



Geeveston and Port Huon
Futures Study

September 2012



Executive summary

At the invitation of Huon Valley Council, MMC Link has undertaken investigation, research and consultation with stakeholders to fully assess the existing economic health of the Geeveston and Port Huon region. The purpose of doing so has been to identify commercial opportunities that might attract investment and improve the longer term economic viability of the district.

Distilling over 200 survey responses, 25 hours of community consultation and observation, and numerous independent submissions, we report as honestly as possible the sum of the community's critical self-reflections and expressions of hope.

To its advantage, we have found that the region has a highly regarded natural environment, excellent primary schooling, and a standard of health services (relative to the size of the district) that is largely appreciated. Importantly, though, Geeveston and Port Huon appear to be a community in the truest sense of the word. The community actively participates in its own betterment, is mostly welcoming, has high levels of happiness and trust, and promotes interactions across class and cultural divides. There is also a reasonable level of respect between the community and small business interests, at the local level.

On the other hand, Geeveston and Port Huon is a difficult place to do business. It has insufficient access to skilled labour and markets, and stakeholders are exasperated with the regulatory environment. Indeed, relationships with government are strained, and the unresolved tensions over how to exploit the natural resources of the region are creating harmful levels of anxiety and stress. There is also a mass exodus of youth from the region underway. Its cause may be as simple as a lack of educational and employment opportunities; it may be attributable to a more complex frustration with the relative absence of social, sporting and cultural enrichment; or it may be that there are no peers left to connect with.

That said, we have also gathered literally hundreds of ideas, innovations and visions for Geeveston and Port Huon. Any suggestion that the people of Geeveston and Port Huon somehow lack the capacity to take control of their own destiny is categorically rebutted by this overwhelming insight into their possible futures. The following categories of engagement have been identified:

- Primary production
 - Aquaculture
 - Forestry
 - Agriculture
 - Alternative energy
- Manufacturing / value adding
- Services
 - Tourism
 - Retail
- Government services
 - Roads and transport
 - Education
 - Planning and development
- Community initiatives
 - Sport, recreation and culture
 - Social enterprises
- Children's vision
- Further inspiration

Despite the myriad of ideas, there is a remarkable consistency of voice. Expressions of frustration are generally complemented with solutions, and change is accepted as an outcome. Government is seen as the key to unlocking the end potential of the region, even if the means are disputed. And there is a sense of urgency, without the panic of crisis. Importantly, even though the people of Geeveston and Port Huon may occasionally feel that others have given up on them, the community is not willing to accept this as their fate.

We conclude that it is likely many of the traditional industries of Geeveston still have a future in the region; although current challenges may see individual businesses decline. In the long-run, the competitive advantages that saw the industries originally established, combined with the identification of opportunities tailored to meet the needs of the modern market, will see sustainable businesses re-establish themselves.

The challenge for government therefore remains; what is the most efficient way to enable this end?

Recommendations

For Geeveston and Port Huon, diverse micro-investment is the most achievable and sustainable growth strategy. In the absence of market intervention, it is submitted that it is the responsibility of government to create an environment that enables such economic prosperity. A number of recommendations for all tiers of government are therefore proposed to **enable Geeveston and Port Huon as a destination of choice to *invest, live and visit.***



Detailed recommendations as to how these objectives might be realised are specified within. In summary, these include:

1. Enable Geeveston and Port Huon as a destination of choice to *invest*

- 1.1. Trade assistance
 - 1.1.1. Regional investment prospectus
 - 1.1.1.1. Accommodation prospectus
 - 1.1.1.2. Agricultural prospectus
 - 1.1.2. Huon Valley brand
 - 1.1.3. Cooperative enablement
 - 1.1.4. Commercial skills assistance
- 1.2. Infrastructure
 - 1.2.1. Improve roads and the related logistic network
 - 1.2.2. Alternative energy
 - 1.2.3. Agriculture
- 1.3. Policy

2. Enable Geeveston and Port Huon as a destination of choice to *live*

- 2.1. Improve relevant public services
 - 2.1.1. Education
 - 2.1.2. 50+ services
- 2.2. Facilitate diverse community participation opportunities
 - 2.2.1. Sport / recreation / culture
 - 2.2.2. Social enterprises
- 2.3. Optimise residential planning and development processes

3. Enable Geeveston and Port Huon as a destination of choice to *visit*

- 3.1. Develop or support the development of regional tourist motivators
 - 3.1.1. Destinations
 - 3.1.2. Events
- 3.2. Open the natural environment
 - 3.2.1. Roads
 - 3.2.2. Tracks, trails and paths
 - 3.2.3. Waterways
 - 3.2.4. Amenities
- 3.3. Destination marketing
 - 3.3.1. Social media

Opportunities for future research are also suggested. These include engaging local stakeholders who have been hereto excluded from the extensive dialogue about the future of the region; and, rigorously testing all potential investments for their feasibility, socio-economic benefit, and likelihood of community acceptance.

Acknowledgements

This is an independent report commissioned by the Huon Valley Council, with the financial support of the Bendigo Bank. The analysis and opinion within should not be taken to represent the position – official or otherwise – of anyone other than the authors of the report.

Nevertheless, nothing here would have been possible without the generous administrative support of the following people:

- Glen Doyle, Huon Valley Council
- Tony Coulson, Bendigo Bank
- Michelle Gledhill, Huon Valley Council
- Luke Doyle, Huon Valley Council
- Helen Smith, Huon Valley Council, and
- Erin van Nieuwkuyk, Huon Valley Council

Local media, including *The Huon Valley News*, the *Cygnets and Channel Classifieds* and *Huon FM*, were also instrumental in informing the community of the project and motivating participation.

A number of people further gave generously of their time to consult with the authors, either directly or via the surveys that were conducted. Mindful of respecting their confidentiality, we do not identify them here.

Special mention must be made of the students from Sacred Heart Primary School, a selection of whose artistic donations are reproduced throughout. **Faridah Cameron**, a prominent Tasmanian artistic educator, contributed the interpretation of their work.



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Introduction

At the invitation of Huon Valley Council, MMC Link has undertaken investigation, research and consultation with stakeholders to fully assess the existing economic health of the Geeveston and Port Huon region. The purpose of doing so has been to identify commercial opportunities that might attract investment and improve the longer term economic viability of the district.

A governing assumption of our study has been that the Geeveston and Port Huon community is very interested in its own welfare and desires the benefits of economic prosperity. It is also assumed that the community is working towards this aim; although, it may not be doing so efficiently, or it may be constrained by barriers that are beyond its capacity or control to resolve.

For that reason, we have engaged directly with relevant regional stakeholders through an open process of highly publicised surveys, consultations and observations of community gatherings to measure the potential of Geeveston and Port Huon (through the construct of community capital), and identify where the community sees opportunities and threats in the future. We have then analysed these findings through the lens of best public practice, and made a series of recommendations that might support Geeveston and Port Huon in taking back control of their social and economic destiny.

Our principle finding is that in the absence hereto of a market led recovery, it is the responsibility of all three tiers of government to intervene to ensure that the community receives every possible advantage towards its aim of creating sustainable, self-sufficient industry. Governments should be mindful of the scarce resources at their disposal, and ensure that investments into Geeveston and Port Huon are targeted to enable the greatest utilitarian returns. By the same token, government support should be neither charitable nor create welfare dependencies; it should ultimately enable independent growth that repays the initial stimulus many times over.

Although this report remains the property of its sponsor, the Geeveston and Port Huon community will ultimately decide whether to accept or reject our conclusions and recommendations. In that respect, it is only the community who can take ownership of and convert our findings into actions. We submit that in as much as this report provides clear recommendations, it is also only one milestone in the critical community conversation that must continue about the future of the region.

Deliverables

1. Research and analysis to enable a sound understanding of the Geeveston economy and the issues faced by that economy.
2. The identification of issues and options for commercial development to help ensure the future economic viability of Geeveston.
3. The provision of a report which summarises the findings and can be utilised to help secure investment in the area.

Methodology

The method used in this study involved the integration of:

- Academic literature reviews
- Reviews of relevant reports produced by third parties
- Media scanning, interpretation and analysis
- Survey / census of the community
- Consultation with relevant stakeholders to explore/confirm issues, including:
 - Elected representatives
 - Government agencies
 - Community groups
 - Industry representatives
 - Business owners / employers
 - School children
 - Concerned citizens
- Observation of / passive participation in several community forums
- Demographic data collected by the Australian Bureau of Statistics (ABS), and
- The collective experience and expertise of the MMC Link team of social, business and economic analysts

Survey / census

Two survey / census instruments were prepared to assist the authors in identifying the Geeveston and Port Huon community's capacity and vision for growth. Their design was based on the US Department of Commerce and Administration's *Measuring Regional Innovation: A Guidebook for Conducting Regional Innovation Assessments* (2005). The Business and Community questionnaires were delivered over May and June, 2012 to stakeholders in the Geeveston Port / Huon district.

Targeted participants included:

- Residents
- Employees
- Business owners
- Business managers
- Potential investors, and
- Other (self-identified) stakeholders

Copies of the survey instruments and detailed results are appended to this report. Distribution was via hard copy at 11 key community locations, and online via the Huon Valley Council's website. The surveys were heavily promoted in the local media, via direct electronic mail-outs, and by personal invitation.

Originally intended to act as a complementary pair of censuses, imperfect access to markets (which was potentially reflected in the lower than anticipated response rates) prevent us definitively declaring that the results are representative in the manner of a census. Despite this, the quantitative results from the community survey are sufficiently robust to report with confidence, and these are supported by a wealth of qualitative feedback.

Stakeholder consultation

With the assistance of the project's sponsors, a list of relevant community interests was prepared, and stakeholder representatives interviewed over the period April to June, 2012. Industries consulted included:

- Forestry
- Aquaculture
- Agriculture
- Tourism
- Education (schools), and
- Real estate

Other groups formally engaged included:

- Huon Valley Council
 - Elected representatives
 - Executive staff
- Thrive
- Geeveston Progress Association, and
- Geeveston, Dover and Huonville Community Bank Board

In the period of the study, the authors were also invited to observe the following community events:

- Geeveston retail traders meeting, convened by Huon Valley Council
- Department of Economic Development, Tourism and the Arts workshop on the Regional Economic Development Plan
- Ernesto Sirolli presentation, and
- Geeveston traders meeting, convened by Andrew Burgess

To complete the stakeholder consultation process, the authors chaired a community round table where a number of the issues and ideas canvassed during the survey and consultation process were rationality-checked and explored.

A number of indicative quotes from the survey and stakeholder consultation processes have been reproduced throughout this report, as in the blue bands below. These quotes are intended to be illustrative, as opposed to summative.

We need to boost the morale of the residents. Instead of holding forums and asking feedback on big decisions, then IGNORING the locals - LISTEN to them.

Children's participation

The children of Geeveston and Port Huon were acknowledged as the stakeholders most likely to be impacted by the changes proposed by their community. They were also recognised as being the least likely to complete surveys or be represented in the stakeholder interview process.

Although attempts to host a forum with Geeveston and Port Huon teens were unsuccessful, students at Sacred Heart Primary School were encouraged to express their own vision for the future of the region through artistic expression. In interpreting the work, prominent Tasmanian artist educator Faridah Cameron used the following criteria:

I noted the colour, size and emphases of each item in each drawing and began to build up a profile of common themes and motifs. I also noted the various words written directly onto the drawings by the students and in some cases the teachers. While there are common symbols drawn by all children – the sun, a home, trees, the mother and father and siblings – it was important to see how these placed themselves in ideas of future lives. It was not only the symbols themselves but also their placement beside other symbols that gave more information.

I had also to take into account the different ages of the children. I think we can safely say that the older children (aged about eleven to twelve) probably had more understanding of the questions asked and convey more information than the younger ones. I also took into account that most of the children had been brought up in a rural environment and the themes would deeply reflect the life style they have experienced to this point. I also took into account that the children came from a forestry culture that had generations of history behind it.

Approach

In gathering and analysing the data, the authors preferred an exploratory to a confirmatory methodology. This means that we conducted our investigations with an open mind, without any prejudices about what the Geeveston and Port Huon is, had been, or might look like in the future.

We also applied a 'ground up' approach. Rather than starting with academic or external sources of best-practice, we engaged primarily with the local community. It was only in the analysis stage that we considered other examples of community development. We then verified these examples for fit to our own findings, as opposed to validating our evidence against external criteria.

Finally, we considered all the information received from the community holistically. Although statistical averages were used to interpret the quantitatively organised survey data, we were as much interested in outliers of information as mainstream thought. In other words, in developing our recommendations we did not default to majority opinions, but considered outcomes in terms of their innovation, efficiency and likelihood of success.

Survey findings – summary

Community survey

Following a pilot of the instrument that was conducted in April, the community survey was open between May and June, 2012 to all stakeholders with an interest in the Geeveston and Port Huon region.

There were 198 completed responses received. Females responded at twice the rate of males, and persons less than 35 years of age accounted for less than one in five. As it shall be seen, this age cohort is disproportionately under-represented in the local population. Over eighty percent of respondents identified themselves as residents of the Geeveston and Port Huon district. People were also able to indicate multiple categories of engagement: 55 identified as either additionally or separately as local workers; 31 as business owners; and, 13 as other stakeholders.

The survey had three components to it. The first was a series of questions about the quality of the region's community assets, including infrastructure, environment and services. Participants were asked to rate these assets on a scale of one to five, where one was 'awful' and five was 'excellent'. A weighted average was then calculated, with their differences from the mean score of three ('fair') plotted in a summary of these results, overleaf.

The second component was a series of questions about community attitudes. Participants were again asked to rate these indicators of attitude on a scale of one to five, where one was 'strongly disagree' and five was 'strongly agree'. A weighted average was then calculated, with their differences from the mean score of three ('neutral') plotted in a summary of these results, overleaf.

In both figures, bars extending from the centre to the right hand side of the page indicate satisfaction or agreement, while bars extending from the centre to the left hand side of the page indicate dissatisfaction or disagreement with the issue or question. The length of the bar is indicative of the extent or strength of emotional response, allowing results to be ordered from the highest to lowest levels of satisfaction or agreement.

The colour scheme applied references the relationship between the question and the community capital sub groupings as shown in the legend. The community capital sub groups are used subsequently in this report to interrogate and interpret the data in detail.

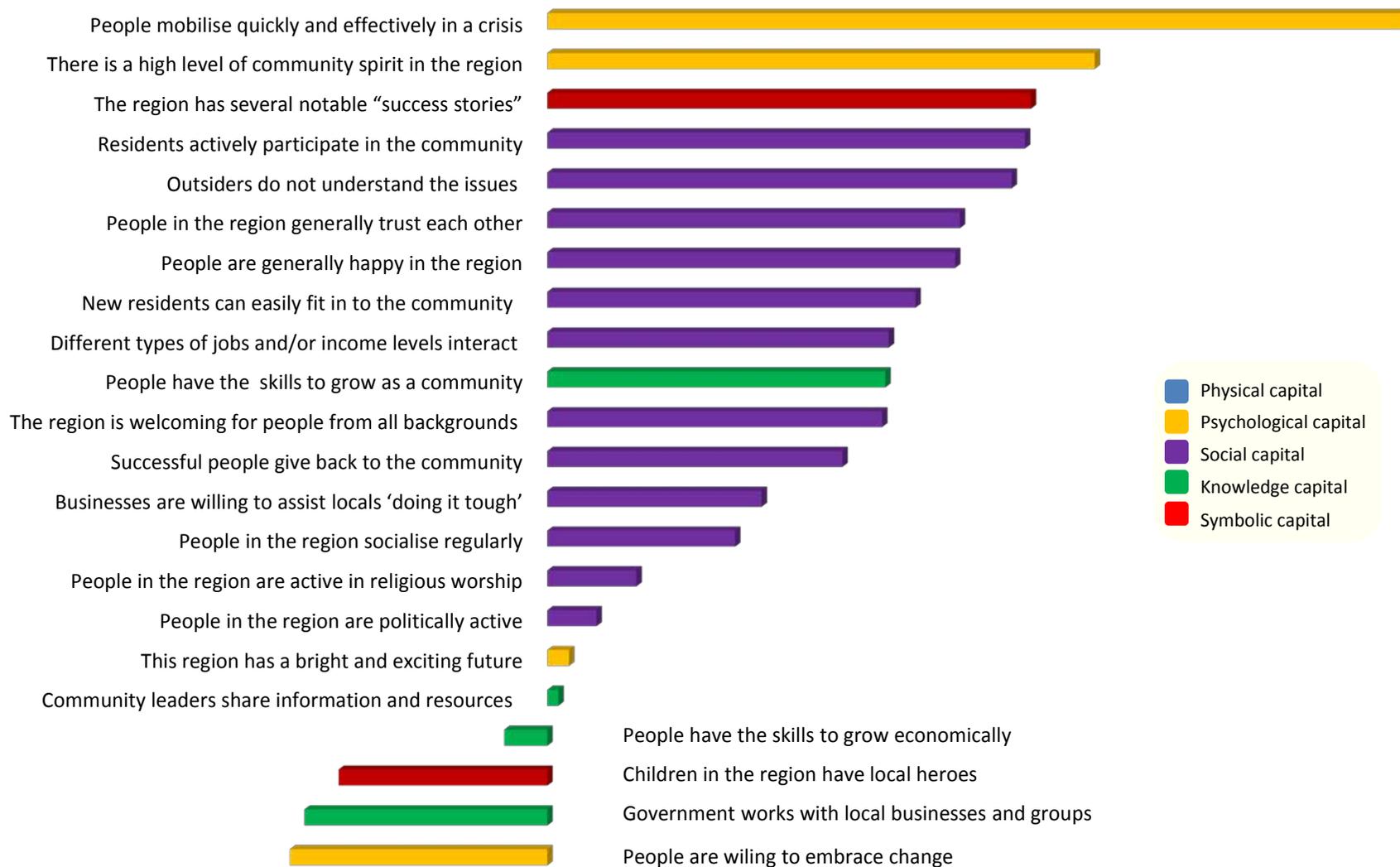
An unusually high percentage of participants – between 75 and 85 per cent – took the opportunity to respond to the third element of the survey, a series of open ended questions inviting an in-depth discussion of the issues raised by the preceding, qualitative triggers. Over 25,000 words of response were received across the two surveys.

Over one-third of participants expressed a willingness to be contacted for further discussions. It was unfortunately beyond the means of this project to make every contact. Given the quality of feedback received, and the need to avoid perceptions of selection bias, the decision was made to confidentially retain these details, and raise them with the project sponsors as a potential direction for future research.

Figure 1 – Geeveston and Port Huon Community Census Results: Part I



Figure 2 – Geeveston and Port Huon Community Census Results: Part II



Business survey

Following a pilot of the instrument that was conducted in April, the business survey was open between May and June, 2012 to all stakeholders with a commercial interest in the Geeveston and Port Huon region.

There were 35 completed responses received. Male and female responses were proportionate, and young entrepreneurs, persons under 35 years of age were entirely unrepresented. Nearly two-thirds of respondents identified themselves as business owners in the Geeveston and Port Huon district, while five persons identified as business managers, with another three suggesting they were all of owners, managers and potential investors.

The survey had four components to it. The first was a series of questions about the quality of the region's business assets, including infrastructure, environment and services. Participants were asked to rate these assets on a scale of one to five, where one was 'very harmful to your business' and five was 'very beneficial to your business'. A weighted average was then calculated, with their differences from the mean score of three ('neither harmful nor beneficial to your business') plotted in a summary of these results, overleaf.

The second was a series of questions about business attitudes. Participants were again asked to rate these indicators of attitude on a scale of one to five, where one was 'strongly disagree' and five was 'strongly agree'. A weighted average was then calculated, with their differences from the mean score of three ('neutral') plotted in a summary of these results, overleaf.

In both figures, bars extending from the centre to the right hand side of the page indicate satisfaction or agreement, while bars extending from the centre to the left hand side of the page indicate dissatisfaction or disagreement with the issue or question. The length of the bar is indicative of the extent or strength of emotional response, allowing results to be ordered from the highest to lowest levels of satisfaction or agreement. The colour scheme applied references the relationship between the question and constructs of community capital, which are used subsequently in this report to interrogate and interpret the data in detail.

The third section asked a series of questions about business activity. These included requests for information on, among other things, turnover, staffing, and business giving. Business confidence was also polled. Unfortunately, when reconciled with ABS data on industry in the region, it was found that less than 10 per cent of enterprises could be accounted for by the survey, and some significant industries, such as forestry and education, were entirely unrepresented.¹ We therefore report the data gleaned from the survey in the interests of completeness, but advise against generalising from it.

Over half took the opportunity to respond to the final element of the survey, a series of open ended questions inviting an in-depth discussion of the issues raised by the preceding, qualitative triggers. Due to the unrepresentative nature of this survey, these otherwise reliable responses have not been separately considered, and have been rolled up into the community feedback for analytic purposes.

¹ A discussion of the implications of this gap can be found in the Conclusion to this report.

Figure 3 – Geeveston and Port Huon Business Census Results: Part I



Figure 4 – Geeveston and Port Huon Business Census Results: Part II



Community capital

Capital is a measure of potential. In business, capital can be measured in a number of ways, including dollars in the bank and assets owned. To generate wealth, the business must employ this capital toward a productive use.

Communities, too, have an inherent capital. Community capital is the complex set of social and economic resources that a society can draw on to generate its own wealth. Unlike commercial capital, not all community capital can be readily quantified. Some community capital is asset based; however, other resources that a society can exploit for growth include its attitudes, social structures, knowledge, history and icons.

The region has such potential and natural resources.

In this report we attempt to map (without perfectly measuring) the extant capital in the Geeveston and Port Huon region. The dimensions of capital we consider are physical, psychological, social, knowledge and symbolic. Understanding these will not only give an indication of the community's capacity to prosper; it will be a useful benchmark from which we can evaluate the plethora of ideas and expectations the community has about its future.

Physical capital

Physical capital is the most easily relatable form of capital, given its common usage and tangible nature. In addition to describing the assets – people and infrastructure – we ascribe a value to them. This is done through an interpretation of the data through the lens of potential, which has been completed by the authors and community through the research and survey processes.

Dimensions of physical capital that we investigate include:

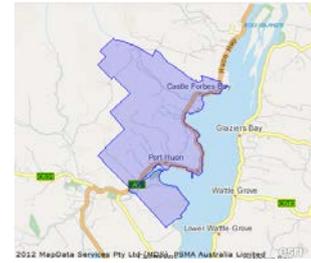
- Population
- Wealth
- Labour
- Environment
- Services
- Infrastructure, and
- Markets.

Survey results previously presented are reclassified and contextualised with qualitative feedback from community and business stakeholders.

Population



Population and wealth information reported here has been sourced from the 2011 Australian Bureau of Statistics (ABS) Census data. Geeveston (SSC60123) and Port Huon (SSC60282) data has been aggregated from their individually reported statistics at the State Suburb (SSC) level.



Readers should be aware that there is some bleed from what many locals may precisely understand to be Geeveston / Port Huon to include the staellite townships of Castle Forbes Bay and Surges Bay.

The population of the region has been stable over the last five years, in that the losses to Geeveston have been off-set by an influx of residents to Port Huon. The growth in Port Huon has presumably been driven by the opening up of new, affordable residential land. Unchecked, this trend will result in a small net population growth over the next five years. Commercial opportunities are therefore more likely to occur in the rapidly expanding township of Port Huon than they are in a declining Geeveston (which boasts the commercial infrastructure).

Table 1 – Population: Geeveston and Port Huon (2011)

	2006	Change	2011	Change	2016
Geeveston	1,585	-9.8%	1,430	-9.8%	1,290
Port Huon	428	+35.2%	579	+35.2%	783
	2,013	+0.2%	2,009	+3.1%	2,073
Tasmania	475,606	+4.2%	495,354		
Australia	19,855,288	+8.3%	21,507,717		

A total of 184 residents (9.4 per cent of the regional population) also self-identify as indigenous Australians. This is significantly higher than the Tasmanian ratio of 4.0 per cent, and the national representation of 2.5 per cent.

The biggest demographic challenge faced by the community is the absence of young adults. As highlighted in the figures overleaf, there is a dearth of people aged 15 to 34 living in the Geeveston and Port Huon region. This problem is well recognised by locals, and a number of our community conversations have referenced this – a number of explanations are advanced for the drain, and a number of solutions to the dilemma are proposed.

It should be noted that this situation is not merely symptomatic of the broader, statewide youth trend. Although Tasmania’s young adults do traditionally leave the state, that population imbalance occurs later (among 20 to 45 year olds), and is far less acutely felt than it is in Geeveston and Port Huon. In local terms, though, the correspondingly disproportionate ‘baby boomer’ bubble (50 to 69 year olds) will not place any additional economic strain on the community as they continue retiring over the next 10 to 15 years. This is because their financial circumstances are either independently (through savings / superannuation) or externally (through Federal pensions) assured.

Figure 5 – Population by Age and Sex: Geeveston and Port Huon (2011)

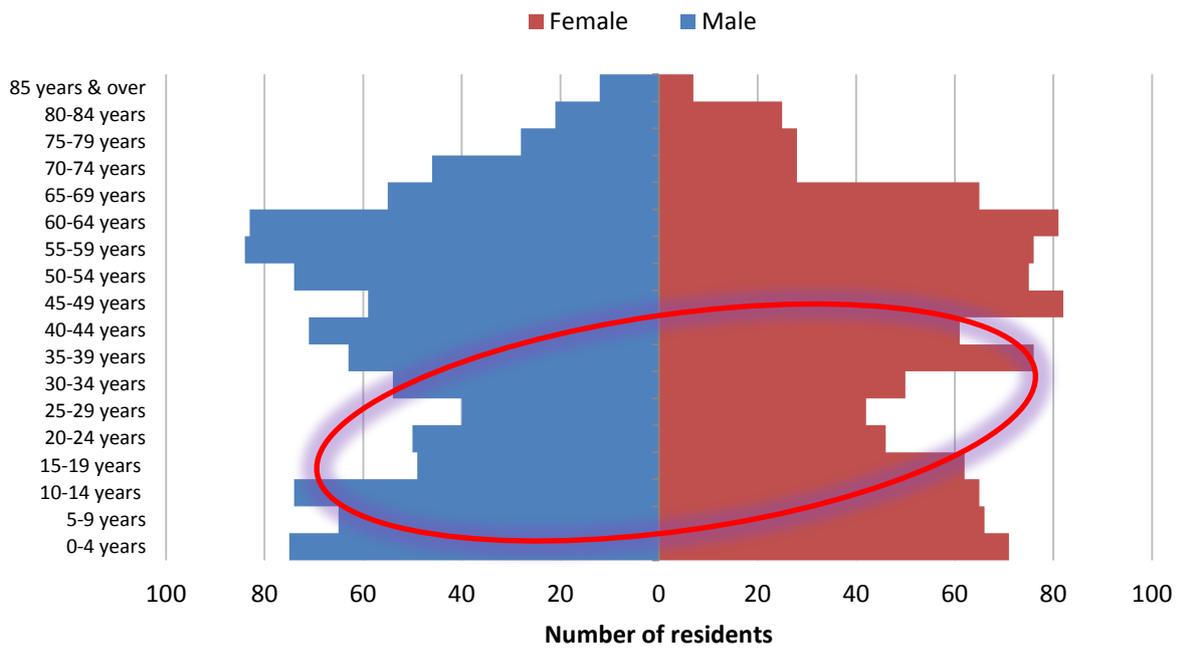
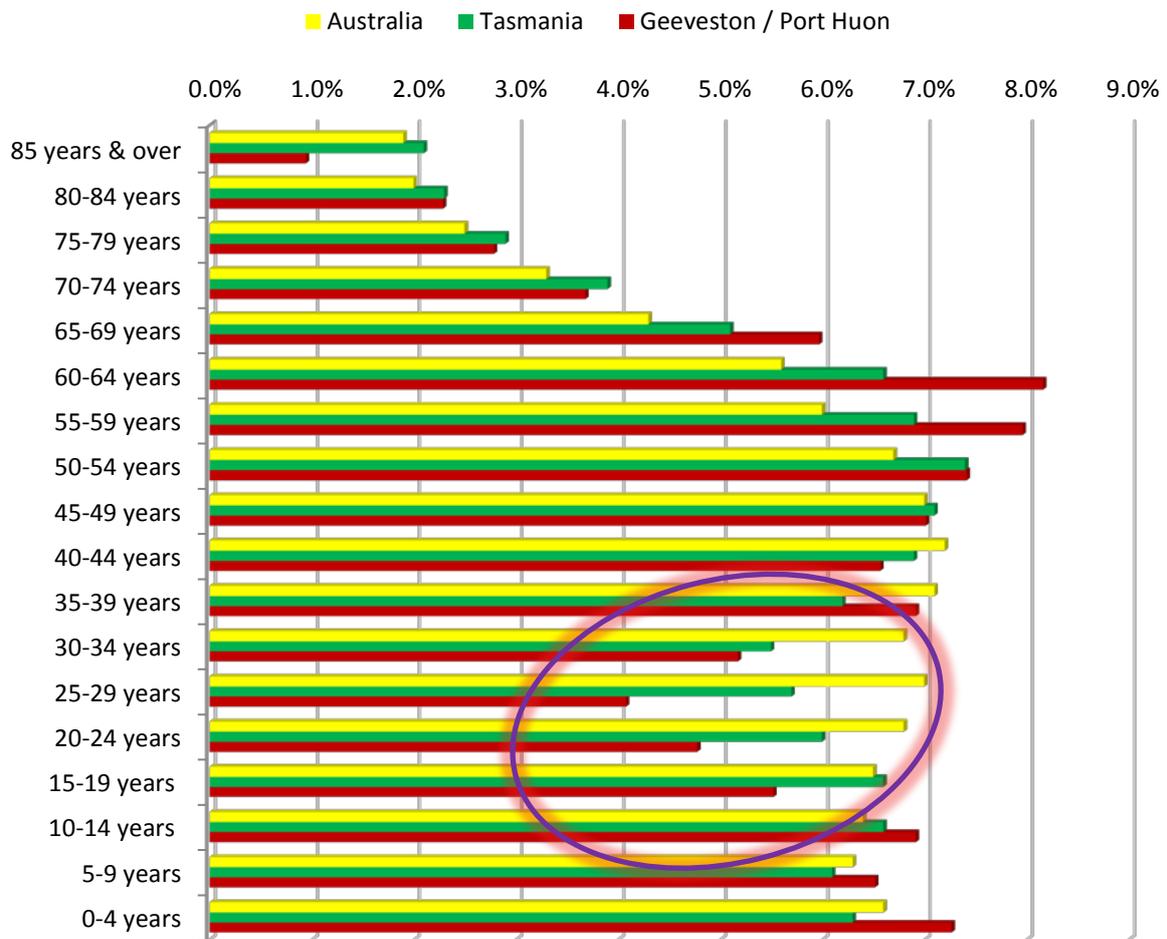


Figure 6 – Population by Age: Geeveston / Port Huon versus Tasmania versus Australia (2011)



Wealth

Table 2 – Median Household Income: Geeveston and Port Huon (2011)

	2011	2006	Change	Net change ²
Geeveston	\$765	\$656	+16.6%	-3.6%
Port Huon	\$930	\$854	+8.9%	-11.3%
Tasmania	\$948	\$801	+18.4%	-1.8%
Australia	\$1,234	\$1,027	+20.2%	-

The table above illustrates that residents of Geeveston in particular are far worse off financially than their Port Huon and Tasmanian neighbours, an effect that is acutely felt when compared to Australian standards of living. Household income in Port Huon is, however, rapidly plateauing, suggesting that their influx of residents has not reaped the traditional economic benefits that one might associate with such growth.

It is a beautiful and friendly area to live in, with great community support, and Port Huon has one of the most stunning vistas in Australia. The country feel is what makes it special, but the low employment and low education is holding the area back, and maintaining the stigma of the region as being poverty stricken.

Nevertheless the table below indicates that by far the largest household expense – the house itself – is fairly priced relative to income and the broader market. Other living costs, such as utilities, consumables and education expenses, are not available to directly compare. These are theoretically likely to be higher than national averages, given the low income base that residents are apparently starting from, and the traditional cost imposts (for example, transport distances and lack of competition) that regional and remote communities bear.

Table 3 – Cost of Housing: Geeveston and Port Huon (2011)

	Monthly mortgage	% income	Weekly rent	% income
Geeveston	\$1,083	32.7%	\$185	24.2%
Port Huon	\$1,192	29.6%	\$185	19.9%
Tasmania	\$1,300	31.6%	\$200	21.1%
Australia	\$1,800	33.7%	\$285	23.1%

² Relative to change in national income

Feedback received through the consultation process has supported the assumption that living costs are higher than what the community considers acceptable. In line with the previous finding, living costs are viewed as being a greater burden than the costs of housing. In general, the costs of doing business are seen to be more onerous again; yet, perhaps not prohibitively so. All three rankings nonetheless fall below the ideal mean “fair”.

Figure 7 – Community Perceptions of Cost: Living, Housing and Business (2012)

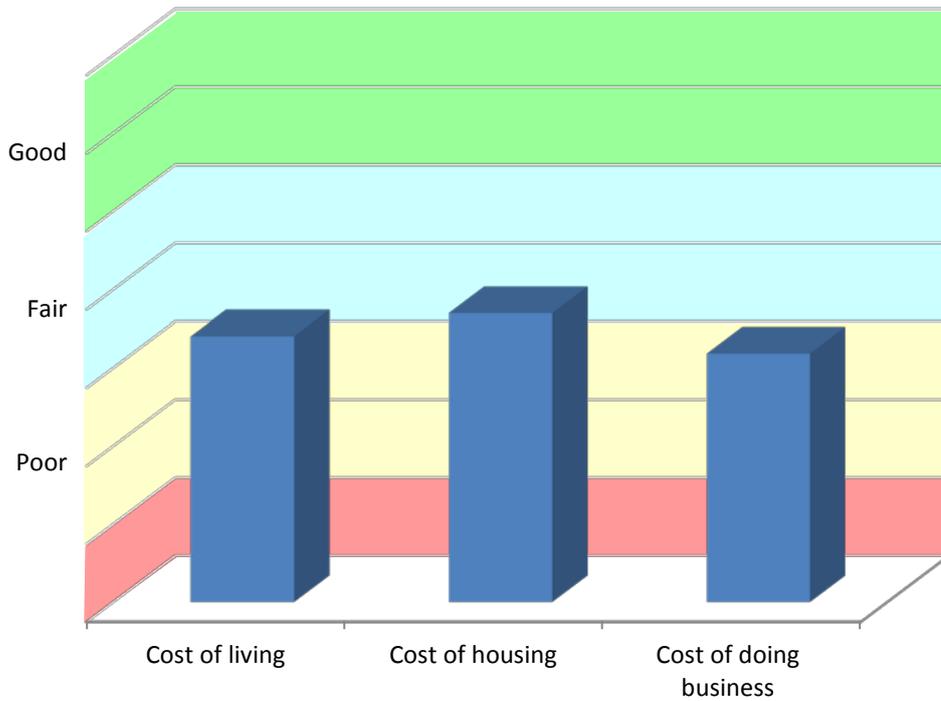
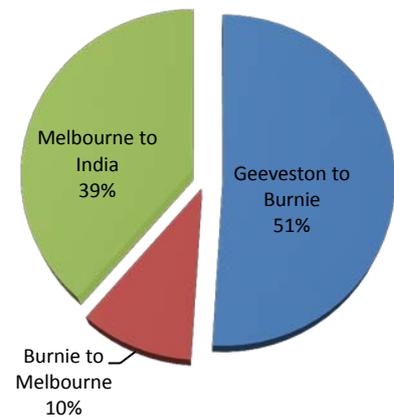


Figure 8 – International Freight Cost Structure: Apples (2012)

Specific mention was made by industry – particularly agriculture – of the major cost impost of having to road freight goods to Burnie, and then tranship them to Melbourne, before connecting with international markets. Other cost challenges noted included the cost of energy, cost of labour (relative to international markets), and the high value of the Australian dollar.



The cost of electricity and water supply to the region is our main concern. The relentless privatisation of these services means that control of pricing is lost in a quick grab for money to solve immediate problems. The future looks very bleak, to us, in these areas. If this sounds like an ominous warning of possible major problems in the future, it is meant to.

Labour

The publication of this report precedes the ABS publication of labour statistics from the 2011

*Not all locals want to be in risky "boutique/niche" jobs or working indoors.
This is an OUTdoor community as far as work goes.*

Census, so we rely here on 2006 data.

It can be seen from the figure below that, relative to the general population, the local work force is predominantly made up of 'blue collar' workers: labourers, and machinery operators and drivers standing out as being notably over-represented. The comparative absence of professionals might also be indicative of a regional lack of business support services, such as accountants, lawyers, engineers and scientists. The similar deficit in technical and trades workers would add to the impression that there are either low vocational education levels in the district and/or limited skilled employment opportunities.

Figure 9 – Occupations: Geeveston and Port Huon versus Australia (2006) ³

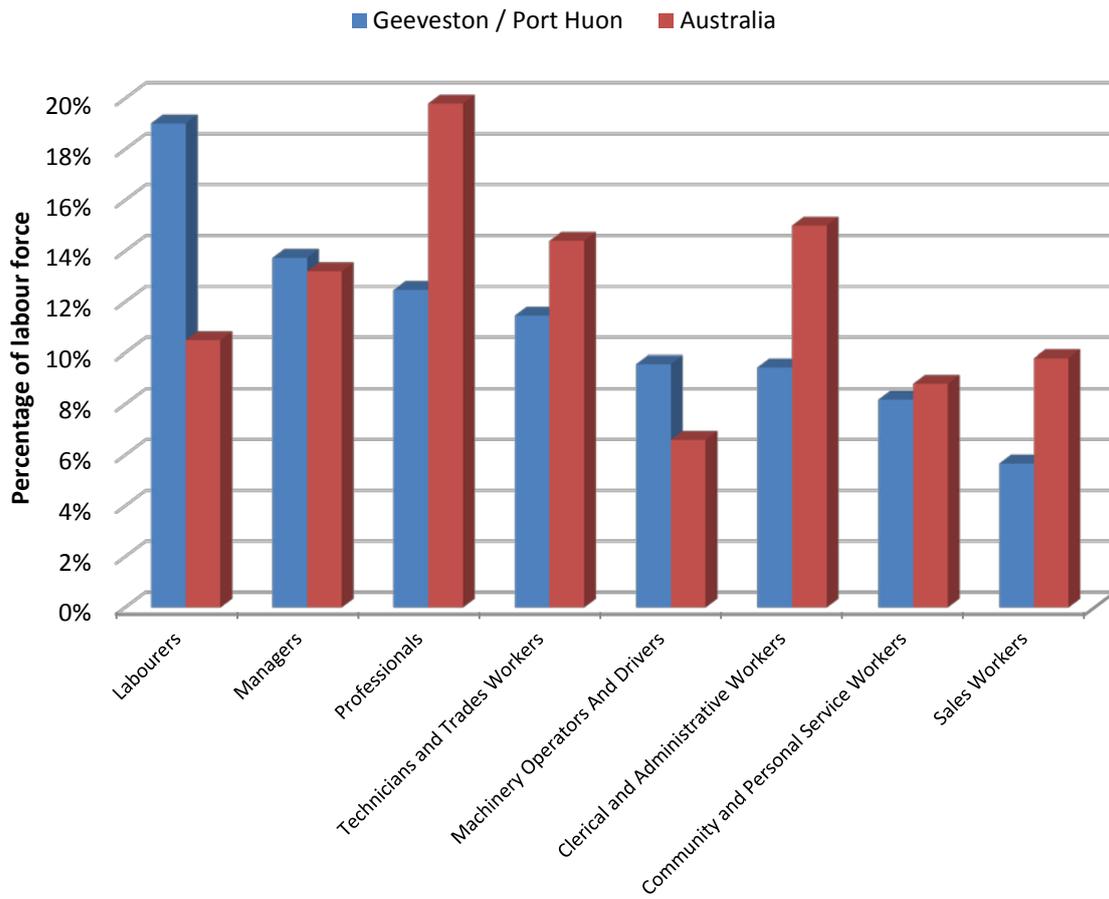
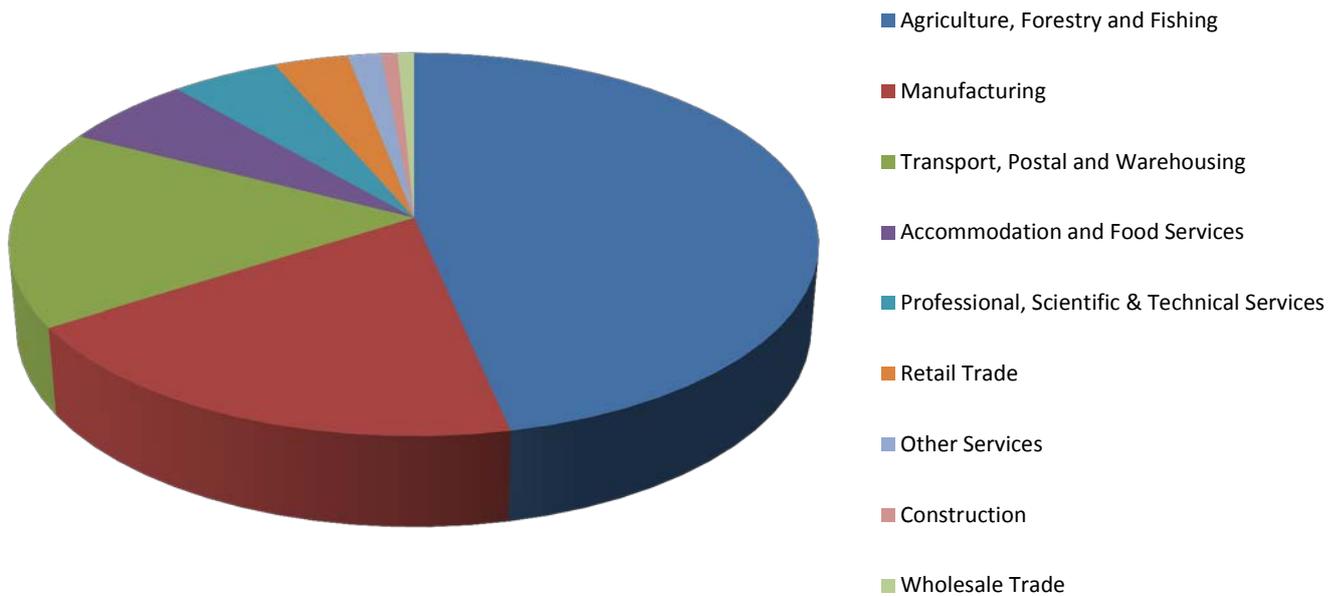


Figure 10 – Count of Businesses (Weighted by Number of Employees): Geeveston–Dover (2011)



³ Employed persons aged 15 years and over.



Non-census, ABS business data for 2011 does exist on the larger statistical area of Geeveston through Dover. This data is representative to the extent that Geeveston and Port Huon both fall within this boundary and account for 57.5 per cent of the greater population.

The figure above illustrates the extent to which the region depends on the three key primary (and manually intensive) industries of agriculture, forestry and fishing. The 2006 census data referred to earlier in this section also indicates that while forestry and agriculture are of roughly the same size, aquaculture is as big an employer as those two combined.

Industries with no private employment presence in the Far South in 2011 include:

- Mining
- Electricity, gas, water and waste services
- Information media and telecommunications
- Financial and insurance services
- Rental hiring and real estate services
- Administrative and support services
- Public administration and safety
- Education and training
- Health care and social assistance, and
- Arts and recreation services

According to the data, three financial and insurance services firms employing between five and nineteen people left the region in the previous year and were not replaced, as did three electricity, gas, water and waste services business employing less than five people.

A similar contraction can be observed in the two major industries that account for just under two-thirds of regional employment. The table below shows that 17 agricultural, forestry and fishing firms were lost to the region in the two years between 2009 and 2011; whereas, three large manufacturing firms left and were not replaced.

Table 4 – Changing Business Profile: Geeveston–Dover (2009-2011)

	Employees 1-4	Employees 5-19	Employees 20-199	Total firms	% change
Agriculture, Forestry, Fishing (2009)	28	14	12	54	
Agriculture, Forestry, Fishing (2011)	19	9	9	37	
	-9	-5	-3	-17	-31.5%
Manufacturing (2009)	0	9	6	15	
Manufacturing (2011)	0	9	3	12	
	-	-	-3	-3	-20.0%

These figures are even more concerning when they are weighted for the number of people that each business employees. Under these conditions, it is supposed that over 200 jobs or approximately 30 per cent of employment has been lost in these two industries alone since 2009.

Three points should be noted here: firstly, a number of occupations, particularly contractors, directly depend on these industries for their own trade, as well as those that indirectly benefit from the casual spending of those directly affected employees. Secondly, as it can be seen, employment in these industries is concentrating in a very small pool of firms. This means that future changes to individual businesses – for better or worse – will exponentially impact the entire local economy. Finally, as the traditional, inter-generational mainstays of employment in Geeveston and Port Huon, aquaculture, forestry and agriculture have strong cultural significance, and the effect on community confidence of changes to their structure cannot be understated.

The decline in forest harvesting business and related support businesses... is inevitable and alternatives options for employment and living MUST be sought and implemented.

Environment

The natural environment was the only dimension of community capital to achieve an average rating of higher than “good” across both surveys. Climate was the next highest ranking community attribute. Numerous competing views were expressed as to how these resources – particularly the natural environment – should be shared.

Without rehearsing here the arguments for or against particular industries, it is noted from the previous discussion that the region’s three largest employers are all primary producers who depend on exploiting these resources. We found very little support for the idea that these industries should be removed entirely. We also observed a strong desire from the community to see alternative industry developed, so that employment might be maintained and even grown. An overwhelming number of ideas in this regard were proposed, many of which are listed in the next section of this report. We did not discover, however, any economically rigorous feasibility assessments of potential transition strategies. This remains a direction for future research.

There was also dissatisfaction with the quality of the built environment in Geeveston and Port Huon. Criticism of the road transport network was the dominant feature of the qualitative feedback received in the community survey. This is discussed in more detail later in this report.

Services

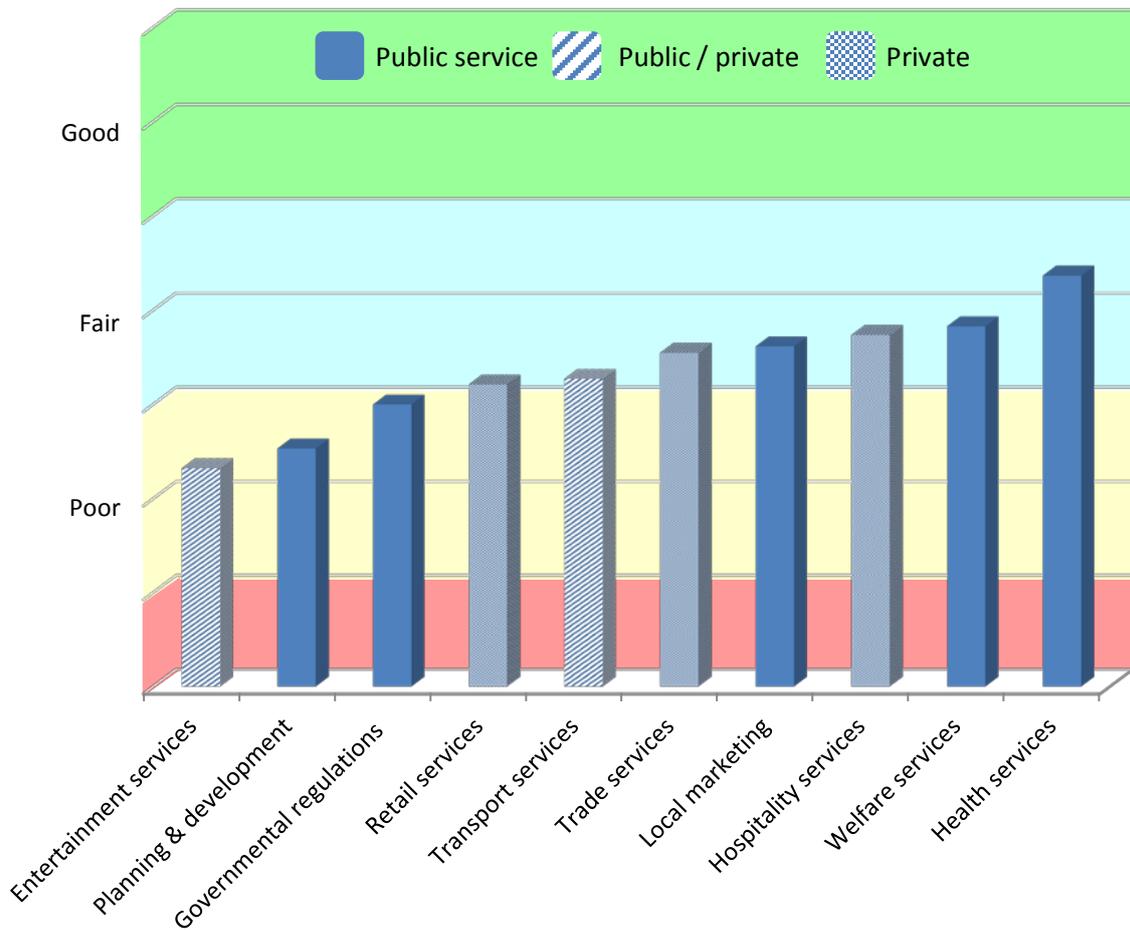
Services in the Geeveston and Port Huon region are generally rated below the median of “fair”. The notable exception is health, with many stakeholders appearing highly appreciative of the Geeveston Medical Centre, even if a lack of dentists, ambulances, and after hour’s services is generally bemoaned.

One limitation of this survey is that it does not distinguish service quantity from quality. In other words, some people may be rating the number of retail outlets in the region as good; whereas, others may be rating the service they receive in those outlets as poor. This means that we cannot make anything more than a general comment on the state of services in the district.

Different biases were also exposed in stakeholder interviews. People who actually used public transport, for example, were far more likely to be critical of service cost and frequency than non-users. In the absence of an objective standard – and even choosing which standard to apply is a subjective act – it is difficult to state whether or not these criticisms are fair. In the case of public subsidised transport, it is even more challenging to attempt to attribute ownership of the problem.

The standout finding is that there is a deficit of “things to do” in Geeveston and Port Huon; particularly for residents, and – as was revealed in the stakeholder comments and interviews – particularly for youth. There was a palpable level of concern that this was contributing to both the exodus of youth from the region, and an escalation in criminal misdemeanour and petty crime. It is nonetheless noted that the lack of entertainment and other service options is likely to be because the market is simply too small to support the desired diversity.

Figure 11 – Community Perception of Services: Geeveston and Port Huon (2012)



The other issue that was resoundingly fed back to the authors through nearly all streams of discourse was dissatisfaction with planning, development, and the general regulatory environment. In the main, complaints were directed at Council; although, this may be in part due to the recognition that this was a Council led survey.

Underpinning the dissatisfaction were numerous, specifically re-told examples of perceived injustice relating to ‘red’ and ‘green tape’, suggesting that this was more than just a general gripe. The problem was, however, that for every person calling for less regulation in a specific domain, there was quite often someone calling for more regulation or greater enforcement.

Rationalising and streamlining planning approval processes to improve efficiency, reduce duplication, and focus on the real priorities (not vague 'green-tape' issues).

Infrastructure

As indicated, the state of transport infrastructure was a serious issue for the Geeveston and Port Huon community. A non-exhaustive list of issues that people raised included:

- Road surface quality
- Confusing and inappropriate speed limits
- Road capacity, particularly overtaking lanes
- Pendulum routes (as opposed to tourist circuits)
- Poor signage
- The closure of Palmers Road
- Kerbing and guttering, and
- Road-kill.

Numerous people linked the state of roads and related networks (for example, paths, tracks and trails) to poor tourist experiences, and in this respect the poor state of roads south of Geeveston was also seen as a relevant concern.

The Huon Highway is awful and needs improvement.

Roads require much more attention as they bring tourists to the area.

Although not featuring as prominently, communications infrastructure was also identified as being inefficient for either commercial or recreation use. Port Huon seemed to be particularly affected by this. There appeared to be an appreciation of the potential of the much promised National Broadband Network (NBN); however, frustration remained with the status quo.

Markets

Bearing in mind the unreliability of the businesses survey data, we report the following market responses with caution. Access to capital did not emerge as an issue for survey respondents, with “other sources” being perceived as slightly easier to raise finance from than banks. Consistent with this, when raised in stakeholder consultation the issue of access to capital did not invoke very passionate responses, and few volunteered it as a barrier to growth.

This is interesting, as the global supply of capital has significantly shrunk since 2008. The fact that Geeveston and Port Huon traders are apparently immune to these constraints suggests that local businesses are investment ready; they just have nowhere to invest.

Evidence of this is found in the fact that nearly none of the businesses we spoke to could meet their turnover requirements without looking outside the district, state or country. That Geeveston and Port Huon are export economies is a positive attribute – that the volume of exports does not yet justify new investment should be of concern. Access to customer markets is therefore a critical issue for the local community.

Psychological capital

Psychological capital is a positive, state-like capacity that has undergone extensive theory-building and research. Psychological capital is defined as “an individual's positive psychological state of development, and is characterised by:

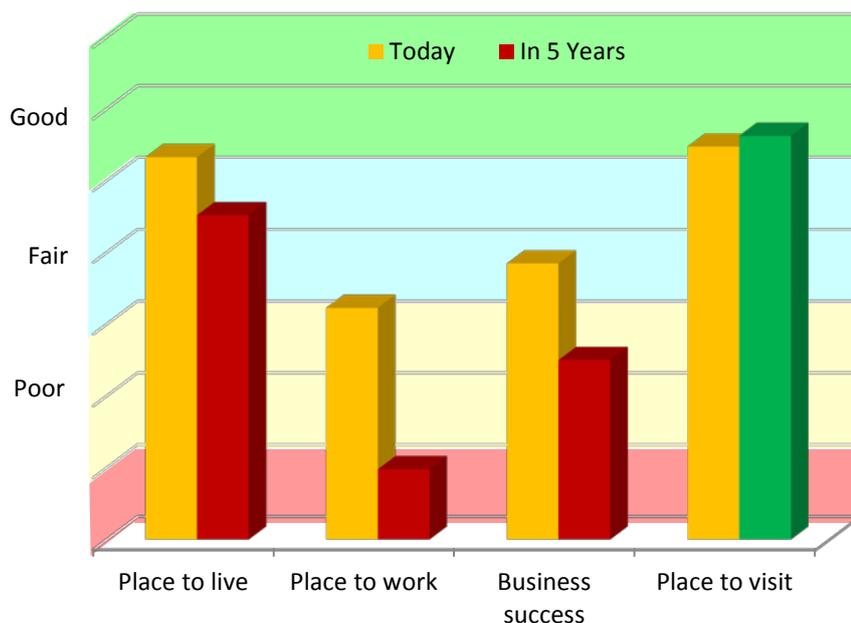
- having confidence (**self-efficacy**) to take on and put in the necessary effort to succeed at challenging tasks;
- making a positive attribution and expectation (**optimism**) about succeeding now and in the future;
- persevering toward goals and, when necessary, redirecting paths to goals (**hope**) in order to succeed; and
- when beset by problems and adversity, sustaining and bouncing back and even beyond (**resilience**) to attain success.”⁴

When combined, these four factors have been shown to represent a second-order, core factor that predicts performance and satisfaction better than each of the four factors that make it up.

Psychological capital can be collectively observed in, for example, a sporting team, workplace, or community. Understanding the collective stock of psychological in a community can inform us how likely they are coping with or manage change. If a community is generally pessimistic and resistant to change, then its likelihood of success is theoretically lower than in a community that has the confidence and vision to sustain it.

In the context of this study, if the stakeholders in Geeveston and Port Huon settle on a suite of ‘brilliant’ ideas to reform the district, then the transition to the desired future state will be moderated to some extent by the community’s changeable reservoir of psychological capital.

Figure 12 – Community Confidence: 2012-2017



⁴ Luthans, Youssef & Avolio, *Psychological Capital* (Oxford University Press) 2007.

As it can be seen in the figure above, the community presently believes that Geeveston and Port Huon are good places to visit and live, but a poor place to work, with only fair prospects of business success. Over the next five years, there is optimism in respect to how it might improve as a place to visit; however, this must be contrasted with the general lack of hope about its other prospects. Indeed, across all the survey questions on both instruments, the response with the lowest mean score was to the question, “**In five years**, do you believe the quality of this region as a place *to work* will decline, stay the same, or improve?”

Local industries encourage higher esteem for everybody around.

Note should be made here of the debate over the future of the forestry industry that has been an important sub-text to our study. At the time of consultation, the Tasmanian and Federal governments were leading the Tasmanian Forests Intergovernmental Agreement (IGA). The IGA has been a lengthy process that has sat conservation groups down with timber industry stakeholders to ‘once and for all’ resolve how Tasmania’s forests should be managed. In addition to legislating outcomes, significant money has been set aside to assist communities, such as Geeveston and Port Huon, transition workers out of the forestry industry. Regional employers, such as Forestry Tasmania, Ta Ann, specialty timber workers, and related contractors all reasonably expect to be impacted by the outcomes of the IGA, and some transitioning has already occurred.

The lack of optimism for future employment prospects for Geeveston may be largely explained by this debate. Stakeholders regularly expressed through the surveys and consultation that they did not have confidence in the IGA process; and, importantly, a significant number did not expect the conservationists to honour any truce. In other words, they firmly believed that conservationists would continue their social campaigns against logging regardless of how many concessions were made, and that other industries, such as aquaculture and agriculture, would be targeted next.

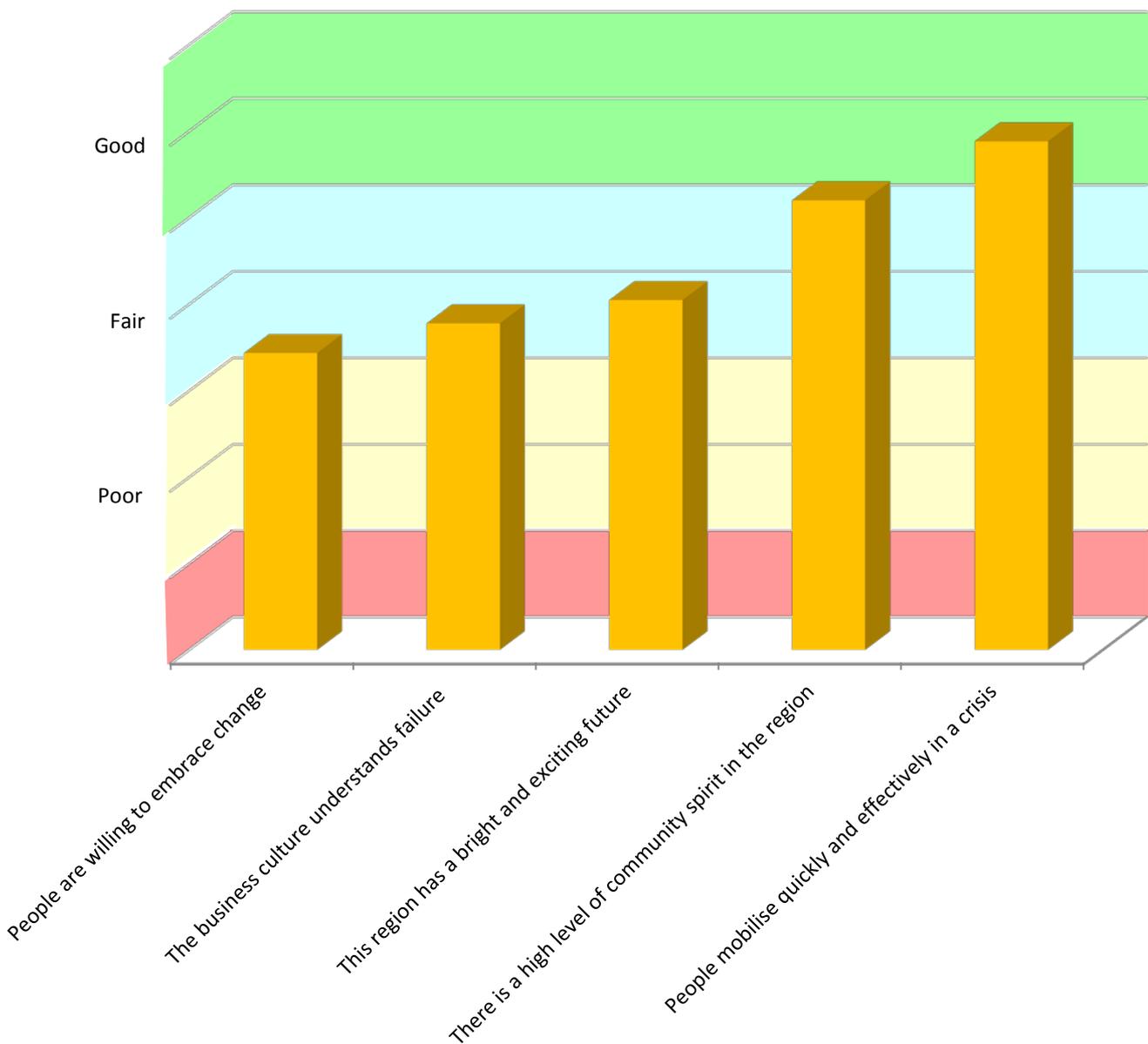
This report is avidly neutral on the issue of forest management. We do not pretend to offer solutions to problems that have beset the state for generations. What we can say though is the issue is prominent, and the conflict is damaging to the collective psyche of the Geeveston and Port Huon community. Importantly, however, it is not the only issue of relevance to the community. As it will be demonstrated, people have not run out of ideas, and along certain dimensions a high level of psychological strength is apparent.

Forestry workers need to know that there is other work out there for them and the government is there to help them get there.

As the figure below indicates, the community is very positive about its capacity to mobilise in a crisis, even if its resilience in the face of organic change is perceived to be lower than the median of “fair”. This suggests that things have to reach a crisis point before parties will effectively collaborate, but there is confidence that collaboration will successfully occur.

The fact that people are not overly pessimistic when it comes to the Geeveston and Port Huon’s “bright and exciting future” to some extent belies the generally pessimistic outlook towards employment, business success and liveability (Figure 12). It could be argued, then, that people are placing confidence in the district’s desirability as a place to visit as its motivator for growth. This is consistent with earlier observations about the strong potential of the region’s natural environment and climate.

Figure 13 – Psychological Capital: Geeveston and Port Huon (2012)



Social capital

Social capital refers to the institutions, relationships, and norms that shape the quality and quantity of a society's social interactions. Increasing evidence shows that social cohesion is critical for societies to prosper economically and for development to be sustainable.⁵ Whereas physical capital is the sum of the institutions which underpin a society, social capital is the glue that holds them together.

In this report we consider social capital along three main dimensions for Geeveston and Port Huon:

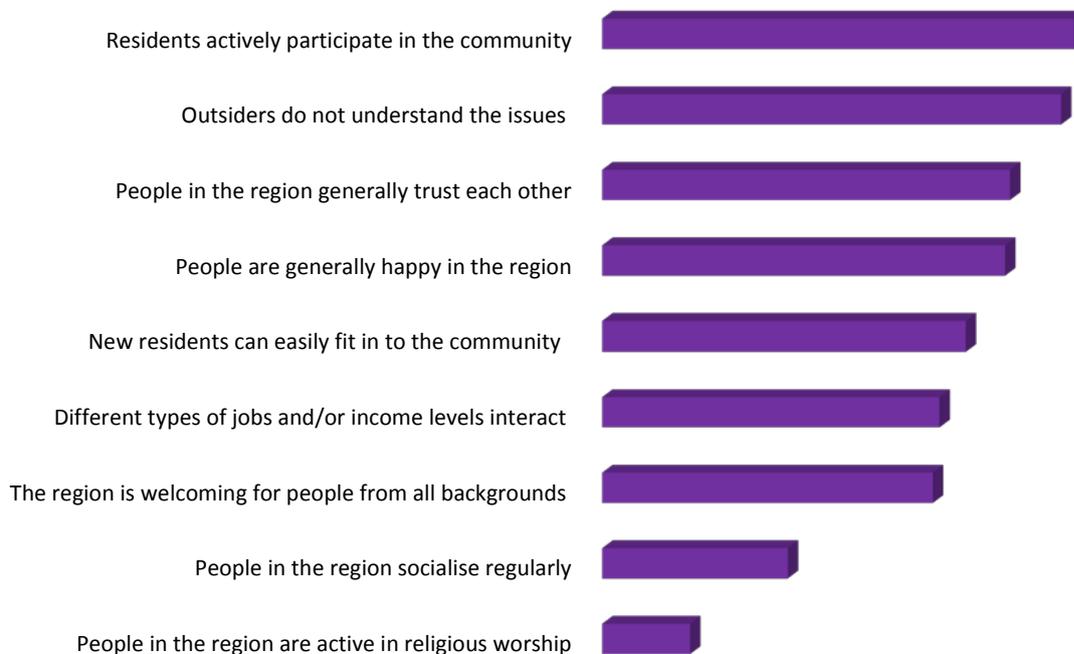
- Community – the way people in the community view themselves and each other,
- Business – the relationships between industry and the community, and
- Government – the dynamic that binds government and the community.

Community

As with Figures 2 and 4, the figure below shows the extent to which survey respondents agreed with the propositions stated. The implication is that there are high levels of social capital in the community.

Caution should nonetheless be exercised in accepting these results as a complete reflection of community capital, as the motivation bias of survey participants is likely to be skewed towards people who predisposed to high levels of community engagement. Contrasting examples of how conflicted the community might actually be in this regard are illustrated in the quotes reproduced overleaf.

Figure 14 – Social Capital – Community: Geeveston and Port Huon (2012)



⁵ The World Bank, *What is Social Capital*, 2012.

There are too many incomers now who are wanting to come here and CHANGE everything to what they are used to, and they are not listening to the knowledge of those here for generations - they 'love' the Valley but don't do their homework first.

The most positive statement of agreement in the figure above was with the statement, “Regional residents actively participate in community organisations and projects.” Another useful metric for gauging the quality of social capital in a community is the extent to which people donate their time through volunteering. In the 2011 ABS Census, the following rates of volunteering were reported for Geeveston and Port Huon.

Table 5 – Voluntary Work for an Organisation: Geeveston and Port Huon (2006-2011)

	2006	% population	2011	% population
Geeveston / Port Huon	360	25.1%	308	20.7%
Tasmania	76,787	22.0%	78,248	21.0%
Australia	2,850,995	19.8%	3,090,875	19.4%

It should be noted that this table refers specifically to organised volunteering, and not less formal donations of time, such as unpaid domestic work, child care, or assistance to a person with a disability. It can be seen that the number of people and the rate of volunteer participation has fallen significantly in the last five years, and now sits within statewide and national norms.

Nearly the entire drop in participation has come from Geeveston. The recent loss of the town’s football and cricket clubs may account for this decline; although, it is worth noting that by the time of the 2011 census, volunteers had not substituted their participation for other voluntary activities. It is therefore likely that the public are missing a significant opportunity to maintain and grow their essential social capital as a result of the loss of these traditional community gathering spaces.

As a point of interest, females volunteer in Geeveston one-and-a-half times the rate of men, while there are slightly more male than female volunteers in Port Huon. These ratios are essentially unchanged over the period 2006-2011.

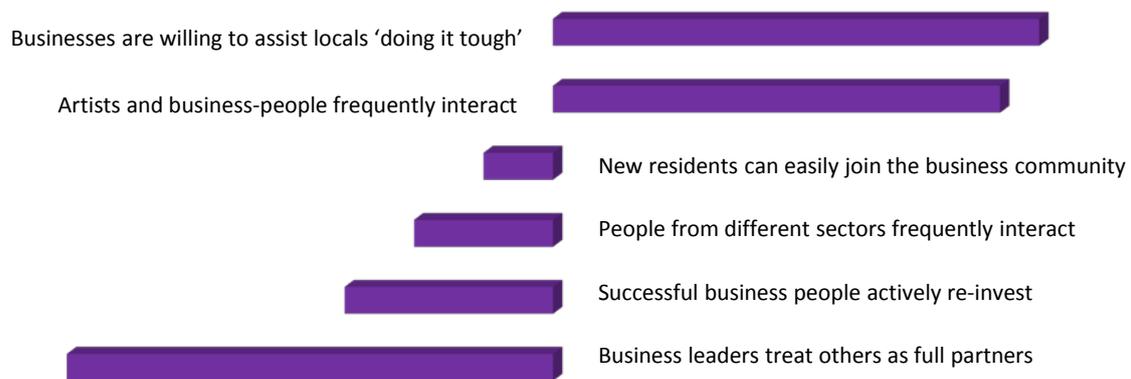
The whole community should make a greater effort to eliminate the gaping cultural and social divide between valley "old family" and valley "blow-ins". This can only be achieved by the two communities getting together in as many ways as possible. This is a valley-wide challenge, not just one confined to Geeveston/Port Huon.

Business

Figure 15 shows that there is strong support for the notion that Geeveston and Port Huon businesses are willing to assist local firms and residents 'doing it tough'. This question was asked in both the community and the business survey and elicited surprisingly equal results. This suggests a degree of honesty from the commercial community, who might have been motivated to over-estimate their generosity in this regard.

Apparently inconsistent, though, is the support for the statement that artists and business-people interact on the one hand; while on the other, disagreement with the suggestion that people from different sectors frequently interact. Given that the same set of people answered both questions, the source of the contradiction may be found in the very strong disagreement with the proposition that business leaders treat each other as full partners.

Figure 15 – Social Capital – Business: Geeveston and Port Huon (2012)



Further evidence of this disconnect might be found in self-reported measures of business donations – the commercial equivalent of individual volunteering. Approximately 80 per cent of businesses stated that, in the last 12 months, they had donated, sponsored or raised funds on behalf of community organisations; while, the same group did not seem to think that successful firms were reinvesting in the region. Taken in its entirety, the conclusion might be drawn that although vertical integration between the business sector and its resident community is quite strong, inter-business relationships are rather weak.

Integrated industries (eg. tourism of timber-getting and aquaculture facilities/resources, use of timber residues for heating/energy to reduce import costs from central Tas hydro generators).

