



CITY OF
CONNECTION

INVEST DEVONPORT

2023 EDITION

70,000

Services 70,000
population

\$3.5B

GDP \$3.5B
(Devonport Region)

+7.0%

7% population growth
over past 5 years

+50%

Logistics Centre for 50%
of Tasmania's sea freight

450,000

450,000 passengers arrive
by sea every year

6xRTN

6 return passenger flights daily &
dedicated freight services

CITY OF
CONNECTION



The future of Devonport is bright.

Devonport is a vibrant and growing port city, ideally located in the north-west region of Tasmania. With its stunning coastal scenery, abundant natural resources, and thriving local economy, Devonport is the perfect place to undertake new business development or expansion activities. In the past year alone (2022), the Devonport economy has also expanded by 7% (GDP), serviced by an increasing population base which has grown by 7% over the past 5 years.

Devonport services a regional population of over 70,000 and offers a diverse range of opportunities for businesses of all sizes and industries. Whether you are seeking to establish a new venture, expand an existing one, or simply explore the possibilities of doing business in Tasmania, Devonport has much to offer.

Devonport City Council is excited to work with potential investors to see their visions realised in our City. Our prospectus provides an overview of the key advantages and benefits of doing business in Devonport, including the City's:

1. Strategic Location,

with Devonport the gateway to Tasmania for both freight and tourists arriving by sea.

2. World-Class Infrastructure,

located on the National highway network, Devonport has well developed infrastructure, including modern transportation networks, high quality telecommunications, reliable renewable energy and water supply.

3. Strong Economy,

Devonport has a growing economy spread across a wide range of industries including agricultural, food manufacturing, construction, tourism, retail, health and logistics sectors.

4. Supportive Business Environment,

with the Devonport City Council investing heavily in its LIVING CITY initiative to support positive business growth in our City.

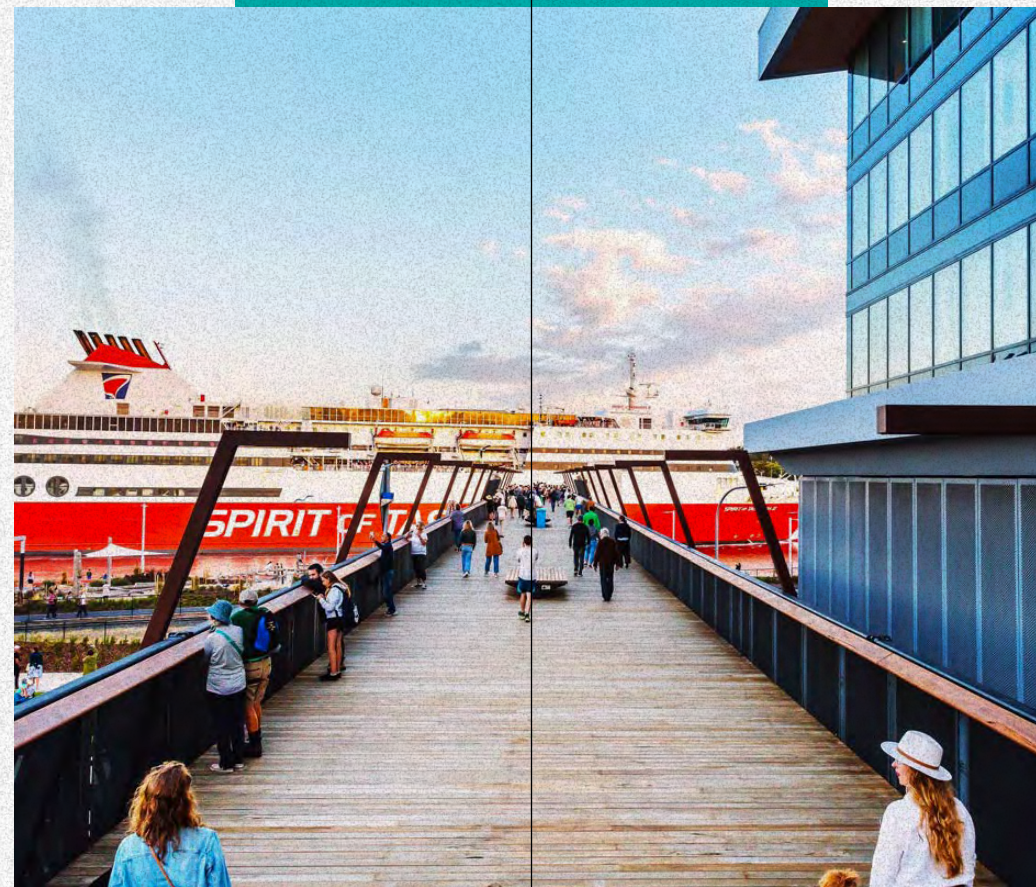
5. Exceptional Quality of Life,

with Devonport offering a range of lifestyle and recreational options, featuring quality food and wine, events, sporting and outdoor activities.

We invite you to explore the opportunities available in Devonport, and to join us in building a prosperous and sustainable future for our City and region.



Alison Jarman
Mayor



MAYORS WELCOME

EXECUTIVE SUMMARY DCCI

Welcome to the Devonport Investment Prospectus.

There has never been a more exciting time to do business in Devonport. What started as an urban revitalisation project, has become much more than that; LIVING CITY has had a positive impact not only on the way our City looks, but also on the way those of us living and working here, feel about ourselves. Over the past four years (2018 – 2022) we have seen 241 new businesses established in and around the City and have out-performed the state average on GDP growth. Significant investment in world-class infrastructure underpins our positive outlook, with Devonport strategically positioned as Tasmania's tourism and trade gateway.

This comprehensive guide outlines the compelling investment opportunities that await visionary entrepreneurs and savvy investors looking to expand their horizons. This prospectus showcases Devonport's unique blend of natural resources, strategic location and enviable lifestyle.

