



## 2014 CLAIR Forum



Alderman James Walker  
Clarence City Council  
Tasmania

## Akkeshi Japan - sister city of Clarence

The 32 year sister city relationship between Clarence and Akkeshi is based on historical and geographical grounds.



## Clarence – Geography and Key Features

- Clarence is a mix of urban, rural and coastal communities
- 386 squ.kms, 191 kms of coastline
- Hobart Airport is at Cambridge
- Coal River Valley irrigated agricultural district
- Oysters & mussels aquaculture and bio-technology
- Tourism – food, wine, heritage, golf, sporting events, festivals, beaches.





# BIG PICTURE ECONOMICS

## New Japan-Australia Economic Partnership Agreement

### Some elements that could benefit the local Clarence economy:

- removal of the 15 per cent tariff on bottled wine over 7 years.
- duty-free quotas for Australian cheese.
- tariffs removed on majority of Australia's fruit, vegetables, nuts & juice.
- tariffs on shellfish exports removed.



# SMALL PICTURE ECONOMICS

## Local government's role in economic development

Local government does have an important role, as much of the activity of local Councils impacts very directly on:

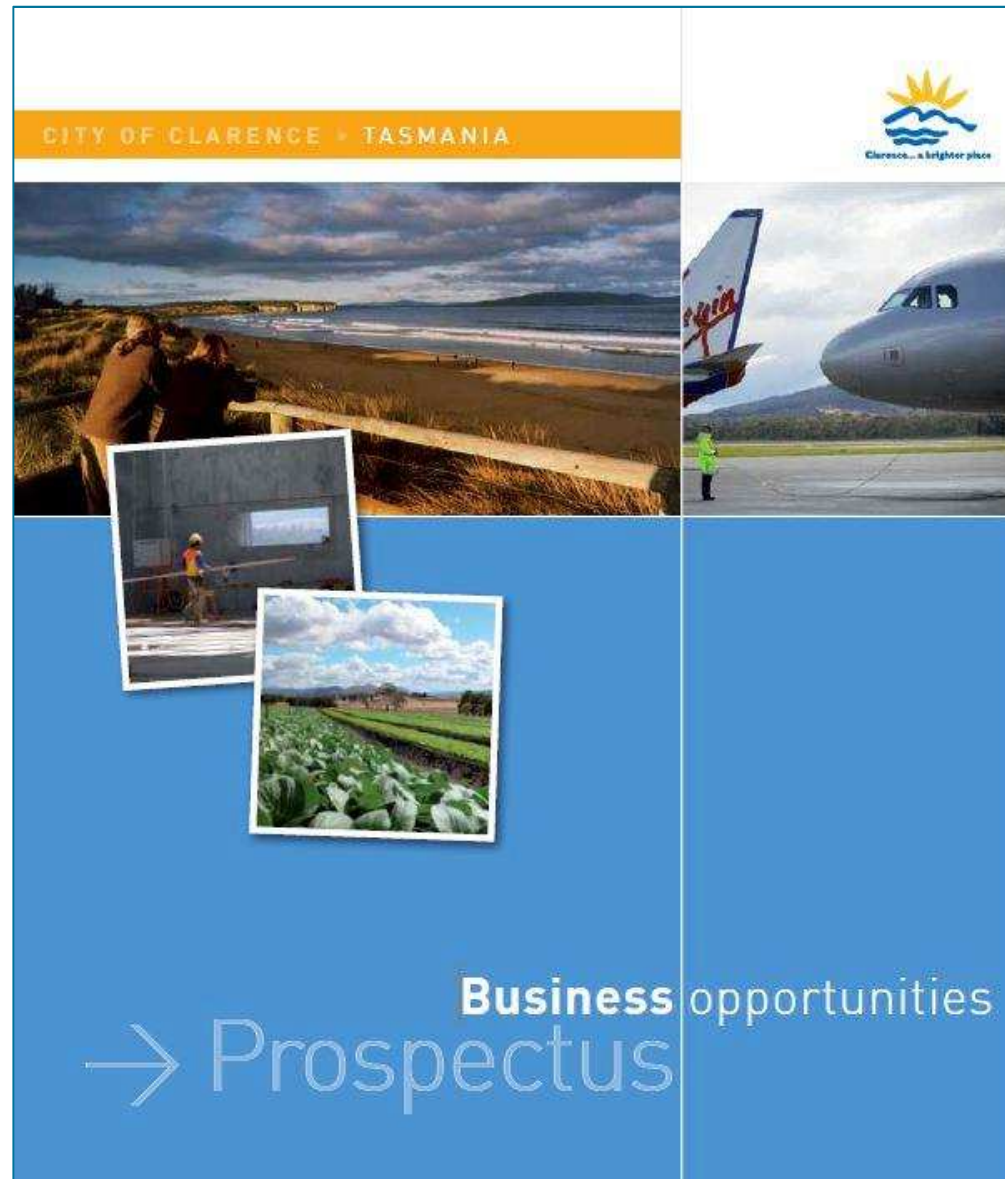
- the competitiveness of the business environment;
- the ability of investors to take up opportunities as they arise; and
- the attractiveness of the area as a place to do business compared to other locations.