Government

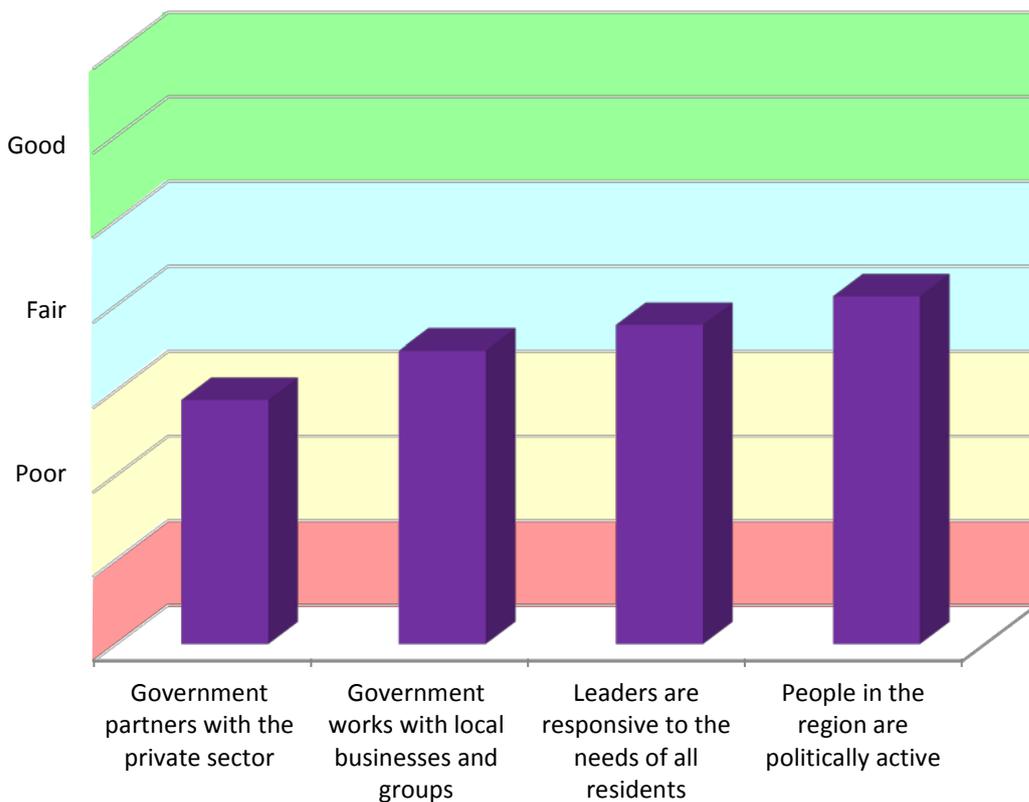
As previously mentioned, the tone of the feedback received through both the surveys and consultation processes was generally critical of government. The figure below illustrates this further. All of the questions relevant to government-community social capital scored below the median of “fair”, and the qualitative feedback from stakeholders generally supports this finding.

For development to occur Council and Government agencies must work alongside and with our community groups not against them.

Of note, the more direct the support that government might be expected to give, the weaker the score. Leaders’ responsiveness to community needs was seen as fair when the question was linked to diversity issues of ethnicity, cultural heritage, gender, or lifestyle. Governments’ willingness to work with local businesses and groups to promote community development was viewed less favourable; whereas, government partnerships with the private sector were rated as “poor”.

It is apparent that the opportunity exists to better develop networks and relationships of trust between government and the Geeveston and Port Huon community.

Figure 16 – Social Capital – Government: Geeveston and Port Huon (2012)

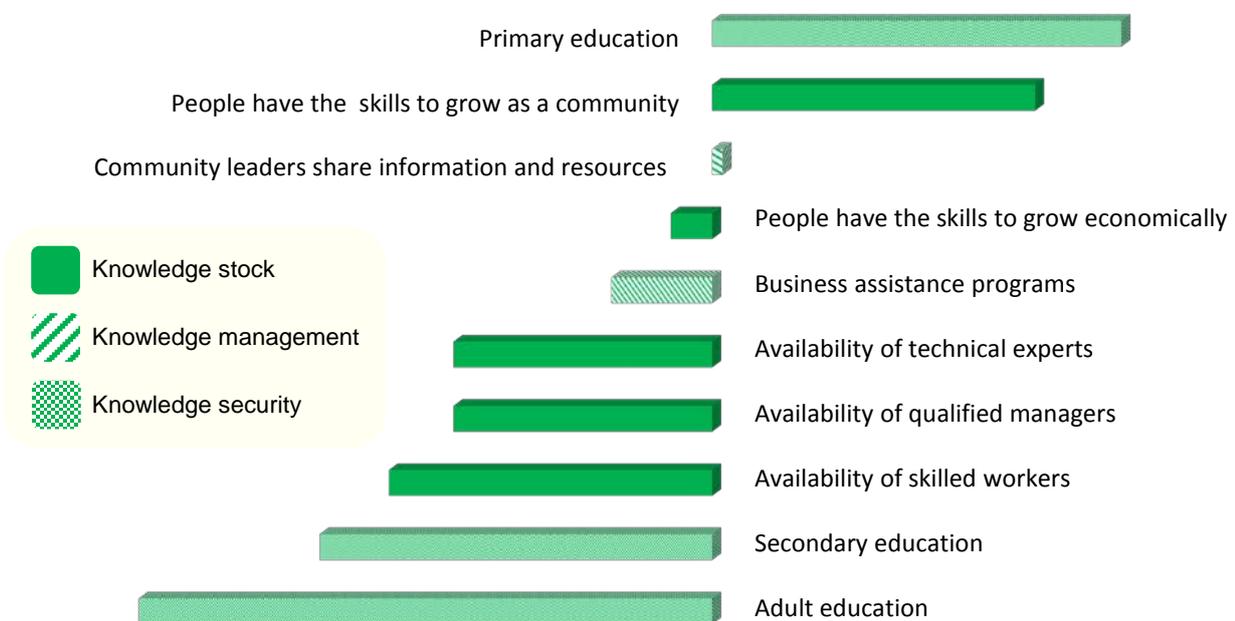


Knowledge capital

The productivity of a community is intimately linked to its stock of knowledge. It is knowledge that lends the ability to convert the other forms of capital into outcomes. After all, it is no good developing an international airport in Geeveston and Port Huon if the community does not have the complex set of skill needed to efficiently profit from it.

The acquisition and retention of knowledge is therefore of critical importance to the region. Gaps in knowledge will act as a constraint on future growth in as much as latent knowledge that is under-employed exemplifies inefficiency and is an opportunity lost. The figure below gives an indication of the state of knowledge capital in Geeveston and Port Huon. The relationship between these attributes is discussed in terms of knowledge stock, management, and security.

Figure 17 – Knowledge Capital: Geeveston and Port Huon (2012)



Knowledge stock

Reflective of the high levels of intra-community social capital, stakeholders in Geeveston and Port Huon report a high degree of confidence in their capability to grow and develop as a community. There is less confidence, however, in the knowledge potential for the region to grow economically – this also supports earlier findings in regard to psychological capital.

Similarly, limited access to skilled workers, qualified managers and technical experts is reported as a risk for business. In that regard, it could be said that despite the social strength of the community, there is a knowledge deficit when it comes to existing labour in Geeveston and Port Huon.

Knowledge management

The transfer of knowledge across the community depends on more than the existence of strong social, commercial and governmental networks – it also depends upon a willingness to share. It could be argued that on the evidence of the figure above, this is occurring at acceptable levels in Geeveston and Port Huon. It is noted, though, that the sources of leadership are not distinguished, and as the quote below suggests, some in the community are better at knowledge transfer than others.

Evidence of this might be found in the reported dissatisfaction with the effectiveness of regional programs to help start-up businesses and entrepreneurs (reported above as “Business assistance programs”). This follows the previous findings that government interactions have been found wanting by the community.

The community centre in Geeveston is doing a wonderful job in introducing creative and innovative ideas for the area.

Knowledge security

Knowledge security refers to community’s capacity to produce, acquire and retain non-exclusive intellectual property. To assess this, we asked stakeholders to rate Geeveston and Port Huon’s primary, secondary and adult education systems.

It was found that although the district’s primary schools rated quite highly, there was a huge gap perceived between the infant and the secondary and adult education structures. Even though there was no assumption that Geeveston and Port Huon could independently justify its own Year 11 and 12 college, the fact that students had to leave the municipality entirely to access these and further education services was one of the biggest concerns to the community.

The economic consequences of this are significant. Firstly, the cost of commuting or relocating people long distances to acquire knowledge is an impost inequitably borne by individuals in Geeveston, Port Huon and further beyond. Secondly, the structure means that the academically best and brightest are the most likely to leave. They are also less likely to return once settled further afield, and the vast investment in their foundation knowledge is effectively lost.

Ultimately, this talent drain perpetuates the lack of access to skilled labour already felt by the business community. Knowledge has to be imported (at a cost), and even the knowledge brought in by unsolicited newcomers requires significant contextualisation (which again, has a time and effort opportunity cost).

Until Geeveston and Port Huon can reduce the distance to secondary and higher education services, it is difficult to see how many of the proposals for the future of the region might be optimally realised. The newly established Huon Valley Trade Training Centre is a very positive step toward addressing these issues.

Symbolic capital

Symbolic capital refers to those things that motivate the community – the things that inspire it, such as its icons, heroes and legends; as well as the things that it aspires to, such as opportunities to work and play. Both are equally important, and both require a degree of proximity in order to be effective.

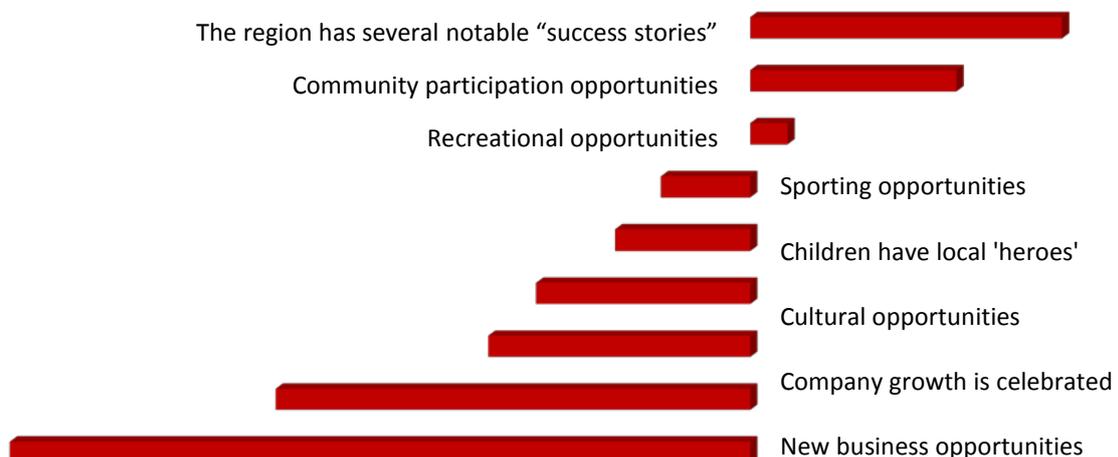
Inspiration is the expression of proof that it can be done. For example, if ‘Jane’ in Port Huon can be a business success, then so can I. This is why without home-grown inspiration, an individual or community may be more likely to give up when the going gets tough.

Aspiration references the suite of benefits that reward effort. For example, if I study hard then I can get a better job; or if I work hard, I can enjoy a range of leisure pursuits. Without incentives to aspire to, an individual or community may have difficulty justifying the effort required to improve their lot.

“When I first arrived, all the kids were wearing (Melbourne) Demons (AFL) jumpers – I thought what’s going on here!? Then I realized it was the local footy team... they could name all the players; tell me about premierships won before they were born. It’s hard to describe what a loss to the community that has been.”

The figure below begins to map the extent of symbolic capital that the community of Geeveston and Port Huon can begin to draw down upon. It is interesting to observe that even though stakeholders believe there are sufficient success stories to inspire the community; these are not of the right kind to inspire children. Community participation opportunities apparently abound; yet, sporting and cultural opportunities are in deficit. Finally, commercial opportunities are insufficient to match demand, and the lack of community celebration for company growth means that it must be difficult for entrepreneurs to find necessary intrinsic rewards.

Figure 18 – Symbolic Capital: Geeveston and Port Huon (2012)



Community capital – conclusion

It will be seen in the next section that there is no shortage of ideas on how Geeveston and Port Huon might advance over the next five, ten and twenty years. Some designs are intuitively brilliant; some are persuasively elegant; others require further development. None of these can be realised, though, if the community does not have at its disposal a suite of complementary physical, psychological, social, knowledge and symbolic resources.

To its advantage, the community has a highly regarded natural environment, excellent primary schooling, and a standard of health and banking services (relative to the size of the district) that is largely appreciated. Features include:

- Medical centre
- Bank
- Child care centre
- Progressive schools
- Underutilised public and private sporting facilities
- Low cost housing
- Close proximity to Huonville, and
- Gateway access to a significant World Heritage Area.

Further, Geeveston and Port Huon appear to be a community in the truest sense of the word. The community actively participates in its own betterment, is mostly welcoming, has high levels of happiness and trust, and promotes interactions across class and cultural divides. There is also a reasonable level of respect between the community and small business interests, at the local level.

On the other hand, Geeveston and Port Huon is a difficult place to do business. It has insufficient access to skilled labour and markets, and stakeholders are exasperated with the regulatory environment. Indeed, relationships with government are strained, and the unresolved tensions over how to exploit the natural resources of the region are creating harmful levels of anxiety and stress. There is also a mass exodus of youth from the region underway. Its cause may be as simple as a lack of educational and employment opportunities; it may be attributable to a more complex frustration with the relative absence of social, sporting and cultural enrichment; or it may be that there are no peers left to connect with.

Our interim conclusion is that to return to prosperity, Geeveston and Port Huon need new investment. The challenge for all tiers of government is to identify where their own direct or indirect interventions can be made to stimulate this, with the least effort for the greatest effect.

The way forward

Across over 200 survey responses, 25 hours of community consultation and observation, and numerous independent submissions, we have gathered literally hundreds of ideas, innovations and visions for Geeveston and Port Huon. In this section, we report the sum of the community's critical self-reflections and expressions of hope by the following categories:

- Primary production
 - Aquaculture
 - Forestry
 - Agriculture
 - Alternative energy
- Manufacturing / value adding
- Services
 - Tourism
 - Retail
- Government services
 - Roads and transport
 - Education
 - Planning and development
- Community initiatives
 - Sport, recreation and culture
 - Social enterprises
- Children's vision
 - Further inspiration

Any suggestion that the people of Geeveston and Port Huon somehow lack the capacity to take control of their own destiny is categorically rebutted by this overwhelming insight into their possible futures.

A sample of the opportunities specific to each category is also presented. It should be noted, though, that these lists are neither exhaustive nor in any way endorsed by the authors of this report. It is beyond the scope of this report to test the feasibility of any of the opportunities proposed. It is also beyond the scope of this report to determine the baseline and relative socio-economic impacts of their potential realisation. Nevertheless they are reflective of the feedback received and useful in as much as they summarise and focus future dialogue.

For despite the myriad of ideas, there is a remarkable consistency of voice. Expressions of frustration are generally complemented with solutions, and change is accepted as an outcome. Government is seen as the key to unlocking the end potential of the region, even if the means are disputed. And there is a sense of urgency, without the panic of crisis. Importantly, even though the people of Geeveston and Port Huon may occasionally feel that others have given up on them, the community is not willing to accept this as their fate.

Primary production

Aquaculture

As the largest employer in Geeveston and Port Huon, sustaining the aquaculture industry was noted by many to be necessary to the region's survival. Despite this, it was not widely seen by stakeholders to be a solution to the region's problems. Relative to the weight of feedback received on other regional industries and enablers, aquaculture received only passing comment. In other words, potentials for growth were more readily identified elsewhere.

This may have been community recognition of the fact that the local aquaculture industry is running at all but its maximum capacity. The industry acknowledged that new developments in the Huon River basin were unlikely, and that offshore farming of fish was the most likely growth scenario. This option, however, was seen as cost prohibitive in the short term, especially when weighed against the lower costs of establishing new production at other locations in Tasmania and abroad.

Furthermore, industry experts categorically rejected the assumption that prevails in some quarters that disenfranchised forestry workers could smoothly transition into aquaculture. Aquaculture is a highly physical labour that pays its workers significantly less than generally sedentary mill workers might expect to receive. Ex-forestry labour was seen to be more compatible with heavy plant and equipment oriented mining jobs, and past attempts to integrate them into the aquaculture industry have not been successful.

Another constraint the industry faces in respect to growth is government regulation. The high cost of compliance is not begrudged; however, it is felt that growing pressure from the environmental movement will limit and potentially erode commercial viability. The challenges faced by forestry are cited as evidence of this.

Nevertheless, when compared to their global competitors, Geeveston and Port Huon aquaculture producers do maintain high standards of environmental stewardship. Tasmanian firms only produce around four per cent of world supply, and cannot set prices in a very dynamic market. Yet they do have a reputation for quality, and a number of related opportunities were identified.

Opportunities

Firstly, the exporting of product for processing out of the region might be viewed as a missed opportunity for local innovators. Boutique value-adding to the raw product that is done locally may better leverage the quality perception held by the market. Therefore, small scale enterprise in this regard could be encouraged. Other, related entrepreneurial opportunities that were identified for development included fish-farm tourism and support vessel manufacturing.

Secondly, growing global demand for fresh fish could be better exploited; however, the quality of transport infrastructure and networks into and beyond Geeveston and Port Huon partially frustrates the need to get product to the market in a safe and timely manner.

Finally, the regional reputation for quality can be better promoted through a coordinated Huon Valley branding strategy that emphasises the pristine environment, favourable climate and responsible farming practices. Not only could this stimulate local sales and potentially justify business expansion, but the forementioned opportunities might also stand a better chance of being realised.

Forestry

'Sovereign risk' presently dominates discussion of the forest industry. This is the perception that a constantly changing regulatory environment is jeopardising industry viability. Not only is the size of the industry in Geeveston and Port Huon contracting; but new investments (such as the one proposed by Southwood) are stalling, and contracts for supply are being dishonoured. In addition to this, locally managed campaigns have successfully targeted high value international consumer markets. These conditions have impacted on the profitability of the remaining firms to that extent that they are genuinely contemplating withdrawing from the region entirely.

A significant number of people in the community also support 'locking up' native forests. Like foresters, they demand certainty for the environmental assets of Geeveston and Port Huon, and do not want to see the total number of regional jobs decline as a result of forestry wind-downs. Change is therefore accepted by both sides of the argument, and the issue now is one of transition.

Opportunities

The transition strategy of foresters appears to be two-fold. In the first instance, they would like to make more intensive use of timber assets, particularly those that are lying fallow as a result of the collapse of the local pulp and wood-chip industries. A number of alternative uses for forest residue, particularly clean fuel generation, have been proposed. The principal environmental objection to this seems to be a concern that successful biofuel production might encourage further, potentially unsustainable logging. Locally exploring specialty timber options has also been widely proposed, although the commercial practicalities of selective logging are disputed.

The second response appears to be technology driven. Significant investment is being made by Ta-Ann, for example, into materials science to find robust solutions to the limitations of local plantation timbers. Although less objectionable to green campaigners, such a strategy takes time, and may have high secondary costs associated with re-engineering production.

Conservationists, on the other hand, generally see a future for Geeveston and Port Huon that replaces forestry jobs with those that take advantage of the aesthetic beauty of the natural environment. Tourism (in a variety of expressions) is therefore seen by this group as the most likely solution to the region's employment challenges. This strategy, however, is notable for its lack of clarity around what transition might look like. Given the poor relationship between forestry and tourism skill requirements, cashing out forestry workers in the hope that they can retrain into presently non-existent tourism jobs seems an overly simplistic expectation. And, as forestry workers argue, they would prefer jobs over compensation.

Despite this, all three strategies have potential that IGA and new private funding could realistically bridge. The pre-condition for this is not only certainty, but confidence from both sides that any agreement struck will be honoured in the long-term.

It is beyond the scope of this report to prefer one of these alternatives over the other. Given that others have considered this issue in much more detail, and that 'peace' negotiations are well advanced, we prefer to place these options in the context of the entire community conversation. For despite external impressions, this is not the only issue of importance to Geeveston and Port Huon. We argue here that the forestry dilemma is but one of many challenges, and that the most optimal strategic responses can resolve these in parallel.

Agriculture

Underpinning the environmental strengths of Geeveston and Port Huon are fertile soils, rich waterways, and a climate that makes it one of the best regions in the world for growing red fruit (apples and cherries) and berries. The region was settled on these strengths, and the local supply of labour still complements the needs of the agricultural industry.

A number of new opportunities that have been speculated upon include the production of hemp, hops, saffron, bush herbs, cut flowers, and other intensive forms of intensive cropping. Small scale farming of chickens, rabbits, and/or goats has also been proposed. There is a massive stock of underdeveloped land, and agriculture – particularly organic production – is a lot less politically sensitive than forestry or aquaculture. So why haven't market forces naturally filled this void? What are the barriers to Geeveston and Port Huon reclaiming its place as an agricultural hub?

It has been suggested that in modern farming small allotment sizes of 10, 20 and 30 acres – the kind that dominate the Geeveston and Port Huon district – are no longer viable without access to reticulated water. By leaving the South out of the statewide irrigation scheme, new investment has been diverted to those regions in the middle and North of the state, and the competitive disadvantages already faced by Southern farmers – particularly the tyranny of distance – have been exacerbated.

Indeed, Tasmania's export infrastructure, which starts at the poorly maintained roads of Geeveston and Port Huon, extends to the remote and inefficient dockside at Burnie, and is choked by monopolistic behaviour of freight logistics firm Toll, all conspire to make it more expensive to move produce the 300km to Burnie than the 10,000km and two stops to India (*Figure 8*).

Producers also argue that although the market is now open to globally competitive pricing, inputs (the factors that contribute to their costs) are disproportionately high. Even if the impact of the high Australian dollar is put aside, the cost of packaging (which is sourced outside Tasmania), cost of power, and cost of labour (which is allegedly double that of New Zealand) all conspire to erode margins to the point of unsustainability. When this is considered alongside the predatory pricing of the nation's two largest purchasers (Woolworths and Coles), it is perhaps easier to see why agricultural investors are reluctant to take up new opportunities in Geeveston and Port Huon.

Ultimately, agricultural producers in the region feel that for a long time now they have been poorly represented by their political agents. At the local level, it is felt that all the focus has been on forestry and aquaculture. At the state level, the North dominates discourse; and federally, the emphasis is on grazing over growing. This is despite the natural quarantine barriers enjoyed by Tasmania and remarkable resource opportunities that are going to waste in the Far South.

Opportunities

Of Geeveston and Port Huon's traditional primary industries, agriculture was seen by the report respondents as presenting the greatest opportunity for growth. It is unconstrained by resource availability and politics, and appears to be the easiest to motivate through the strategic intervention of government. Further investigation of the following opportunities is therefore warranted.

- Infrastructure
 - Irrigation networks
 - Improved transport infrastructure
 - Regional brand development
- Primary production
 - Gourmet and organically grown product
 - Hemp farming
 - Rabbit for meat and skins
 - Glasshouse production – tomatoes etc
 - Egg production
 - Small fruits – raspberries, strawberries, black currants, cranberries, and blueberries
 - Cut flowers
 - Growing Saffron or a range of bush herbs
 - Goats , alpacas
 - Honey
- Manufacturing / value-adding
 - Cider
 - Speciality cheeses
 - Alternative health products
- Farm visit / stay / tourism

Alternative energy

Of the new industries proposed by stakeholders for Geeveston and Port Huon, alternative energy stood out for the number and variety of references received. It also cut across political allegiances, even if definitions of ‘clean’, ‘renewable’ and ‘sustainable’ in the energy context were occasionally disputed.

Use timber residues for heating/energy to reduce import costs from central Tas hydro generators.

Opportunities

Commercial variations on alternative energy that were identified included:

- Biofuels, mainly using timber residue and other combustible waste
- Ethanol, from plantation eucalypts
- Small scale hydro, using river currents as opposed to dams, and
- Wind farming

All were assessed for feasibility at a basic level; although, none that were presented to us had been treated to a full, site-specific business case or cost-benefit analysis. There was an assumption that such projects should be at least partially funded by government, and once again the IGA was identified as a potential source of funds. Incentives for residential solar were also raised.

We should have community owned and shared wind turbines and alternative sustainable energy sources.

Alternative energy projects do represent a significant new industry opportunity for Geeveston and Port Huon, even if most ideas are at present more hopeful than shovel-ready. Not only will the realisation of these projects create an economic stimulus in their own right, but the downstream benefits of cheaper power – especially if local, off-grid networks are developed – can only enable more growth again.

The risk is that government support for such investments tends to be cyclical. As it has been observed with domestic solar and insulation schemes, the political will for such activities can ebb and flow. Right now there is a confluence of opportunities for Geeveston and Port Huon in this regard, in that IGA commitments to infrastructure have the potential to be backed by carbon tax offset programs. To that end, the region should move quickly to take advantage of these circumstances, the first step being a more fine grained analysis of the most economically and socially efficient alternatives.

Manufacturing / value adding

Figure 10 – Count of Businesses (Weighted by Number of Employees): Geeveston–Dover (2011) shows that manufacturing is a significant industry in the region (19.2 per cent), second only to the aggregate of agriculture, forestry and fishing (46.7 per cent). It is also noted in *Table 4 – Changing Business Profile: Geeveston–Dover (2009-2011)* that, in recent times, three firms of between 20 and 199 employees have left the region and not been replaced, or 20 per cent of all manufacturing businesses.

It is unclear from our study whether these firms were located directly in Geeveston and Port Huon. Without knowing the nature of the enterprises lost, it is also unknown whether their attrition was due to their dependence on primary industries simultaneously lost or other factors. What is certain, though, it is widely acknowledged that the region can ill-afford future industrial losses of this magnitude.

In addition to the horizontal expansion of primary production as described above, particularly in agriculture, vertical expansion into new manufacturing opportunities was mentioned by a number of stakeholders. These included making processed products from raw agricultural goods (for example, apple pies and preserves), increasing craft wood manufacturing (for example, wooden boats and furniture), and seeking opportunities to better add value to the high quality fish resources of the region. It was further suggested that these opportunities were not just for new businesses, but existing firms looking re-engineer and/or diversify to better protect existing sources of revenue.

Help the businesses that are struggling to stay open and find a way to help them change if need be or value add.

There are a number of advantages to manufacturing or value adding over other forms of investment. In the first instance, it is more robust than seasonally dependent activities (such as tourism and agricultural production) in providing year round employment and revenue streams. It also more immediately leverages the noted environmental benefits of Geeveston and Port Huon, instead of exporting them for other producers to exploit. Finally, manufacturing can act as a bridge between the key primary production and tourism/retail sectors. Not only might it give local vendors a more complete portfolio of wares to merchandise, but it will create stronger social and economic ties across different community and commercial sectors.

A strong manufacturing sector nonetheless depends on reliable freight networks, as well as ready access to finance and an appropriately skilled workforce. A distinct regional brand identity could also promote existing value adding activities, while creating an attractive economic environment for new cottage industry investment. It is noted from the analysis of community capital that Geeveston and Port Huon remain somewhat under-equipped in this regard.

A number of specific manufacturing / value-adding opportunities were identified to better exploit the primary resources of the region, and have been listed above. Importantly, these need not be exclusive to primary producers.

Commercial Services

Tourism

Theme parks, underwater aquariums, and Hartz Mountain ski fields were some of the grander ideas that people proposed to reinvigorate Geeveston and Port Huon; however, there was also a good complement of smaller designs that could sum to a set of strong regional tourism drivers. The governing question, though, was how to make people driving through to the Tahune Airwalk, Hastings Caves, or Cockle Creek stop, get out of the car, and maybe stay a night or two.

That tourism had dropped off in recent years was seen to be mainly attributable to the maturing of the Airwalk as a destination, the downgrading of the Heritage Centre (including the loss of yellow 'i' information accreditation), and macro-economic factors, such as the high value of the Australian dollar and increasing competition from alternate markets and providers, such as MONA. Interestingly, though, operators and observers were mostly enthusiastic about the region's prospects; although, this was predicated on the assumption that a number of enabling and specific opportunities could be realised.

Opportunities

A general lack of tourist attractions in Geeveston and Port Huon was seen to be the main barrier to industry growth. Opportunities in this regard that were identified including making better use of Heritage Park and Shipwrights Point, improving the amenity of Church Street, and making better integrated use of the natural environment – particularly the Huon River and the town's proximity as a gateway to the World Heritage listed Southern Wilderness.

A program of regional events was also seen as a potential motivator of tourism activity. The Medieval Mayhem festival was highlighted by several people as the type of event that, if successfully replicated, could well contribute to regional growth. Despite this, State government marketing of the Huon Valley as a day trip destination was perceived to be a constraint on opportunities. Relying on State and Federal authorities to motivate travel into Geeveston and Port Huon was seen to be neither reliable nor productive.

Yet it was difficult to envisage a future for the region as anything other than a day trip destination if the tourist accommodation infrastructure could not support long stays. Given the tourist demographic attracted to the region, the establishment of more three and a half star budget accommodation – particularly of a scale that could host bus/coach sized tours – was identified as a priority. Caravan and RV parks were also in deficit, especially when many travellers expressed a strong preference to unhitch before making day trips to the forementioned Southern icon destinations. It was strongly pointed out, though, that the parks provided by Council at Huonville and Franklin were not of an acceptable standard.

As to tourism solving all the economic ills of the region, the industry was seen to be a 'bonus' by many, in that the inherent seasonality and sensitivity of the tourist trade makes it unsustainable in its own right. Others argued that the same challenges are faced by agriculture, and it all depends on how much you can 'squirrel away' in peak times. Some even suggested that winter tourism is presently under-developed, and represents a new market potential. Ultimately, tourism was uncontroversially seen by all as an opportunity that Geeveston and Port Huon is not fully realising, even if the nature and scale of tourism prospects was contested.

An un-weighted summary of the tourism opportunities proposed is presented below:

- Infrastructure
 - Roads and signage
 - Tracks and trails (including bike, horse, aquatic, aboriginal)
 - Public parks / amenities
 - Streetscaping (eg public art, trees, “something bizarre”)
 - RV parking
 - Regional brand development
 - Social media strategy
 - Yellow ‘i’ information
 - Local profiles and identities
- Commercial opportunities
 - Accommodation
 - Caravan park
 - 3½ star ‘luxury’ budget motel (large enough for coach tour overnight stays)
 - Backpacker and bush walker accommodation / camping space
 - 5 star eco tourist accommodation
 - 6 star resort
 - Destination
 - Re-invigorate the Forest and Heritage Centre as a destination
 - The biggest adventure playground in Tasmania; all made out of local timber by locals and maintained by locals
 - Conference / environmental centre
 - Farmers’ market
 - River based tourism
 - Adventure tourism
 - Ski fields
 - Indoor rock-climbing
 - An underwater aquarium
 - A theme park
 - Events
 - Wood heritage events (eg wooden boat / chainsaw sculpting)
 - Restarting the Taste of Huon rotation
 - Midwinter / harvest festivals
 - Fishing competition
 - Art prize / music events
 - July 14th festivities to celebrate the French discovery of the area
 - Museum tours / hosting a dinosaur exhibition or something similar
- *See also primary industries based tourism*

Retail

Tourism industry operators in particular observed that every customer facing business in Geeveston and Port Huon is, to a lesser or greater extent, a tourism business. General comments made about the amenity of Church Street, including unflattering comparisons with the appearance of Cygnet. Stakeholders identified the need for a face-lift to the Geeveston CBD and suggested a number of built improvements, such as a fountain, continuous awnings, and sidewalk café culture.

The current level of service quality was disputed. Some felt that standards were generally poor, while others (including, it should be noted, people without a commercial interest) rated it quite highly. Points of common ground could be found though in recognition of the fact that even one bad customer experience could damage the regional reputation – “we’re all in this together” – and that retail benchmarks had to be set higher than they presently were in order to be competitive within and outside the state.

Opportunities

In late July 2012, a selection of Mystery Shoppers visited 25 nominated businesses in Geeveston and Port Huon and later completed an individual visit report for each site. A number of opportunities were identified for local retailers as a result of that process:

- Local produce – the area around Geeveston and Port Huon has a great opportunity to play to and promote the key strengths of access to fresh local product or craftsmanship.
- Internet presence – with some alignment and support, the opportunity to present Geeveston and Port Huon and its local businesses via the web should be looked at as a priority. This could be as simple as linking businesses under one *Geeveston and Port Huon Local* banner, ask for a listing on the Huon Trail website, through to providing assistance and training to businesses to enable them to create their own internet presence. More and more, travellers and locals alike are looking for online options for research, purchase and information, and this needs to be harnessed for the area.
- Customer service training – there are some simple rules to providing good customer service. The opportunity to partner with industry, to share the costs across local businesses for group training, or to encourage a local knowledge-sharing exercise on how to provide exceptional customer service would be invaluable to the area.
- Weekend trading – there were several businesses which were not open on Saturdays or Sundays. These would be key trading days for tourism.
- Embrace electronic forms of payment – the federal government is increasing its pressure on banks to reduce the costs of electronic banking. Utilise the presence of Bendigo Bank and its focus as a community bank to increase the availability of electronic payment within the area.
- Renovation – some businesses are already investing in the future through updating their physical premises, and there are others who could follow suit. An inviting external structure will encourage people to enter the premises, particularly tourists or those who don’t know the area well.
- Partnership with local businesses – use the benefits of a small town to offer package deals such as dinner (with another business in town), bed and breakfast or beauty and accommodation packages.

Government services

Roads and transport

References to the state of road and transport networks into and within Geeveston and Port Huon dominated this study. None of the commentary was complimentary, and a wide range of perceived inadequacies were raised.

Road surface quality (including unsealed roads); capacity; poor / inappropriate line markings; kerbs and guttering; pedestrian access; confusing and inappropriate speed limits; street lighting; and, signage were all identified at some point in the study as being in need of improvement. Freight logistics, which is discussed in more detail in the earlier section on agriculture, was relevant to many producers; as was residential dissatisfaction with public transport services. Specific single issues such as road-kill and the closure to through traffic of Palmers Road were also referenced a number of times.

Opportunities to improve access to the natural environment were also seen as a logical leveraging of the region's natural beauty. In suggesting an increase to the quantity and quality of regional tracks and trails, stakeholders indicated that the needs of pedestrian, bicycle, trail-bike, horse riders, and recreational water-sport users should be considered. Indeed, the Huon River was recognised by many to be an under-utilised transport asset.

The consequences of substandard infrastructure were identified to be a loss of tourism potential, reduced liveability, an increase in hazards to public safety, and the disproportionate transfer of costs to users in the form of increased travel time and vehicular wear and tear (relative to other districts paying equivalent user charges). It was difficult for some to see how regional traffic might ever grow sufficiently to justify large scale investments in transport infrastructure when the state of said infrastructure was such a disincentive to traffic in the first place. In other words, it was felt that the Geeveston and Port Huon transport network was likely to wither and die if nothing more than reactive maintenance expenditure were continued. For many stakeholders, this was an urgent priority for community growth.

Education

Stakeholder feedback shows that there is a high level of community satisfaction the quality of services delivered by schools in Geeveston and Port Huon. It is therefore assumed that the youth of the area are provided with an environment that does support their foundation educational needs.

One factor that is persistently seen to be holding Geeveston and Port Huon back, however, is the lack of publically funded senior secondary and adult education services in the Huon Valley region. This is despite a very well regarded private primary education supplier and a notably improving public school that goes to Year 10. Consistent stakeholder comment shows that the community resent having to send students to Hobart to gain a year 11 and 12 education.

It must be emphasised that there was no stakeholder consensus, nor economic rationale advanced, for year 11 and 12 education to be based from Geeveston; the issue is access to this matriculation and higher level within the greater Huon Valley region.

It cannot be argued that the regional deficit in higher education is merely a function of diminished demand. Huon Aquaculture, for example, has an extensive, oversubscribed apprenticeship program that develops local talent via the public funding of private training. Not every business is of a maturity or scale, however, to take advantage of such programs; ironically, these are perhaps the businesses that would most benefit from workforce up-skilling.

Students in the district are also (reluctantly) willing to commute to Hobart to attend college. Anecdotal evidence nevertheless suggests that just as many again are denied the same choice because of the structural inequality imposed by the metric and cultural distance to such schools. The youth demographic gap in the region illustrated in *Figure 5 – Population by Age and Sex: Geeveston and Port Huon (2011)* is therefore likely to mask a retention bias towards low-skilled workers.

After all, increased travel times represent direct financial costs. The costs of cancelling and/or re-negotiating transport contracts, the on-going increased costs of providing transport services over longer distances, and the costs of travel to and from the place of education are part of the total cost-benefit picture that needs to be considered in assessing the economics of education services, especially in rural areas.

Beyond that, it has been found that after controlling for all other factors (including socio-economic status) each hour per day spent on a bus was associated with a measurable drop in student achievements. Participation in extra-curricular activities is also highly related to how long it takes to get to school – the longer the commute, the less the participation. Since a vast number of studies show involvement in extracurricular activities predicts a range of social and academic benefits, this could represent a greater cost than just the students' time.

While the long term impact of the Huonville Trade Training Centre is yet to be seen, it is hoped that this institution will provide industry-relevant applied learning for school leavers and mature aged students from the Huon Valley municipality. Should the Centre's program succeed in being attractive to students and importantly pertinent to the regions industry needs, it will have a positive impact across many dimensions. At one level, employers may gain local access to the skills they need. At another level, new investment potential may be attracted to the region as the area contains a potential workforce with the requisite skills profile.

Conversely, should the educational opportunity for the region including on Geeveston and Port Huon not be achieved, the education/skilled workforce issues will leave the area with a growing competitive disadvantage. Further, potential investment may be diverted to other regions where skill profiles are found.

A low skills base also means that the employability capital of workers is poorly transferred; in other words, workers depend on the only industry they know for employment and find it extremely difficult to find jobs outside it. Furthermore, low skilled employment is relatively lesser paid. This means that when unemployment occurs, individuals have a low level of savings to draw on. Taken together, these two points suggest that welfare dependencies are created sooner and are longer lasting in places like Geeveston and Port Huon. The plethora of social problems that this begets is well documented and should not need to be rehearsed here.

Planning and development

As noted in our final recommendations, it is beyond the scope of this report to make representations about the appropriateness of the current residential and commercial regulatory environments. The community was nevertheless helpful in suggesting what the future of planning and development schemes that impact on Geeveston and Port Huon might look like.

Three principal themes emerged. Foremost was frustration with the inflexibility of the current legislation and regulation. It was felt by many that many good ideas were lost because current codes could not or would not be interpreted in a way that might encourage innovation. Going forward, it was argued that applications should be holistically assessed for their net benefit, and not dismissed on the basis of technical flaws.

Secondly, it was believed that opposition stakeholders were too readily able to object to new developments. Although 'greens' were the most frequently cited impediments to 'progress', NIMBYs (residents who object to neighbouring and adjacent developments) and, to a lesser extent, aboriginal groups were also seen to be having disproportionate rights of representation in planning and development matters.

Finally, poor government service delivery, including either the failure to abide or abuse of by their own guidelines, and an unwillingness to support the region through capital infrastructure improvements was a commonly referenced complaint. Perhaps in response to this, council amalgamation was also mooted by a few; although, it is difficult to see how representation for Geeveston and Port Huon might be improved, even if some savings to the cost of services were realised.

(The region needs...) new ventures and outside investments (even on a small scale) to gradually enhance the district and connect people in the future.

Community development

Sport, recreation and culture

A significant number of stakeholders linked the decline in organised sporting opportunities and the parallel deficit in recreational and cultural events to the youth demographic gap and more general disintegration of community spirit. The re-establishment of strong local sporting teams was recognised by many to be fundamental to the reinvigoration of Geeveston and Port Huon.

The need for playgrounds was also emphasised, and related opportunities included tennis, basketball and netball court development, as well as several references to improving the skateboard ramp / park. Safe havens for youth were furthermore identified as a need. Several in the community also feared that both the Geeveston RSL and Bowls clubs would be lost if more aggressive steps toward amalgamation were not taken.

The town needs to have a focal point that will create a really positive experience for everyone. My suggestion would be to create the biggest/best adventure playground in Tasmania. None of that plastic junk. All made out of local timber by locals and maintained by locals.

Continuing the tourism priority of more regional events, other cultural and recreational proposals mooted included science events, star gazing nights, musical and seasonal festivals, artist residencies, street parties, dinosaur exhibitions, laser shows, as well as celebrations of aboriginal art, wood craft and wooden boat building.

Social enterprises

Social enterprises are organisations that use a business model of buying and selling goods or services to fund or support social causes, such as community development. The benefit of such organisations might be to improve skills, provide employment, retail goods and services that might not independently find a market in a region, enlarge community capital, and create a profit that can be reinvested in the community. It could be argued that the Bendigo Bank, Makers on Church Street, Geeveston High School's burgeoning garden, and the Geeveston Community Centre (GeCo) are successful examples of social enterprises, and they were frequently held up as a model by community stakeholders.

Beyond the events listed above (which are most likely to succeed if community owned), two sophisticated social enterprise opportunities were identified for Geeveston and Port Huon. The first was a community conference and convention centre that was linked to a Registered Training Organisation. The second was a community kitchen that could become a shared facility for micro producers on the pathway to developing their own shopfront.

Both ideas strongly resonated with stakeholders, but as yet lack the necessary feasibility and business case development to justify the significant investments demanded. Continued investigation in this regard is recommended.

Children's vision

Seventy-nine individual drawings and two larger scale composite contributions were received from primary school children in the region in response to the question, "What might Geeveston look like in 30 years?" They varied in size from A4 to A2 and were usually done on white paper. The composites were obviously teacher organised and there is no indication of how many children contributed. The drawings were not in all cases identified as belonging to a particular age group, but appeared to be from Year 5/6, Year 3 and Kindergarten. Many were labelled with what the drawing was intended to indicate.

It is assumed that all children had a full range of paint colours at their disposal. Colour can sometimes be taken as an indicator of mood where it varies from the usual reality. Happy children generally choose bright colours, sun motifs et cetera, which might be taken to reflect an optimistic outlook. Younger children also tend to represent objects of importance to them on a larger scale than reality or perspective might suggest.

The drawings/paintings were analysed for content by recording the recurrence of various words and motifs. These occurrences were recorded as follows:

- Shops / shopping centres: 31
- Sporting facilities: 30
- Housing: 12
- Transport: 11
- Parks / playgrounds: 7
- References to new technology: 6
- Multistorey buildings: 6
- Employment: 5
- References to wildlife / natural environment: 5
- Zoo / aquarium: 5
- Schools: 4
- Cinema / entertainment: 4
- Cultural activities (museum / heritage centre / art gallery / church): 4
- Hotel: 2



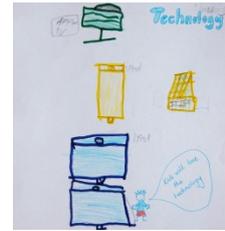
There were also single references to a prison and to public toilets that could not be said to match other categories.

Housing

It must be taken into account that for very young children the home is the centre of their world and their horizon does not extend very far beyond it, so the majority of references to housing came from the youngest children. However, on one drawing was written "a house for everyone". One Year 5/6 student referred to "creative housing" and solar power. Several children mentioned "modern housing" and bright colours were referred to or used.

Technology

Technology was referred to in various ways – in the context of shops (the ability to purchase it: “technology shop”) and in one case as robotic aids to labour (apple picking). There was little attention to “sci-fi” futuristic development as is often seen in the drawings of 11-12 year old children.



School

One child listed schools, colleges and university as a local need; one composite drawing requested a high-speed bus that would connect the area to Hobart High School.



Transport

There were many references to boating which is not surprising as the town is only a few kilometres from the sea. But it was in many cases unclear whether the boats were for leisure, for transport, water tourism, (e.g. hovercraft/ cruise ship dock), or for the fishing industry. There were multiple references to trains and also one to high-speed bus to Hobart for senior schooling mentioned above.

Employment

There were five references to employment – two fishing industry, one factory, one logging, one apple orchards and one for jobs for teenagers.

Wild life/ connection to the natural environment

Two children directly indicated a zoo that housed exotic species (lions et cetera). One referenced protection for endangered species in the form of a wildlife park. Two referenced trees (“more trees” and “woods”) One mentioned his dog chasing wallabies – an ambiguous reference! Most children concentrated on the town itself rather than the surrounding environment.



Multi-storey buildings

Several children drew multi-storeyed structures which seemed to indicate a wish for a higher degree of urbanisation.

Cultural activities

These were single references: one museum, one heritage centre, one art gallery, one church.



Shopping

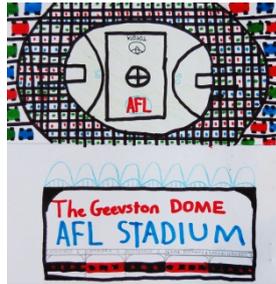
Many children referenced shops/shopping malls/shopping centres and in some cases car parks to go with them. As might be expected in this age group, common themes were toys/ lollies/ice cream. In two cases specific chains were mentioned (eg Big W) - and there were single references to shoes, books, music, guns, technology and an amusement arcade. However the greatest number of specific references were to food outlets – cafes, restaurants, one “master restaurant”, food courts, tables and chairs.

Cinema/entertainment

Two specified cinema (one noted disabled access), one general “entertainment” and one amusement arcade.

Parks

Only one child referred to “gardens”, and that was in connection with tables and chairs in a shopping mall. In general, “parks” seemed to refer to somewhere to play or outdoor areas that contained playground equipment.



Sporting facilities

Many children made reference to sporting facilities and events, including skate park (4), dart competition, drift track (2), motor bike track (2), cricket stadium, AFL stadium, racing cars, golf, flying fox (all single references) and many references to boating and fishing and also unspecified “lots of sports” (1) and “sports centre” (2). The greatest number of references to a specific facility was to a swimming pool (11).

Conclusions

It must be borne in mind that children in this age group have limited experience with which to project their imaginations into the future, and also that their preferences will reflect the preoccupations of their age group. In addition, it is not clear exactly how the children were briefed or encouraged. However, two factors emerged very clearly as having special significance.

1. Leisure pursuits and sporting facilities and events. Playgrounds, parks, and water-based activities such as boating, fishing and swimming dominated. The single facility most often referred to was a swimming pool. Of more than 30 references to sporting activities (it was unclear how many references to boating were related to sport/leisure), 11 were to a swimming pool. Certainly physical activities far outweighed references to other forms of entertainment such as cinemas.



2. Shopping facilities. These occurred approximately the same number of times as sporting facilities (31 references). By far the greatest single reference was to places to eat – restaurants, cafes, food courts (12 specific references to food outlets plus several to “shopping centres” which can be assumed to include food outlets.) The lack of reference to chains such as McDonalds and KFC was noteworthy (one of each).

This seemed to indicate that the shopping centre was seen not only as a purchase venue or specifically as a place to eat but also as somewhere to meet and interact socially, and as somewhere that offered a stimulating variety of food (one child mentioned a Chinese restaurant and another a sushi shop); and in general as somewhere that offered access to newness and variety.



There was some information to be gleaned from what did NOT appear in the drawings. There was not a lot of futuristic visioning with meta-cities with hyper interlinks (a vision that many children will typically put forward to signify a new future). The children seemed content to see a gentle projection of what they already have that suggests that they are coming from a strong rural community base that feels secure and firm to them.

Most images were well coloured and drawn with care, and were therefore taken to be positive, generally optimistic. Importantly, there was no reflection upon, or suggestion of the continuation of, community conflict (such as the forestry debate).

Another category that showed as having special importance was Transport (11 references). Whether the various forms of transport were intended primarily to bring people into the area from outside or to link the local residents to other places was not specified, however, one can deduce that an increased sense of connection to other places is of some importance.

The other significant category was Housing, although it must be noted that pictures of houses could be expected to dominate the drawings of young children. A small number of children depicted themselves with their own children – an assertion perhaps of happiness with family life in their present environment and a wish to continue in that pattern.



Although the data is limited, it can perhaps be seen to indicate in general terms the following.

The children are seeking and envisioning:

1. A focus for physical activity and development. They might see their future as getting involved with others around spaces where physical activities take place. It is not only actual activity that is indicated but also the need for community gatherings around a positive interaction. For them the more passive activities of cinema are not as important as more physical interactive pursuits. It presumably also signals a current lack of these types of facilities in the town and hinterland.

Plans for a future of the area might include the development of these kinds of facilities, (especially a swimming pool).



2. A focus for communal interaction. They see a future where the gathering places are strongly interactive, often with food and retail outlets as their base. They might be signalling that their lives do not at present have enough texture and liveliness, especially as the young people of the future. They identified a need for eating places, but in all but two cases did not request the usual food chain outlets. In preference, they placed their cafes et cetera within either a main street or varied "shopping complex" arrangement.

As other communities have found, the strong feeling of community can be destroyed by large-scale chain developments, so it would be well to examine carefully the kind of food outlets proposed in any future planning. Perhaps a well thought out long term strategy might be proposed to engage with the young people of the area, to alleviate boredom with new positive, interactive and exciting sets of activities that strengthen community ties and foster a sense of an inclusive community they feel proud to invest their lives in.

3. An increased physical connection with the world beyond their immediate locality (as opposed to access through media/technology). They see Hobart as a desirable place to get to, quickly and readily.



Further inspiration

A number of other ideas that were mooted by stakeholders did not readily fit into the categorisation model we have used in this section. This is not a comment on their value, but recognition that innovation can come from any quarter and should not be dismissed because it does not meet the classifications preferred by consultants. Similarly, the summary of findings here is presented in no particular order.

A number of proposals for business assistance schemes emerged during the life of the consultation. The most prominent of these was investment by the state government in the expertise of Professor Ernesto Sirolli. The Sirolli model is about connecting innovators with local, volunteer business marketing and financial experts to enable entrepreneurial activity to emerge. Intuitively reasonable, the idea was heartily embraced by the community at an initial public forum. Other local business initiatives suggested included the introduction of local purchase loyalty cards, perhaps supported by prize draws, and the development of a barter system. Our only recommendation in this regard is that, if adopted, the outcomes of all these programs should be rigorously and perhaps independently assessed.

Services that could be introduced to the area included improvements to after hours and aged health care, keyhole outlets for Service Tasmania, Centrelink and Job Search Agencies (that is, services blended into existing retail footprints), and a local TattsLotto licence. The potential for regional mineral exploration, the cultivation of new niche markets (such as Antarctica), aged care, and sister city relationships were also variously advocated.

It was finally noted by many that investment in social media as a means of communicating the tourist, residential and commercial opportunities of Geeveston and Port Huon should be a marketing priority.

The way forward – conclusion

It is likely that many of the traditional industries of Geeveston still have a future in the region, although current challenges may see individual businesses decline. In the long run, the competitive advantages that saw the industries originally established, combined with the identification of opportunities tailored to meet the needs of the modern market, will see sustainable businesses re-establish themselves.

A summary of the opportunities identified follows. While hope was high that the community would be fairly represented in this report, there was not a corresponding confidence that issues would be acted upon and community recommendations followed.

The challenge for government therefore remains: what is the most efficient way to enable these expectations?

Investment Opportunities

Aquaculture

- Infrastructure
 - Improved transport infrastructure
 - Regional brand development
- Primary production
 - More licences
- Manufacturing / value-adding
 - Canning
 - Support vessels and equipment
- Fish-farm tourism (eg Salmon Centre)

Forestry

- Primary production
 - Alternative uses of forestry residue (eg clean fuels)
 - Specialty timber for craft applications (eg furniture making)
- Manufacturing / value-adding
 - Plywood
 - Veneers / laminates
- Forest tourism
 - Tracks and trails

Agriculture

- Infrastructure
 - Irrigation networks
 - Improved transport infrastructure
 - Regional brand development
- Primary production
 - Gourmet and organically grown product
 - Hemp farming
 - Rabbit for meat and skins
 - Glasshouse production – tomatoes etc
 - Egg production
 - Small fruits – raspberries, strawberries, black currants, cranberries, and blueberries
 - Cut flowers
 - Growing Saffron or a range of bush herbs
 - Goats , alpacas
 - Honey
- Manufacturing / value-adding
 - Cider
 - Speciality cheeses
 - Alternative health products
- Farm visit / stay / tourism

Alternative Energy

- Biofuels, mainly using timber residue and other combustible waste
- Ethanol, from plantation eucalypts
- Small scale hydro, using river currents as opposed to dams, and
- Wind farming

Tourism

- Infrastructure
 - Roads and signage
 - Tracks and trails (including mountain and trail bike, horse, aquatic, aboriginal)
 - Public parks / amenities
 - Streetscaping (eg public art, trees, “something bizarre”)
 - RV parking
 - Regional brand development
 - Social media strategy
 - Yellow ‘i’ information
 - Local profiles and identities
- Commercial opportunities
 - Accommodation
 - Caravan park
 - 3½ star ‘luxury’ budget motel (large enough for coach tour overnight stays)
 - Backpacker and bush walker accommodation / camping space
 - 5 star eco tourist accommodation
 - 6 star resort
 - Destination
 - Re-invigorate the Forest and Heritage Centre as a destination
 - The biggest adventure playground in Tasmania; all made out of local timber by locals and maintained by locals
 - Conference / environmental centre
 - Farmers’ market
 - River based tourism (including cruises, fishing and trout farm tours, kayaking)
 - Adventure tourism (including indoor and outdoor rock climbing, skiing, track and trail activities, river based activities)
 - An underwater aquarium
 - A theme park
 - Events
 - Wood heritage events (eg wooden boat / chainsaw sculpting)
 - Restarting the Taste of Huon rotation
 - Midwinter / harvest festivals
 - Fishing competition
 - Art prize / music events
 - July 14th festivities to celebrate the French discovery of the area
 - Museum tours / hosting a dinosaur exhibition or something similar
- *See also primary industries based tourism*

Retail

- Infrastructure
 - Streetscaping (eg fountain, continuous awnings)
 - Regional brand development
- Existing operator opportunities
 - Better use and branding of local produce
 - Internet presence
 - Customer service training
 - Weekend trading
 - Electronic payment
 - Renovation
 - Cooperative associations
- Commercial opportunities
 - Local organic food outlets
 - Commercial / community kitchen
 - TattsLotto

Government services

- Roads
 - Road surface quality (including unsealed roads)
 - Capacity
 - Poor / inappropriate line markings
 - Kerbs and guttering
 - Pedestrian access
 - Confusing and inappropriate speed limits
 - Street lighting
 - Signage
 - Road-kill
 - Closure to through traffic of Palmers Road
- Education (matriculation, adult, vocational, rural university)
- Planning and development schemes
- Health and welfare services
- Public transport services

Community development

- Sports teams
- Sports facilities
- Youth facilities
- Conference / training centre
- Community kitchen / gardens
- Aged housing and care centre
- Affordable house and land packages
- Sister city relationships
- *See also tourism events*

Analysis

We suggested earlier that the challenge for all tiers of government is to identify where their own interventions can be made to economically stimulate Geeveston and Port Huon with the least effort for the greatest effect. It is clear from the preceding discussion that there is no shortage of ideas in this regard; and those that do not relate to direct government investment, invariably require some change to the macro-economic environment that is beyond the interest or capacity of private investors.

What is fundamentally required, though, is a clearer appreciation of the role of government in this regard. The views of the Geeveston and Port Huon community on this are quite divergent. On the one hand, there is a strong argument made for deregulation. Advocates talk at length about ‘red’ and ‘green’ tape frustrating new development. On the face of it, there is sufficient evidence to take this problem seriously. Inconsistent planning schemes are frequently cited, as are the disproportionate rights of representation that seemingly unaffected parties have in disputes. The case for allowing market forces to settle these issues is often well made.

Nevertheless, it is quite often the same parties who petition government to invest more directly in the community, and legislate to protect commercial and property rights that are being harmed by the same market forces. For example, creating or preserving jobs through government intervention is seen by many as the only way to revitalise Geeveston and Port Huon. Inevitably, though, empowering government in such a way comes at the philosophical loss of market liberty.

How then does the government balance its responsibility to the welfare of the community with its mandate to ensure growth?

Government intervention aimed at economic stimulus can take the following variety of forms:

- Direct investment
 - Grants
 - Loans
 - Insurance
 - Tax relief
- Exemption from regulation, and
- Indirect investment

Direct investment

Commercial grants are a well understood form of stimulus. Often disguised as loans (for which there is no penalty for default), they are intended to provide a kick start to firms that are operating at a competitive disadvantage. A good example is the Tasmanian Freight Equalisation Scheme, which was established to assist Tasmanian exporters overcome the disadvantages of being forced to connect by sea with mainland markets. Similarly, the Australian Export Finance and Insurance Corporation supplements its loan program with a program that offers subsidised insurance products to assist exporters in managing risk.

The problem with these and other modes of support that go directly to corporate equity is manifold. In the first instance, they reduce the effect of competition. Competition is what motivates firms to innovate. Firms that do not innovate fall further behind to the point where they either become wholly dependent upon grants to exist, or they ultimately fail, squandering the initial investment of public funds. There are countless examples in manufacturing of this.

The second problem is that the money has to come from somewhere. As with tax relief for certain industries or commercial sectors, changing the structure of government finances to allow for grants inevitable means raising taxes somewhere else or reducing services. Although grants and loans might be seen as an investment in reducing Centrelink payments and increasing the tax base for all, it rarely works on a population wide basis.

The third problem is that government is not particularly well equipped to pick market winners. Time and again it has been demonstrated that decision makers are as likely to be swayed by rhetoric as they are the commercial realities of the proposal under consideration. Governments also are quick to fall into the sunk cost trap, in that once they have committed to an idea they are very reluctant to see it fail (for electoral reasons, if none other).

The fourth problem is one of proximity. The only people who directly benefit from grants, subsidies and tax relief are the firms or industries who receive the cheque in the mail, and potential consumers of their products (assuming that the production cost savings enabled by the subsidies are fully passed on). Alternative methods of government subsidy, which we will introduce shortly, are more equitable in their impact.

This leads us to the final problem, which is that businesses are only ever beholden to the financial interests of their owners. To encourage risk taking behaviour, we absolve corporations of their debt obligations once they reach the point of insolvency. Therefore, if it is in their commercial interest to do so – or if they are properly incentivised by a competing government – they will shed jobs, relocate or close down. Government therefore has no effective control over its investment, and no guarantee of a return.

So why do governments persist in applying this model? The situation in Geeveston and Port Huon might provide a good example. In the face of widespread job-losses and community discontent, the government of the day might be presented with a fantastic innovation that only requires a small amount of seed assistance to turn it into a commercial reality.

Grants as a form of subsidy actually *can* work when the right conditions are met. If there are a number of firms competing for the same, pre-defined and scarce pot, then the effect of competition will drive efficiencies among the tendering organisations. If the successful applicant then operates in an intensely competitive environment and future subsidies are irrevocably withdrawn on an agreed timetable, there is the possibility that the firm may leverage its advantage of infant protection to achieve the market scale necessary for sustained commercial success.

The only problem is that these conditions are unlikely to be met in the micro-economy of Geeveston and Port Huon. For that reason we counsel against government operationally subsidising of any of the commercial propositions advanced in this report; although, in certain circumstances, a limited capital investment may be appropriate.

Indeed, the conditions for success described above may be met by a grants program that supports a competing pool of *community projects*. Again though, the grants program must be oversubscribed, and the grants must be limited in their nature. This is because it is important to understand that the cash subsidy of any Geeveston and Port Huon project implies that the initiative would more than likely fail in a perfectly competitive market, or have a greater chance of success in another market.

The benefits of the successfully supported community projects must therefore be significant, unambiguous, and easily communicated if government investment is to be considered. For the investment to be acceptable, the benefits must also be greater than those that might be realised through alternative forms of investment.

Exemption from regulation

It is beyond the scope of this report to subjectively critique the legal environment of Geeveston and Port Huon; therefore our discussion on the merits of regulatory exemption as a form of subsidy is brief.

It is noted that every regulation has a compliance cost associated with it. Removing regulations therefore relieves businesses of that burden. We only caution that law makers should carefully consider the primary rights that the regulation originally set out to protect, and the impacts on the welfare of the entire community that their removal might create.

Indirect investment

Indirect investment, or *enabling investment*, is investment by government in public infrastructure, such as utilities and transport networks; or supporting services, such as knowledge and skills. Like direct investment, employment is created, and there is a similar boost to the tax base earned through the increase in incomes and expenditure. The inefficiencies of government as a monopolistic provider can also be overcome by competitively subcontracting work while retaining ownership of the asset.

Importantly, though, enabling infrastructure is multi-purpose, including for non-commercial users, and highly transferable in the face of business failure. An example might be public roads. Improvements to the arterial connection from Geeveston to Dover not only boost the productivity of commercial users; public users also gain utility. And if a business user of the road becomes bankrupt, then that business may be substituted by another with no loss of benefit.

Another form of enabling investment might be in education. In this instance the community is not dis-incentivised by the high cost of private provision, and the theoretical knowledge potential of the community is likely to be reached. And as in the example above, if a business disposes of a government financed knowledge asset (or 'person'), the community can still benefit from the resource by seeing them gainfully employed elsewhere.

For these reasons, we strongly recommend that the government prioritise investment in enabling infrastructure over all other forms.

This is not to say that government should never invest in an industry or specific commercial venture in Geeveston and Port Huon; only that the more an investment is biased toward a single industry or firm, the less transferrable the resource becomes. Therefore the co-contribution from the private beneficiary should be scaled accordingly, an important consideration if the government does intend directly supporting community projects as proposed.

Geeveston and Port Huon strategic plan

If it is accepted that government investments in Geeveston and Port Huon must be directed towards enabling infrastructure, then by what process should priorities be allocated? In this section we submit that the problem is one of momentum.

There is a historical problem in Geeveston and Port Huon of large industry dependence. Settled as an agricultural outpost, between 1961 and 1975, two-thirds of the region's apple orchards went out of business, when Britain – the state's principal export destination – joined the European Common Market. A pulp and paper industry was able to off-set that shock, until in 1982, in the face of a world glut in pulp, the mill shut down. The IGA process now threatens the livelihood of forestry industry workers, and it is apparent that there is only a limited place for their skills in aquaculture and the service industries.

Therefore to break this cycle of boom and bust, stable, sustainable growth is more likely to be achieved through a diverse portfolio of locally owned micro-enterprises.⁶ The benefits of this approach to industrial regeneration are significant.

Firstly, the open invitation to large scale industry to invest in the region has apparently gone unanswered. Even medium size investors appear wary in this regard. Micro-enterprises therefore represent the most likely commercial model fit for Geeveston and Port Huon.

Secondly, an ecology of micro-enterprises nested in a cooperative community – as it has been established Geeveston and Port Huon is – enter into what some are these days calling “co-opetition”. By that it is meant there is sufficient industrial density for the firms to be inspired to innovate (an outcome of competition); however, the incentive remains to co-operate in sharing knowledge and resources to overcome the disadvantages of scale.

Thirdly, micro-enterprises often create mutual markets. An example of this might be entering into value adding activities that rely on inputs from other enterprises in the region. To illustrate, a preserve maker might depend on local produce for stock. Downstream, they might also depend on the local coffee shop to promote and retail their product. The symbiosis between industries all contributes to the bottom line, and ultimately to the economic welfare of the community.

This is because – fourthly – scale will organically emerge; that is, without the constant intervention of government. Clusters of successful industries attract / enable small firms, which grow to become and/or enable medium sized firms, and large ones thereafter. A base of local, appropriately skilled labour will also emerge in parallel to support this.

⁶ A micro-enterprise is a business with five or fewer employees.

This is, fifthly, but one proof that local ownership can make far greater positive contributions to psychological, social, knowledge and symbolic capital than 'foreign' investment. In addition to skills development, people will be encouraged into networks, develop more positive attitudes toward their region, and continually reinvent models for business success.

It is recognised that the suggested market approach will have some 'failures' of one or some of these micro-enterprises. While unfortunate this should be seen as a normal (and necessary) part of improving productivity; and one that enables long-run wages and living standards to be maintained close to national standards. The fear of failure of some micro-enterprises should not therefore be a deterrent, as the community has a greater capacity to absorb the losses. Conversely, with a very small population, Geeveston and Port Huon cannot afford the experimental risks associated with a dependency on a small coterie of large employers.

The critical question therefore is, how might Geeveston and Port Huon attract micro-investors to the region?

In the absence of market intervention, it is submitted that it is the responsibility of government to create an environment that enables such economic prosperity. A number of recommendations for all tiers of government are therefore proposed to **enable Geeveston and Port Huon as a destination of choice to *invest, live and visit***. Detailed recommendations to this end follow.



Conclusion

In this report we have gathered and collated a significant repository of stakeholder data on Geeveston and Port Huon potential futures; categorised concerns; mapped logical relationships; and, enabling priorities. Although the outcomes of our analysis should not be taken as either definitive or final, we have undertaken a detailed consideration all the dynamic elements through the lens of socio-economic rationalism.

It is nonetheless beyond the scope of our consultancy to direct resources, in as much as it is beyond our capacity to resolve disputes about existing resource allocation. What we present is a coherent summary of issues that will ideally stimulate a more informed debate about investments in the future of the Geeveston and Port Huon. By giving precedence to the voice of internal stakeholders (over external policy 'experts'), and objectively considering the community's vision and capacity for change, we believe that our findings represent an important step forward in unifying the current threads of thought.

The recommendations that follow therefore provide a framework by which the potential of the district might be self-determined and ultimately realised. Although the sidebar illustrates that positive change can sometimes come from entirely unpredictable sources, these things should never be left to chance alone.

No magic bullet

While there may be a belief that strategic investments are necessary to turn regions around, in many cases turnarounds are often serendipitous, based on particular investment decisions by key individuals.

For example, in 1971 Seattle was laid low by the cutting of over half of Boeing's workforce (the city's largest employer). Then, in 1979, Bill Gates and Paul Allen made the decisions to move Microsoft from Albuquerque, New Mexico, to their native Seattle to be closer to their families. At the time, Albuquerque had more high tech firms than Seattle, but the growth of Microsoft created a hub effect which led to many more high tech firms, including Amazon, to establish themselves there.

The strategic message is that while a community can put enablers in place, such as being open for business, and supporting appropriate physical and social infrastructure so that entrepreneurs can see themselves succeeding, often it is luck or serendipity that determines which cities will bounce back from a fall.⁷

My hope is that Geeveston/Port Huon can make it through the tough economic time and our leaders strive to develop new ideas which will see the towns prosper and grow in the future. A more global world looks for new industry or tourism draw cards. Our fishing industry, our clean air and water, tourism, forestry, farming have been the basis of our survival in the past, new ways need to be found for these industries to rebuild. Our natural resources provide a basis for new ideas and iconic bases to be built on.

⁷ Enrico Moretti, *The New Geography of Jobs*, (Houghton Mifflin Harcourt) 2012.

Opportunities for future research

Ongoing engagement

One theme that emerged through our surveys and conversations was the importance of regular communication and consultation with Geeveston and Port Huon stakeholders. This was indirectly reinforced by the lack of confidence a number of people expressed in policy, processes, and the various tiers of government. It is therefore important that the dialogue continued by this report be encouraged to flourish.

Of particular interest, would be the views of the survey respondents who expressed a willingness to be contacted for further discussions. It was unfortunately beyond the means of this project to make every contact. Given the quality of feedback received, and the need to avoid perceptions of selection bias, the decision was made in this study to defer all contact with these parties. If the sponsor of this report wishes to engage further with these stakeholders, it is proposed that the authors contact nominees directly and ask if they would like to be introduced to Council in this regard. Where consent is agreed, we can forward their details; and, if people decline, we can destroy their records.

Given the constraints of time, we were also unable to organise a forum for persons aged 13-18 to offer their input into the study. This is recommended as an activity that the report's sponsors may also wish to pursue.

Indigenous consultation

As previously mentioned, a total of 184 residents (9.4 per cent of the regional population) self-identified as indigenous Australians. In the entire process of consultation, however, there were almost no references to the local indigenous community. From the stakeholder interviews, there was a single observation – one of the schools indicated that there was a large indigenous enrolment; however, there was no apparent educational “gap” between them and the other students. It was also anecdotally noted that some indigenous youth were moving out of the area to be closer to the much stronger aboriginal community at Cygnet.

It is interesting that in all the ideas and innovations proposed that no one connected the very prominent aboriginality of the community to, among other things, highly topical discussions of forestry, conservation and tourism. In coming late to this realisation, the authors of this report accept some responsibility for not canvassing the place and role of indigenous identity in Geeveston and Port Huon; nevertheless, none of the elected, commercial or community leaders – and all but one of those who lent their voice to the surveys – even remotely touched on the issue either.

The strong indigenous self-identification of Geeveston and Port Huon residents represents a hereto ignored opportunity for new dialogue, and a potential for previously unconsidered ‘solutions’ to the commercial challenges faced by the region to be canvassed.

Economic assessments

Input / output modelling

The business survey provided some statistical information on operators' expectations for the future growth or decline of their businesses; however, the data only covered a small proportion of Geeveston and Port Huon businesses, and excluded many major employers. For that reason, it was

not considered representative of the business community as a whole. It is therefore recommended that a more rigorous census of local businesses be completed.

The ABS is in the process of publishing results from the 2011 Census, some of which are presented in this report. Detailed information on place and industry of work will be released during October 2012. This data on place and industry of work can be used to develop a small-scale input-output model for the Geeveston and Port Huon region by scaling the national input-output model also provided by the ABS.

By comparing the 2006 and 2011 Census returns for district employment, it will also be possible to identify the extent to which the businesses that responded to the survey are representative and whether the experience of those businesses of expansion or contraction are typical. If these are identified as representative, then the forecasts returned can be used as a forecast for the region. Combining a regional scale input-output model and the business forecasts, an economic impact analysis of the scenarios can be undertaken with different industries growing and contracting, and the flow-on effects to income and expenditure identified. By varying assumptions or strategic approaches, different scenarios can be analysed using the framework to develop alternative economic development scenarios for the Geeveston-Port Huon region.

Cost benefit analysis

The raft of initiatives proposed by the community should also be rigorously feasibility tested and subject to cost-benefit analysis (CBA) if any level of government co-investment is proposed. CBA is a tool used to determine the worth of a project, programme or policy. It is used to assist in making judgments and appraising available options. CBA principles and practice are well established – as evidenced by the vast amounts of literature available from academics, CBA practitioners, and government agencies (both domestically and abroad).

CBA is a quantitative analytical tool to aid decision-makers in the efficient allocation of resources. It identifies and attempts to quantify the costs and benefits of a programme or activity and converts available data into manageable information. The strength of the method is that it provides a framework for analysing data in a logical and consistent way. CBA helps managers answer questions such as:

- Does the proposal provide a net benefit to the community as a whole?
- Should the proposed project, programme or policy be undertaken?
- Should the project or programme be continued?
- Which of various alternative projects or programmes should be undertaken?

CBA adds rigour to a programme evaluation because, among other things, it makes explicit the links between inputs and outcomes, clarifies the underlying assumptions, and points to gaps in information. By endeavouring to express outcomes (benefits) and inputs (costs) in dollar terms, it facilitates comparisons across different types of project, as well as options within a particular programme.

Note that for government investment, it is not required that the project provide a commercial rate of return to make the venture worthwhile. It is the benefits to other community members that will be the comparative standard for value appreciation.

Recommendations

1. Enable Geeveston and Port Huon as a destination of choice to *invest*.

The recommendations in this first section do not stand-alone. The things that make Geeveston and Port Huon a good place to visit and live will also contribute to its desirability as a destination for investors. These improvements include using visitation motivators to promote tourism and retail investment; using liveability motivators to promote construction and residential expenditure; and, improving local access to public higher education to create a more robust labour market.

Nonetheless, immediate investment enablers that government can facilitate include:

1.1 Trade assistance

1.1.1 *Regional investment prospectus*

The Huon Valley Council must be able to provide consistent, clearly articulated messages that will encourage potential investors to examine the feasibility of investing within the region across all sectors. This can be achieved by establishing an overarching regional investment prospectus that introduces and potentially analyses a number of the ‘most likely’ investment opportunities for Geeveston and Port Huon (including those listed in this report).

Within this there may be an opportunity to capitalise upon under-utilised public and vacated private assets and infrastructure. To examine this potential it is recommended Council instigate an audit of the district’s assets and infrastructure in close consultation with the community.

Individual prospectuses by key sectors, such as the ones below, should also be considered.

1.1.1.1 *Accommodation prospectus*

The Huon Valley Council has developed an accommodation prospectus that highlights regional investment opportunities to interested entrepreneurs. Within that prospectus, the following opportunities of relevance are identified:

- 3½ star ‘luxury-budget’ motel (Geeveston)
- 5 star boutique accommodation (Port Huon and others), and
- Conference facilities (Geeveston and others).