Devonport offers a business-friendly community that fosters innovation, collaboration and growth. The Devonport Chamber of Commerce and Industry (DCCI) plays an important role in all of this, by welcoming, connecting and championing those who choose to do business here. The close partnerships we have with Devonport City Council, the State Government and other key stakeholders means we are well placed to make it easier for our members, to help make Devonport prosper.

Our Executive Members are well connected and are here to help current and prospective investors in any way we can. I encourage you to reach out and see if we can assist you in any way.

Sincerely,



Claire Smith FCPA
President
DCCI



1 STRATEGIC LOCATION

Devonport is the busiest port in Tasmania. The Port of Devonport accounts for more the 50% of trade and tourism with multiple daily freight and passenger options to Melbourne.

The Port of Devonport is the home of the Spirit of Tasmania interstate passenger freight service. 450,000 people arrive into Tasmania each year via the ferry service. New passenger ferries with 40% more capacity will replace the current vessels in 2024.

Devonport Airport is the third largest in Tasmania, providing major carrier services through Qantas and Rex to Melbourne Tullamarine, along with freight and charter services. The airport can cater for jets and has considerable growth potential.

Devonport is on the doorstep of North West Tasmania's high-quality fresh produce regions, namely: dairy, floriculture, fruit, vegetables, meat and aquaculture production and processing.

Food Manufacturing Hub, home to large, medium and small food manufacturers, including Simplot, Australia's healthiest food manufacturer.

2 WORLD-CLASS INFRASTRUCTURE

\$240M upgrade to the Devonport Port currently under construction (QuayLink)

Access to Tasmania's 100% renewable energy at highly competitive prices.

Well established industrial, commercial, business and residential precincts.

Easy access to a National Highway, providing Devonport with truck links to all other Tasmanian cities.

New irrigation schemes are currently under construction. The Don/Lillico Irrigation scheme is currently under construction and expected to inject a further \$114m annually into the Devonport economy once completed.

3 STRONG ECONOMY

GDP has grown by 7% over the past year (2022), 2% greater than the State average. The GDP of the Devonport Region is \$3.5B.

Employment grown by 9.5% (2016 to 2021) with 12,688 people employed in the municipal area. Over the last 10 years, the Devonport Region labour force expanded to 30,430 persons.

241 New businesses established over the past 4 years.

Diverse economy with strong agricultural, food manufacturing, construction, tourism, retail, health and logistics sectors.

Retail spending is projected to increase strongly over the forecast period to reach \$1.18 billion at 2036. An additional 24,000m² of retail space projected to be needed by 2036.

4 SUPPORTIVE BUSINESS ENVIRONMENT

Local Government that is responsive to industry.

Strong recent investment in the Devonport CBD by both Council and the private sector.

Wide reaching Devonport Chamber of Industry and other supporting business partners.

Skilled, diverse workforce, that is innovative and agile by nature.

Located in close proximity to high quality research and training facilities such as Forth Research Farm, Drysdale Hospitality Training and TMEC advanced manufacturing training.

Growing workforce with the population having increased by 7% over the past 5 years.

5 EXCEPTIONAL QUALITY OF LIFE

Enviably lifestyle supported by superb coastal setting, high-quality public infrastructure, and access to excellent education and health care services.

High quality NBN internet access.

Enviably climate, ideal for agriculture but increasingly attracting 'climate relocations' wishing to escape extreme weather.

Devonport City Council has made significant investment in public infrastructure through the LIVING CITY project, resulting in a vibrant and enticing CBD.

Access to high quality recreation with superb nature based recreation, high quality sports facilities and integrated arts community.

STRATEGIC LOCATION

Devonport is the gateway to Tasmania for business and industry.



Devonport is home to the busiest port in Tasmania currently handling more than 50% of the State's trade and the State's third largest airport, with both offering quick access into the National highway network. It is surrounded by prime agricultural land and iconic natural tourist destinations such as Cradle Mountain. The Port of Devonport is home to the

Spirit of Tasmania which ferries 450,000 passengers to Devonport annually. This combination of natural advantages, means that Devonport supports strong agricultural, food-manufacturing, agri-tourism and logistics sectors.



DEVONPORT PORT

The Port of Devonport is the busiest port in Tasmania handling over 50% of Tasmania's trade. Additionally, over 450,000 passengers arrive annually into the Port. The Port of Devonport is forecast to experience a significant increase in visitor and freight traffic over the next four years. To service this, TasPorts have instigated a \$240M upgrade to the Port. This is currently under construction with an expected completion in 2028. This presents an exciting opportunity for the Devonport economy to grow and flourish.

SeaRoad Logistics currently operate two fast freight ships daily across Bass Strait, directly into Melbourne. To accommodate projected growth, SeaRoad has a new \$160M Roll On Roll Off vessel on order to arrive in 2024 to further increase capacity.

Furthermore, the State Government has commissioned two larger ferries, increasing the number of passengers arriving by sea into Devonport by an additional 160,000 per year. The new ships are due to begin service in 2024.

The commencement of the new ships provides a unique opportunity for continued growth within Tasmania's trade and export markets, and the tourism sector. Overall, the growth potential of the Port of Devonport is an exciting prospect for the region's continued economic growth.

AIRPORT

Located just 10 minutes from Devonport's CBD, the Devonport Airport is a crucial transportation hub, servicing both locals and visitors alike. Currently, the airport is serviced by Qantas and Rex

airlines, offering six daily return flights to Tullamarine, Melbourne, with a flight time of only one hour. The airport's excellent flight frequency makes it an ideal departure and/or arrival point for visitors to Tasmania from all over Australia.

In the post-Covid era, the airport's passenger numbers have been on the rise, with flights now achieving approximately 80% capacity. This is a promising sign for the airport's future growth and economic contribution to the region.

In addition to passenger services, the Devonport Airport also offers daily freight services to the mainland. The airport is jet-capable and has significant capacity for expansion, with charter planes frequently making use of its facilities.



STRATEGIC LOCATION

AGRICULTURAL PROSPERITY

The North-West Coast of Tasmania is highly regarded as one of Australia's most productive vegetable producing areas. Devonport is surrounded by first class agricultural land with the net economic value of the sector growing annually. Agricultural industries in the area are increasing efficiencies, developing innovative products and increasing quality.