# Marketing the local area as a place of business

## Business opportunities prospectus

- The Clarence Business Opportunities Prospectus is produced by Council as a tool to raise awareness of opportunities for business investment in the city.





# Urban design and precinct revitalisation projects



**Case Study: Kangaroo Bay Development Project**  
aims to establish the waterfront precinct as a focal point  
for the City for both residents and visitors.



# Case Study: Kangaroo Bay Development Project





## Kangaroo Bay Development Zone cont..

URBAN DESIGN



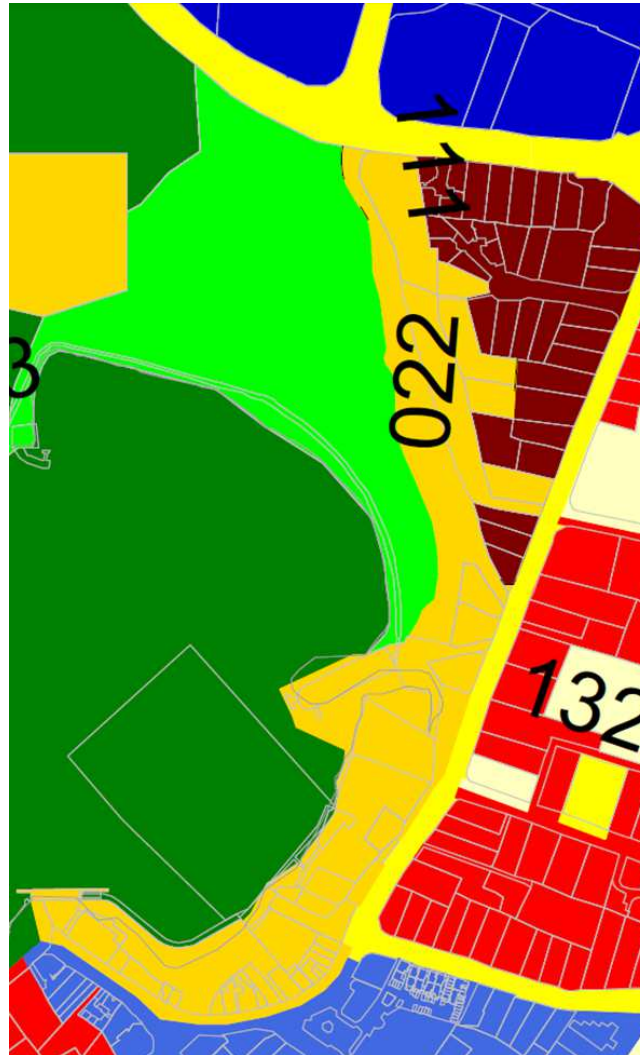
LAND USE ZONING



SUBDIVISION



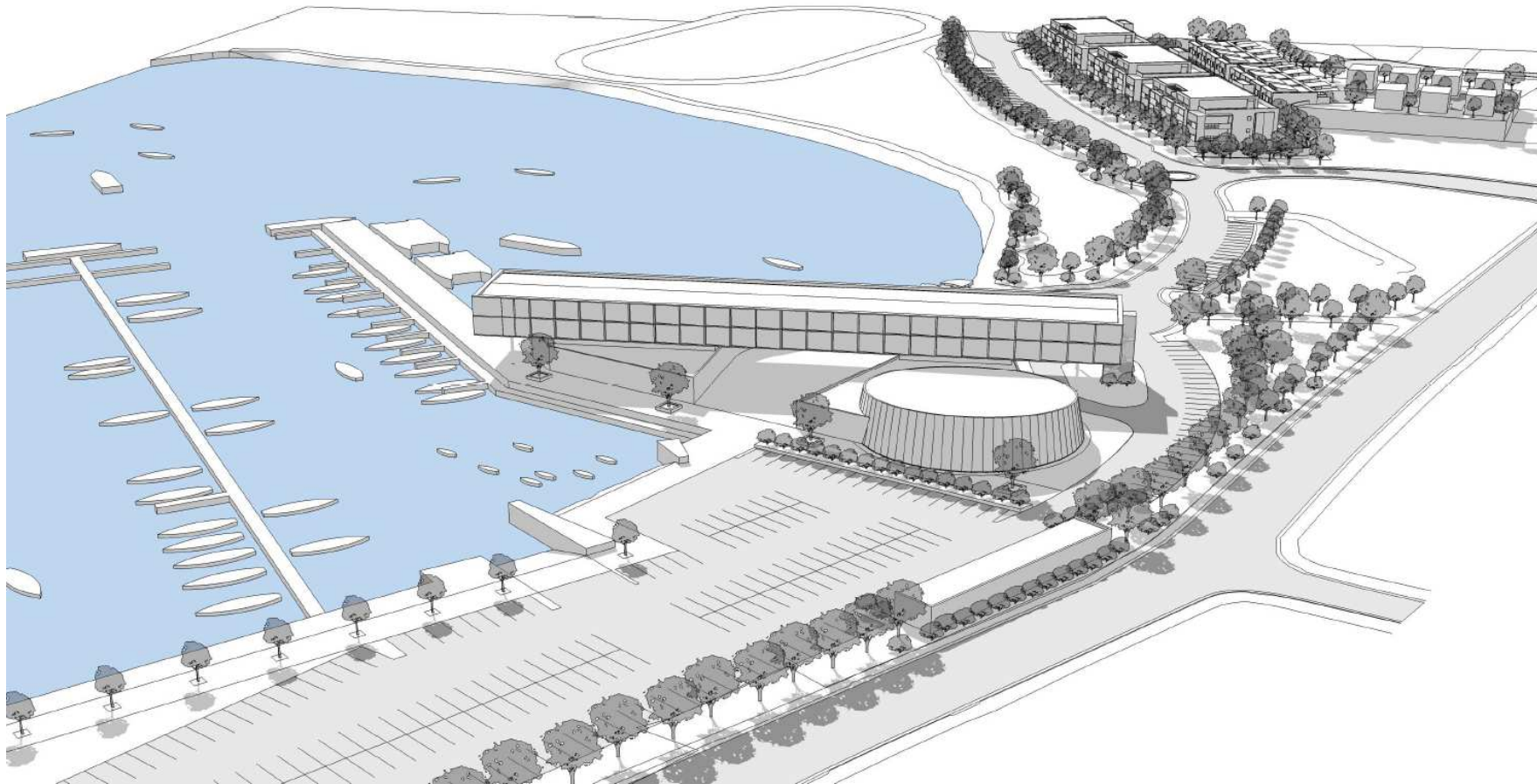
Clarence... a brighter place



## Kangaroo Bay Development Zone cont..

### EXAMPLE DEVELOPMENT CONCEPT

A project of this scale would involve direct commercial investment in the order of \$50 Million and would generate on-going employment.