The prospectus is an excellent local government initiative. Last updated in 2010, the next iteration should include community feedback identifying Geeveston as a potential caravan park site, and aspire to glossier production values.

1.1.1.2 *Agricultural prospectus*

An agricultural prospectus should highlight the climate and environmental advantages of the region for specific types of agricultural production. Direct research into crop variety potentials, yields and forecast market prices should be undertaken towards this end.

1.1.2 *Huon Valley brand*

A combined primary industries, manufacturing and tourist brand that connects consumers with the environmental, climatic, geographic and community features of the Far South should be independently developed and promoted. The brand attributes must highlight the physical and personality aspects of the region including the Geeveston and Port Huon area.

This is necessary because Geeveston and Port Huon producers are not ideally served by statewide and national marketing initiatives, and the unique features of the region are under-leveraged. It is also well established that the relatively high labour, transport and exchange costs will make it extremely difficult for local businesses (in all industries) to compete on price alone.

To that end, a whole of supply chain brand that capitalises on the quality of local output and its remote setting can exploit a market niche that has unmet demand and continues to grow. It also has the potential to improve inter-business and inter-industry relationships in the district via the distinction of a positive community identity.

1.1.3 *Cooperative enablement*

Executive government has an ongoing role in the facilitation of local community networks and business relationships. The emphasis, however, should remain on facilitative participation as opposed to leadership of these forums. By creating politically neutral environments where ideas can be workshopped and knowledge shared, not only will Geeveston and Port Huon industry flourish, but government can better engage with and be representative of stakeholders.

1.1.4 *Commercial skills assistance*

Beyond improvements to formal structures of education in the district, Geeveston and Port Huon producers and traders would benefit government assisted skills gap identification and development. A good example of this in practice is the Huon Valley Council facilitated mystery shopping program presently being run in Geeveston. Locally developed short course, guest lecture and mentoring programs could also take advantage of the experience and skills of the resident retiree population for the benefit of all.

1.2 Infrastructure

1.2.1 *Improve roads and the related logistic network*

Despite their serviceability, the roads into and beyond Geeveston and Port Huon are considered by many to be below the standard required to motivate significant changes in investment demand. Improving the quality of road surfaces, and upgrading arterial road infrastructure with, for example, passing lanes, will reduce the distance to market for most producers and consequently reduce costs.

An often overlooked component of the logistic network is also communications technology. Improving the quality of this infrastructure through initiatives such as the National Broadband Network (NBN) should be continued.

1.2.2 *Alternative energy*

As a public good, energy clearly meets the investment criteria of welfare improvement and transferability. Investment in energy infrastructure furthermore stimulates the economy at two levels, by creating a production industry and reducing the cost of supply. Geeveston and Port Huon's abundance of renewable energy sources should therefore be more fully exploited; not only for the betterment of the planet, but to stimulate primary and downstream investment.

With significant federal funding available to support such projects, there is no better time than the present to pursue public-private partnerships in clean energy. The opportunity exists for state and local government to assist innovators with the commercial aspects of the applications, such as business planning, and financial and socio-economic modelling.

1.2.3 *Agriculture*

With the successful development of irrigation schemes in the North and North-West of the state, the opportunity now exists to continue this resource sharing into the South. This will ensure water security for the Far South agricultural industry relative to competing markets.

For regional producers, increasing the potential for scale is perhaps the best available short-term response to the compounding impacts of the high Australian dollar and prohibitive freight transport costs.

A longer term objective should also be to substantially upgrade the State's inefficient export logistic structure through effective strategic planning and better inter-governmental and industry partnerships. This would be an improvement on the impression of crisis management (which ignores minority stakeholders) that the community is left with today.

1.3 *Policy*

The authors make no representation about the appropriateness of the current local, state and federal planning schemes. Elements of the schemes are, however, an irritant to the community, and symptomatic of the general disconnect between the citizenry and its government. Therefore, to the extent that it is not already available, support should be extended to intending investors. Ease of process should also be reviewed.

It is also noted that a large body of government work is proposed by these recommendations. To the extent that it is possible to do so, contractors and workers from Geeveston and Port Huon should be engaged to deliver these projects. Importantly, where gaps are identified between the skills of the local labour force and the requirements of the proposed tasks, government should be willing to make that small additional investment in local knowledge and capacity.

Not only will such investment be repaid on the job through access to unique local context and experience, but there will be greater community ownership of investments and an improvement in local productivity that can be transferred to the newly arriving commercial initiatives.

2. Enable Geeveston and Port Huon as a destination of choice to live.

The things that will make Geeveston and Port Huon a good place to invest – notably, upgrades to the road transport network, and the development of jobs – cascade to make it a good place to live. Other recommendations in this regard include:

2.1 Improve relevant public services

2.1.1 Education

That there are no accredited public education opportunities beyond Year 10 within the Huon Valley municipality for any of the Far South communities which is a critical issue for the community. The establishment of these should be an urgent priority for all levels and persuasions of government. If the State can rightly contend that GST revenue should be needs and not *per capita* apportioned, then on this issue – if no other – a mirror should be held to their argument.

2.1.2 50+ services

Given the concerns expressed about the sustainability of local shops and businesses, encouraging more residents into the area that are not dependent on locally generated income would be desirable. This would include retirees and 'life-stylers' with incomes derived from Hobart or further afield. Some of the benefits of an older population include stability in income and expenditure patterns and, for older migrants, the reinvestment of financial capital; principally in residences, but also in business opportunities. Indeed, as one commentator put it:

“In the past ten years, obedient to the findings of urban sociologists, American cities have tripped over themselves vying for young, creative people. They have revitalised downtowns and sponsored gay-pride parades. They might have been better off building retirement homes.”⁸

This would also be consistent with Tasmania's Economic Development Plan Goal Four. This goal is to support and grow communities within regions by facilitating regional economic development plans integrating the planning of infrastructure and services and leveraging off Tasmania's liveability advantage. The implication is that civic investments in this regard are likely to be supported at all levels of government.

Consideration should therefore be given to the specific liveability needs of this market segment. In addition to the previously recommended improvements to roads and services, these might include more robust communications technology, health and transport services.

⁸ The Economist Magazine 'Gilded Age – NIMBY and old people make excellent defences against recession' 26 February 2009.

2.2 Facilitate diverse community participation opportunities

2.2.1 Sport / recreation / culture

It is important for the social, psychological and symbolic capital of the district that sporting, recreational and cultural opportunities be developed. These should be perpetual, and in the interests of efficiency, may extend from or contribute to the schedule iconic events that might be proposed (see below).

This is especially important for the region's youth. Through such motivators, the community can more fully engage and retain the wealth of opportunity young people bring to the district. There is also a proven correlation between these active pathways and a reduction in the petty criminal behaviour that fills the void of small-town 'boredom'.

2.2.2 Social enterprises

The role of social enterprises is described elsewhere in this report, and a variety of interesting and relevant proposals have been advanced. Once again, we eschew preferring one alternative over another until the costs and benefits of such investments are fully understood. This should not, however, limit a more detailed consideration of the opportunities that are available.

One appropriate finance model might be for local government to secure a tranche of IGA funding that can competitively tendered and managed for the benefit of micro-social enterprises in the Geeveston and Port Huon region. This should satisfy the probity and assurance expectations of federal sponsors, while empowering the community to make local decisions about which of its many 'shovel ready' projects would be in its best interest.

2.3 Optimise residential planning and development processes

Recommendation 1.3 regarding commercial investment and operational policies can be effectively continued to include residential policy. A review of process should be undertaken, and engagement with the business community should continue unabated.

Council should consider the development of a promotional 'kit' to encourage young families to move into the Geeveston and Port Huon area. Such a package should feature the benefits of living in the area including: low cost housing, access to a community bank to offer finance, the highly regarded primary school, sense of community, the proximity to acclaimed waterways and wilderness heritage areas, and even the relatively short commute to Hobart.

It is further recommended that government regularly engage with the local real estate community, a practice that has in recent times gone unobserved. As barometers of community sentiment in this regard, they can effectively act as 'canaries in the mine shaft' on relevant barriers and bottlenecks to investment.

3. Enable Geeveston and Port Huon as a destination of choice to visit.

Stakeholders engaged by this study saw tremendous potential in the natural environment and climate of Geeveston and Port Huon. Much of the qualitative feedback received recommended a range of tourism related investments and initiatives that could leverage this in revitalising the community. It should also be recalled from the discussion of psychological capital that people were almost exclusively optimistic about Geeveston and Port Huon improving as a place to visit over the next five years, perhaps recognising this as either the easiest or highest priority fix.

While accepting this, the counter argument was put forward was that tourism should only ever be the ‘icing on the cake’, and that other industries should be encouraged as a priority.

In this report we argue that it should be both. Over-reliance on any industry is a community risk, and as a discretionary form of spending, tourism revenue is more vulnerable than most to external shocks. Tourism in the Far South is also critically seasonally dependent. Like agriculture, tourism demands bountiful ‘harvests’ over the summer months to sustain the lean winter period. A fallow season can therefore have far reaching consequences.

Yet tourism is essentially an aspirational activity. Leisure tourists – our target category – travel because they see in their destination an ideal state. Already we see in Geeveston and Port Huon ‘life-stylers’ visiting and taking advantage of property prices that are highly discounted relative to their own urban incomes and wealth.

Therefore tourism represents more than just a cheap financial win for the region. As an industry its own right, it will stimulate employment, investment and competition. It also has the potential to unlock under-utilised residential capital, import (at a low cost) secondary wealth and skills to the region, and stimulate the population growth required to drive a whole range of construction and residential services.

How then should the government invest in unlocking Geeveston and Port Huon’s potential as a destination of choice to visit?

3.1 Support the development of regional tourism motivators

3.1.1 Destinations

In addition to the forementioned Accommodation Prospectus (*Recommendation 1.1.1.1*), support should be extended to current Geeveston and Port Huon businesses looking to diversify into tourism activities (for example, primary producers), and micro-investors looking to establish new tourism ventures.

A by no means exhaustive catalogue of commercial tourism opportunities appears on page 42 of this report. Prominent among these are the revitalising of what was once the district’s leading tourism icon, the Forest and Heritage Centre on Church Street, Geeveston; the establishment of a conference / training centre; and, the construction from local timber of the “biggest adventure playground in Tasmania”.

The potential exists for government to assist in the market development and testing of these and other visitor destination ideas that have broad community support.

3.1.2 Events

A number of cultural, sporting and community events have also been proposed. It is beyond the scope of this report to prefer one over another; however, as many as possible should be encouraged into market development.

To enable this, apart from assisting event promoters in applying for seed funding from community grants, a local event management knowledgebase could be cooperatively developed for a low cost and made available to interested community organisations. A number of potential event sites are also prominently available in Geeveston and Port Huon with strong potential linkages to local commerce.

3.2 Open the natural environment

As the greatest region asset, the natural environment would benefit from a more diverse network of access.

3.2.1 Roads

Upgrade existing dirt tracks to sealed surfaces (for example, Hartz Mountain, Hastings Caves and Cockle Creek), and open new vehicular access routes. Long term consideration should also be given to creating a Far South circuit, instead of a pendulum tourist route.

Significantly improving roadside signage – particularly with tourist friendly information – cannot only enhance road safety, but support the impression of vibrant activity. Road beautification can also include improving sightlines and the more regular maintenance of road kill.

Ultimately these improvements will increase comfort, reduce travel time and improve perceptions of safety, especially for first time users, as most tourists are. A secondary benefit is that it will improve access for shared users, such as bulk transport and residential commuters.

3.2.2 Tracks, trails and paths

A strategic approach to the development of bushwalking infrastructure in the Far South, with rich thematic interpretation, could see a sophisticated network of trails eventually connect Mount Wellington to Cockle Creek. A mountain and trail bike strategy should also be developed, given the untapped potential of this market.

We are also aware of, but have not sighted, a *Huon Valley Township Walking Track Strategy*, which proposed inter-township walking paths (for example, Franklin to Port Huon).

3.2.3 Waterways

Although it is more appropriate for commercial providers to consider how to take advantage of river tourism opportunities, infrastructure supporting recreational use, such as convenient ramps and hinterland amenities, could be developed, especially at Shipwright's Point.

3.2.4 Amenities

Public parking and toilet amenities in the region are adequate; however, in anticipation of the need being met more completely by a commercial operator, a high standard government managed recreational vehicle park should be considered.

3.3 Destination marketing

Although state and federal tourism authorities invest significant resources into promoting their respective areas of responsibility, Geeveston and Port Huon should not rely exclusively on this to build brand recognition. Further, tourism in the Far South needs to reposition itself from being essentially a 'day trip' destination to a visit and stay location. A sub-regional approach to destination marketing that includes Franklin and all points south should therefore be considered as part of the forementioned brand strategy (*Recommendation 1.1.2*).

3.3.1 Social media

By virtue of a gap in the market, an opportunity exists for a first mover in Tasmania to conduct a sophisticated social media optimisation campaign. Under knowledgeable direction, and potentially in partnership with private industry, a diverse running commentary in popular social media (such as Facebook, Twitter, Instagram and Trip Advisor) could fairly quickly create a valuable brand profile for Geeveston, Port Huon and partner townships.

About Us

The MMC-Link team specialises in providing **economic** and **social research, strategic planning** and **continuous improvement** support. Our service profile includes industry, government, and the not-for-profit sector.

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Geeveston / Port Huon

5-10 minute Community Census

With the assistance of the Bendigo Bank, the Huon Valley Council has commissioned an independent, strategic review of the opportunities and challenges that will be faced by the community of Geeveston / Port Huon in the coming years.

As a stakeholder in the region, we are inviting your input - here is your chance to have a say on the future of this vitally important district.

This project is being undertaken by IMC-Link, a Tasmanian firm that specialises in social and economic research. All responses are anonymous, unless you explicitly give your consent otherwise. Our findings will be presented to Council by the end of June, 2012.

This survey should take 10-15 minutes to complete. Please direct any questions or comments about this project to: hvc@huonvalley.tas.gov.au

A link to the online version of this survey can be found at <http://www.huonvalley.tas.gov.au>

Are you a: resident; and/or, worker; and/or, stakeholder in the region?

How would you rate the following...	<i>Awful</i>	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>
1. The cost of living in the region	<input type="radio"/>				
2. The cost of housing in the region	<input type="radio"/>				
3. Employment opportunities in the region	<input type="radio"/>				
4. Sporting opportunities in the region	<input type="radio"/>				
5. Recreational opportunities in the region	<input type="radio"/>				
6. Cultural opportunities in the region	<input type="radio"/>				
7. Community participation opportunities in the region	<input type="radio"/>				
8. Health services in the region	<input type="radio"/>				
9. Welfare services in the region	<input type="radio"/>				
10. Retail services in the region	<input type="radio"/>				
11. Trade services in the region	<input type="radio"/>				
12. Transport services in the region	<input type="radio"/>				
13. Communications infrastructure (eg telephone, wireless, high-speed internet) in the region	<input type="radio"/>				
14. Hospitality services in the region	<input type="radio"/>				
15. Entertainment services in the region	<input type="radio"/>				
16. Primary school education services in the region	<input type="radio"/>				
17. Secondary school education services in the region	<input type="radio"/>				
18. Adult education services in the region	<input type="radio"/>				

	<i>Awful</i>	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>
19. New business opportunities in the region	<input type="radio"/>				
20. The natural environment in the region	<input type="radio"/>				
21. The built environment (eg roads, buildings, public & tourist amenities) in the region	<input type="radio"/>				
22. Planning and development in the region	<input type="radio"/>				
23. The climate of the region	<input type="radio"/>				

Considering all the factors presented so far, how would you currently rate this region overall as **a place to live**?

- Awful
- Poor
- Fair
- Good
- Excellent

In five years, do you believe the quality of this region as a place *to live* will decline, stay the same, or improve?

- Decline
- Stay the same
- Improve

Considering all the factors presented so far, how would you currently rate this region overall as **a place to work**?

- Awful
- Poor
- Fair
- Good
- Excellent

In five years, do you believe the quality of this region as a place *to work* will decline, stay the same, or improve?

- Decline
- Stay the same
- Improve

Considering all the factors presented so far, how would you currently rate this region overall as **a place to visit**?

- Awful
- Poor
- Fair
- Good
- Excellent

In five years, do you believe the quality of this region as a place *to visit* will decline, stay the same, or improve?

- Decline
- Stay the same
- Improve

What are the **most important** problems that state and local government should work on to improve life in the Geeveston/Port Huon region?

.....

.....

.....

.....

.....

How do you feel about these statements...

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1. New residents can easily fit in to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The region is a welcoming, tolerant, and attractive place for people from all sorts of backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. There is a high level of community spirit in the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. People with different types of jobs and/or income levels frequently interact in the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. People are generally happy in the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. People in the region socialise regularly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The region has several notable "success stories"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Government works with local businesses and groups to promote community development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. People in the region are willing to embrace change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
10. Community leaders look for ways to share information and resources with locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. People in the region are politically active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. People in the region are active in religious worship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Successful business people in the region give back to the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. The people in the region would mobilise quickly and effectively in the face of a crisis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Outsiders do not understand the issues facing our region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Regional residents actively participate in community organisations and projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. People in the region generally trust each other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Businesses in the region are willing to assist local firms and residents 'doing it tough'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Children in the region have local 'heroes' they look up to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. People in the region have the necessary skills for the region to grow economically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. People in the region have the necessary skills for the region to grow as a community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. This region has a bright and exciting future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your gender? What is your age?

What **does** the future hold for the Geeveston / Port Huon region?

.....
.....
.....

What **should** the future hold for the Geeveston / Port Huon region?

.....
.....
.....

How can we make this happen?

.....
.....
.....

OPTIONAL: Are willing to discuss these issues in more detail with us? Please provide your contact details:

.....
.....

This form can be returned to any of the following locations:

- Bendigo Bank, Geeveston
- Geeveston Post Office
- Shell Service Station, Geeveston
- Port Huon Café (Trading Post)
- Geeveston District High School
- Sacred Heart Catholic School, Geeveston
- Tahune Airwalk
- Huon Valley Council Customer Service Centre, Huonville



Results

Survey 76457

Number of records in this query:	198
Total records in survey:	198
Percentage of total:	100.00%



Field summary for 1

In the Geeveston Port Huon region, are you a...

Answer	Count	Percentage
Resident (SQ001)	161	81.31%
Worker (SQ002)	55	27.78%
Business owner (SQ003)	31	15.66%
Other	13	6.57%

Other Responses

University Student

retiree

Nearby Resident, Franklin

Tourist

stakeholder far south

former chair of a geeveston incorporated organisation

interested party

ranelagh resident

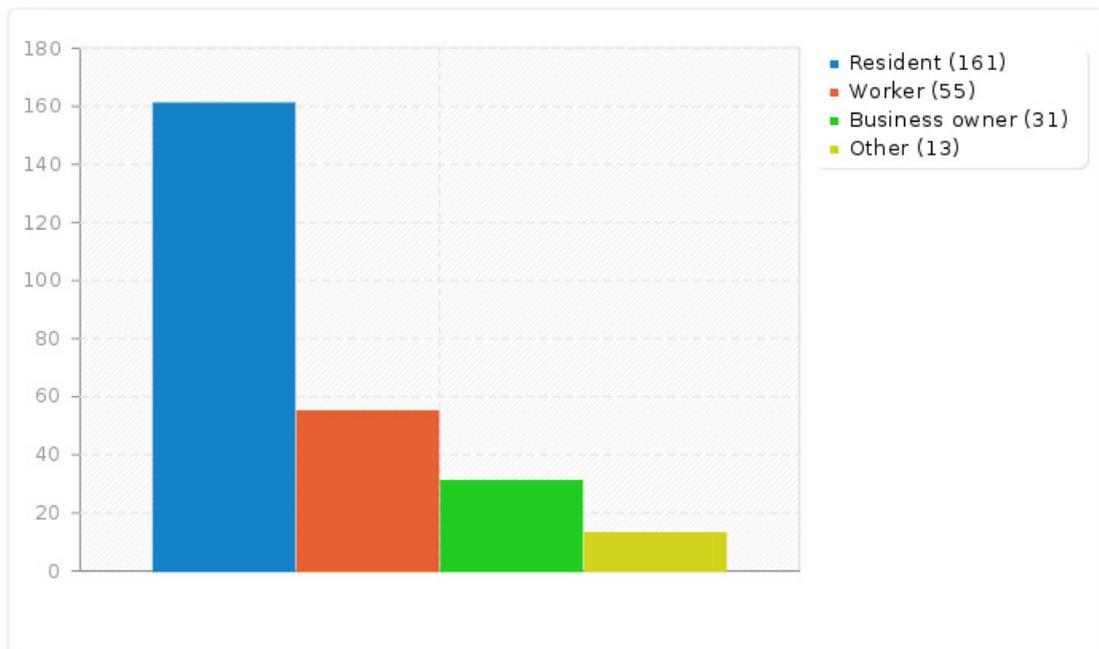
Interested party

holiday home owner

Concerned Huon resident

interested observer

Former resident returning soon

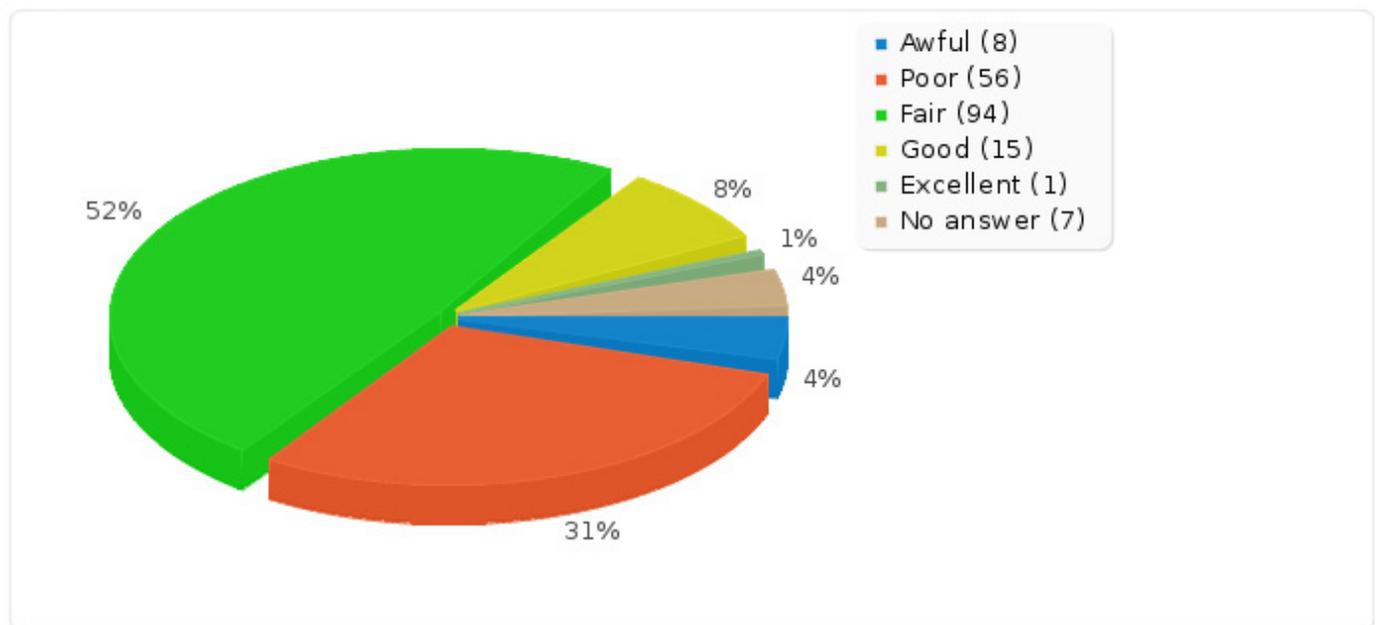




Field summary for 2(1)

How would you rate the following...?
[The cost of living in the region]

Answer	Count	Percentage
Awful (A1)	8	4.42%
Poor (A2)	56	30.94%
Fair (A3)	94	51.93%
Good (A4)	15	8.29%
Excellent (A5)	1	0.55%
No answer	7	3.87%

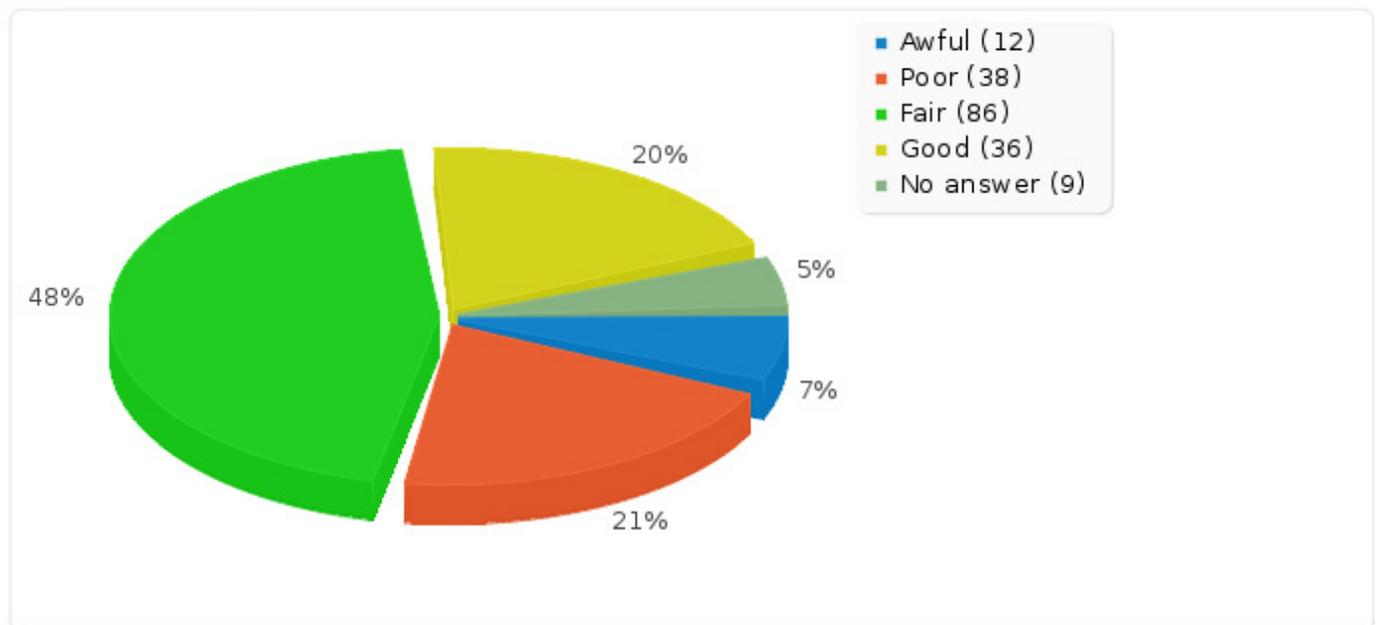




Field summary for 2(2)

How would you rate the following...?
[The cost of housing in the region]

Answer	Count	Percentage
Awful (A1)	12	6.63%
Poor (A2)	38	20.99%
Fair (A3)	86	47.51%
Good (A4)	36	19.89%
Excellent (A5)	0	0.00%
No answer	9	4.97%

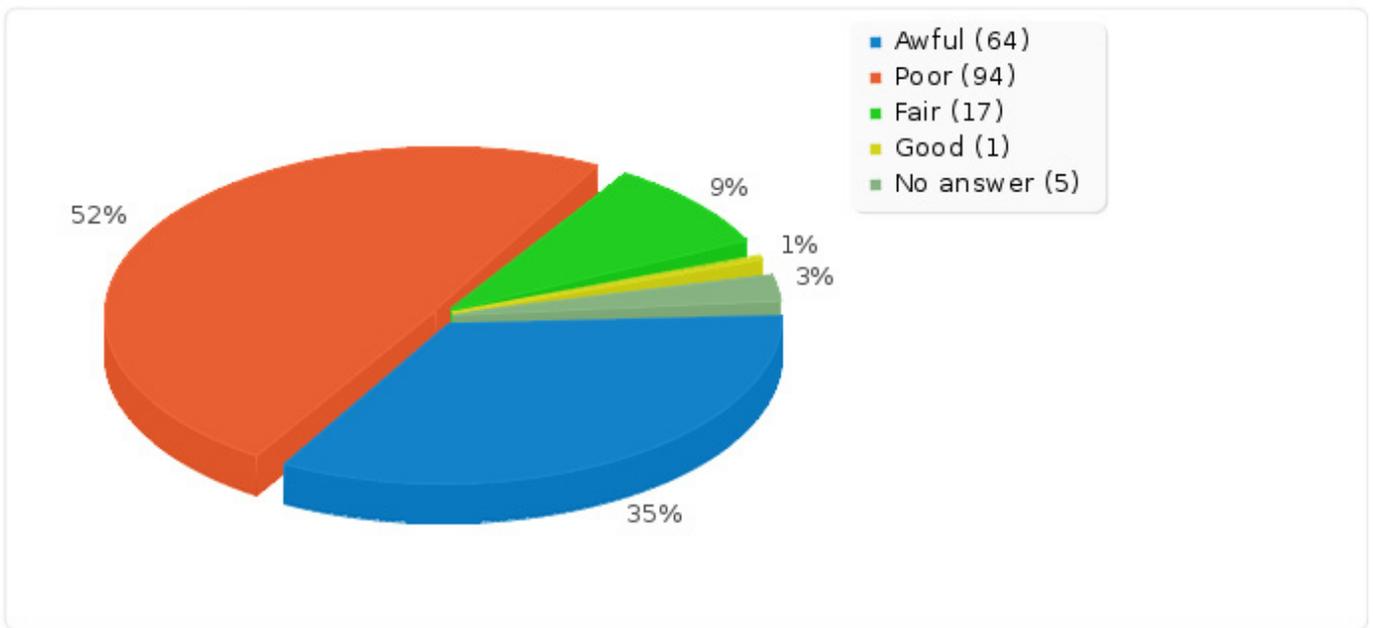




Field summary for 2(3)

How would you rate the following...?
[Employment opportunities in the region]

Answer	Count	Percentage
Awful (A1)	64	35.36%
Poor (A2)	94	51.93%
Fair (A3)	17	9.39%
Good (A4)	1	0.55%
Excellent (A5)	0	0.00%
No answer	5	2.76%

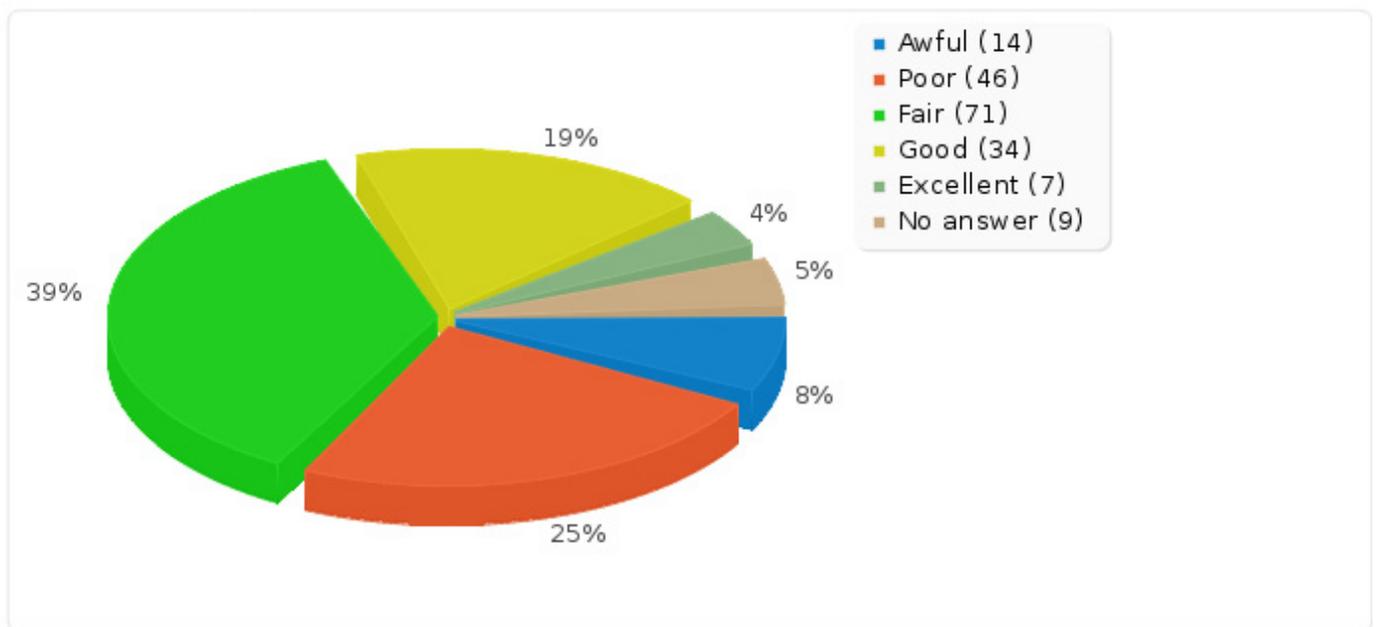




Field summary for 2(4)

How would you rate the following...?
[Sporting opportunities in the region]

Answer	Count	Percentage
Awful (A1)	14	7.73%
Poor (A2)	46	25.41%
Fair (A3)	71	39.23%
Good (A4)	34	18.78%
Excellent (A5)	7	3.87%
No answer	9	4.97%

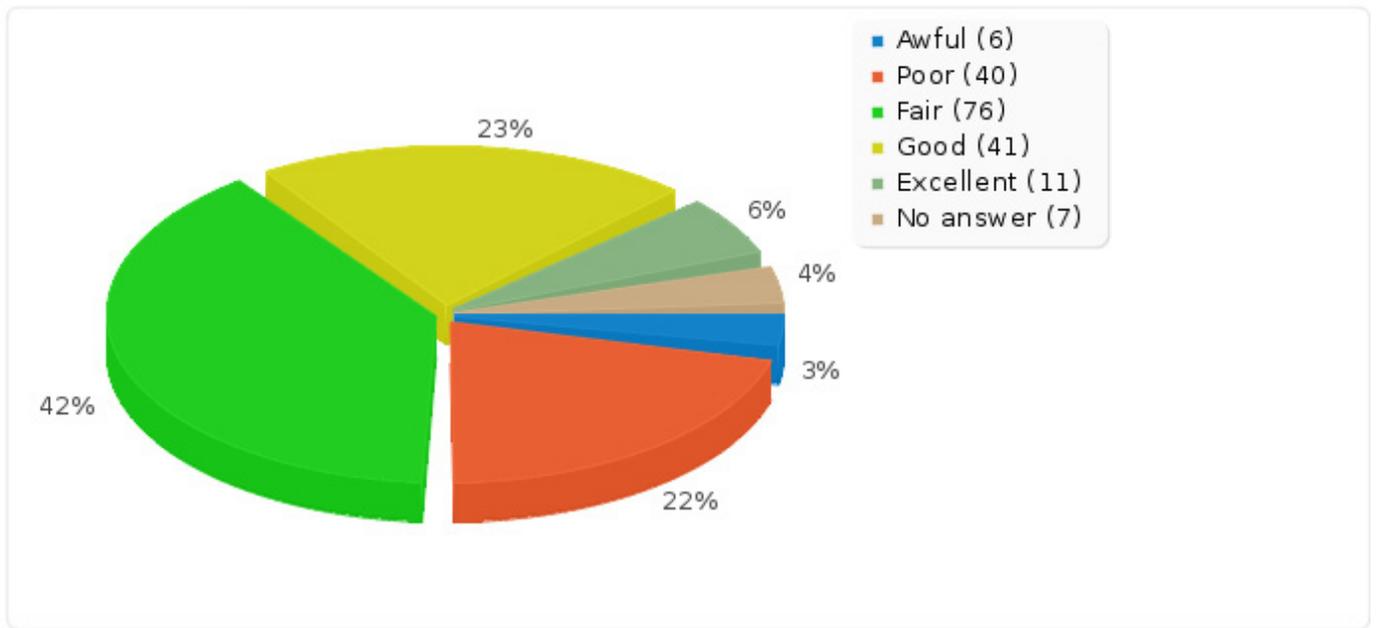




Field summary for 2(5)

How would you rate the following...?
[Recreational opportunities in the region]

Answer	Count	Percentage
Awful (A1)	6	3.31%
Poor (A2)	40	22.10%
Fair (A3)	76	41.99%
Good (A4)	41	22.65%
Excellent (A5)	11	6.08%
No answer	7	3.87%

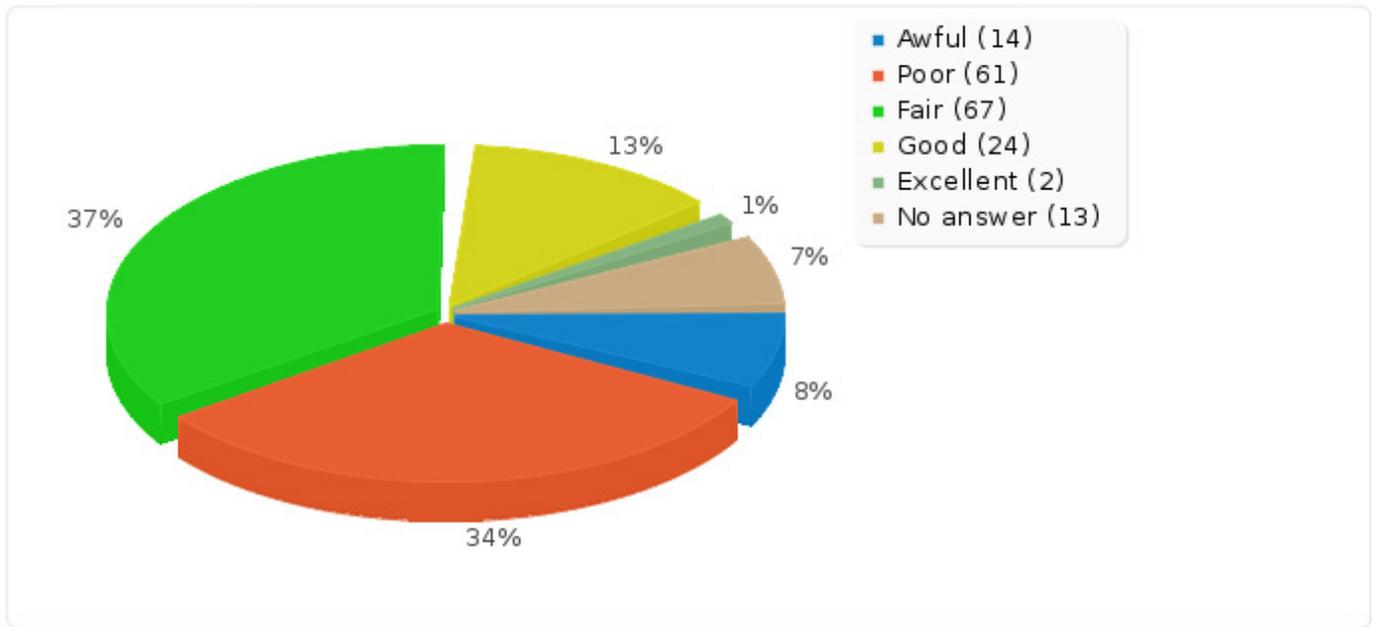




Field summary for 2(6)

How would you rate the following...?
[Cultural opportunities in the region]

Answer	Count	Percentage
Awful (A1)	14	7.73%
Poor (A2)	61	33.70%
Fair (A3)	67	37.02%
Good (A4)	24	13.26%
Excellent (A5)	2	1.10%
No answer	13	7.18%

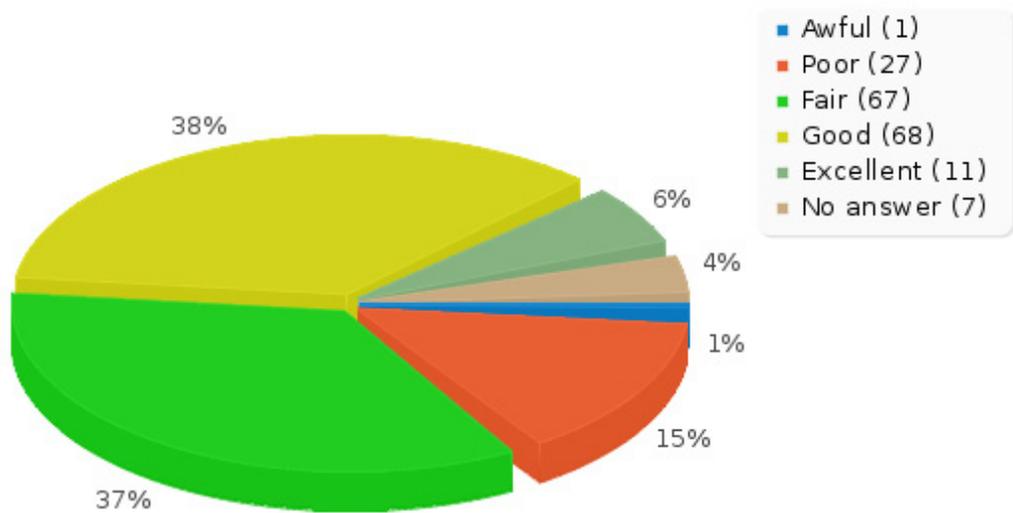




Field summary for 2(7)

How would you rate the following...?
[Community participation opportunities in the region]

Answer	Count	Percentage
Awful (A1)	1	0.55%
Poor (A2)	27	14.92%
Fair (A3)	67	37.02%
Good (A4)	68	37.57%
Excellent (A5)	11	6.08%
No answer	7	3.87%

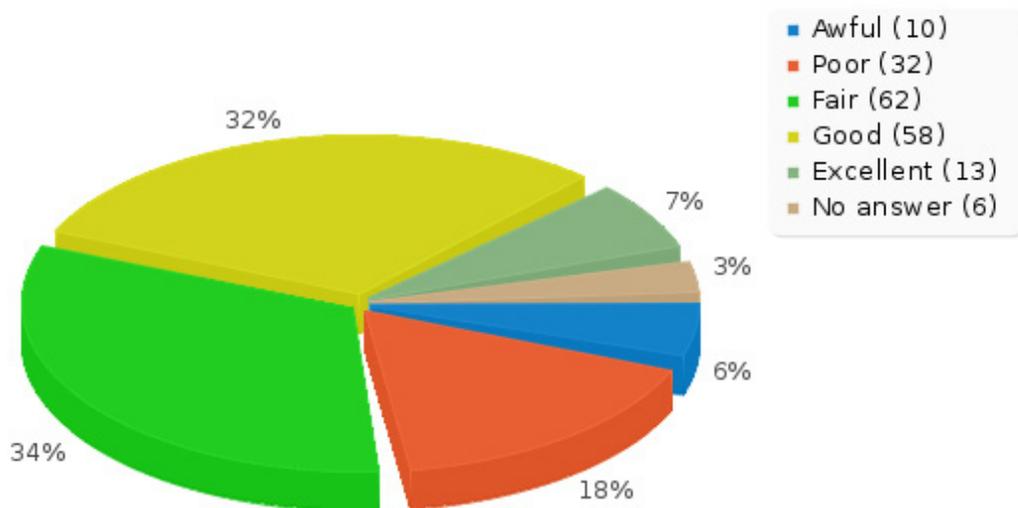




Field summary for 2(8)

How would you rate the following...?
[Health services in the region]

Answer	Count	Percentage
Awful (A1)	10	5.52%
Poor (A2)	32	17.68%
Fair (A3)	62	34.25%
Good (A4)	58	32.04%
Excellent (A5)	13	7.18%
No answer	6	3.31%

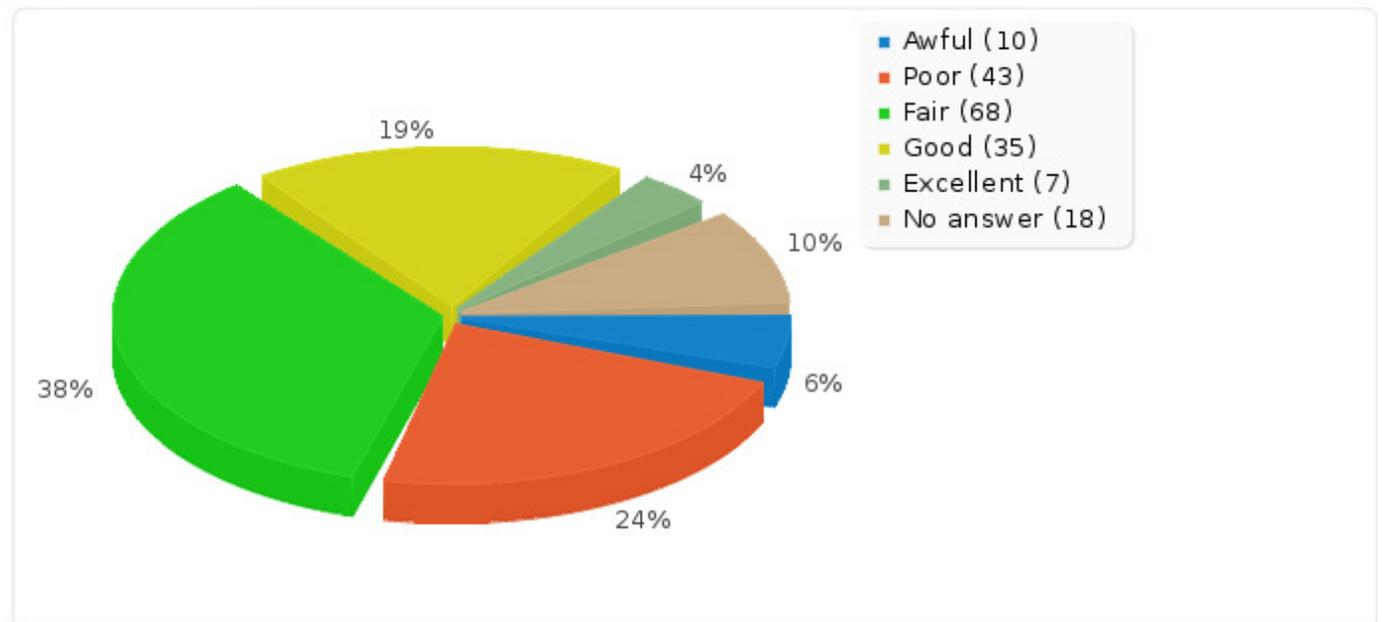




Field summary for 2(9)

How would you rate the following...?
[Welfare services in the region]

Answer	Count	Percentage
Awful (A1)	10	5.52%
Poor (A2)	43	23.76%
Fair (A3)	68	37.57%
Good (A4)	35	19.34%
Excellent (A5)	7	3.87%
No answer	18	9.94%

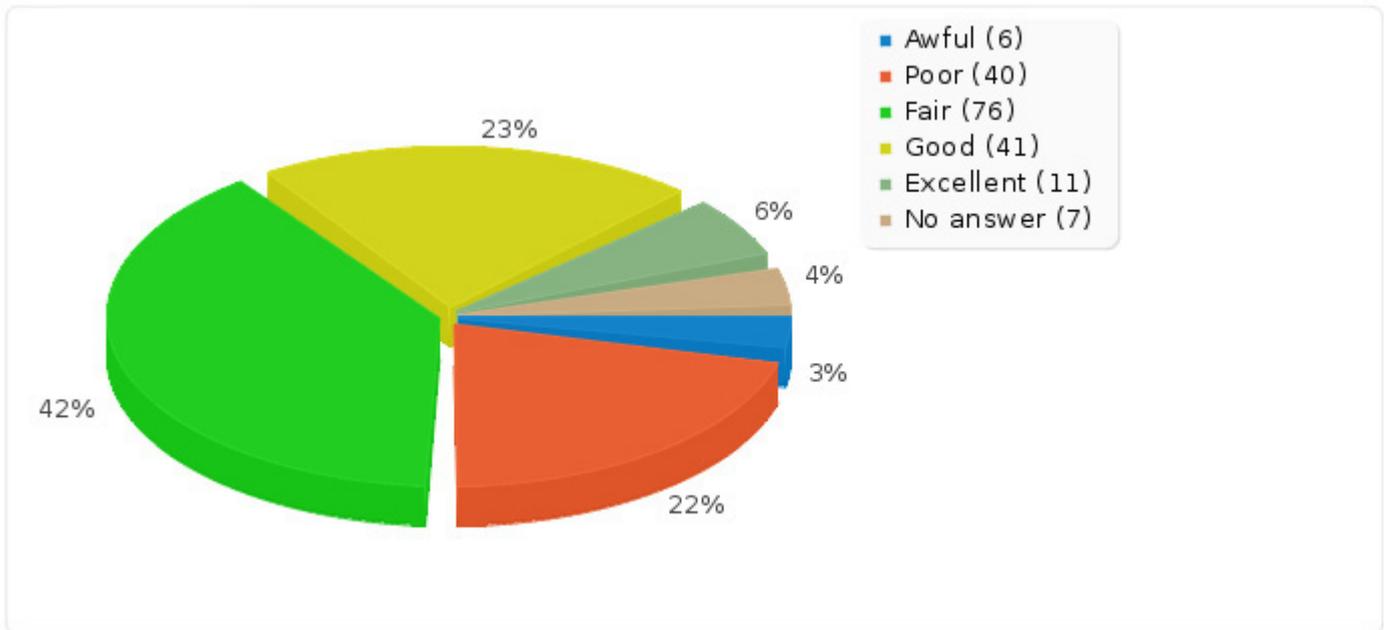




Field summary for 2(10)

How would you rate the following...?
[Retail services in the region]

Answer	Count	Percentage
Awful (A1)	18	9.94%
Poor (A2)	61	33.70%
Fair (A3)	68	37.57%
Good (A4)	28	15.47%
Excellent (A5)	0	0.00%
No answer	6	3.31%

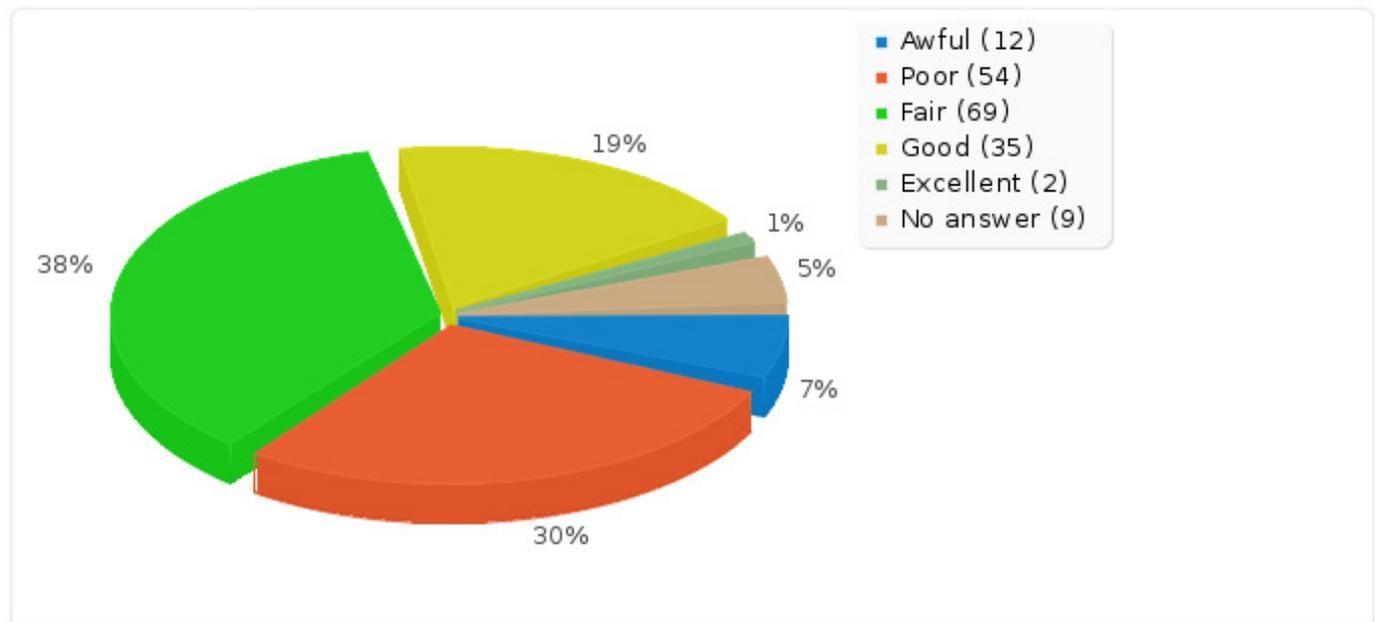




Field summary for 2(11)

How would you rate the following...?
[Trade services in the region]

Answer	Count	Percentage
Awful (A1)	12	6.63%
Poor (A2)	54	29.83%
Fair (A3)	69	38.12%
Good (A4)	35	19.34%
Excellent (A5)	2	1.10%
No answer	9	4.97%

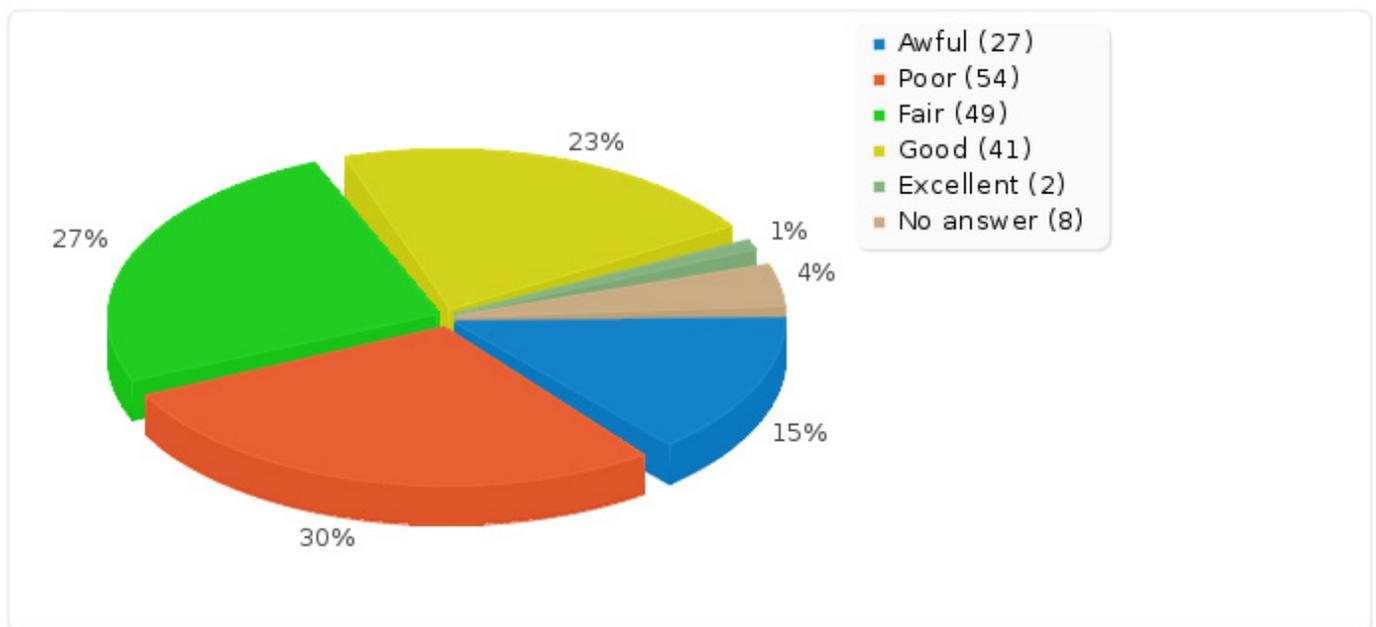




Field summary for 2(12)

How would you rate the following...?
[Transport services in the region]

Answer	Count	Percentage
Awful (A1)	27	14.92%
Poor (A2)	54	29.83%
Fair (A3)	49	27.07%
Good (A4)	41	22.65%
Excellent (A5)	2	1.10%
No answer	8	4.42%



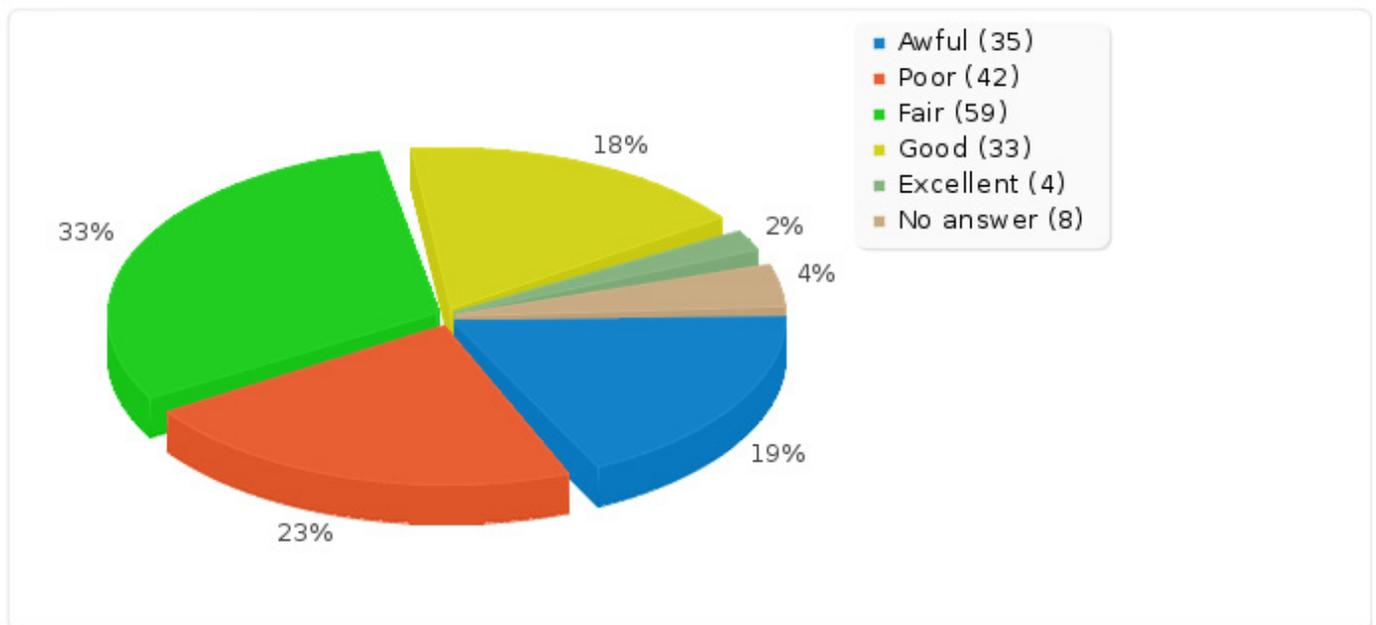


Field summary for 2(13)

How would you rate the following...?

[Communications infrastructure (eg telephone, wireless, high-speed internet) in the region]

Answer	Count	Percentage
Awful (A1)	35	19.34%
Poor (A2)	42	23.20%
Fair (A3)	59	32.60%
Good (A4)	33	18.23%
Excellent (A5)	4	2.21%
No answer	8	4.42%

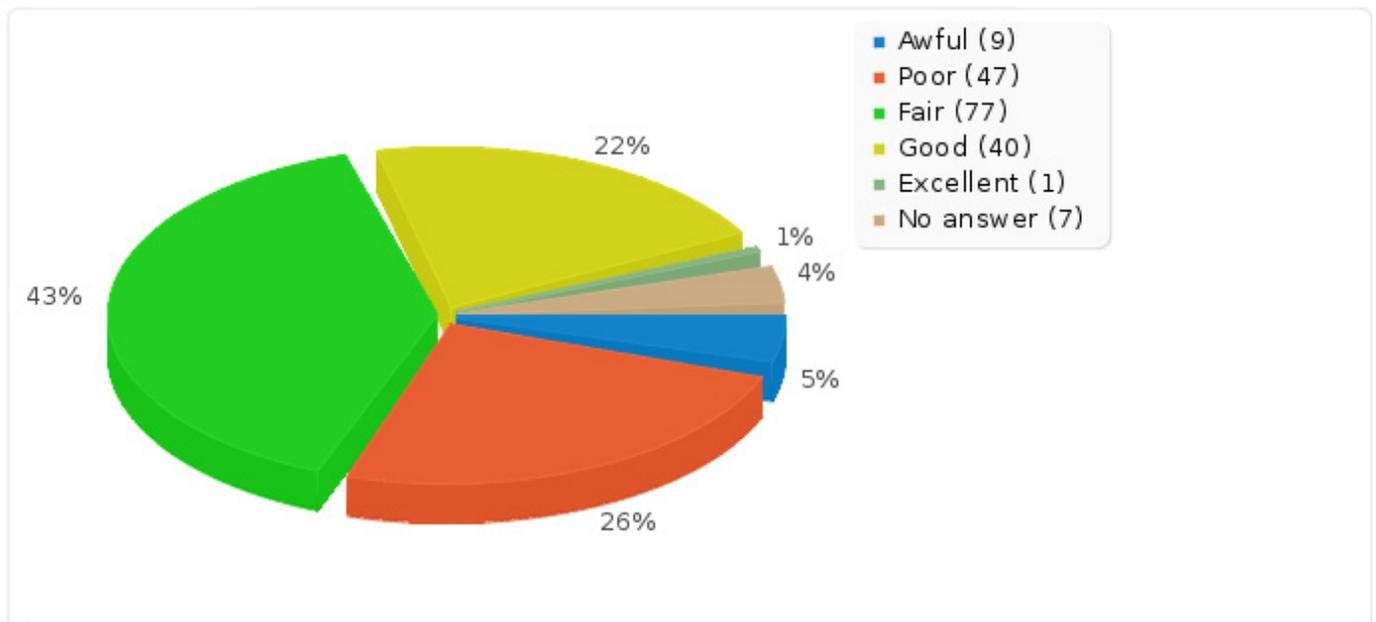




Field summary for 2(14)

How would you rate the following...?
[Hospitality services in the region]

Answer	Count	Percentage
Awful (A1)	9	4.97%
Poor (A2)	47	25.97%
Fair (A3)	77	42.54%
Good (A4)	40	22.10%
Excellent (A5)	1	0.55%
No answer	7	3.87%

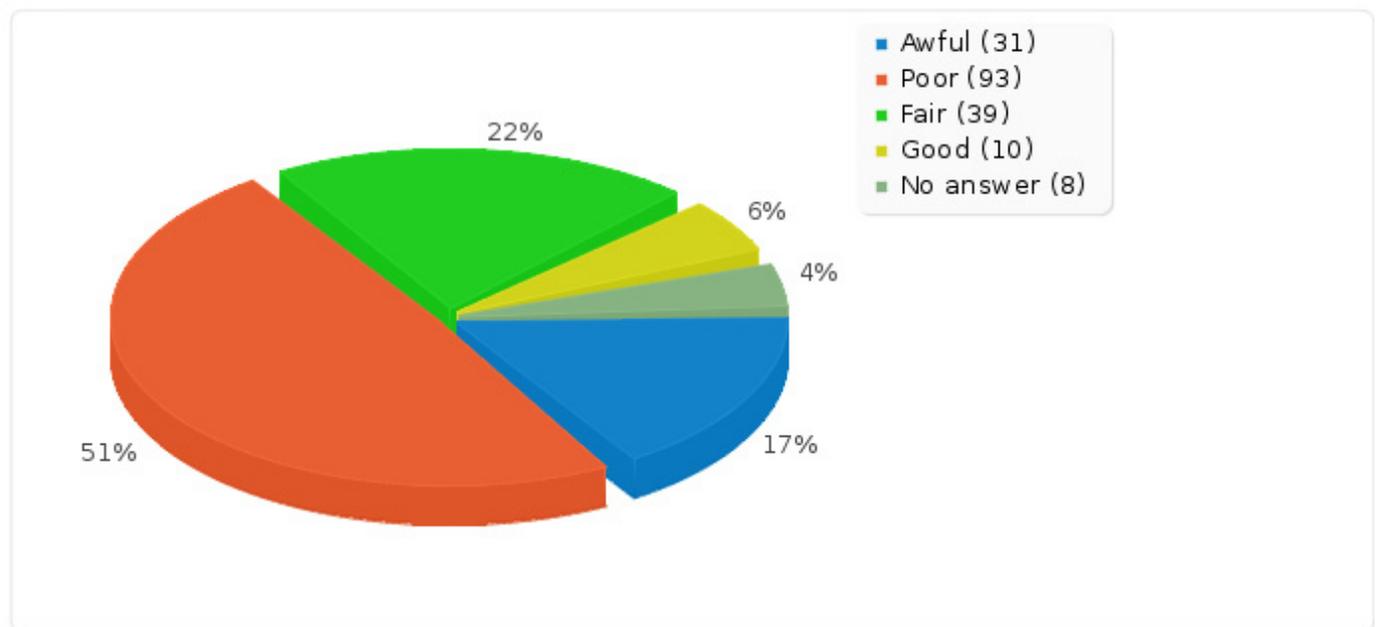




Field summary for 2(15)

How would you rate the following...?
[Entertainment services in the region]

Answer	Count	Percentage
Awful (A1)	31	17.13%
Poor (A2)	93	51.38%
Fair (A3)	39	21.55%
Good (A4)	10	5.52%
Excellent (A5)	0	0.00%
No answer	8	4.42%

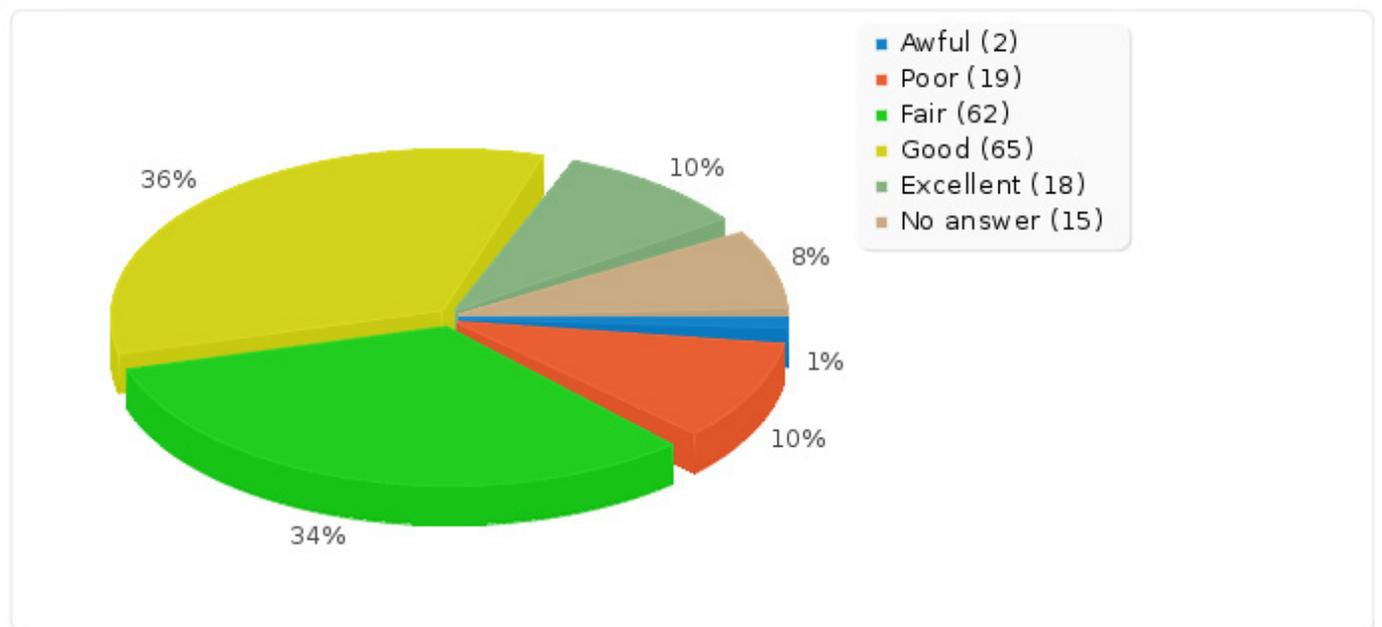




Field summary for 2(16)

How would you rate the following...?
[Primary school education services in the region]

Answer	Count	Percentage
Awful (A1)	2	1.10%
Poor (A2)	19	10.50%
Fair (A3)	62	34.25%
Good (A4)	65	35.91%
Excellent (A5)	18	9.94%
No answer	15	8.29%

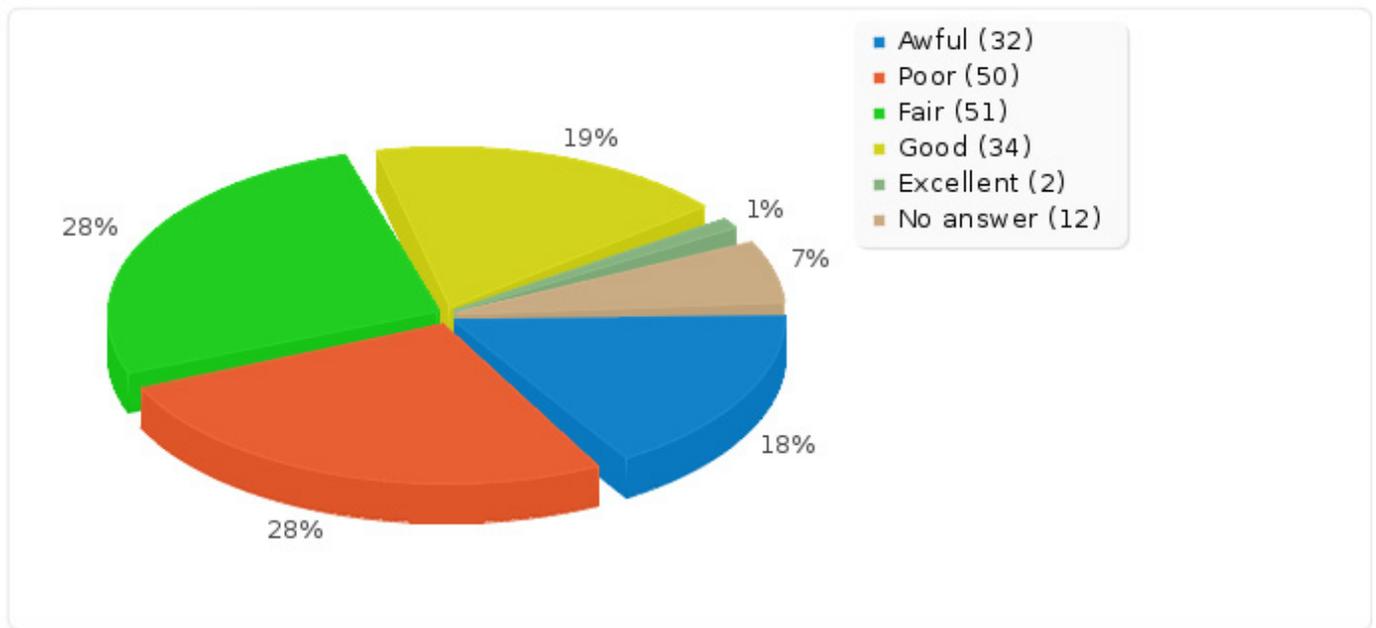




Field summary for 2(17)

How would you rate the following...?
[Secondary school education services in the region]

Answer	Count	Percentage
Awful (A1)	32	17.68%
Poor (A2)	50	27.62%
Fair (A3)	51	28.18%
Good (A4)	34	18.78%
Excellent (A5)	2	1.10%
No answer	12	6.63%

