



# Investment Assistance Program

Break O'Day Council is committed to working with development and business stakeholders to ensure a stronger, viable region for all the community.





# Open for Business

**In the Break O’Day region, we never anticipated the vibrant transformation we're experiencing—this surge of vitality and opportunities that now grace our expansive and diverse environment.**

As a coastal gem in Tasmania's embrace, we were accustomed to being on the outskirts of most people's thoughts, even for Tasmanian’s. Break O’Day has always been an exceptional place to call home, with a friendly culture and an inviting community, surrounded by breathtaking landscapes. However, it wasn't often viewed as a hub where enterprises could flourish.

**Today, that perception has evolved.**

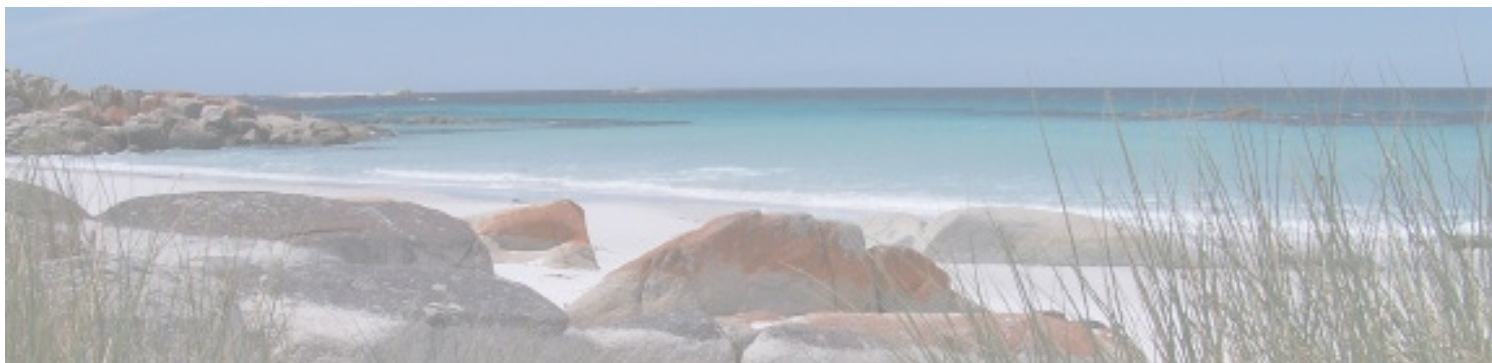
The Break O’Day region is witnessing remarkable population growth, boasting an impressive 10% increase during the 2016-2021 Census period. This surge triples during the summer months, highlighting the pivotal role and potential of tourism in our region’s development. St Helens, our primary township and coastal port of Break O’Day, boasts a rich history in fishing and is renowned for its production of world-class oysters. The area sustains a thriving commercial and recreational fishing industry, drawing substantial crowds and media coverage through various competitions.

Our fertile agricultural land is a source of national pride, producing renowned products like Pyengana Dairy and Bay of Fires Cheese. St Marys and Pyengana, with ample rainfall and secure irrigation options, position us for future water security. These areas also contribute high-quality grass-fed lamb and beef to our thriving economy.

The provision of significant services has made our region increasingly attractive to remote working professionals and young talents. The Break O’Day region benefits from amenities available in St Helens and St Marys, including a newly constructed District Hospital, dentist and doctor facilities, a versatile stadium and sports complex, a Post Office, a Chemist, various retail outlets, a retirement facility, and District High Schools.

**Our beloved Break O’Day is on the brink of its most thrilling and rewarding era yet. We're eager to invite you to be a part of this exciting journey, with the Council actively welcoming and supporting dynamic business ventures.**





## Break O'Day at a glance

In the Break O'Day region, our renowned Great Eastern Drive winds its way through St Marys and St Helens, seamlessly connecting travellers to the breathtaking Bay of Fires. This iconic route has become a beacon, attracting a notable surge in visitor numbers. According to the Tourism Tasmania Visitor Information Survey from January 2023 to March 2023, St Mary's experienced an impressive 73% increase in visitation, while St Helens achieved a remarkable 31% growth, setting a record compared to the numbers from 2019.