Irrigation plays a critical role in increasing the farmgate value of the agricultural sector with two major irrigation projects currently under construction or expansion in the Devonport Region. These irrigation projects provide high surety irrigation supply, underpinning the region's brand, reputation and productivity.

FOOD MANUFACTURING HUB

Located centrally within the most productive region of Tasmania, Devonport has evolved as a food manufacturing hub. The area supports large manufacturing plants including

Simplot's vegetable processing facility and a Fonterra dairy products manufacturing facility. Medium sized manufacturers include Spreyton Fresh Juice, Premium Fresh Onion and Carrot Factory, Tassie Potatoes, Sumich Vegetables and many smaller manufacturers.

Food manufacturing has naturally established in the area due to its close proximity to high quality local produce, easy access to freight services, good infrastructure and easy to navigate development permit processes.

TOURISM

Devonport is an ideal destination for agritourism, boasting a prime location surrounded by high-quality agricultural land. The region produces a diverse range of premium food and beverage products that are renowned for their exceptional quality.

Located centrally along the Cradle Coast Tasting Trail Tourism Route, Devonport is a hub for tourism, with endless opportunities for new businesses to tap into the existing network.

Newly established businesses can benefit from the close proximity of similar businesses, leveraging off the existing capacity within the network to boost their own growth.

Tourism is responsible for contributing \$558M annually into the Devonport economy. In the year leading up to September 2022, 254,677 visitor nights were spent in Devonport. Furthermore, with an additional 160,000 visitors expected to arrive in Devonport from 2024 onwards, the region is poised for significant expansion in the tourism sector, offering lucrative opportunities for growth and development.

Awarded Tasmania's 'Top Tourism Town' in 2023, Devonport has an exceptional location, top-quality produce, and endless potential for growth and development. Devonport is a must-visit destination for anyone seeking to invest in tourism.

WORLD-CLASS INFRASTRUCTURE

Devonport has world-class infrastructure, including modern transportation networks, high-quality telecommunications, reliable renewable energy and water systems.

The City is located on the national highway network, providing connections to all the major cities in Tasmania. Both freight and passengers arriving in Devonport at either the seaport or airport can be on the Highway within 5 mins of departing the Port Precincts.

PORT OF DEVONPORT UPGRADE

Project QuayLink represents a \$240 million upgrade to the Port of Devonport. It will future-proof Devonport as Tasmania's tourism and trade gateway for the next 50 years. This initiative is expected to enhance the port's operational efficiency and improve the overall customer experience for both visitors and businesses. The QuayLink project is a significant development for the region, and interested parties can find more information at:

tasports.com.au/quay-link/home

DEVONPORT AIRPORT MASTERPLAN

In November 2022, a Masterplan was launched for the Devonport Airport outlining its vision and strategic direction for expansion. You can access the Masterplan at:

dpoairport.au



RENEWABLE ENERGY

Tasmania has been a forerunner in the development of renewable energy generation with over 100 years of continued investment in renewable energy infrastructure and technology. As a result, Tasmania has an unmatched level of skill and experience among our renewable energy engineers and technicians. Tasmania's retail energy costs are highly competitive. For example, residential electricity rates are some of the cheapest in the nation. Several large power consuming businesses have recently located in Devonport, taking advantage of both the renewable power source and skilled labour pools of the City.

COMMUNICATIONS

The National Broadband Network (NBN) provides high speed internet infrastructure to Devonport. This provides secure connections for businesses and also for individuals looking to work remotely. Tasmania currently has three fibre optic links to the Australian mainland. Two are owned by Telstra and a third carrier independent 'Basslink' cable is privately owned. This provides options for diverse fibre optic connectivity and service bundle options through national and international points



of interconnection. Tasmania was the first state in Australia to benefit from being connected to the NBN. This super-fast broadband technology provides Tasmania with the speed and integrity of digital technology demanded by business and industry in the 21st century.

IRRIGATION

There are two major Irrigation Schemes currently under construction or expansion in the Devonport Region. The Don Irrigation Scheme and the Sassafras – Wesley Vale Irrigation Scheme.

The construction of the Don Irrigation Scheme opened for the 2023/2024 summer. The project is expected to return a \$104.52 million annual economic benefit to the local economy and create a further 48 direct and indirect jobs once operational.

The Sassafras Wesley Vale

Irrigation Scheme commenced operations in November 2012 and services the Sassafras, Harford, Thirlstane, Moriarty, Wesley Vale, Northdown, Pardoe and East Devonport areas. Tasmanian Irrigation have explored options to increase capacity of this scheme and recently released water sales for an additional 9,200ML of high-surety irrigation water. The expansion project will expand the existing scheme to a total summer delivery capacity of 14,660ML all within 15 mins drive of the Devonport airport and Sea Port.

STRONG ECONOMY



The Devonport Region has a diverse economy with strong agricultural, food manufacturing, construction, tourism, retail, health and logistics sectors. This diversity can help the region maintain economic growth by avoiding reliance on a single industry.

Devonport is currently experiencing a period of strong economic growth. The region's GDP has increased by 7% over the past year (2022), which is 2% higher than the state average. The current GDP of the Devonport Region is \$3.5 billion.

Moreover, the employment rate in the Devonport Region has also increased by 9.5% from 2016 to 2021. This shows that the region has been able to create more job opportunities, with 12,688 people currently employed in the municipal area. In the past ten years, the labour force in the region has grown from 29,340 persons in 2011 to 30,430 persons in 2021.

241 new businesses have established Devonport Region in the past 5 years.

Residential property prices in Devonport have soared by 180% over the past 5 years, however, the City remains more affordable than most Australian cities.

Retail spending is projected to increase strongly over the forecast period, reaching \$1.18 billion by 2036. This suggests that the demand for retail goods and services is expected to increase in the coming years, which is a positive sign for the region's economy. The projection also highlights the need for additional retail space, with an estimated requirement of 24,000m² of retail space by 2036.