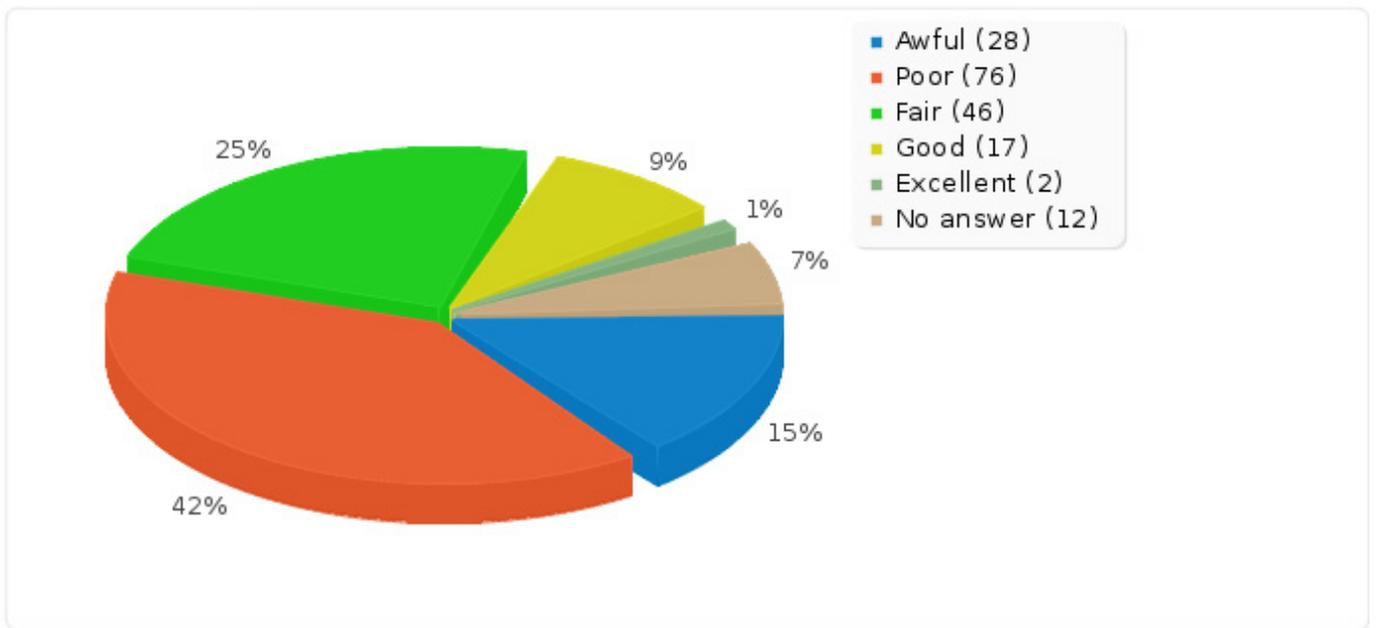




Field summary for 2(18)

How would you rate the following...?
[Adult education services in the region]

Answer	Count	Percentage
Awful (A1)	28	15.47%
Poor (A2)	76	41.99%
Fair (A3)	46	25.41%
Good (A4)	17	9.39%
Excellent (A5)	2	1.10%
No answer	12	6.63%

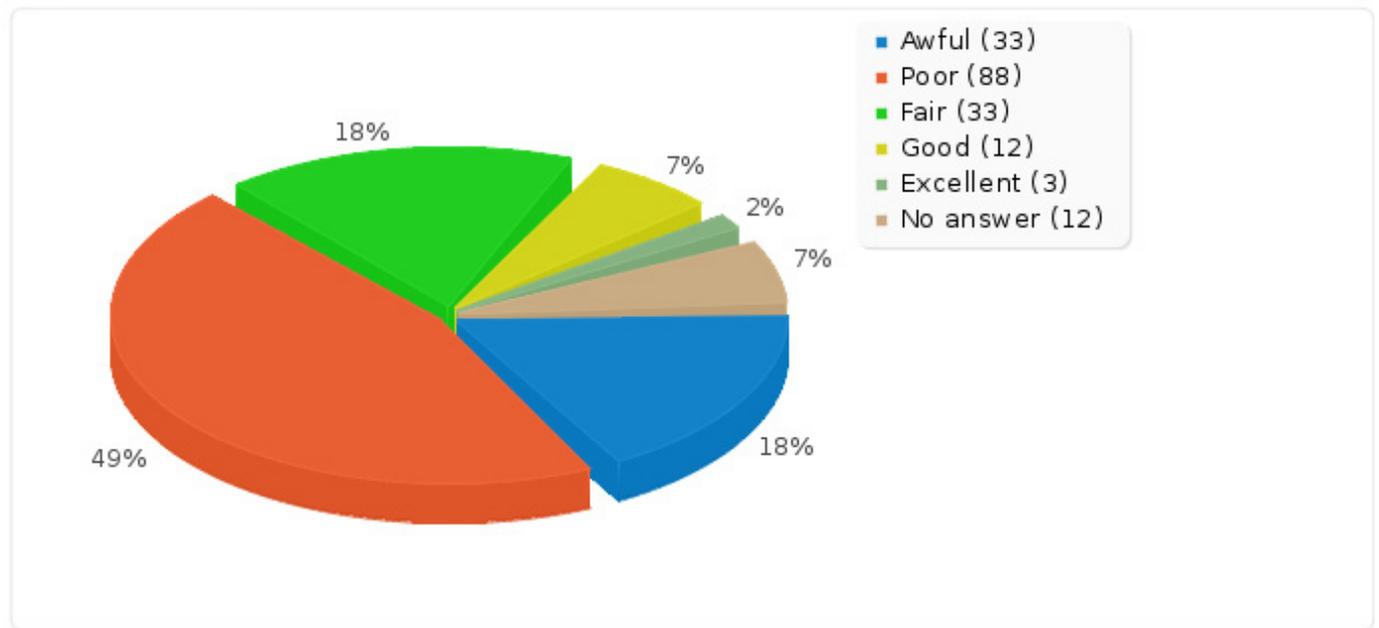




Field summary for 2(19)

How would you rate the following...?
[New business opportunities in the region]

Answer	Count	Percentage
Awful (A1)	33	18.23%
Poor (A2)	88	48.62%
Fair (A3)	33	18.23%
Good (A4)	12	6.63%
Excellent (A5)	3	1.66%
No answer	12	6.63%

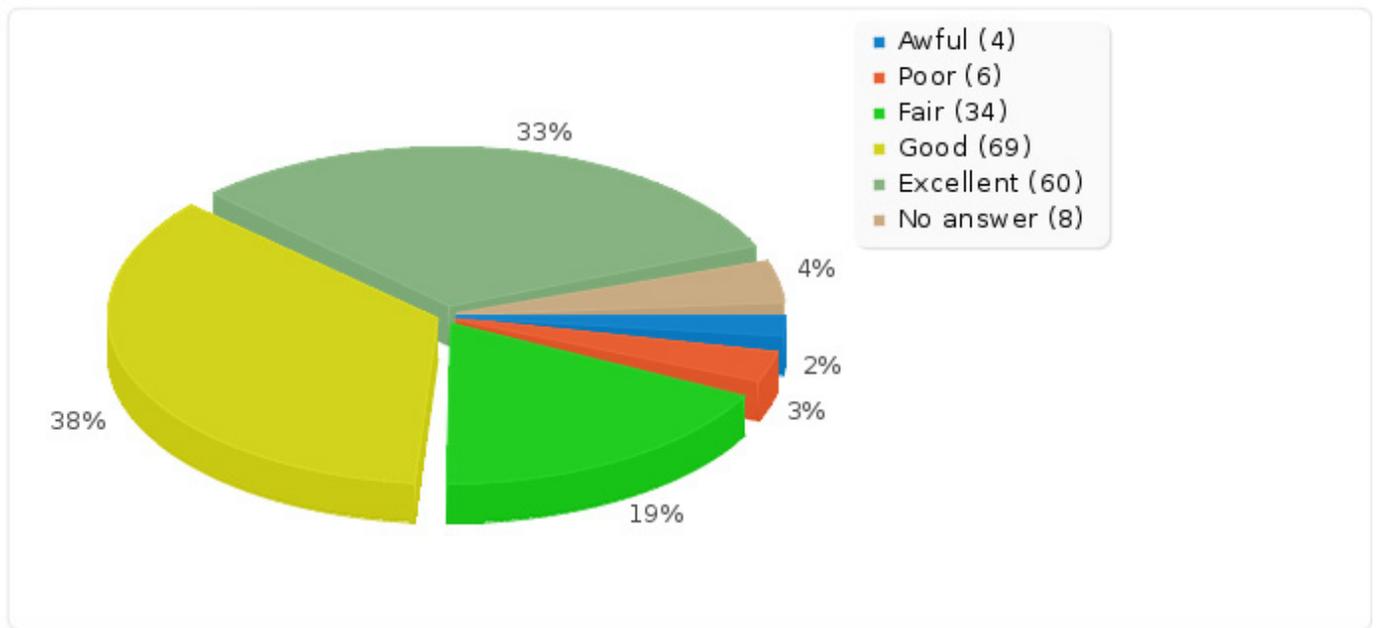




Field summary for 2(20)

How would you rate the following...?
[The natural environment in the region]

Answer	Count	Percentage
Awful (A1)	4	2.21%
Poor (A2)	6	3.31%
Fair (A3)	34	18.78%
Good (A4)	69	38.12%
Excellent (A5)	60	33.15%
No answer	8	4.42%



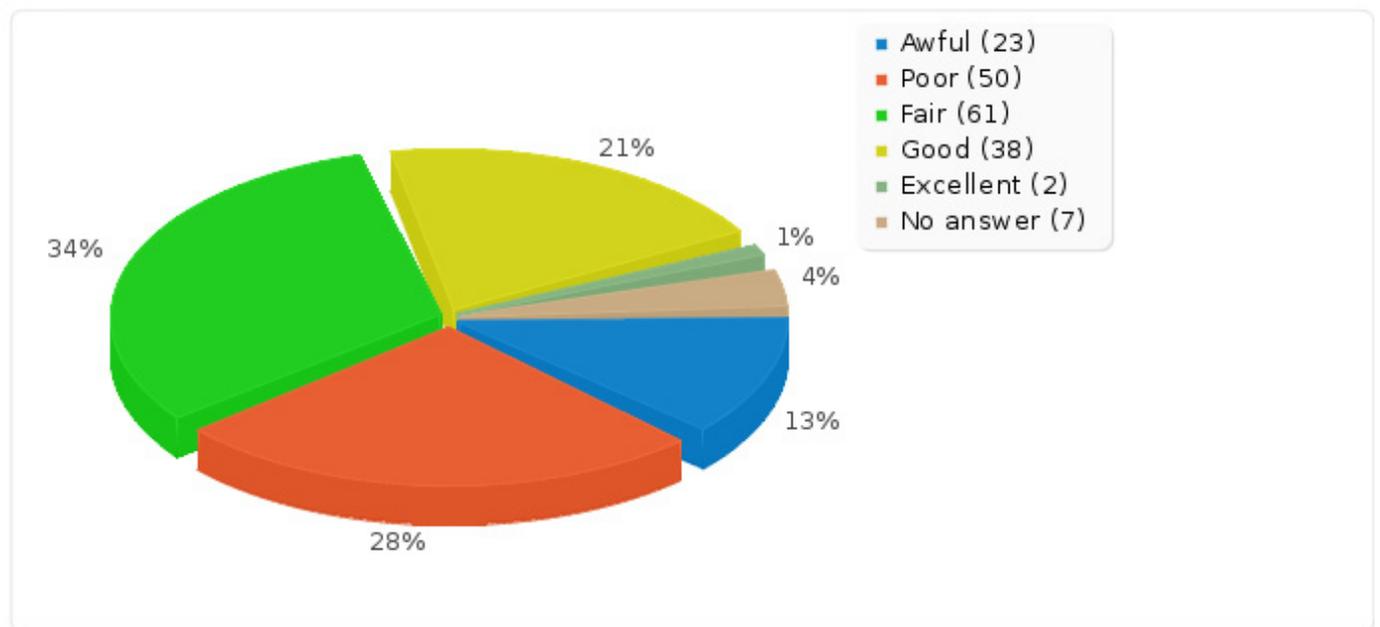


Field summary for 2(21)

How would you rate the following...?

[The built environment (eg roads, buildings, public & tourist amenities) in the region]

Answer	Count	Percentage
Awful (A1)	23	12.71%
Poor (A2)	50	27.62%
Fair (A3)	61	33.70%
Good (A4)	38	20.99%
Excellent (A5)	2	1.10%
No answer	7	3.87%

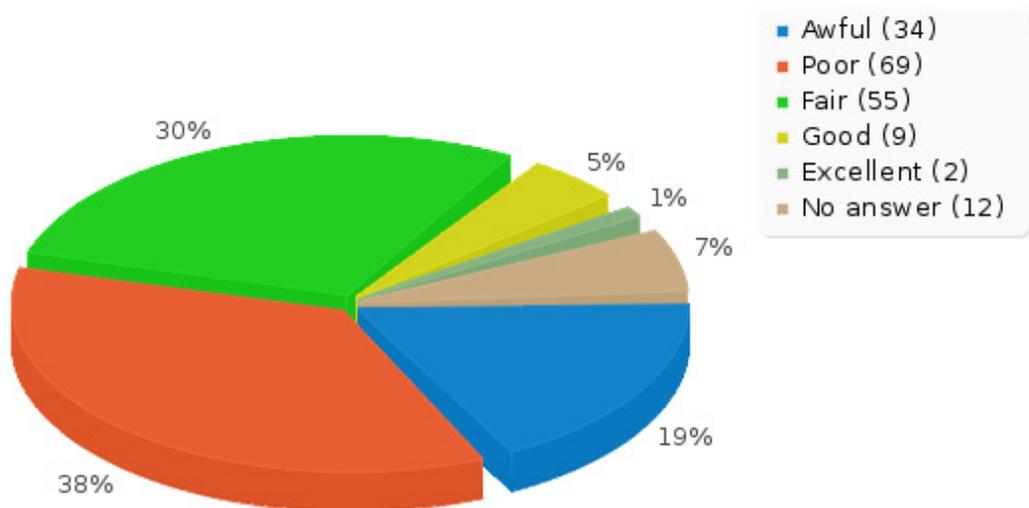




Field summary for 2(22)

How would you rate the following...?
[Planning and development in the region]

Answer	Count	Percentage
Awful (A1)	34	18.78%
Poor (A2)	69	38.12%
Fair (A3)	55	30.39%
Good (A4)	9	4.97%
Excellent (A5)	2	1.10%
No answer	12	6.63%

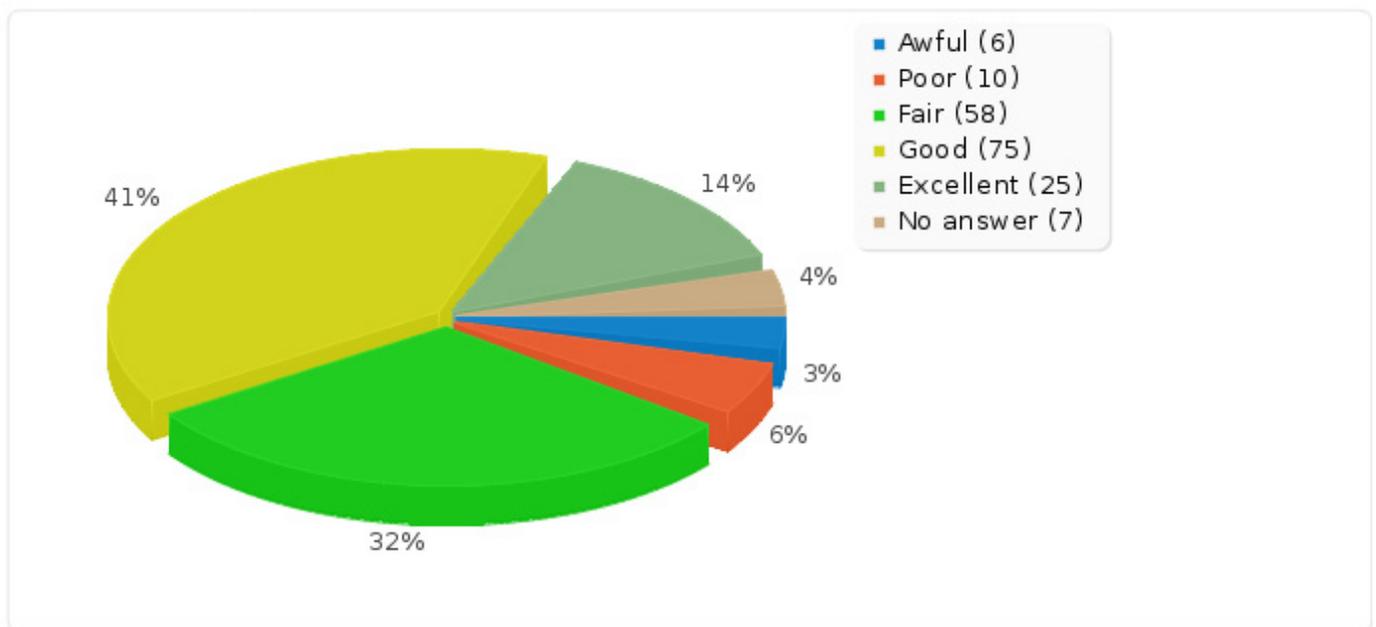




Field summary for 2 (23)

How would you rate the following...?
[The climate of the region]

Answer	Count	Percentage
Awful (A1)	6	3.31%
Poor (A2)	10	5.52%
Fair (A3)	58	32.04%
Good (A4)	75	41.44%
Excellent (A5)	25	13.81%
No answer	7	3.87%

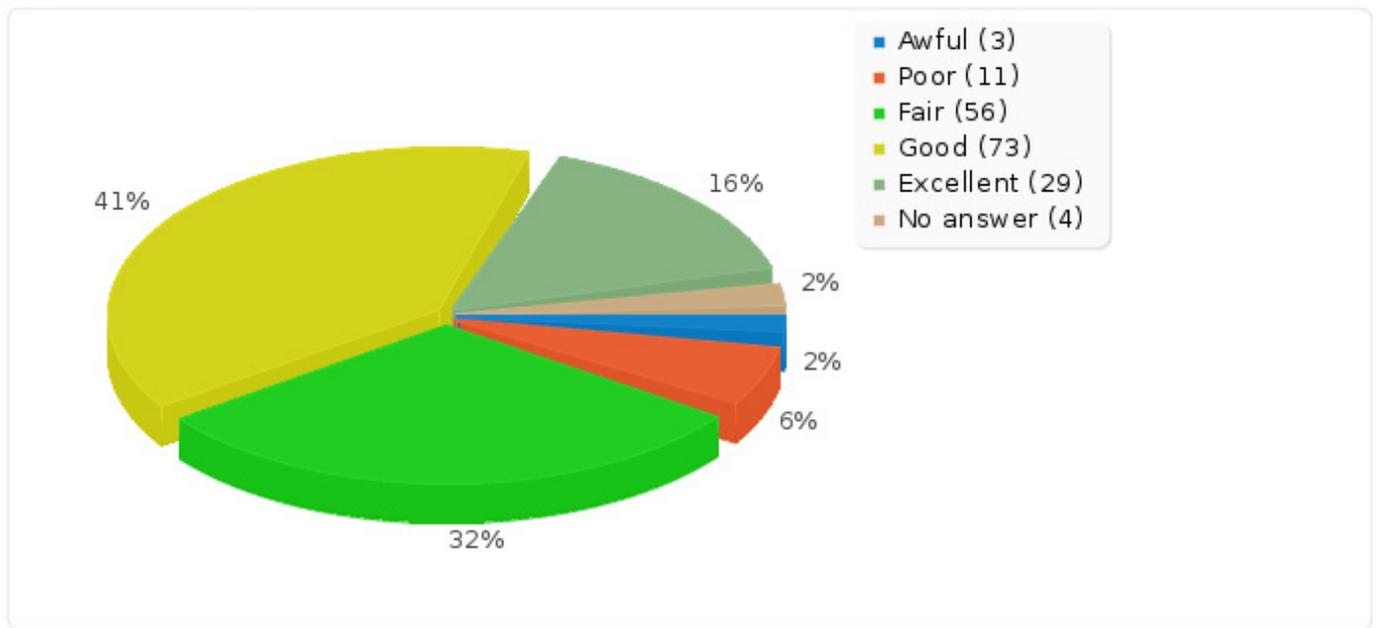




Field summary for 3(1)

Considering all the factors presented so far, how would you rate Geeveston / Port Huon as...
[A place to live?]

Answer	Count	Percentage
Awful (A1)	3	1.70%
Poor (A2)	11	6.25%
Fair (A3)	56	31.82%
Good (A4)	73	41.48%
Excellent (A5)	29	16.48%
No answer	4	2.27%

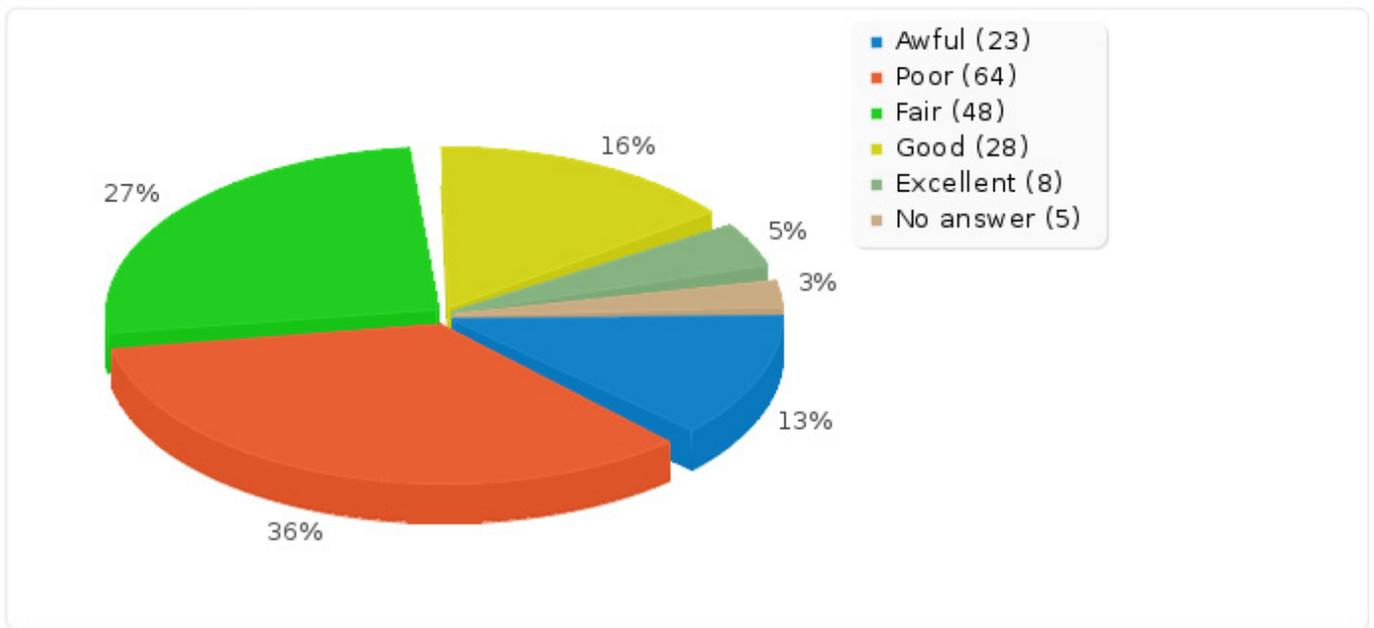




Field summary for 3(2)

Considering all the factors presented so far, how would you rate Geeveston / Port Huon as...
[A place to work?]

Answer	Count	Percentage
Awful (A1)	23	13.07%
Poor (A2)	64	36.36%
Fair (A3)	48	27.27%
Good (A4)	28	15.91%
Excellent (A5)	8	4.55%
No answer	5	2.84%

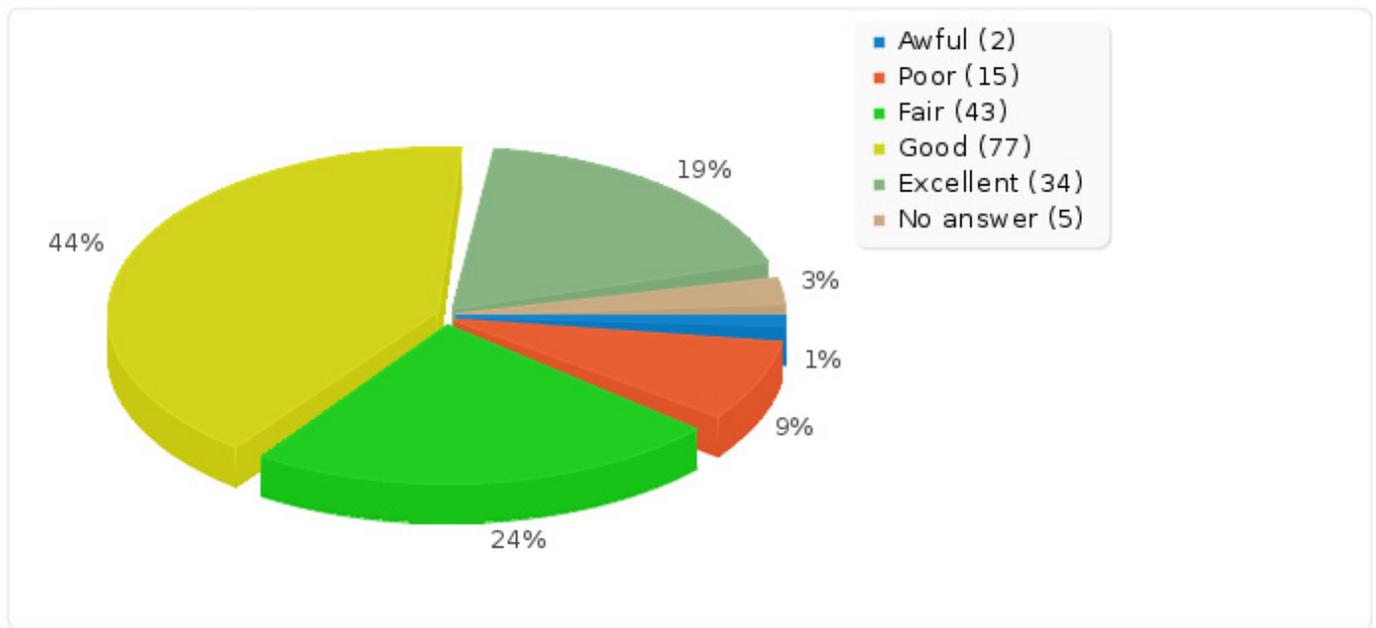




Field summary for 3(3)

Considering all the factors presented so far, how would you rate Geeveston / Port Huon as...
[A place to visit?]

Answer	Count	Percentage
Awful (A1)	2	1.14%
Poor (A2)	15	8.52%
Fair (A3)	43	24.43%
Good (A4)	77	43.75%
Excellent (A5)	34	19.32%
No answer	5	2.84%

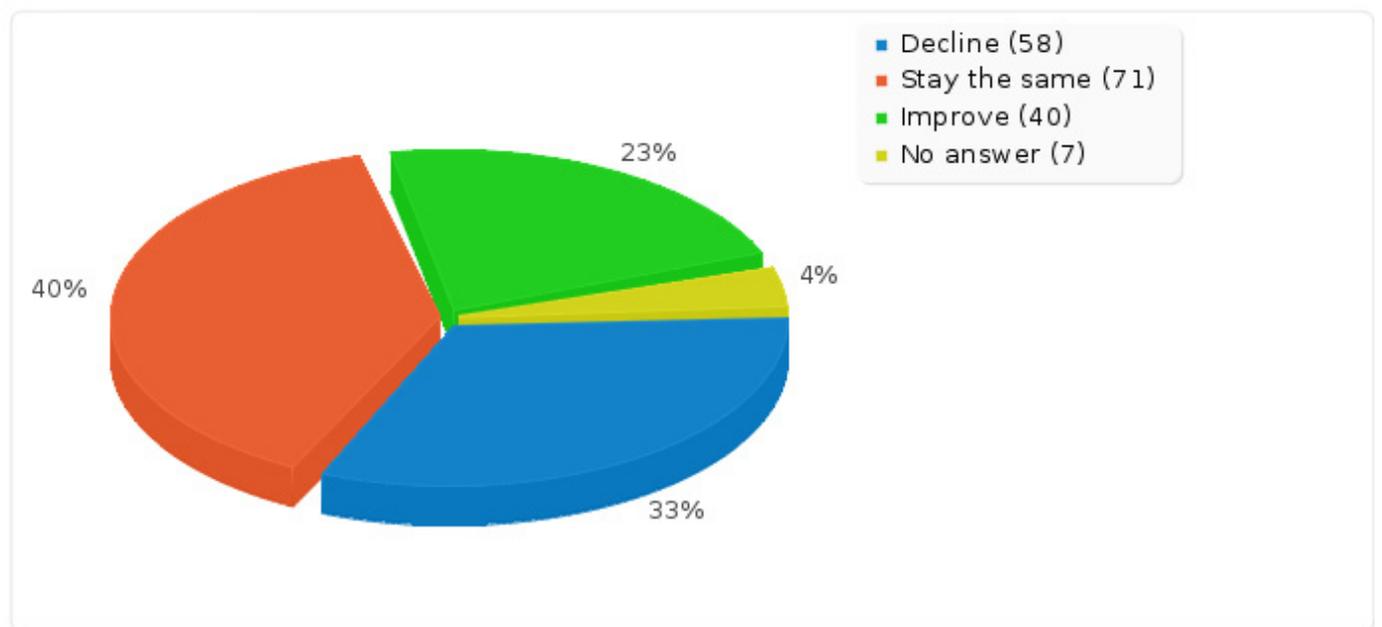




Field summary for 4(1)

Over the next five (5) years, what will happen to the quality of Geeveston / Port Huon as a place to live, work and visit?
[A place to live]

Answer	Count	Percentage
Decline (A1)	58	32.95%
Stay the same (A2)	71	40.34%
Improve (A3)	40	22.73%
No answer	7	3.98%

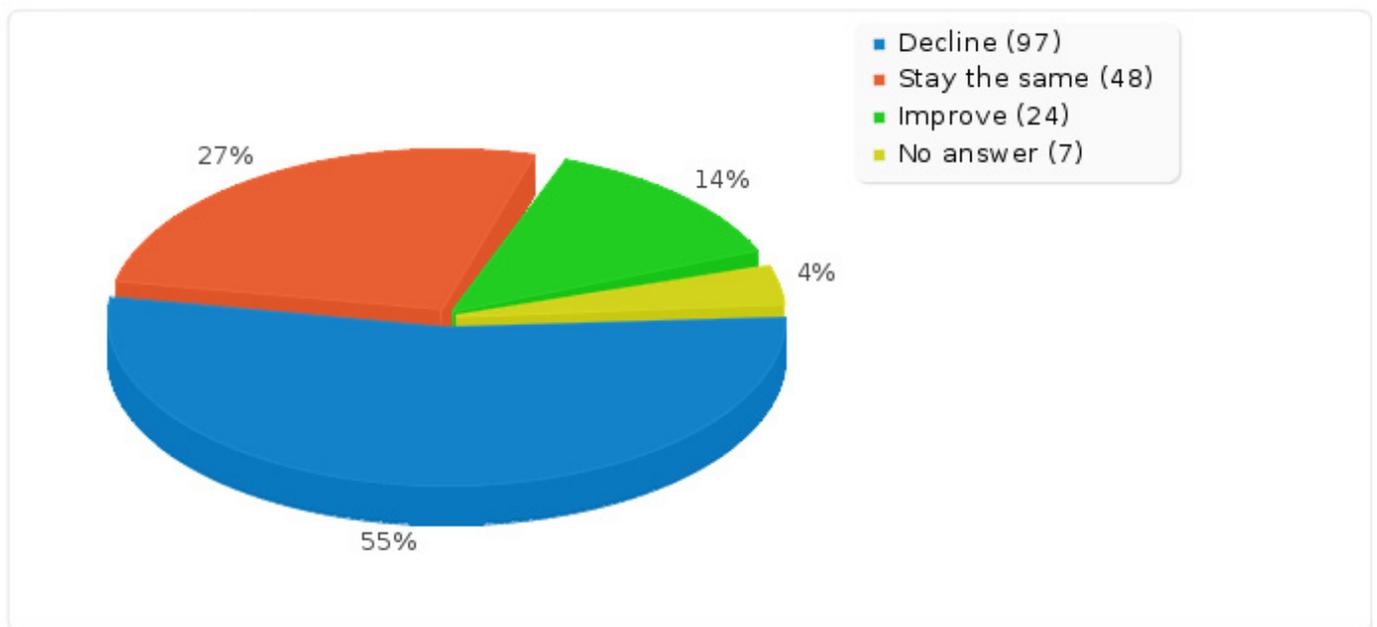




Field summary for 4(2)

Over the next five (5) years, what will happen to the quality of Geeveston / Port Huon as a place to live, work and visit?
[A place to work]

Answer	Count	Percentage
Decline (A1)	97	55.11%
Stay the same (A2)	48	27.27%
Improve (A3)	24	13.64%
No answer	7	3.98%

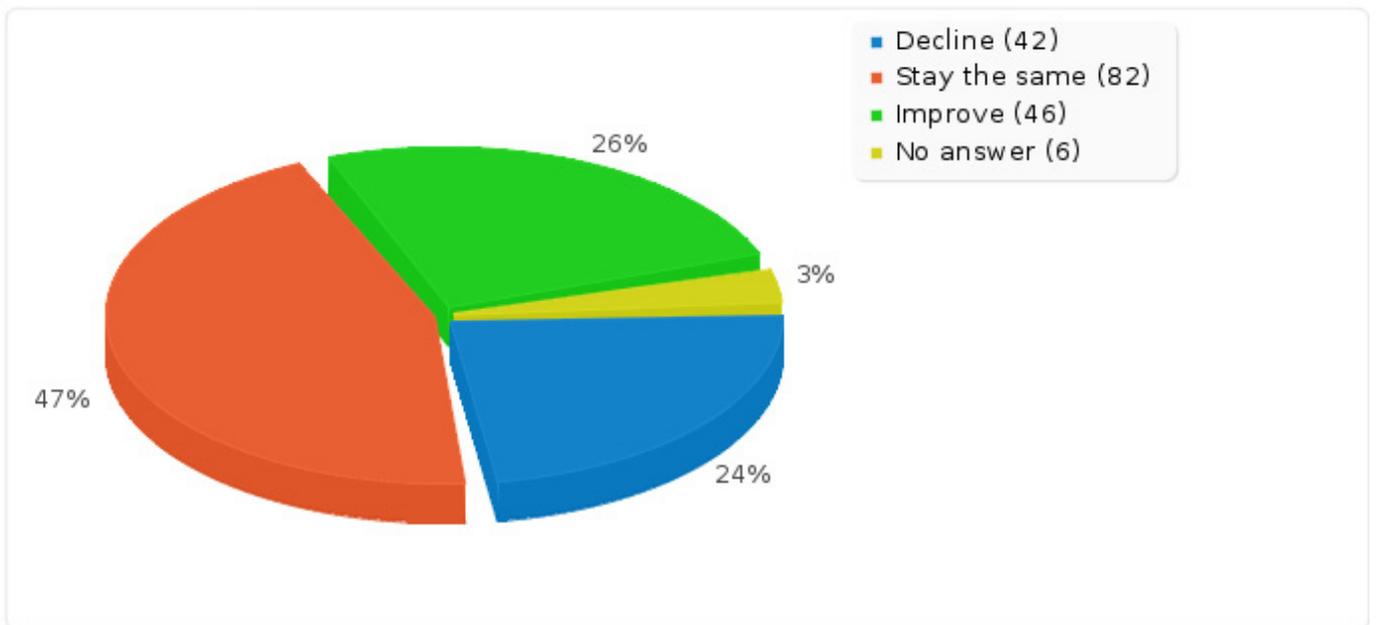




Field summary for 4(3)

Over the next five (5) years, what will happen to the quality of Geeveston / Port Huon as a place to live, work and visit?
[A place to visit]

Answer	Count	Percentage
Decline (A1)	42	23.86%
Stay the same (A2)	82	46.59%
Improve (A3)	46	26.14%
No answer	6	3.41%





Field summary for 5

What are the most important problems that state and local government should work on to improve life in the Geeveston/Port Huon region?

Answer	Count	Percentage
Answer	150	85.23%
No answer	26	14.77%

Responses

No decent restaurants, not a single wine bar, only a grotty pub. No good accommodation for visitors.

No cultural events (concerts, talks, ...).

We MUST ensure that Huonville High School provides education up to year 12! This is an absolute priority for the entire Huon Valley.

I believe the Huon Valley, being a wonderful region to raise kids, will have a large number of students to warrant a College for years 11 & 12 in Huonville in the coming years. Although the skills centre in Wilmot Road is absolutely fantastic, it will not help the many Valley kids who wish to go to Uni.

Mainland high schools go to year 12. As 2013 will see the introduction of the 4 year term, it is logical that highschools going to year 12 should follow thus ensuring we are in alignment with national education.

Children living in Geeveston/Port Huon must travel to Hobart College or beyond as the college does not provide accommodation for these students as they do not fall outside the acceptable travel region.

It is the distance and travel time which results in so many teenagers dropping out of college. Drops outs, in general, lead to teenagers having kids long before they are ready etc... As we all know, these teenagers, many of whom are capable of greater achievements, then fall into unskilled jobs and/or a lifetime of welfare which is unfair to these teenagers and very detrimental to the progress and development of Geeveston region and the Huon Valley at large. We must ensure the next Valley generation has all the educational opportunities they need closer to home so they can make decisions that will better the livelihood for themselves, their families and the greater community.

Forestry Industry and more tourism

too much accent on tourism due to the inherent seasonality of this industry

Too much reliance on extractive industries such as forestry and aquaculture and a seeming refusal to properly develop value adding in this area

Immediate provision of year 11 and 12 at Huonville

Apparent disconnect between council and council bureaucracy with respect to support of community based initiatives

improved rubbish services. This is pretty broad, I know, but there's not much right about the way this region deals with rubbish. A complete overhaul is needed with emphasis on recycling, collection points, opening hours and pricing.

Lack of community education regarding ways to reduce roadkill

The Huon Highway is awful and needs improvement, especially south of Geeveston. The speed signs are ridiculous - "End 80" is not



informative, especially for visitors who usually play it safe and sit on 80. 100 is logical, sensible and unambiguous. They need to be changed.

The closure of the Dover ambulance station needs to be revisited urgently - the recent death of a woman at Southport because of the delay in getting an ambulance from Huonville could have been avoided.

Replacing intensive forestry with other more environment and community-friendly industries such as tourism, the arts, micro-businesses and the capabilities for businesses to be based in rural areas such as Geeveston by providing high speed and cheap broadband, and by relaxing red tape type laws aimed at small businesses, such as over-beaurocracised food safety laws, building standards etc. The natural environment and community life of Tasmania and the Geeveston/Port Huon areas in particular are our biggest asset and should be protected. Burning off of forestry should be further minimised, and logging also cut back dramatically.

Heritage buildings should be protected and any new buildings should be built in theme with the old style of buildings. The ugly buildings that have been allowed to be constructed along the highway in between Geeveston and Port Huon are an example of how poor choice can create long term damage, especially if we are trying to attract the tourism dollar.

Education is a huge issue in Geeveston/Port Huon areas since a lot of the people who have lived here for some time have not had to educate themselves since work has been easy to get without an education (forestry, tassal factory work etc). As a result we have a younger generation who have been brought up to not value education, but who now are in need of it.

The community centre in Geeveston is doing a wonderful job in introducing creative and innovative ideas for the area, such as a community owned wind turbine, transition town, plastic bag free status and various other ideas and events.

Improve the planning sysytem so that it is user friendly. It is deciderly unfriendly to developers. Rumors are that the new system is no bettor either.

The stste planning system is retarding TASMANIA.

Worst aspects are fivious and vexasious third party appeals, knowing that they will incur no cots in doing so.

Give the private sector a go, cut the red and green tape.

Health, education, cost of living, customer service, alternative venues for tourists after all how many times can you view the airwalk? We need more magnets for wowing because not everyone wants to or can go on wilderness expeditions, there needs to be things closer to keep them in the towns longer.

Employment, recreation.

Supprt the Forestry industry-the greenies have almost destroyed it.

Support the fishing and aquaculture industries-these are the greenies next targets.

Continue to improve the health services in the whole Huon Valley.



Council could drastically reduce red and green tape without compromising their services.

Continue progress in Local Government amalgamation- tassie has far too many Councils.

Increase assistance/support to struggling families
Improve education in the area
Develop ways to engage the local youth

High speed internet

Better planing scheme with some common sense prevailing
Quality of the air; e.g., SMOKE from woodfires and Local population burning in backyards [rubbish].

Water quality is still the same since you sold it to the SWB if not worse and expensive for the product you receive.

Children; lack of facilities to stop the ROAMING due to boredom.

Roads require much more attention as they bring tourists to the area, road kill should be cleared every day.

THIS LIST could become inexhaustable.

Local By Laws should be enforced as should those enacted by State and Federal Governments and the international treaties signed by our Governments.

More Tourist attractions aimed at children.

A road around the South West [This road would not impinge on the Forest as I have been told the area to be developed for a road is only button grass & the only problem is the mountain range which could be tunnelled through, thereby adding another dimension to the South West experience.

An Underwater Aquarium

A Theme Park linking Hastings Pool & the Ida Bay Railway

A combined business of Trades people to lessen their overhead costs.

[1 office & staff etc.]

Shorter time for planning proposals.

Advertise the Huon area as a great place to live.

Transport costs

Employment

Roads - Condition and speed limits

- lack of education especially to yr 12 which causes poor employment options as well as a general lack of innovation and forward thinking.

- lack of affordable rental accommodation (although houses are cheap to buy for main-landers) which keeps people in a cycle of poverty

- Lack of a vision for the future with new ideas - people are stuck thinking that the end of the apple and forestry industry means that there are no other options and nothing else they can do -

re-training and innovation is needed, making the most of our outstanding natural environment in a sustainable way

- seasonal work fluctuations - a lot of people rely on tourism and we need more

- food security - all the local veg growers have to sell in Hobart to make a living, and it can be hard to access good food locally

- Poverty here is not just circumstantial but cultural, meaning a lack of self-esteem, poor education, drug & alcohol abuse and neglected kids. Unless the cycle is broken, things can't improve.

keeping existing industries open and viable. Become open for business for futuure development. Reduce RED TAPE to open or develop new and existing businesses. Development and upgrade



existing infrastructure to cope for the future ie 20 years time not
5.Be forward thinking and put self interests and ego s aside and
work for a better community and for the survival of both areas

More industry

More jobs

Less political correctness re green issues unless suitable
alternatives are avail.eg. it is not good enough for greens to say
tourism will fix it, without specific, costed and employment #s
being given.I have never seen any concrete proposal from these
groups?

Dont kill of industry until alternatives are in place.

Air Quality: enforce by-laws and enforce Fed and State EP's check
wood heaters to see if they comply to EPA [1999 & 2003] regs and
penalise those who do not comply or have tampered with newly
enstalled wood heaters. Make Forestry comply to set National
standards for control burns.

Control: The outer control children who wander the streets day and
night smoking, drinking and vandalising peoples property and Gov.,
instructure. Check on the parents get the tipstaff out and make him
do his job for the community.

Roads:Fix the roads pick up road kill daily there is plenty of day
labour to be had in and round the districts.

Barking Canines and the Keeping of them: Get the "so called ranger"
off his arse and get him out to check places for unregistered dogs
and places where there are 2 or more dogs; impound barking dogs
from yards and inside housing. Fix the feline problem by setting
more traps and gasing them make a statement by being the first
State to make registration compulsory and get them desexed if they
are trapped check rego and fine the owners.

Waterways: Come and clean out the local waterways from all the junk
that is thrown in them; e.g., tyres, oil, food scrapes, stolen
bikes and other stolen property.

This can all be done by simple enforcement of By-Laws and enacting
the State and Federal Laws. But, make sure the penelty points are
sufficient enough to make these idots rethink.

Water Quality: When I arrived in Tasmania I was utterly taken aback
by the way water was drawn straight from the creeks this same
practise was out-lawed in Great Britain in the 1880's to stop
people dying of water bourne diseases.

I think there should be a greater focus on bringing visitors to the
area and providing better services for those visitors. Tourism is
the future for Tasmania. I also think there should be a push for
YEAR 11 and 12 to become available in the area. I am appalled that
students have to travel to Hobart to complete their schooling and
the lack of education in the area perpetuates the problems with
regards to the collapse of the forestry industry and people's
dependence on such industries for work.

Creation of employment oppurtunities.

Provision of training & recreational facilities for the younger
generation to provide opportunities for them with a future.

Encourage new tourism service businesses.

improve/widen roads in and out of area. Over taking lanes would be
helpful. cycleways for safety of cyclists and people running for
exercise.

Lack of employment and development opportunities

The state of the economic climate in the Huon is overly poor..There
are many familys leaving the area and state for better working
opportunities and a stable working environment.

Tasmania in general i feel is going backwards..We need to start
creating industries to keep our familys in the huon..I feel there
is NOT enough confidence in the Huon Valley Council to lead us



forward out of these current times..My family and i are also looking for work on the mainland to try and get ahead.. I am a 24 yo mother of two and am worried how we are going to manage through the winter months,.. It really feels like the Huon is packing up and closing for business.. Friends of mine are business owners..Things are hard they have had to put off staff as lack of business and support.
Schooling, employment

Safe roads less windy, passing lanes, including addressing signage (comparative to mainland), sealing of major tourism routes and iconic natural environment routes.

Economy and business building, look for opportunities for new unique business may not have been thought of previously = employment

Tourism - work to ensure that tourism icons in the region are supported, built on - new ideas developed = employment

Education - strive for best education for our children and adults

Health - ensure there is adequate rural health for all

Bonding of the community through difficult times.

Focus on ensuring the natural environment is maintained to a standard suitable for raising the profile of tourism.

1. Maintaining employment opportunities within the region.
2. Encouraging new businesses and developments into the region.
3. Do a better job at show casing Geeveston/Port Huon by encouraging a broader integration of regional events, such as the Taste of the Huon and the Huon Valley Show.
4. Focus on setting up new cultural events that could encourage greater participation from the broad and diverse community and the associated groups.
5. Hosting more frequent community forums to discuss commercial and community opportunities within the area
6. Encourage greater use of ICT within Geeveston and Port Huon to promote the businesses and tourism of the region.
7. Examine greater transport links to the region and beyond (further south).
8. Have greater council visibility within the region.
9. Provide opportunities for the schools to engage with the wider business community.

Employment - getting people off welfare.

Industry focus - change from forestry focus to food bowl and tourism

transport - public transport frequency and cost improvements.

families - parenting support, education.

Youth - teen pregnacncies. education re cost, stresses of having a baby in teens.

Animal welfare - cat nutering!!!!!! dog registrations. Closing puppy farms in Huonvalley.

-The roads

-Get the Greens out of the place & bring back jobs

Improve recyclable waste collection - we are considered backward by other places & we are!

Seal the Hastings Caves road & look at opening the road properly from New Norfolk.

Encourage niche agricultural & tourism enterprises to create



employment.

Activities for young people.

Revitalise the town by thinking outside of the box somehow.

Get a top class resort down at Cockle Ck/Recerche Bay to "pull" people thru' the area.

Adult literacy and year 10 English and maths programs for adults wishing to return to study. There are shocking dropout rates from high school, people not even having completed year 10, let alone continuing to yrs 11 & 12.

Getting more trained teachers into the region, not having library technicians at the LINC trying to teach adults. They're not trained teachers, and they don't know what they're doing.

Create more employment. Keep schools open with high school extended to year 12. Don't close the forest industry. Amalgamate the Geeveston RSL & Bowls clubs. Get a senior football club.

Fix the roads.

Kerb and guttering for all. Not for a precious few as the Council has done in one street not counting the sub division off Huon Highway & Port View Drive which was done by the developer.

The use of the Port and it's buildings at Port Huon for public events.

The beautifying of Port Huon to show it off and display it's history.

The use of the Port on special occasions to show the history of the Port in it's hay day.

As the developer of the Port View Estate has on it's billboards "Live & Play at Port Huon, DO NOT industrialise it.

There are significant opportunities that need to be considered.

1. The decline in forest harvesting business and related support businesses. This is inevitable and alternatives options for employment and living MUST be sought and implemented.

2. The decline in tourism to the area. This has worsened over the past few years. The area has a great deal to commend it. The history of the discovery of the area (French explorers from Provence) is TOTALLY absent from any drawcard to the area, beyond the use of the names of Huon de Kermadie and Bruny D'Entrecasteaux.

We have no twinning with e.g. Aix-en-Provence or other town Provence, no 'french' activities or identifiers - e.g. use of french style street signs, bilingual signage, July 14th celebrations and so forth to capitalise on the french discovery of the area. From a tourist and business marketing point of view this has been completely missed. This link and opportunity is real, not a fake or disneyesque option. French visitors to the area are surprisingly common, and these visitors have more sense of our connection than anyone on council.

3. The possibility for an establishment of a ferry link between Port Huon and the south of Bruny Island i.e. Alonnah to Port Huon creating a 'Huon Ring' similar to the Ring of Kerry in Ireland, allowing tourists to Experience the Huon and Channel area in a much more dynamic way - being able to travel wouth from a ferry arrival at Port Huon or North from south Bruny. This would also create an additional access to and from the island, which is often needed.



4. A whitewater venue (like the one at Penrith Lakes in Western Sydney) in the area would be an additional tourist drawcard to the area and capitalise on kayak sport on the river.

5. A tourist tram line between Port Huon and Geeveston along the former rail line or alternate route could also be considered as a tourists drawcard.

It is the duty of the government of the day to provide employment opportunities when local businesses are suffering due to economic hardship in order to ensure a continued state of wellbeing for the majority of residents, NOT to blindly institute widespread budget cuts in order to "balance the budget" in response to Keynesian economic theory that has already been proven to be incorrect in terms of ensuring a good lifestyle for the common people.

IE Create NEW jobs, don't just blindly cut the budget to satisfy a bunch of financiers that caused the problems in the first place.
Settling the role of Forestry in the State

Repealing the PMAA

Explaining development/planning in plain english

Greater transparency of Local Government given the real time jobs of most of the Councillors, including the development oriented Mayor.

Make the area attractive for families, retain schools, good bus routes to Huonville. Government services should be available in Huonville instead of having to travel to Kingston.

Expand Huonville as the the Captial of the south with increased shopping, medical, dental and aged care facilities to service the southern area.

Encourage new home builds on small acres (rather than city size blocks) suitable for our climate with rebates for solar & double glazing ect.

Develop the food culture, tourist expect fresh seafood!
Tourist expect easy access to wildness areas!

Complete medical services

Improve child/adult entertainment i.e. movie theatre

Music festivals

Improve self-esteem amongst lower socio-economic families and their dependence on welfare.

Invest in sustainable development to create jobs and drive tourism in the area.

1. There is too much local govt. regulation , inefficiency , contradictory duplication. A maximum of 3 /4 local governments is all that is necessary.

3. A single Stae planning code needs to be legislated immediately.

4. Legislation needs to be introduced to to federal and state parliaments to bring about the range of of changes to industrial, shipping and corporations laws which will reduce the cost of shipping on Bass St. to the international norm and to increase competition. A sigle political party , capable of achieving representation in both houses state and Fed. parliament needs to present a co- ordinated policy



5. A minimum, single 24/7 hourly rate should be legislated for agreement for individual employer/ employee agreement in retail, hospitality industries in Tas. for all non incorporated business.
6. Sufficient funding should be allocated for infrastructure to open this region to tourism. This must be achieved primarily through public /private joint venture, competitive tendering. It will include walking cycle paths, walfs, ferry/bus interchanges, rezoning and privatising land.
7. Elimination of Labor Green coalition govts.

Quality of Highways (DIER)

Footpaths availability (LOCAL)

Law upgrades re Presentation/Maintenance of privately owned residential Lots.....ENCOURAGE PRIDE IN THE AREA...Clean up Port Huon give it the recognition it deserves

Government to Employ qualified progressive representatives to guide Local growth viz a viz many uninformed groups with different agendas and unqualified input..Direct all energies to one organisation and lead with professional support

Rationalising and streamlining planning approval processes to improve efficiency, reduce duplication, and focus on the real priorities (not vague 'green-tape' issues).

Improve community engagement: rationalise the number of community groups but make their engagement more meaningful & effective - give them real involvement in issues to encourage their responsibility and inclusion of the broader community.

Infrastructure efficiency: increase bus frequency and reduce travel time, improve arterial road efficiency (eg. passing opportunities between Huonville & Dover, Southwood heavy truck carting via direct route down Huon River to Huonville-Hobart).

Reduce 'urban sprawl' and 'lifestyler-spread' that lowers efficiency of services, by implementing planning and maintenance policy to encourage self-sufficiency on more isolated properties, and offering better services to in-towners.

Use low-income periods to target core and strategic priorities with on-ground productivity benefits: weed eradication, infrastructure construction, policy changes.

Overcome challenges to improve community recreation: get pathways built between Port Huon & Geeveston along the old tramline, update playgrounds to meet local childrens' needs (all age groups), promote pool accessibility (eg. GeCo bus to swim classes from Geeveston? open in summer holidays? health carers locally promoting service?)

Keep the family events (fun days, billycarts) going to draw the community out together.

First and foremost, both forms of governments should listen to the majority and not minority groups when community issues / developments / changes are made.

The state and local governments should ensure infrastructure is suitable for residents, visitors and tourists. Rather than closing roads, roads should be improved to allow access for all and not for a selected privileged few.

Stop the over development already seen in Port Huon and in Geeveston.

Land blocks are being split in tiny lots. This area is not the



CBD, this is a rural lifestyle.

Council should not be allowing boundary exceptions to fit houses on these tiny blocks.

Leave Port Huon & Geeveston as rural and not suburbia.

Without the need to spend millions on building additional lanes for overtaking, simple council measures of cutting back trees would provide a better line of sight for overtaking.

The state government can then return the previous overtaking lanes on the highway and the council can re-open Palmers Road for residents, visitors and tourists.

Would like to acknowledge the Council for The Geeveston Medical Centre. This is a professional outfit and something the area needed. The staff are wonderful and always catering for any emergency. This is a fantastic service for the Geeveston / Port Huon area.

Investing in forestry. The future of the forestry industry is uncertain at the moment, and I understand this is causing a large amount of stress among the community, as a lot of residents are employed within the forest industry.

There also needs to be a greater influence on getting teenagers to embrace community life, and not have children whilst still at high school. They need to be provided with opportunities for employment within the region, as well as being encouraged to return to the workforce instead of staying on Centrelink benefits.

Support local forestry, aquaculture and more teenage amenities, which means that employment would pick up, youth would stay instead of going interstate and people's morals would be higher. Local industries encourage higher esteem for everybody around.

NBN access for improved health, employment and educational opportunities.

Protect the forests, don't chop them down - otherwise we will lose the most important asset, our natural environment. But I think Te Ann is a good business for the area as timber veneer is an economical use of a scarce resource. Maybe use sustainable timber resources longer term. But pulp mills and the paper industry are a move in the wrong direction.

Produce more of our own food - support small food producers even more - and why can't we buy fresh salmon in the areas where it is produced? Why isn't there a "Salmon Info Centre" where locals and visitors can buy & learn and producers can educate the public on how they are trying to overcome some of the problems.

More support for the Arts in the area - visual, music.

Re Jobs: It is not the government's job to create jobs but they could stimulate the business environment. There are a lot of small businesses and work-from-home businesses in the area - how about an incubation/training centre for smart businesses of the future....

eg a High-tech training and business center but let private industry run it.

eg an eco training and business centre but let private industry run it.

eg agriculture & forestry training to ensure state-of-the-art



practices are passed down and that these industries remain highly valued.

Right now Geeveston offers little and has no purpose. The traditional forestry work in the area has been undermined and there's been no effort to find a new purpose point for the town. The problem arises just as much from government inaction as resistance to change by locals. Little will change in Geeveston in the next 5 years but perhaps in the 5 years after it may begin to find new life as a commuter town. Providing good coworking facilities might accelerate that time frame.

Both residents and people from other areas view Geeveston very negatively. The town needs to have a focal point that will create a really positive experience for everyone. My suggestion would be to create the biggest/best adventure playground in Tasmania. None of that plastic junk. All made out of local timber by locals and maintained by locals.

The cost of electricity and water supply to the region is our main concern. The relentless privatisation of these services means that control of pricing is lost in a quick grab for money to solve immediate problems. The future looks very bleak, to us, in these areas. If this sounds like an ominous warning of possible major problems in the future, it is meant to.

On a lighter note, the Port Huon boardwalk proposal is an excellent idea. The Huon Highway is undeniably unsafe for pedestrians and cyclists in this area. The boardwalk would solve this. To us, tourism is the blindingly obvious way forward. more interesting things for families to do

- creating family bonding and social connectivity
- more cultural programs, like the visit of the Gyuto Monks
- maybe some technological programs such as a robot show or laser shows
- hosting a dinosaur exhibition or something similar to bring people to the area and allow locals to feel proud of the area by hosting such an event

Create and promote further tourist venues which will in turn create employment.

Raise the profile of the area as a place to visit, to work and to live.

Increase and promote educational and health facilities. Develop more educational opportunities, especially in manual skills other than those that are required by the forestry industry. A greater effort must be made for parents of children of all ages to be encouraged to i) improve their own standard of education, possibly through home study, especially in basic literacy, and ii) to encourage their own children to aspire to an educational level of at least tertiary qualification standard (Year 12). To many students drop out as soon as they can and have nowhere open to them from which they can derive a living. The whole community should make a greater effort to eliminate the gaping cultural and social divide between valley "old family" and valley "blow-ins". This can only be achieved by the two communities getting together in as many ways as possible. This is a valley-wide challenge, not just one confined to Geeveston/Port Huon. In this respect, the council is a divisive element.

A HUGE problem with illegal trail bike riding on private



plantations and obvious practical difficulties in policing the environmental noise laws and catching those trail bike riders who destroy fences, fire tracks etc on other people's property. It's unrealistic to expect the police to act as the problems occur mostly when the Geeveston police officer is off duty and trail bike riders cannot be identified anyway. The Tas Police solution is to ring Police HQ and they'll send someone down from Hobart - which is pointless. The response by the HV Council was disappointing - they offered to put a media release in the Huon News!

The trail bike problem doesn't have any easy solutions. I guess in the end it might mean trail bike riders may have to register their bikes as recreational vehicles or something similar - at least that way they can be identified when they break the law and destroy the peace. Some signage in strategic places might help -especially if the signage can redirect the trail bike riders to where they can ride legally.

It may even be helpful if the HV Council reminded absentee landowners (such as plantation owners) that they still have some responsibility re any noise from their property and to encourage them to take such action as they can to prevent the problem. Again, signage would help, as would some gates to prevent entry onto their property by trail bikes and 4wds.

Those of us who live near or next door to plantations are at our wits end about the noise, which typically goes on for hours, and the damage.

Try and attract secondary industries to the district, given we have a good port facility, roads are fair, there is plenty of room for an industry to expand, and more importantly broad based employment is necessary for the survival of this district.

boost tourism which will help tourist related small buisnesses

support parks wildlife and natural assets of the region

support local township development

build on and further develop health services...eg geeveston medical centre...provide weekend access to doctors and chemist.

attract broader range of comercial shops and services so locals do not take their dollars to kingston or hobart.

reduce the costs involved to sell a small amount of land to a neighbour,,boudary adjustment,say less than 5 acres so that farmers can stay longer on their land as they age and become asset rich but money poor.the land continues its use as land only not for building on ,but is taken on by some one with the energy to use the land at the sametime giving its ageing owner less resposability and cash when they need it.This would help keep long standing residents and their wisdom in the community instead of forcing them to sell up and leave.

Support local business by providing better facilities for residents and tourists eg more public toilets in park areas. Provide more kerbside seating. Better tourist information.eg information board on entering town on business, medical centres and attractions. Provide better recreational facilities for both young and old. eg tennis court,out door asphalt basketball/ netball court, new



skateboard facility (old one has concrete cancer) in Heritage Park. These would be more useful close to the centre of town. Put a sign at Scott's Rd corner promoting Geeveston township so it doesn't get bypassed. Most GPS bypass Geeveston on the route south. Improve local roads by creating small overtaking areas (not elaborate multi million \$ fiascos). Line mark roads correctly, making sure the lines don't have double lines where it is obviously safe and broken lines where it is patently unsafe. From Port Huon to Franklin, particularly from Heriots Point north, the markings are totally inappropriate.

Council should stop being obstructionist and work with people and business to find solutions appropriate to serve the areas needs. Councillors need to get their act together. Their personal opinions aren't always cohesive and definitely confusing to locals trying to be enterprising.

Not anything within the abilities or remit of either local or state - it is too late to return Geeveston to being a timber town proud of its history! The damage has been done by State govt MPs who are actually supposed to reflect what this area needs and their pinky-green fellow-travellers. There are too many incomers now who are wanting to come here and CHANGE everything to what they are used to, and they are not listening to the knowledge of those here for generations - they 'love' the Valley but don't do their homework first. And yes, I am an incomer - but came in with eyes and mind wide open.

So PLEASE:

1. Don't be over-impressed with what you are urged to change - there maybe a hidden political or personal agenda.
2. Stop asking 'consultants' to come in and talk at us - they don't understand us. We are COUNTRY, not city, but you always send people with no small-country-town living experience (and I don't mean big successful farm estate living.)
3. Please try to get the Bus company to improve the timetable - perhaps use smaller buses for the Geeveston etc runs?
4. Give us back our Forestry - not just to look at, but to work in. Otherwise, at least triple the number of PAID firemen to stop the forest fires that will eventually threaten our towns. Not all locals want to be in risky "boutique/niche" jobs or working indoors. This is an OUTdoor community as far as work goes.
5. For goodness sake, provide PASSING areas on the highway from Geeveston to Huonville, in particular - i.e. push the State or Feds for proper passing lanes, not just one.
6. REOPEN PALMERS Rd, and restore the 100kph speed limit on the highway! The NIMBY attitude there was overwhelming. That is NOT a private road, but is treated as one.

Protect the environment

Education

High speed Internet

Encourage innovation/business innovation

Improve tourist facilities

Improve roads

Encourage the Arts

High speed internet is needed - particularly in Port Huon region. Geeveston has the mobile tower which helps, but internet reception is practically non-existent in Port Huon.

IGA available in Geeveston, but no grocer or market available in



Port Huon (though expected this when moving to country area).

Employment opportunities are few and far between in the region - really only tourism and fisheries now that Forestry has been damaged.

Need to introduce long-term employment opportunities in areas other than farming/tourism/seasonal/forestry. For example, academic opportunities, research, medical, education etc.

There are high levels of literacy problems in the region amongst both children and adults which needs to be addressed. Without literacy, employment will always be limited. I noticed there is no LINC or Centrelink in Geeveston - these services seem to be taken up by the Geeveston Community Centre (GECO) which, whilst a great service run by volunteers, is not sufficient for the need.

Development wise, subdivisions of land - particularly in the Glendeive area - has been prevented by council, which restricts possible housing growth, and is forcing older residents off their land (have to move as they age, rather than being able to sell off some of their land). Allowing subdivision of large farming land would enable people to stay in their region, more housing to be developed, and the development of more employment opportunities. Perhaps some of this land could be used to build a market area, medical services, community services, research department etc. With such development would of course need to be increase in infrastructure such as increased public transport from Dover to Geeveston etc.

Cultural opportunities are important to attract visitors and to boost economic resources

Identify artists in the local community and highlight ways to bring their work to the attention of the public. Maximise festivals around boat building and tasmanian wood art and craft or local music would be a great way to put such a beautiful place as the Huon Valley on the map for mainland visitors.

Artist residencies that showcase the landscape and people of the Huon would be a good investment to create new media opportunities to promote the region.

Textile Artists could have a forum which incorporates Aboriginal artists and ways of making art and textiles.

The roads through Castle Forbes and south of Geeveston are pretty poor - it would be nice to see the lines remarked and new cats-eyes and reflectors put in place as you can barely see the road coming home at night.

We have a dog exercise area in Port Huon, but it barely gets used as there is no fencing and its right next to the highway, which is obviously a dangerous mix! There are a lot of people in the area with dogs who would like to see a fenced area we can have them exercise in.

Port Huon and Geeveston front a wonderful river and the Port Huon park in particular is beautiful. It would be great to see some tourist ventures open up here like kayaking... That would also bring more people to the region and hopefully open up more areas of employment in a promising sector. As it is, many people come for Geeveston's tree top walk and then find nothing else to do.



Finding work in the region is the biggest difficulty, so any new ventures this way, particularly in sustainable tourism activities would be a bonus!

Finally, public transport is an issue as the bus only comes every few hours and is rather expensive!

Lack of doctors and dentists.

Roads need maintaining.

Some forest unlocking to allow the timber industry to continue

Sporting activities for young children, aside from Auskick. Utilize the sports centre more, offering creche hours for mums participating. Footpaths!!!

Small business support - encourage shop locally.

Families need to stay in area to support schools.

Public transport very limited.

More shops, supermarkets, clothing, restaurants, schools to create jobs!!

Adult education - courses that would help get jobs in the area!

- Tourism and associated facilities

- Employment

- Roadworks and infrastructure access

How about the bridge we should have had 30 years ago connecting the Port Huon/Franklin and Cygnet areas?

Council should start looking at the benefits it would have for the valley in \$ terms

Health

Education

Improve local council - it is corrupt

Improve services; Elect, phone, TV etc

Improve transport and road

I would like to see that our own children have a job and stay in this region. More help for local business, more things for the kids to do, health and schooling.

Work with forestry to find a more sustainable way to harvest wood - without blanket destroying the environment.

I believe there is a place for forestry and work opportunity's but it can be managed better

Service facilities

Service and rec opportunities

Employment opportunities

Community and family support and education and early intervention education and support.

Employment - employment creates opportunities and communities

Reduce dole bludgeing schemes

red tape - encourage investors, not deter them

Government should improve health services to the area and ensure there are greater opportunities for entertainment and cultural events. There also needs to be more initiative for the youth in the region

education!

Many parents are illiterate - closing schools will perpetuate this!

Appeal!

We need to make our area more attractive and on a level playing field with, say, Franklin.



Attitude!

We need to boost the morale of the residents. Instead of holding forums and asking feedback on big decisions, then IGNORING the locals - LISTEN to them

Respect

Respect our people and our area - we are valuable assets.

- Better infrastructure
- Clean tap water
- Undercover play areas for children to use during wet weather
- Walking tracks/better footpaths

More public housing

A youth centre for young ones to meet up and do activities with

A social worker on hand to help with their problems

More for young families, sports etc.
Keep forestry as a working industry.
creating jobs so people don't move away

School staying open

Forestry industry jobs being lost

more support for small business

Better road conditions

Improve regional schools

The focus of resources and planning is centered on Huonville with little regard for this region by local government. A prominent 'can't do' attitude within local government when it comes to developing the resources within the Geeveston/Port Huon region.

Education

Roads

Jobs

Health

Schooling

Employment

Aged Care

Lack of local emergency medical treatment

Local employment opportunity's

Foster young families

Local development

Low cost housing for our low income earners

Somehow generate jobs (either permanent or casual) by encouraging businesses to move into area (maybe with a grant support)

More police to rid the area of unlicensed drivers and 'hoons'

Ideally have ambulance available to support the area (even if the ambulance isn't fully kitted out)

So many over weight people here, more pavements to safely walk alone, with a stroller or a walking frame.

Look after the ederly and the pensioners

Try to get more work for the leavers.

Employment

Government schooling

Working industries

*provide work to local tradespeople, rather than mainland groups



coming in so our tradies have work opportunities otherwise they will go interstate.

Employment opportunities

Sporting opportunities

Infrastructure - walkways (Geeveston to regatta point)

Improvement of public amenities - eg paper dispensers and hand dryers in toilets

Clear signage of what to do in and around the district

Continued support (physical and financial where possible) to existing community groups and activities

Employment opportunities without major impacts to the natural environment

Education - specifically year 11 and 12

Availability of training and education for people to be able to change careers

Public transport - too expensive to be an affordable option for commuting to Hobart for work

cost of housing (to buy, rent and for utility expenses)

Over the next five years depends on what happens with forest industry's vs tourist trade

* hopefully improve as it can't get worse???

Maintain and improve overnight/multiday walks in the region

Support small scale renewable/sustainable logging practices

Promote local artisans/crafts people

Improve high school updated p[rograms to encourage kids to stay until year 12

Improve infrastructure roads, street lighting on highway in dangerous areas

RESTORING FORESTRY TASMANIA

Employment opportunities

New branding

Youth education/recreation/therapeutic opportunities

More work would be great

Course be available in the area

Cheap child care before or after school

Cheaper sport centre

rebuild populated area of Arve road and continue to the Arve road of Bradie st

Jobs, infrastructure, infrastructure.

Roads, camping facilities, children's education

Keeping businesses that are already here open and working, not shutting down or moving.

Sporting opportunities

Local government - support local businesses to do jobs locally not outside contractors and businesses. Big companies can always do jobs cheaper than small business so local's should take this into



consideration and talk to small businesses
Provide incentives for new industry
Need clean waters
Need education for year 11 and 12
Set up government industries to provide employment
Local govt over spending
Sort out the differences between those for and against forest industries. Find sustainable solutions
Encourage new ideas for employment, improvements to district
Improve and maintain existing facilities because the district might seem small in population but there is a lot on offer here - community input, social groups, individuals and families believing in district potential and values. Encourage employment and recreation on our water, river and sea esp. to younger people.
Support best practices for sustainability and environmental protection in industry, housing, transport etc.
Improve water quality, encourage solar power use, improve internet speed.
Maintain current medical facilities and add to as necessary (inc/esp multicultural centre, Dover)

Roads
Tracks

As a senior health is becoming a big issue eg when I came home alone after a knee replacement I could only access home help for only 1 hour a fortnight (I was on two crutches)
Visits to doctors and health professionals I need a competent driver and petrol costs are prohibitive.
Help for garden maintenance and home almost impossible to obtain at a reasonable cost.
Insurance, rates, power too costly
Creating jobs in all areas including forestry

Schools - Better schooling in the Huon valley - don't shut down southern schools make them better.

Work - non forestry jobs, we need some sort of job structure that forestry workers can fall back on, train them if different jobs. Forestry workers need to know that there is other work out there for them and the government is there to help them get there, as it is really the government why they don't have jobs

health - ie. emergency hospital

Youth employment
Bus service
Cheap tourist accommodation
Encourage tourism to the area
Support local community groups with financial assistance to promote local projects

Promote Huon valley on the mainland

Support local businesses
MUST BE POSITIVE IN ALL THINGS

forget negative it only brings people down
Work together - we are too small a group of people to make it work on our own
Encourage a major tourist development

Stop hindering any developments with so many rules and regulations
Transport options
Cultural events
Help local businesses stay a float in winter (cheaper



rates/utilities)

Relaxing of planning approvals/codes to be more streamlined and sensible

Forest industry - support

Employment opportunities

implement a comprehensive structured road improvement scheme to allow 'safe' overtaking of heavy and slow moving traffic.