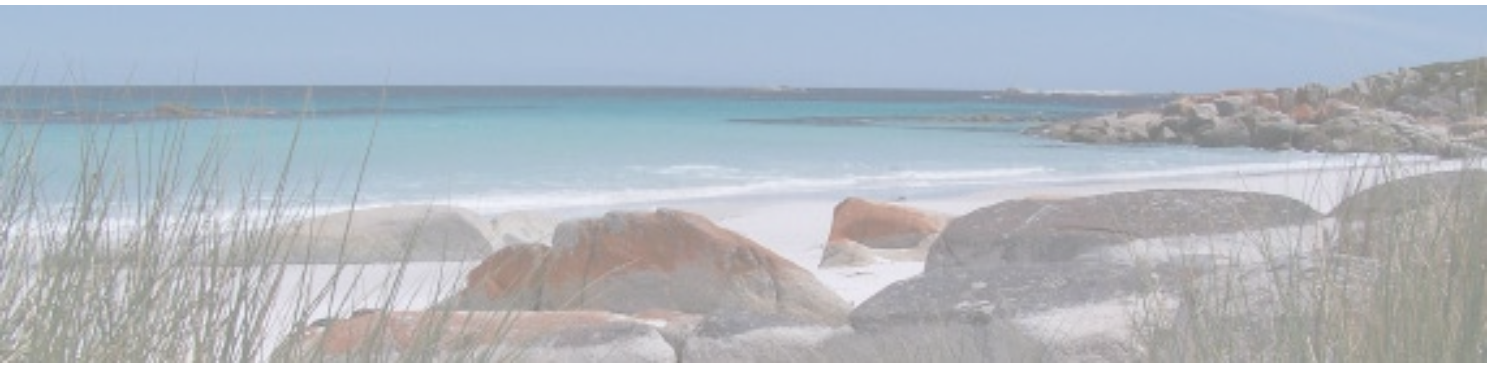
The establishment of the St Helens and Blue Derby MTB trails has significantly contributed to the upswing in visitation, enticing residents to call our region home. According to the Tasmanian Visitor Survey, a staggering 60% of visitors who indulge in mountain biking in Tasmania choose the East Coast. The Break O'Day Council is dedicated to nurturing the area's reputation for adventure and firmly believes that now is the opportune moment for developers to invest.

Our Council wholeheartedly welcomes business investment in our municipality and is committed to offering discretionary support to businesses eager to invest in the region. Eligible projects are typically those that exhibit a nature and scale of investment capable of stimulating substantial economic and community benefits. We're on the cusp of an exciting chapter in the Break O'Day region, and we invite you to be part of this thriving journey.

### The Break O'Day Region:

- St Helens visitation has increased by 31% compared to 2019.
- St Marys visitation has increased by 73% compared to 2019.
- All time record of 93,928 visitors of the Bay of Fires between Jan-March 2023 (>30% growth than 2019 figures)
- All time record of 20,840 visitors of St Columba Falls between Jan-March 2023 (>48% growth than 2019 figures)
- 60% of interstate mountain bikers visit the East Coast
- Recently developed \$9 million hospital development
- Recently developed \$2.5 million multi-purpose sports stadium.
- \$2 million foreshore track invested and delivered within Georges Bay, St Helens





## Opportunity knocks

Embracing new innovations and opportunities for employment and growth are deliberate, strategic objectives of the Break O' Day Council.

With our region already considered a must see tourist destination thanks to the recognition by Lonely Planet of the Bay Of Fires, Break O' Day Council is eager to assist any development or business project that seeks to foster and capitalise on this activity. Whether it be through accommodation, infrastructure, services or tourism ventures, we will work with you to ensure a mutually beneficial result for you, your partners and our community.

## What you can expect

The Break O' Day's Business Investment Scheme provides a range of services including a Council appointed, dedicated Case Manager as well as in-kind and financial assistance for applicable investment proposals.