RESIDENTIAL GROWTH STRATEGY

Devonport has experienced a 7% population growth over the past 6 years. It remains the major population centre on the NW Coast of Tasmania. The municipality has a current estimated population of 26,922, but services a broader population catchment of an estimated 69,700 that live within 30km of the Devonport CBD. Devonport City Council recognises that population growth is important for Devonport to support growing industries in the Greater Devonport Region.

The Residential Growth Strategy aspires for Devonport to grow to 30,000 people by 2030 and 35,000 people by 2040.

The Residential Growth Strategy is based around five central policy directions for aspirational population growth; residential land supply; strategic

direction for future residential growth; providing diversity in housing options; and monitoring and review.

The Strategy recognises that existing residential land supply is a critical issue and that expanding the residential land supply is a key factor in maintaining residential growth. The strategy identifies several parcels of land that can be investigated as to their suitability for rezoning for residential purposes.

A copy of the Devonport Residential Growth Strategy can be found at: <https://www.devonport.tas.gov.au/investment/>

RETAIL STUDY

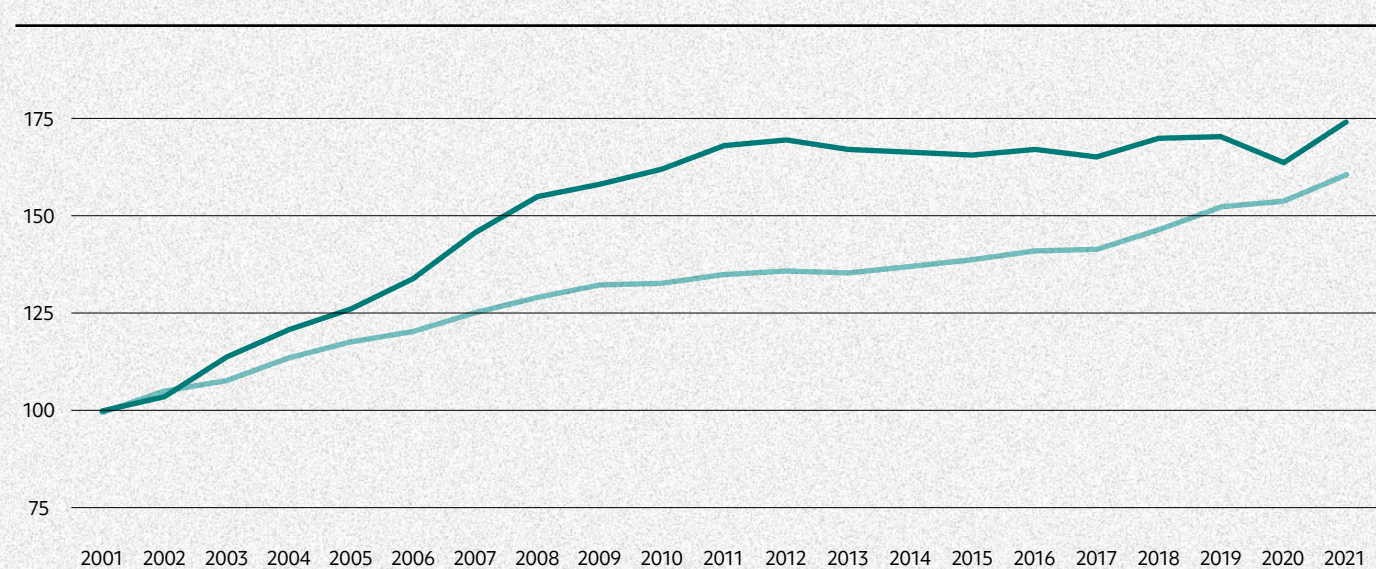
The retail sector is currently the second largest employer of people that live in Devonport. The total retail spending capacity of the Devonport Retail Catchment

population is estimated at \$939 million in 2023. Retail spending is projected to increase strongly over the forecast period to reach \$1.18 billion at 2036.

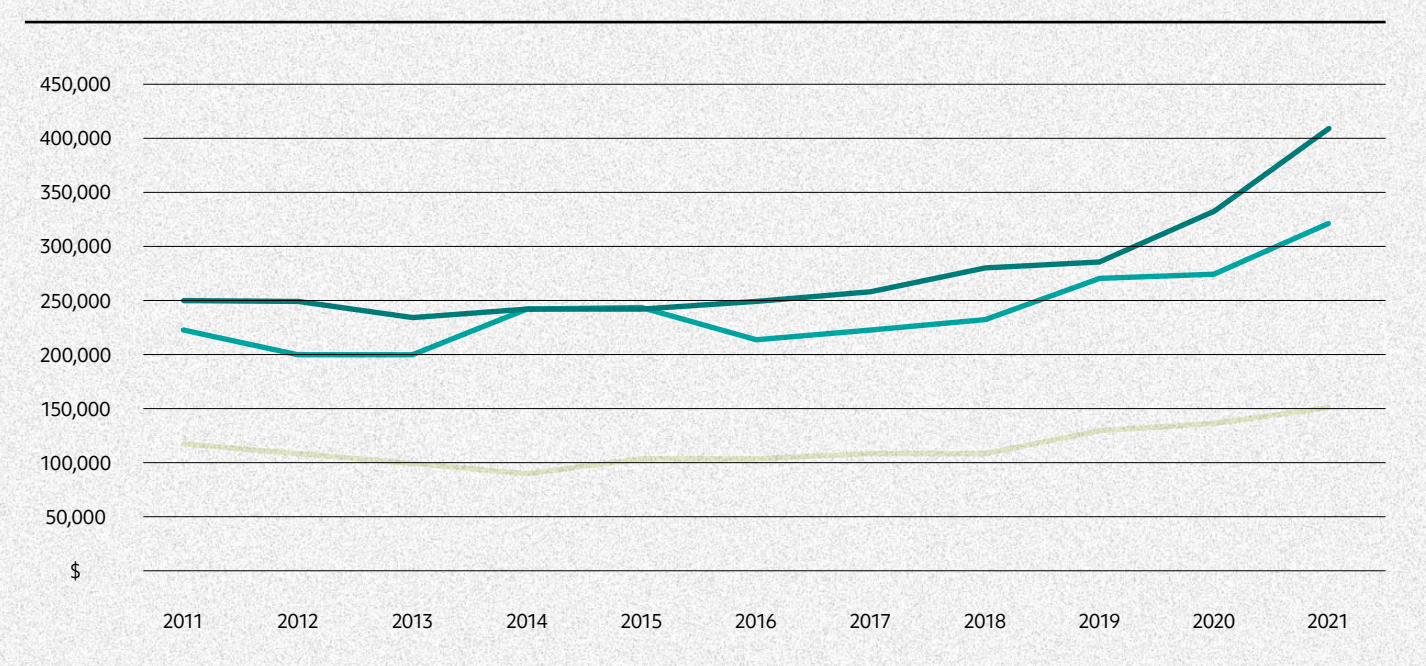
An analysis of future retail floorspace by Ethos Urban demonstrates that there is the potential need for a further approximately 24,000m² of retail floorspace in Devonport at 2036 to effectively serve the needs of residents and visitors. This includes the current retail floorspace demand as well as demand which will be generated in the period to 2036. Council is excited to receive proposals that assist with achieving the increased floorspace required as is prepared to sell Council owned land within the CBD to achieve quality retail and mixed use proposals.