The annexation of palmers road was an anti-social move that has removed a safe means of over taking when traveling from Geeveston in a northerly direction. I hope that residents relying on Plamers road for access do NOT expect other HVC ratepayers to fund the upkeep of what was from formally a public thoroughfare

Training opportunities for youth and adults in need

Inspiring role models in community to work with youth

equal opportunities for employment for new residents

Draw cards to the area (conference centre, training, TAFE)

more infrastructure to create jobs in the region for young and old

Trian centre for job opportunities

EMPLOYMENT!!!!

recreational facilities for residents WITHIN the town, being walking distance - not having to drive to port Huon to playgrounds and sporting facilities

Alot of attention has gone to triabunna. You need to think about our southern region and the effects already on the forestry decline has had on the town

Increased secondary schooling in the huon valley. We NEED a secondary school for our children to succeed in years 11/12 - lower unemployment

Creating more jobs in the area and look after the things we have instead of building new things that we don't need

The play grounds and making them safe, something for children 7+ to do

This is a timber growing area and must be kept so ie. get people back to work

Health

roads

infrastructure

community/recreation

fix up most of the coastal reserves

free or low charge camping areas

need lots more commercial camping

help improve tourist boats/sails ie. paddle boats on the Huon river

PLEASE FIX THE FOOTPATH ACROSS HERITAGE PARK TO SCHOOL - NOTE STILL NOT FIXED AFTER # YRS COMPLAINING

public transport

Support services - mental health, early childhood

emergency support

food and housing

job opportunities, and small business developement

culture - sense of place/celebrations

Need regional hospital down here

Forestry decisions - we NEED forestay, they improve so much, put



work and money into area - keep the roads etc

Some foot paths would be handy so the children could ride or walk the scooter to and from home

stop the degradation of the roads and natural environment in the pursuit in the forestry industry

Free access to national parks and their walks for rate payers of the area, so that those on low incomes can use these areas that are already owned by the people

Employment opportunities

Local amenities/roads, tourist information, cafes and restaurants needs more financial input, more adult education in local region, not hobart

review town and country planning

less red tape and regulation from council

restart forestry

more consideration to rural landowners for relocation and diversity employment

support for small businesses

more job opportunity's

better tourist accommodation

better roads

cheaper petrol

birth control in John st!

support;

forest industry

local schools

local business

we need forward thinking representation. We need pro-active action to strengthen the resilience of this area, taking into account the high probability of increasing economic contraction and energy availability issues.

There are many people in the area who are aware of these issues, we need our elected representatives to help us build a strong, resilient community

listening to residents more; eg people do not want all this money spent on widening the highway they proved that prefer turn out lanes but council did not listen enough.

Sure as heritage PK development council have made their decision and that's it. Also some of your heads of departments are so unapproachable and if it's not done their way they won't listen

roads

employment

present positive attitude

roads

employment opportunity's need to improve

the roads are absolutely atrocious

re-open Palmer's road to shorten travel distance and as an opportunity to bypass slow moving traffic

do not have the 50kw/hr in Franklin 24 hrs/day

I AVOID PATRONIZING any business in port Huon or Franklin as I feel they agitated for these measures

Unit housing for the aged 55+

more than 1 bedroom

increased allied health

fill in long gaps between buses - taxi service

secure education

meeting the needs of an aging population

rebuilding the forestry and wood industries and support local



businesses

encouraging retail competition as far as the supermarket shopping goes and improving opportunities for market gardeners to sell their produce locally.

Improve the standard of the roads

cost of housing

lack of yr 11 and 12 schooling

affordable and quick public transport to hobart

lack of training opportunities

education - why didn't the new edu unit offer 11/12 academic, is it because the south isn't considered smart enough

Roads - get someone competent who knows the traffic down here. The solutions offered work work so far unless the speed limit is increased to 120km/hr on the passing areas as the slow pokes ALWAYS speed up there

Planning and development - stop the Brisbane style developers from turning the area into an extended slumville

build overtaking lanes into the Huon Hwy so people who have distance travel to work can overtake the useless creeping bastards who insist on driving at 20-30km below the speed limit and are too pig ignorant to pull over and allow vehicles to pass. The council has recently done the opposite in decreasing overtaking opportunities eg extended double lines Braeside to Heriots point.

Turning lanes at H.Ville tip

To make it easier for investment in the area to provide much needed jobs

roads

shops

employment

Roads

Lack of decent secondary school, perhaps link one to sacred heart

Huon Hwy

Tourism and retail

Communication with the natives. Presently is awful at all government levels. Locals feel ignored and overwhelmed by government regulation.

Provide cheap housing for low income workers. Utilize Geeveston School for this.

Tidy up the whole area so it presents better from a drive-by.

Close the Geeveston school and allow integration of all levels of education including adults, at Dover and Franklin/Huonville.

Develop state of the art tourism opportunities with the locals based on natural beauty of the area. Do not bring in outsiders who do not understand the local environment.

Talk to the locals and involve them in real life projects they want rather than what HVC says is best for them. Ask rather than tell.

Allow all Huon Valley towns to develop their own presentation and style so visitors have options to stay longer in the area.

Show some courage and actually facilitate a community building project that draws people together and get some runs on the board.



Look at examples in other places and grow trust. None here now.
Not introducing services that you have to pay for when we can do them free of charge eg Recycling

Subsidise small business and fuel costs. Even if/when I get work outside of the valley its hardly worth it because the cost of travel is very expensive.

Upgrade phone lines on private property. Most houses are very old and the cost in updating the phone sockets is ridiculous. So to keep up with the rest of the Nation is impossible when our wages are half. Same with the electrical wiring. Help with these things would be good.

Non seasonal work, non outdoor labour work, with a focus on Administrative, Service positions. There are plenty of seasonal manual labour jobs out there, but that is driving out best and brightest out of town. With orchards so few now and a challenge placed on forestry there needs to be some imagination used. Look at FN QLD as an example. Increase tourism. Get some public attention. If green is the future, go the whole hog.

Also clean up the road kill. It's way behind the times.
Ensuring local folk can afford to live in the area not just people with money from elsewhere.

Manage our forests without ripping them apart and killing off all and sundry including the local businesses.

Ensure the sea environment remains pristine and productive - prevention not cure in aquaculture and animal husbandry.

Sustain and develop true clean green production systems with local organic food with local outlets as well as export opportunities.

Maintain sustainable transport systems for people and produce including walking, bike and horse tracks.

Value our people not just our economy.

Develop Mt Wellington to Cockle Creek walking track with business opportunities all along the way.

Keep schools relevent and accessable for all our children.

More protection for the environment, with more help for those displaced by the changes, such as forestry workers etc, such as EDUCATION and retraining, mental health support and community opportunities.

The natural environment is one of our biggest and best assets and needs to be protected accordingly, but so too do those who are not skilled in other areas and unable to move on and adjust to the changes. Education has long been neglected in this area, and the consequences for not focusing on education are becoming apparent during this transition. Public transport is a problem, with it costing me less to drive my (albeit small) car into Hobart to university than to catch the bus, which takes almost twice as long to get there!

Education here really needs improvement. The schools do their best, but it must be difficult to sustain enthusiasm for educating people who don't have the family support to value education.

I can't wait for the NBN to be unrolled in the far south, since I



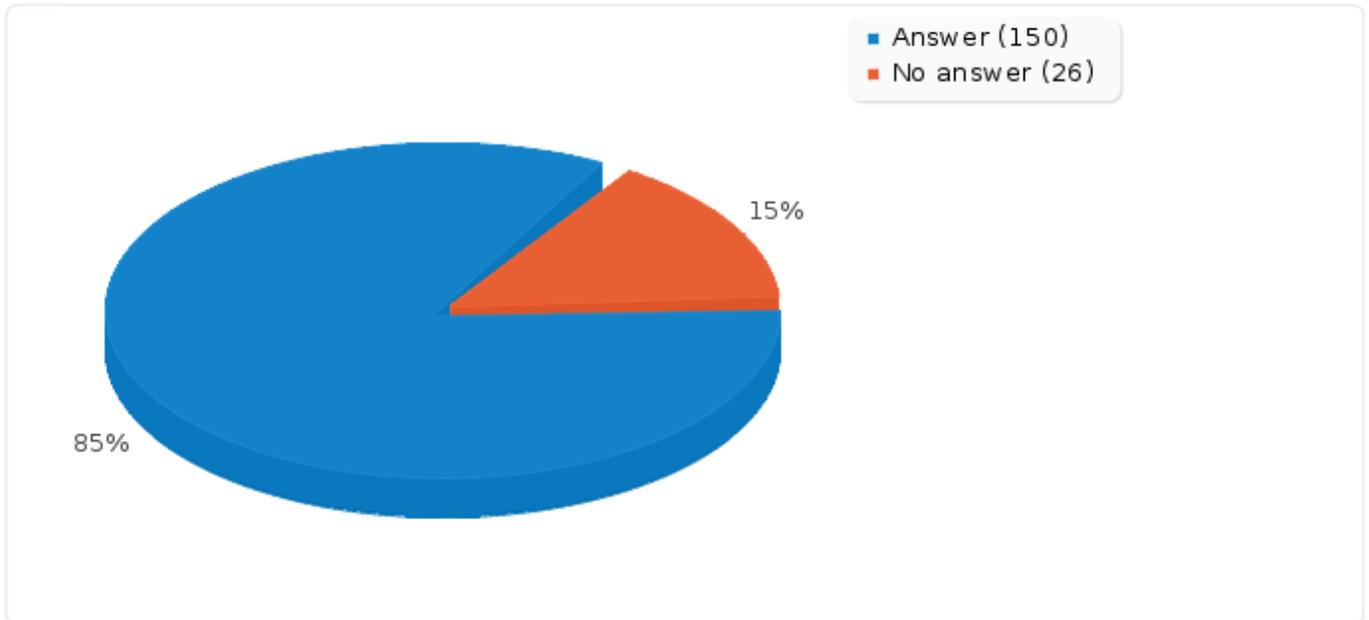
am paying exorbitant prices for satellite broadband which is often slow. I aim to start a business here, but communications are a real problem. I think the government should do all it can to discourage division in the community caused by the necessary changes to our relationship to our natural environment. Tourism seems to be such an untapped resource here, there needs to be some smart and creative thinkers working towards getting the tourists down here, and keeping them here for longer. Quirky and artistic townships (like Cygnet is, and Geeveston is on its way to becoming) will really attract interest and tourist traffic.

transport / accessibility / hospitality



Field summary for 5

What are the most important problems that state and local government should work on to improve life in the Geeveston/Port Huon region?

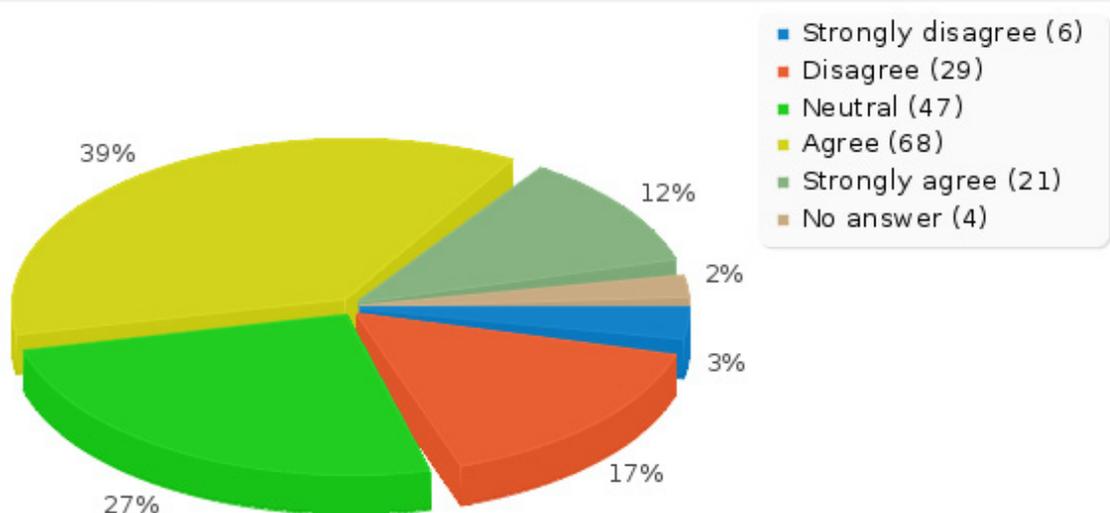




Field summary for 6(1)

How do you feel about these statements...?
[New residents can easily fit in to the community]

Answer	Count	Percentage
Strongly disagree (A1)	6	3.43%
Disagree (A2)	29	16.57%
Neutral (A3)	47	26.86%
Agree (A4)	68	38.86%
Strongly agree (A5)	21	12.00%
No answer	4	2.29%



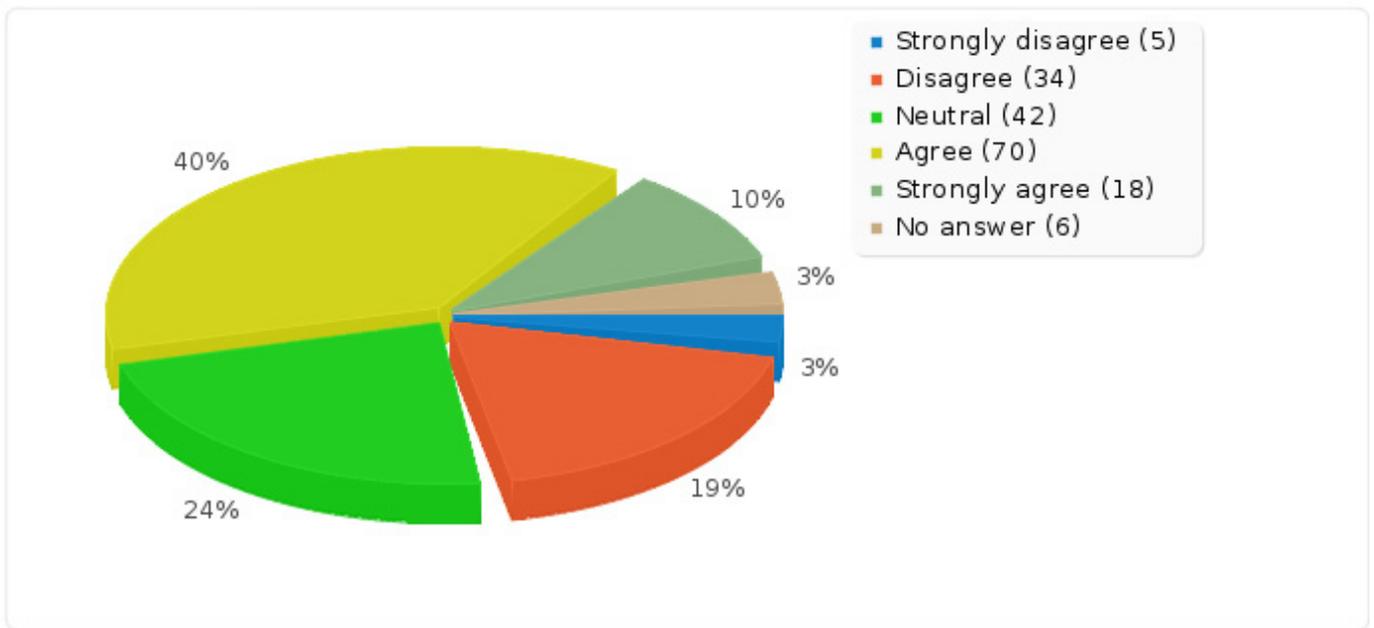


Field summary for 6(2)

How do you feel about these statements...?

[The region is a welcoming, tolerant, and attractive place for people from all sorts of backgrounds]

Answer	Count	Percentage
Strongly disagree (A1)	5	2.86%
Disagree (A2)	34	19.43%
Neutral (A3)	42	24.00%
Agree (A4)	70	40.00%
Strongly agree (A5)	18	10.29%
No answer	6	3.43%

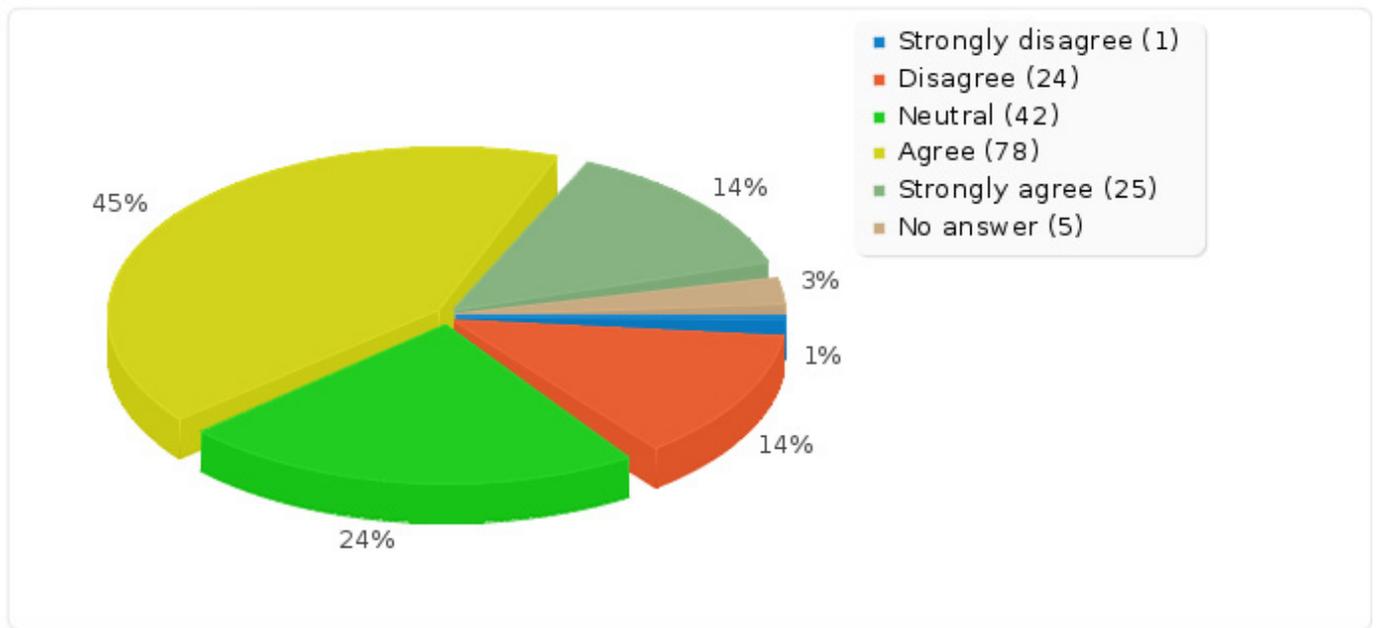




Field summary for 6(3)

How do you feel about these statements...?
[There is a high level of community spirit in the region]

Answer	Count	Percentage
Strongly disagree (A1)	1	0.57%
Disagree (A2)	24	13.71%
Neutral (A3)	42	24.00%
Agree (A4)	78	44.57%
Strongly agree (A5)	25	14.29%
No answer	5	2.86%



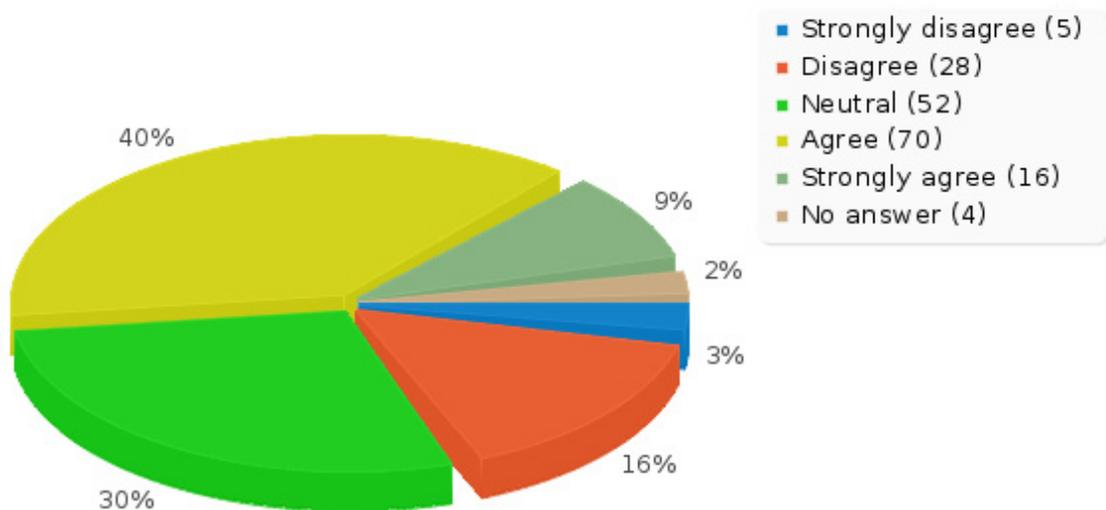


Field summary for 6(4)

How do you feel about these statements...?

[People with different types of jobs and/or income levels frequently interact in the region]

Answer	Count	Percentage
Strongly disagree (A1)	5	2.86%
Disagree (A2)	28	16.00%
Neutral (A3)	52	29.71%
Agree (A4)	70	40.00%
Strongly agree (A5)	16	9.14%
No answer	4	2.29%

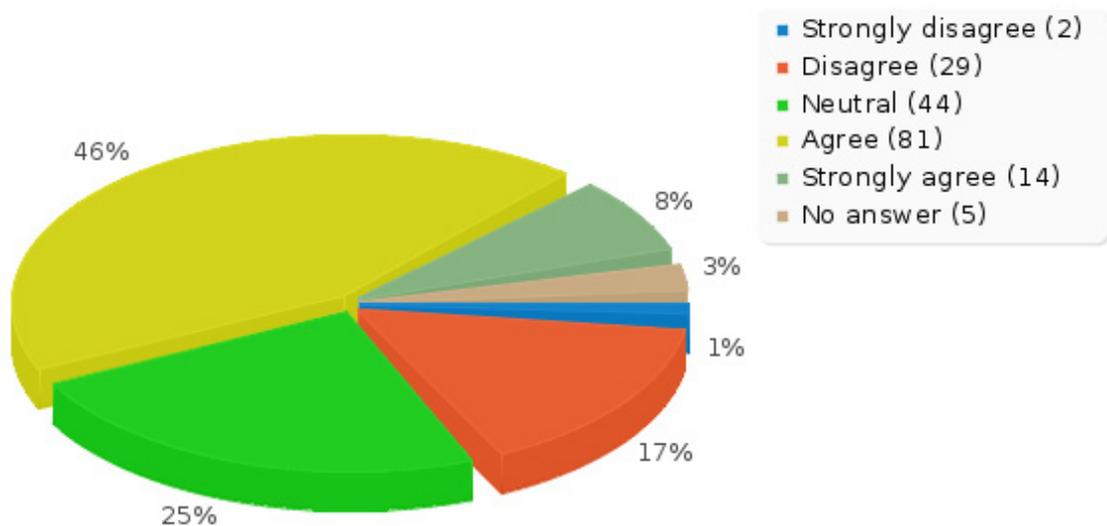




Field summary for 6(5)

How do you feel about these statements...?
[People are generally happy in the region]

Answer	Count	Percentage
Strongly disagree (A1)	2	1.14%
Disagree (A2)	29	16.57%
Neutral (A3)	44	25.14%
Agree (A4)	81	46.29%
Strongly agree (A5)	14	8.00%
No answer	5	2.86%

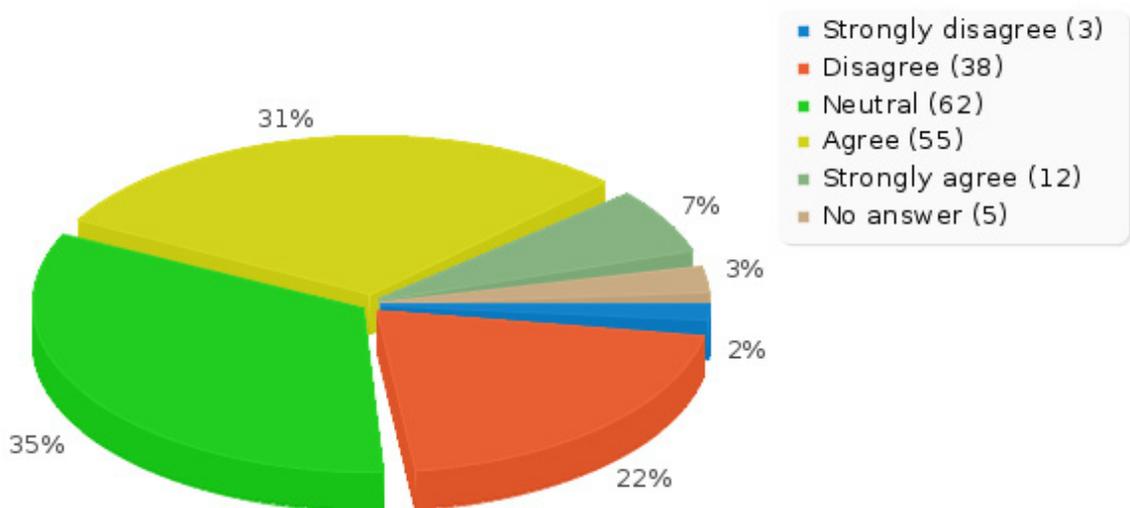




Field summary for 6(6)

How do you feel about these statements...?
[People in the region socialise regularly]

Answer	Count	Percentage
Strongly disagree (A1)	3	1.71%
Disagree (A2)	38	21.71%
Neutral (A3)	62	35.43%
Agree (A4)	55	31.43%
Strongly agree (A5)	12	6.86%
No answer	5	2.86%

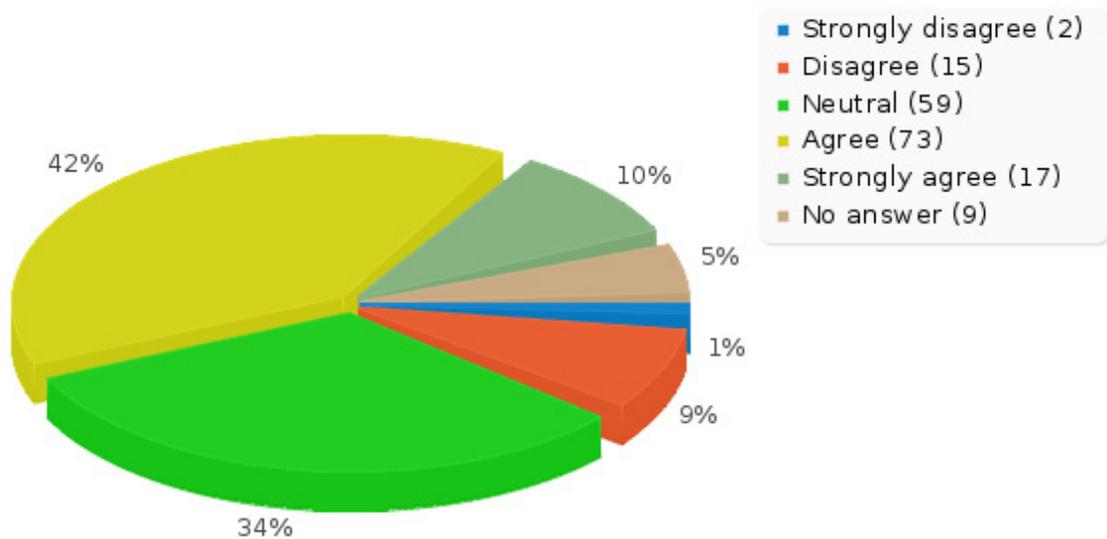




Field summary for 6(7)

How do you feel about these statements...?
[The region has several notable "success stories"]

Answer	Count	Percentage
Strongly disagree (A1)	2	1.14%
Disagree (A2)	15	8.57%
Neutral (A3)	59	33.71%
Agree (A4)	73	41.71%
Strongly agree (A5)	17	9.71%
No answer	9	5.14%



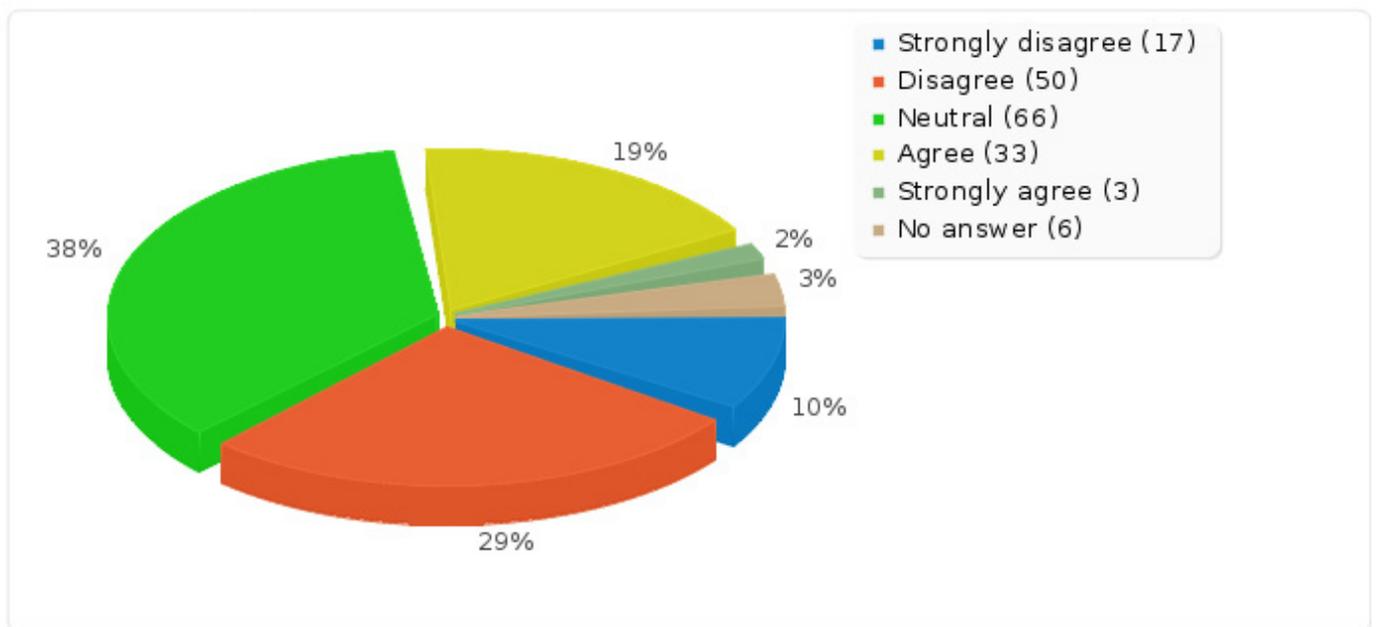


Field summary for 6(8)

How do you feel about these statements...?

[Government works with local businesses and groups to promote community development]

Answer	Count	Percentage
Strongly disagree (A1)	17	9.71%
Disagree (A2)	50	28.57%
Neutral (A3)	66	37.71%
Agree (A4)	33	18.86%
Strongly agree (A5)	3	1.71%
No answer	6	3.43%

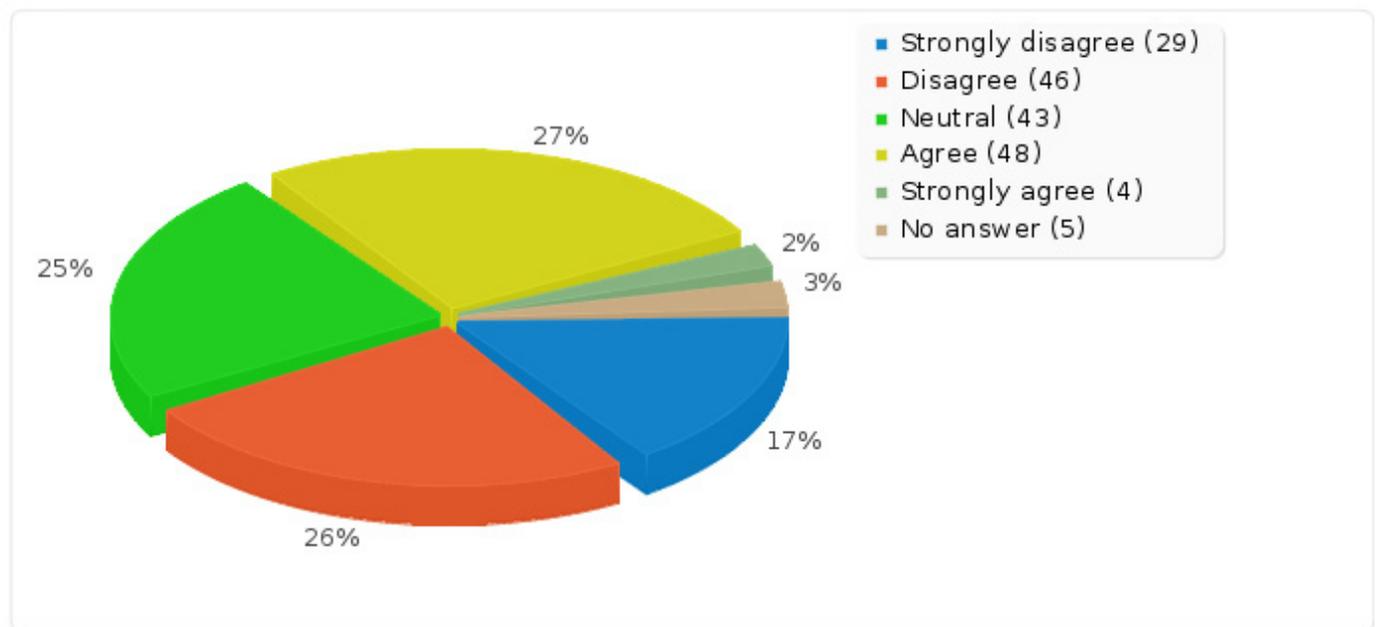




Field summary for 6(9)

How do you feel about these statements...?
[People in the region are willing to embrace change]

Answer	Count	Percentage
Strongly disagree (A1)	29	16.57%
Disagree (A2)	46	26.29%
Neutral (A3)	43	24.57%
Agree (A4)	48	27.43%
Strongly agree (A5)	4	2.29%
No answer	5	2.86%



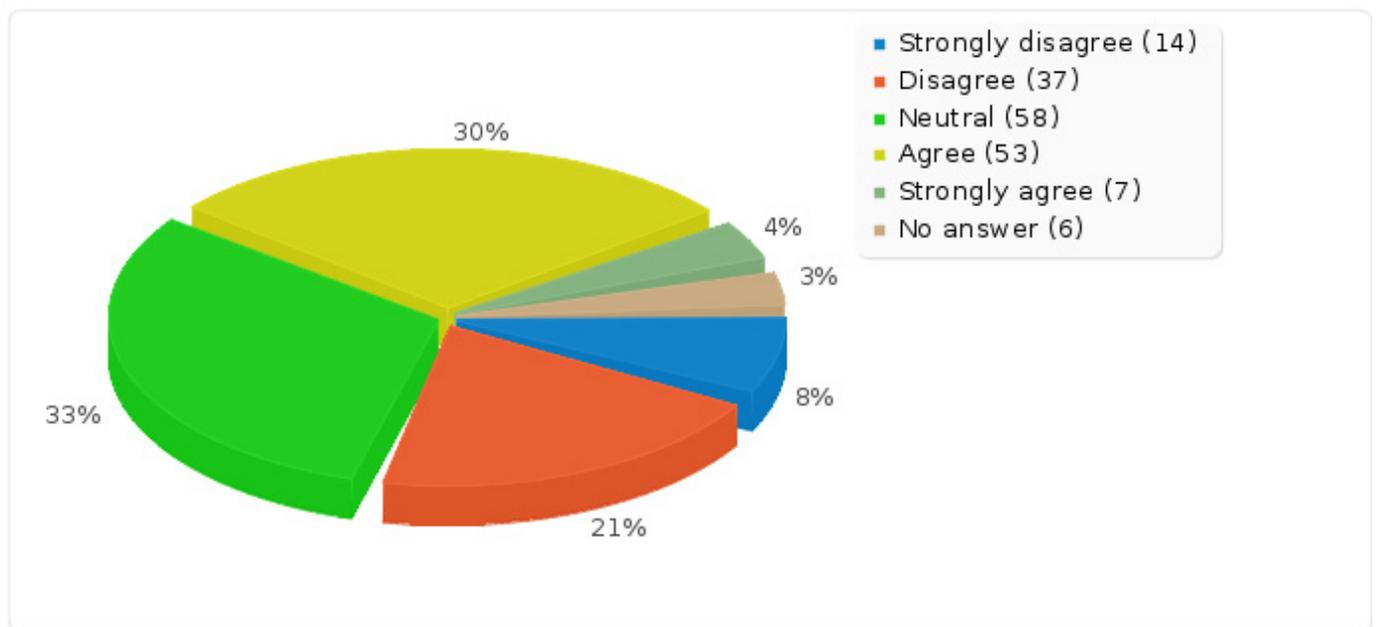


Field summary for 6(10)

How do you feel about these statements...?

[Community leaders look for ways to share information and resources with locals]

Answer	Count	Percentage
Strongly disagree (A1)	14	8.00%
Disagree (A2)	37	21.14%
Neutral (A3)	58	33.14%
Agree (A4)	53	30.29%
Strongly agree (A5)	7	4.00%
No answer	6	3.43%

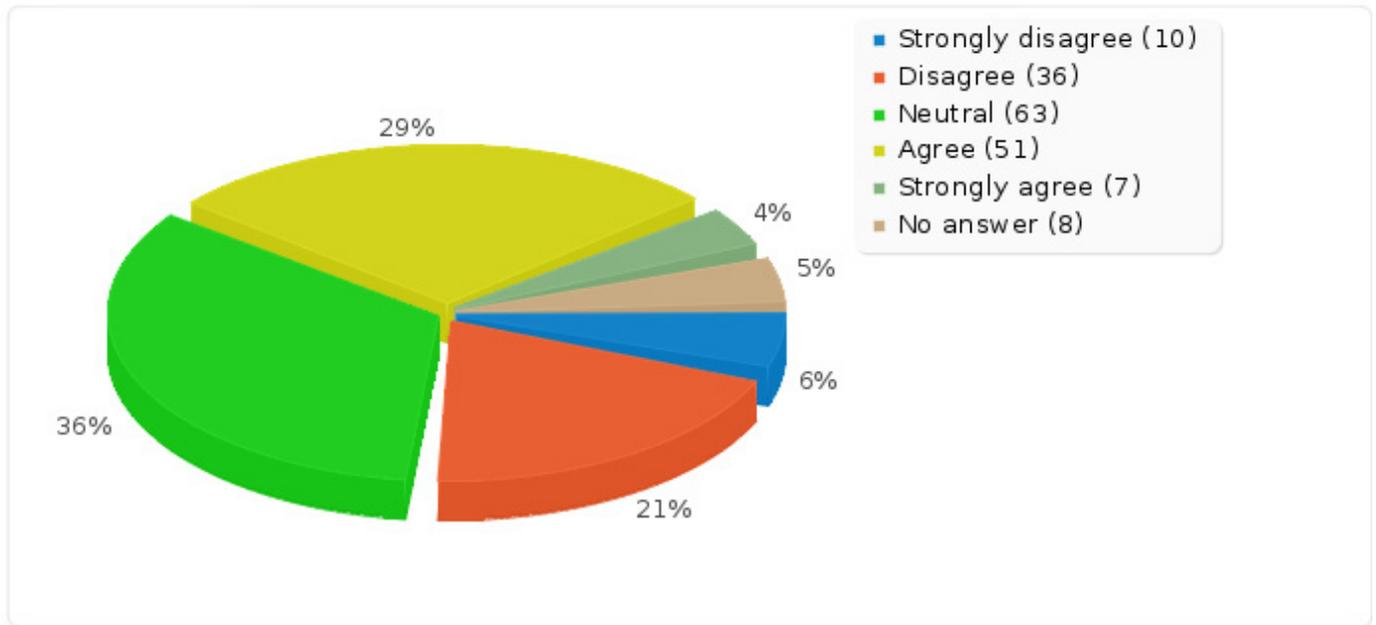




Field summary for 6(11)

How do you feel about these statements...?
[People in the region are politically active]

Answer	Count	Percentage
Strongly disagree (A1)	10	5.71%
Disagree (A2)	36	20.57%
Neutral (A3)	63	36.00%
Agree (A4)	51	29.14%
Strongly agree (A5)	7	4.00%
No answer	8	4.57%

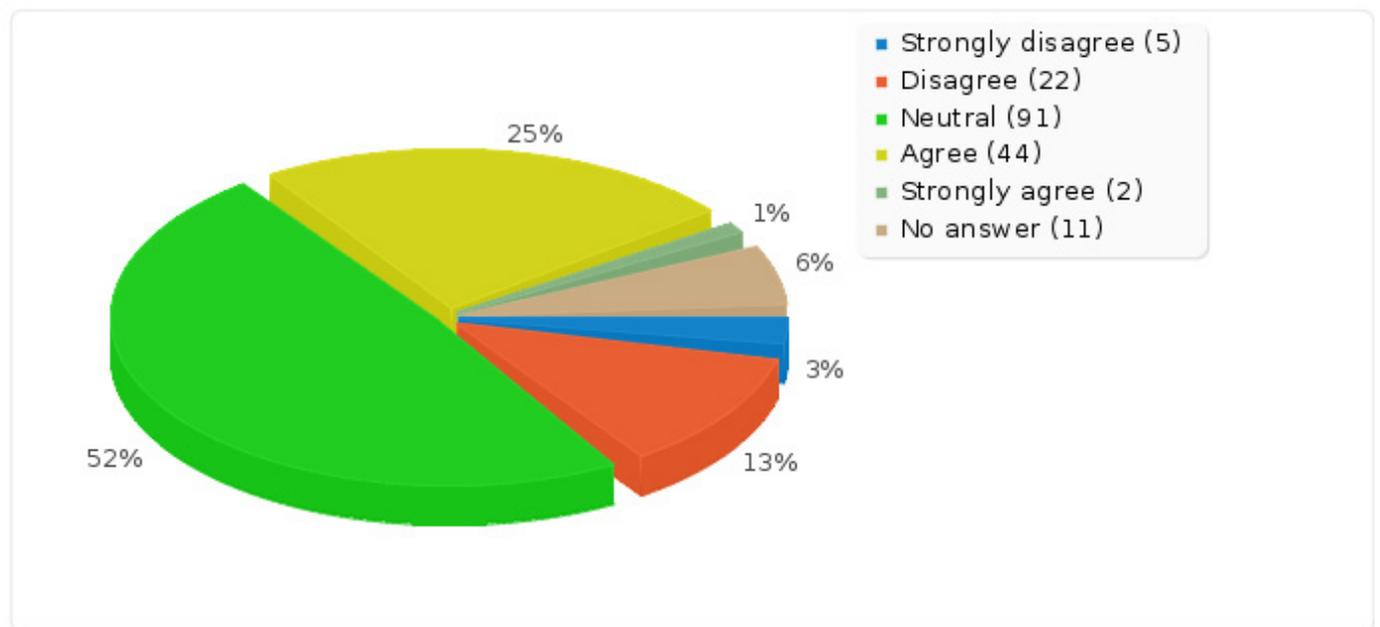




Field summary for 6(12)

How do you feel about these statements...?
[People in the region are active in religious worship]

Answer	Count	Percentage
Strongly disagree (A1)	5	2.86%
Disagree (A2)	22	12.57%
Neutral (A3)	91	52.00%
Agree (A4)	44	25.14%
Strongly agree (A5)	2	1.14%
No answer	11	6.29%



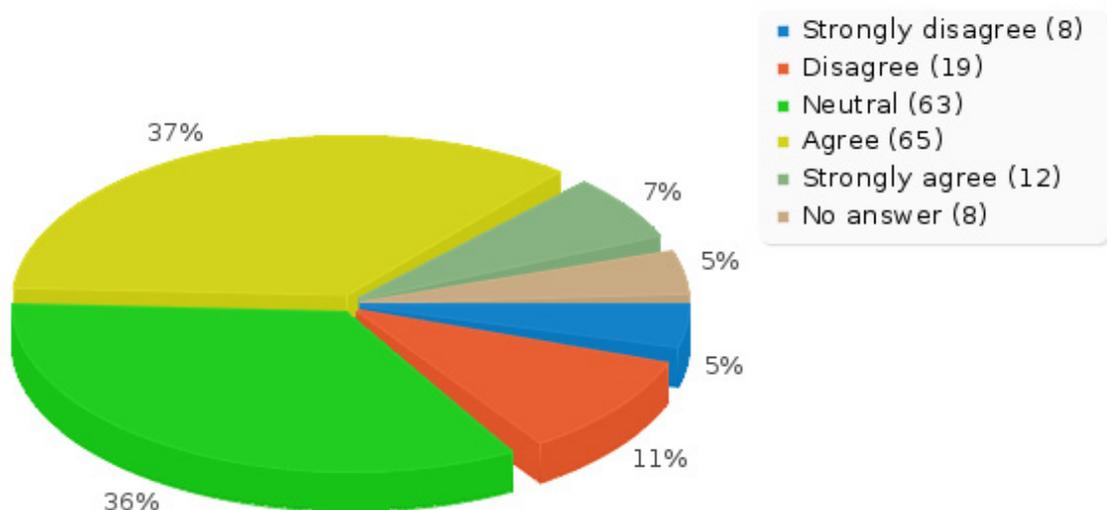


Field summary for 6(13)

How do you feel about these statements...?

[Successful business people in the region give back to the community]

Answer	Count	Percentage
Strongly disagree (A1)	8	4.57%
Disagree (A2)	19	10.86%
Neutral (A3)	63	36.00%
Agree (A4)	65	37.14%
Strongly agree (A5)	12	6.86%
No answer	8	4.57%



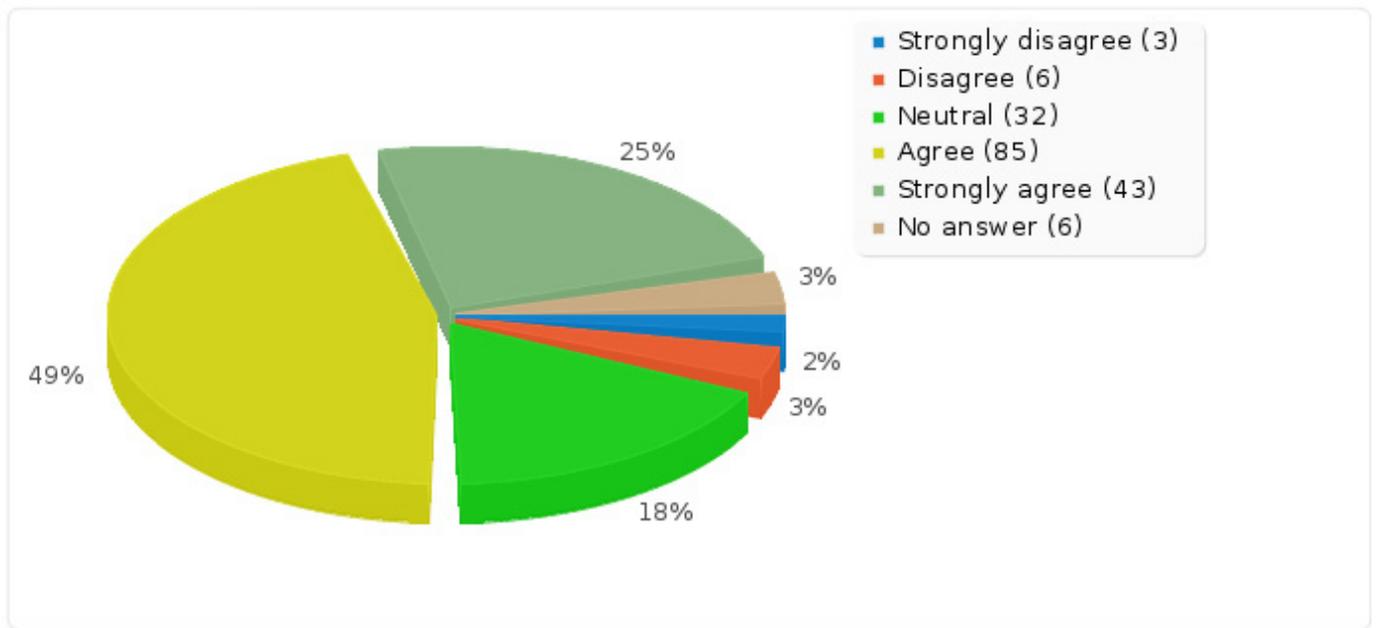


Field summary for 6(14)

How do you feel about these statements...?

[The people in the region would mobilise quickly and effectively in the face of a crisis]

Answer	Count	Percentage
Strongly disagree (A1)	3	1.71%
Disagree (A2)	6	3.43%
Neutral (A3)	32	18.29%
Agree (A4)	85	48.57%
Strongly agree (A5)	43	24.57%
No answer	6	3.43%

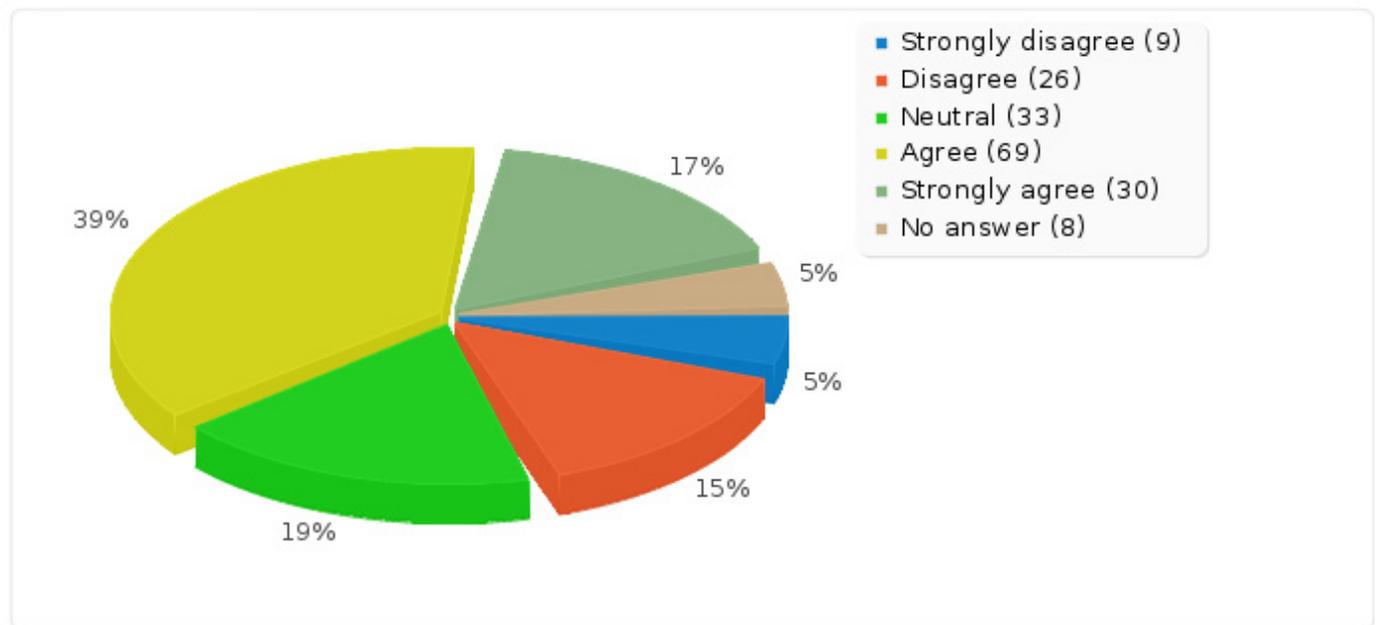




Field summary for 6(15)

How do you feel about these statements...?
[Outsiders do not understand the issues facing our region]

Answer	Count	Percentage
Strongly disagree (A1)	9	5.14%
Disagree (A2)	26	14.86%
Neutral (A3)	33	18.86%
Agree (A4)	69	39.43%
Strongly agree (A5)	30	17.14%
No answer	8	4.57%



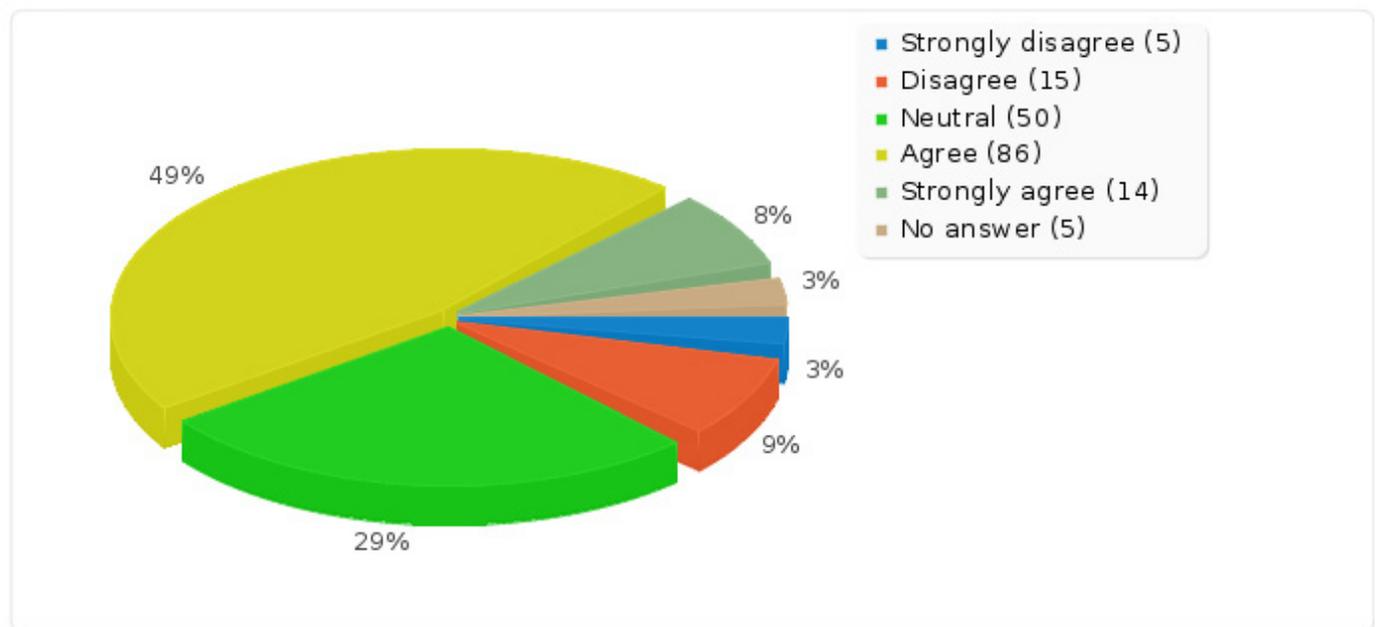


Field summary for 6(16)

How do you feel about these statements...?

[Regional residents actively participate in community organisations and projects]

Answer	Count	Percentage
Strongly disagree (A1)	5	2.86%
Disagree (A2)	15	8.57%
Neutral (A3)	50	28.57%
Agree (A4)	86	49.14%
Strongly agree (A5)	14	8.00%
No answer	5	2.86%

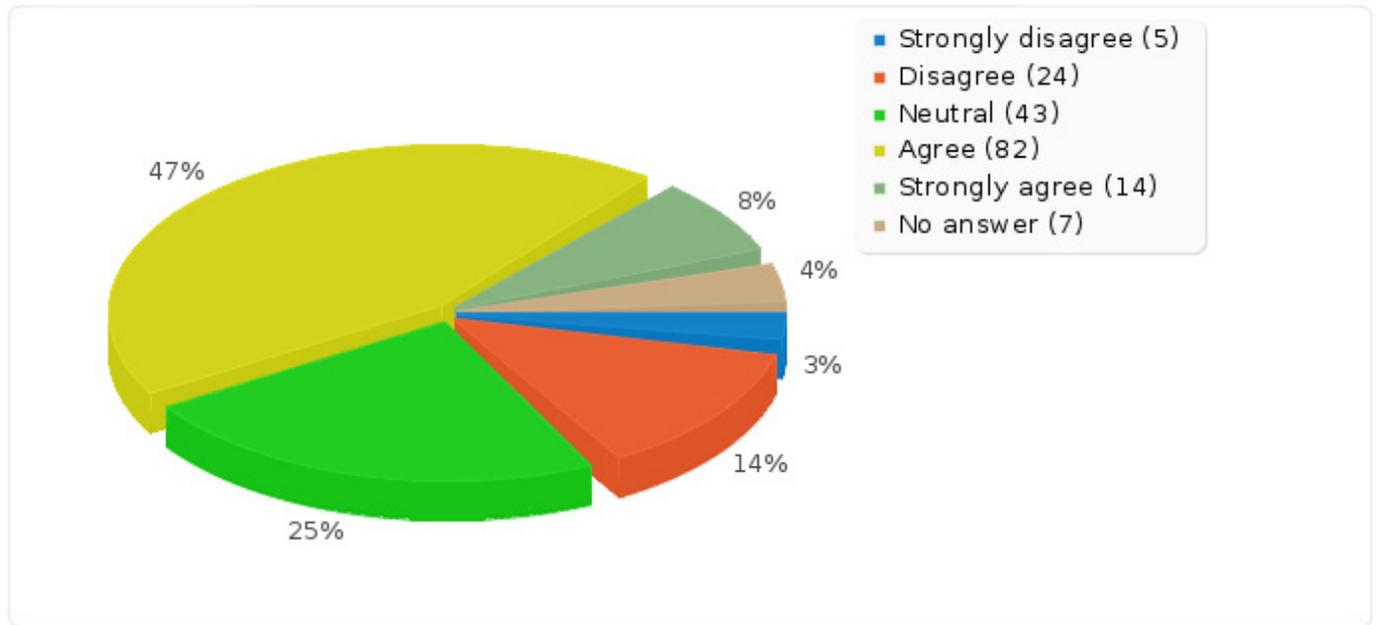




Field summary for 6(17)

How do you feel about these statements...?
[People in the region generally trust each other]

Answer	Count	Percentage
Strongly disagree (A1)	5	2.86%
Disagree (A2)	24	13.71%
Neutral (A3)	43	24.57%
Agree (A4)	82	46.86%
Strongly agree (A5)	14	8.00%
No answer	7	4.00%



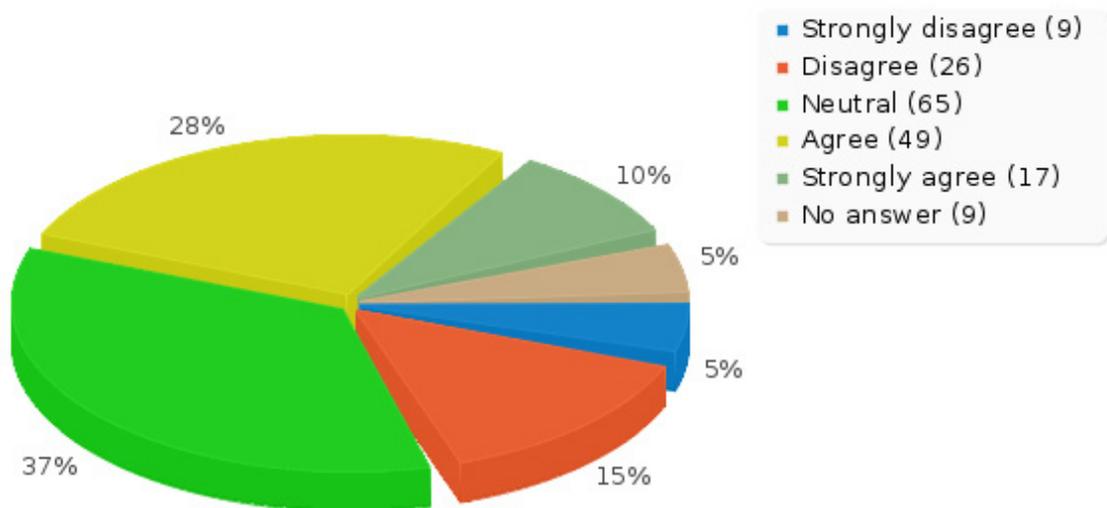


Field summary for 6(18)

How do you feel about these statements...?

[Businesses in the region are willing to assist local firms and residents
'doing it tough']

Answer	Count	Percentage
Strongly disagree (A1)	9	5.14%
Disagree (A2)	26	14.86%
Neutral (A3)	65	37.14%
Agree (A4)	49	28.00%
Strongly agree (A5)	17	9.71%
No answer	9	5.14%

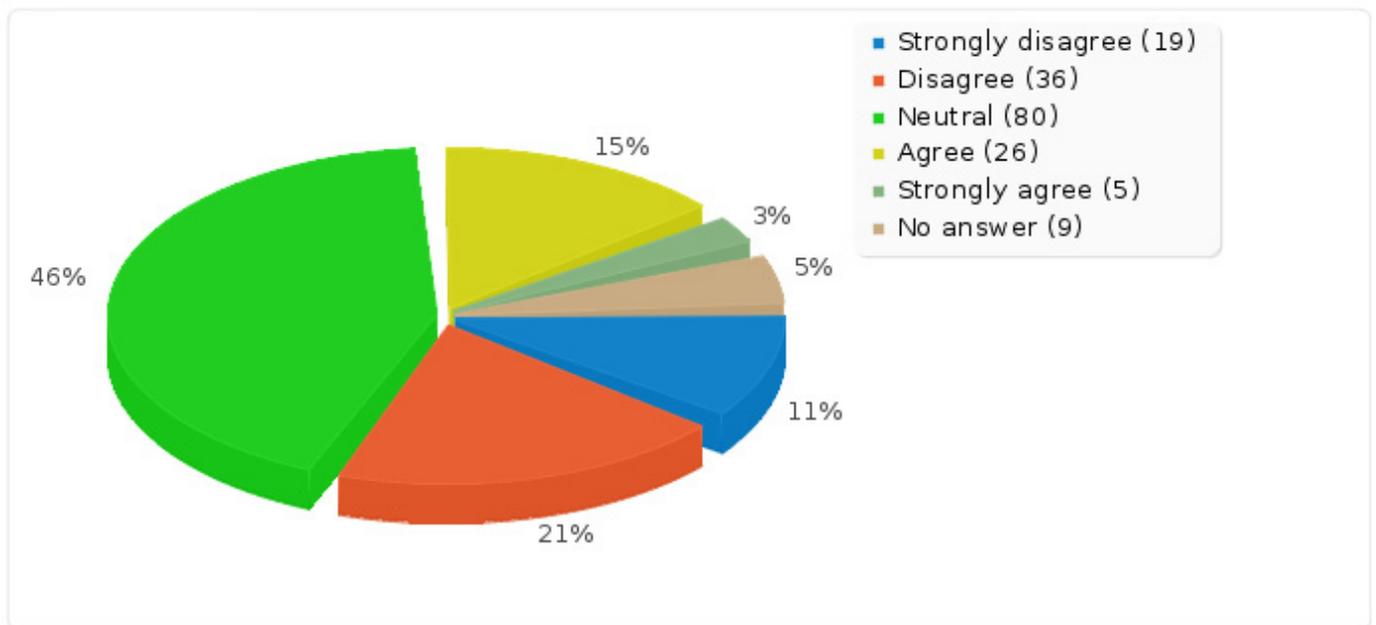




Field summary for 6(19)

How do you feel about these statements...?
[Children in the region have local 'heroes' they look up to]

Answer	Count	Percentage
Strongly disagree (A1)	19	10.86%
Disagree (A2)	36	20.57%
Neutral (A3)	80	45.71%
Agree (A4)	26	14.86%
Strongly agree (A5)	5	2.86%
No answer	9	5.14%



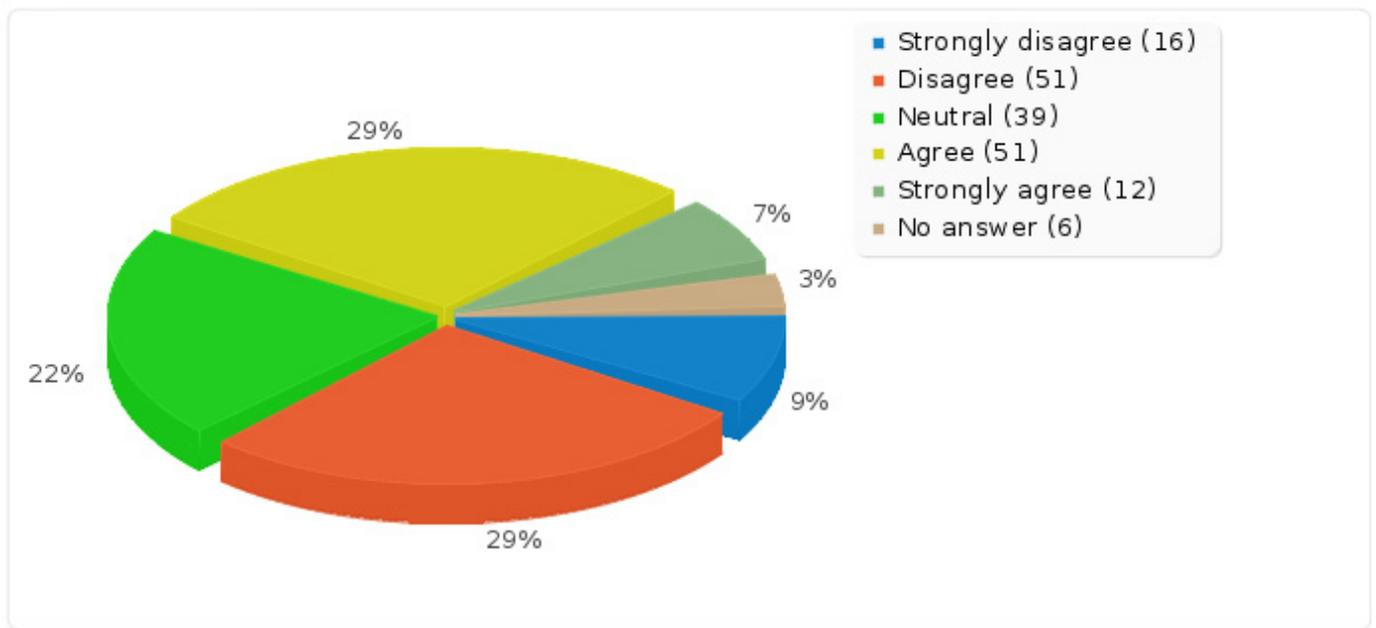


Field summary for 6(20)

How do you feel about these statements...?

[People in the region have the necessary skills for the region to grow economically]

Answer	Count	Percentage
Strongly disagree (A1)	16	9.14%
Disagree (A2)	51	29.14%
Neutral (A3)	39	22.29%
Agree (A4)	51	29.14%
Strongly agree (A5)	12	6.86%
No answer	6	3.43%



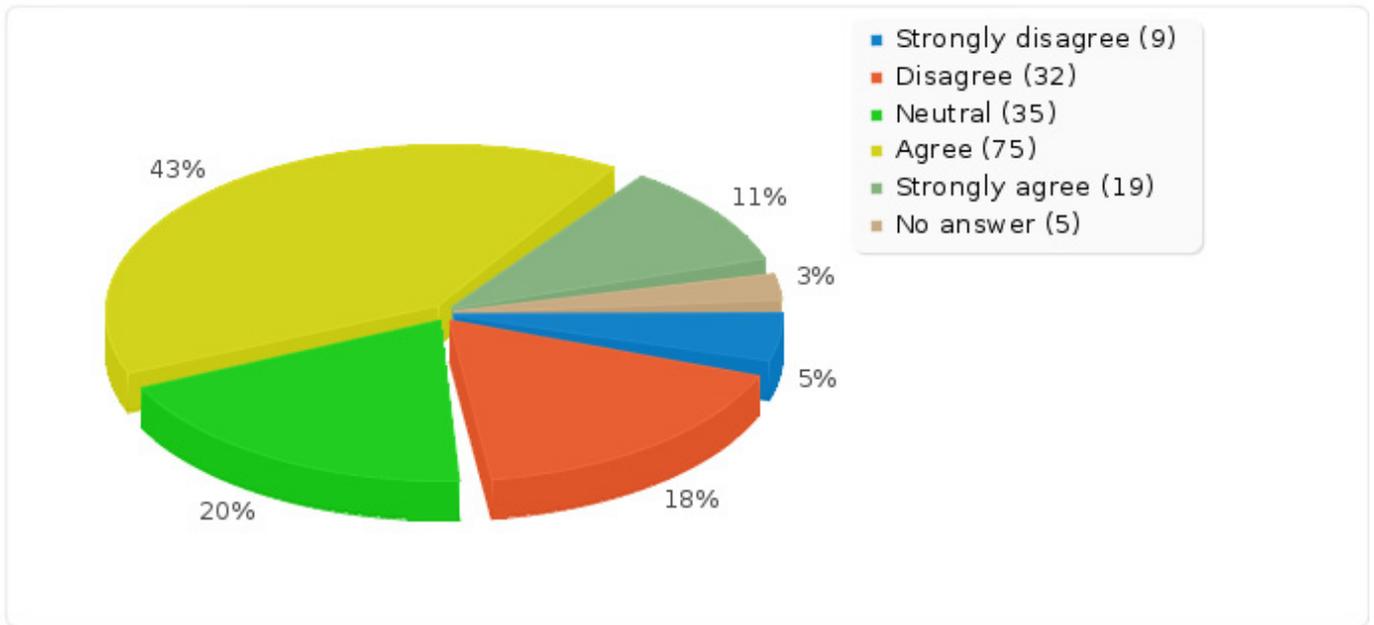


Field summary for 6(21)

How do you feel about these statements...?

[People in the region have the necessary skills for the region to grow as a community]

Answer	Count	Percentage
Strongly disagree (A1)	9	5.14%
Disagree (A2)	32	18.29%
Neutral (A3)	35	20.00%
Agree (A4)	75	42.86%
Strongly agree (A5)	19	10.86%
No answer	5	2.86%

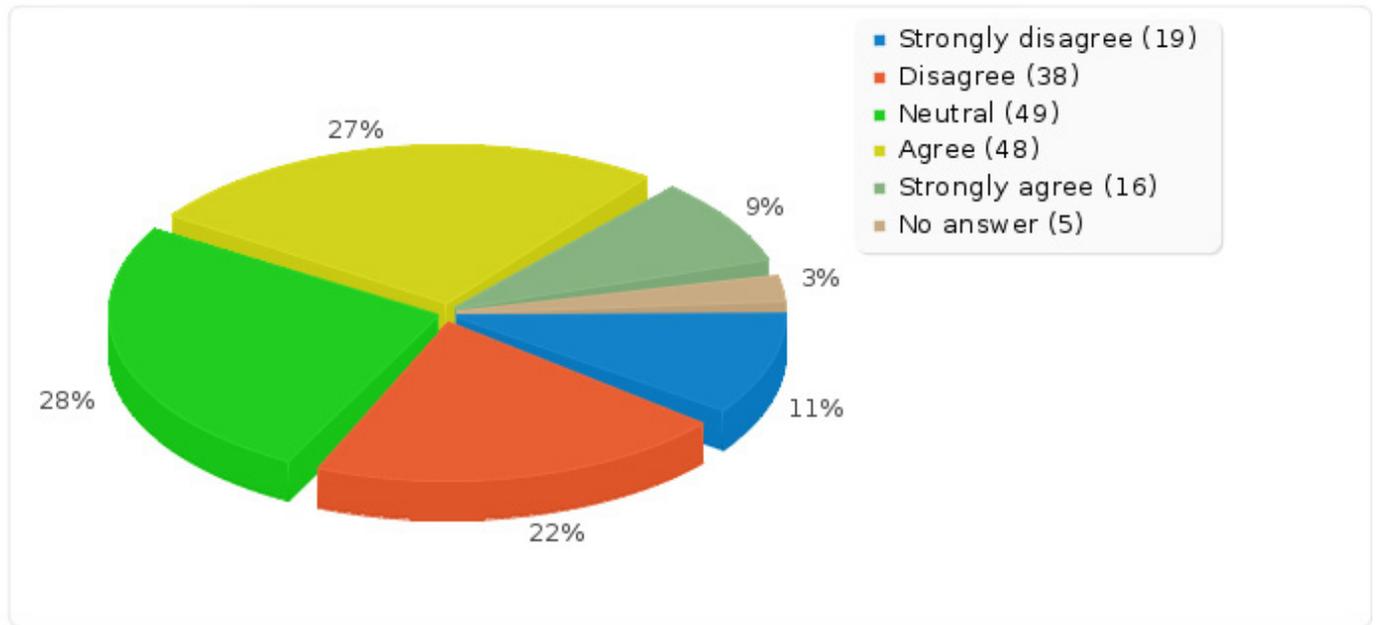




Field summary for 6(22)

How do you feel about these statements...?
[This region has a bright and exciting future]

Answer	Count	Percentage
Strongly disagree (A1)	19	10.86%
Disagree (A2)	38	21.71%
Neutral (A3)	49	28.00%
Agree (A4)	48	27.43%
Strongly agree (A5)	16	9.14%
No answer	5	2.86%





Field summary for 7

What does the future hold for the Geeveston / Port Huon region?