Clarence... a brighter place



## Local government & tourism - destination marketing

We recognise that tourists visit a region - “Clarence” is not their destination

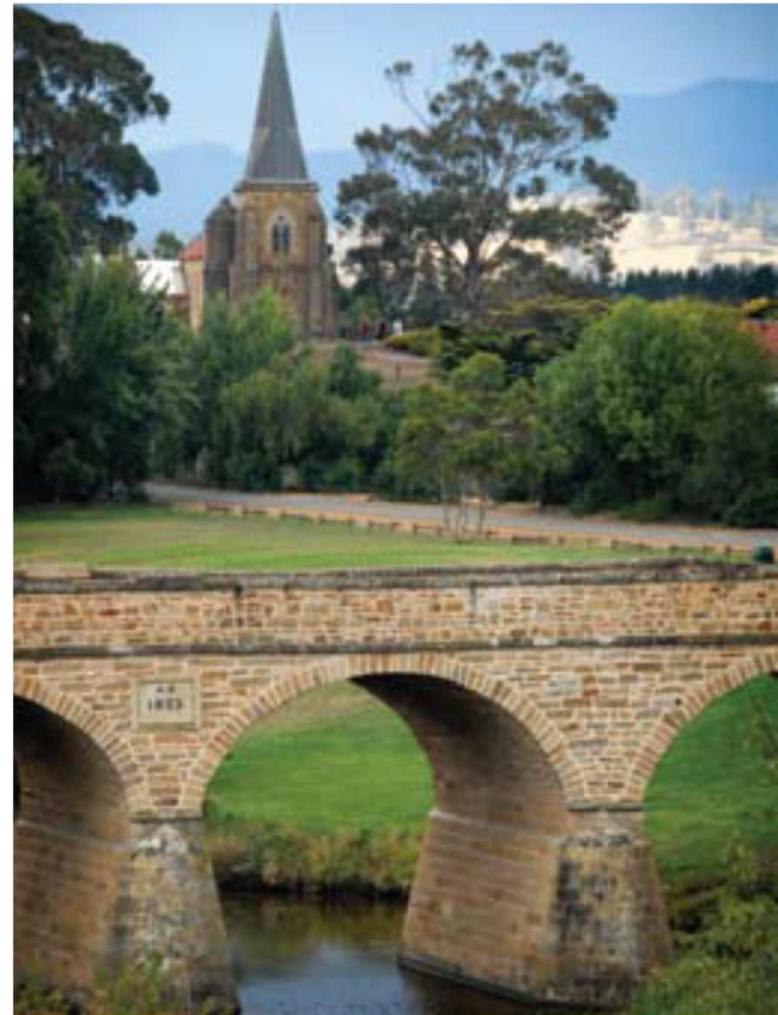
- Historically tourism marketing with a local government area focus is usually ineffective (although it makes us feel good).
- Better approach is to gain leverage through participation in regional tourism organisations and regional marketing campaigns.
- In southern Tasmania that means “Destination South Tasmania” (DST) regional tourism organisation.

DESTINATION  
SOUTHERN  
TASMANIA



## Marketing of the local area as a visitor destination

Our key strengths are **heritage, food & wine** focused around historic Richmond Village & the Coal River Valley agricultural district.





## Marketing of the local area as a visitor destination

Coal River Valley agricultural district. Food, wine & produce – experiential tourism plus new on-line markets.



# Marketing of the local area as a visitor destination

The future: Integrated farm and produce hub.





## Local government & tourism - destination marketing

- Establish, maintain and nurture long term relationships.
- Understand that macro economic factors tend to override local.
- Local Government works best creating a climate conducive to investment.
- Infrastructure is often long term and requires persistence.
- Industry-led tourism marketing at a regional level is more efficient at promoting and supplying up to date information.
- Tourism 'experiences' have the potential to drive on-going produce sales.