A comprehensive retail analysis can be found at: <https://www.devonport.tas.gov.au/investment/>

CUMULATIVE CHANGE IN GROSS REGIONAL PRODUCT Year ending in June

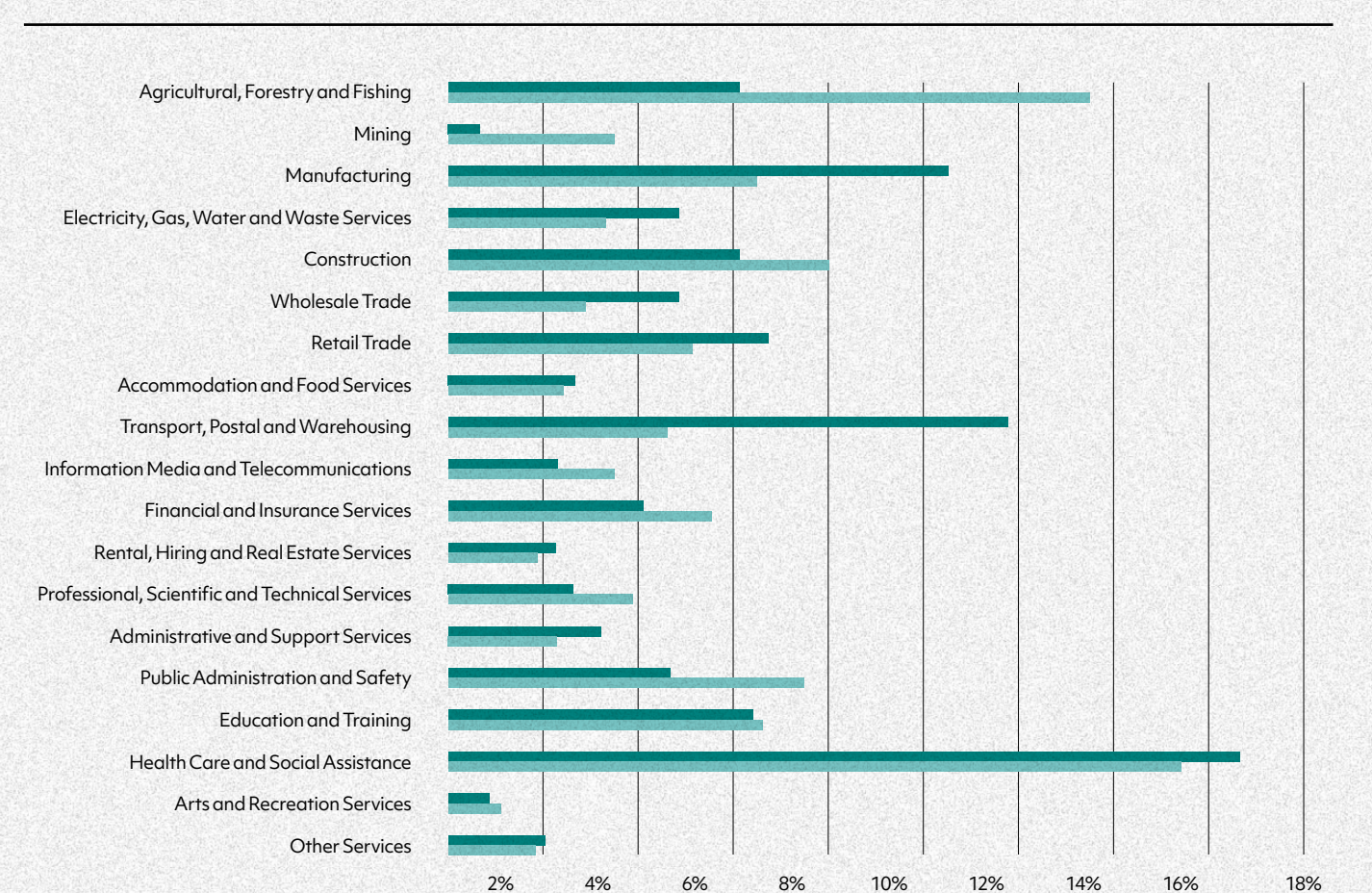


MEDIAN PROPERTY PRICES CITY OF DEVONPORT Year ending in December



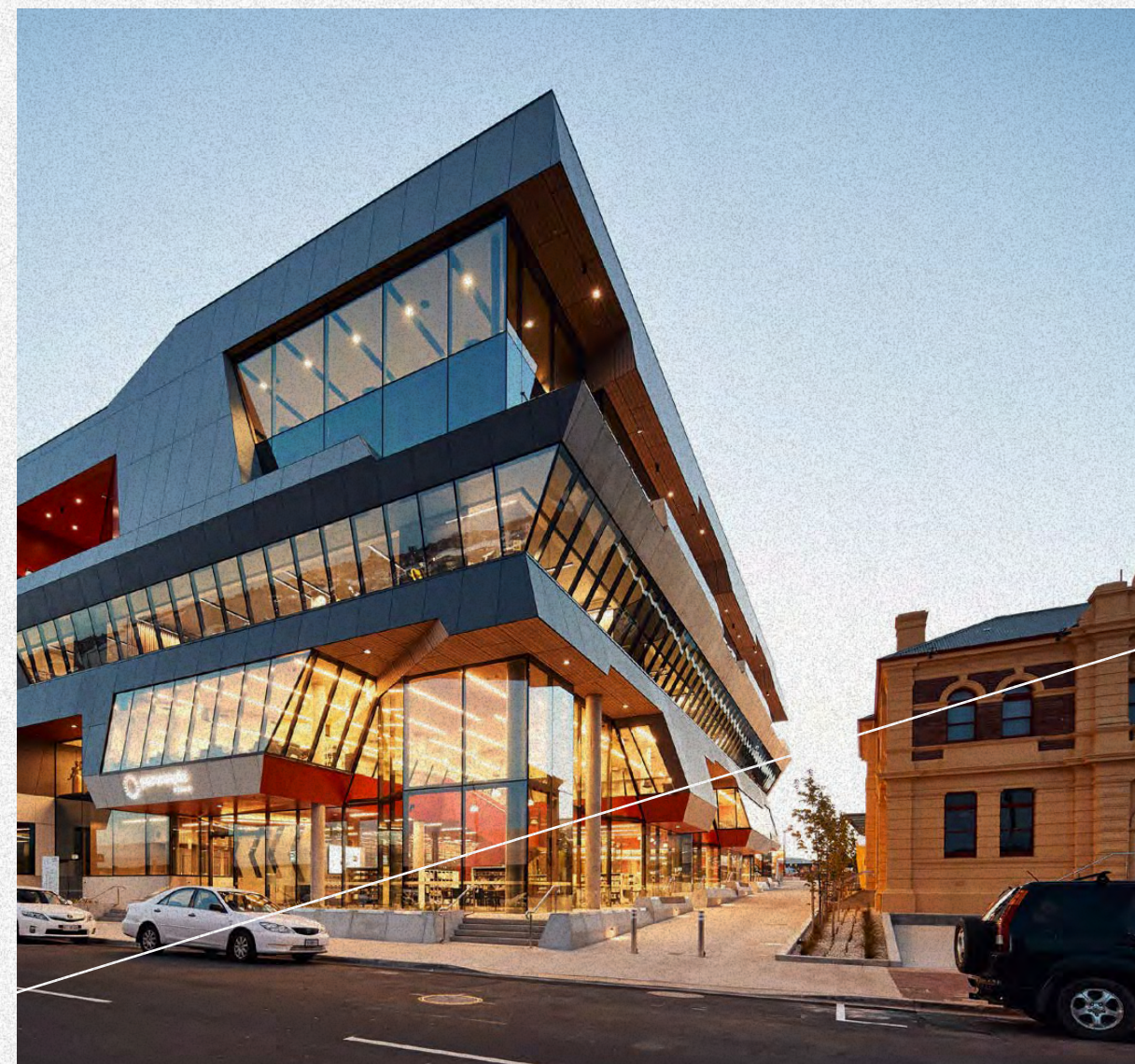
INDUSTRY COMPOSITION

VALUE ADDED BY INDUSTRY SECTOR 2021/22



Source: National Institute of Economic and Industry Research (NIEIR) ©2023. Compiled and presented in economy.id by .id (informed decisions).

SUPPORTIVE
BUSINESS
ENVIRONMENT



Devonport City Council is committed to supporting businesses. The City also has a strong network of business associations and chambers of commerce that provide support and resources to local businesses.

Devonport is also home to a strong workforce with highly adaptable skills and a can-do attitude.

SUPPORTIVE BUSINESS ENVIRONMENT



CBD RENEWAL PROGRAM

LIVING CITY is the largest urban renewal project ever undertaken in regional Tasmania.

Beginning in 2014, LIVING CITY has transformed Devonport through the creation of new buildings, outdoor spaces and business opportunities focused on highlighting our tourism, arts, food and services.

Stage 1 was completed in 2018 and included a \$71.1 million multi-tiered government investment in Devonport which resulted in a new multi-purpose civic building, the paranapple centre, which is home to a state-of-the-art Library, integrated customer service centre including Service Tasmania, a café, Devonport Online,

Council offices and an 800-seat conference centre.