Answer	Count	Percentage
Answer	144	83.72%
No answer	28	16.28%

Responses

Unless the area 'smartens up' and develops new businesses (not apples, timber or another 'craft store'), the area will continue to decline.

The area needs some hi-tec companies and high end tourism (food, wine). Without that their steady decline will continue.

Geeveston is a town in transition. With the demise of forestry, we will see a lot of the lower-income and uneducated families move away which will make room for more people of greater intellects, well travelled, more environmentally focused minds who are innovative, creative and community centric who really appreciate the tranquility and sheer magic of this town. Geeveston is a spectacularly beautiful region and has untapped tourism and commercial potential that can be developed without disturbing the natural surroundings unlike forestry and fish farming - both primary industries of previous decades which have run their course. this will depend largely on what goes on in the rest of the world. Obviously. However, having said that, in spite of the two speed economy, Australia is a rich country doing well economically and has the ability to mitigate the worst of global conditions. Living in this area makes it easy to be optimistic. We have a great climate, clean air and water, and the ability to produce premium produce. Added to this is the potential to value add other resources such as timber. but we need to attract 'smart' industry as well. Early access to the NBN would provide opportunities in IT and communication and god only knows what else. This needs to be pursued assiduously. The provision of year 11 and 12 at least and a top end training/conference centre would help arrest any brain drain and attract more permanent residents to the region. The only thing consistent about predicting the future is getting it wrong, so it's hard to describe what it might look like. I hope the region will retain all the spectacular beauty of the present and be home to a thriving community with high levels of literacy and with plenty of education and job opportunities

The high numbers of creative people living in this area are opening many arts based businesses in Geeveston. The future of Geeveston lies in its community spirit, where members of the community will open micro-businesses (market stalls etc). Unfortunately the low levels of education in the area, low levels of customer service in many established businesses (eg the IGA in Geeveston) and those clinging to a dying forestry industry may hold these possibilities back.

The divisiveness within our community (new vs Old residents, greens vs everyone) and the lack of trust and understanding are not addressed then the community structure will continue to suffer rather than start to prosper.

The Community Leaders need to show the way forward on this issue.



We need to rebuild a sense of community, the community has no HEART.

Too many new residents bring big city ideals and no real feelings for the region. It's just a place to pick up cheaper land and housing and retire without making a contribution to the community in which they live.

If the region can get on with things and not necessarily rely on forestry and tourism, then I think there could be a clean clear future for forestry and non forestry industries and community members everyone needs to listen to each other. Hopefully the area blossoms.

I am over seventy and retired and I don't know what the future holds. Since the 1960's it's been downhill. Tasmania is a NIMBY and BANANA State with a hopeless green/labour govt that is a laughing stock.

Apart from a place to live all it is a place to travel through for locals and tourists

Exodus of all young people & many business closures.

Main employment would be aged care.

Little change as there are NO employment opportunities and the cost of living and transport charges are driving tourists overseas. With the uncertainty of the state and commonwealth governments regards

policies that affect the daily expenses of ALL Australian residents eg utility charges, mining tax, carbon tax, disability insurance scheme logging and the high value of the AU dollar most AVERAGE people are unsure what the future holds.

On one hand there is a cycle of generational poverty and lack of re-skilling and training and vision making it very difficult for people to move on from the demise of the forestry and apple industries, and keeping a cycle of pessimism going.

On the other hand there are "climate change refugees" moving in with a great appreciation for the natural environment and new ideas and this may see the area pick up in terms of outlook and economy.

unless we get a change of government the future will be very bleak as businesses are already cutting back or closing

An increase in the number of retirees, both local and external.

A very bleak outlook for younger people who most likely will need to relocate for any chance of improvement in their lives. The alternative of being on Govt. hand out suits a good many but conversely there are plenty of young people with aspirations that will never be realised if they stay here.

Poverty within the local people.

The area will rely heavily on external dollars for any growth in business as it is the retired imports who have the disposable cash. Not much it is bleak on all fronts:- unless attitudes change; i.e., new comers esp., mainlanders who have a higher standard of education and have been through things on the mainland: e.g., Forestry Restructure.

People in the region have what is termed small town syndrome -- I suppose all of Tasmania has the same mind-set. They can not think forward nor can their governments [State and Local].

Tourism, food, access to high conservation value ecosystems.



Tough economic times.

Decreased numbers due to families moving away for work. Employment opportunities are becoming scarce and people are losing their jobs left right and center putting strains on families. This will decrease the opportunity for new business and development in the area.

Not a great deal with few employment opportunities

Development equals boom times. The current Tasmanian financial position unfortunately over shadows many positive aspects of business. Predictions based on that look grim for the community.

.
The future of Geeveston and Port Huon is increasingly challenging with the high level of unemployment (due to Forestry cut-backs) and the aging population.

Increasingly, Geeveston and Port Huon are being targeted by non-local people as a place to settle. There is a significant change in the population base who grew up in the region.

Geeveston/Port Huon remains a location that has tremendous potential with satisfactory transport links, reasonable utilities and adequate security to make new families and businesses welcome. There is very little future unless people are prepared to embrace change & be prepared to do something different. Relying on forestry & the way things have always been will not help.

IF the community can see a way forward there is certainly the drive & ability here to achieve great change.

Tourism & niche agricultural projects seem a likely way forward. People who live in families who have not had 3 generational steady employment, being kept in feudal lifestyles. Adult illiteracy here is a huge stigma, and it's getting worse

The few that are trying to give the area a future could do with some help by the many. Until that happens it doesn't have a future.

not good today.

Uncertain. But I believe that the area has a strong number of people who will assist the area to be led into the future. I am uncertain if the area is able to support an increase in retail as the closest major shopping area is either Kingston or Hobart. Reduced wellbeing & happiness if the government continues to cut budgets rather than concentrate on improving future infrastructure. Further development as a dormitory suburb/location for the expanding business hub of Hobart/Kingston/Margate.

Has to intergrate with Hounville cannot survive on its own

If locals get motivated to promote the area, it will grow both in business and tourism. i.e. Tourists do not know of the 'Big Tree' and other smaller places of interest. If all these smaller places of interest are gathered together for promotion, more tourists may visit the area.

Collapse of the forest industry will see an increase in unemployment and local spend in the region. Flow on affect will further impact local businesses already suffering due to decreasing tourist visitation and spend. Residents will either move to find



work or seek welfare to support their families.

There is no future if a Labor/ Green coalition prevails. Their antidevelopment, antidemocratic, anticompetitive policies based on arrogant mysticism ensure Geeveson is to be a ghost town.

Very little if focus is not made on the need to identify the different qualities of the two locations and relative efforts and funding identified and applied accordingly.

GEEVESTON..Centre for Medical and retail

PORT HUON...Quality housing/Lifestyle with appropriate infrastructure.

Readily accessed by land and water

We're at the end of the line: Tassie's tail, and the economics of transport will affect our export success and make it cyclical. The price of trying to smooth out these fluctuations is a sell-out of benefits in the good times, which will eventually catch up with us in a crash.

I suspect that poor strategic management of this region's native forests (mainly influenced by politics rather than good practice) will mean we cut out most of the good stuff in the next few years, leaving a much reduced resource base for the medium term but plenty of silvicultural and management work to enable return to utilisation of much of that resource in 30 years time.

I suspect that much of the more recent residential construction will become low-value and abandoned, much as some of our earlier settlements were (eg. King's farm out the Weld, houses up Doodys Hill, farmland out Arve Rd).

The future seems to be the same as what it is name.

Unless there is further investment to bring bigger retailers/companies or more boutique businesses, this region will remain the same.

This isn't a bad thing either. Hard to compare such a lovely part of the state to anywhere else.

Unfortunately, I feel the future for the Geeveston/Port Huon areas is quite bleak. Whilst we do have a lot of people moving to the area from the mainland, and also people retiring to the area, there is not younger generation coming through. The future for jobs in the area is also very slim, and therefore this may mean people move from the area in search of employment, and this will take away from the economy of the area.

Until more employment can be created, I feel people are leaving and looking for opportunities outside our region which is upsetting!

If we value the natural values the future is bright. There are a lot of people attracted to & moving to the area because of the natural values.

There is an ideological conflict between long time residents who seem locked into a "we need jobs" mentality around manual and low-paid labour but do not have the skills or opportunity to move on the "jobs of the future".

Geeveston will become a commuter/lifestyle town with local jobs only in service industries.

The future does seem uncertain at this time!

Learning from history and incorporating the passion of the past for current and future directions.

At the moment with the downturn in Forestry practices, the region needs to promote the tourism aspect by creating new venues, hospitality services and an advertising program to lure visitors



for longer stays. i.e. most visitors come for day only visits now to the Tahune Airwalk. Creating further activities/eco hospitality stayovers etc would encourage visitors to stay longer in the region thus creating further employment and spending.

That's up to the people to decide. A handout mentality, even among the well-heeled, is fairly common. This must be changed. The poor and handicapped must always be cared for by a sincerely caring society, but too many people, even those more than adequately able to feed, clothe and house themselves, are all-too-ready to squander welfare handouts on unnecessary consumables, at the same time crying that they are hard-done-by.

The region is now well within commuting time to Hobart, so it is not as dependent on local jobs as in the past. Plus that will help broaden the economic base of the region.

The region is very attractive as a place to retire to. That also adds to the economic base of the region.

The region should be a much bigger producer of quality primary produce. The loss of farm land to plantation is not good for the region's future. And having so much land under absentee ownership can create a range of weed and other problems for those who are trying to farm.

God knows.

due to the changes and reduction in both the forestry and fruit industry there is much concern over jobs. many houses are currently on the market and sales always slower down here are taking longer still, adding to the sense of insecurity

poor services..retailhealthtransportentertainment mean many older residents are forced to move closer to hobart if they can afford it even though they dont want to.

if confidence in the area continues to fall more people will leave and those remaining will be reluctant to invest more of their money locally whether in renovating their homes or openingexpanding their buisnesses.

combined with the lack of choice available down here goods and services are noticeably more expensive,this compounds the problem as those who can will buy in town,,.kingston or hobart,[huonville is not much better] so much needed money goes out of the immediate area,and those who cant are penalized for living here...often these are people already disadvantaged by their circumstances health or age.

With the right support the region could thrive. Unfortunately most of the people who are consulted have not kept abreast of the world's changes and have not had business' outside the region therefore limiting their knowledge of keeping abreast of trends changes and technology. They are old school, resistant to change and flog out the dead horse from the past and what was good then.Yes they have experience but if that was the only qualification needed then no one would ever need to upgrade their skills. Times change and they aren't progressive in their outlook and aren't equipped to envision what they can't understand or have the ability to take on. With their outlook...doom and gloom and the same cyclic nature of problems and industry failure because there is no provision for future.

Your guess is as good as mine.

I WISH I thought all would be joy and light, but there are too many groups pulling in opposite directions.



It seems to me that the powers-that-be, at all levels, think they are doing the 'right' thing. However, good intentions do not take into account all the variables.

Green & high tech & food production

It's a nice place to live

There's lots of opportunity - we just don't see beyond the problems

The natural environment is our greatest asset

The region is resilient, has recovered from economic downturns in the past

Using technology & high speed internet, all manner of businesses can be run from the region

We can produce more of our own food

There will be a move from forestry/farming basis. At the moment the local economy relies heavily on areas that are at high risk of damage due to environmental or seasonal problems - such as the current fight between greenies and forestry, and the downturn in tourism due to the global economy.

The fantastic community atmosphere is what makes it such a great region to live in. Unfortunately, there is still a heavy stigma on the region as being uneducated, poor and rough. This is not deserved in the current climate, with the region improving over the past decade.

The sculptural streets capping of Geeveston and the local Visitor Centre have been successful for Geeveston and give it a busy community feeling. Promotion to the Hartz Mountain could be highlighted to bring more bushwalkers to the region. Local shops show some variety with Japanese cafe, art galleries and antique shop in close proximity to each other. This makes for a easy accessible visit to the township.

It a pity that the old Port Huon facility and show grounds seem abandoned and more could be done to animate and re-invigorate these spaces. Perhaps artists studios given to artists for cheep rent to enliven the place and draw visitors into the area.

An environmental centre may also draw people interested in bushwalking, flora and fauna and the history of the area may give a focus to what often is a self directed visit.

Where to go and what to do relies on the standard brochures and tourist information.

With out strategies to draw visitors into the area it will decline without a focus.

I dont think the fish farms offer much long term developmental potential.

Currently, Geeveston is the low income earners and typical bogans paradise. And Port Huon is a retirees haven. But they both have so much more potential - I do believe the river and park in Port Huon is the most beautiful in the southern Tasmanian region!! If the poor roads remain and there are no new tourism ventures or financial stimulation, then Geeveston in particular will remain the same little town - full of potential but having no outlet.

Hard work and prosperity

See below

High unemployment. Doom Gloom.

Small businesses closing



Families moving away

new to Geeveston so not sure

The future is bleak because of the people and local and state govts attitude the place is Godless

If there is no job - a decline

Time will tell!

?

At this point in time if investment and employment opportunities keep decreasing Geeveston and port Huon will be a ghost town worse than it was years ago

I am not optimistic about the areas future as the employment and educational opportunities are quite limited. There is also an entrenched apathy in a fairly large section of the community.

Unemployment - (no jobs, no money to spend locally)

Lower socio economic status (less income, only retirees left soon)
population decline - (no jobs, no schools in future)

?

The future won't be good if the school closes, people will move away

Unsure at the moment with so many questions over forestry and schooling

Tourism will not save the region alone

This depends greatly on the future of the school.

The region cannot grow without a school or a work placement such as forestry.

The continuation of strong community spirit. This spirit will keep the region going even though poverty, crime and displacement of families due to job losses will increase in the near future.

No jobs = Families moving away

= business closure

= GHOST TOWNS

More retired people moving in to live and more people needing aged care and home help

Good place for retirement but opportunities for employment are not good

A rural area that has to change with the times. Accept what people are offering and stop blocking ideas that are seen outside of comfort zones.

Not alot unless something changes.

Nothing

Not much, depressed area, businesses closing. It's an area for cheap rents, attracts 'undesirables' and the unemployed. We need a better police presence for a feeling of safety and security.

It's very frightening to think what will happen to the younger children. But we must stick together.

We have a wonderful bank in the bendigo all the staff is so helpful and MR Tony Coulson must be congratulated for his leadership in it starting for us

no employment for the next generation

Unless other means of employment are forthcoming, the future looks very bleak

I believe that with the demise of the local football and cricket clubs that the community has lost it's heart

Hope for a continued friendly and inviting community.



The possibility of new ventures and outside investments (even on a small scale) to gradually enhance the district and connect people in the future

At this time I believe the future is a steady ticking over of life as it is, without an improvement to the socio-economic standing of the region. The future will hold job loss in some areas and possible employment in others without major improvements or prospects

Uncertainty in forestry industry a big issue, is creating a rift in community. Geeveston is a forest workers town. When that industry is threatened people fight back and dig in heels, blame greenies etc but don't look at big picture

Very grim future - forestry was Geeveston mainstay - workforce now cut to 1/3

This will result in less than 2/3's business activity in town

Not much unless we can get more people in!!

More jobs in!

More families!

Only a place for old people to retire

Very little if we don't find a way to keep the young ones here with work and opportunities. Help the businesses that are struggling to stay open and find a way to help them change if need be or value add.

Not much at the moment

This is a superb environment in which to retire, live, raise children and visit as a tourist and it has huge potential but many family's are now desperate for a job and a feeling of security for their families.

With maintained and improved services many more will come to live in the area for it's healthy environment and climate.

Not much

I think organic fruit, vegetables, meat production

Better facilities eg transport for aged people

Tourism

More consultation with locals eg proposed 4 lane hwy

Very bleak, unless jobs are created and small businesses helped in this climate

I think the future of Geeveston is going to be pretty grim. With the job loses in forestry and no where for them to go/work in Geeveston.

The Huon valley looks like it could be a ghost town, we can't live off tourism.

We need to create more jobs for our Huon valley people to thrive

If it is going to keep going the way it is it will become an old age village with no employment or tourists

Limited growth and prospects for the youth

not much future at all for young families. lack of jobs that pay well does not encourage families to move here

Hard to say

Transitioning out of the forest industry could provide new opportunity in tourism

Progress

times will get tougher before they get better

It looks bleak. Any entrepreneur starting any high volume out put enterprise would have to overcome excessive transport costs an a third world class roads to deliver his product to any



customer/consumer

?

I watch businesses open and close their doors, without retraining families go down the road of years of generations of unemployment (unfortunately some people are happy to collect money and become fat and lazy and give up)

It all depends on the funding whether Geeveston or port Huon get the chance to expand in the future

unsure

Increased unemployment

increased poverty

Increased failure rate at school

Not much if we have no forestry industry

Growth as a community

Not much unless we gewt the people back to work

Bad

Although the I.G.A is & will affect youth and the Huon if we all work together.

Harder times ahead

hopefuuly alot but we need industry - we have good people

Hopefully a more tolerant and unracist community shall arise, that vaules social values more than that of economics

without change poor

Not good

Loss of employment

retirement town relying on government payments

businesses closing

families being forced to move interstate

hopefully growth

i do not know, looks like it will go backwards

Bugger all

Improved tourism

I'm not Nostradamus. I can't predict the future.

However I do believe there 'll be an increase in people moving into the area who are looking for a more self sufficient lifestyle and who see that area will be a desirable place to live due to climate change and it's effects

No future without state, fed and local funds to improve infrastructure, roads, drainage etc

With out private investors investing in the Huon region ie. motels for tourism business growth and council needs to HELP building approvals with private enterprise to encourage growth

Hard to know at the moment

Not alot at present

not sure as the roads are in an extreme bad state and need to be fixed ASAP

Unsure

employment prospects dim within the area

tourism is not the answer

people who work out of the area, shop and socialize out of the area
lack of employment - get rid of the greenies and we should be ok



this area will end up being a retirement village

I would imagine that the closure of local schools would be a concern to parents and there is a need for more public transport ie a better timetable

A future of uneducated and unskilled people relying on a government to supply button pushing jobs in unsustainable short term industries and on very low incomes

nothing if someone doesn't get up and do something

Not a facilitator who does things at the last minute or not at all and a councilor who is not strong

Probably turn into pokey little housing estates by scumbag developers

not sure, have put off building house

businesses doing it tough

Hopefully alot but if the greens have their way and shut the forestry, Ta Ann, the fish farms - TASSAL & HAC then there won't be much left for the future

?

?

More of the same with local apathy about council control and direction.

Unless people embrace CHANGE nothing. Small things will happen but not in ways to create industry or make us a destination. THERES NO MONEY!!! and thats what it takes.

Council are a law unto their own and have very old world veiws. They dont like sharing infomation and always have their hand out for \$\$\$\$.

Some of our community leaders or would be's are unskilled and have popularity only working for them. This just creates more bad managment.

I could give a more positive answer if I knew there were \$\$\$ and highly skilled people to work with.
Change or perish.

A struggle to integrate new opportunities and help people take them up.

Uncertainty about schools, transport, housing market.

A beautiful environment with people from lots of places to enjoy it.

Good food, water, fresh air and basic facilities.

Many family connections.

Strong community groups.

An interested council.

Good people, businesses, skills, services and attitude.

I think the region is adapting to the changes it is currently faced with, and although it is a divisive issue, it is reasonably contained, although I think there is a lot of fear from the "green" residents that they can't really speak up about the forestry agreement for fear of aggression. There is a possibility that those who are displaced by the forestry agreement will remain unemployed and remain in the community, although I hope that they can be retrained and educated and the community will offer them new roles. Really the education system is so poor, not necessarily because of the schools and teachers, since they are doing a great job, but many of the families don't seem to support education, and this makes it difficult to bring bright children into the system without having their education suffer because of it. Community and family



views towards education have a huge impact on how children interact with schools, college and universities, and unfortunately it seems that lethargic views about the value of education are winning out at the moment, with bright and energetic teachers becoming worn down trying to change this mind set. I am not a teacher, by the way!

I am really disheartened when I hear highly intelligent kids say they won't bother with going to college since it's all too difficult, and they'll probably get a job in Geeveston anyway (where, I wonder?). There is the possibility that this will lead our area into a fairly negative place, low employment levels, and not much of a prospect.

Hopefully a lot - but needs the infrastructure to support it - businesses and money to make it more tourist friendly and sustainable as a community.

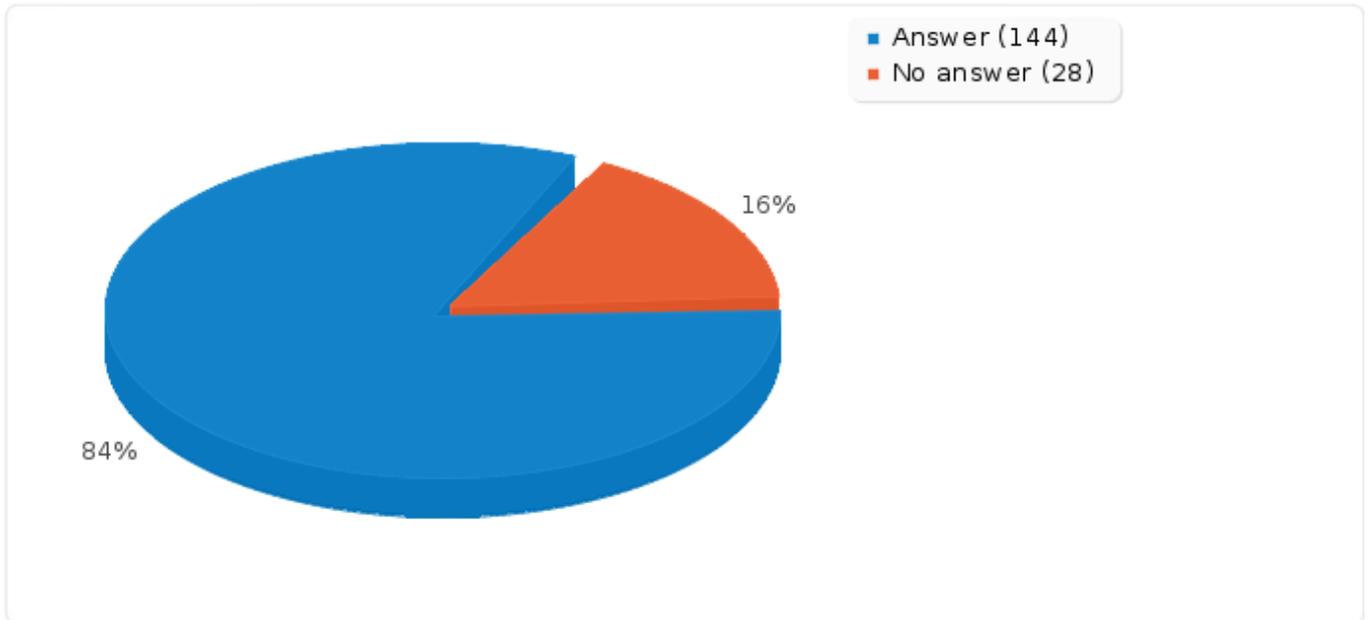
The way things are going - terrible. Forestry facing a major transition to the unknown tourism numbers down big time, minimal amount of employment opportunities thereof people (mainly under 40 years) leaving the district and going to WA to find work.

Very little for entrepreneur. Being interested in Tasmania's and Australia's economy, I offer the following constructive suggestions. YES, they are visionary as I came from a background of "Can Do" outlook people and achievers and the following would be size-able employers as well. What are regions two main under utilized assets? 1- Deep water, Port Huon (or port of port Huon) 2- Mountains of waste timber in many forms



Field summary for 7

What does the future hold for the Geeveston / Port Huon region?





Field summary for 8

What should the future hold for the Geeveston / Port Huon region?

Answer	Count	Percentage
Answer	135	78.49%
No answer	37	21.51%

Responses

Good people, a good area for tourism, a harbour with access for big ships should allow for thriving industries. PH and Geeveston must do more than cutting trees and carting them away. Value adding is the key.

We need an industry that will stimulate growth and provide employment for skilled as well as a few of the unskilled workers that remain in the town (in the future - many will leave in the next year or two). The industry must be environmentally sustainable and fitting in with the natural surroundings. There are so many industry opportunities possible for Geeveston but all require private investment as both the State and local governments will not be able to finance this.

My personal thought... I'd like to see a rural university in Geeveston, maybe a branch of UTAS specialising in sustainable agriculture/farming, permaculture, horticulture etc.. animal husbandry maybe even veterinary science (why learn to be a vet in the city?), with an adult ed component for courses of general interest like cheese making which would add revenue to the campus. Students would come from all over Australia to study in such a liveable environment.

well, see above. realistic education and job opportunities coupled with a lifestyle that can take advantage of the natural attributes of the area without destroying them

It should be a centre for gourmet organic, locally grown food, of the arts and community minded business ventures. We should be known as an area where sustainability is a main focus and supports its members. We should have community owned and shared wind turbines and alternative sustainable energy sources We should not be reliant on failing industries that hold us down in uneducated positions, we should be empowered by the treasures that are already here, those that are starting and those that frame our natural assets rather than destroy them.

It could really be a ideal place to raise a family, enjoy a comfortable lifestyle and enjoy the natural environment, it was once??

Peace, clarity, unity, strong leadership, loyalty, affordable food, fuel, health, travel, education, sustainability, accomodation and housing, future parking areas, energy resources, fun, areas set aside for the younger residents and applicable activities

It would be great if this region would be able to promote and attract more tourist.

Stability, work opportunity, security.



A thriving region with visitors all year around.

The future should have the region part of a thriving tourism and eco friendly manufacturing area BUT in reality while the Governments have no connection with the LITTLE people and communities, we will never be more than what we are.

We need to be able to attract and keep investment in the region - if we had high speed broad band more people could move here and work from here in this stunning environment - who would want to work in a city when you could work here?

We should have senior education and work toward a well-educated community; this would help our future a great deal with more enterprise and skills leading to more opportunities.

The Huon Valley is getting a name interstate as a potential "food bowl" - this could be a great future! We have a lot of things other regions don't - plenty of water, growing local knowledge in growing organically (organics is one of the fastest growing industries in the world) and the opportunity for production and education as industries in sustainable agriculture.

The opportunity for something new!

prosperity a working community with key attractions and a business hub that will bring people to the region and to keep locals shopping in the area. Business and industry create employment. The more we have of these the larger the scope of skilled and talented people we can attract here. This has flow on effects throughout creating employment, prosperity and a self pride in our community. It should hold the promise of a fulfilling rural lifestyle for locals with employment opportunities in the traditional industries native to the region as well as the laterly arrived salmon farming business.

It should offer a range of leisure opportunities, sports and social events. The area does not even have a tennis court and has a golf club which is failing, not to mention the failed football club, another sign that the local community is moving out and the imports (us) as replacements are too old to impact in this regard.

The area should be developing tourist facilities to back up the airwalk and caves, but alas there will be green and political outrage should any entrepreneur suggest a lodge at Cockle creek or any other development that would be logical anywhere else in the world.

We love the region with its waterways, fishing, sailing and layback lifestyle and believe the future lies in promoting the area as a superior sea change destination and encouraging moneyed retirees to the area. (This belief is sad because we don't have faith in the authorities ability to save traditional jobs for the locals) Australias retirement state.

Better than what our so termed civic fathers have planned. People should make these fools accountable and responsible for all decisions either good bad or indifference.

Tourism, food, access to high conservation value ecosystems.

The ability for all to happily with financial security.

The region SHOULD hold a bright future with employment and economic security. With fantastic facilities, community days/events and the coming together of a great regional community.

Job opportunities for everyone



My hope is that Geeveston/Port Huon can make it through the tough economic time and our leaders strive to develop new ideas which will see the towns prosper and grow in the future.

A more global world look for new industry or tourism drawcards.

Our fishing industry, our clean air and water, tourism, forestry, farming have been a basis of our survival in the past, new ways need to be found for these industries to rebuild. Our natural resources provide a basis for new ideas and iconic bases to be built on.

The Council needs to take a pro-active role in supporting the growing community groups and local businesses by show-casing the benefits of living and working in Geeveston and Port Huon.

There is an abundance of talent and new ideas which needs to be properly integrated with local knowledge and skills to ensure and guarantee the success of Geeveston and Port Huon.

While tourism remains high on the list of attractions, Geeveston and Port Huon need to lead from the front and show Tasmania and Australia that our region and state are more than just tourism playgrounds.

The council needs to take an instrumental role in facilitating innovation, improved labour skills and encourage new opportunities within this region.

Affordable housing, and 21st century, not 19th century jobs

Employment and education opportunities.

it should have a very vibrant future if the locals worked together with the newcomers to bring about necessary changes for this to happen.

It should be hopeful, vibrant and exciting. There should be more community development - embracing of activities related to coping with climate change as well as recognising that the beauty of the area needs to be carefully managed through stewardship and best practice.

Given the median income for residents in the area (under \$400 p.w.) according to HVC information, there is need to encourage significant business investment in the area. Existing business - e.g. related to tourism has been laclustre to say the least

A larger shopping area maybe close to us than town

Higher levels of happiness by focusing on issues that lead to improved quality of life, rather than blindly following economic doctrine.

Increased tourism opportunities through use of the pier for local cruises, perhaps incorporating light duty staff from both Tassal and Huon Aquaculture. Conversion of the unused building at the entrance to the pier as a (say) Salmon "school" perhaps including a small cafe where cruises showing the local land and sea farms can be organised/arranged.

Respect for past history but not with standing the future move forward

The area could present itself financially secure if the water and mountain activities are made known throughout the tourism industry



i.e. snowfalls during winter.

Opportunities for employment should increase through development

A premium tourist location based on a planned and co-ordinated land and water natural environment driven by private investment. Which compliments a strong forestry , aquiculture , and farming economy.

GEEVESTON....Consolidation and preservation of existing features this community is well supported by infrastructure and facilities

PORT HUON ...due to appealing locale it offers a quality lifestyle for current generation (Baby boomers and undoubted future spread from Kingston.) With attractive tourist facilities ,well planned housing developments the future will be bright....Continued practice of mediocrity by Authorities for this community (Port Huon) will cause demise of the Geeveston/Port Huon region

Basically PORT HUON has the appealing lifestyle and potential for growth....GEEVESTON with service facilities will survive on this growth.

Rather than try to smooth out economic fluctuations and lose our advantage in boom times, we should accept this fundamental difference and manage the booms to prepare for lean periods (like now).

I hope our community, like the rest of Tassie, can learn to respect differences and work together better to have a diversified economy - that means not all primary production, but not all tourism/cultural either.

Like most communities, we need to pay attention to how to resource our elderly care needs over the coming decades: keeping these people in the community and contributing/involved for as long as possible. Encouraging more centralised and connected communities will help this, reducing the fly-in/short-term residents on dispersed 'lifestyle' properties, which are so difficult to maintain.

Integrated industries (eg. tourism of timber-getting and aquaculture facilities/resources, use of timber residues for heating/energy to reduce import costs from central Tas hydro generators).

Ability for families to remain in the region with access to jobs in the region.

Investment by governments to keep the region up-to-date with infrastructure, so we are not left behind with B-grade services like roads, transport, medical facilities

The future should be strong. There should be certainty in employment in the area. There should be encouragement for young families to move to the area, and an emphasis on activities for youth. There seems to be a certain number of families in the area, who have children young, stay on Centrelink and spend their income on alcohol and cigarettes.

This is a generation issue and needs to be stopped. Youth need to be encouraged to gain fulfilling employment and involve themselves in the community.

There should be a positive focal point for the town. A reason to exist. It's not forestry anymore so we need a flag to wave. If we only have service industries to look forward to let's embrace that and value add our town so we can avoid this cash flow problem in mid winter that runs people out of business.

Training locals up to higher standards in hospitality and tourism skills is essential to enable the area to compete.

The use of the port at Port Huon



Up keep of the local environment - give the locals and visitors a reason to visit the parks and reserves, ie free entry or an organised day or fesitival in nature

Use Heritage Park for something fun and useful - maybe hold a science experiment day. Or invite some cool clean energy or astrology scientists to come and hold workshops for kids and families. Have a star gazing night.

People or groups involved in organising events and community programs to have a less 'save the locals' attitude and develop more a inclusive morale.

Given the current 'energy' in the community from individuals and groups indicates that there is a high level of optimism that, given the right state and local government support, this region could become the southern jewel of the state. Many newcomers from the Mainland; retirees, middle agers and young families are keen to keep the region financially secure. All agree that high class tourism venues will make for a solid and secure future as well as showcasing the beauty of the area.

A community that should look to acquiring skills that will help them produce goods/services that can either be exported or will serve to attract more people into the area. Because of the small population, and the relative nearness of parasite ventures such as Woolworths, small local businesses cannot hope to compete in the mainline consumer markets. Greater effort should be made to establish local barter and cash activities and to encourage people to work towards self-sufficiency in food (more productive gardens) and energy (travelling less, PV cells, solar hot water etc). A much more homogeneous community rather than an "us and them" society is necessary for these things to happen.

Overall, the future is very bright, despite the current problems in forestry. But the reliance on tourism leaves us vulnerable.

Tourism tends to create only part-time and poorly paid jobs/businesses. And relies heavily on taxpayer subsidy to do so !

Yet we live in a region that is naturally one of the world's best places to grow food. There should be even more food production in the region. And that would help bring competition in the various support services into the region as well.

Opportunities for permanent employment in secondary industries, not just primary and tourist type seasonal work.

should be a fantastic thriving community...such a beautifull area with an interesting history that could be a real tourist drawcard. we are the gateway to the far south, as well well as the fantastic hartz mountains on our doorstep there are artists and craftspeople who would further that attraction.

it is an unique and special place to live,we are surrounded by so much beauty and space yet are only an hours drive from the city of hobart,realy it is so underappreciated!

If younger innovators are consulted and enabled the future is boundless.

The region has such potential and natural resources. We need to be responsible for our own industry by providing for our locals using locals, buying local and creating employment locally. Tourism is icing on the cake but shouldn't be the backbone as it is influenced by season and world economic conditions. Timber fruit and aquaculture will always be there to some degree but not on the



scale of previous times. We need to develop something that is sustainable, not reliant on seasonal trade or at the mercy of politically sensitive environmental issues and provides for the community as a whole. We need facilities to train and become a showcase for our local skills. We need to open Geeveston to the world and we have the resources available, we have the talent and the skills. What we need is the support.

A return to the good times when lots of people were employed by Forestry. There is not a lot of point calling ourselves 'Tasmania's Forest Town' when there are almost no Forestry jobs to be had, our young ones have to move away for work, and most of those moving here want to change what they loved about Tas when they decided to move here in the first place.

RE-OPEN PALMERS ROAD - it is not everyone else's fault if people who live on that road want to wander down the middle of it or would prefer not to see traffic or not teach their children to deal with road rules!

same as above

More sustainable employment opportunities need to be introduced, whilst still maintaining the country community atmosphere.

I think the fish farms are detrimental to both the environment and the long term employment of local people. They should be limited for environmental reasons.

Geeveston needs to develop itself as a gateway to the wilderness with resources , accomodation and guided tours to the Hartz Mountain. This is a remarkable place and needs sensitive management. While i understand the need for the Air walk other opportunities to access the wilderness should be developed by NON - Forestry people.

The air walk in essence is good propaganda for the forestry but does little to protect or promote the bush and the wilderness areas.

Geeveston has at its doorstep a treasured resource but this has been exploited by forestry and now needs to be promoted in a sustainable way.

People coming to the region to awe at the wilderness and not chop it down should be one of the strategies for the future of Geeveston.

I hope it holds sustainable growth and has a bright future! I hope the region will open up a little more and welcome some changes. A big problem here is that we are on the 'road to nowhere' as such - most tourists want to do circuits, not go back the same way they came. Its a shame we can't open up the road/river systems a little more to facilitate that, and then market the region for what it is - natural beauty, cafes, wood working and the river and forests! Even a wine trail maybe. It would be wonderful to be able to live AND work here in the region. With a little council and state government encouragement it could be really promising!

As above

See below

Strong business growth. Secure Jobs

Am neutral at the moment

It should be bright if people would 1. trust god

To work with the people who have no job or just lost there job. As they have to move and their families move also, which cause decline



More self sufficient community, more team work.

More acceptance of people from all walks of life, regardless of age, gender, background, status

Community inclusion, development and growth

Prosperity, employment, FORESTRY, tourism, fishing industries

The future should hold greater employment opportunities, access to further education and training and a vibrant entertainment and cultural section.

Employment/Education - teach ALL not just kids how to succeed - how to be more self sufficient and resilient.

Population growth - encourage people to come here as a great town to bring up a family

Tourism - teach people how to treat visitors PROPERLY to ensure they encourage others to visit

A secure community to raise family without having to worry about what to do if jobs and schooling close

Jobs and more Jobs are needed

The south is a popular tourist destination and has been a vital region for forestry/fruit and eco tourism - this should be noted before the govt. makes decisions that could potentially break the region apart.

The talents and local wisdom of the residents should be utilized to enhance current and create new opportunities in the region.

Bugger the greenies off so locals can keep jobs = Family's staying

More employment opportunities and more young people to expand education opportunities for the few families who still live here. Huge potential for tourism but roads need to be developed. Gravel is dangerous for those not experienced.

An exciting place for our kids to grow into.

Accept change to help with future tourism and local development. We need to foster local employment of young people so we don't lose all our skills.

More activity's for young ones

Should attract tourists in the spring/summer; and be a worthwhile place for residents in the autumn/winter.

A sense of vibrancy if more locals WORKING. Often there is a sense of gloom pervading.

We hope it will get better for the locals

Children should be able to leave school and get apprenticeships but there is a lack of this happening

A good place to raise your family

Friendly/welcome place to visit

Enjoyable place to visit

As above as well as the opportunity to experience a lifestyle not available in many areas of the mainland.

Encouragement for small (or large) businesses to invest in a unique environment (eg-guided forest and adventure tours, growing of designer products or production of speciality foods - eg musaki sushi - many more)

the future should hold employment and educational opportunities in sustainable areas. The region should take advantage and encourage the reputation of food production and artisan producers. The future



SHOULD be more secure for families wanting to stay in the area.
This area can support a vibrant self supporting sustainable community. At the forefront of sustainable logging with bush walking and tourist tracks to attract tourists. More activities which utilize the beautiful river environment
Future should be growing use of our natural timber supplies - down streaming eg TAANN
Veneer products - also alternative use of timber waste - eg. ethanol production mills - furniture making units - specialty timber units
More job opportunity
Course available
Before/after care for single parents and parents who have to make a living
More people
bring more jobs
More money for employer/worker
money/people in the community
more people/children
It should have a bright and prosperous future if the council will get behind the local businesses and support them, not the giant companies from outside. Attract young families to a great place to live and work.
Jobs Jobs, Jobs, better education

A thriving happy community of wide age group profile working, living, exercising, socializing together and proud of their region
Roads need improving - passing/pullover spaces.
Also the Huon Hwy south of Hul has the potential to be blocked in emergency then no one south can travel north - what contingencies?
A desirable place in which to live and attract new people
Training for tourism operators
Future should be bright for this area

The future should be a bright future with great schools and more job opportunity's
a thriving town full of growing familys with shops, sporting and tourist venues
More employment opportunity's
Be a 'must see' destination
Attract stronger tourism
Vibrant growing communities - jobs for our young and older ones who still have great skills on offer
Tourism, cultural and hospitality business.
The town needs to capitalize on the tourists visiting the airwalk
Geeveston needs an attraction of it's own
Progress

Town development and employment opportunities

It should strive to encourage small developing businesses with four or five years of 'no council rates' (for emergent biz only) no allowance discount for residential requirements
Increased tourism and infrastructure
medical
schools to yr 12
develop water fronts eg. port at port Huon instead of fish farm
rezoning rural areas for accommodation zone (b&B)
conference centre bring down more people from inner state and utilize the south's attractions
Training centre offering building, welding, hospitality, coxswain licences
More opportunities to bring work to create jobs for the future



Create jobs and training for adults on benefits

create a senior high school to set our children up for success in later life - uni - jobs

Prosperity, jobs, security

opportunities for our children

Should be a happy community if the people are back to work and not leaving for the mainland jobs

socially and economically needs alot of work, interaction and positive to do

Should be good if we find new way supporting emerging business's

better education

more jobs/more businesses

development of tourism

more community celebrations and entertainment

industry - jobs

A place that embraces all walks of people that are able to rely on trust and friendship within the community.

A place that is self sufficient in basic family needs for people that don't want to be part of the rat race

with some new industry could be good

support timber industrys and fish farms and tourism

employment opportunity growth

community interaction sociably

development growth

growth/profitability

more employment and stable forest issues

employment opportunitys

social activities

A vibrant, tolerant, educated population working together to build resilience (there's that word again) in the face of increasingly unstable centralized economy

Business growth, jobs for our youth, Yr 11 and 12 in the valley

more social housing projects

more employment opportunity's to encourage young people to stay and settle.

More unit accommodating for singles and elderly

epansion and MORE employment

Family

don't know

I hope it will have many small businesses not all dependent on one large industry

employment

cultural diversity

sustainability

the area has alot to offer

Steady employment and community growth

a growth of new business ie mainly retail, and the assurance of schooling available at all times

a future of people seeking and exploiting new opportunities arising out of new training, education and the exchange of ideas

A comfortable natural environment with access to education and

other services and roads with freshly painted (often) center lines

before a serious accident occurs

should have good tourist industry potential



we should still have a great forestry industry with strong employment should grow so our children have more opportunity for employment, sporting activities without having to consider moving closer to CBD or mainland. If not, these small regions will suffer and die out ?

Growth

A vibrant change oriented community driven from within. Local entrepreneurs supported by government to develop their dreams rather than put down by red tape.

A government that facilitates growth with a deep understanding of and support for the natural environment. A requirement this to be retained and enhanced by all developments.

Proximity to Hobart should make it a wonderful dormitory settlement and it should be cheap enough to attract young families to settle.

Services to support young families in place.

Services to support a mixed community in place.

As above

The future should be fresh and new with so much potential for the next generation to want to stay and grow.

More concerted co-operation to ensure money is spent locally.

Businesses use local businesses wherever possible.

A thriving community caring for its environmental, social, historical, economic and people assets with artistic and cultural expression, caring for aged, disabled and children and enjoying life.

However, the combination of the beautiful communities that are flourishing in Geeveston and the creative thinkers that are immigrating into the area create a more positive outlook.

Thankfully the forestry industry is changing and decreasing it's work in the beautiful forests of our area, and Gunns look as though they are also dying out, which creates very positive opportunities for our community to see the real potential of our area. Ideally, Geeveston should become an artisan town (as it already is changing that way with so many new art galleries and art shops opening in the main street), but I think the main street needs some new design and adjustment, street beautification (which does not necessarily mean more wooden sculptures or that crappy mural!) Maybe more gardens on the street, more funky cafes and colourful places to sit and interact. The pie gallery shop at the top is so ugly and needs a facelift to create a beautiful welcome into the town, the ugly tin houses in between port Huon/Geeveston should never have been approved, they now create an industrial, slummy entrance into Geevo, instead of the beautiful old houses that are everywhere else.

The bottom area of the main street needs some parking or something, since the majority of foot traffic is in the top part where the on-the street parking is. However, maybe a better solution would be to have ALL parking off the street, so that the main street is a pedestrian only area. That way the street could become a real attraction, the road ripped up and gardens and footpaths put in - maybe some stalls or small stall like shops where the road is now! More like a mall than a street.

As above

The Geeveston/Port Huon region is one of the most beautiful and

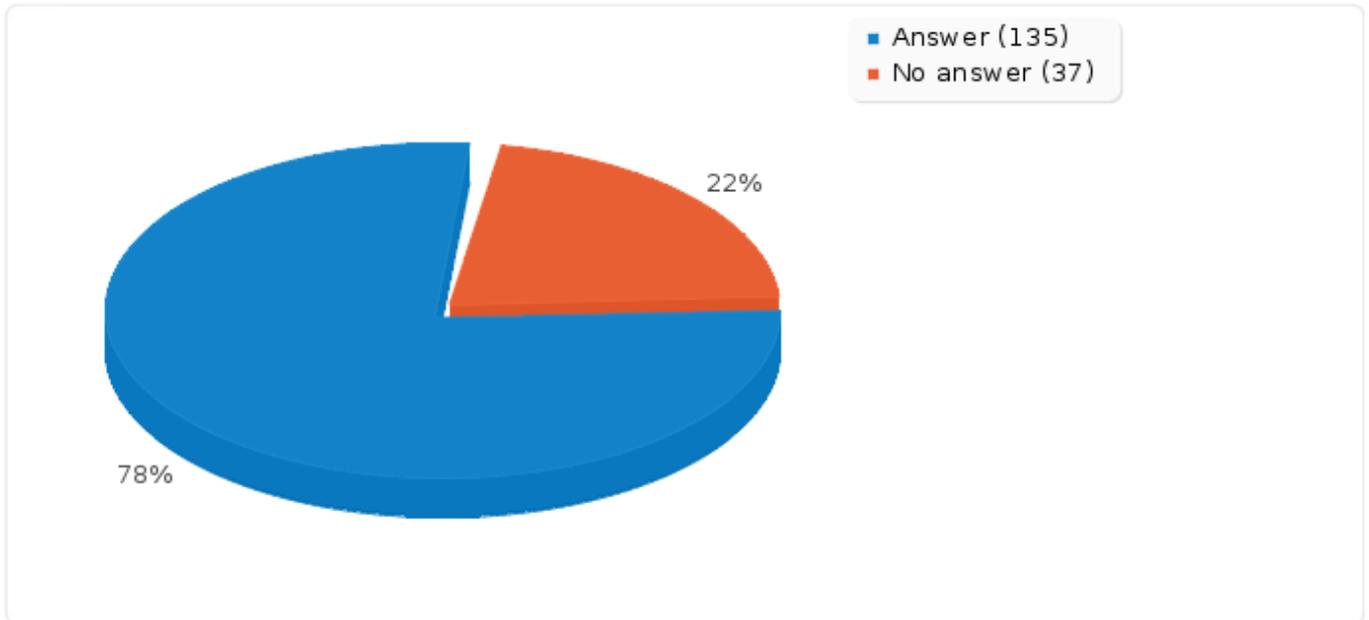


safest place to live and raise family in Australia. I am 38 years old and have lived in Geeveston for over 30 years. I love being part of fantastic community, but I am really concerned that if new industry and new employment opportunities don't happen- then Geeveston will only be a retirement town for the elderly and town of basically bludgers that do not work or not intending on finding work. Only want to have more kids so they get their entitlements



Field summary for 8

What should the future hold for the Geeveston / Port Huon region?





Field summary for 9

How can we make this happen?

Answer	Count	Percentage
Answer	129	75.00%
No answer	43	25.00%

Responses

Attract large concerns with deals in terms of planning permissions and tax/rate benefits.

As mentioned, we need to better educate the next generation of Geeveston kids by making years 11 & 12 more accessible and make these teenagers understand that much unskilled labour jobs (that Mum and dad may have done) will be no longer be available in the future (as with mining in WA and QLD where trucks are now being driven by people on computers in offices many kilometres away from the mining site).

We also need the Economic Development Units in our governments to actively look for and approach investors. Perhaps a job needs to be created in local government for this sole purpose.

Whatever the next step, it is certain that Geeveston MUST change for the better in the coming years. cooperation on a community and local and state government level to provide, most importantly, a level of education at least commensurate with the rest of the country. If this can be achieved, other benefits will flow on
By supporting grass roots organisations that are already working on this vision, such as the Geeveston Community Centre, various permaculture groups, the arts community, community and environmental groups. By protecting the assets we already have, such as the forests, beaches, river, gorgeous old homes and buildings, and controlling new developments so that community is consulted and ugly buildings can't go ahead without improvements. The community is screaming out for strong leadership, there are strong willed individuals but they have political motives and do not put a sence of community or its needs into their decision making processes.

Small township mentality, which is quite selfish and soul detroying to many.
Listening, working together, doing,

I think some of the local community/residents are trying to look after and maintain the area but would be great if more people were involved in helping to maintain the beauty of the area.
All residents need to become more politically active.

We need a partnership between entrepreneurs, [involve some of Australian Billionaires] & the Government to make things happen.

Create a State Development Bank to lend 100% mortgages not to just first home buyers but anyone on a middle or low income with a good record of rent payments. The existing Loan Scheme is a farce.



Councils provided with Centrelink recipients to beautify the road sides. [Give them a section of road to keep tidy & the means to landscape.]

While Governments which should stand for ALL people only cater for those in the most populated areas (read mainland capital cities) we never will.

One of the biggest obstacles is people's resistance to change. People need help coming to terms with the changes that have happened.

We need good, inspiring, knowledgeable teachers in new industry to come to the region and help with training and re-skilling, to help people think innovatively of new opportunities.

While we need new industry we need to make sure that it doesn't impact on the region's beauty and tourism appeal. We should be looking at examples around the world in similar regions that have done this well.

We can also match these resources to the existing skills of locals - look at East Gippsland Institute of TAFE - FORESTECH as an example of an area that died due to the end of logging and then found its feet again with education and sustainable enterprise.

Encourage local growers with assistance if necessary to move into the more lucrative organic or specialty industry. We have local examples in the Huon with cheeses, honeys, etc but they are mainly over the other side of the river. Maybe growers here need help with transport costs, set up costs, or need to work together better to share resources?

Reducing RED TAPE. For development to occur Council and Government agencies must work alongside and with our community groups not against them. Actively seeking prospective developers/business leaders to do business in our community/region Council could make available land for housing at very cheap rates and advertise interstate to attract more people to the area. Government needs to take appropriate steps to ensure industries that are here, stay here. (unlike with the fish processing plant and the aborted proposed move of Spring Seafood).

Government should not bend to the extremists in the lobby movements until these people have real alternatives, not broad based ideas.

Local and State Governments should commit to improving the lifestyle opportunities and facilities in the area. This should be for both locals and to attract new money residents.

A major campaign should be designed to promote the region as a superior sea change destination particularly to the current batch of babyboomers.

Development should be encouraged for tourist facilities with sponsorship from the governments and protection from the fringe dwellers should be a priority.

Incite people to take more control at the ballot box and force wrongful elders out and replace them with those who will make the decisions people want and fools who expect their pockets to be gilded.

Training, investing in tourism, preserving our ecosystems and creating infrastructure so people can visit these places. Providing



incentives for small businesses and providing support for people who are starting up.

See previous suggestions

Encourage development and employment opportunities in the region, enabling security for families here.

???

Community together.

Knowledge from new residents who may be world travelled and have fresh ideas.

Rather than gather ideas, start building and marketing the best ideas - action.

Talk with current business people and hear their ideas - even the smaller business people may have great visions or ideas.

Encouraging a rejuvenation of Geeveston and Port Huon can happen in a number of ways:

- Ensure that the existing businesses know that they have council support
- Make sure that the community feels connected to the council. I would imagine that 95% of the community doesn't know who their Councillors are or what they do.
- Arrange council supported events by engaging existing businesses to support community collaborated activities.
- Try to invigorate broader discussions on the types of activities that could be held, such as restarting the Taste of Huon rotation, establishing new events like mid-Winter festivals and/or Harvest festivals.
- Arrange events where locals and non-locals can come together and share ideas to develop Geeveston (these types of events don't happen without a catalyst).
- Try to foster a greater sense of community by using facilities that aren't used or are under-utilised such as the Kermandie oval, the Port Huon Sports Centre or the Southern Design Centre.
- Engage the large employers in the area and try to host community functions that could attract outside interest.
-

Think out side the box, be creative, don't 'rest on our laurels' if something does succeed. Agree that not everybody will agree to new things & be happy but puch things thru' & get on with it. How many community meetings & polls etc. will all this take??????

outreach programs for parents to learn how to read and write, so they can assist their children. Yr 10, 11 and 12 English & Maths offered at the Huonville HS, so people can be educated for the 21st century.

How else are former primary industry/ forestry and orchard workers, and teenage girls who intentionally get pregnant at age 15-16, going to be employable in tertiary/ service industries?

Sometimes you have to force change.

A start should be for proper Council elections at Polling Booths instead of Postal Voting and for voting to be compulsory. In my many years in the area I've only met one candidate who introduced herself to me and one who you can't count because he and his wife owned the PO at Geeveston. Other than that the rest are blank faces.

as already noted.

Support investment



Invest in long-term infrastructure projects to improve the quality of life in Tasmania, rather than letting short-term budgetary considerations lead to massive budgetary cuts in government.

Also invest in and do research in alternative health and energy technologies, which could save the government millions of dollars whilst providing billions of dollars in future income.

EG the vast majority of money spent on pharmaceutical products could be reduced to very little with the introduction of high level sodium ascorbate (Vitamin C) intravenous treatments which relieve the symptoms of a large variety of disease (including cancer) at a fraction of the cost of conventional medicine.

There are also a number of low-cost energy technologies out there that we could get on the ground floor of & produce in Tasmania before the rest of the world catches on, leading to a true "smart state" and billions in investment.

Buy-in from Huon Aquaculture and Tassall, local farmers.

Investment in buses, use of boats and the understanding that it'll be a largely seasonal business

Unless you somehow get parks to expand facilities at Hartz and organise something like a regular snow trek up there.

Encourage unity

Publish more informative tourism brochures with as much info as possible i.e. when and where a family can travel to the snow etc.

- 1.Minimise local Govt. in critical areas [identified above].
- 2.Competitive Federalism,ie. optimise Tas. natural advantages.
- 3.A single party Govt. capable of developing coherent policies and promoting them in both houses state and federal.
- 4.Free the forestry industry from he destructivness of green sabotarg.

PROFESSIONAL TOWN PLANNERS (EX LOCAL REPRESENTATION) IN FIRST INSTANCE

DERIVE PLAN TO ADDRESS AN OUTCOME AS ABOVE:-

GEEVESTONA SERVICE CENTRE PROVIDING EMPLOYMENT

PORT HUON.....QUALITY RESIDENTIAL AREA FOR PERMANENTS AND TOURISTS
see above

Rather than try to smooth out economic fluctuations and lose our advantage in boom times, we should accept this fundamental difference and manage the booms to prepare for lean periods (like now).

I hope our community, like the rest of Tassie, can learn to respect differences and work together better to have a diversified economy - that means not all primary production, but not all tourim/cultural either.

Like most communities, we need to pay attention to how to resource our elderly care needs over the coming decades: keeping these people in the community and contributing/involved for as long as possible. Encouraging more centralised and connected communities will help this, reducing the fly-in/short-term residents on



dispersed 'lifestyle' properties, which are so difficult to maintain.

Integrated industries (eg. tourism of timber-getting and aquaculture facilities/resources, use of timber residues for heating/energy to reduce import costs from central Tas hydro generators).

Round trip tourism from Hobart: via sea to Bruny & Cockle Creek resort, then back up the road via Hastings, Tahune and integrated aquaculture/forestry tourism on way.

Invest in the region

Openly advertise the region

Assist businesses to locate and/or re-locate services to the region

Give back the forestry workers their jobs, encourage new adventures and be seen to be proactive with social events etc.

My suggestion as before is to build the biggest best playground anywhere in Tasmania right in the middle of town. As well as being an attraction for interstate and international tourists it would attract day-trippers to the town over winter. Kids from here and elsewhere would grow up with the idea that Geeveston is a great place and in perhaps 15 or 20 years we can turn around this negativity about the town. As a director of Huon Vally Financial Services I have already started discussing this concept with the board and the Geeveston Development Committee.

Combine the above with a massive expansion of the timber carvings around town by holding an annual chainsaw sculpting competition where we keep the best sculptures and you would very quickly make Geeveston a drawcard.

Another possibility for the area might be to work with mountain bike and trail running groups to make the town a mecca for those sports.

Training programs for locals both employed and unemployed using skilled,experienced people.

Support form State and Local Government plus Private companies would all benefit by supporting the current tourism proposals for the region.

With a lot more community good will and a complete change of the make-up of council, which is largely a secretive old-boys club (short on an education and far too interested in jobs for the boys on ill-considered and non-sustainable projects) that, to me, clearly does not seriously have the interests of the people they aare supposed to serve at heart. It is a council strong on lip service and light on a sense of serious civic responsibility. Sadly, because of the way elections are structured, it will take generations to achieve this change. However, a well-structured political education system in which people are made to understand that the wonderful society we have in general must be constantly nurtured and, god forbid, paid for with taxes, could speed up a drastically required generational change. Australia-wide, we are a low-tax society. People must be made to understand this and to know that well-performing democracies simply have to be paid for. The obscenely wealthy (Reinhardt, Palmer and Co) and middle class seem totally unable to grasp this concept.

Government approval processes for business development should have less red tape and should be quicker. The standards required should be high, but the process should not be able to be abused by activists clogging it up and dragging it out.

The farmers markets and farm shops in the UK seem to be much more successful than those here. My understanding is that there was



significant streamlining of local regulations that made that all possible in the UK. With the Gourmet Farmer on national TV and the Huon being an outer suburb of a capital city, it beggars belief we haven't been able to develop an icon food market in the Huon. Perhaps whoever runs the Taste of the Huon could have a go at that as well.

Lobby to attract industry.

improve all services

support and develop tourist enterprises and preserve our natural resources which will create new jobs

build a purpose built space for professional artists to showcase their work here to the public instead of exhibiting in Hobart and interstate.

annual biannual acquisitive art prize with work forming a permanent council collection...perhaps held at the same time as a local festival [eg daffodils] to promote the area nationally and interstate.

permanent museum for the Geeveston historical society to house and display its collection to the public and expand its collection, something else to make the tourists want to stop and see and therefore spend time in the area.

increase commercial opportunities to provide choice and push down prices

Move over and let us play!!!! Really try helping not being negative. Finding solutions not just problems. There is always another way to do something.

Who knows? (except the road reopening).

Stop complaining

More education

Encourage people to think for themselves & not be reliant on others for jobs

It is a beautiful and friendly area to live in, with great community support, and Port Huon has one of the most stunning vistas in Australia.

The country feel is what makes it special, but the low employment and low education is holding the area back, and maintaining the stigma of the region as being poverty stricken.

A balance needs to be found between country and local services, remembering that people from Dover to Castle Forbes Bay tend to travel to Geeveston as their main "town" and would rarely travel to Huonville let alone Hobart unless there is something in particular they need to access. Therefore, the Geeveston area needs to supply all the needs of the Southern Huon region - including employment, shopping, centrelink, medical and social.

Open up regions south of Geeveston (such as Glendevie) to subdivision potential for limited development - don't make it unit central or put in large numbers of community housing as this will destroy the community atmosphere - rather make the land available to large country plots, and community developments and services.

Public transport needs to be improved between Southport, Dover and



through to Geeveston. There is a great bus service (Tassielink) on the Geeveston to Hobart run, but only 2 buses a day each way to Dover, and practically nothing further south than that. Perhaps some of the buses (1 morning and 1 evening at the least) would be able to bypass Geeveston via Scotts Road - as this area currently has no bus transport at all, and this would enable people in this area to commute for work.

Another area that needs to be addressed is access to free recreation facilities such as installing bike paths along the water front (separate to the road, not shared, as this road is frequently under fog and used by log trucks. A shared bike lane would spell disaster and would not be utilised for safety reasons).

Currently there is no where for people to ride their bikes between Port Huon and Geeveston, let alone up to Castle Forbes or further south from Geeveston. I frequently travel by bus from Port Huon to Geeveston and would love to be able to ride my bike instead, but the only place to do it is on the shoulder of the road which is too rough and sharp to ride on. Sharing the road with log trucks is out of the question!

This is actually an issue for ALL of Tasmania - installing shared bike & pedestrian paths (separate to roads - not bike lanes) is essential to encouraging physical fitness and sustainable transport. Such options have already been used in Perth, WA and Canberra to great success.

Find developmental grants for cultural and economic development.

Develop accommodation for backpackers and bush walkers.

Develop a strategy for antique, craft and art gallery resources

Develop a foodies trail and stick with it.

Develop profiles of local identities while they are still alive and can share a good yarn

Develop a pioneers trail including aboriginal walking tracks

Promote yearly program of events, festivals and special weekend get a way packages.

Develop a fishing competition in the Huon with big cash prize

Develop Artist residencies around themes such as landscape, birdlife, fauna.. Promote this and exhibit the work of local, state, national and international artists.

Commission a piece of public art

By looking at the regions best attributes and encouraging them to grow. There are people willing to do the work here. There is a beautiful river system and park in Port Huon. The forests in Geeveston are amazing, and the cafe systems there are quaint and make good local food. Get the word out and bring in even more reasons to come here. Maybe find a way to link these towns on a circuit with others - like the back tracks up to Bushy Park that local caravaners take, or if possible link us with the other side



of the river!

There is community spirit that could really be harnessed, and by doing ventures like a dog park the community could really come together.

As long as we have industry and trade, good schools, employment and with god's help

In short I love this area and it does have potential but it currently doesn't offer much which was so disappointing when we moved here over a year ago. We have young children and the only thing I am impressed with is Sacred Heart school.

Advertising/Tourism/Give people reason to stop

Involve ALL businesses. Make people (residents/Business owners) more aware of what is available locally

- Council/community liaisons/meetings

- brainstorming meetings

Education! and fair and equitable treatment of all

by not shutting the doors on jobs, on ideas

More communication. This would have to come from the community itself too though, and would require people to be (come) more open-minded.

Resources and employing more family support workers

Re-elect state, federal and local governments with leaders who have vision for a brighter future.

We need to support the local youth and values and recognize the gifts of the local people.

We also need more financial support from government at all levels.

Tourism operators on a whole are POORLY trained at looking after visitors. It is NOT sufficient to get people through the door it is NECESSARY to treat them as the most important assets we have - THEY ARE!!

Keep school open

- keep forestry going rather than employ people outside to make community decision

- more sports (affordable) available we have the complex at port Huon but the variety is little

- more variety of shopping locally

Give the forestry more scope to create more jobs

Increase awareness of community groups such as GECO and Thrive. Their ideas and passion need to be actively supported by local council (and less red tape)

Do something about the greenies who won't let the region move forward

Supply more employment so young families can afford to live in the area

Improve roads - eg seal road from Geeveston to New Norfolk creating tourist traffic.

Allow change - listen to people who are new to area.

Listen to criticism of outsiders.

Work together as a TEAM - not in opposing corners.

Have an activity hall for example (PCYC)

Show 'some' interest in a practical way eg. during LAST council elections NOT ONE councilor made a reference IN WRITING to what they'd do for Geeveston!!

Franklin and Cygnet WERE mentioned

Create more employment and make it so tradespeople can only do work in their designated areas

The million dollar question!!



Stop generational reliance on c'link benefits via employment opportunities

provide sporting opportunities (better) through the schools

Teach children respect. Improved discipline would be a start
The district should be advertised (Australia wide and further afield)

as a place of great opportunity for alternative industries of affordable prices with easy access to capital city and a great port
Supporting and assisting education and training opportunities.
Look toward having Yr 11 and 12 more easily accessible and local.
Supporting concepts that will provide the community with security and employment regardless of the state of tourism.
Community to stop blaming someone else for lack of employment etc

Joint govt/state funding to support local businesses

Give parks the flick and start community park maintenance
tourist/body which is PAID - give local kids a reason to stay here.
Do not take away our forests. Do not lock them into reserves. They belong to all the people and should be available for us to us, manage and visit.

Well managed reduces fire risk and adds to community safety. Our community needs jobs for all willing workers. We need to encourage job opportunities above everything else.

More businesses opening in the community

Funding to run course which gives the person who runs it a job providing more people with more qualifications so can get a job for future

Don't let the greens get too much of a hold.

Timber has been harvested from the area for the most part of 200 years

Maybe business forums to find out what is required.

More local government and council interaction with local businesses to assist. Pin point areas of growth and opportunities to assist with ideas.

Cut out spending on surveys

Business incentives for new industries, tourism etc. Have rate, tax free for last 2 years

New business and industry/invite industry to the area

Support for already established businesses/ look to the POSITIVE!
not negative

Hydro electric power, innovative thinking. Dairy industry

Install and roll out HEP - provide jobs in building structure, then have HVE control power - HVE sells cheaper power than the rest of Tas!

Outcome is the industry and more people move in to the huon. Result is more rate payers for the HVE - gives you a through economy and region!!!

Encourage new enterprises, provide training (and funding) to young people that is easy to access, recognize their achievements and efforts. Support older people to train and change when jobs like forestry disappear.

get rid of Huon valley council

Training for shop keepers, tourism operators

Ideas workshop, meetings for locals to pool ideas.

No.1 Change of government

Support business in the area

Support our forestry industry



The government should be helping out small towns like ours, help make us thrive, and not pushing us even more into the ground
Stop listening and get doing

We need a large accommodation group to be established in region
More camping areas for RV's and mobile homes
Do not let forestry close down!
Encourage development and encourage the present traders to take pride in their business - brighten up the streets/shops to at least get our visitors talking about what lovely little towns we have here - maybe reward the business that makes an effort, if only a council editorial in the newspapers
Caravan park
Support Aquaculture and forest industries
'wait for a miracle', or ensure that stricter measures are taken to ensure that the local populace can visibly see cut backs in council vehicle use and amenities - when we are ALL doing it tough
Time for a different council - merge with kingston

Kingston seems to grow and prosper with the times and has an influx of people moving from the mainland
promoting tourist destinations (Tahune air walk/Hastings cave, camping, hiking) - not just as day tours
community dance hall (turn apple shed into venue) - square dance, ballroom, youth dances - with food made at training centre
hospitality class
By both government and local government sitting down with the community and working out what is best for the region
Children who look to their future and plan

Adults who model good work ethic and expectations of their children
these 2 points will lead to increased skilled employment
Creating the jobs and looking after the area eg. spending money to fix things instead of half building things
support our current business and encourage new business

Start up industries

open forum, community interaction, positive attitude

As above

more GOVT funding in education, health, tourism, business and economic development
keep the wood business going
keep foreign fruit and veg out
incentives for farmers - food growing if other industries fail - meat industries

Send hardcore rednecks to Cambodia to learn compassion
relax council regulations on buildings etc
embrace the environment for it's natural values, give better camping access and informative information trails to help tourists in detail - not just the airwalk drive in drive out
change of council regulations and attitude towards development
encourage new industries
change rural land owners regulations to help owners exit the land
eg let house's be divided off so neighbors can buy land only
remove all green out of valley

strong local and state leadership
support local small business
develop town to capitalise on tourism
continue to support local business



an election

support existing local business

road from Geeveston - new Norfolk improved thus making a circular tourist route

Relocalisation! working together to provide our own community with the basics of what we need to function as a society (food, energy, education, health etc)

as a resident involved in the community projects I have found some employees so unapproachable. If it's not done their way it's not done at all.

Conclusion!

council needs to have checks and balance on their heads of department and how council are dealing with us ratepayers
no idea

Help

don't favor large business over small

work with improving what we have, improving trust and bonding in the community etc

working together as a whole community

encourage people to interact

support forestry and fish farm and send all the greenies on their way

promotion of the area to attract small businesses and opportunities for young people to further their education and not leave school at such a young age

completing high school to yr 12

better public transport to Hobart - it takes 1.5 hours on the bus

The NBN to all houses

community consultation and progressive groups of people with new innovative ideas that are involved from concept and not preached at or overridden

active promotion of the tourist drawcards nationally

change of government

by local and state government supporting the community

?

Communicate with residents.

Spend time listening.

Do not impose government regulations but develop consultation strategies.

Governments become and pay for facilitators who endeavour to make things happen with people not for people

Communicate. Get down here and listen to locals. Really communicate.

\$\$\$ and professionals.

Get some "change champions" in and look at what other regional communities have done to be successful. Do things differently. Promote a different attitude to the whole "Greens are killing our jobs" one. It is what it is, so find some positives, offer those out of work some opportunity to learn new skills as part of redundancy - skills of the future. Those with some aptitude for those skills, those of all ages, will become your new change champions.



Inclusive facilitation. More open access to council as part of community not a controller.

Discourage industrialised forestry practices.

Educate! Encourage education in children and in adults.

Create a mall in the main street of Geevo.

Encourage tourism (the quirky marketing for Tasmania as a whole is wonderful ~ and the Huon is the quirkiest place here, so why not use those people to make a campaign for us?)

Discourage out of character buildings, encourage renovation and restoration of old buildings and gardens.

Promote the arts!

Promote the community!

Rip up the road in Geevo and create a beautiful mall!

Think creatively and beautifully

Invest in businesses and community structure

1. Proposed spirit III ply from Hobart or port Huon to Sydney, than back to Port Huon, Lcston to Adelaide, back to Pt.Huon,sydney etc. may be sailing schedules for spirits I and II could be altered to incorporate this scheme, Suitable for TA freight to Adelaide, railway to darwinin 2.5 days then to Asia etc. Tourist would have (mainland and tasmania)alternative arrival to go to Adelaide or Sydney etc etc.