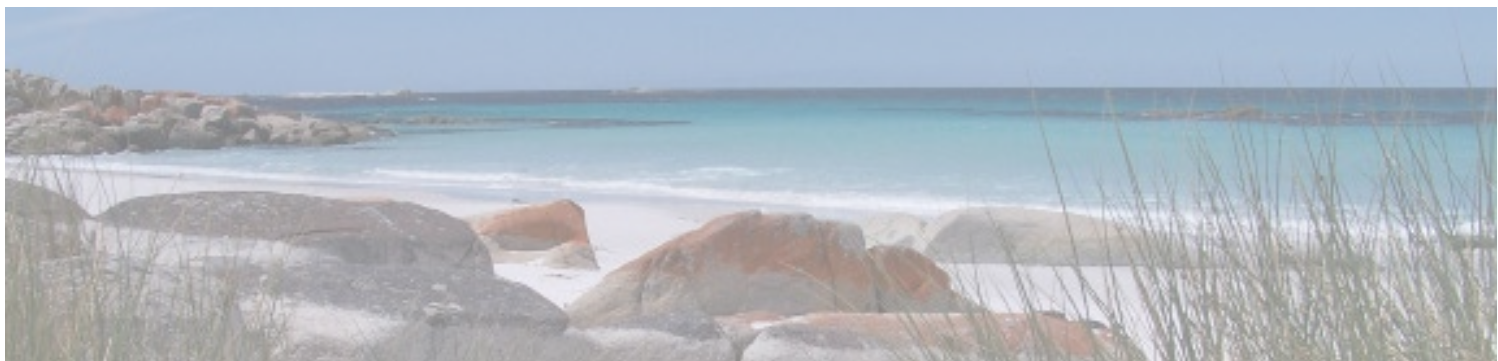
The Case Manager will assist potential investors during the development phase of a project prior to any proposal to Council. The Case Manager will facilitate communication between Council Departments and stakeholders and navigate through the finer details to ensure your proposal is efficiently and effectively progressed. The Case Manager will expedite applications through Council's processes reducing red tape ensuring a quicker approval process.

Financial assistance is specifically intended to assist developments by offsetting various establishment/relocation costs. Projects aiming to attract assistance will be considered on a case by case basis by Council and will be in accordance with specific criteria identified detailed below.

### Our objectives

- Create Jobs
- Create value through construction and operations
- Raise business confidence for additional investment.
- Generate growth in key strategic areas
- Support other business growth





# Investor assistance

## In-Kind Assistance

Provide specialist local advice	<p>Assist with identifying potential investment opportunities.</p> <p>Arrange site visits and meetings with key stakeholders and Government representatives.</p> <p>Facilitate local introductions with key stakeholders as well as finding potential joint ventures.</p> <p>Work with State and Federal Government agencies to provide advice on investment regulations.</p>
Facilitate and expedite approvals process	<p>Assist with arranging pre-lodgement meetings to provide clear guidance for the development application process and more efficient development approvals</p> <p>Navigation through red tape and ensure Council is provided with all information for a rapid approval process</p>
Assist with property location	Identify potential sites or buildings within the Break O’Day Municipality that fit with your project brief.
Support business case development	<p>Offer expert advice on the Municipality’s industry capabilities and strengths.</p> <p>Provide local economic and research data for project analysis and viability studies.</p>
Funding Applications	Assist with the application for potential funding sources.

## Financial Assistance

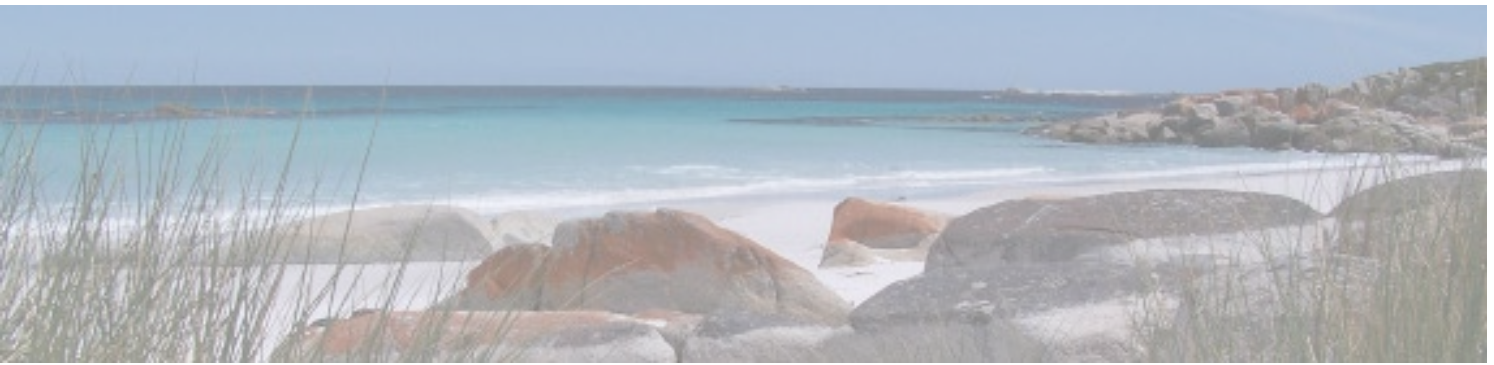
Approved applicants can apply to receive direct financial assistance for significant projects that have been identified as having strategic economic impacts and benefit the broader community.