It also included a multi-level car park and a food pavilion which showcases the region's premium produce through restaurants, a distillery, a brewery, accredited training facilities and market spaces.

Stage 1 also included the co-location of the Devonport theatre, Devonport Art Gallery and Visitor Information Centre to form an integrated arts and visitor centre, known as the paranapple arts centre.

In February 2023, the construction of Stage 2 of LIVING CITY was completed, which included a \$17M Waterfront Park and privately owned 187 room Novotel hotel.

Since 2014, a number of works have also occurred in the southern CBD, including new TasWater offices and the construction of a new Council carpark.

LIVING CITY is more than new buildings. LIVING CITY provides new opportunities, new tourist drawcards and new experiences.

Devonport City Council is committed to continuing the LIVING CITY project and setting our City on a path for the future.

Council is currently in the process of developing a more detailed plan for Stage 3. This stage includes Council releasing prime CBD land into the commercial market for development. (Please contact Council's Economic Development Officers for more information).

COUNCIL'S ECONOMIC DEVELOPMENT TEAM

Devonport City Council has an economic development team that can assist with facilitation of strategic development proposals outside of the statutory processes.

In addition, Devonport City Council is a commercial property owner within the CBD. The Council has an established framework to consider unsolicited approaches from businesses wishing to purchase Council owned property.

