhance ecosystem health while creating local jobs and boosting positive impact tourism potential.	3	North East Bioregional Network / Council / Wider Community Organisations
		16.2	Promote circular economy practices and develop areas such as waste reprocessing and microgrids.	Identify best practices and successful models from other regions that could be adapted for Break O'Day. Engage with local industry stakeholders to explore the adoption of these practices. Integrate State strategies and initiatives such as Tasmania's Recycle Rewards Scheme to promote further waste reduction and recycling initiatives.	4	Council / Business Community / Regional Waste Organisations
17	Develop Climate Resilience Planning	17.1	Through development of the Council's Climate Change Action Plan, continue to develop and implement plans to address climate change impacts and protect ecosystems & communities.	Identify key risks and next steps for ensuring resilience and economic security. Explore the potential to develop a Municipal Climate Change Adaptation Plan to inform & support community and manage risks.	4	Council / Northern Tasmania Alliance of Resilient Councils
		17.2	Enhance the ecosystem and community's capacity to endure and recover from extreme weather events through focused resilience planning and protective measures.	Identify high risk areas (such as Georges Bay) and develop resilience planning for weather events. Dependent on demand and weather patterns, explore the potential for irrigation initiatives such as re-opening the Fingal Irrigation Scheme.	2	Council / Tasmanian Irrigation
Community Wellbeing						
18	Improve Healthcare and Childcare Services	18.1	Assess the nature & extent of inadequacy in healthcare services in Break O'Day, identifying gaps and mismatches between supply and demand. Explore options to integrate technological health solutions such as telehealth services and digital health management systems.	Ensure alignment with the East Coast Strategic Regional Partnership to identify key areas for intervention, such as mental health services.	4	State / Eastern Strategic Regional Partnership / Local Healthcare Providers / Community Representatives
		18.2	Engage with State and healthcare providers to discuss incentives to attract and retain skilled healthcare professionals.	Follow up with healthcare providers and State Department of Health to discuss potential expansions and incentives to attract skilled healthcare professionals.	4	State / Local Healthcare Providers

		18.3	Engage with childcare providers and Early Childhood Australia to explore options to expand access to childcare and family support services. In doing so, support workforce development as well as improving childcare provision.	Deliver the childcare analysis project contained in the Eastern Strategic Regional Partnership and support the implementation of the childcare provision outcomes.	2	State / Local Childcare Providers / Council
19	Expand on Aged Care Opportunities	19.1	Prioritise aged care and related services to meet the growing needs of our aging population, supporting sector growth and industry diversification.	Engage with Medea Park and other potential providers to explore expansion and diversification opportunities, including medium and high density independent living units. Leverage Dr Lisa Denny's Levers for Change and other success stories that embrace the silver and white economy to capitalise on these opportunities.	5	Council / Medea Park
20	Improve Access to Housing	20.1	Explore partnerships to improve access to housing. Encourage investment in accommodation diversification, focusing on a community led and place-based approach to housing investment.	Build on actions identified above. Address the mismatch between current local supply and demand, particularly for older residents, smaller households, and new or seasonal workers.	3	Council / Private Sector
21	Enhance Education and Training	21.1	Develop vocational training programs in collaboration with the Trade Training Centre and Break O'Day Employment Connect, leveraging the Study Hub's tertiary and vocational education focus. Ensure alignment with local industry needs and integration with mainstream education through the VET system.	Leverage findings from the East and Northeast Coast Education, Training and Employment Pathways report and work with Council, Break O'Day Employment Connect and wider educational stakeholders to set out the key actions associated with local training and employment support.	5	Council / Break O'Day Employment Connect / Educational Stakeholders
		21.2	Enhance access to education and training provision and explore opportunities to improve Break O'Day's local education offering, such as further in-person teaching for years 11 and 12, that could potentially bring in tertiary education support.		4	

22	Upgrade Community and Recreational Infrastructure	22.2	Ensure targeted investment in the development, maintenance and repurposing of community infrastructure to ensure it aligns with the needs of the Break O'Day area. Explore opportunities to develop cultural & recreational facilities and services, including trails, green spaces, game fishing, water sports, and an aquatic centre.	Work with community representatives (e.g., Neighbourhood Housing and Lighthouse) to explore the extent and nature of community & recreational infrastructure demand. Explore the development of an integrated regional mountain bike network and online platform that promotes physical activity and positive impact tourism. Ensuring development of existing trails is in alignment with the Break O'Day Recreational Trails Strategy.	3	Council / East Coast Tasmania Tourism / Community Representatives
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