These projects will add diversity to the economy, support jobs and investment growth, grow the population in the Municipality, and overall be of net benefit to the Break O’Day Community.

Financial assistance cannot be applied retrospectively.

### Financial assistance may take various forms such as:

- Financial assistance for infrastructure
- Financial grants/loans for establishment
- All applications will be assessed on a case-by-case basis.
- Rates and application cost relief



# Eligibility

## Ineligible Applicants include:

- Government departments or agencies.
- Government owned entities such as Government Business Enterprises.
- Regional development organisations.

## Ineligible Projects

The following projects will not be eligible to receive assistance:

- Planning, pre-planning or feasibility studies.
- Provision of working capital or funds to service financing arrangements
- A project that overlaps/falls within an obligation of a government department or agency, government owned entity or regional development organisation
- A project where the primary focus is property development by subdivision
- Rates relief for home-based businesses.

## Eligible Applicants will:

- Be public or private companies with a registered ABN or ACN.
- Submit a comprehensive business/project plan that demonstrates a net economic and community benefit to the Break O'Day Municipality
- Demonstrate capacity to deliver the project
- Demonstrate environmental and cultural values have been assessed
- Be a not-for-profit organisation that will provide benefit to the community

### Our focus:

**Tourism**

**Value-adding Agribusiness**

**Fishing**

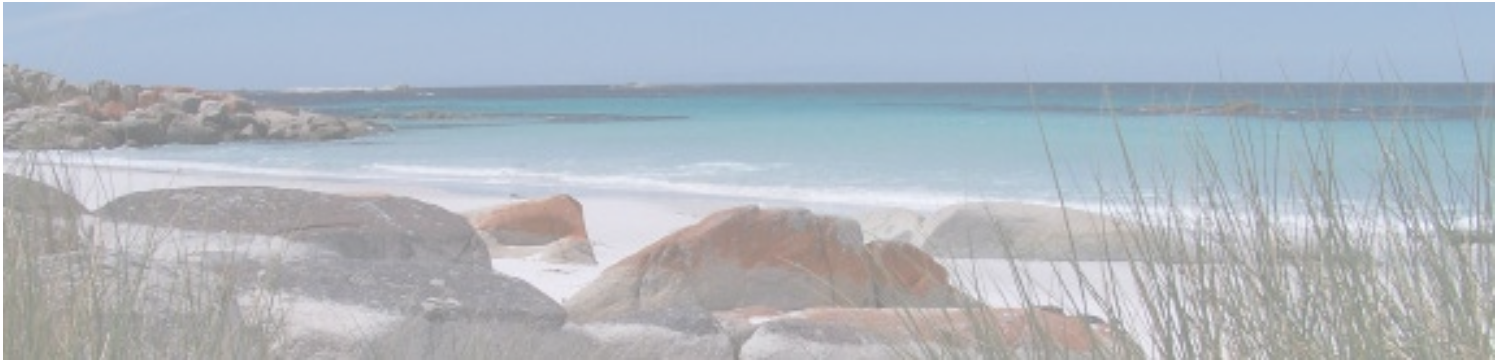
**Creative light industries**

**Professional and business services**

**Port Facilities**

**Aquaculture**





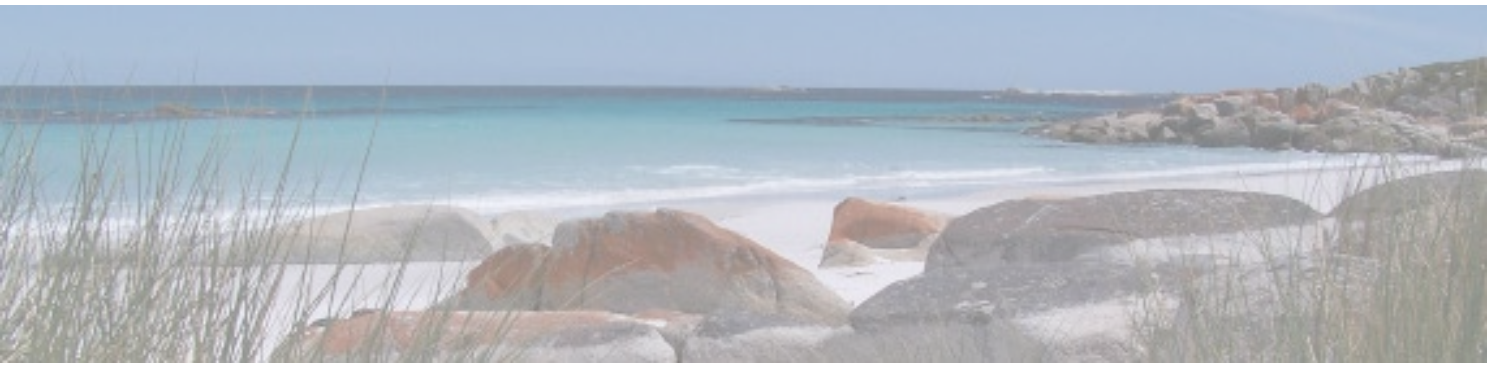
# Assessment Criteria

The Break O’Day Council will assess all projects and applicants to ensure capability and eligibility.