For more information, please contact Council's Economic Development Officers at:
livingcity@devonport.tas.gov.au

SKILLED WORKFORCE

Devonport boasts a highly skilled workforce that is both agile and innovative. Given Devonport's multi-industry background, the City's workforce have cultivated skills in a wide variety of roles. With much of the workforce employed by small business, Devonport's workforce

demonstrates a remarkable aptitude for innovation and problem-solving. Employers in Devonport can rely on the proficiency and adaptability of the workforce, making it a prime location for businesses seeking competent and motivated employees.

STATE OF THE ART MEETING FACILITIES

Opened in 2018, the paranapple convention and conference centre has a wide range of meeting and events spaces available for hire. The paranapple convention centre is regularly used for local, regional, intrastate and national meetings and conventions. With regular bookings, the paranapple convention centre offers advanced technology, natural light and views overlooking the spectacular Mersey River. The paranapple convention centre hosts meeting from 4 to 1000 pax and was recently awarded Tasmania's Best Event Venue.

FURTHER INFORMATION

Devonport City Council's economic development team can facilitate and support discussions with relevant organisations and government departments. Potential contacts include:

Devonport Chamber of Commerce and Industry,
The Coordinator General's Office,
Tasmanian Irrigation,
Business Tasmania,
Crown Land Tasmania.

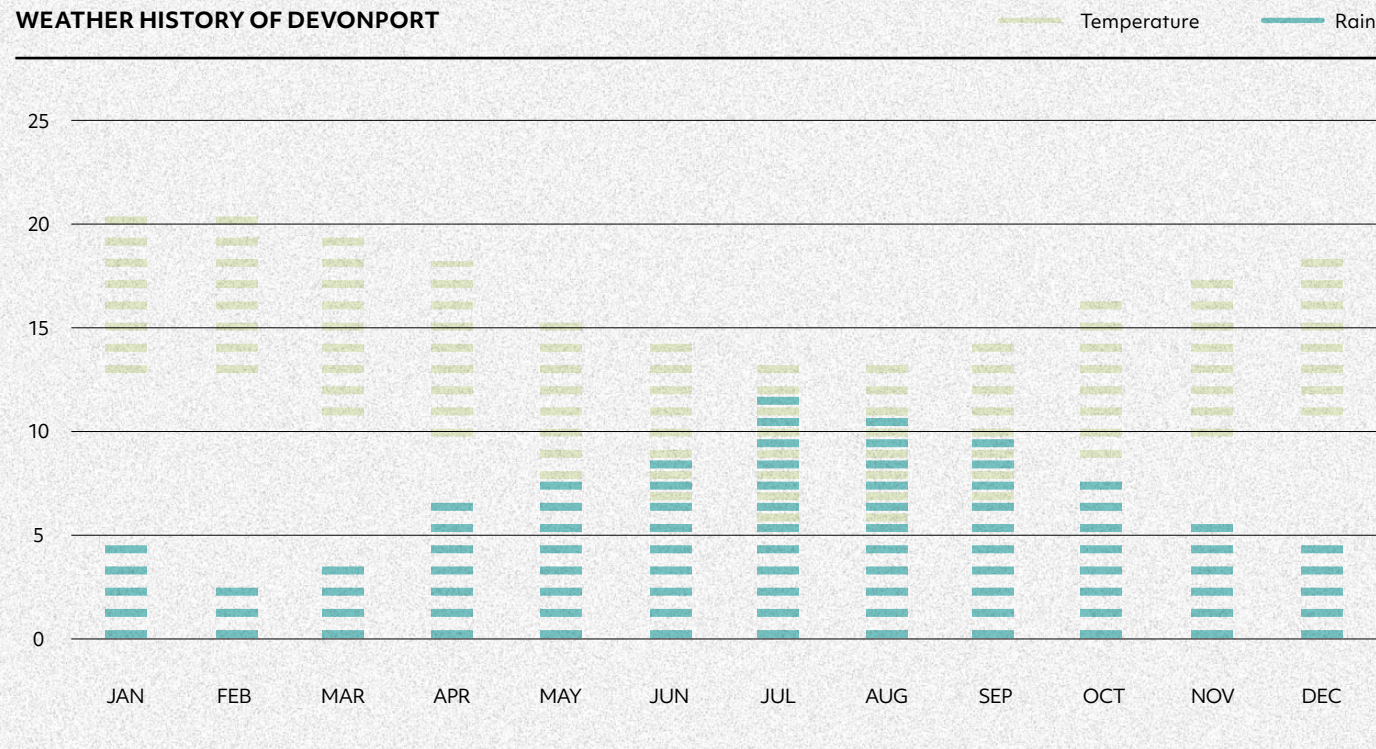


QUALITY OF LIFE

Devonport residents have an enviable lifestyle. Devonport is surrounded by pristine landscapes, high quality waterfront reserves and clean air.

THE COMMUTE, QUALITY
SCHOOLS, MEDICAL FACILITIES,
ACTIVITIES, HOBBIES, SPORTS,
PROPERTY & WEATHER

WEATHER HISTORY OF DEVONPORT



THE COMMUTE

Tasmania offers some of the shortest journey-to-work times in the country. In Devonport it is normal to live within 10mins of work, schools and recreation activities and traffic congestion is almost non-existent. Travel within the region and to other parts of Tasmania or interstate is efficient and cost effective. From Devonport, it takes around one hour to either drive east to the City of Launceston or to fly across Bass Strait to Melbourne.

QUALITY SCHOOLS

Devonport delivers a choice of modern, well-equipped co-educational public, Catholic and independent schools which provide education across

early childhood, primary and secondary levels. The Devonport campus is one of TasTAFE's largest campuses in the north west of Tasmania and includes the Devonport Drysdale Restaurant (specialising in delivering tourism and hospitality qualifications). The campus offers access to a range of specialisations including agriculture, business, hospitality, childcare, fashion, automotive and trades.

MEDICAL FACILITIES

Devonport residents have access to high calibre health services. Two of Tasmania's four major public hospitals are located within 30 mins of Devonport, with private hospital options located at Burnie. Also located in the City is

a specialist eye hospital, extensive general practitioner and specialist practices, and a range of aged care facilities which support multi-level care requirements. Tasmania is continuously investing in the functionality of its health facilities.