Tourist vessel with accommodation could ply from Devenport, down Eastern Tasmania coast, calling at different ports and places of interest, to terminate at Port Huon, to allow scenic places of interest to be visited to SOutH port etc.Tahune, Ida bay, Hastemp etc

2. Waste- Wood utilisation

Blind Freddie(Councillors ,Politicians wasted interest- not so blind, but some smart enough to block moves) would recognise that the best an doptimum means for all watse wood utilisation, would be to construct a Wood and Wood waste steam powered, Electricilty Generation facility located at /Near Port Huon.Re: Smoke there is sufficient smoke-scrubbing technology to eliminate any pollution. Piles of waste may be seen at PETITS near huon,PORTA's sawmill opposite Drysdale Engineering, at Geeveston, and at TAune other saw mills in district. EDEN NSW wood/wood chip- fired, electricity power plant google: HARRIS DAISHOWA, Eden NSW" new electricity facility and view details of this set up. Wood chips could be made at Pt.Huon for the purpose and additional sources from triabuna hauling same by tow, purpose- built cartamaran larges (INCAT) to deliver via DENISON canal.Each vessel sailing in opposite dierections. The economies of above is based on the obvious 1- low cost, cheap raw material, 2- water, 3- Stable labor force, 4- Existing haulage infrastructure of roads and machinery trucks etc, 5- Product sold within Tasmania or mainland - electriclty at Australian wages rates- Input cost to suit Asutralian economy of cost and prices, 6- a competitor/alternate source of power for Southern Tasmanians to Hydro sourced power, 7- Electricty generated should be as competitive as Hydro's. Not for export , of course: our high wage rates accepted for an Australian product for OZ consumption., 8- Wage rates and RJ HAWKE- socialist International Member associate with ACTU, he created strikes so that they were settles at a higher rate each time creating the deadly inflation/interest rate spiral. between 1971(when male wages averages\$100 per week)and 1981, HAWke succeeded in Trebling wages to \$300 per week in ten years. Interest rates for small business shot to 17.5% p.a. people today squeal if there is 1/4 % move up. hawke in 1975 signed the lima agreement inperu, in which he authorised

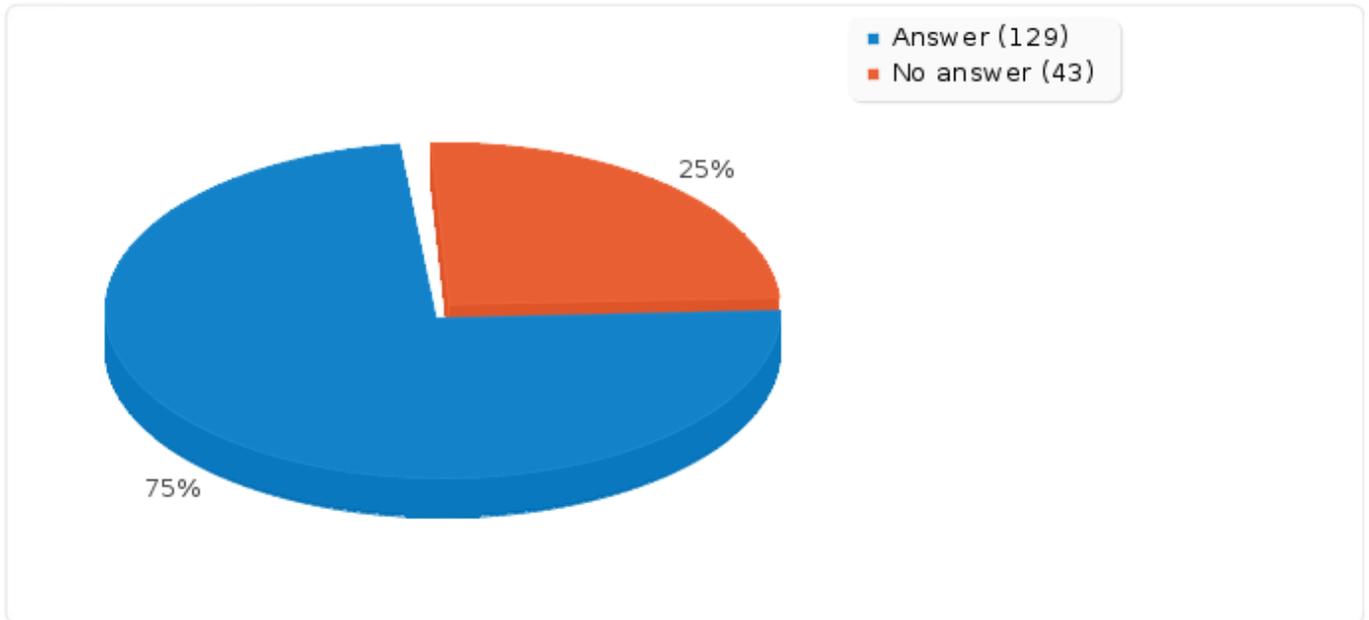


Australia Divesting itself of its industry in favor of ASIA,
regulating its future to be a MINE an dFOOD BOWL for the world
only. It must not be forgotten that it was the existing heavy,
light and assorted industry which enabled Australia to manufacture
aircarft, ships and every other conceivale defence equipment that
allowed our nation to defend itself with Asutarlian in WWII



Field summary for 9

How can we make this happen?

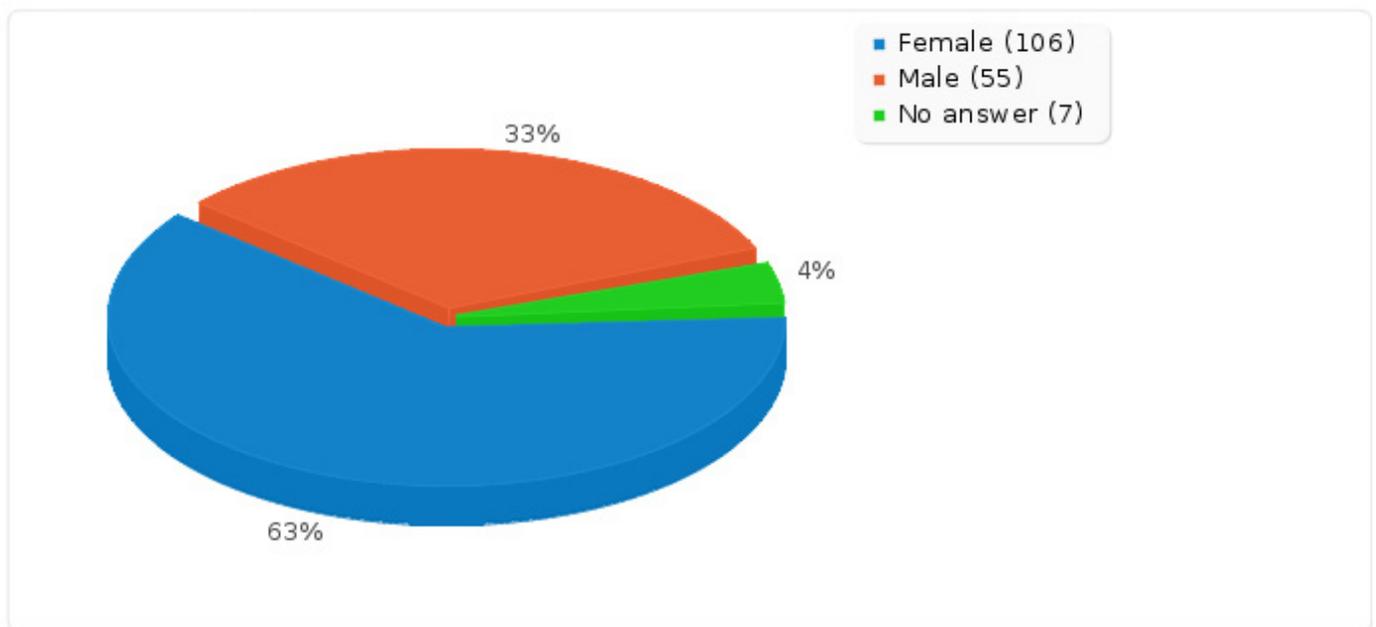




Field summary for 10

What is your gender?

Answer	Count	Percentage
Female (F)	106	63.10%
Male (M)	55	32.74%
No answer	7	4.17%

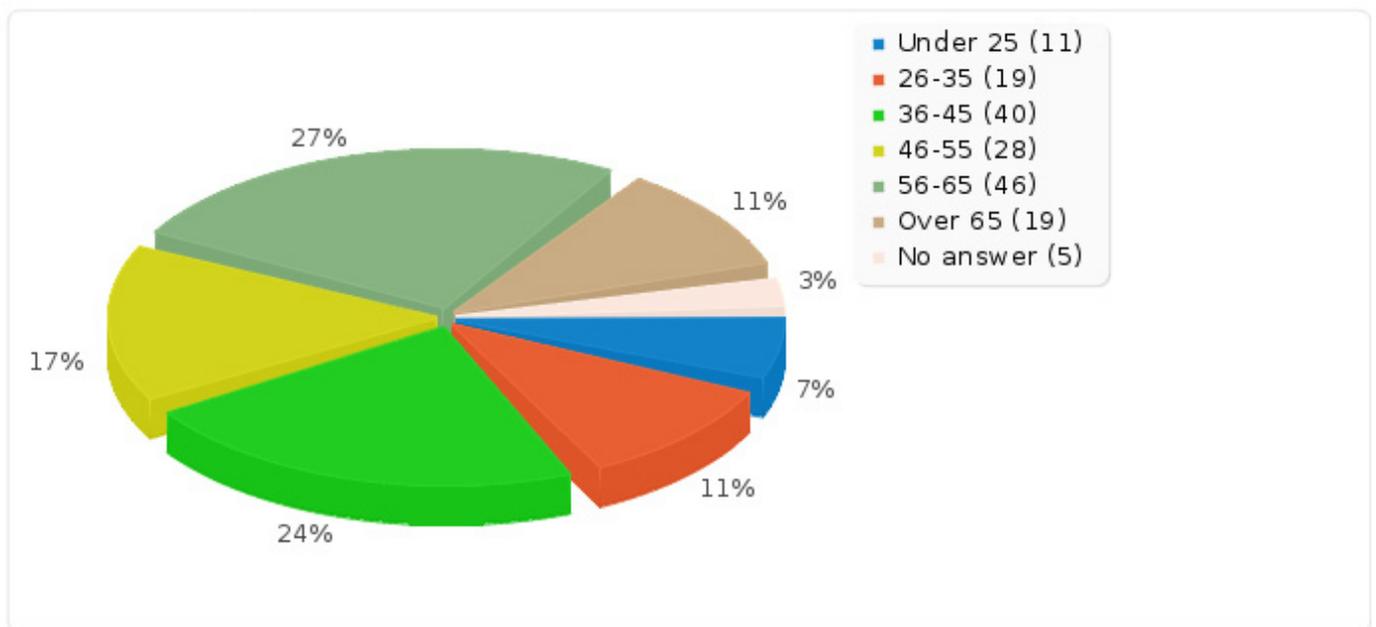




Field summary for 11

What is your age?

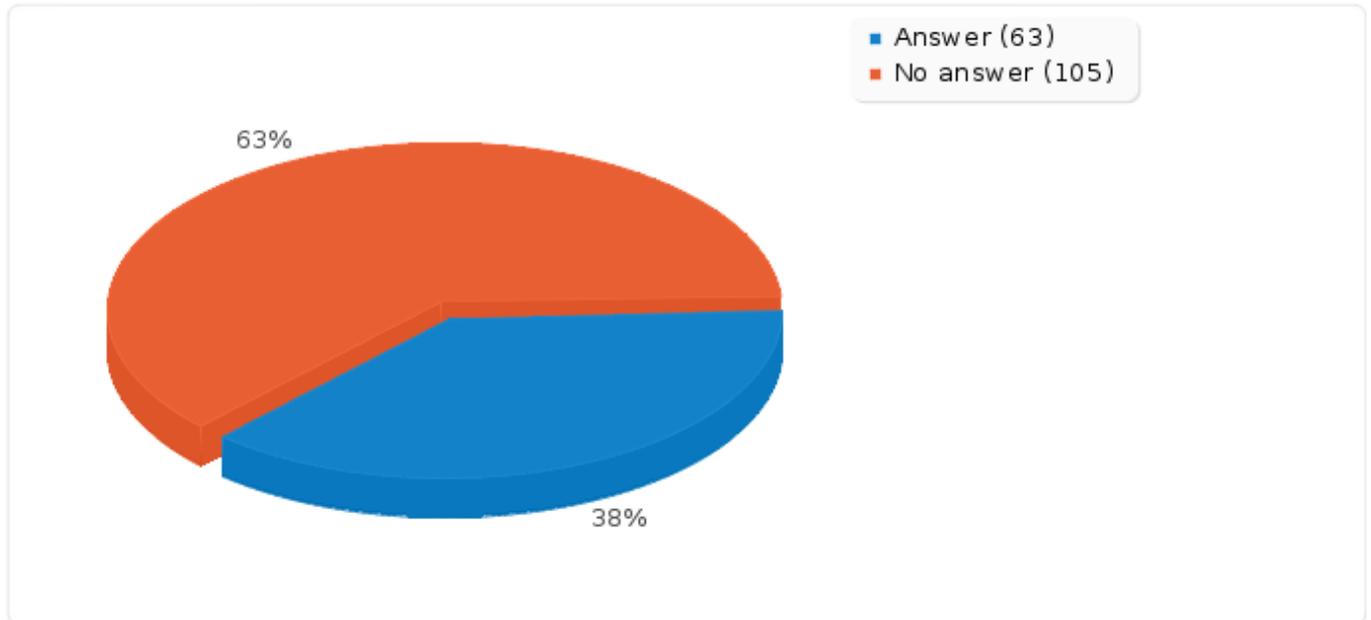
Answer	Count	Percentage
Under 25 (A1)	11	6.55%
26-35 (A2)	19	11.31%
36-45 (A3)	40	23.81%
46-55 (A4)	28	16.67%
56-65 (A5)	46	27.38%
Over 65 (A6)	19	11.31%
No answer	5	2.98%





Field summary for 12

OPTIONAL: If you are willing to discuss these issues with us in more detail,
please provide your contact details.





Geeveston / Port Huon 10-15 minute Business Census

With the assistance of the Bendigo Bank, the Huon Valley Council has commissioned an independent, strategic review of the opportunities and challenges that will be faced by the community of Geeveston / Port Huon in the coming years.

As an investor in the region, we are inviting your input - here is your chance to have a say on the future of this vitally important district.

This project is being undertaken by IMC-Link, a Tasmanian firm that specialises in social and economic research. All responses are anonymous, unless you explicitly give your consent otherwise. Our findings will be presented to Council by the end of June, 2012.

This survey should take 10-15 minutes to complete. Please direct any questions or comments about this project to: hvc@huonvalley.tas.gov.au

A link to the online version of this survey can be found at <http://www.huonvalley.tas.gov.au>

Are you a: business owner; and/or, business manager; and/or, potential investor in the region?

How would you rate the following...

	<i>Very harmful to your business</i>	<i>Harmful to your business</i>	<i>Neither harmful nor beneficial</i>	<i>Beneficial to your business</i>	<i>Very beneficial to your business</i>
1. The overall quality of the region's transport infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The quality of the region's communications infrastructure (eg telephone, wireless, high-speed internet)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The cost of doing business in your region (specifically, the cost of real estate, wages and salaries, and utilities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The region's cost of living for your employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The region's overall quality of life (eg climate, cultural and recreational opportunities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The availability in the region of workers with the skills your business requires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. The availability in the region of top managers with the qualifications your business requires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The availability in the region of technical experts with the qualifications your business requires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. The availability in the region of capital from banks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. The availability in the region of capital from other sources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. The quality of the region's specialized suppliers for your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. The regional availability of customers for your business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<i>Very harmful to your business</i>	<i>Harmful to your business</i>	<i>Neither harmful nor beneficial</i>	<i>Beneficial to your business</i>	<i>Very beneficial to your business</i>
13. State and local governmental regulations and licence/permit procedures affecting businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. The quality of promotional and marketing campaigns featuring the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. The effectiveness of regional programs to help start-up businesses and entrepreneurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering all the factors presented so far, how would you currently rate Geeveston / Port Huon overall as a place for your business to succeed?

- Poor
- Fair
- Good
- Very good
- Excellent

In five (5) years, do you believe the quality of Geeveston / Port Huon as a place for your business to succeed will...

- Decline
- Stay the same
- Improve

Considering your entire regional business environment, please list and explain the **most important regional issues** that should be addressed to improve your business's prospects for success.

.....

.....

.....

.....

.....

How do you feel about these statements...	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1. New residents can easily join the business community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Leaders in the region are responsive to the needs of all the regional residents, irrespective of ethnicity, cultural heritage, gender, or lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The business culture in the region understands failure as part of the learning and innovation process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. People from different industry and economic sectors frequently interact in the region (eg bankers and engineers, manufacturers and tourism providers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The region celebrates the growth of companies, not just the absolute size of companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Artists and business-people frequently interact in the region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Businesses in the region are willing to assist local firms and residents 'doing it tough'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Government institutions eagerly partner with the private sector to promote new business development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Business leaders in the region treat entrepreneurs, start-ups, and new companies as full partners in all aspects of industry cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Business leaders proactively share information and resources when possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Regional residents actively participate in community development organisations and projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Successful business people in the region actively invest in economic development projects and start-up ventures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the main industry of your business?

What year was your business founded?

What year did your business first establish a presence in this region?

Where is your business headquartered?

- in the region
- elsewhere in Tasmania
- mainland Australia
- internationally

What percentage of your Geeveston / Port Huon business sales are to **local customers**?

.....%

◆ *Local customers are people and other businesses located in the Geeveston / Port Huon region. They do not include, for example, Huonville residents or tourists.*

What is the approximate number of people employed by your business in the region?

	<i>Full-time</i>	<i>Part-time</i>	<i>Casual</i>	<i>Contract</i>
In 2008				
In 2010				
Today (2012)				

What is your annual cost of labour (current)?

What is your annual sales turnover (current)?

Please *estimate* your Geeveston / Port Huon business's average annual revenue growth / decline **past three (3) years**.

- Plus (+)
- Minus (-)

Please *forecast* your Geeveston / Port Huon business's average annual revenue growth / decline **next three (3) years**.

- Plus (+)
- Minus (-)

In the last 12 months, did your business donate to, sponsor, or fundraise on behalf of **local groups or interests**? Please detail...

.....

.....

.....

In the last 12 months, did your business donate to, sponsor, or fundraise on behalf of **other groups or interests**? Please detail...

.....
.....
.....

Where are the future opportunities for **your business** in the region, and how might these be realised?

.....
.....
.....

What **other industries** are most likely to succeed in the region, and how might these be assisted?

.....
.....
.....

OPTIONAL: Are willing to discuss these issues in more detail with us? Please provide your contact details:

.....
.....

This form can be returned to any of the following locations:

- Bendigo Bank, Geeveston
- Geeveston District High School
- Geeveston Post Office
- Sacred Heart Catholic School, Geeveston
- Shell Service Station, Geeveston
- Tahune Airwalk
- Port Huon Café (Trading Post)
- Huon Valley Council Customer Service Centre, Huonville



Results

Survey 21796

Number of records in this query:	35
Total records in survey:	35
Percentage of total:	100.00%



Field summary for A

In the Geeveston / Port Huon region, are you a...

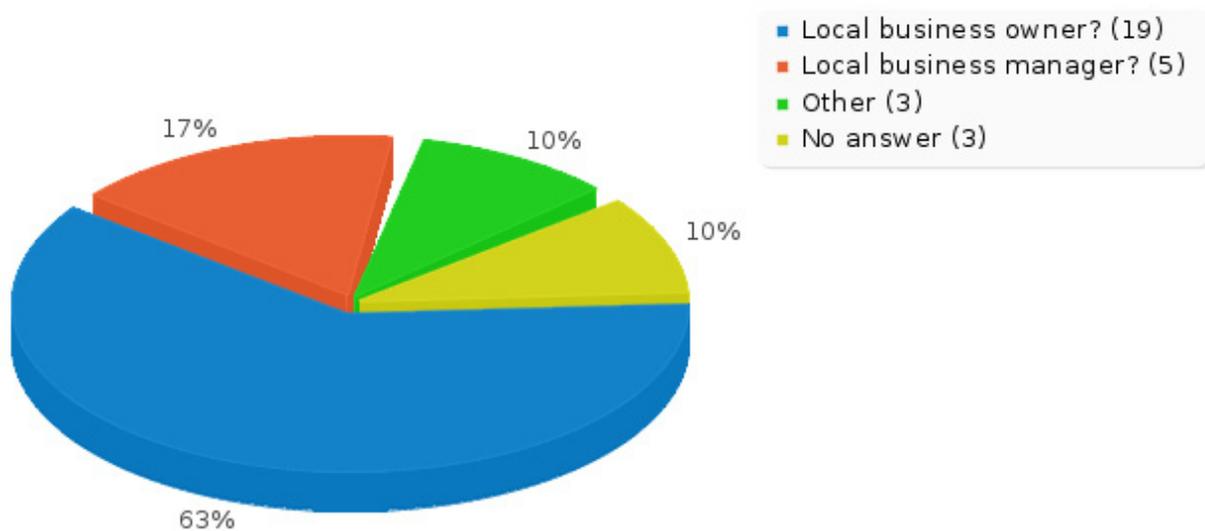
Answer	Count	Percentage
Local business owner? (A1)	19	63.33%
Local business manager? (A2)	5	16.67%
Potential investor in the region? (A3)	0	0.00%
Other	3	10.00%
No answer	3	10.00%

Other Responses

sole trader

All three above

All three

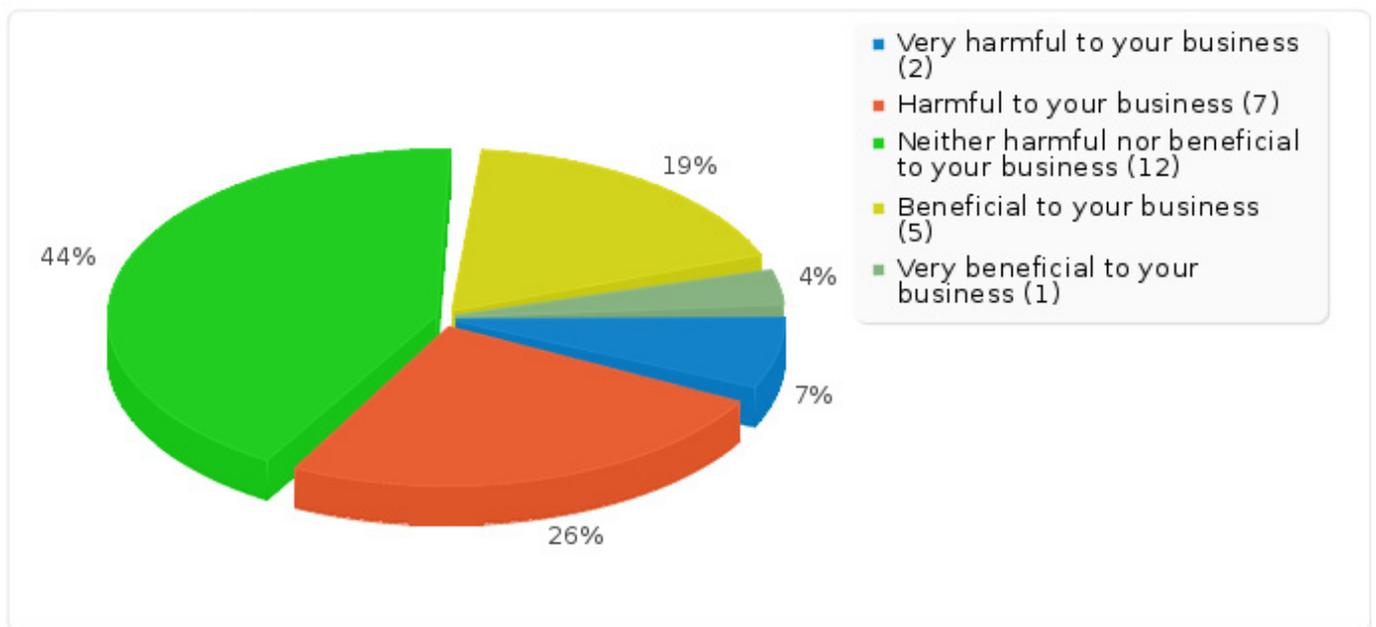




Field summary for 1(1)

How would you rate the following...?
[The overall quality of the region's transport infrastructure]

Answer	Count	Percentage
Very harmful to your business (A1)	2	7.41%
Harmful to your business (A2)	7	25.93%
Neither harmful nor beneficial to your business (A3)	12	44.44%
Beneficial to your business (A4)	5	18.52%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%



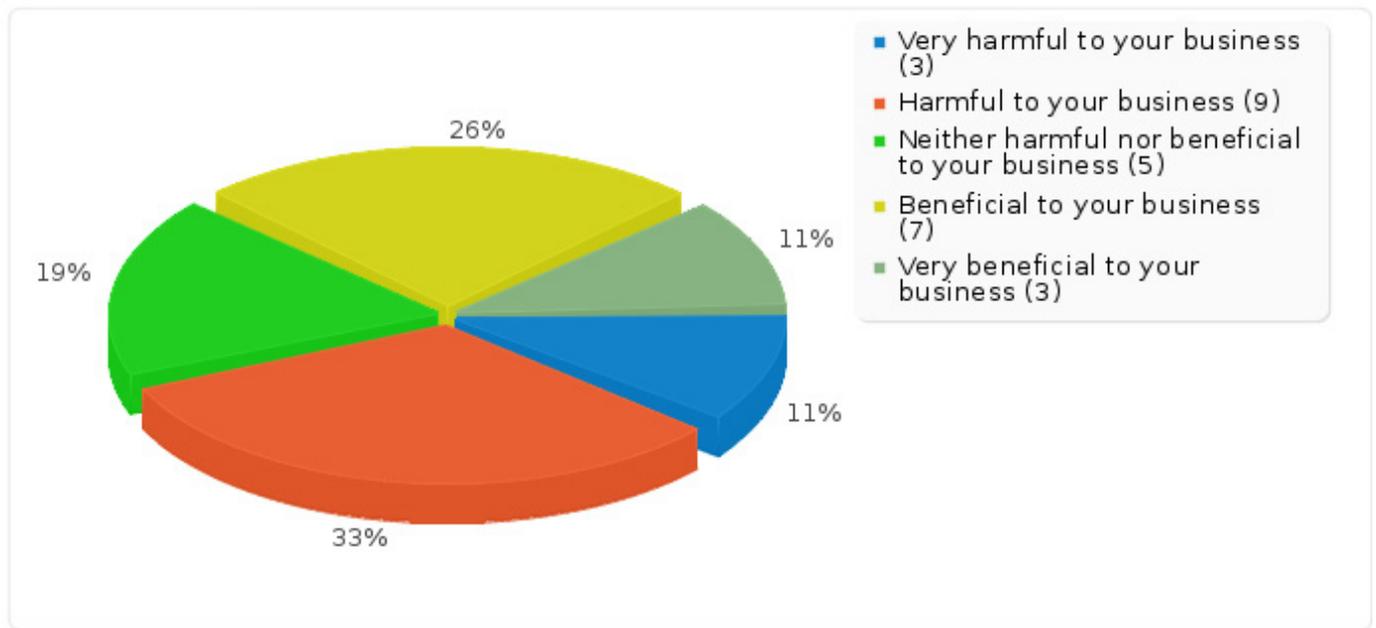


Field summary for 1(2)

How would you rate the following...?

[The quality of the region's communications infrastructure (eg telephone, wireless, high-speed internet)]

Answer	Count	Percentage
Very harmful to your business (A1)	3	11.11%
Harmful to your business (A2)	9	33.33%
Neither harmful nor beneficial to your business (A3)	5	18.52%
Beneficial to your business (A4)	7	25.93%
Very beneficial to your business (A5)	3	11.11%
No answer	0	0.00%



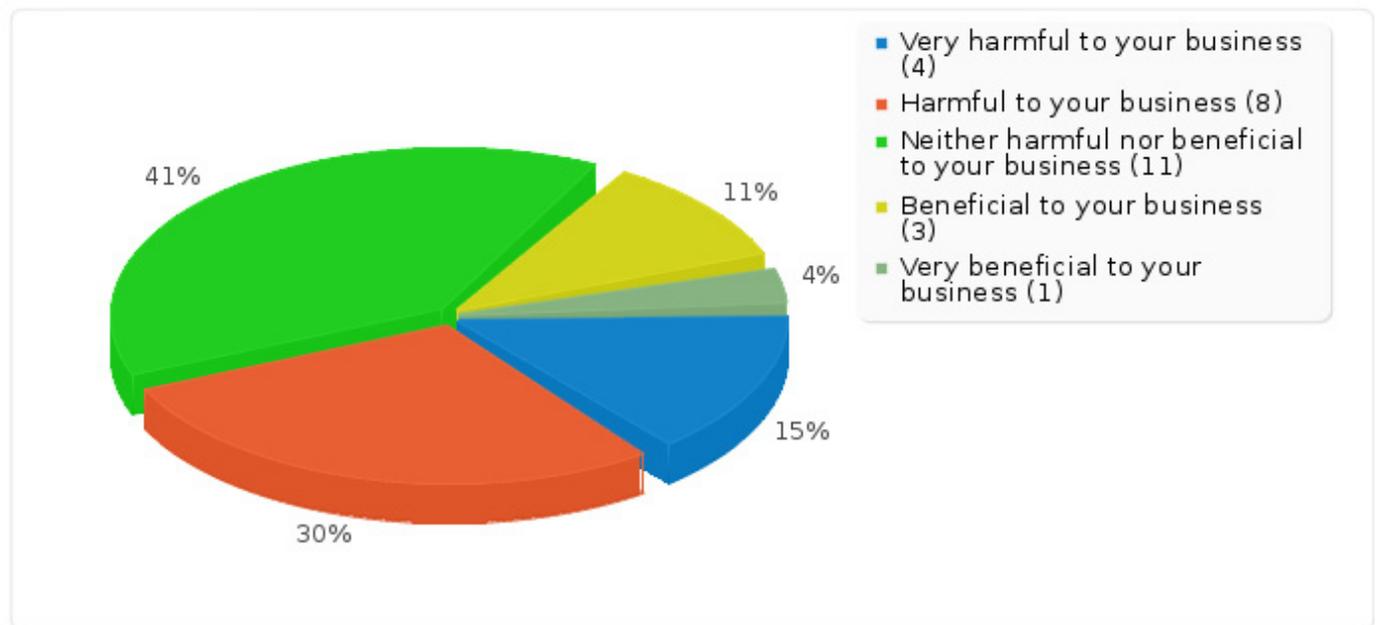


Field summary for 1(3)

How would you rate the following...?

[The cost of doing business in your region (specifically, the cost of real estate, wages and salaries, and utilities)]

Answer	Count	Percentage
Very harmful to your business (A1)	4	14.81%
Harmful to your business (A2)	8	29.63%
Neither harmful nor beneficial to your business (A3)	11	40.74%
Beneficial to your business (A4)	3	11.11%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%

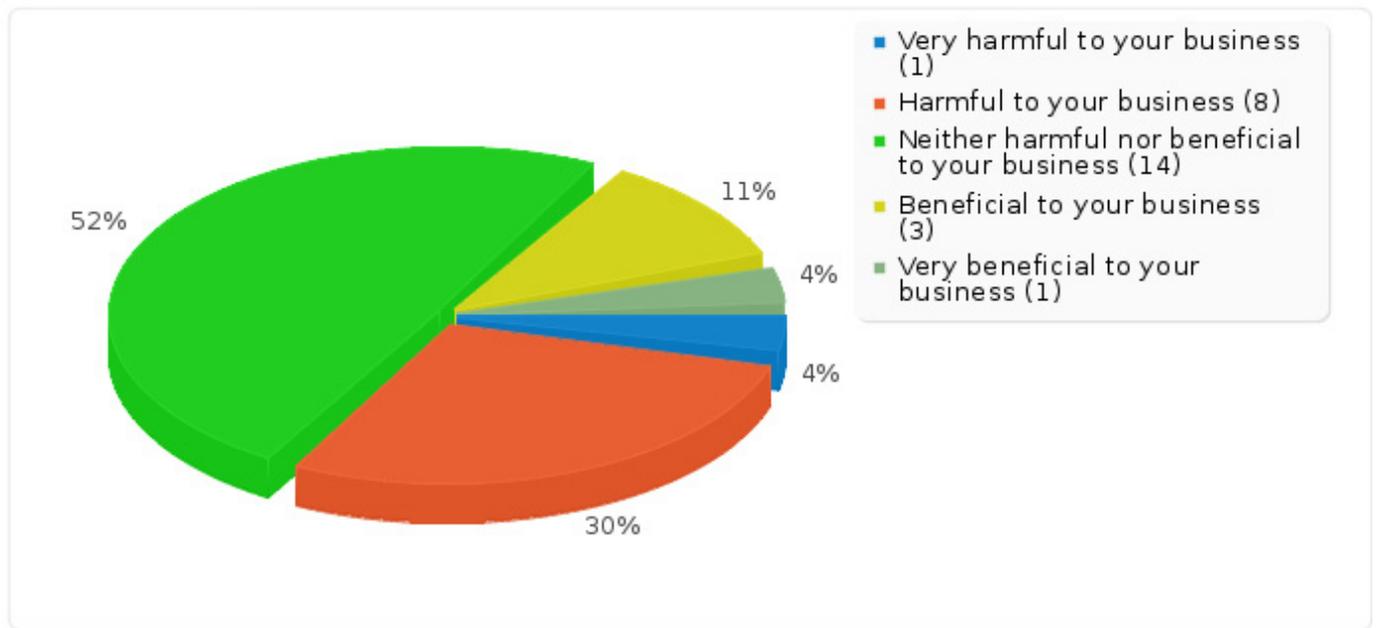




Field summary for 1(4)

How would you rate the following...?
[The region's cost of living for your employees]

Answer	Count	Percentage
Very harmful to your business (A1)	1	3.70%
Harmful to your business (A2)	8	29.63%
Neither harmful nor beneficial to your business (A3)	14	51.85%
Beneficial to your business (A4)	3	11.11%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%



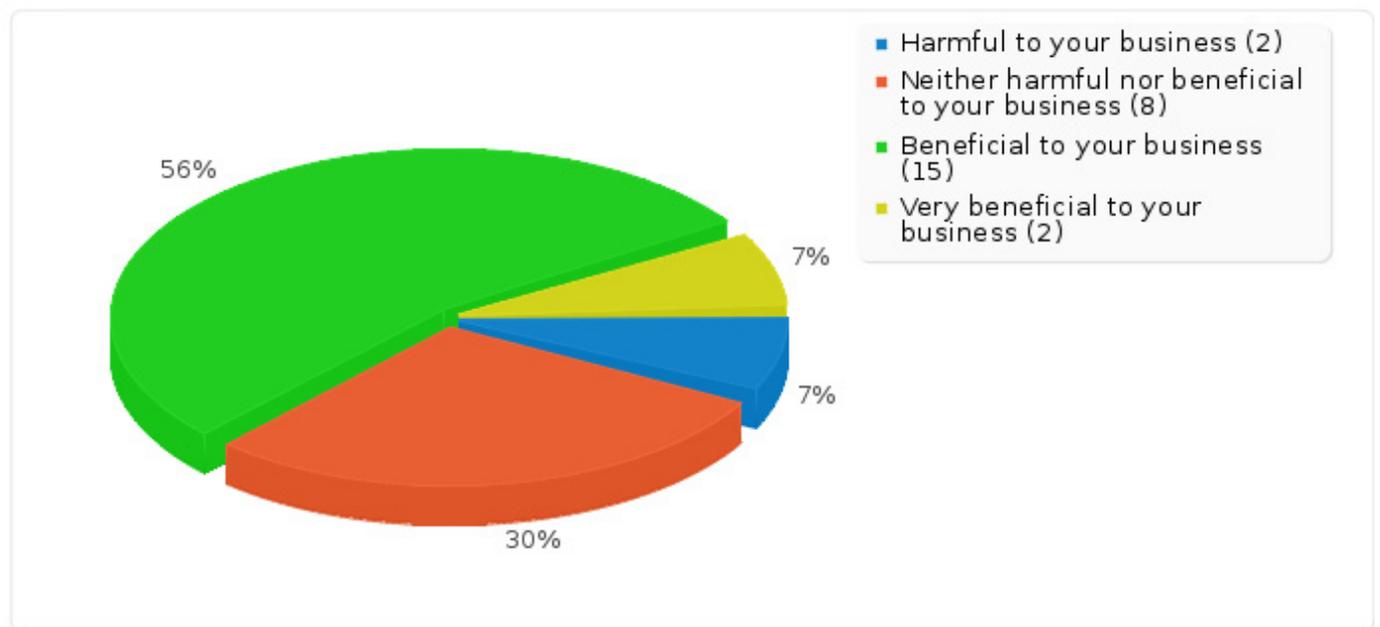


Field summary for 1(5)

How would you rate the following...?

[The region's overall quality of life (eg climate, cultural and recreational opportunities)]

Answer	Count	Percentage
Very harmful to your business (A1)	0	0.00%
Harmful to your business (A2)	2	7.41%
Neither harmful nor beneficial to your business (A3)	8	29.63%
Beneficial to your business (A4)	15	55.56%
Very beneficial to your business (A5)	2	7.41%
No answer	0	0.00%



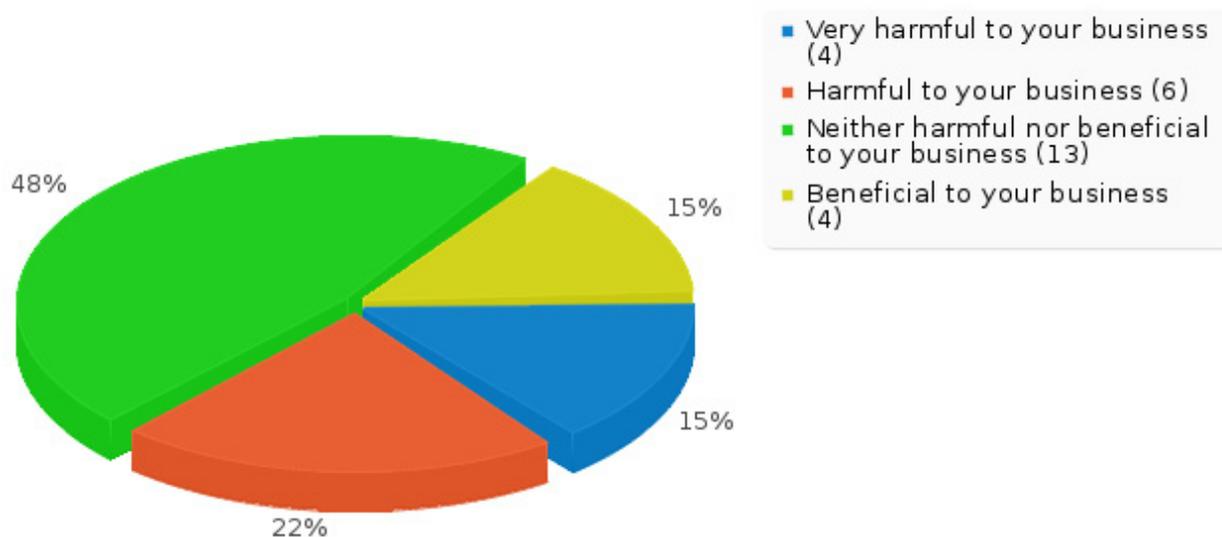


Field summary for 1(6)

How would you rate the following...?

[The availability in the region of workers with the skills your business requires]

Answer	Count	Percentage
Very harmful to your business (A1)	4	14.81%
Harmful to your business (A2)	6	22.22%
Neither harmful nor beneficial to your business (A3)	13	48.15%
Beneficial to your business (A4)	4	14.81%
Very beneficial to your business (A5)	0	0.00%
No answer	0	0.00%



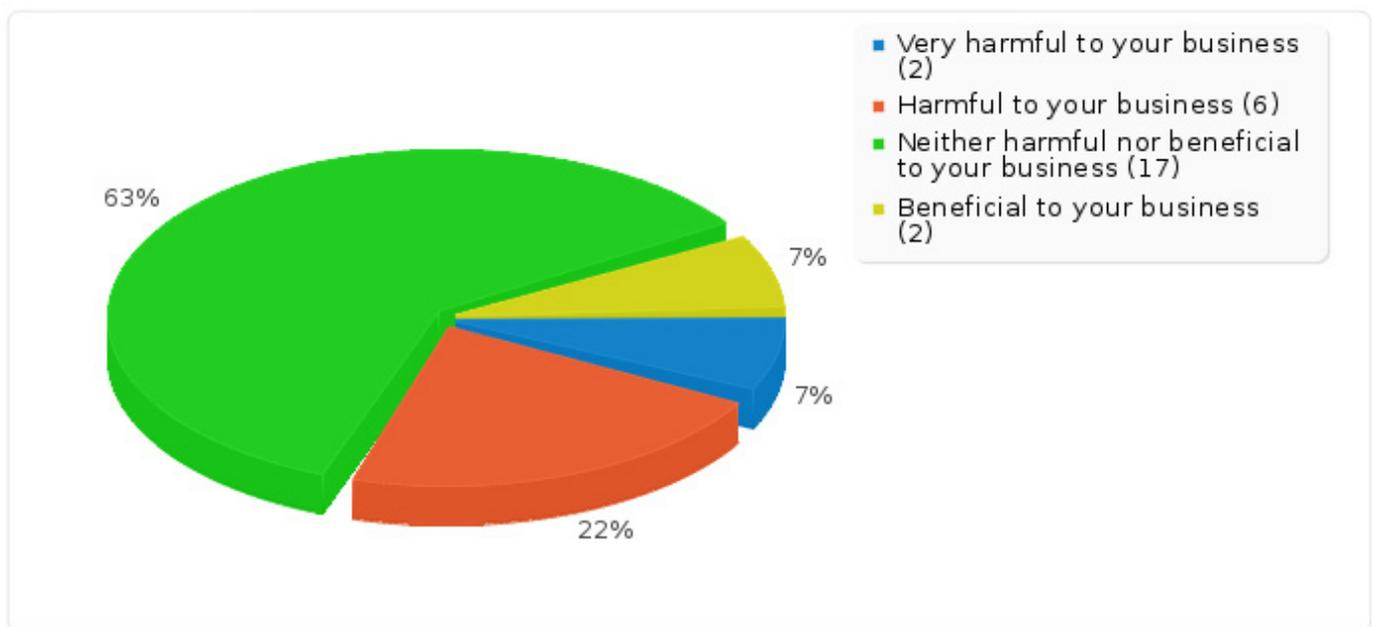


Field summary for 1(7)

How would you rate the following...?

[The availability in the region of top managers with the qualifications your business requires]

Answer	Count	Percentage
Very harmful to your business (A1)	2	7.41%
Harmful to your business (A2)	6	22.22%
Neither harmful nor beneficial to your business (A3)	17	62.96%
Beneficial to your business (A4)	2	7.41%
Very beneficial to your business (A5)	0	0.00%
No answer	0	0.00%



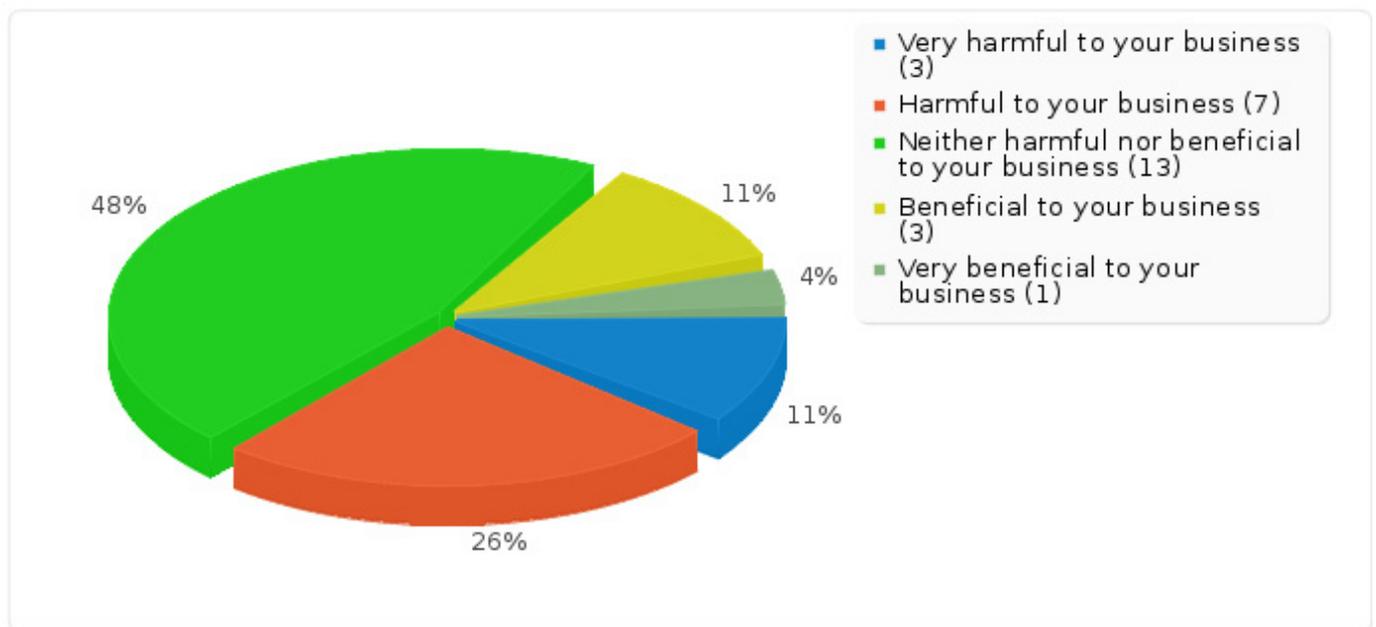


Field summary for 1(8)

How would you rate the following...?

[The availability in the region of technical experts with the qualifications your business requires]

Answer	Count	Percentage
Very harmful to your business (A1)	3	11.11%
Harmful to your business (A2)	7	25.93%
Neither harmful nor beneficial to your business (A3)	13	48.15%
Beneficial to your business (A4)	3	11.11%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%

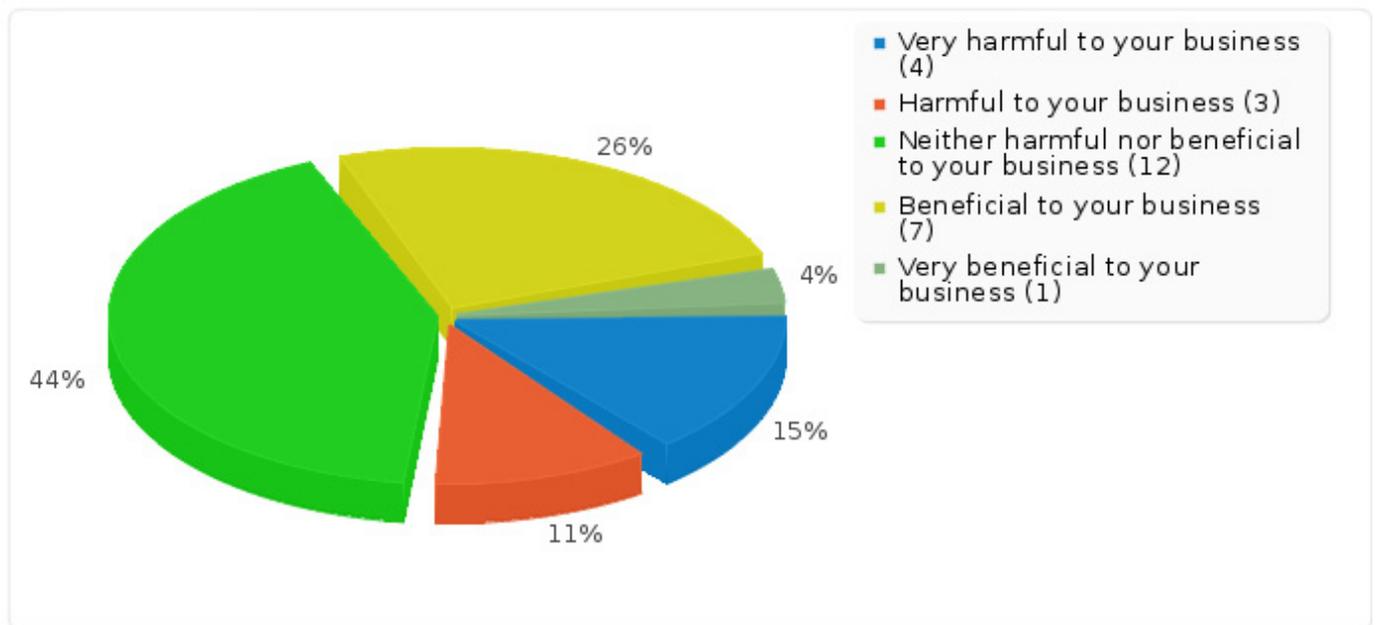




Field summary for 1(9)

How would you rate the following...?
[The availability in the region of capital from banks]

Answer	Count	Percentage
Very harmful to your business (A1)	4	14.81%
Harmful to your business (A2)	3	11.11%
Neither harmful nor beneficial to your business (A3)	12	44.44%
Beneficial to your business (A4)	7	25.93%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%

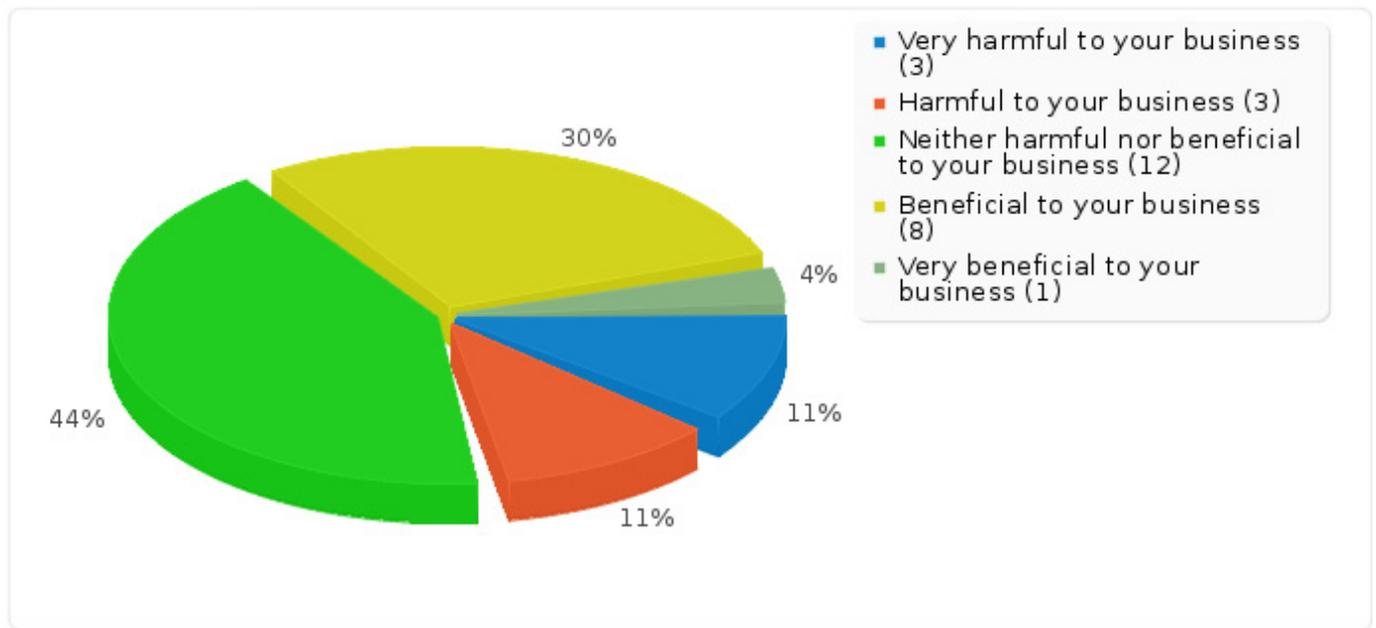




Field summary for 1(10)

How would you rate the following...?
[The availability in the region of capital from other sources]

Answer	Count	Percentage
Very harmful to your business (A1)	3	11.11%
Harmful to your business (A2)	3	11.11%
Neither harmful nor beneficial to your business (A3)	12	44.44%
Beneficial to your business (A4)	8	29.63%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%



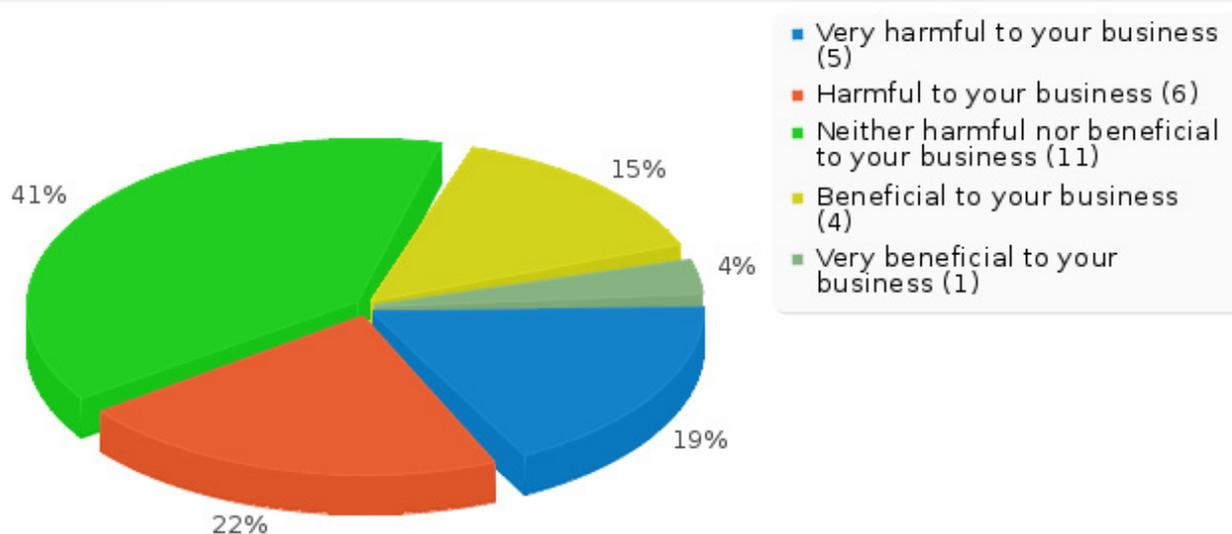


Field summary for 1(11)

How would you rate the following...?

[The quality of the region's specialized suppliers for your business]

Answer	Count	Percentage
Very harmful to your business (A1)	5	18.52%
Harmful to your business (A2)	6	22.22%
Neither harmful nor beneficial to your business (A3)	11	40.74%
Beneficial to your business (A4)	4	14.81%
Very beneficial to your business (A5)	1	3.70%
No answer	0	0.00%

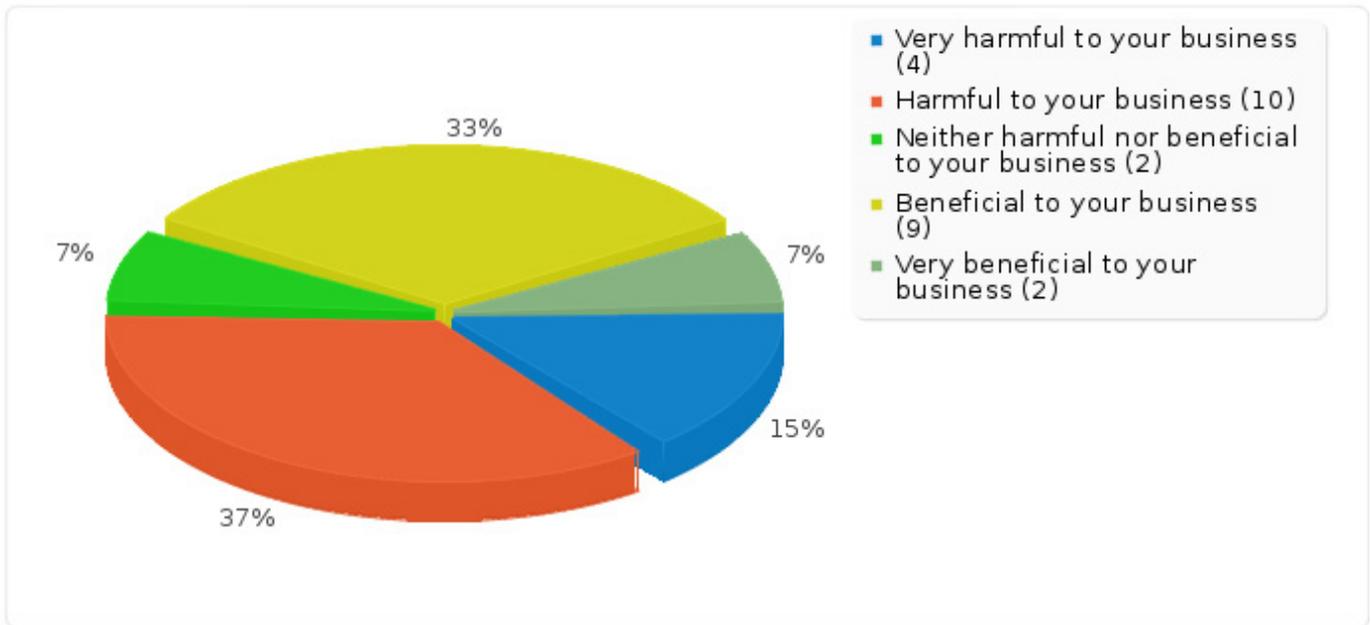




Field summary for 1(12)

How would you rate the following...?
[The regional availability of customers for your business]

Answer	Count	Percentage
Very harmful to your business (A1)	4	14.81%
Harmful to your business (A2)	10	37.04%
Neither harmful nor beneficial to your business (A3)	2	7.41%
Beneficial to your business (A4)	9	33.33%
Very beneficial to your business (A5)	2	7.41%
No answer	0	0.00%



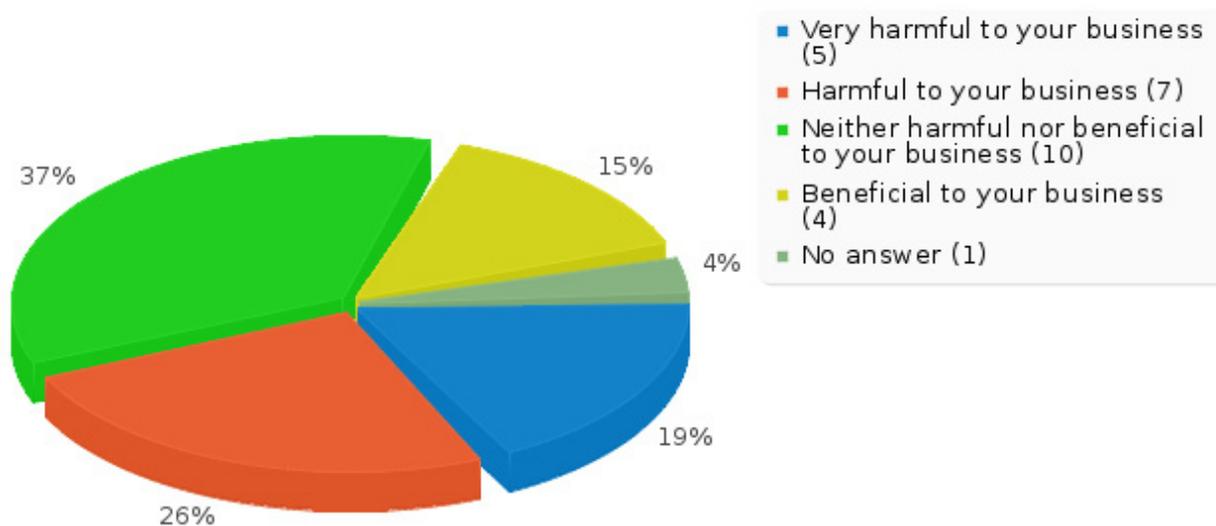


Field summary for 1(13)

How would you rate the following...?

[State and local governmental regulations and licence/permit procedures affecting businesses]

Answer	Count	Percentage
Very harmful to your business (A1)	5	18.52%
Harmful to your business (A2)	7	25.93%
Neither harmful nor beneficial to your business (A3)	10	37.04%
Beneficial to your business (A4)	4	14.81%
Very beneficial to your business (A5)	0	0.00%
No answer	1	3.70%



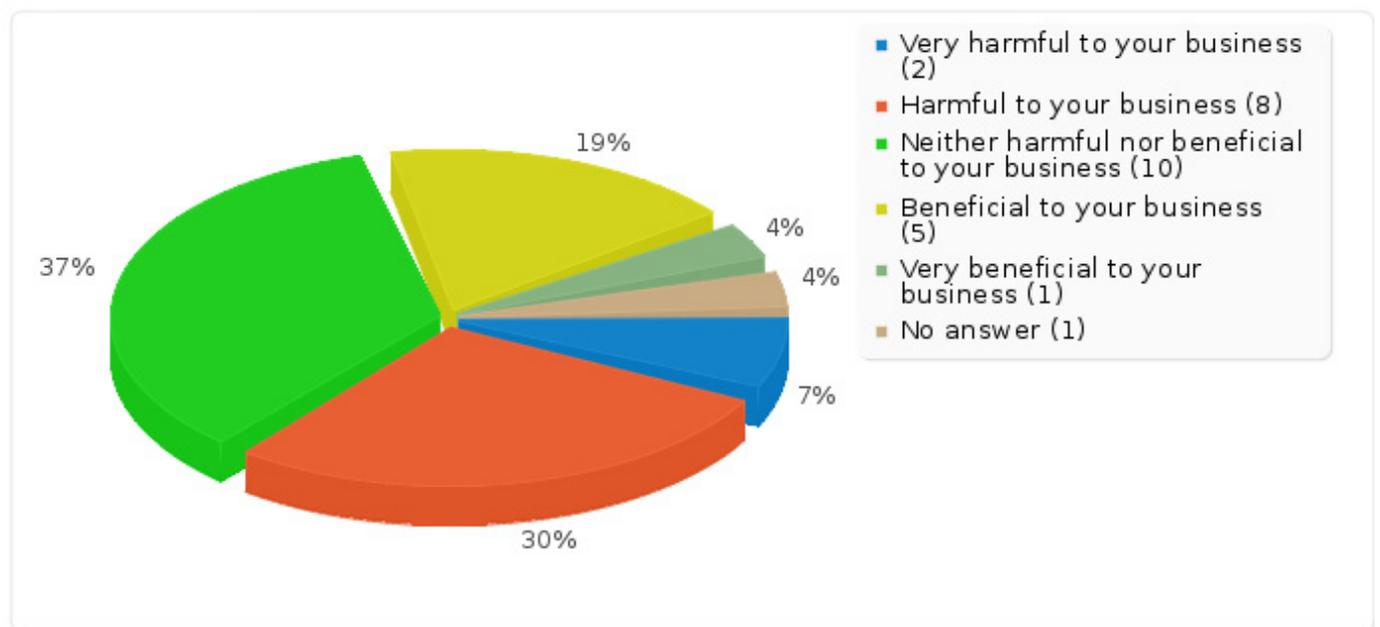


Field summary for 1(14)

How would you rate the following...?

[The quality of promotional and marketing campaigns featuring the region]

Answer	Count	Percentage
Very harmful to your business (A1)	2	7.41%
Harmful to your business (A2)	8	29.63%
Neither harmful nor beneficial to your business (A3)	10	37.04%
Beneficial to your business (A4)	5	18.52%
Very beneficial to your business (A5)	1	3.70%
No answer	1	3.70%



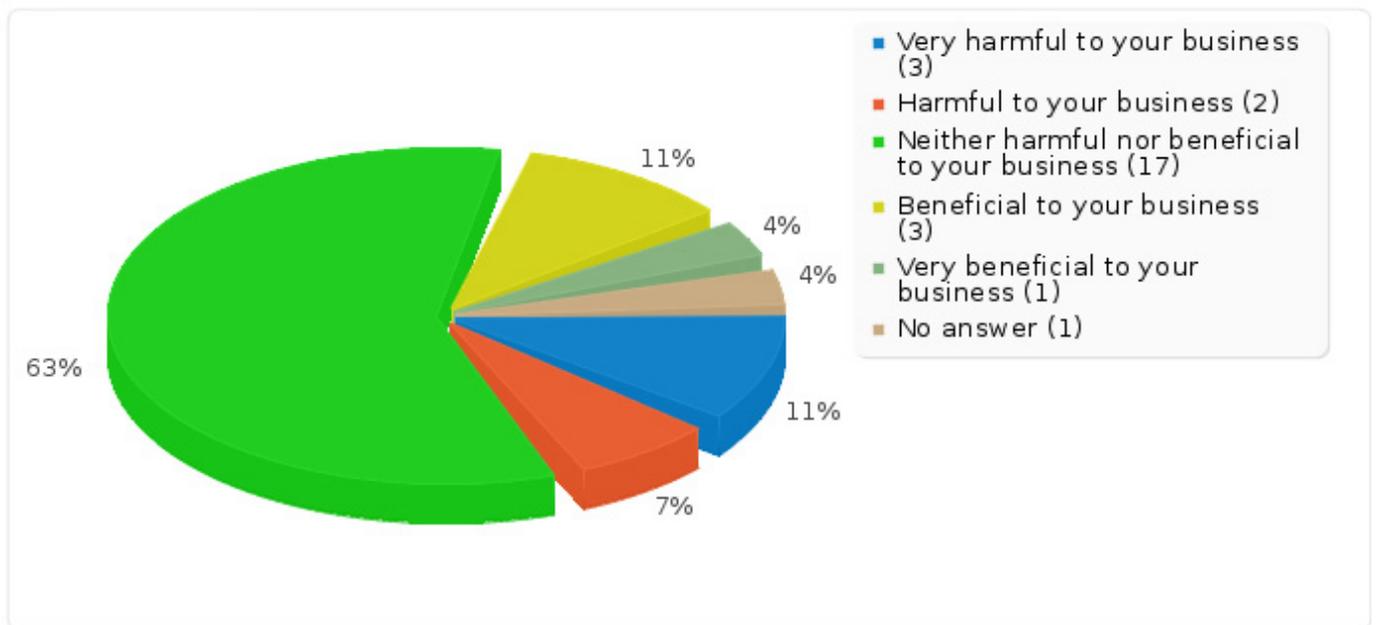


Field summary for 1(15)

How would you rate the following...?

[The effectiveness of regional programs to help start-up businesses and entrepreneurs]

Answer	Count	Percentage
Very harmful to your business (A1)	3	11.11%
Harmful to your business (A2)	2	7.41%
Neither harmful nor beneficial to your business (A3)	17	62.96%
Beneficial to your business (A4)	3	11.11%
Very beneficial to your business (A5)	1	3.70%
No answer	1	3.70%

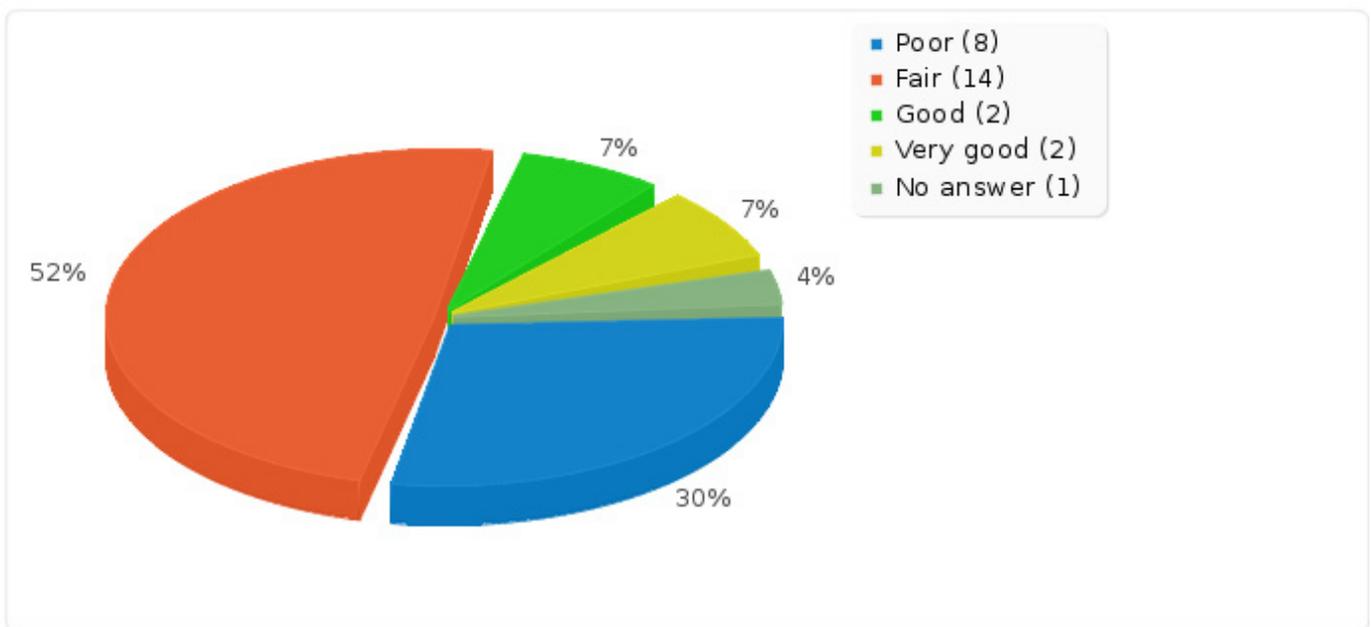




Field summary for 2

Considering all the factors presented so far, how would you rate Geeveston / Port Huon as a place for business to succeed?

Answer	Count	Percentage
Poor (A1)	8	29.63%
Fair (A2)	14	51.85%
Good (A3)	2	7.41%
Very good (A4)	2	7.41%
Excellent (A5)	0	0.00%
No answer	1	3.70%

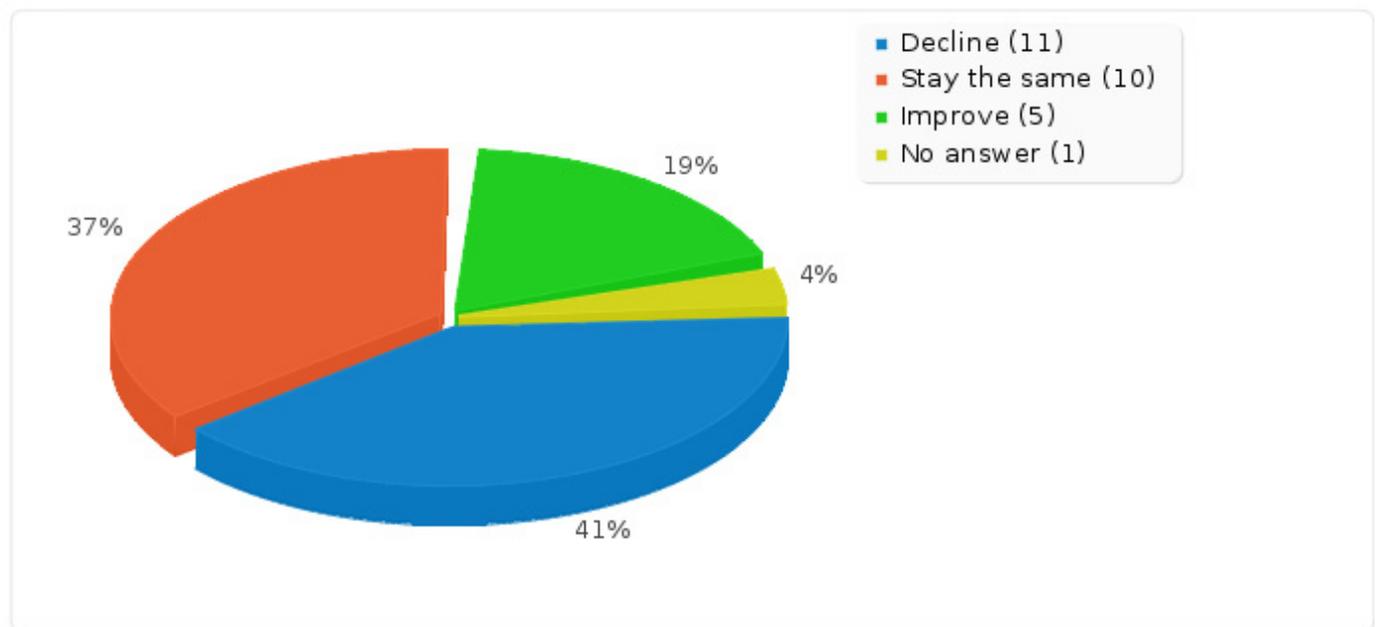




Field summary for 3

In five (5) years, do you believe the quality of Geeveston / Port Huon as a place for your business to succeed will...

Answer	Count	Percentage
Decline (A1)	11	40.74%
Stay the same (A2)	10	37.04%
Improve (A3)	5	18.52%
No answer	1	3.70%





Field summary for 4

Considering the entire Geeveston / Port Huon business environment, what are the most important regional issues that should be addressed to improve your business's prospects for success.