The criteria used in this assessment will include (but not be limited to):

- Net economic benefit to the Break O’Day area;
- On-going viability;
- The creation of sustainable job growth in the area;
- Capital investment in the municipality





# Application Process

## 1. Engage with the Break O'Day Council's Economic Development Officer

Applicants are required to meet with the Economic Development Officer to ensure they meet eligibility requirements

## 2. Formal Assessment

Council will assess applications against the selection criteria and complete due diligence – including economic and financial analysis.

## 3. Decision

Once the assessment is completed applicants will be notified of the outcome.

The Economic Development Advisory Committee will meet with successful applicants to finalise terms and conditions.

## 4. Acceptance

Successful candidates will receive a letter of offer from Council which will outline the incentives offered, conditions, milestones

If the offer is accepted a Financial Assistance Agreement will be up with detailed terms and conditions. This Agreement will be executed by all parties and becomes legally binding.

## 7. Payments and Auditing

The payment of assistance is through reimbursement of approved costs incurred. Financial reimbursement will be provided on project completion and on provision of evidence of expenditure.

An audit of the project will be completed to ensure the agreed milestones have been achieved.

### **In-Kind support:**

**Local advice**

**Expedite approvals**

**Site Research**

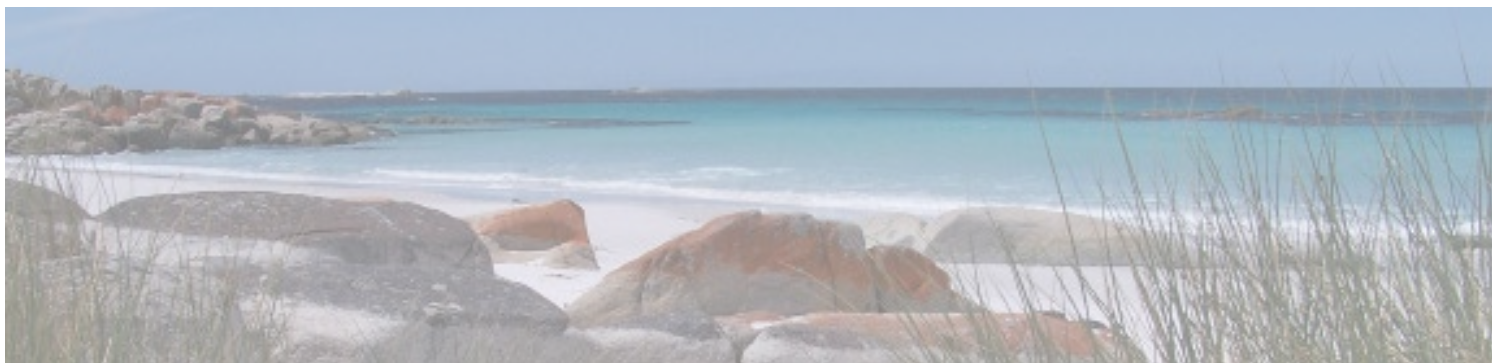
**Feasibility study support**

### **Financial support:**

**Rate and fees relief**

**Grants/Loans**





## Contact

For further information about Break O'Day Council's Investment Incentives Program, please contact Council's Office.

Ph: 6376 7900

Email: [admin@bodc.tas.gov.au](mailto:admin@bodc.tas.gov.au)

