



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.



LAST UPDATED: July 2021



Open for Business

Located on Tasmania's North East coast, the Break O' Day area is a popular tourist destination for locals, mainlanders and internationals alike.

Some come to experience the breath-taking coastal scenery made iconic by the Bay of Fires, while others head to the hills, to experience the thrilling Blue Derby Mountain Bike Trails or see some of Tasmania's pristine wilderness.

The region has a wide spread and diverse population of 6500 which nearly triples during the summer months. St Helens is the major township in the area and a coastal port, once providing a thriving fishing industry. Today the area is still a producer of Oysters with a healthy fishing trade including Game fishing which continues to grow with the increasing presence of Tuna, Marlin and Broadbill swordfish in the area.

The region also boasts a significant agricultural sector that produces award winning cheeses; Pyengana Dairy and Fowlers Cheese, as well as a healthy Lamb and Beef industry.

The town of St Helens offers a hospital with State Government plans already underway to build a new facility to the tune of \$9 million as well as a medical centre, newly built stadium and sporting complex, Business Enterprise Centre, Post Office, retirement facility, Trade Training Centre and District High School with grades from kindergarten to grade 12.

The nearby township of St Marys offers another district High school and Medical Centre. St Marys is a township of great artistic talent and features a regular handmade Stable Market, Cranks and Tinkers Museum and numerous retail outlets fostering arts and crafts.





The recently promoted tourist venture, the Great Eastern Drive passes through St Marys, St Helens to the Bay Of Fires and has provided an increase in tourism traffic to our area. According to the Tourism Tasmania Visitor Information Survey from January 2015 to December 2015 St Marys has experienced increased visitation of 24.8% and St Helens, a 45.8% increase.

The implementation of the Blue Derby Mountain Bike Trails located in our municipality and the neighboring Dorset Municipality, has also contributed to increased visitation with the trails attracting more than a 30 per cent increase in mountain bike riders to the region. Future developments by the Break O'Day Council are aimed at fostering the area's reputation for Adventure Tourism and based on the success of the trails, Break O'Day Council believes now is the time for developers to invest.

The Break O'Day Council welcomes business investment in its municipality and will provide discretionary support to businesses seeking to invest in the region. Eligible projects will typically be of a nature and scale of investment that will stimulate significant economic and community benefit.

The Break O'Day Community Stadium is a \$2.5million project with the council footing more than 60% of the total cost. The Stadium has already attracted State League Netball Games.

Image courtesy of Edwards and Simpson Architects



The Break O'Day Region:

- **St Helens Experienced 45.8% tourism growth in the last 12 months**
- **Experienced more than 30% visitor growth to the Blue Derby Mountain Bike Trails**
- **Has a \$9 million hospital development underway**
- **Is part of the Great Eastern Drive Tourist Campaign currently targeting mainland markets**
- **Is home to the internationally acclaimed Bay Of Fires**



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, the 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 on page 7.

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.

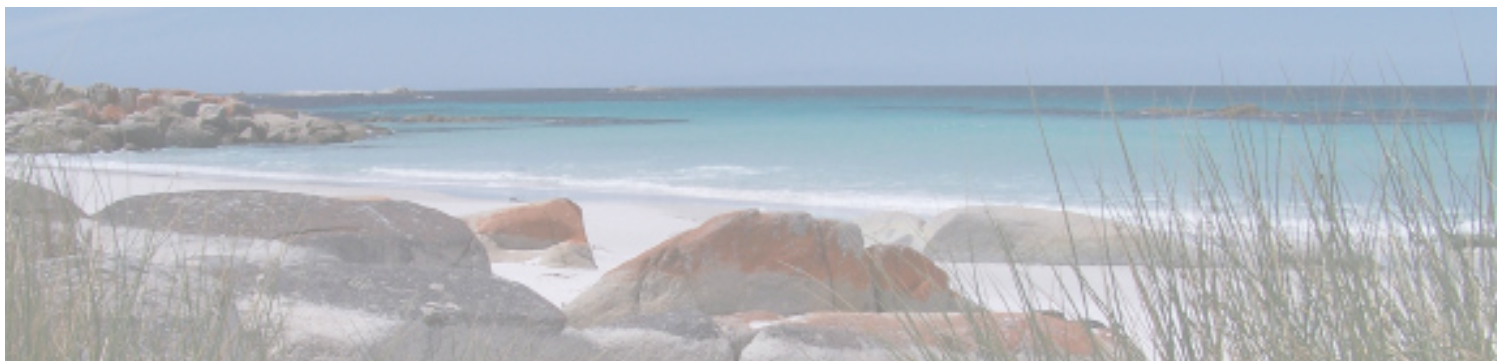
These projects will add diversity to the economy, support jobs and investment growth, grow the population in the Municipality, and overall be of net benefit to the Break O’Day Community.

Financial assistance cannot be applied retrospectively.

Financial assistance may take various forms such as:

- Financial assistance for infrastructure
- Financial grants/loans for establishment
- Rates and application cost relief

All applications will be assessed on a case-by-case basis.



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

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. Complete Application Forms (Direct Financial Assistance only)

Applicants are required to complete the Application form and provide supporting documents (see list of Supporting Documents)

3. Formal Assessment

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

4. 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.

5. 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 drawn 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.

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