A \$41M upgrade is currently under construction at the Mersey Hospital which will position the hospital to meet the local community's increasing and changing demand for health services into the future. The upgrade is expected to be completed in 2024.

ACTIVITIES, HOBBIES, SPORTS

The Devonport region offers a wide range of activities that cater to diverse interests, fostering a



strong sense of community among its residents. From gourmet food and wine trails to local events, outdoor activities and various sporting events, there is always something to enjoy.

Outdoor enthusiasts can explore the area's wilderness world heritage through hiking or cycling along the pristine coast line.

The region also boasts a dynamic cultural scene, with theatre, music, art galleries, and museums showcasing the talents of many local artists and designers.

Devonport hosts several festivals throughout the year, including a food festival, jazz festival, and festival of learning, adding to the vibrant community spirit.

Moreover, the town features top-quality sporting facilities,

such as the Splash aquatic centre and multiple outdoor sports facilities, with a recently funded indoor sports complex set to be completed in 2026.

PROPERTY

Devonport offers one of the most affordable housing markets in Australia, even with the recent increase in house prices over the past two years. Residents can expect to find affordable properties within close proximity to beautiful beaches, parks, and other open spaces. With an average population density of only 8.4 persons per square kilometre in Tasmania, residents can enjoy large block sizes, ample open spaces, and breathtaking views.

WEATHER

Devonport has an enviable mild climate with 4 distinct seasons, free from the weather extremes found in many parts of Australia. With Australia's climate heating up due to climate change, Tasmania is finding itself home to those wishing for more moderate weather patterns year-round.

HEADLINE STATISTICS



Median age

DEVONPORT	43
TASMANIA	42
GREATER HOBART	▼ 39

Aboriginal and Torres Strait Islander population

DEVONPORT	+1.2%	▲ 7.5%
TASMANIA		▲ 5.4%
GREATER HOBART		▲ 4.5%

Couples with children

DEVONPORT	-0.9%	▼ 21%
TASMANIA		24%
GREATER HOBART		26%

Language at home other than English

DEVONPORT	+2.7%	▲ 6%
TASMANIA		▲ 9%
GREATER HOBART		▲ 13%

University attendance

DEVONPORT	+0.4%	▲ 2%
TASMANIA		4%
GREATER HOBART		5%

University qualification

DEVONPORT	+3.8%	▲ 13%
TASMANIA		▲ 22%
GREATER HOBART		▲ 29%

Older couples without children

DEVONPORT	+0.8%	▲ 13%
TASMANIA		▲ 12%
GREATER HOBART		▲ 11%

Lone person households

DEVONPORT	-0.1%	▼ 31%
TASMANIA		28%
GREATER HOBART		▼ 27%

Medium and high density housing

DEVONPORT	-1%	▼ 13%
TASMANIA		12%
GREATER HOBART		▼ 15%

Trade qualification

DEVONPORT	+1.6%	▲ 26%
TASMANIA		▲ 22%
GREATER HOBART		19%

Unemployment rate

DEVONPORT	-2.3%	▼ 6.3%
TASMANIA		▼ 5.9%
GREATER HOBART		6.2%

Participation rate (population in labour force)

DEVONPORT	+2.8%	▲ 55%
TASMANIA		▲ 58%
GREATER HOBART		▲ 62%

Median weekly household income

DEVONPORT	+\$166	▲ \$1,115
TASMANIA		▲ \$1,368
GREATER HOBART		▲ \$1,600

Median weekly mortgage repayment

DEVONPORT	\$276
TASMANIA	▲ \$302
GREATER HOBART	▲ \$350

Median weekly rent

DEVONPORT	+\$30	▲ \$250
TASMANIA		▲ \$290
GREATER HOBART		▲ \$350

Household renting

DEVONPORT	31%
TASMANIA	▲ 26%
GREATER HOBART	▲ 28%

Households with a mortgage

DEVONPORT	+1.5%	▲ 29%
TASMANIA		32%
GREATER HOBART		33%

Overseas born

DEVONPORT	+2.8%	▲ 11%
TASMANIA		▲ 15%
GREATER HOBART		▲ 19%

Worked at home

DEVONPORT	+1.5%	▲ 5%
TASMANIA		▲ 8%
GREATER HOBART		▲ 8%

SEIFA index of disadvantage 2021

DEVONPORT	906
TASMANIA	▲ 966
GREATER HOBART	▲ 990

Source: Population highlights (2022) | State Growth Tasmania | Community profile (jd.com.au)

INVEST DEVONPORT

Devonport represents a compelling opportunity for businesses to invest, offering a strategic location, well-developed infrastructure, a diverse economy, a supportive business environment, and exceptional quality of life for residents and visitors alike.

Devonport is thriving. Council has invested heavily into the economic development program – LIVING CITY, which has kick-started a strong period of growth in Devonport. Utility providers such as TasPorts, owner of both the Sea Port and Airport are investing heavily to ensure that its facilities can cater for the strong growth expected. In particular, a \$240M upgrade to the Devonport port is currently underway to cater for an expected increase of an additional 160,000 sea passengers annually as well as large increases in both containerised and agricultural freight forecasted.

Similarly, the State Government

has invested in public facilities such as a new hospitality training facility, new library and a \$40M upgrade to the Mersey hospital currently under construction.

Together, with a supportive business community, Tasmania's best events and convention centre, and enviable lifestyle, Devonport offers a premier location to establish or expand business and industry.

DEVONPORT CITY COUNCIL ECONOMIC DEVELOPMENT TEAM



Mark McIver
Project Officer



Rebecca McKenna
Project Officer



Matthew Skirving
Executive Manager

CONTACTS

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Devonport Chamber of Commerce and Industry
dcci.org.au

The Coordinator General's Office
cg.tas.gov.au

Tasmanian Irrigation
tasmanianirrigation.com.au

Business Tasmania
business.tas.gov.au

Crown Land Tasmania
parks.tas.gov.au



CITY OF
CONNECTION