Answer	Count	Percentage
Answer	17	62.96%
No answer	10	37.04%

Responses

My business is mobile and related to health and fitness and the biggest obstacle is lack of income in the area - people just don't have the spare cash to spend on looking after themselves at the moment. It's the local economy.

To a lesser extent there is also a cultural resistance to change or try anything new.

For my business it's tourism that needs a shot in the arm. Geeveston township itself looks tired & not particularly inviting to a visitor. We have wood sculptures that while they are hardly riveting don't seem to be promoted in any way, although wood sculptures are "old hat" throughout Tasmania. The Hastings caves road not being sealed has a huge impact on visitor numbers. The Tahune Airwalk is no longer that big a drawcard - it needs some sort of revamping & some new & VERY DIFFERENT addition to make it appealing again - in particular to Tasmanian residents. Most have seen it once & don't come back. Airwalk tickets & tourist info & as a food & fuel stop are the only reason people stop in Geeveston anyway. The township could do with a coordinated coat of paint & better promotion of the platypus population wouldn't go astray too. In other words we need to make Geeveston an inviting destination in itself. How about building a climbing wall in the space inside the Heritage Centre? The sale of tickets is absolutely vital from the Heritage Centre, without that the place will collapse. Local businesses need to recognise that while they may not be directly involved in the tourism sector it's vital to the community. There was supposed to be tree planting along the entrance roads to Geeveston - flowering plums I think? - but what's happened to that scheme? I also think we miss a huge opportunity by not making something of the 2 large poles at the Scott's Rd. intersection - how about a huge "Welcome to Geeveston" sign across the top, from one to another above the road. Colour coordinated with the new paint scheme in the township? Or have platypus on it or at least as part of a logo? That would indicate to visitor's that there is a town ahead & prevent them heading straight down Scott's Rd. as directed by GPS or straight out to the Airwalk. Why not do something bizarre like paint the entire town in stripes, or bright yellow, comparatively inexpensive but things like that give a place a "vibe" & people will come to see things such as "The Yellow Town". We can't rely on Airwalk ticket sales alone to attract people to our town, especially as we're not on immediately on the highway, people have to actually make an effort to turn in to Geeveston - we need to give them a reason to - a reason that is interesting (platypus?), quirky (odd paint scheme) photogenic (sculptures?), active (climbing wall or some such activity?). public transport and infrastructure.



Better Quality Access (Highways)

Adventure Tourism...Inspire and Support

Conferencing

Employment Opportunities

Local Government Support for Land/Housing Development

Local Government retention/stability of Trained Personnel

Accountability Local Government.. Delegation to Department Heads

Street Scaping

Introduction and Enforcement,Quality Standards of Presentation and

Maintenance of Public and PRIVATE lots

downturn in tourism in general and disbursement into regional areas in particular

financial situation of locals

Increased awareness of the region as a multi-day tourist destination.

For our ,or in my opinion ,any business to succeed in this area is for both residents ,potential residents ,business owners and potential business investors to have confidence that there are positive and achievable plans afoot for the future.

Constant negative news ,political bickering and not much foreseeable economic advancement creates a very poor outlook.

Uncertainty in the forest industry with no support for people and businesses who have spent lifetimes involved with the industry is a truly unforgiveable situation. The fish processing plant which was also a major employer is now almost defunct.

What stupidity to allow these major employment businesses to just fade away and a community to slowly die as a result.

Our region has so much to offer in every aspect of community with a wealth of advantages over larger states in respect to our ability to unite and build a better future simply because of the fact we are small and therefor should be able to focus on what is important for our state,our families and our future.

CONFIDENCE THAT THERE IS A FUTURE IS OUR MOST IMPORTANT REGIONAL ISSUE.

Business and community will survive and reemerge without handouts if the political environment focuses on positives -too many to list and obvious to all.

-Town signage into town. Up north of the state they have great signage to detour into towns. There is nothing in the south of the state. Very disappointing

- Casual RV parking permitted. People don't linger if there is nothing available

- Town Website - shows whats available and whats on offer
Increase public transport

Increase regional advertising - INTERSTATE as well as in Tas



Create jobs to give people money to spend locally and to save current jobs eg forestry

Encourage families to move to area. But need jobs to do this. Council needs to be easier to deal with with infrastructure as people frustrated with how inefficient they are.

Business growth in all areas - forestry, fish, tourism etc

Save forest industry

Create employment

Capitalize on tourist passing through

Support existing small business

Better tourism information needs to be done regarding this area.

People come done (tourists) for a day or afternoon thinking they will see everything and they don't, then go elsewhere or don't come at all past huonville

Stable Tasmanian and federal government.

Tasmania needs to encourage investment, not discourage.

We need to let the rest of Australia and the world know we are open for business

High unemployment in the region reduces the dispensable income people have. Since I do not provide an essential service my business prospects in this region are unlikely.

Lack of skilled willing workers. I find it difficult to find employees from this region who take pride in their work or are willing to work hard.

Increase Employment to generate more spending in my business

Increase Tourism Promotion to have more tourist travel within our region

A marketing campaign focusing on Promoting Geeveston

A caravan park based in heritage park thus more spending towards my business

Employment prospects within the local area

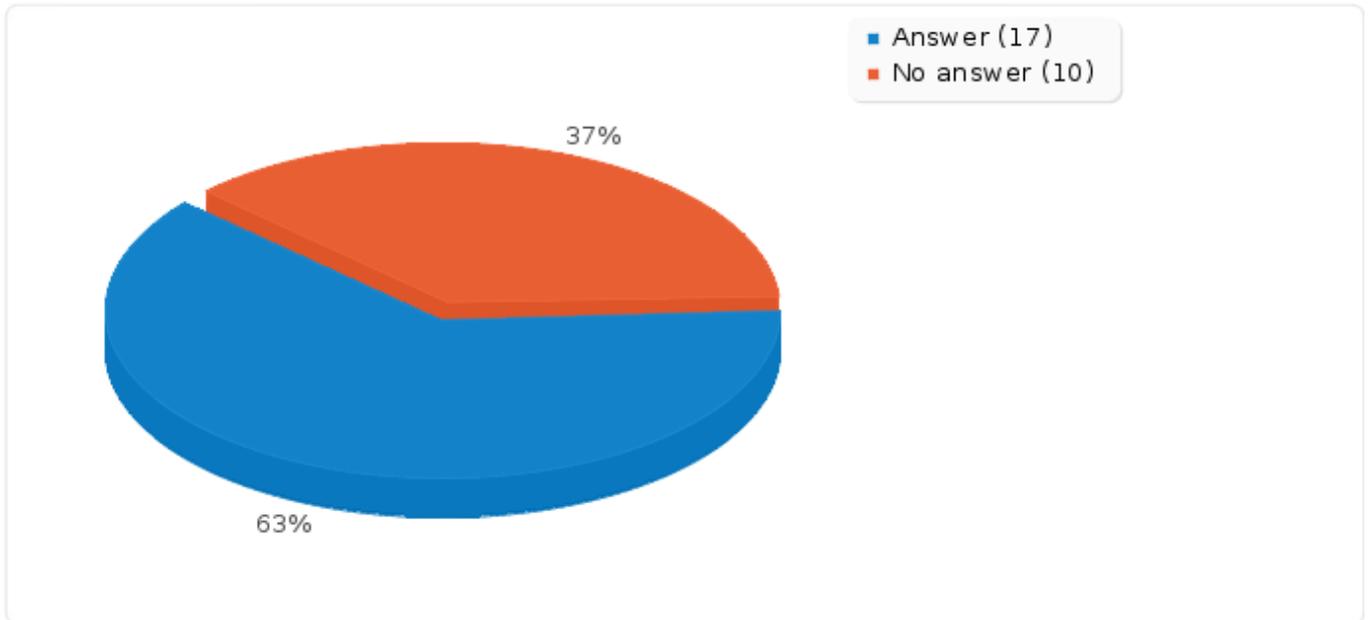
We desperatley need a large accommodation/conference facility in the Huon Valley-State Govt needs to promotoe Tas Heavily as a winter destination-Tourism Tas website is Pathetic

We also desperately need a new industry to keep our young ones an dolder here- too many leaving the area to work in the mines.Green Movement has to stop saying NO to new developments



Field summary for 4

Considering the entire Geeveston / Port Huon business environment, what are the most important regional issues that should be addressed to improve your business's prospects for success.

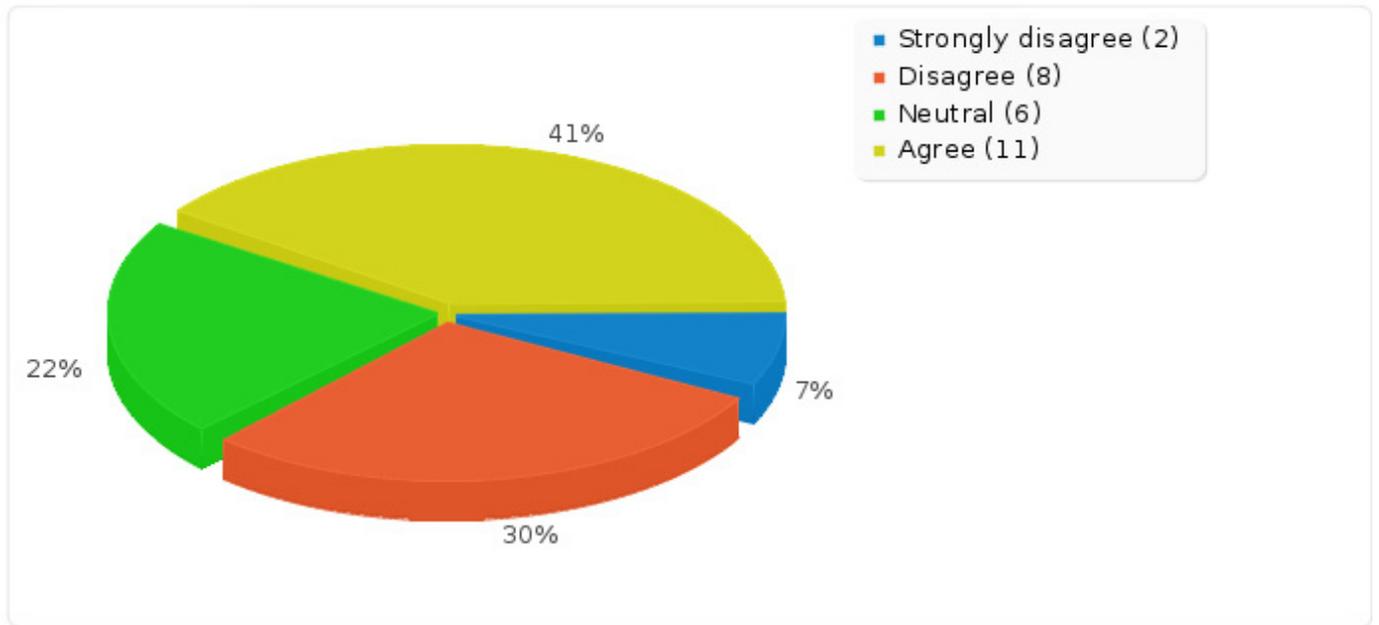




Field summary for 5(1)

How do you feel about these statements?
[New residents can easily join the business community]

Answer	Count	Percentage
Strongly disagree (A1)	2	7.41%
Disagree (A2)	8	29.63%
Neutral (A3)	6	22.22%
Agree (A4)	11	40.74%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%



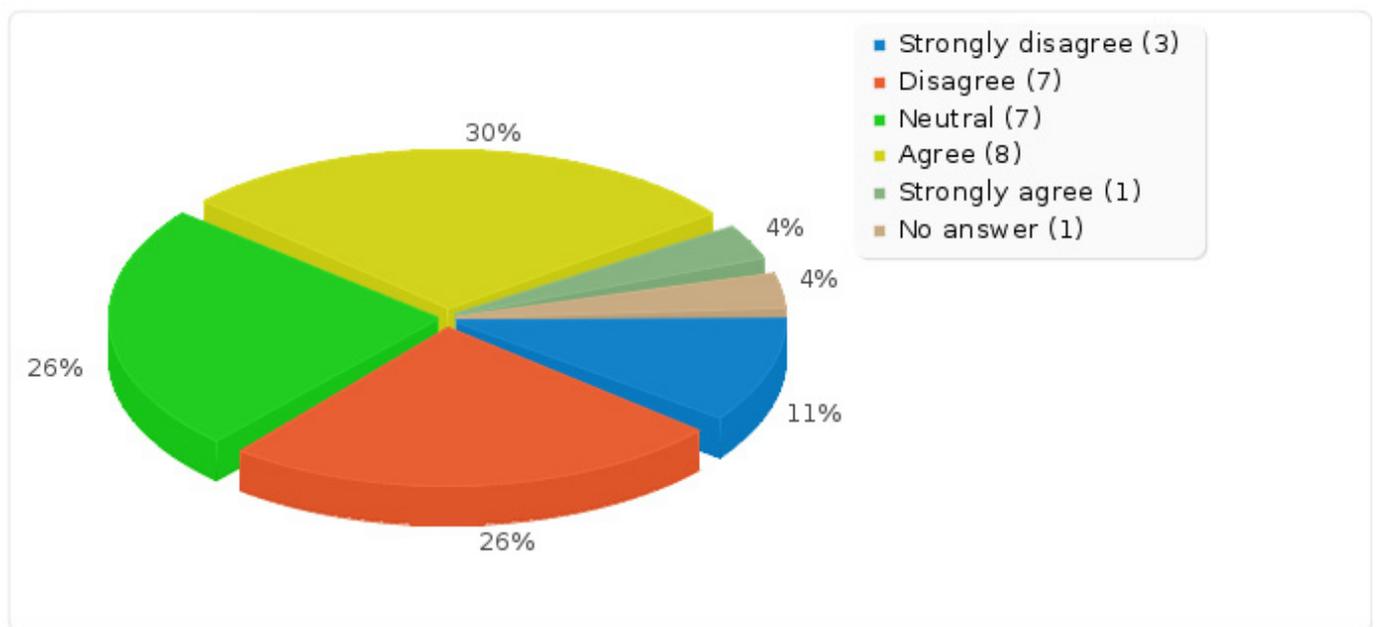


Field summary for 5(2)

How do you feel about these statements?

[Leaders in the region are responsive to the needs of all the regional residents, irrespective of ethnicity, cultural heritage, gender, or lifestyle]

Answer	Count	Percentage
Strongly disagree (A1)	3	11.11%
Disagree (A2)	7	25.93%
Neutral (A3)	7	25.93%
Agree (A4)	8	29.63%
Strongly agree (A5)	1	3.70%
No answer	1	3.70%



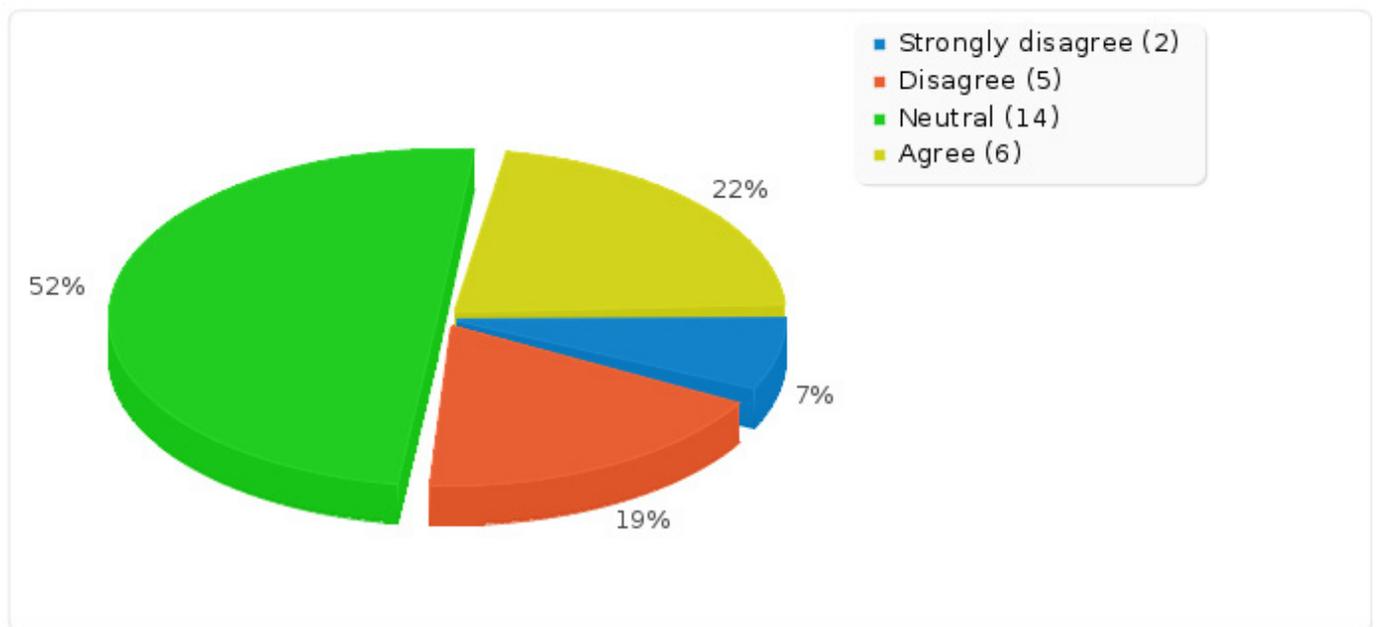


Field summary for 5(3)

How do you feel about these statements?

[The business culture in the region understands failure as part of the learning and innovation process]

Answer	Count	Percentage
Strongly disagree (A1)	2	7.41%
Disagree (A2)	5	18.52%
Neutral (A3)	14	51.85%
Agree (A4)	6	22.22%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%



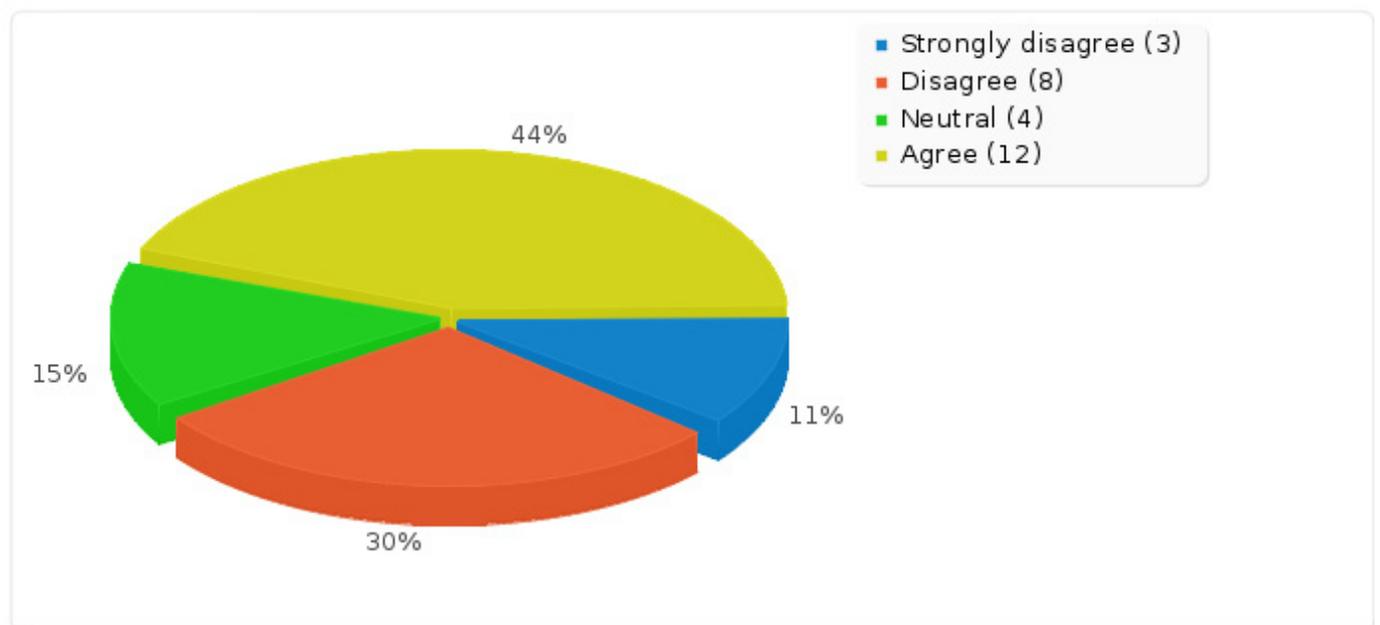


Field summary for 5(4)

How do you feel about these statements?

[People from different industry and economic sectors frequently interact in the region (eg bankers and engineers, manufacturers and tourism providers)]

Answer	Count	Percentage
Strongly disagree (A1)	3	11.11%
Disagree (A2)	8	29.63%
Neutral (A3)	4	14.81%
Agree (A4)	12	44.44%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%



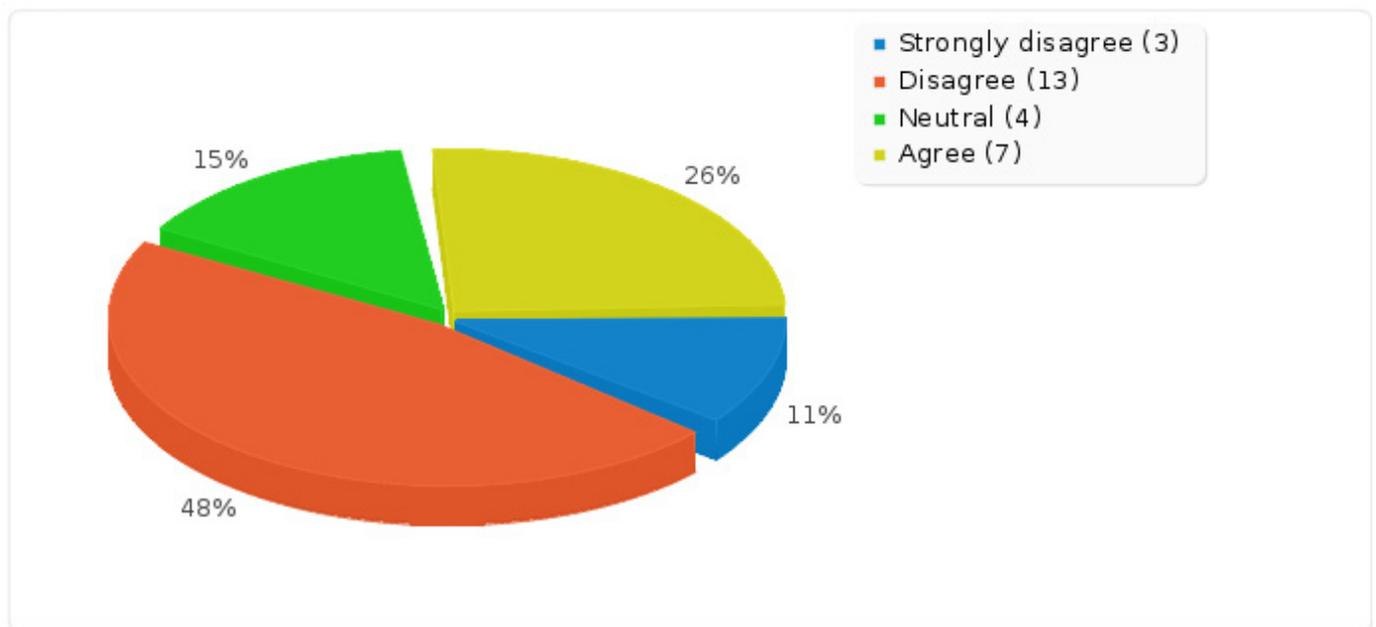


Field summary for 5(5)

How do you feel about these statements?

[The region celebrates the growth of companies, not just the absolute size of companies]

Answer	Count	Percentage
Strongly disagree (A1)	3	11.11%
Disagree (A2)	13	48.15%
Neutral (A3)	4	14.81%
Agree (A4)	7	25.93%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%



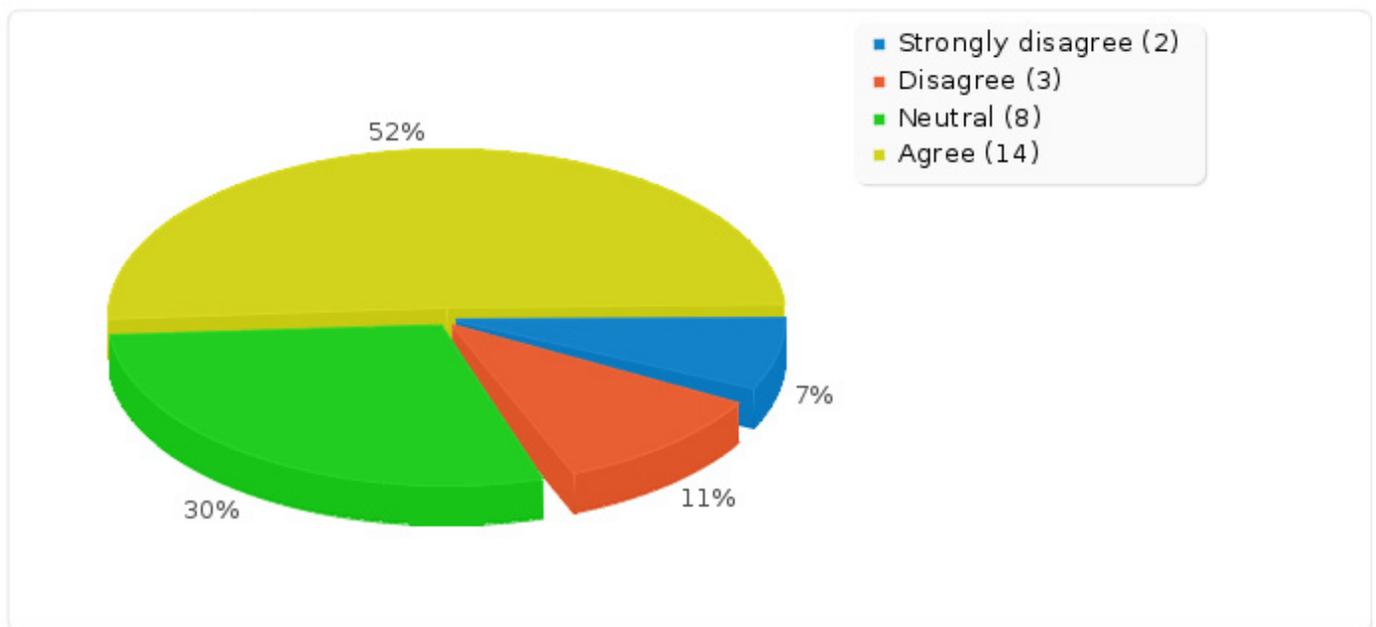


Field summary for 5(6)

How do you feel about these statements?

[Artists and business-people frequently interact in the region]

Answer	Count	Percentage
Strongly disagree (A1)	2	7.41%
Disagree (A2)	3	11.11%
Neutral (A3)	8	29.63%
Agree (A4)	14	51.85%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%



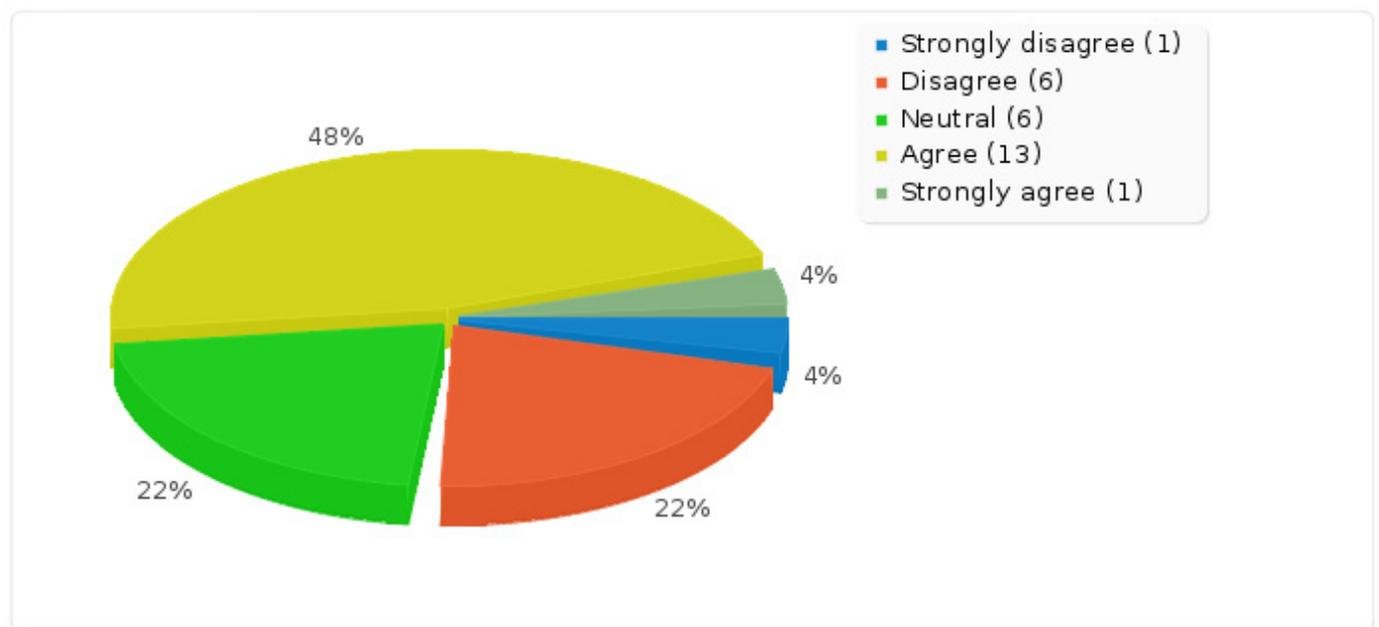


Field summary for 5(7)

How do you feel about these statements?

[Businesses in the region are willing to assist local firms and residents
'doing it tough']

Answer	Count	Percentage
Strongly disagree (A1)	1	3.70%
Disagree (A2)	6	22.22%
Neutral (A3)	6	22.22%
Agree (A4)	13	48.15%
Strongly agree (A5)	1	3.70%
No answer	0	0.00%



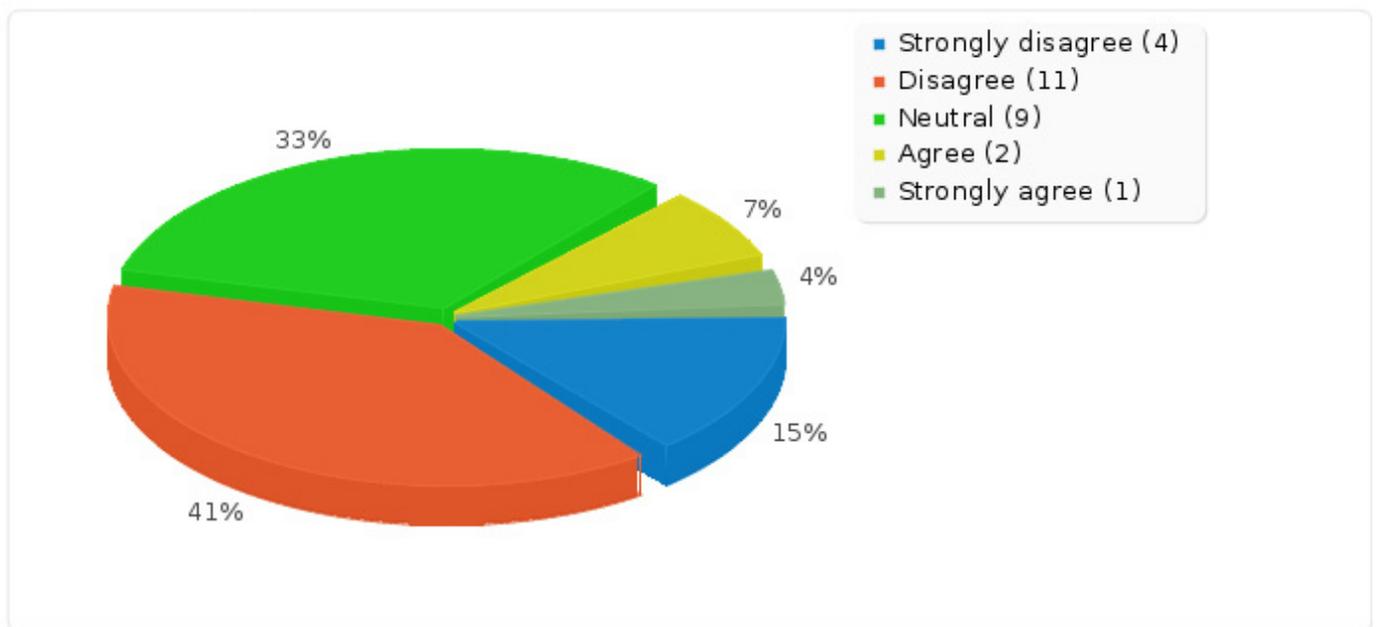


Field summary for 5(8)

How do you feel about these statements?

[Government institutions eagerly partner with the private sector to promote new business development]

Answer	Count	Percentage
Strongly disagree (A1)	4	14.81%
Disagree (A2)	11	40.74%
Neutral (A3)	9	33.33%
Agree (A4)	2	7.41%
Strongly agree (A5)	1	3.70%
No answer	0	0.00%

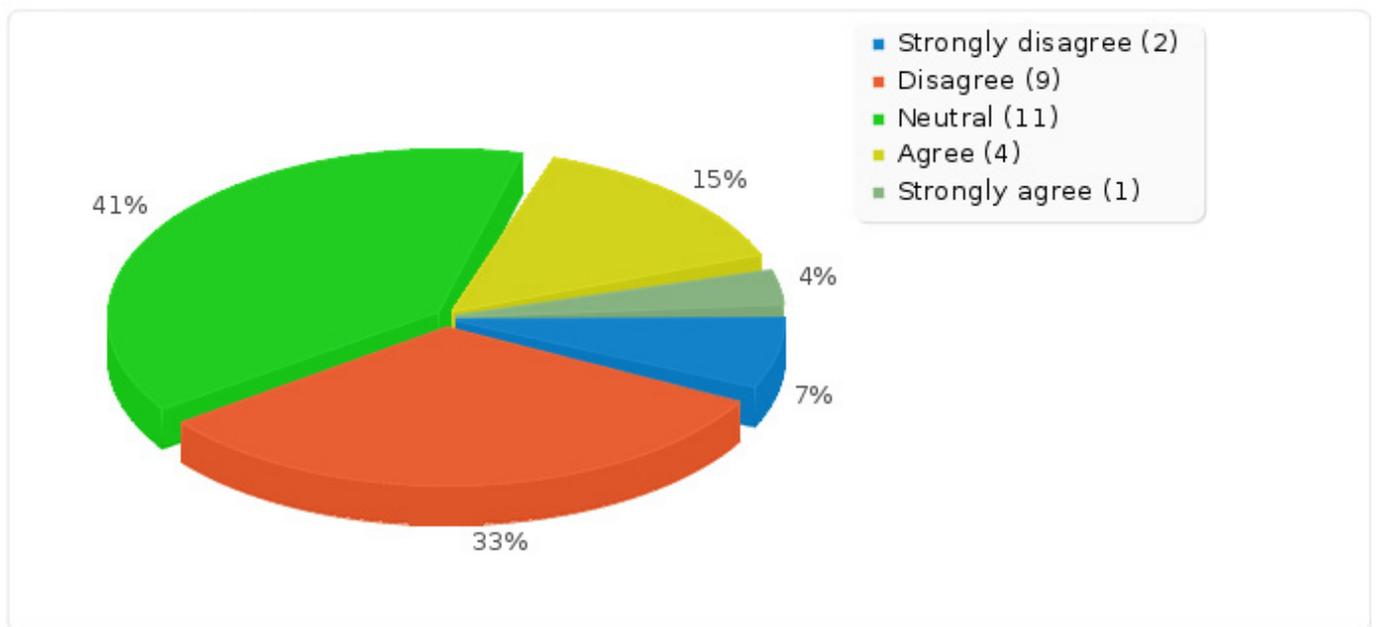




Field summary for 5(9)

How do you feel about these statements?
[Business leaders in the region treat entrepreneurs, start-ups, and new companies as full partners in all aspects of industry cooperation]

Answer	Count	Percentage
Strongly disagree (A1)	2	7.41%
Disagree (A2)	9	33.33%
Neutral (A3)	11	40.74%
Agree (A4)	4	14.81%
Strongly agree (A5)	1	3.70%
No answer	0	0.00%



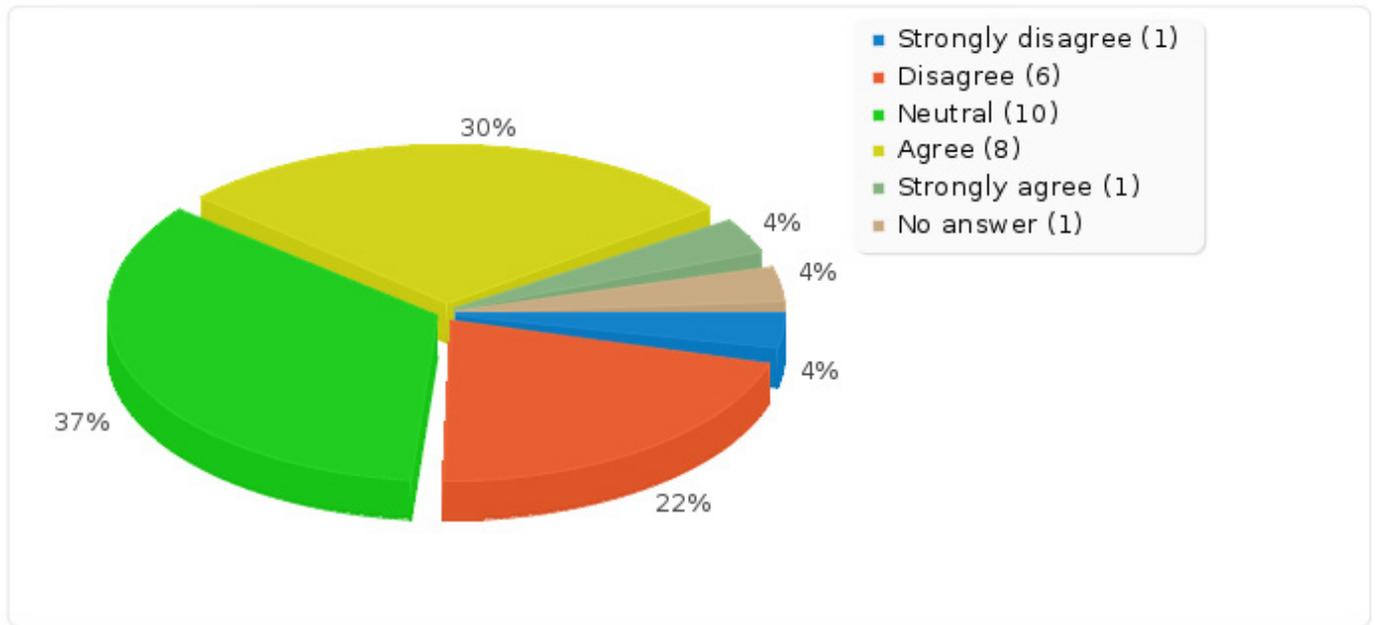


Field summary for 5(10)

How do you feel about these statements?

[Business leaders proactively share information and resources when possible]

Answer	Count	Percentage
Strongly disagree (A1)	1	3.70%
Disagree (A2)	6	22.22%
Neutral (A3)	10	37.04%
Agree (A4)	8	29.63%
Strongly agree (A5)	1	3.70%
No answer	1	3.70%

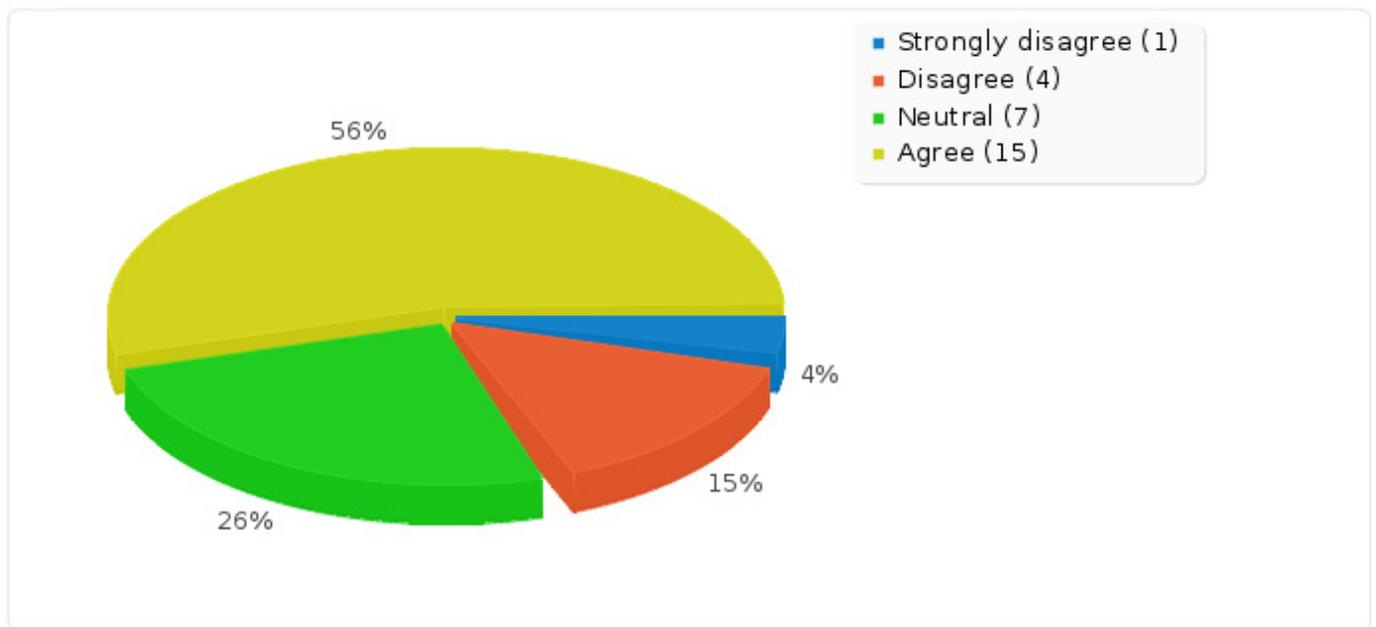




Field summary for 5(11)

How do you feel about these statements?
[Regional residents actively participate in community development organisations and projects]

Answer	Count	Percentage
Strongly disagree (A1)	1	3.70%
Disagree (A2)	4	14.81%
Neutral (A3)	7	25.93%
Agree (A4)	15	55.56%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%

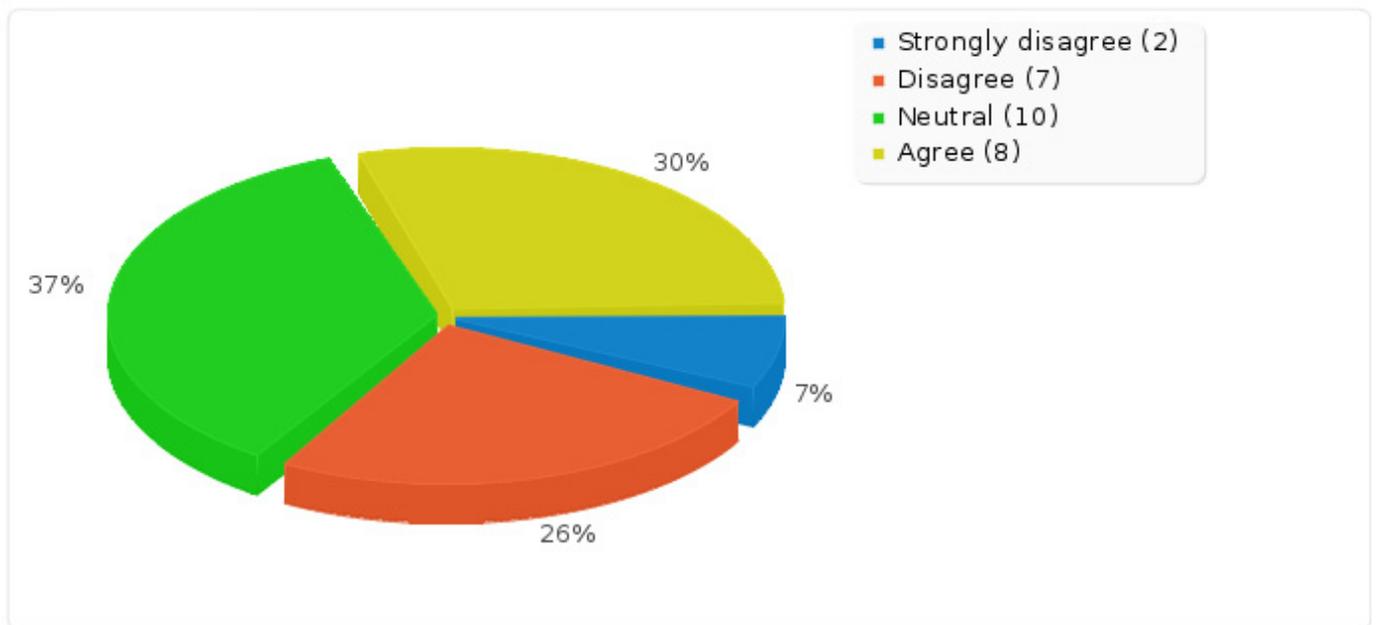




Field summary for 5(12)

How do you feel about these statements?
[Successful business people in the region actively invest in economic development projects and start-up ventures]

Answer	Count	Percentage
Strongly disagree (A1)	2	7.41%
Disagree (A2)	7	25.93%
Neutral (A3)	10	37.04%
Agree (A4)	8	29.63%
Strongly agree (A5)	0	0.00%
No answer	0	0.00%





Field summary for 6

What is the main industry of your business?

Answer	Count	Percentage
Answer	23	95.83%
No answer	1	4.17%

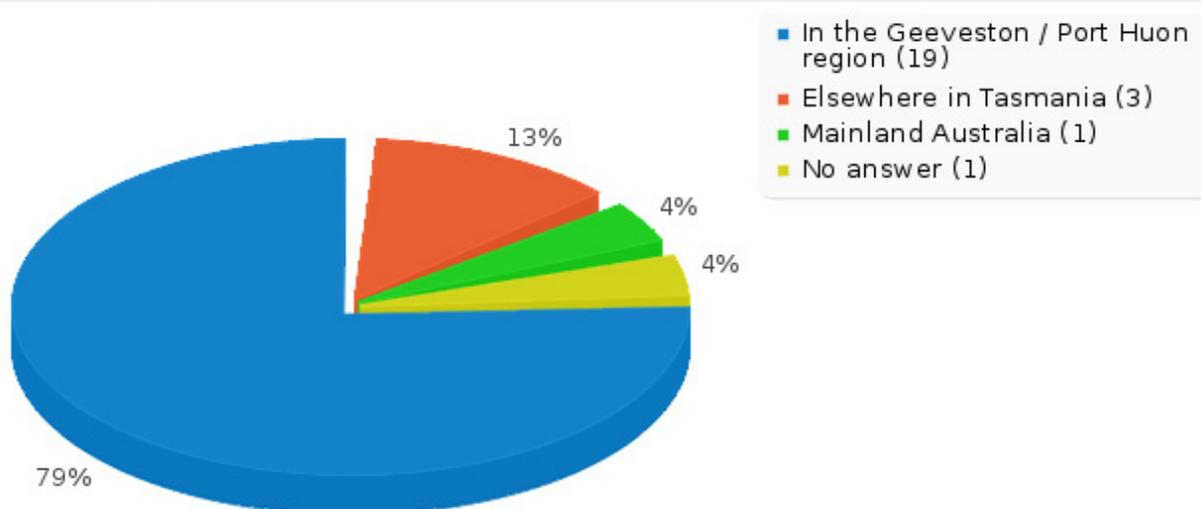
- Responses**
- IT
 - Electrical
 - health & wellbeing
 - Tourism- accommodation
 - hospitality
 - Housing/Land Development
 - tourism
 - Tourism
 - wood craft gallery, tourism
 - Building
 - Food
 - Second hand furniture
 - Customer service (service station)
 - Agriculture/food production
 - Excavation and Cartage
 - Landscape construction and gardening
 - Graphic design
 - Food Take away/Post Office
 - Building-Fishing
 - General Engineering/Welding
 - Banking
 - Hospitality
 - Retail Arts and Craft-Tourism Attraction
-



Field summary for 9

Where is your business headquartered?

Answer	Count	Percentage
In the Geeveston / Port Huon region (A1)	19	79.17%
Elsewhere in Tasmania (A2)	3	12.50%
Mainland Australia (A3)	1	4.17%
Internationally (A4)	0	0.00%
No answer	1	4.17%

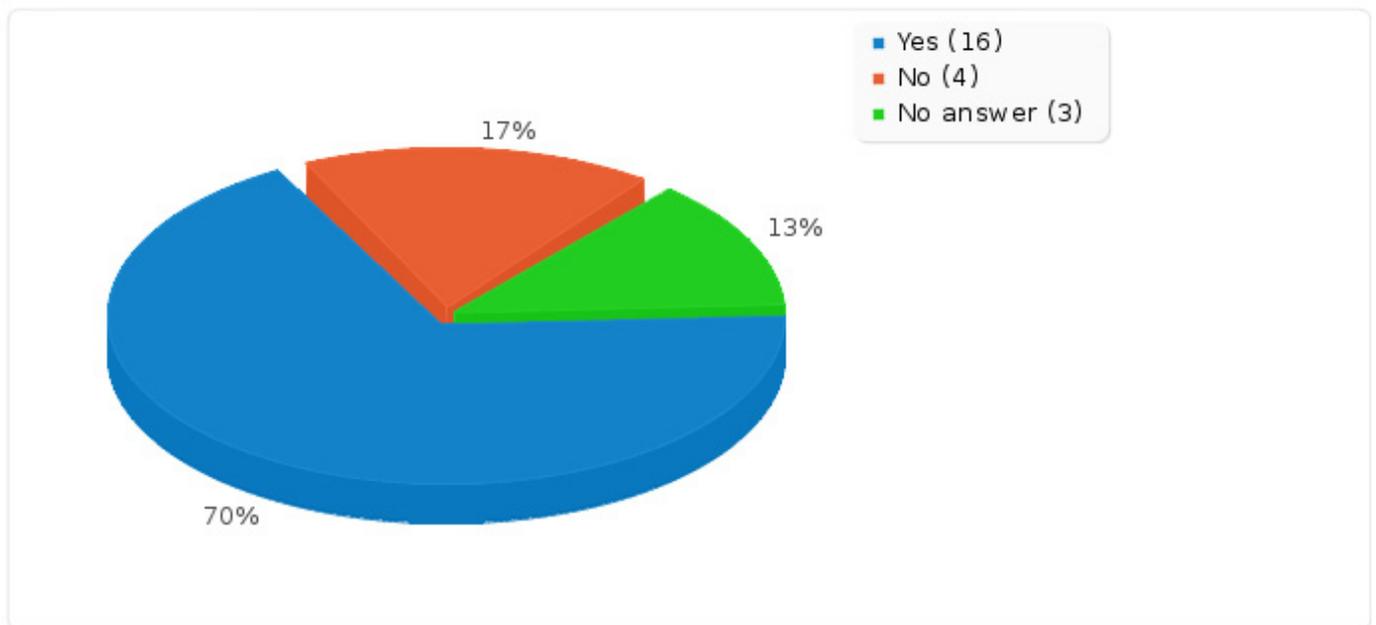




Field summary for 14

In the last 12 months, did your business donate to, sponsor, or fundraise on behalf of Geeveston / Port Huon groups or interests?

Answer	Count	Percentage
Yes (Y)	16	69.57%
No (N)	4	17.39%
No answer	3	13.04%

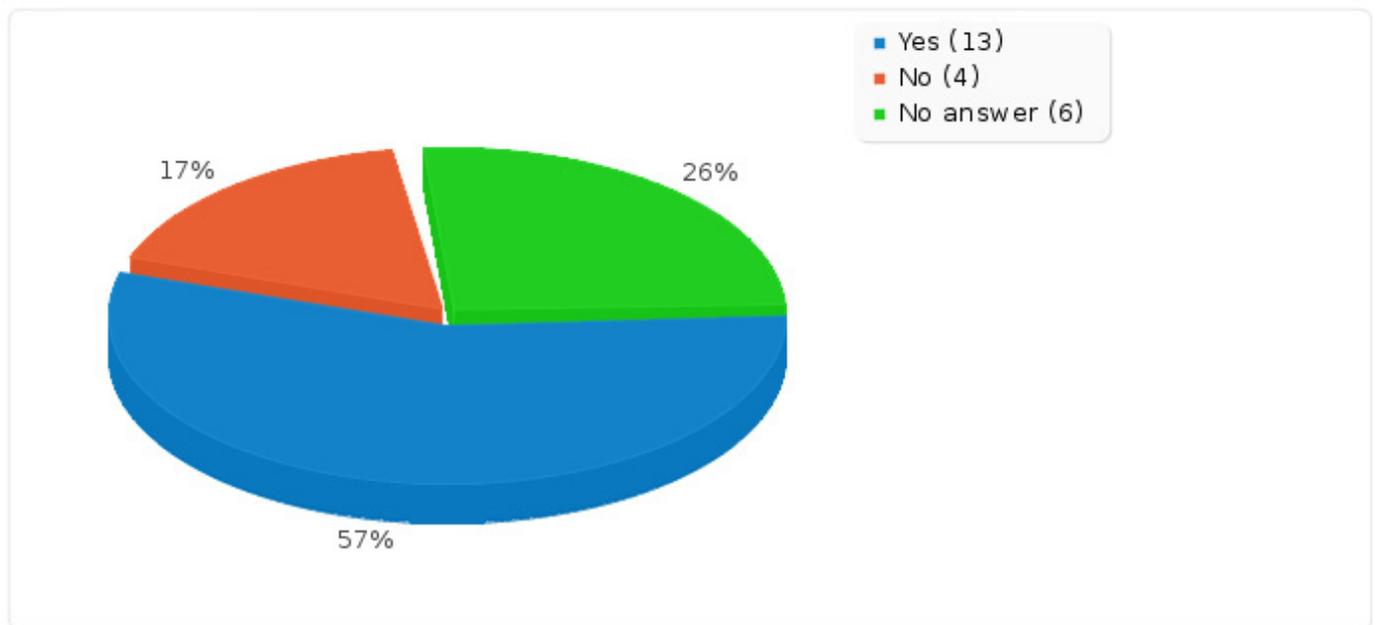




Field summary for 15

In the last 12 months, did your business donate to, sponsor, or fundraise on behalf of other (external) groups or interests?

Answer	Count	Percentage
Yes (Y)	13	56.52%
No (N)	4	17.39%
No answer	6	26.09%





Field summary for 16

If you answered yes to either of the last two (2) questions, please detail your donation / sponsorship / fundraising activity...

Answer	Count	Percentage
Answer	18	78.26%
No answer	5	21.74%

Responses

Huonville Highschool - youth against poverty.
 Braeside sanctuary

Local Charitable Groups/Community Clubs/Political Branches tickets for schools, organisations, raffles , fundraising, make a wish foundation, free entry for schools etc
 Donations to various charitable organisations and child sponsorship. Support of local markets and producers.
 - local golf club
 - Geeveston district high school
 - Cancer
 - Individual locals
 N/A - Just opened

To the Christmas fun day for the children

Hodge Family - \$100
 Tyler Family - \$100
 Medievil mayhem - \$50
 G.C.D.A Family fun day - \$300
 Geeveston golf club - \$100
 Kermandie junior football team - \$500
 Geeveston bowls club - \$100
 Local raffle

Camp Quality
 Geeveston Girl guides
 Kermandie mini league
 Kermandie football clubrooms committee
 Golf club
 Huon Eldercare
 Adam Hodge Appeal (Car accident)
 Port Huon progress Assoc
 Mel and Jeff Tyler (lost house in fire)
 Geeveston Developemtn Assoc
 Guide dogs
 World vision Australia
 Diabetes Australia
 PCYC
 Heart kids Vic/Tas
 Healthy lunch box project
 Franklin progress assoc
 Queensland flood appeal
 Family day in Geeveston
 Moore Doyle baby, Give me 5 for kids car accident Victim-Hodge ben and Niclole Pepper-GoldClub, Eldecare, Cancer Cuppa



Cricket Club and Football Club

Too many to pen down- Always contributed to community events,
individuals and more

Local Sports centre and sporting clubs

Lachlan Moore Benefit

Huon Valley PCYC

Community Foundation Grants

Sponsorship of Local Clubs/Organisation

Kermandie Mini League, Huon Ladies darts Assor, Coffiestion, Golf
Club, Huon Eldercare, Huon Yatch Club, Various Fund Raising Night for
Local Residents and Groups

Geeveston District High

Shop Local Incentive

Cancer Morning Tea

Mini League



Field summary for 17

Where are the future opportunities for your business in the Geeveston / Port Huon region, and how might these be realised?

Answer	Count	Percentage
Answer	19	73.08%
No answer	7	26.92%

Responses

Local business opportunities are not on the horizon.

At present my customers are mainly in Mountain River, Cygnet and Huonville and fuel costs takes a lot of my profit margin. A likely future opportunity is to access the international and interstate market through technology eg DVDs, online classes, online consultations etc however I will need to wait for better connection speed.

Another opportunity is offering retreats related to my fitness and health work and making the most of the stunning natural environment here, marketing it interstate and overseas - for this I would need to have a good venue and preferably share it with similar businesses.

If future numbers of tourists to the area could be realised we could add additional accommodation to our current business. To do this far, far more people need to be encouraged to visit the area & for them to come there has to be some new & exciting ventures for them to explore. "Timber Town" & such like is just not going to cut it in the future, we need to really think outside the box & do something extraordinarily different.

none. I've moved my business to Kingston.

Employment and Tourism Growth..Government programs and incentives.

Innovative and Qualified leadership in these needs

Confidence in Financiers Finesse/Qualifications to fund projects and

build strong/reliable and guiding relationships
additional and new products, expand accommodation, refurbishment and updating of current plant
new tourist from China, Malaysia, and India

Our business will be diversifying to attract more local customers and a larger range of tourists. We feel as long as we can ride out the current economic cycle the future for our business will be positive.

Our future plans will involve more interaction with other local business and we plan to source and promote all that is local to our area.

Enthusiasm and educating our young people to the advantages that are open to them in the area is important. Energy and focus on the opportunities that could be available is paramount.

- Decline in forestry needs to be turned around



- Some cheap sub-divisions for younger people to get started and stay in the area
- Stop council from employing outside builders and contractors and sourcing materials outside municipality

N/A

Unsure as people unsure off their employment so not spending money on what we supply.

Without changing direction not sure what is going to happen.
Development of Heritage park

Buying local. People cannot afford to travel b/c of petrol prices, cost of living. Supporting local farmers/producers through local business's as well as markets should be done

At present no growth so unsure on opportunities

Increased population moving from interstate, those coming from interstate generally have more disposable income than the local residents.

Increase the awareness of the low cost of real estate in the region.

More Employment-Lost Log trucks and Forestry workers

More Residents

Tassal and Huon Aquaculture

Need more people to move to Geeveston area- but there is no employment opportunities apart from the aquaculture industry-Forestry transition to the unknown has been detrimental to my business as there are lot less workers around. Really frustrates me how things are going in Geeveston-as the loss of forestry, Tourism numbers down and generally people are really struggling financially- just to live

Locals need to use Local Builders rather than getting the town builders down to do building work

Kept within the Huon valley Municipality

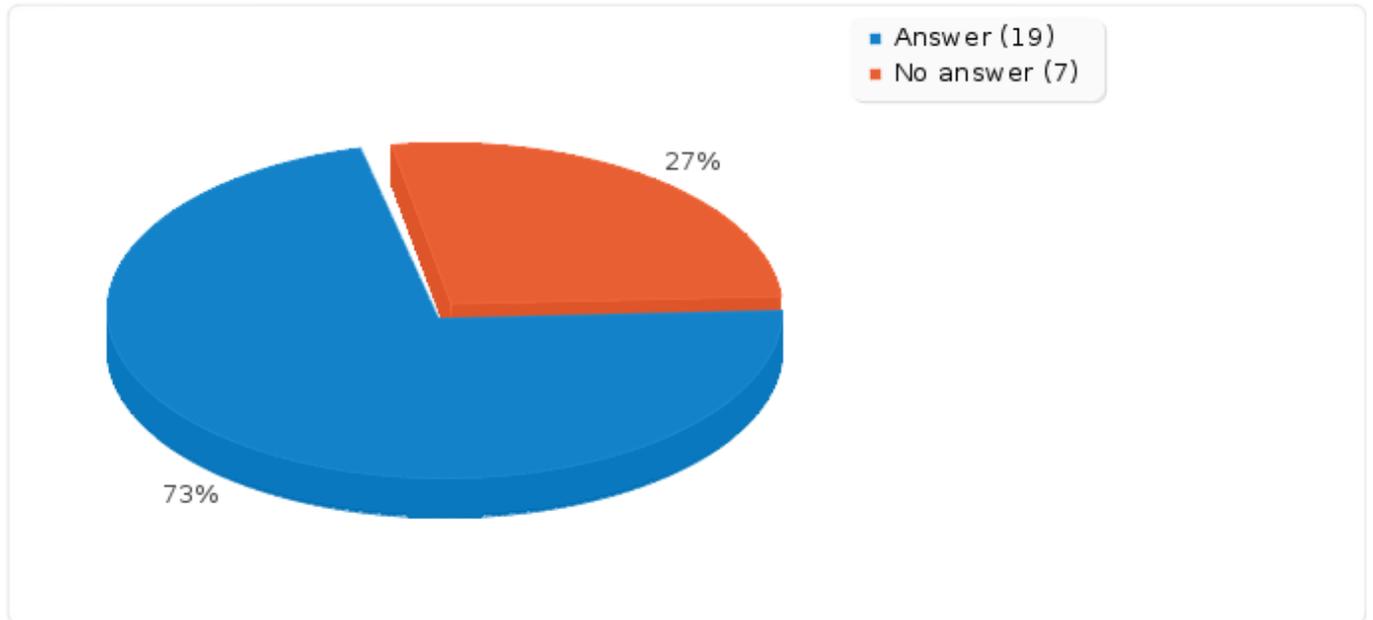
New/Existing Business Residents

To be a platform for emerging artists, support regional arts to provide a warm welcoming atmosphere for locals that would like to be involved with the arts classes etc. Lift the profile of Geeveston and reinvent the tour. Better promotion of the town/art workshops/weekends to create better spend in town across all business daily coach tours- lots Hobartians would be interested funding subsides??



Field summary for 17

Where are the future opportunities for your business in the Geeveston / Port Huon region, and how might these be realised?





Field summary for 18

What other industries might succeed in the Geeveston / Port Huon region, and how might they be assisted?

Answer	Count	Percentage
Answer	15	57.69%
No answer	11	42.31%

Responses

Boat building for the general public and especially for Fish farms Value added food industries, organic fruit and veg - the area has the potential as it has plenty of water and a good climate. We have some great cottage industries in gourmet or organic food already that could be helped and expanded.

Adventure tourism. A climbing wall enterprise - that would encourage day-trippers from the surrounding area as well. Make a hub of adventure activities, mountain biking tracks, horse trails & dirt bike trails thru' forestry - although there is the little known & extremely under utilised Tasmanian Trail - why not redevelop some of that - or at least promote it. Water based adventures - kayaking, canoeing. A 6 star resort - something like Saffire in the very far south - Cockle Creek - this will draw people down through this area as well as have a flow on affect plus create employment.

Everything that may be put forward needs assistance with the red tape. The slowness of bureaucracy & officialdom is off putting to many. Any project needs to be fast tracked, perhaps a dedicated member of council to guide things thru' the whole processes & a directive from those in charge that these projects are to be pushed thru' efficiently. Nor should every enterprise be regarded as a potential cash cow but rather as a way of improving visitor numbers in general & thus employment prospects etc.

For example, if a climbing wall was to be put in the Heritage Centre offer the space to private enterprise rent free for a couple of years

Attracting new residents to the area - more housing - more employment - better community resources, councillors that represent the community rather than themselves might also help.

Manufacturing...Energy Industry

Subsidise Freights

Government Representation (AT ALL LEVELS) to actively seek out and grow entrepreneurial, inspirational and wealthy/solid business partners

Efficient turn around of Growth Applications to Government (Zoning etc)



agricultures, fruit growers, wine industry
help with finding export market and reduce shipping costs
Small rural projects targeting specific produce . Specialist
agricultural experts to advice and assist.
Environmentally ,energy focused building contractors showcasing a
new model of building and land usage something that would enlighten
the developers in Huonville just filling the backyards of existing
homes!
Increased Tourism - advertising interstate
Increased jobs - Save forestry workers
Need to help keep local business's open and working.
Forestry revamped, Tar Ann assisted.
Tourism looked at further and promote area as a great place to live
to attract families. But most have jobs to encourage new people
Farming - milk processing and bottling plant
Tourism - accommodation
- guided industry tours (forestry, agriculture, arts)
Sustainable forestry industry

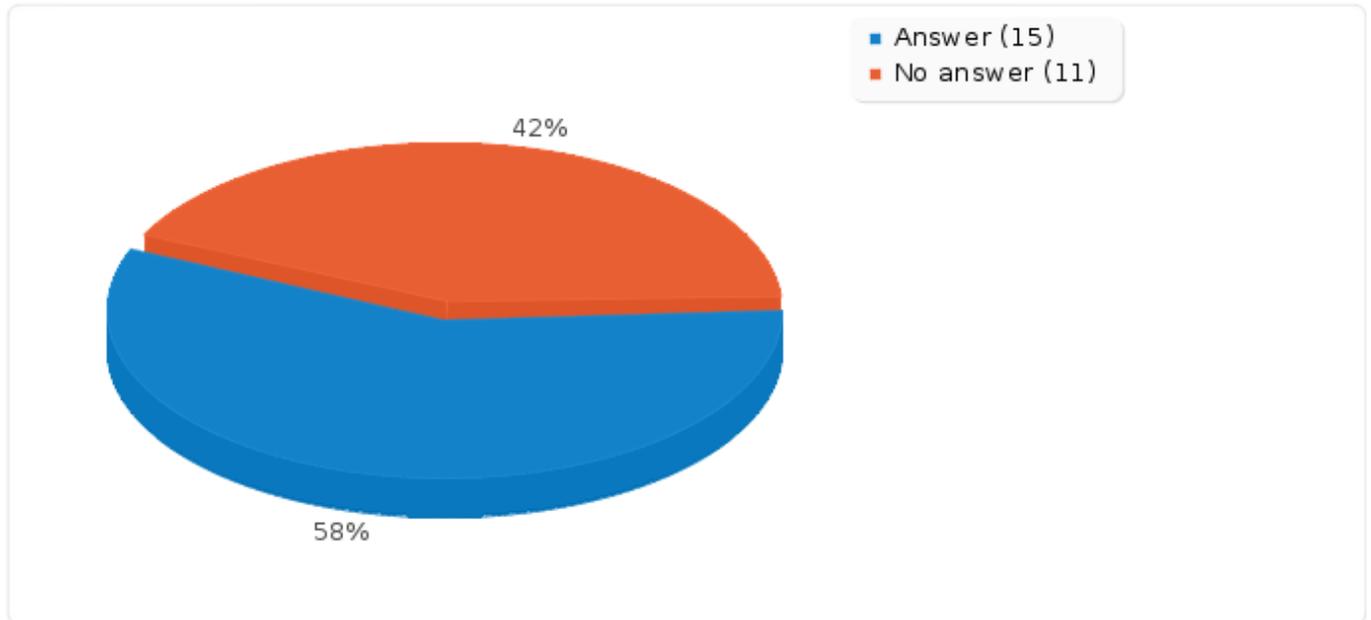
"learn a skill" tourism ventures
Up market resort style facilities.
Aqua culture
Alternative energy
Primary producers
Tourism

Aquaculture
Tourism
Accommodation as mentioned
Wild life adventure tours/walkers/fishing and trout farm
Huon River
Floating River is under utilised-water sports/cruises/floating
Restaurant cruise



Field summary for 18

What other industries might succeed in the Geeveston / Port Huon region, and how might they be assisted?

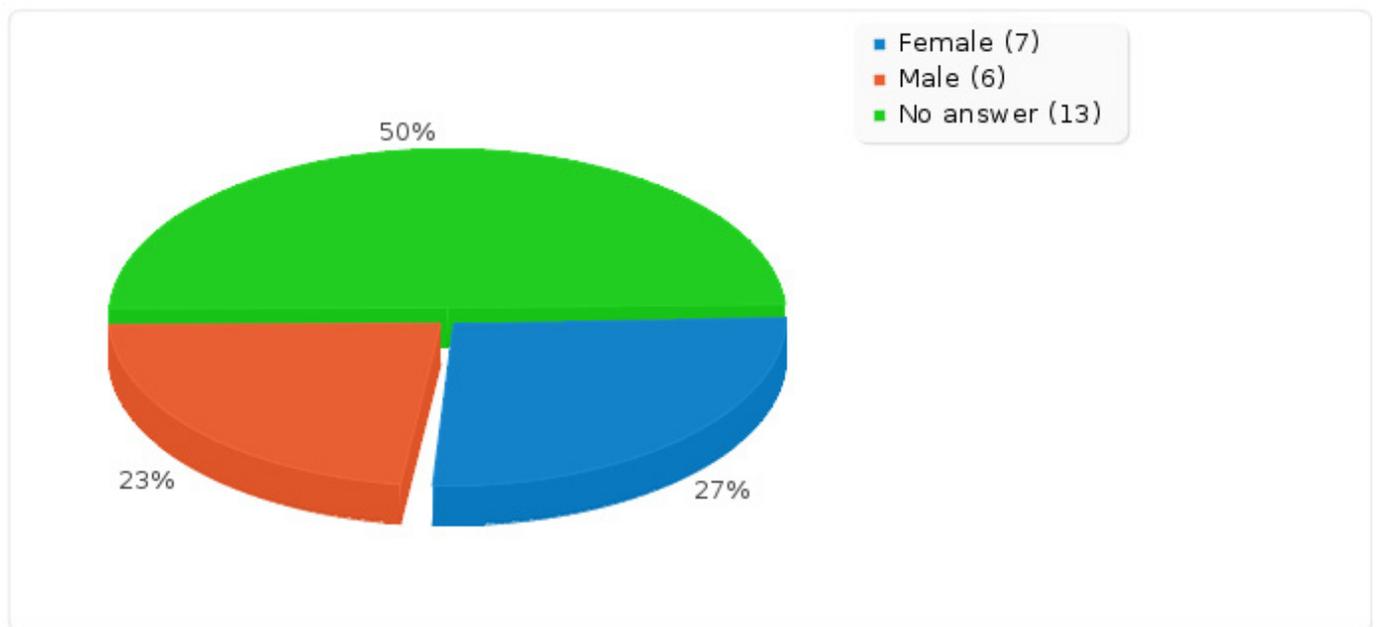




Field summary for 19

What is your gender?

Answer	Count	Percentage
Female (F)	7	26.92%
Male (M)	6	23.08%
No answer	13	50.00%





Field summary for 20

What is your age?

Answer	Count	Percentage
Under 25 (A1)	0	0.00%
26-35 (A2)	0	0.00%
36-45 (A3)	2	7.69%
46-55 (A4)	3	11.54%
56-65 (A5)	4	15.38%
Over 65 (A6)	1	3.85%
No answer	16	61.54%

